



Fred Martin
Traditional Indigenous Knowledge Keeper
Communications Specialist
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Fred Martin is an Anishinaabe (Ojibwe) with ties to the M'Chigeeng First Nations of Manitoulin Island, Ontario as well as being a member of the Qalipu First Nations (Mi'kmaq) of the Port aux Port Peninsula, Newfoundland and Labrador. He is a Communications Specialist and Traditional Indigenous Knowledge Consultant who has devoted his life to the pursuit of traditional ceremonies, storytelling and knowledge as well as understanding the historical record of North American Indigenous peoples from pre-contact to the present day, with emphasis on Treaty, Policy and Indigenous Rights specifically as it relates to Colonialism, Confederation, and the building and creation of Canada.

Fred has strong ties in the Toronto Urban Indigenous community with consultation, collaboration and development of several Indigenous initiatives, strategies, programs and training seminars for recent clients including, The Toronto Police, Hot Docs, The Business Development Bank of Canada (BDC), The Gord Downie and Chanie Wenjack Fund (DWF), KAIROS Canadian Ecumenical Justice Initiative (Blanket Exercise), JAYU Festival Inc., The Native Canadian Centre of Toronto (NCCT), Canadian Roots Exchange (CRE) and Leadnow.

Fred is active on many Toronto based Indigenous Consultative committees and Boards including the Toronto Police Service - Aboriginal Consultative Committee (ACC) and the Chief of Police Advisory Council (CAC); Toronto Public Library – Indigenous Advisory Council (IAC); a Board of Director for the JAYU Festival Inc which is a youth focused human rights organization.

Fred has an extensive communications management background, leading creative and resource teams in website design, building and testing and social media management with specific focuses on key messaging, brand awareness, media libraries and content creation for website, social media, marketing and promotion (Video, photography, info graphic, web optimized content).

Before devoting his work full time to the Indigenous Not-for-Profit sector, Fred served the Canadian Film and Television industry for 15 years working as a Designer, Photographer and Production Crew for numerous Canadian creative production companies like CBC, DHXmedia and TVOntario.

Fred lives and works in Toronto, Ontario.