

**NATIONAL CAPITAL COMMISSION (NCC)
2004-2005 ANNUAL REPORT
ON THE OPERATION OF THE CANADIAN MULTICULTURALISM ACT**

- 1. In the fiscal year 2004-2005, how did your organization help ethno-cultural groups and organizations to enhance their contribution to Canadian society? (Reference: the *Canadian Multiculturalism Act* 3(2)(b)).**

Consultations with ethno-cultural groups

Parliament Hill

The *Discover the Hill* program explored new and different avenues to reach members of diverse communities for the hiring of summer positions for the outdoor interpretation programs on Parliament Hill, including direct contact with university cultural associations, cultural community associations and communications networks and targeted websites.

The establishment of services and/or programs which target visible minorities and new Canadians

Public programming in the Core Area of the Capital

Recently completed plans, including *Enriching the Capital Experience: a Five-Year Strategy for Programming and Reflecting a Nation: Programming and Activities Vision for the Core Area of Canada's Capital*, have recommended enhancements to NCC programming activities to better represent Canada and Canadians in the National Capital Region particularly the core area. A particular point of interest is to better reflect the multicultural nature of Canada. As a follow up to these recommendations, a new project to develop a Representation strategy based upon consultation with multicultural networks is being initiated. This strategy will result in an action plan of concrete activities that will be undertaken by the National Programming Branch to better reflect the diversity of Canada.

The *Public Programming and Activities Vision for the Core Area of the Capital* puts a strong emphasis on better reflecting Canada and Canadians starting with a sound foundation of research, through a situation analysis, to better understand the values that different Canadians ascribe to the nation and what it means to talk about "Canadian Identity". The plan recommends strategies to animate the Capital through diverse cultural programming and to ensure that commemorations and public art are reflective of our diversity.

Christmas Lights Across Canada

The Christmas Lights Across Canada program endeavours to reflect more than its Christian foundation. The ceremony on Parliament Hill, at the beginning of December, was made into a television program by Rogers Ottawa Television, and was shown in the National Capital Region and was also sent to all the cablecasters across Canada via satellite. The winter and lighting festivals of many communities and cultures are explained in the program interpretation. Program performers in 2004 included Inuit drummers and German Bells choir and the children's choir included a mosaic of Canada's cultures. Last year's lead performer and Master of Ceremony was Inuit singer Susan Aglukark.

Sound and Light

The *Sound and Light* program puts a strong focus on the voices and experiences of many Canadians reflecting the different perceptions of Canada based upon different cultural experiences. A new *Sound and Light Show* for 2005 featured music and songs from different cultures and languages and wove them into a tapestry of multicultural sounds. Emphasis was placed on the way Canadians communicate and how diversity has contributed to Canadian values. Visuals which were projected on the Parliament Buildings included images from many cultures.

The creation of partnerships with ethno-cultural community organizations

Outreach efforts

In July 2005, the Employment Equity Coordinator for the NCC communicated by e-mail with a number of organizations and associations which represent the interests of members of visible minority groups, as part of our ongoing efforts to reach out to and attract qualified candidates to our workforce from visible minority groups. We are particularly interested in knowing, for example, how many members (or clients) these organizations represent, what skills they have and what types of jobs they are seeking, and which mechanisms already exist (or would be required) to make readily accessible our job posters to this particular employment equity designated group.

2. a) In the fiscal year 2004-2005, what research and statistical data did your organization collect on Canadian diversity (race, national or ethnic origin, and religion)? (Reference: the *Canadian Multiculturalism Act* 3(2)(d)).

Volunteer Centre

The NCC Volunteer Centre coordinates volunteer initiatives for all of the NCC's public programs that require volunteer participation to successfully take place. In total, for the 2004-2005 period, nearly 1,600 volunteer positions were filled by nearly 1,273 different volunteers. Of these, 845 were directly recruited by the Volunteer Centre, with the others coming from service groups. To determine whether the Volunteer Centre is a diversified environment and whether the opportunities for volunteer work available with the NCC are attractive for the cultural communities, we added two optional questions to our registration forms (country of birth and date of arrival in Canada). The data from the individuals surveyed account for the following statistics for 2004-2005:

- 156 of the 845 individuals were born in another country (18.5%);
- 62 different countries were identified as being countries of origin, mostly :
 - China
 - England
 - Haïti
 - Lebanon
 - Yemen
 - Spain
 - Bosnia Herzegovina
 - Brazil
 - Bulgaria
 - Colombia
 - France

Canada Day 2004 had the greatest number of volunteers (111) from different cultural communities, that is, 33% of volunteers for Canada Day that were recruited by the NCC (not including service groups).

2. b) Describe how this research and data supports the development of policies, programs and services in a sensitive and responsive manner to Canadians of diverse backgrounds (race, national and ethnic origin, and religion).

The Volunteer Centre Coordinator provides feedback on a continual basis on behalf of volunteers who share their feelings of pride and satisfaction in being Canadian citizens and in volunteering their time and energy for NCC activities and events. In addition, the Volunteer Centre's website presents photos of volunteers from the cultural communities to demonstrate that people of all origins participate in NCC programs as volunteers.

3. In the fiscal year 2004-2005, how did your organization enhance the understanding of and respect for Canadian diversity (race, national or ethnic origin, and religion)? (Reference: *Canadian Multiculturalism Act 3(2)(c)*).

Canada Day 2004

In 2004, Canada Day Officials Sites proposed an integrated approach to programming activities featuring multicultural communities. Dance groups and musicians on the Parks' stages, as well as workshops highlighting other cultures were presented.

The CHIN Ottawa PicNic at the Canada and the World Pavilion was heavily promoted on this multicultural Ottawa station, in its Arabic, Chinese, Hindu and Italian programs, thus exposing the Capital to thousands of New Canadian. Reports were also produced for the CHIN Television program that was aired on CityTV across Ontario.

Canada Day – Official Sites featured, among others:

- Parliament Hill: Kanata Native Dance, Lisa Odgig, Taima, George Elliott Clark and Florent Vollant.
- Major's Hill Park: Freeworm and Rubberband Dance.
- Jacques-Cartier Park: Red Pepper Spectacle Arts and Native Interpretation.
- Confederation Park : Enan Egyptian Dance, Colores Andinos, Pavlo, Colectivo, Njacko Backo, Celso Machado, Oto-Wa Taiko, Svitanok Ukrainian Dance Ensemble, Odessey Dance Troupe and Dr. Lee.
- Canada and the World Pavilion: Magic Circle, André Ibrahim, South-east Asian Dance Group.

Winterlude 2005

In 2005, Winterlude's Official Sites proposed an integrated approach to programming activities featuring multicultural communities. Performances as well as workshops highlighting other cultures were presented:

- Snowbowl: Featured Keshia Chanté, Mélanie Renaud (Haiti), Buffy Sainte-Marie and Florent Vollant (Native), star skater Emanuel Sandhu.
- Jacques-Cartier Park : Featured aboriginal traditional folklore with Nunavut Sivuniksavut (Inuit) and The Turtle Island Group (Native) as well as snow carvers from each Province and Territory participated in the National Snow Sculpture Competition.
- Confederation Park : Enan Egyptian Dance, Colores Andinos, Pavlo, Colectivo, Njacko Backo, Celso Machado, Oto-Wa Taiko, Svitanok Ukrainian Dance Ensemble, Odessey Dance Troupe and Dr. Lee.
- Diplomatic Day: Each year, families from the diplomatic corps are invited to a day designed to help them discover the pleasures of Canadian winter. A guided visit of the various sites, ending with an impromptu lunch, enabled participants to enjoy many activities planned for the occasion along with a performance by Juan José Carranza (Mexico/Argentina).

In addition, the Embassy of the Dominican Republic sent two of the Republic's sculptors to participate in the International Ice-Carving Competition (solo category).

GirlzTV, a YTV television program, produced one full episode at Winterlude. This program was hosted by two visible minorities (Asian and African) members and they talked about the multi-ethnic participation at Winterlude and in the Capital in general.

The X television series from CBC Television, aimed at teenagers, produced at least a dozen two-minute stories at Winterlude. These stories shown across Canada, featured many visible minorities kids participating in Winter activities in Canada's Capital.

Diversity training that responds to the needs of ethno-cultural and ethno-racial communities

Parliament Hill

A full day workshop on cultural diversity and values was presented to *Discover the Hill* staff to ensure that the needs of the public were recognized and met and that members of diverse cultural communities felt welcome.

Guide-interpreter services for our programs

All the guide-interpreters who work in the *Discover the Hill*, the Canada and the World Pavilion and *Tulip Legacy* programs speak fluent English and French and interact directly with the public and may also serve a national and international multilingual clientele. These personalized service providers also make an effort to greet the public and bring out the diversity of visitors' provincial and national origins.

Interpretive programs

The Core Area and Confederation Boulevard Interpretation programs endeavour to communicate about not just the heritage resources of the Capital, but also about Canada and Canadians. The *Capital Adventure Guide* tells many stories relating to diverse people who have contributed to the building of Canada. In a chapter called "Window on Canada", the Guide reveals, through statistical information the cultural and linguistic makeup of the nation. As well, the Guide and our other interpretation publications endeavour to use photos of visitors who are recognizable as members of various cultures. In an effort to update our interpretive publication, we developed a new photo bank which includes multi-ethnic representation.

Canada and the World Pavilion

Staff at the Pavilion, particularly with the seasonal complement of students continues to reflect increasing cultural diversity. The main exhibit at the Pavilion celebrates the contributions and achievements of Canadians from all areas and cultural origins. Work began in 2004 on the development of a new exhibit for the Pavilion entitled "The World Within Canada" with an objective of presenting the many aspects of Canadian society shaped by people who have contributed to Canada from around the world. A specific objective was that "visitors to the exhibit will feel more positive about the international and cultural nature of Canadian society". With the closing of the Canada and the World Pavilion this exhibit will not develop as planned, however, the extensive research carried out will be maintained and will serve as a foundation for future programming efforts. In addition, updates to the Pavilion panel entitled "Canadians making a difference" put a focus on Canadians of diverse backgrounds.

Corporate culture that respects and supports diversity

The NCC Diversity Committee, which includes a member of the Executive Management Committee who has the role of Diversity Champion as well as a union representative, has been in existence since March 2004 and meets on a monthly basis in an effort to assist the NCC in being more diversified, more inclusive and reflective of the Canadian population it serves. Its guiding principles include:

- Efforts will focus on sensitizing our workforce so that there is wide understanding internally of the value of diversity, and a sense of participation and fairness for all.
- The fair representation of the four designated groups at the NCC will be achieved through active recruitment and retention policies and practices.

Accommodation

A working group including a union representative was created in January 2005 to develop a policy on workplace accommodation to foster an inclusive, barrier-free and non-discriminatory workplace, thus allowing for the full participation of all its employees, and to ensure the accommodation of prospective employees. Work on the new policy is unfolding at a good rate, and the policy will include a set of guidelines and procedures.

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Communications that showcase Canadian diversity

Awareness campaign

The Diversity Committee is becoming an increasingly active partner in identifying and orchestrating activities and events related to multiculturalism and diversity. Some of these include:

- International Women's Day – in partnership with the Senate of Canada, the NCC set up an information kiosk on March 11 for employees;
- International Day for the Elimination of Racial Discrimination – an information kiosk was organized for employees on March 19;
- Aboriginal Awareness Week (May 21-24) – on May 26, the NCC along with Industry Canada and Canada Firearms Centre co-hosted an event at lunch-time which focused on Métis People;
- National Aboriginal Day (June 21) – message appeared in intranet;
- Canadian Multiculturalism Day – a film entitled Canadian Portraits was presented to employees on June 28;
- Women's History Month (October) – message appeared on intranet;
- National Day of Remembrance and Action on Violence Against Women, whereby in partnership with the Senate of Canada we organized an awareness and fund-raising activity on December 6; and
- Black History Month - a film entitled Honour Before Glory was presented to employees in February 2005.

Other

Canada's Capital Commemorations Plan

The number one identified strategic objective of the Commemorations Plan is "To better reflect the identity and diversity of Canada and Canadians". Inherent in this objective will be the broadening of the multicultural story in all six of the identified "national" themes of Canada. It will also further facilitate participation by diverse groups in the commemorative process. Work is underway in developing a specific strategy to achieve this objective. Meetings were held with another federal agency who have already developed a similar strategy and are in the implementation stage.

School and Youth programs

A new school program called "Ottawa, a World-Class Capital", developed in 2003-2004 and launched in May 2004 at Canada and the World Pavilion, reflects in its overall content the multicultural richness of the national capital as a representation of the Canadian experience. New publications and internet tools are being developed for classroom use and by classes planning a visit to the Capital. These tools will put a strong focus on reflecting a Capital that is representative of the diversity of Canada and Canadians.

Les trophées de la langue

The broadcasting section of the NCC, in collaboration with Canadian Heritage, hosted Bernard Pivot's prestigious program *Les trophées de la langue*. This 90-minute program explored all facets of 'la francophonie' in the National Capital Region as well as elsewhere in the country, and was televised by TV5 to many francophone countries around the world. Canada's multicultural mosaic was greatly highlighted, and in particular the Aboriginal Peoples.

4. a) In the fiscal year 2004-2005, how did your organization recruit, retain, and promote Canadians of diverse ethno-cultural groups (race, national or ethnic origin, and religion)? (Reference: the *Canadian Multiculturalism Act 3(2)(a)*).

Recruitment

The NCC posts its external competitions through a variety of networks, including its own website and a number of designated groups organizations.

In an effort to further make known its commitment to the principles of employment equity and to encourage candidates from the designated groups to apply, the NCC includes a statement on all employment opportunity posters to read as follows:

- The National Capital Commission is committed to building a skilled, diverse workforce reflective of Canadian society. As a result, it promotes **employment equity** and encourages candidates to indicate voluntarily in their application if they are a woman, an Aboriginal person, a person with a disability or a member of a visible minority group.
- The National Capital Commission is committed to developing inclusive, barrier-free selection processes and work environments. If contacted regarding this competition, please advise the departmental official of the **accommodation measures** which must be taken to enable you to be assessed in a fair and equitable manner.

In addition, improvements have been made to its electronic recruitment system:

- The statement which appears on its job posters (see above) was revised to reflect that of the Public Service;
- HR Advisors identify for managers applicants who have self-identified to ensure they are duly considered during the selection process;
- A self-identification feature is being added in the electronic system for future employment opportunities to establish an inventory of potential candidates who are designated group members.

As part of its employment equity action plan, recruitment processes are included to support/facilitate managers' efforts in recruiting members of visible minorities:

- Establishing partnerships with community organizations representing visible minorities;
- Improving staffing tools;
- Providing training to managers.

Retention

NCC's human resources policies are developed and reviewed to ensure they reflect the values of the organization, one of which is to have all employees feel included in the workplace. A Diversity Committee has been established and is used as a forum to discuss issues pertaining to retention.

Promotion

Since the NCC became a separate employer, promotion within the organization is carried out through a transparent process, by advertising all employment opportunities internally to solicit the interest of employees.

4. b) How has your organization benefited from having a diverse workforce?

The Diversity Committee, which is co-chaired by a representative of the union, discusses various issues that influence the management of some programs and activities.

Our intranet allows the organization to communicate – and to celebrate – initiatives and activities related to multiculturalism and diversity. It is particularly worth noting that, at the signing of the new collective agreement on February 4, 2005 the union representative performed a smudging ceremony. In addition, during Aboriginal Awareness Week (May 24-27), the same union representative erected a 20-foot authentic teepee in the lobby of the headquarters building of the NCC, which generated much interest among employees and served to increase awareness and understanding of the culture of Aboriginal Peoples. Story-telling at lunch-time in the teepee was a feature that proved to be very popular.

Efforts are made to recruit students, especially in front-line positions like the Capital InfoCentre and Parliament Hill, that are representative of visitors to Canada's Capital Region.

There exists a desire, coupled with ongoing efforts, to continue raising the level of awareness of multiculturalism and diversity among employees of the organization.

5. In the fiscal year 2004-2005, how did your organization benefit from the language skills and cultural understanding of Canadians of diverse backgrounds (race, national or ethnic origin, and religion) within your organization? (Reference: *Canadian Multiculturalism Act 3(2)(e)*).

Incorporate the cultural insights of staff from ethno-cultural and ethno-racial communities to improve policy-making functions / enhance service delivery / expand business opportunities.

Parliament Hill

Increasingly, staff members of the *Discover the Hill* program reflect the cultural diversity of Canada with approximately 1/3 of staff being members of visible minorities. Linguistic capabilities of staff include: Pakistani, Arabic, Spanish, German and Vietnamese.

Capital Infocentre

The Capital Infocentre welcomes and informs Canadian and foreign visitors to Canada's capital. It is intended to help visitors better understand the Capital's symbolic importance and to provide visitors with information on a wide range of activities, and national and local attractions. Multiculturalism is reflected in its displays (audio available in Italian, German, Japanese, Chinese and Spanish), its theatre presentations (illustrating Canadians of all ethnic origins) and in some of its temporary exhibits. Most Infocentre staff members are multilingual (an important hiring criterion). Some student staff for the 2004 peak season were members of visible minorities.

To meet the needs of its clientele, the Infocentre also publishes and distributes multilingual maps of the city (in German, Spanish, Italian, Japanese and Mandarin).

Contact Centre

The NCC operates a Contact Centre (phone and e-mail service) which interacts with some 89,000 external clients per year. In 2004-2005, two of our full time staff were multilingual as well as some of the student staff.

6. Considering your responses to the preceding questions, in 2004-2005, what is the most important achievement to highlight in the Annual Report on the Operation of the *Canadian Multiculturalism Act*?

In July 2005, the Board of Commissioners of the NCC gave its final approval to the new Public Programming Strategy: Enriching the Capital Experience. This strategy includes **four strategic pillars** that will guide the NCC in achieving its programming objectives:

- Enriching the Capital Experience
- Strengthening the Renown of Canada's Capital
- Increasing the National Relevance of NCC Programs
- Championing an Open Capital for Canadians

A nation's capital should reflect its country's history, values and its diversity. NCC is committed to presenting programs that are truly representative of Canada, its cultures, provinces and territories. By ensuring that the Capital is a source of pride for all Canadians, the NCC will enrich Canadians' collective memory of their capital.

- Strengthen the national content of NCC programs by connecting more directly with Canada's regions, people and celebrations;
- Emphasize programs that are truly representative of Canada, its cultures, provinces and territories;
- Make the Capital a source of understanding and an object of pride by presenting Canadian achievements and achievers;
- Ensure a better balance in representing the full Canadian experience through permanent commemorations. These could feature nationally significant Canadians, events and ideas with a special emphasis on underrepresented themes.

7. What steps will your organization take to advance the *Canadian Multiculturalism Act* in fiscal year 2005-2006 (such as enhancing the understanding and respect for diversity, promoting equal opportunity in federal institutions, capacity building, and conducting research on relevant policies, programs and practices)?

The priority of the Diversity Committee consists of finalizing the 5-Year Employment Equity Action Plan. In addition, it will continue fulfilling its mandate as follows:

- provide advice to Executive Management Committee (EMC) and to the Employment Equity Coordinator, Human Resources Branch on the implementation of the *Employment Equity Act* and on matters related to employment equity and diversity;
- serve as a forum for discussion on equity and diversity in employment;
- participate as a consultative body for various organizational initiatives by providing employment equity and diversity perspectives;
- organize and participate in training and awareness activities related to employment equity and diversity;
- advise HR Branch on the update and review of the 5-year employment equity action plan, implement initiatives and monitor it on a continual basis
- explore partnership opportunities with other Federal Public Service organizations (ie: Canadian Heritage, the Senate, NAC), the union local, outreach programs and facilities, etc.

In October 2004, Executive Management Committee endorsed the Integrated Human Resources Management Framework, which had emerged from issues about recruitment, workload, succession and corporate memory. Included as guiding principles are providing a diversified, open and innovative workplace and recruiting, through a competitive process, qualified candidates who meet the organizational needs and objectives of a competent and representative workforce.

