



National Capital  
Commission

Commission  
de la capitale nationale

Canada

2002-2003

## Progress Report

for the implementation of Section 41  
of the  
*Official Languages Act*

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## Preamble

In August 1994, Cabinet approved the establishment of an accountability framework for the implementation of Sections 41 and 42 of Part VII of the *Official Languages Act*.

Section 41 of the *Act* commits the federal government to enhancing the vitality of English-speaking and French-speaking minority communities, as well as fostering the full recognition and use of both English and French in Canadian society. This commitment ensures that minority language communities not only have access to services in their language, but also that all federal departments and institutions actively contribute to the development and vitality of these communities.

Section 42 of the *Act* mandates the Minister of Canadian Heritage to promote and encourage a coordinated approach to these commitments.

The accountability framework includes measures which target key institutions in areas of intervention which are vital to the minority language communities and which have the greatest impact on their development. Each key department or institution is required to develop an action plan for the implementation of Section 41; this plan must take into account the specific needs of the official language minority communities. Ministers and senior officials responsible for the key institutions transmit these plans and report on the results attained once a year (summary of achievements) to the Minister of Canadian Heritage.

### Mandate

The National Capital Commission (NCC) continues to work as creator, guardian and interpreter of Canada's Capital, while bringing together some very diverse interests. In summary, its mandate is to integrate two major roles:

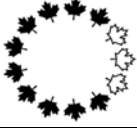
- Prepare plans for and assist in the development, conservation and improvement of Canada's Capital Region in order that the nature and character of the seat of the Government of Canada may be in accordance with its national significance;
- Organize, sponsor, promote and communicate such public activities and events in Canada's Capital Region as will enrich the cultural and social fabric of Canada, taking into account the federal character of Canada, the equality of status of the two official languages of Canada and the heritage of the people of Canada.



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Program	<b>Canada Day</b>
Objective	The NCC fosters pride and unity by planning, organizing and coordinating Canada Day celebrations in Canada's Capital Region.
Description	The NCC provides logistical and technical support to Canadian Heritage and CBC/SRC for the noon-hour televised show broadcast live from Parliament Hill. The NCC also co-produces, along with CBC/SRC, the evening show usually broadcast live from Parliament Hill. Because of the G8 in 2002 however, the evening show was broadcast live from Charlottetown with some segments coming from, among other places, Parliament Hill. The NCC also coordinates and schedules cultural and public activities in three other sites in Ottawa and in the Hull sector of Gatineau.
Partners	Federal, regional and municipal as well as private.
<b>2002 - 2003</b> Achievements	<p><b>Canada Day 2002</b></p> <p>The NCC attends symposiums/conferences (showcases) across the whole country to discover new Canadian talent, including talent coming from official language minority communities (OLMCs).</p> <p>As an example of the calibre of talent that exists in both linguistic groups, the following artists from OLMCs participated in the 2002 Canada Day celebrations: Nanette Workman, Patrick Mayer, Aytahn Ross, Ednamation and Tripsonik, (Que.); Breen Leboeuf, Véronic DiCaire and Garrity, (Ont.); and Steele Heart (B.C.).</p> <p>The confirmed viewers were as follows: Noon show: CBC = 237,000; SRC = 188,000; NewsWorld = 120,000 and RDI = 47,000 for a total of: 592,000.</p> <p>Evening show (portion from 8 p.m. to 9 p.m.): CBC = 333,000 and SRC = 270,000 for a total of: 603,000.</p> <p>Evening show (portion from 9 p.m. to 10 p.m.): CBC = 635,000 and SRC = no broadcast.</p>



<p><b>2003 - 2004</b> Next steps</p>	<ul style="list-style-type: none"><li>• We are going to continue to incorporate artists from all regions of Canada and also from OLMCs.</li><li>• We will highlight the origin of the cultural groups in the calendar of activities for Canada Day.</li><li>• We will announce the origin of the artists by way of pre-recorded messages (master of ceremonies).</li><li>• We will keep up our participation in a range of symposiums and conferences (showcases) to find new talent.</li></ul>
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Program	<b>Winterlude</b>
Objective	To celebrate our country's nordic heritage by promoting recreational, cultural, athletic and educational activities around the theme of winter.
Description	Winterlude, the largest winter festival in North America, was presented for the 25 <sup>th</sup> time in February 2003. The activities took place along the Rideau Canal, the longest skating rink in the world, and at three other NCC sites in Ottawa and the Hull sector of Gatineau, as well as at other partners' sites in the heart of the Capital.
Partners	Federal, regional and municipal, as well as private.



**2002 - 2003**  
Achievements

**Winterlude 2003**

The NCC attends symposiums/conferences (showcases) across the whole country to discover new Canadian talent, including talent coming from official language minority communities.

The following artists and groups from OLMCs participated in the celebrations in 2003: Donald Poliquin, Deux Saisons and Glengarry Bhoys (Ont.); Gérald Laroche (Man.) and Les Bûcherons (Alberta).

Although there is an artistic and cultural component to Winterlude, the programming is focused more on participatory winter activities.

Broadcast activities:

- Production by TFO of 10 segments on Winterlude as part of the *Méga TFO* series and organization of a broadcast contest. TFO is broadcast in Ontario and Acadia and is also viewed by Francophone audiences outside Quebec via satellite television.
- Production of 10 Winterlude program segments by TVOntario, as part of the *TVOKids* series. TVOntario is seen by viewers in minority Anglophone communities in Quebec via satellite television.
- Production—in collaboration with the Première chaîne de Radio-Canada—of two special shows from Winterlude. The first, of a duration of 30 minutes presented a humorous look at the history of the first 25 years of Winterlude. The second, 120 minutes long, was a performance by the popular group *Les Respectables*. Both shows were broadcast across Canada, thus reaching Francophone minority communities outside Quebec.
- Broadcast on the CTV network of *E-Talk at Winterlude 2003*, a Winterlude special. CTV has stations in Quebec; it therefore reaches the Anglophone minority. CTV also produced 1-minute vignettes on Winterlude that were aired a total of 30 times and they sent the *Canada AM* program for one day to Winterlude 2003.
- Broadcast of *Bal de Neige : 25 ans!* on Radio-Canada across Canada, thus once again reaching Francophone minorities outside Quebec.



<p><b>2003 - 2004</b> Next steps</p>	<ul style="list-style-type: none"><li>• Between now and the end of 2003-2004, the NCC is going to strengthen Winterlude's flagship activities that contribute to its mandate, and attempt to increase the contribution of partners in the program and develop a medium- and long-term vision/plan to ensure the viability of Winterlude.</li><li>• We will highlight the origin of the cultural groups in the calendar of activities for Winterlude.</li><li>• We will announce the origin of the artists by way of pre-recorded messages (master of ceremonies).</li></ul>
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Program	<b>Christmas Lights Across Canada</b>
Objective	National program that celebrates an important collective moment, the beginning of the Canadian winter and of the holiday season.
Description	<p>The lighting ceremony, which takes place on Parliament Hill, traditionally features Francophone and Anglophone artists and is conducted in both official languages. Some of the artists are occasionally from OLMCs.</p> <p>The ceremony and the program, as a whole, help to make the Capital a place of celebration for all Canadians, and convey a universal message of peace, tolerance, joy and conviviality between all cultures. Canadian traditions as well as all the Canadian provinces and territories are also represented.</p>
Partners	Roughly fifty partners Canada Post – official sponsor
<b>2002 - 2003</b> Achievements	<ul style="list-style-type: none"> <li>• The master of ceremonies, Sébastien Bertrand, is a franco-ontarian (<i>TFO</i> animator).</li> <li>• The ceremony was televised on Rogers 22 and Rogers 23 to both linguistic groups.</li> <li>• The provincial premiers expressed their salutations in both official languages (Nunavut: in inuktitut and in English).</li> <li>• Production of a 30-minute special program on the <i>Christmas Lights Across Canada</i> lighting ceremony in the nation's Capital. This bilingual show was sent to all cable companies in Canada for showing during the Christmas season, thus reaching Anglophone and Francophone minority communities.</li> </ul>
<b>2003-2004</b> Next steps	<ul style="list-style-type: none"> <li>• Continue to offer the public and the media an event that reflects, celebrates and promotes Canada's linguistic duality.</li> </ul>



Program	<b>Celebrate Canada in the Capital</b>
Objective	To promote Canadian pride by encouraging Canadians to visit Canada's Capital Region and to explore their country's diversified culture and heritage.
Description	The program invites Canadians to discover their Capital during the July 1 <sup>st</sup> celebrations.
Partners	This program was offered in collaboration with Canada Mortgage and Housing Corporation.
<b>2002-2003</b> Achievements	<p>In the last edition of the program, offered in 2002, thirteen (13) families, each representing a province or a territory, won a trip to the National Capital. More than 5,000 children participated in the contest, which was conducted in the Canadian elementary school system. It should be noted that the winning family from Iqaluit was French-speaking.</p> <p>The program has been cancelled for financial reasons.</p>



Program	<b>Sound and Light Show on Parliament Hill</b>
Objective	To present a very entertaining and inspiring show on Parliament Hill to illustrate the landscape, the accomplishments and the inhabitants of our great country.
Description	<p>The NCC has given a new look to its Sound and Light Show on Parliament Hill. The new version, entitled "Wind Odyssey", uses the poetry of the four winds to transport viewers into a discovery of the essence of the country through testimonials by Canadians. Two evening shows are presented (one in French and one in English) seven days a week from the beginning of July to the beginning of September.</p> <p>A special effort has been made to represent OLMCs in the show by interjecting several regional accents into the narrative content as well as by presenting the regional and linguistic diversity of the characters.</p>
Partners	Via Rail and Canada Post
<b>2002 - 2003</b> Achievements	In 2002, the show was refined slightly to increase the strength of its emotional impact on the viewers.
<b>2003 - 2004</b> Next steps	<ul style="list-style-type: none"> <li>• Continue to offer the public a very high quality show with a broad scope in which all Canadians can see themselves.</li> </ul>



Program	<b>Youth Programs</b> Capital Quiz, guided tours of Confederation Boulevard, Adventures in Citizenship, Canada By Us (online program).
Objective	Present an insight into Canada to thousands of young people (aged 11 to 14) visiting their Capital in May and June on school field trips, and show them how the Capital provides an overview of the Canadian identity.
Description	<p>Capital Quiz is a game show that has students actively participate in an interactive production meant to present Canadian accomplishments as well as the National Capital Region.</p> <p>Guided tours of Confederation Boulevard provide an on-board guide to present a visit to the symbolic heart of the Capital and to help visitors understand the main sights, places and institutions.</p> <p>"Adventures in Citizenship", offered in cooperation with the Rotary Club in May 2002, offered approximately 200 young people an unforgettable "Capital" experience. The young participants were selected by the Rotary clubs. One of the components of the program was to expose these young people to the diversity of French-Canadian culture.</p> <p>"Canada By Us" is an online educational program offered on the NCC web site <a href="http://www.canadascapital.gc.ca">http://www.canadascapital.gc.ca</a>. It is prepared with the help of young people throughout the country and focuses on the provinces and territories.</p>
Partners	Federal institutions in the Capital



<p><b>2002-2003</b> Achievements</p>	<p>The NCC's range of educational products emphasizing Canadian assets are systematically distributed to OLMC schools and communities (there are more than 12,000 schools on the mailing list). We also send the information to French as a second language teaching associations, to ethnic community organizations and to public libraries. As part of our youth program marketing activities for 2002-2003, our advertising inserts targeted the most popular professional publications in order to be as inclusive as possible and reach the greatest number of teachers.</p> <p>In 2002-2003 "Canada's Capital Tours" continued to be offered along the same model, that is, they were offered in English and in French and featured the diversity and nature of the national symbols in the Capital. The NCC and the Council for Canadian Unity have an agreement for providing these tours free of charge to the young participants in the "Encounters with Canada" program that brings together high school students from everywhere in Canada.</p> <p>"Capital Quiz" was presented for the last time in May-June 2002 at the Canadian Museum of Civilization.</p>
<p><b>2003-2004</b> Next steps</p>	<ul style="list-style-type: none"><li>• The "Capital Quiz" program is being reviewed given the need to adapt the program's formula.</li><li>• The NCC will explore with the Rotary Club the possibility of more actively recruiting students from minority communities.</li><li>• The NCC will include more specific information on minority communities in its "Canada By Us" program.</li><li>• Further develop networks and update mailing lists for schools and community groups in order to increase distribution (ongoing process).</li><li>• Continue to intensify contacts with OLMCs so that all of the educational material can be sent to schools in OLMC regions.</li><li>• We will attend the Salon des enseignants de français langue maternelle (ACREF) in October 2003.</li></ul>



Other broadcast activities:

- May 2002: Live production of two episodes of *Salut, Bonjour! Week-End* on the TVA network to launch the Capital's tourist season. Audience for the two days: more than 750,000. TVA is broadcast throughout the country, reaching Francophone minority communities outside Quebec.
- Summer 2002: Production in Canada's Capital of six features of the TVA network's *Bec et Musée*. This series on animals dealt with such things as the Parliament Hill cats, Experimental Farm animals, Gatineau Park deer and RCMP horses. As with *Salut, Bonjour! Week-End*, the show reached Francophones outside Quebec.