

NATIONAL CAPITAL COMMISSION (NCC)
RESULTS-BASED STATUS REPORT (2003-2004)
IMPLEMENTATION OF SECTION 41 OF THE
OFFICIAL LANGUAGES ACT

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General information and period covered

National Capital Commission

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Ottawa, ON
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Chairman: Marcel Beaudry

Web site: <http://www.canadascapital.gc.ca>

Description of 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 (CCR) 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 CCR as will enrich the cultural and social fabric of Canada, taking into account the federal character of Canada, the equality of status of the official languages of Canada and the heritage of the people of Canada.

Responsible officers

- Suzanne Gustafsson, Executive Director, Human Resources Branch
- Francine Gallo, Chief, Organizational Development, Human Resources Branch
- Stéphane Pellicano, Coordinator, Official Languages Program, Human Resources Branch

This report covers the period April 1, 2003 to March 31, 2004.

Section I: Detailed Status Report

Canada Day 2003

The NCC fosters pride and unity by planning, organizing and coordinating Canada Day celebrations in Canada's Capital Region. Logistical and technical support was provided to Canadian Heritage and the CBC/SRC for the noon show broadcast live from Parliament Hill. In addition, the NCC, with CBC/SRC, co-produced the evening show, also broadcasted live from Parliament Hill. Cultural activities programming was also coordinated at three other sites, on both sides of the Ottawa River (Ottawa and Gatineau), with numerous federal, regional, municipal and private partners.

Detailed Achievements

The NCC participated in the following symposia/conferences throughout Canada to seek out new Canadian talent from official language minority communities:

- 1) Forum national sur la francophonie canadienne (Moncton, Autumn 2003)
- 2) Francofête (Moncton, Autumn 2003)
- 3) Coup de cœur francophone (Montreal and Ottawa, Autumn 2003)
- 4) Ontario Contact (Toronto, Autumn 2003)
- 5) Contact ontariois (Ottawa, January 2004)

The following artists from OLMCs participated in Canada Day celebrations in 2003:

- 1) The Chango Family (Anglophone, Quebec)
- 2) Daniel Lanois (Francophone, Ontario)
- 3) Deux Saisons (Francophone, Ontario)
- 4) One Ton (Anglophone, Quebec)
- 5) The Bill Hilly Band (Francophone, British Columbia)
- 6) Corpus, "Les moutons" (Francophone, Ontario)
- 7) Canadian Floor Masters (Francophone, Ontario)
- 8) Salsa Team Canada (Anglophone, Quebec)
- 9) Madrigaia (Francophone, Manitoba)
- 10) Galitcha (Anglophone, Quebec)

Television Broadcasting Results

We expect to continue integrating artists from all regions of Canada and OLMCs, while promoting the origin of cultural groups in the activities calendar. The artists' place of origin is announced in the recorded message during introductions by the masters of ceremonies. Following the departure of the CBC/SRC as producers of the noon and evening shows, we will establish a new production and operations procedure on Parliament Hill for Canada Day 2004.

We have also endeavoured to establish closer relations with CHIN Radio Ottawa, a new multi-ethnic station recently established in Ottawa. Moreover, we have decided that this station's annual picnic will take place on Canada Day at Rideau Falls Park adjacent to the Canada and the World Pavilion. The program will include artists from the Caribbean, the Arab world and southern Asia.

WINTERLUDE

Winterlude, North America's greatest winter festival, was presented for the 26th year in February 2004. The celebration of Canada's Nordic heritage, in the form of recreational, cultural, sporting and educational activities, took place on the Rideau Canal (the world's longest skating rink) and at two other NCC sites in Ottawa and Gatineau, as well as other partner sites in the Capital core.

Detailed Achievements

We recruited new Canadian and OLMC talent while participating in symposia/conferences, including the Centre MIFO (Orleans, Ontario, January 2004). The following artists and groups took part in Winterlude 2004:

- (1) Impro Boréale, Martin Laporte (Francophone, Ontario)
- (2) Jesse Dryden (Anglophone, Quebec)
- (3) DJ Rise Ashen, Eri Vani (Francophone, Ontario)
- (4) Tropicalissimo (Anglophone, Quebec)
- (5) École secondaire De La Salle (Francophone, Ontario)
- (6) Urban Dance Company (Francophone, Ontario)
- (7) Team Manitoba (Francophone, Manitoba)
- (8) Aurèle Lecompte (Francophone, Ontario)

Television Broadcasting Results

We expect to continue integrating artists from all regions of Canada and OLMCs, while promoting the origin of cultural groups in the activities calendar. The artists' place of origin is announced in the recorded message during introductions by the masters of ceremonies. We are working closely with TFO and TVO for Winterlude; TFO broadcasts in Acadia; TVO broadcasts in western Quebec. We are also working closely with TVA which is accessible via cable to all the OLMCs throughout the country. By the end of 2004-2005, the NCC will emphasize partner contribution and develop a strategic plan for Winterlude 2006-2011.

CHRISTMAS LIGHTS ACROSS CANADA

This national program celebrates an important collective moment to mark the beginning of the Canadian winter and the Christmas season. It offers the public and the media an event that reflects, celebrates and promotes Canada's linguistic duality. The lighting ceremony on Parliament Hill as a matter of practice highlights anglophone and francophone artists from OLMCs.

In general, this program helps make the Capital a place of celebration for all Canadians and conveys a universal message of peace, tolerance, rejoicing and togetherness among the various cultures. All provinces and territories present their Canadian traditions. Canada Post, the program's official sponsor, contributes to the success of this event along with several other partners.

Detailed Achievements

Judging by the number of spectators at the lighting ceremony (a total of 10,000 persons in 2003-2004), this program has generated increased participation in an event that highlights linguistic duality and rapprochement among Canadians. We believe that the increased number of spectators at this ceremony helps achieve greater recognition of the acceptance, understanding and appreciation of the country's linguistic duality.

Television Broadcasting Results

Our Christmas Lights Across Canada program has been sent across the country via satellite for broadcasting by cable operators, thereby reaching Canadians in both official languages.

SOUND AND LIGHT SHOW ON PARLIAMENT HILL

This very entertaining and inspiring show illustrating the scenery of our great country and the achievements of its inhabitants is projected on the Parliament buildings nightly (one English and one French show each evening) from the beginning of July to the beginning of September.

Detailed Achievements

The Sound and Light show entitled "Wind Odyssey" transports the spectators through the poetry of the four winds and helps them discover the essence of the country through the many testimonies of Canadians. A special effort has been made to represent the OLMCs in the show by inserting a number of regional accents in the narrative content and representing a very broad linguistic and regional diversity through the participants.

Via Rail and Canada Post were the official sponsors for the year 2003-2004. This exceptional show, with which all Canadians can identify, is an ongoing program offered to the public.

YOUTH PROGRAMS

The three youth programs coordinated by the NCC are as follows: “A World-Class Capital”, a program of guided tours of Confederation Boulevard, “Adventures in Citizenship” and “Canada By Us.” These programs are presented to thousands of young people between the ages of 11 and 14 who visit their Capital on school trips in May and June. The programs provide them with a perspective of Canada and demonstrate how the Capital offers a comprehensive view of the Canadian identity.

“A World-Class Capital” is a new school program that will be launched in May 2004. This multimedia experience will highlight the Capital’s various historic, cultural and symbolic aspects, as well as the linguistic duality of Canada’s Capital Region. The Confederation Boulevard tours will offer a step-on guide service presenting a visit to the symbolic heart of the Capital, and enable visitors to discover the major scenic points, sites and institutions.

In May 2003, “Adventures in Citizenship” introduced an unforgettable “Capital” experience. Participants are selected by the Rotary Clubs. One program section is aimed at exposing young people to the richness of French-Canadian culture.

“Canada By Us” is an on-line school program offered on the NCC Web site <http://www.capitaleducanada.gc.ca>. It is prepared with young people from all parts of Canada and highlights the provinces and territories.

Detailed Achievements

The NCC’s various educational products highlighting Canadian capitals are distributed systematically in OLMC schools and communities (over 12,000 schools on the mailing list). Information is also sent to associations for the teaching of French as a second language, ethnic community organizations and public libraries. As part of our youth program marketing activities for the year 2003-2004, our advertising has targeted the most popular professional magazines in order to reach the largest number of teachers. In October 2003, we participated in the Salon de l’Association provinciale des enseignants (Quebec), which brings together francophone and anglophone teachers.

The Confederation Boulevard guided visits in 2003-2004 were again offered according to the same model, i.e. in English and French, and highlighting the diversity of national symbols in the Capital. These tours are offered free of charge to young participants in the “Encounters with Canada” program that brings together high school students from all parts of the country. They are also the subject of an agreement between the NCC and the Canadian Unity Council.

For the 2005 edition of the program “Adventures in Citizenship,” the NCC will explore with the Rotary Club the possibility of more active recruitment of young people from official-language minority communities. As part of national outreach activities, the NCC will establish closer links with OLMCs.

Other Television Broadcasting Results

One of the strategies of our new communications and marketing plan is to endeavour as much as possible to reach new Canadians. We are therefore trying to establish closer relations with stations such as Omni Television, Vision TV, etc.

We are working increasingly with TVA which has a large audience among the Acadian population and is available in all Canadian provinces and territories.

We have tried to work with the Alliance des radios francophones du Canada representing the country's francophone community radios, but have not been able to agree on a reasonable financing proposal..

PROMOTION OF LINGUISTIC DUALITY

In June 2003, the Chairman of the NCC communicated with business leaders in CCR to explore the issue of linguistic duality and to consider possible initiatives to reinforce and make more visible the bilingual character of establishments, both in Ottawa and in Gatineau. It is clear that linguistic duality should be of interest to businesses, and they should recognize its advantage in terms of attracting clients and tourists. This could include bilingual signs (outdoor and indoor), bilingual menus, bilingual greetings and bilingual service (at least in part). It is also recognized that in this region, an advantage exists in that a majority of students finish school with a good understanding of both languages. Service in both languages in the Canada's Capital's federal and commercial establishments is a goal that can be achieved together and that can serve as an example for the entire country.

We have reviewed the results of the study conducted by the Office of the Commissioner of Official Languages entitled *For Rent: In Search of Bilingual Services from Businesses in NCR Federal Buildings*. We welcome these recommendations and believe they will reinforce the Federal government's obligation to promote both official languages and foster respect for the two official language communities in this region. The NCC has often taken a leadership role in this regard.

Section II: Follow-up to our Action Plan (2003-2006)

Identifying Community Needs

Canada Day and Winterlude

As indicated in our action plan, throughout the year, artistic programming coordinators have participated in the following artistic and cultural sector conferences to recruit official-language minority community artists and producers:

- (a) Forum national sur la francophonie canadienne (Moncton, Autumn 2003)
- (b) Francofête (Moncton, Autumn 2003)
- (c) Coup de cœur francophone (Montreal and Ottawa, Autumn 2003)
- (d) Ontario Contact (Toronto, Autumn 2003)
- (e) Contact ontariois (Ottawa, January 2004)
- (f) Centre MIFO (Orleans, Ontario, Winterlude 2004)

Proposed Measures to Meet Community Needs

During the 2004 Canada Day celebrations, Acadia, which is celebrating its 400th anniversary, will be highlighted with artists from minority communities in these regions.

In 2003-2004, the planning period for the May 2004 edition of the “Adventures in Citizenship,” the Rotary Club was mainly concerned with uncertainty over the calling of an election, which would have had a major impact on the program and availability of Members of Parliament. However, this recommendation will be explored for the May 2005 program.

Marketing NCC Youth Programs

The recommended annual special promotional mailing aimed at francophone schools outside Quebec and anglophone schools in Quebec is no longer required as part of our marketing plan for the Quebec-Windsor corridor. A special mailing to all schools in this sector would mean duplication of information for teachers.

Financial and Other Resources Applied to the Action Plan

The NCC ensured that artists from OLMCs would be well represented at the 2003-2004 Winterlude and Canada Day celebrations/events by participating in symposia to recruit individuals from artistic and cultural sectors.

We did not have an opportunity to explore an interdepartmental partnership with official language communities (IPOLC) for the year 2003-2004. This may be a possibility for 2004-2005.