

# The Rural Annual Report At A Glance



*Enhancing  
the Quality  
of Life  
for Rural  
Canadians*

Canada is built on strong communities. The Government of Canada is committed to successful communities, both rural and urban, making informed decisions to guide their own future. Through a bottom-up process, the government ensures access to the opportunities and benefits of our national prosperity, to support a higher quality of life in rural and remote Canada.

Many solutions need involvement from more than one government department or agency. The Rural Secretariat acts as a focal point within government, responding to the issues and unique needs of rural Canadians. It works in partnership with federal, provincial and territorial government departments, and directly with residents of rural and remote areas, to develop policies and programs that will build strong, dynamic communities.

*The Rural Annual Report At A Glance* highlights key achievements in the priority areas of the government's *Federal Framework for Action in Rural Canada*. These priority areas were developed in a dialogue between the Government of Canada and Canadians living in rural and remote areas of the country.

#### **Priority: Access to Programs and Services**

The Government of Canada is committed to improving rural and remote Canadians' access to information and services. Its aim is to develop one-stop access to a wide range of government information and services by phone (1 800 O-Canada); Internet (Canada Site); and in-person service through a network of Service Canada Access Centres.

##### **Results:**

- ✓ Of 1.3 million calls received by 1 800 O-Canada in 2000–2001, about half were from people living in rural and remote Canada.
- ✓ 38.1 million pages of information were requested from the Canada Site [www.canada.gc.ca](http://www.canada.gc.ca).
- ✓ More than 195,000 Canadians visited Service Canada Centres from December 1999 to March 2001.

#### **Priority: Promote Economic, Business and Community Development**

The Rural Secretariat administers programs which help rural communities respond to change. These programs include the **Canadian Rural Partnership's Pilot Projects Initiative**, which supports innovative projects for rural and remote communities, and the **Canadian Agricultural Rural Communities Initiative (CARCI)**, funded out of the Canadian Adaptation and Rural Development Fund, which helps agricultural rural communities whose economies are changing because of shifts in the agricultural sector.

##### **Results:**

- ✓ Over four years, the Pilot Projects Initiative will fund a total of 302 community projects totalling approximately \$12 million.
- ✓ In the 2000–2001 fiscal year, CARCI supported 40 projects, with total funding of \$1.254 million.

#### **Priority: Upgrade Rural Infrastructure**

Many rural regions do not have the infrastructure to take advantage of opportunities created by the new knowledge-based and technology-driven economy. **Infrastructure Canada** is a six-year investment program designed to increase access to infrastructure resources, telecommunications and Internet services. The Government of Canada is investing \$2 billion, with investments from provincial, territorial, municipal and private sector partners, to generate \$6 billion in infrastructure funding for communities across Canada.

##### **Results:**

- ✓ More than \$427 million is directly available for investment in rural and remote Canada.

#### **Priority: Provide More Targeted Opportunities for Rural Youth**

The **Youth Employment Strategy** supports a wide variety of initiatives in rural and remote Canada. Many offer hands-on experience and assistance for young people to set up and run their own business.

##### **Results:**

- ✓ In Quebec, during the last fiscal year, 1,516 entrepreneurs received funding. As a result, 1,244 businesses were launched, or expanded.
- ✓ Atlantic Canada Open for Business centres attracted 2,600 clients over the past year.
- ✓ The First Nations and Inuit Youth Employment Strategy created more than 24,000 opportunities, with federal government investment of \$24 million in 2000–2001.

#### **Priority: Assist Leadership and Community Capacity Building**

Environment Canada's community-building program **EcoAction** provides financial support to community groups for environmental projects. The program is available to environmental groups, Aboriginal groups and First Nations councils, service clubs, associations, and youth and seniors' organizations.

##### **Results:**

- ✓ Over the last fiscal year, community groups implemented 182 projects valued at more than \$19 million, with government assistance of approximately \$6 million.

#### **Priority: Promoting Rural Canada**

Rural museums and galleries are gaining a global presence on the World Wide Web. The **Virtual Museum of Canada** is the gateway to Canada's hundreds of museums and the exciting multimedia content they offer on-line. The Virtual Museum provides Canadians with on-line information, in both official languages, on cultural institutions and attractions across Canada, as well as the stories and treasures they hold.

##### **Results:**

- ✓ Launched in March 2001, there are more than 630 museums actively participating in the Virtual Museum.
- ✓ Canadian museums, including many in rural and remote areas, have received contracts totalling approximately \$2.5 million.

#### **Preparing For The Future**

Guided by grassroots direction and regional rural input, the Government of Canada will continue to support activities to improve access and achieve results for rural and remote Canada in 2001–2002.

*The Rural Annual Report At A Glance* is based on *Enhancing the Quality of Life for Rural Canadians: Annual Report to Parliament 2000–2001*. The Annual Report and other information on the Government of Canada's commitment to rural and remote Canadians is available at [www.rural.gc.ca](http://www.rural.gc.ca).

**For more information on Government of Canada programs and services, call 1 800 O-Canada (1 800 622-6232). TTY/TDD 1 800 465-7735**