

## **Canadian Heritage Achievements from a Regional Perspective in 2005-06**

Regional and district offices play a diverse and important role in contributing to the fulfillment of Canadian Heritage's mandate. They are an essential part of the process for the delivery of the Department's programs to Canadians from coast to coast and take on a key liaison role with other levels of government, as well as public and private sector organizations in the regions. They assist in the delivery of grants and contributions programs, manage horizontal initiatives, provide input into policy and program design, and perform a variety of other support services.

The following examples of Canadian Heritage accomplishments from a regional perspective in 2005-06, demonstrate how the Department contributed to supporting the creation of original Canadian content on line and helped to increase access to varied cultural products such as music, art, theatre, heritage, and new media. They also demonstrate how Canadians were involved in the promotion of cultural diversity and linguistic duality and how educational projects can fight racism and promote sport participation. The examples that follows are drawn from regionally-delivered program, the Canadian Culture Online funding Programs, the Canadian Conservation Institute and Aboriginal Programs.

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- **McCord Museum of Canadian History: "Keys to History" (Quebec Region)**
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- **Marblemedia: "This is Daniel Cook"(Ontario Region)**
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- **Renovation of Centennial Theatre and Purchase of Specialized Equipment (Quebec Region)**
- **The Emerging Music Festival in Abitibi-Témiscamingue (Quebec Region)**
- **Phase III of the Wapikoni Mobile Website (Quebec Region)**
- **The Brunswick Centre Project at the Stratford Shakespearean Festival of Canada (Ontario Region)**
- **Asian Canadian Culture Online project (Ontario Region)**
- **Canadian Cultural Society of the Deaf: “Deafplanet.com Sports Village (Ontario Region)**
- **Peterborough Flood Recovery and Disaster Preparedness Project (Ontario Region)**

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- **Community Approaches to Combating Racism (Western Region)**

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- **The “Diversity of Values and Religious Beliefs in Colleges and Universities” Project (Quebec Region)**
- **Civic Participation of Ethno-Racial Communities in the School System Project (Ontario Region)**
- **Winnipeg Aboriginal Sport Achievement Centre (WASAC) (Prairies and Northern Region)**
- **Diversity in Sport – 2005 Canada Summer Games, Regina, Saskatchewan (Prairies and Northern Region)**
- **Bridging Education & Resources (BEAR) II (Western Region)**

## PROGRAM ACTIVITY 1: CREATION OF CANADIAN CONTENT AND PERFORMANCE EXCELLENCE

Canadian Heritage focuses on enabling creators to produce and athletes to perform by supporting the structures and cultural industries needed for high quality works and performances.

- **BlueSponge inc. and Locomotion Films: “Made in Montreal” (Quebec Region)**

*Made in Montreal* is both an Internet environment as well as an exploration tool that allows people across Canada and around the world to explore the city of Montreal. An accomplishment of over 50 local artists who offer their personal preference for destinations in Montreal, this site uses images, sound and video to give an accurate impression of actually being there. It won the Excellence in Culture, Lifestyle and Arts award at the 2005 Canada New Media Awards and currently receives more than 11 000 visits per month.

*Made in Montreal* was supported by the **Canada New Media Fund** from **Canadian Culture On-line Program**, whose objective is to further the development, production and marketing/distribution of high-quality, original, interactive or on-line Canadian cultural new media work, in both official languages.

Website: <http://www.madeinmtl.com/>

- **McCord Museum of Canadian History: “Keys to History” (Quebec Region)**

*Keys to History* is a unique Web space where all Canadians can gain a fresh understanding of their collective past. Supported by the **Partnership Fund** from the **Canadian Culture Online Program**, it features a wealth of Canadian material culture currently held in the collections of the project’s partner museums. More than 90 000 documents and artefacts linked to important themes in Canadian history have been preserved in digital form, and a number of these have been contextualized in some 50 thematic tours. These tours amount to miniature virtual exhibitions that interpret — in a fun and dynamic fashion — the key events and daily experience of our past. It receives more than 67 000 visits per month.

Website: <http://www.musee-mccord.qc.ca/en/keys>

- **Territoires Ouverts / Open Territories of the Société des arts technologiques (SAT) (Quebec Region)**

In partnership with the *Université de Montréal*, the *Université Laval* and the *Université du Québec à Montréal* and with financial support from the Government of Quebec and the **New Media Research Networks Fund** from **Canadian Culture Online Program**, the *Open Territories (TOT)* project is dedicated to the development of innovative tools that can

be used to create digital cultural content on high-speed networks. The project has made a substantial contribution to the development of expertise in new communications technologies in the Montreal area and has expanded the *Société des arts technologiques*'s influence in the field of cutting-edge multimedia research, both nationally and internationally. The TOT project has already led to the development of five tools for the creation of digital cultural content available free of charge on the Web.

Website: <http://tot.sat.qc.ca>

- **Marblemedia: “This is Daniel Cook” (Ontario Region)**

This website is the companion online destination for the hit live-action preschool television series, *This is Daniel Cook*. After the television program airs, children are encouraged to log on to the *This Is Daniel Cook* website to continue their adventure with Daniel. It has won the Best Pre-school Web Prize at the *Prix Jeunesse* and currently receives more than 150 000 visits per month. The project was supported by the **Content Development of New/Interactive Media** from **Canadian Culture Online Program**.

Website: <http://www.thisisdanielcook.com/>

- **Budget Monks Productions Inc.: “Broken Saints” (Western Region)**

*Broken Saints*, winner of the Audience Award at the 2003 Sundance Online Film Festival and the Flash Forward Festival, is a revolution in storytelling. Fusing anime style, comic book text, and cinematic effects and music, this 12-hour fantasy-horror epic follows four strangers as they receive a series of apocalyptic visions. Since it was originally launched in 2001, more than three million people have seen it worldwide. It currently receives more than 43 000 visits per month. It was supported by the **New/Interactive Media Content Development** component of the **Canadian Culture Online Program**.

Website: <http://bs.brokensaints.com/dvd/>

## PROGRAM ACTIVITY 2: SUSTAINABILITY OF CULTURAL EXPRESSION AND PARTICIPATION

Canadian Heritage fosters the sustainability of the many organizations, cultural industries, entrepreneurs, and artistic and athletic performance events, by focusing its activities on both domestic and international fronts in the fields of arts, culture, heritage and sport.

- **Canadian New Media Awards (Ontario Region)**

The Canadian New Media Awards recognize and promote the accomplishments of individuals and companies engaged in new media and provide an opportunity for both new and established members of this community to network and celebrate excellence. Award categories recognize excellence in gaming, learning, information/news, cross-platform products, new media products for children and related to culture, among others. The awards are national in scope, and provide both nominees and winners with a form of recognition that can be leveraged to help build their career and/or business. The Canadian New Media Awards are supported by the **New Media Sector Development Fund** of the **Canadian Culture Online Program**, as well as **Telefilm Canada**.

Website: <http://www.cnma.ca/>

- **Mentoring Artists for Women's Art (Prairies and Northern Region)**

*Mentoring Artists for Women's Art (MAWA)* is a membership-driven organization that encourages and supports development of women artists. Over the course of 21 years, it has developed an international reputation through its unique mentoring model in Winnipeg, rural Manitoba, and across Canada by providing invaluable opportunities for professional growth for a diverse range of artistic practices, especially the visual arts. In 2005-06, MAWA opened the doors of its first independent, purpose-designed facility, The Edge Artists' Village, in the heart of Winnipeg. The availability of a multi-purpose facility is enabling MAWA to implement strategies developed with the assistance of the Canadian Heritage **Canadian Arts and Heritage Sustainability Program** (\$17,260 in 2004/05; \$49,185 in 2005/06) for increasing participation of urban, rural and remotely located Aboriginal women artists. Since the new facility opened in late 2005, MAWA's membership has increased by 10%, to over 360 members. This growth is a reflection of the vitality and scope the new facility brings. MAWA has many partnerships with artistic promotion and production organizations within its reach, and the proximity of the new facility to the Aboriginal community and organizations is providing new networking opportunities for further growth and new partnerships. MAWA's outreach work is making a significant contribution to Canadian Heritage's objective of expanding the scope and diversity of cultural participation and expression to women artists from all economic, educational, and cultural backgrounds.

MAWA's sources of funding, beyond Canadian Heritage, have included **Canada Council for the Arts**, Winnipeg Foundation, Manitoba Arts Council, WH and SE Loewen Foundation, Winnipeg Arts Council, Manitoba's Community Places Program, Thomas Sill Foundation and direct fund-raising.

Website: <http://www.mawa.ca/>

- **Mobile Muse II – The Urban Mesh (Western Region)**

*Mobile Muse* is a network of CBC Archives, Environment Canada, four new media SMEs, Simon Fraser University, the University of British Columbia and New Media BC, whose goal is to become a catalyst for a world-class mobile content environment in British Columbia. The second phase of this research program, *Mobile Muse II*, includes a project integrating mobile technologies to the Vancouver International Film Festival. It is supported by the **New/Interactive Media Content** component of the **Canadian Culture Online Program**.

Website: <http://www.mobilemuse.ca/>

- **Echoes of Ancient Art (Western Region)**

The *Echoes of Ancient Art* multi-disciplinary Aboriginal arts festival, organized by the Indigenous Arts Service Organization, held festivals in three regions of British Columbia that brought together local emerging Aboriginal artists with professional Aboriginal artists from across Canada.

The events in Prince George, Kelowna and Ahousaht provided opportunities for artists not only to showcase their talents within their home communities, but also to learn from nationally recognized Aboriginal artistic mentors. As a result of these events, an Aboriginal writers' guild has been created in Prince George and workshops in the traditional Nu-cha-nulth art of cedar weaving are ongoing in the community of Ahousaht.

The *Echoes of Ancient Art* created linkages amongst Aboriginal and mainstream arts organizations and galleries, local media outlets, community and business groups. As a result of these connections, the festival helped build stronger Aboriginal – non-Aboriginal relations in the host communities.

It is important to note that the third festival was originally scheduled to take place in Tofino but was moved to the small remote island community of Ahousaht in an effort to help it deal with its growing suicide crisis. While there was a lack of technical resources in this isolated village, the creative artistic process helped bring a sense of joy to those who had been affected by the suicide of a family member or someone they knew. The festival

organizers recognize now more than ever the power of art in a community's healing process.

The *Echoes of Ancient Art* received funding from the **Arts Presentation Canada Program**, so that Canadian communities of all backgrounds will have the opportunity to participate in and benefit from the broadest possible range of artistic experiences.

Website: [http://enowkin.tripod.com/echoes\\_of\\_ancient\\_art\\_2005/index.album?i=0](http://enowkin.tripod.com/echoes_of_ancient_art_2005/index.album?i=0)

- **Vancouver International Digital Festival (VIDFEST) (Western Region)**

*VIDFEST* is an annual three-day festival in June that brought together creative minds working in digital media and provided a showcase of digital film, animation and interactive design. This event drew a national and international audience, providing a broader perspective and also serves to increase its relevance and significance to the local new media community. It is supported by the **New/Interactive Media Content Development** component of the **Canadian Culture Online Program** and by **Telefilm Canada**.

Website: [www.vidfest.com](http://www.vidfest.com)

## PROGRAM ACTIVITY 3: PRESERVATION OF CANADA'S HERITAGE

The Department of Canadian Heritage plays a leading role in facilitating the preservation of and access to cherished cultural works and practices, including film, music, Aboriginal languages, Aboriginal stories and national cultural artifacts and archives.

- **The Canadian Conservation Institute and Heritage Preservation (various regions)**

- **Treatment of an Artifact Known as the Ferryland Cross**

This artefact was discovered during excavation at the site of the 17th century Colony of Avalon in Ferryland, Newfoundland. **Canadian Conservation Institute (CCI)** experts concluded that the only way to preserve the cross effectively was to construct a sealed display enclosure that would absorb both oxygen and water. The cross was sealed into a bag of Escal, an impermeable transparent membrane, to which was added an oxygen and water vapour Absorber (RP-A). With the bag enclosed within a display case, the cross was made visible to the museum public, yet still preserved from deterioration. As an added visual enhancement, an exact copy of the cross was created for display outside the sealed enclosure.

- **The First Maple Leaf Flag**

This flag was cleaned and documented for its official return to Parliament Hill for Flag Day on February 15, 2006. CCI conservators cleaned the flag, provided advice on its future preservation and provided feedback on the design and materials used to construct the flag's display case for the Canadian Museum of Civilization (CMC), where the flag is on loan for five years. The flag will be toured across Canada so that it is made accessible to large numbers of Canadians.

- **Sharing Heritage Preservation Expertise**

A new CCI Housekeeping Workshop was developed and held for the first time in a New Brunswick historic house. This workshop centers on the care and cleaning of interior surfaces, applied decorations, fixture, fittings, furnishings and collections in heritage house museums.

A 3-week international summer school *Preventive Conservation: Reducing Risks to Collections* was presented jointly with International Centre for the Study of the Preservation of Material Cultural Heritage (ICCROM) in the summer of 2005. Nineteen participants from 17 countries participated. Risk assessment of collections can provide results that help institutions set priorities and strategically invest in projects and infrastructure to protect their collections

Website: <http://www.cci-icc.gc.ca/>



- **Impact of Aboriginal Broadcasting in Canada and in the North**

Aboriginal broadcasting in the north, supported under the **Aboriginal Peoples' Program**, has contributed significantly to Canadian cultural development, helping to shape Aboriginal cultural contributions in broadcasting, media, and the arts. Starting radio and television broadcasting in Canada's north in 1984, by 1991, Aboriginal broadcasters had added to Canada's international recognition at the National Education Film and Video Festival in San Francisco with a Bronze Apple for the documentary "*Ikajurti Midwifery in the Canadian Arctic*", by 1992, had helped to create Television Northern Canada, which in 1999, was replaced by the Aboriginal Peoples' Television Network (the world's only full-service Aboriginal television network). In 2001, Zacharias Kunuk, who started his directing career with the Inuit Broadcasting Corporation, brought international recognition for Canada at the Cannes Film Festival for the full length Inuktitut film "*Atanarjuat: the Fast Runner*" which won the Palme d'Or, and in 2006, entered the full length film, "*The Journals of Knud Rasmussen*" in the Toronto International Film Festival.

The contributions made by Aboriginal broadcasting to northern Aboriginal communities are vast. Aboriginal broadcasting is key in helping northern Aboriginal peoples define and shape their identity in Canada through radio and television programming accessible to northern residents. Aboriginal broadcasting is an important element in the restoration and maintenance of Aboriginal cultures and languages through radio and television programming in over 17 northern Aboriginal languages and the invaluable collections of historical and cultural material owned by the Aboriginal broadcasters, much of which is in Aboriginal languages. The northern Aboriginal broadcasters explore and promote the development of northern Aboriginal solutions to the issues affecting the everyday lives of Aboriginal peoples. Access to Aboriginal programming fosters and deepens the understanding of Aboriginal cultures and issues by other northern residents. Aboriginal broadcasting contributes towards the economic independence of their communities through the creation of careers and employment for some 300 people for jobs that are mostly in economically marginal regions. Northern Aboriginal broadcasting also provides a venue for independent Aboriginal producers, writers and artists who contribute to the production of Aboriginal radio and television programming. The greatest success, however, has been the impact of Aboriginal broadcasting over its more than 20 years of operations in the north, as former employees have gone on to other careers and jobs in the public, private and Aboriginal sectors, many of which are in leadership positions, to becoming the leaders of their communities, and to creating their own business ventures.

Today the northern Aboriginal broadcasters are a crucial voice in the evolution of the regulatory, policy and funding framework that underpin Canadian broadcasting.

Website: [http://www.pch.gc.ca/progs/pa-app/progs/paanr-nnbap/index\\_e.cfm](http://www.pch.gc.ca/progs/pa-app/progs/paanr-nnbap/index_e.cfm)

## PROGRAM ACTIVITY 4: ACCESS AND PARTICIPATION IN CANADA'S CULTURAL LIFE

Canadian Heritage helps to create the conditions for a wide access to and participation in the various modes of cultural exchange. The Department focuses on exposing individuals and communities to the wide array of cultural experiences in Canada, bridging challenges such as distance, community size, language and ethno-cultural diversity.

- **The Rooms (Atlantic Region)**

Opened on June 29, 2005, *The Rooms* is a \$48-million cultural facility in St. John's that houses the Newfoundland and Labrador Museum, Art Gallery of Newfoundland and Labrador, and Provincial Archives. In its first year of operation, *The Rooms* has welcomed 100 000 visitors, including 9 000 school-aged children, and hosted numerous national exhibits and conferences, as well as exhibits from the province's Aboriginal communities. Serving as a venue to present Canada's diversity, *The Rooms* has worked closely with Canadian Heritage to develop networks with diverse communities and identify opportunities for them to showcase their stories. In *The Rooms* programming, we can also see the impact of the **Museum Assistance Program's** investments in the region through the refurbishment of a permanent exhibition related to Aboriginal heritage and the improvement of storage equipment for the collections. *The Rooms* is also a key element of St. John's **Cultural Capitals** programming.

A world-class facility, *The Rooms'* state-of-the-art technology and precision environmental controls safeguard the cultural treasures housed within as well as the visiting exhibitions that share Canada's diverse cultural experiences with resident and non-resident visitors alike. Its multi-media theatre, artist-in-residence studio, classrooms and conservation lab support *The Rooms'* leading role in community outreach, public education and heritage preservation.

*The Rooms* was supported by a \$3.1M contribution from the **Cultural Spaces Canada Program** – the largest contribution to that time, nation-wide, under this Canadian Heritage program – which completed a major investment consented by the Government of Newfoundland and Labrador.

Website: <http://www.therooms.ca/>

- **Art Gallery of Nova Scotia: "Ships and the Age of Sail" (Atlantic Region)**

*Tall Ships of Atlantic Canada* is a virtual exhibition and educational website featuring hundreds of portraits of sailing ships built in Atlantic Canada between the late 18th and early 20th centuries. The bilingual site is designed for students in grades four to ten and their teachers, although lifelong learners such as marine portrait historians and researchers

will find it of interest as well. Topics include the commerce, history, weather, science and folklore surrounding Atlantic Canada's Age of Sail. This project is supported by the **Partnership Fund** component of the **Canadian Cultural Heritage On-line Program**, whose goal is to make Canadian cultural collections held by provincial, municipal and local cultural organizations available via the Internet in both official languages.

Website: <http://www.atlantictallships.ca/>

- **Renovation of Centennial Theatre and Purchase of Specialized Equipment (Quebec Region)**

Located in Lennoxville in the Eastern Townships Tourist Region, Centennial Theatre has undergone renovation work and benefited from purchases of various pieces of specialized equipment. This project was awarded \$559,655 by the **Cultural Spaces Program**, which seeks to improve physical conditions for artistic creativity and innovation. The renovated theatre reopened its doors on March 23, 2006.

Centennial Theatre was finding it difficult to attract or retain its audience because its physical and material facilities were no longer in optimal condition compared with other professional theatres in the surrounding area. Since it is the only medium-sized theatre capable of hosting multidisciplinary performances in the region, renovations and the purchase of adequate stage equipment had become a matter of urgency.

The project has substantially improved the conditions for the audience as well as those for the theatre's outreach. Furthermore, it has allowed the theatre once again to host performances that could not be produced because of the poor condition of the premises. Audiences, which had abandoned Centennial Theatre in favour of other venues in better condition, have now started to return.

Thanks to the project, a meeting and assembly place for the Anglophone community in the area has been preserved. In fact, Centennial Theatre is one of only two performance spaces capable of meeting the cultural needs of this population group.

The main partners of Canadian Heritage in this infrastructure project were the Quebec *Ministère de la Culture et des Communications*, the City of Sherbrooke, Bishop's University and the *Conférence régionale des élus*.

Today, Centennial Theatre still plays a major role in the local network for music, dance and theatrical productions in the Eastern Townships. It makes it possible to diversify the artistic offerings of the other three venues in the area. Substantial effort has gone into expanding audiences and heightening its awareness of the theatrical arts.

Website: <http://www.ubishops.ca/centennial/about.html>

- **The Emerging Music Festival in Abitibi-Témiscamingue (Quebec Region)**

Established in 2002 by *Collectif 08*, the *Emerging Music Festival in Abitibi-Témiscamingue* receives a contribution from the **Arts Presentation Canada Program**, which gives Canadians direct access to diverse, quality artistic experiences. In 2005-2006, the third Festival, held between August 31 and September 3, 2005, was an enormous popular and critical success. This annual event features groups playing all styles of music, including the very latest, and offers some thirty or so performances over a period of four days. The event takes place in Rouyn-Noranda at six venues. The organization received \$25,000 from Canadian Heritage.

The Festival gives this remote but culturally dynamic area access to a greater variety of musical performances. Attendance at the performances has more than doubled in two years to 7 500 spectators in 2005-2006. The organization benefits from the support of over 80 volunteers.

The Abitibi-Témiscamingue area contains a sizeable pool of students whom the Festival can offer varied programming more in line with their expectations. Now held in the fall, the Festival is attended by students in Rouyn-Noranda and, by offering young people in the area better quality of life, it helps to stem the rural exodus.

The success of this Festival is such that in 2006 it began a partnership with the renowned Vieilles Charrues pop music festival in Carhaix, France, regarded as one of the largest music festivals in Europe.

A number of partners are associated with its success and have contributed to the dynamism of this Festival. The *Université du Québec en Abitibi-Témiscamingue (UQAT)* and the *Cégep de l'Abitibi-Témiscamingue* have made it possible to target the Festival's advertising. Radio-Canada has ensured that capsules and interviews are broadcast. One of the prizewinners was invited to appear on "*Les Francouvertes*." During its "*Belle et Bum*" program, *Télé-Québec* also invited one of the winners of the Galaxie Rising Star award, which is given to an artist appearing at the Festival who has distinguished him- or herself by the quality of his or her performance.

Website: <http://www.fmeat.org/>

- **Phase III of the Wapikoni Mobile Website (Quebec Region)**

The Wapikoni Mobile Corporation was established to promote social issues, crime prevention, training, cultural exchanges and job creation for young people in Aboriginal communities. The project is a continuation of the work on the development of the *Wapikoni Mobile* website, which uses a motorized training studio to provide young Aboriginal people (Atikamekw and Algonquin) with creative video and Internet activities. It has given young Aboriginal people an opportunity to express themselves through artistic productions created with digital video, music and Web-based technologies.

This third phase of the *Wapikoni Mobile* website has been created thanks through funding from the **Gateway Fund** component of the **Canadian Culture Online Program**. One of its primary objectives is to engage Canadians to use Canadian cultural content online and share their perspectives on Canadian events, people and values.

Website: <http://www.nfb.ca/aventures/wapikonimobile/excursionWeb/index.php>

- **The Brunswick Centre Project at the Stratford Shakespearean Festival of Canada (Ontario Region)**

The Stratford Shakespearean Festival of Canada continues to captivate audiences from across the globe. The Festival features 700 performances over a 28-week season. Over the last 5 years, the average attendance has exceeded 600 000. Canadian Heritage support has played a crucial role in ensuring that the Stratford Festival continues to offer the best possible artistic experience for theatre-goers. In 2005-06, through the **Cultural Spaces Canada Program**, Canadian Heritage provided \$1.5 million for improvements to the production, backstage and administrative areas at Stratford as well as the consolidation of three separate Festival facilities to create more public education and programming space. Housed at the renovated Brunswick Centre, the highly-skilled trades people who create the props and costumes for Stratford plays are now able to demonstrate their craft to the public, providing a fascinating glimpse behind the scenes at the Festival.

By enhancing the Festival in this way, Canadian Heritage support ensures that the Stratford Festival continues driving the economy of the Stratford area. A Conference Board of Canada/Canadian Tourism Research Institute 2001 study shows that public investments in the Festival provide an impressive return. The impact of the Festival on Canada's gross domestic product was \$145,327,000 and approximately \$125 million on the local economy.

Website: <http://www.stratfordfestival.ca/index.cfm>

- **Asian Canadian Culture Online Project (Ontario Region)**

The *Asian Canadian Culture Online Project* provides a vital platform for the work of up-and-coming Asian Canadian writers and creative artists of at least three Asian Canadian communities: Chinese, Filipino and Vietnamese, to contribute online cultural content. This project includes the participation of children, youth, adults and seniors, as well as national participation in compiling an anthology of stories by Chinese Canadians, a section on Chinese Canadian history, videos made by youth, a showcase of new cultural works, a resource page for listings and links, and an interactive discussion board. It is developed through the Chinese Canadian National Council, and supported by the **Gateway Fund** of the **Canadian Culture Online Program**.

Website: <http://www.ccnc.ca/cccop/>

- **Canadian Cultural Society of the Deaf: “Deafplanet.com Sports Village (Ontario Region)**

The *Deafplanet.com Sport Village* website presents K-6 educational materials that highlight the contribution of Canadian deaf or hard of hearing athletes and sport personalities. A "Sport's League" serves as an access point for games/quizzes, interviews, text and sports stories. Participants are able to interact, trade electronic cards and share stories.

The site receives more than 63 000 visits per month, and was awarded the e-Inclusion Award at the 2005 World Summit Award and was nominated at both the NHK Japan Award and the Gemini Award. It is supported by the **Partnerships Fund**, component of the **Canadian Culture Online Program**, which provides a meaningful and seamless access to online content that helps deepen an understanding of Canada and its rich diversity.

Website: <http://www.deafplanet.com/splash.php>

- **Peterborough Flood Recovery and Disaster Preparedness Project (Ontario Region)**

When extensive flooding occurred in the Peterborough, Ontario area in July 2004, the Peterborough Centennial Museum and Archives was hit hard. The Department of Canadian Heritage was able to provide critical aid to the organization through funding provided by the **Museums Assistance Program**. With \$39,800 in funding from the Organizational Development Component, the Peterborough Centennial Museum and Archives were able to undertake immediate flood recovery efforts and environmental stabilization of their off-site storage. As a result, all of the Museum's holdings that were at risk of being irreparably damaged by the flooding were recovered. The excellent work of the Museum was showcased at the Canadian Museums Association's Cultural Property Protection Conference in 2006 and has since helped other Canadian heritage institutions to improve their disaster response policies.

Website: <http://www.pcma.ca/>

## PROGRAM ACTIVITY 5: PROMOTION OF INTER-CULTURAL UNDERSTANDING

The Department of Canadian Heritage fosters intercultural understanding by generating opportunities for Canadians to share experiences and learn about each other's cultures.

- **School and Community Centres (Atlantic Region)**

In 2005-06, the Atlantic Region took important steps towards the enhancement of its network of *Centres scolaires et communautaires*, helping ensure the region's responsiveness to the educational, social and cultural needs of its Francophone communities living in minority situations. Across the country, *Centres scolaires et communautaires* are supported by the **Development of Official Languages Communities Program**, which includes supporting partners to implement activities related to **Minority-Language Education**.

In March 2006, the Governments of Canada and Prince Edward Island confirmed partnership funding for the establishment of a new *Centre scolaire et communautaire* in West Prince, with a federal contribution of \$2.4 M to support community infrastructure and service enhancements, including a day-care, library, and multi-purpose room for staging cultural and community activities. The new centre is scheduled to open in January 2007 and is welcomed as a means of creating a brighter future for the area's Francophone children and community.

Also in 2006, the Government of New Brunswick received support in its efforts to expand two existing centres with a federal contribution of \$10 million. The expansion of both the *Centre communautaire Saint-Anne* in Fredericton and *Centre Communautaire Samuel de Champlain* in Saint John will allow the centres to better meet the social, cultural and educational needs of its community members notably in the area of early childhood development. While Canadian heritage has supported over 70 cultural and community centres across various regions in Canada, le *Centre Communautaire Saint-Anne* was the very first establishment of its kind to receive support for the Government of Canada in 1978. The renovations on the two centres are expected to be completed by 2008.

On April 29, 2005, the *Centre scolaire et communautaire des Grand-vents* officially opened in St. John's, NB, bringing together under one roof six community associations and a number of service enhancements, including an early-childhood education program, full-time accredited daycare, library/resource center and shared theatre, the latter of which was made possible through collaboration between the **Official Languages Program** and the **Cultural Spaces Canada Program**. In its first year, the centre has hosted dozens of cultural and social activities in French, as well as a number of regional and national conferences, giving increased visibility and profile to this Francophone community within the region and within the broader Francophonie.

Websites:

*Centre scolaire et communautaire des Grand-vents* : <http://www.scsesj.ca>

*Centre scolaire-communautaire Samuel-de-Champlain* :

<http://www.arcf-sj.org/infrastructures/>

*Centre Ste-Anne* : <http://www.centre-sainte-anne.nb.ca/>

- **A Bridge to Toronto's Communities (Ontario Region)**

Through the **Multiculturalism Program** in the Ontario Region, Canadian Heritage has entered into an innovative partnership with the Royal Conservatory of Music to support the *Outreach Project: A Bridge to Toronto's Communities*. Canadian Heritage funding of \$240,000 over three years will enable the project to achieve three key goals: document the positive impact of access to cultural programming for low-income children and youth; help make the Conservatory more responsive to Canada's cultural diversity; and position the Conservatory to more effectively advocate for accessible arts education. To achieve these ends, the Royal Conservatory of Music has implemented a pilot initiative in four low-income Toronto neighbourhoods with a significant concentration of ethno-cultural communities. In partnership with Toronto Neighbourhood Centres, the Conservatory has consulted residents, designed programming to meet local needs, and is now delivering professional music education for 230 students. The Canadian Heritage investment has succeeded in leveraging an additional \$4 in project support for every \$1 of departmental funding.

Websites:

[http://www.rcmusic.ca/ContentPage.aspx?name=A\\_Bridge\\_to\\_Toronto\\_Communities](http://www.rcmusic.ca/ContentPage.aspx?name=A_Bridge_to_Toronto_Communities)

<http://www.neighbourhoodcentres.ca/>

- **Community Approaches to Combating Racism (Western Region)**

The Community Approaches to Combating Racism project, spearheaded by the John Humphrey Centre for Peace and Human Rights in Edmonton and supported by the **Multiculturalism Program** of Canadian Heritage, is a community-based initiative that is bringing together key stakeholders from diverse backgrounds to discuss the issue of racism in the workplace. Business associations, labour and community groups, service providers, and the municipal and provincial government have started developing a multi-pronged strategy to deal with racism in the workplace that includes cultural competency education, policy guidelines as well as opportunities for dialogue between employers and employees.

By increasing their understanding, employers tend to be more open to having a discussion and thinking more strategically and collaboratively on how to move forward. They also are willing to explore innovative and sustainable ways of fostering inclusion and ensuring the full and equal access to social, cultural, and economical opportunities in the workplace.



Discrimination in the workplace is a local, national and international issue. In Alberta, this issue has become more critical with increasing number of immigrants coming to fill labour shortages and communities across the province are looking at this model, as are two cities in South Africa.

Website: <http://www.johnhumphreycentre.org/cacr.htm>

## PROGRAM ACTIVITY 6: COMMUNITY DEVELOPMENT AND CAPACITY-BUILDING

Aboriginal and official languages communities play an important role in Canada as part of the fabric that has shaped Canadian society since the beginning. Canadian Heritage supports the development of Aboriginal organizations and official-language minority communities.

- **Development of Settlement Services for Immigrants in Francophone Areas (Atlantic Region)**

With the support of the Canada/New Brunswick Agreement on the Provision of Services in French from 2005-06 to 2008-09, and under the **Development of Official-Language Communities Program** of Canadian Heritage, the province of New Brunswick has received \$65,000 for the creation of the *Development of Settlement Services for Immigrants in Francophone Areas* project.

Statistics show that 4% of immigrants arriving in New Brunswick are Francophone, while Francophone make up 33% of the population. Moreover, between 40% and 70% of immigrants to New Brunswick leave the province within three years of arriving there. The goal of the project is to develop and implement a government strategy to facilitate the integration of immigrants and newcomers into Francophone communities and the labour force. This strategy will be included in the provincial immigration policy that the Government of New Brunswick is currently implementing.

To ensure that the strategy reflected the interests of all those involved, a management committee in which the Department of Canadian Heritage was represented was established in the fall of 2005. The committee consists of representatives of multicultural organizations and associations, government departments and agencies, including Employment and Immigration Canada, Francophone municipalities, the network of community economic development agencies and post-secondary educational institutions. This committee will be responsible for devising a strategy that contains four items: assessment and recognition of skills; specialized advice and consultation; training to develop links; and reception in communities and workplaces. This project will help maintain the linguistic balance and contribute to the economic development and growth of the Francophone areas of New Brunswick.

Elsewhere in the area, the assessment board of the Nova Scotia Office of Immigration, of which the Department of Canadian Heritage is a member, has supported an initiative relating to Francophone immigration and visible minorities. One of the goals of the project is to increase the openness of Acadian communities to French-speaking newcomers.

On Prince Edward Island, a project developed by the **Interdepartmental Partnerships with the Official-Language Communities (IPOLC) program**, in co-operation with the **Rural Secretariat** (an agency of Agriculture and Agri-Food Canada), aims to develop a

model for the integration of immigrants into rural communities, which will start by preparing the host communities.

Website:

[http://www.pch.gc.ca/progs/lo-ol/entente-agreement/services/nb/annexe-scheduled\\_e.cfm](http://www.pch.gc.ca/progs/lo-ol/entente-agreement/services/nb/annexe-scheduled_e.cfm)

- **Establishment of the Assemblée de la Francophonie de l'Ontario (AFO) (Ontario)**

The Department of Canadian Heritage has assisted in the establishment of the Assemblée de la Francophonie de l'Ontario through the Department's **Development of Official-Language Communities Program**, which provided some \$820,000 in financial assistance. The Assemblée is a new umbrella organization with a mandate to act as the main political representative for Francophones in Ontario and to bring the different communities together around issues of importance to Francophones. This body was created following consultations lasting more than two years with more than 300 representatives of the various community organizations in Francophone Ontario. As the spokesperson of this community, the Assemblée intends to target the priority needs and issues of the community by focusing on various courses of action: promotion and provision of services in French; mobilization, consultation and consciousness raising; funding for organizations; Francophone immigration; post-secondary education in French and, finally, early childhood.

Website:

<http://www.afo.franco.ca/>

## PROGRAM ACTIVITY 7: PARTICIPATION IN COMMUNITY AND CIVIC LIFE

An inclusive society means that all Canadians feel that they have a stake in their communities and their country; that they can participate and feel that their contribution matters. The Department of Canadian Heritage programs and activities contribute to this goal by helping to address some of the key impediments to community and civic participation.

- **The “Diversity of Values and Religious Beliefs in Colleges and Universities” Project (Quebec Region)**

Religious pluralism in Quebec and the rest of Canada poses many challenges and is the subject of numerous debates not only in this country but also around the world. The world has seen an upsurge of religious-based racism and discrimination. It is essential therefore to make the Canadians more aware of the harm caused by racism, especially at this time of global conflict. *Tolerance.ca* has launched the “diversity of values and religious beliefs in colleges and universities” project with some \$48,430 in financial support from Canadian Heritage under the **Multiculturalism Program**.

*Tolerance.ca* is an organization of professionals and experts who aim to make known the broad principles of democracy on which tolerance is based. It holds various events to promote public dialogue on the issues relating to ethnocultural diversity and human rights and also makes different digital information on the same subjects available on its website.

This educational and mobilizing project has enabled college and university students to better understand the realities of religious pluralism in academic institutions in Quebec and to react better to the misunderstandings and challenges arising out of this religious pluralism.

This project has made it possible to produce and disseminate in both official languages six information packages on the relations that exist among students of various faiths and the realities faced by young Catholics, Jews and Muslims in academic institutions. Furthermore, the *Tolerance.ca* organization has held two events open to the public dealing with religious diversity on campuses. These activities provided a better understanding of how young people from different religious backgrounds express their identity and their values in colleges and universities and how the institutions take these new realities into account in their activities. This has all promoted mutual understanding and reconciliation among young people as well as with the rest of Canadian society.

Data on visits to the *Tolerance.ca* website indicate substantial use of the site by students and teachers at colleges and universities in Quebec, the rest of Canada and even elsewhere in the world (McGill University, Concordia, Vanier College, *Collège Lionel-Groulx*, *Université Laval*, Calgary Board of Education, *Université de Paris*, *Université de Nancy*,

etc.). As of March 31, 2006, the pages in the “Campus” series had been consulted 10 284 times.

The website is also listed by most search engines in the field of education and by religious organizations interested in ecumenical dialogue. The *Toile du Québec* Website includes it in its list of the best websites.

Website: <http://www.tolerance.ca/>

- **Civic Participation of Ethno-Racial Communities in the School System Project (Ontario Region)**

Like many mid-size Canadian communities, Kitchener-Waterloo, Ontario has seen the cultural make-up of the community become more diverse in recent years. Often, newer members of the community need support navigating the public decision-making processes that impact their lives. In response to this need, the Department of Canadian Heritage has worked with community organizations to encourage the participation of new Canadians in our democratic institutions.

In one very successful example, the **Multiculturalism Program** of Canadian Heritage and community partner Kitchener Downtown Community Health Centre have assisted several Kitchener-Waterloo families new to Canada to become actively involved in their children’s education. With Canadian Heritage funding of \$114,889 over two years, the *Civic Participation of Ethno-Racial Communities in the School System Project* succeeded in enlisting 12 schools and 23 volunteers, including 17 school board members, to lead workshops that trained 32 immigrant parents on how to become involved in their child’s education. The training focused on educating the parents about Ontario’s school system, how to advocate for their children, and how to handle parent-teacher interviews. All parents who were involved in the project are now actively engaged in the school in some way, meeting the Multiculturalism Program’s objective of enabling ethno-racial minorities to participate in public decision-making.

Website: Unavailable for this program

- **Winnipeg Aboriginal Sport Achievement Centre (WASAC) (Prairies and Northern Region)**

*Winnipeg Aboriginal Sport Achievement Centre* is an initiative that provides opportunities for Aboriginal children and youth to participate in sport and recreation activities within a culturally sensitive environment with a focus on programming, leadership training, public education, access to facilities, personal and cultural development. In its sixth year of operation, in 2005-06 over 1 500 Aboriginal youth benefited through program activities such as a summer camp, an eco-challenge camp, swim program, wall climbing, the Manitoba Indigenous Games, Youth Achievement Program and youth leadership

opportunities. Through the **Urban Multipurpose Aboriginal Youth Centres Program**, Canadian Heritage approved \$240,000 in 2005-06 to support this initiative. The other partners are the First Nations and Métis community through the Winnipeg Aboriginal Sport and Recreation Association (WASRA), the City of Winnipeg, the Province of Manitoba, the Winnipeg Foundation and local school divisions.

Keys to the success of WASAC are its attention to overcoming participation barriers faced by inner-city Aboriginal youth, development and exposure to Aboriginal role models, and the incorporation of sport as a means to capture the interest, energy and enthusiasm of youngsters. WASAC provides Aboriginal youth with attractive, positive alternatives to urban gang recruitment and activities. It provides experiential opportunities at a young age and reinforces active, healthy lifestyles, the development of skills and confidence, reinforcement of strong values and the importance of education through school-based recruitment of program participants.

Website: <http://masrc.com/wasac/>

- **Diversity in Sport –2005 Canada Summer Games, Regina, Saskatchewan (Prairies and Northern Region)**

The Diversity in Sport Project supported increased diversity of representation and participation at the 2005 Canada Summer Games, held in Regina, Saskatchewan. This demonstration project, funded by the **Multiculturalism Program** aimed at improving ways and means by which Canada's diversity can be well reflected in management and presentation practices at major sports events. The project was well-placed for the Regina event, given the multicultural diversity, the rapidly changing ethnic and Aboriginal demographics, and the public attention placed on the Games during Saskatchewan's Centennial Celebrations year.

This project increased event organizers' understanding and ability, through practical application, of involving minority communities (including ethno-cultural communities) in the development and implementation of the Canada Summer Games. The organizers' incorporation of innovative diversity considerations in volunteer recruitment at public and media events (such as Opening and Closing ceremonies) resulted in a substantial increase in volunteer diversity and numbers -encompassing official language minorities, aboriginals, members of ethno-cultural, disabled, women and gays and lesbians. The 2005 Canada Games surpassed its goal of 6 000 volunteers, with the actual number reaching 7 254, including 500 aboriginal, 150 disabled, 450 self declared members of ethno-cultural communities as well as 1 050 bilingual volunteers. It also contributed to increasing understanding about Canada's diversity and promoting cross-cultural understanding.

Since the event, the project has also supported opportunities for the games organizers to share their diversity-enhancing success with other, upcoming events such as the 2010 Winter Olympics (Vancouver), the 2006 North American Indigenous Games host society

(Denver, Colorado), the 2007 Canada Winter Games (Whitehorse) and the 2008 Arctic Winter Games.

Website: [http: www.canadagames.ca](http://www.canadagames.ca)

- **Bridging Education & Resources (BEAR) II (Western Region)**

*The Bridging Education & Resources (BEAR) II Project's* objective is to increase Aboriginal education attainment levels in the Edmonton area. Through this project tutorial services are offered that link Aboriginal post secondary students and role models with Aboriginal youth. This will help achieve an increase in high school retention and graduation rates as well as Aboriginal applications and admissions to post secondary institutions.

This project has developed innovative outreach tools, has partnered with over 50 organizations and has had contact with over 2000 Aboriginal youth by touring campuses, visiting Aboriginal youth career fairs and by linking student tutors to an in-house Elder.

This project has established extremely positive partnerships with both the public and Catholic school boards. Schools and families whose children have participated in the program have written to highlight the positive impacts that the Aboriginal tutors have made on the lives of the Aboriginal students.

*The Bridging Education & Resources (Bear) II Project* has received funding through the **Urban Multipurpose Aboriginal Youth Centres (UMAYC) Program** of Canadian Heritage.

Website: Unavailable for this project