



Canadian Heritage
Multiculturalism

Patrimoine canadien
Multiculturalisme



Annual Report on the Operation of The Canadian Multiculturalism Act

2003–2004

**CANADA'S
DIVERSITY**
*Respecting our
Differences*



Canada 

The Department of Canadian Heritage has published this booklet. It has been prepared to report to Parliament about the implementation of the *Canadian Multiculturalism Act* in federal institutions.

This booklet aims to increase awareness about the significance to our lives of the Act. Explanations of its provisions are meant for clarification, and should not be taken as legal interpretations of the *Canadian Multiculturalism Act*.

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To obtain copies, please contact:

Multiculturalism National Office
11th Floor
15 Eddy Street
Gatineau, Quebec
K1A 0M5

Tel.: (819) 953-1970
Toll Free Number: 1-888-77MULTI or 1-888-776-8584
Fax: (819) 997-0880
TTY: (819) 997-3123

Email: Multi_Canada@pch.gc.ca

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Annual Report on the Operation of
**The Canadian
Multiculturalism Act**

2003–2004



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Minister of State
(Multiculturalism)



Ministre d'État
(Multiculturalisme)

Ottawa, Canada K1A 0M5

A Message from the Minister of State (Multiculturalism)



Canada has been characterized by diversity since its very beginnings. Today, the Canadian approach to embracing and managing diversity is a distinguishing characteristic of our country.

This annual report on the operation of the *Canadian Multiculturalism Act* outlines some of the activities undertaken by federal departments and agencies to advance the values and principles of multiculturalism. It provides a snapshot of the Government's best practices in promoting multiculturalism in each Department.

This report details the Government's efforts to combat discrimination, promote cross-cultural understanding, and make Canadian institutions more representative of Canadian society. It highlights Government policies intended to help Canadians of all origins obtain employment and advancement in federal institutions. It illustrates how Government programs are creating opportunities for more Canadians to contribute to the continuing evolution of our country. And it showcases some of the data collection and research programs that will inform future government policies and programs so that they are even more responsive to Canada's multicultural reality.

Many of the activities respond to renewed commitment by the Government of Canada in the October 2004 Speech from the Throne to foster a more inclusive society. The Government clearly indicated that it will defend the Charter of Rights and Freedoms and steadfastly advocate in favour of inclusion. It also called for equality of opportunity so that prosperity can be shared by all Canadians. And it is pursuing its objectives in a manner that recognizes Canada's diversity as a source of strength and innovation.

As you read this annual report and consider the best practices it presents, keep in mind how much Canada's strength in the years ahead will depend on its ability to draw on the skills, talents, and experiences of all its citizens. Our economy, culture, and society all stand to benefit when Canadians of diverse backgrounds share their talents, perspectives, and experience.

Canada

I am honoured to have been appointed Minister of State for Multiculturalism and very pleased to be able to present this annual report as an indication of where we are and where we need to go.

More than 30 years ago, Canada became the first country in the world to adopt an official Multiculturalism Policy. But in Canada, multiculturalism is even more than a policy. It is a way of life. It is a value at the heart of our collective identity. It is a social model that is an example for the world and that is founded on the belief that diversity is synonymous with success, prosperity and the future.

A handwritten signature in black ink that reads "Raymond Chan". The signature is written in a cursive, flowing style with a large initial 'R'.

The Honourable Raymond Chan, P.C., M.P.



PART I:
The Multiculturalism Program



Part I: The Multiculturalism Program

Canada has a long and distinguished history of promoting human rights, understanding and respect among Canadians. In 1971 Canada became the first country in the world to adopt an official Multiculturalism Policy. In 1988, the *Canadian Multiculturalism Act* was proclaimed. Multiculturalism is a policy of inclusion that aims to help people overcome barriers related to race, ethnicity and cultural or religious background.

The Multiculturalism Program of the **Department of Canadian Heritage** draws its mandate from and is the embodiment of the 1988 *Canadian Multiculturalism Act*, encompassing programming development functions and providing the policy framework for Multiculturalism.

In 1996, a government review of the Multiculturalism Program reinforced the importance of multiculturalism as a key instrument in the government's efforts to foster social cohesion and build an inclusive society that is open to, and respectful of, all Canadians. Over the years, the Multiculturalism Program has continued to build on the foundations laid by Canada's Multiculturalism Policy, developing programming that tightens the knit of Canada's social fabric and helping people from all backgrounds to contribute more fully to society.

The 1996 review also defined three general policy goals that the Multiculturalism Program pursues—identity, social justice and civic participation. Identity seeks to foster a society that recognizes, respects and reflects a diversity of cultures such that people of all backgrounds feel a sense of belonging and attachment to Canada. Social Justice envisions a society that ensures fair and equitable treatment of all and that respects the dignity of people of all origins. And civic participation works to ensure that everyone has both the opportunity and the capacity to participate in shaping the future of their communities and country.

To reflect these goals, in 1996, the Program adopted a new mandate statement, which reads: “Strengthening Canada by fostering an inclusive society in which people of all backgrounds, whose identities are recognized as vital to an evolving Canadian identity, feel a sense of belonging and attachment to this country and participate fully in Canadian society.”

Over the years, the Multiculturalism Program has supported ethno-racial, ethnocultural and religious diversity. The Multiculturalism Program continues to carry out its broad policy goals through work in four areas identified as needing the most urgent attention:

- fostering cross-cultural understanding;
- combatting racism and discrimination;



- promoting shared citizenship; and
- making Canadian institutions more reflective of Canadian diversity.

The following pages highlight the Multiculturalism Program's work in these areas during the 2003–2004 fiscal year. Work is done in collaboration with public institutions and many types of community and voluntary organizations to build their capacity, strengthen ethno-cultural and ethnoracial communities, and enhance cross-cultural and interfaith understanding. The Program's work also provides the means for government to seek the advice and opinions of ethnoracial and ethno-cultural communities on a wide range of public policy issues.

Fostering Cross-Cultural Understanding

The Multiculturalism Program supports programs and initiatives that facilitate understanding of cultural differences and the integration of people of all ethno-cultural backgrounds into Canada's overall culture, in both urban and rural communities. The following are some of the programs and initiatives supported in fiscal year 2003–2004.

Religious Leaders Roundtable—In April 2003, the Secretary of State (Multiculturalism) hosted a Roundtable on Promoting and Maintaining Cross-Cultural Understanding, enabling religious leaders of various faiths to share their ideas and experiences and discuss their contribution to a constructive dialogue on respect and understanding, particularly within the current international environment. Approximately 125 representatives from government and non-governmental organizations, and Members of Parliament and Senators, attended. Key issues raised by the religious leaders included the need to influence our youth positively about cultural differences, how to move beyond tolerance to respect, the key roles the media can play in conveying positive messages, taking a zero tolerance stance on hate, the need to build bridges between communities, and how an increased knowledge of each issue will lead to better understanding and respect.

Centre for Faith and the Media—In the 2003–2004 year, the Centre for Faith and the Media was formally launched in Toronto and Calgary. The Centre works to improve the coverage of religion and faith groups by the news media across Canada, and works with faith communities throughout Canada to help build bridges of communication with the news media and the public. As a centre of excellence, the Centre will be useful for students, academics, journalists, government and the public.

Building Strategic Partnerships—In Prince Edward Island, this project resulted in the establishment of a coordinating body made up of key representatives from government departments and agencies, community organizations, and interest groups. This coordinating body is designed to ensure that long-term planning, policy development and service delivery related to first-generation Canadians, refugees and immigrants takes place in an efficient, complementary and coordinated manner.



National Parent Support Network—The Montréal-based *Société de recherche en orientation humaine* received funding to create a network of parents and parent-focused organizations. The “National Parent Support Network” will promote the value of a collective vision for parents that acts as a common denominator for shared citizenship and cross-cultural understanding and allows for public dialogue about the value of diversity in Canadian society. The project was launched through a national conference in Montréal in October 2003 and follow-up forums are planned for the six urban centres of Halifax, Montréal, Ottawa, Toronto, Calgary and Vancouver.

Building bridges, strengthening communities—Launched in 2003, this two-year project of the Black Community Resource Centre in Montréal aims to develop and solidify associations and links among Black communities and mainstream organizations providing programs and services to Black youth, to increase these organizations’ capacity to understand and address the many challenges facing Anglophone Black youth in Montréal.

Focus on youth

The Multiculturalism Program directs part of its resources to initiatives that target young Canadians. The following are a few of the youth initiatives supported in 2003–2004.

- **Partnership with Exchanges Canada**—The Multiculturalism Program has entered into a cooperative agreement with Exchanges Canada to build on outreach activities targeting youth and also to support initiatives of common interest. “Discussing Diversity, Racism and Multiculturalism: What can You(th) do about it?” was one such initiative, a workshop offered to young Canadians participating in *Encounters with Canada*, a one-week youth exchange program. Using content developed by the United Nations Association of Canada, the workshop engaged participants from different ethnic, religious and racial backgrounds in an informed dialogue about the negative impact of racism and discrimination on society and the importance of promoting fundamental Canadian values such as respect, understanding and diversity.
- **Racism. Stop It! National Video Competition**—Close to 800 youths between the ages of 12 and 18 took part in the 2003–2004 competition, creating 284 videos that express their thoughts on the elimination of racial discrimination. The competition is part of the March 21 campaign to take action to stop racism. March 21 is the International Day for the Elimination of Racial Discrimination. Panasonic Canada has been the main supporter of the National Video Competition since its inception in 1997. Every year, the 10 winning videos are edited into nationally televised public service announcements reaching millions of Canadians.



Combatting Racism and Discrimination

The Multiculturalism Program lends its support to organizations that work to encourage more Canadians to find ways to stop racial discrimination. The following initiatives were among those receiving support in the past fiscal year.

The Multiculturalism Program supported a conference entitled *Hate and Racism in Canada: Seeking Solutions*, hosted by the Indigenous Bar Association (IBA). The conference provided an opportunity to explore some of the causes and consequences of hate and racism and practical strategies for their elimination. The conference was the result of efforts by the IBA, the Quebec Native Women's Association and a wide coalition of anti-racism non-governmental organizations working cooperatively to pursue community-based strategies for eliminating hate and racism from Canadian society. These organizations included the National Anti-Racism Council of Canada, B'nai Brith, the Ukrainian Canadian National Congress, the Council of Agencies Serving South Asians, the African Canadian Legal Clinic, the Canadian Arab Federation and the **Canadian Race Relations Foundation**. The conference promoted a model of Canadian citizenship and First Nations/Aboriginal citizenship that will enable diverse voices to explore how best to build on diversity and eliminate the destructive forces that feed on hate and racism.

Conference participants included members of the legal community, academics, educators, students, police, non-governmental organizations, First Nations, Aboriginal organizations, government representatives and members of the public. A secretariat has been appointed to ensure continued dialogue between partners and organizations and enhance the sharing of information and the development of strategies. Filming and production of a documentary about the conference is planned for potential broadcast on the Aboriginal Peoples Television Network.

The Multiculturalism Program provided support in 2003 for a three-year initiative of the National Anti-Racism Council of Canada (NARCC), a coalition of more than 50 anti-racism and human rights groups across Canada, to help build capacity and nurture a community-based network to address racism and intolerance. NARCC aims to create an effective and responsive national anti-racism network that is community-based and member-driven and will address issues of racism and related intolerance and increase the participation of diverse groups in Canadian society. NARCC will also engage in grassroots media education about racism and related intolerance, and provide input and advice on anti-racism principles to governmental agencies, foundations, public and private sector institutions, community groups and civil society.



Action against Racism

Given the continuous evolution of diversity in Canada, the Multiculturalism Program is building on existing measures that strengthen the Canadian model of common values and promote the full and active participation of all groups in Canadian society. The Program is working in concert with other government departments and agencies to better coordinate federal efforts to combat racism and related forms of discrimination. Concerted measures target the removal of barriers in all sectors of society and are integral to our shared values, rights and responsibilities. By removing discriminatory barriers and fostering inclusion, Canada will be better able to leverage the benefits of Canadian diversity.

Promoting Shared Citizenship

The Multiculturalism Program supports initiatives to increase all Canadians' sense of belonging to and participation in the country's economic, cultural and social life. The Program has adopted a more proactive and flexible approach to strengthening the leadership capacity of national ethnocultural and multicultural organizations. It has worked to increase the number of multi-year capacity-building projects that balance a longer implementation timeline with an enhanced opportunity to achieve desired social development results while easing the administrative burden for applicant organizations. Initiatives supported in 2003–2004 include:

The Canadian Council on Muslim Women (CCMW)—Since May 2003, the CCMW has undertaken a multi-year project to implement key initiatives in its three-year strategic plan, with joint support from **Status of Women Canada**. Activities have included partnering with the Federation of Canadian Municipalities to increase the number of Muslim women who vote in municipal elections; conducting a needs assessment to identify the presence of Muslim women in Canadian politics, educational institutions, community organizations and the business world; and fostering dialogue by publishing three fact sheets and ten position papers on key issues such as sharia law, segregation, gender, the leadership role of women, and apparel. These fact sheets will be used to counter negative stereotypes of Muslim women and increase awareness about them.

National Council of Jamaicans and Supportive Organizations in Canada Inc. (NCJSOC)—In January 2004, the NCJSOC began a multi-year capacity-building project to address two key recommendations in its 2002 report "Time for Action": the first to organize a national leadership training program to motivate and empower Black and Caribbean youth to be effective participants and leaders in Canadian society, and the second to ensure that the national direction addresses concerns about leadership and the challenges facing Black and Caribbean communities. The project will involve youth directly in capacity-building and the development of the Council. It will also increase the participation of Black and Caribbean youth in civil society, encouraging their involvement in local, regional and national entities such as



not-for-profit organizations, mainstream institutions and municipal committees. The participants will share their experiences and findings with organizations representing other ethnoracial communities and encourage cooperation and joint approaches to addressing the concerns of their communities in relationship to Canadian society at large. As a result of the project, Black and Caribbean youths across Canada will receive the training and opportunities needed to act as change agents.

Youth Action Now—Youth Action Now is undertaking a two-year project, Building a Multiculturalism Dialogue Blueprint of Saskatchewan's Future, whose goal is the full participation of ethnocultural youth in public decision-making in Saskatchewan. In 2003–2004, the project partnered with the Ukrainian Canadian Congress and the Multicultural Council of Saskatchewan to deliver a series of consultative workshops organized by youth. The aim of the workshops was to inspire greater respect for and understanding of Saskatchewan's cultural mosaic and remove barriers to the participation of ethnocultural youth in the employment sector.

Making Canadian Institutions More Reflective of Canadian Society

In 2002, an Interdepartmental Committee on Public Education and Outreach (IDC) was set up as part of a three-year Action Plan to Promote Diversity, Respect and Connections between Canadians. The creation of the committee was a recognition that the increasing diversity of the Canadian population requires government institutions to examine their policies, programs and services to ensure that they are accessible to all Canadians and meet the changing needs of a multicultural population. In 2003–2004, this committee, chaired by the Director General of the Multiculturalism and Human Rights Branch, recommended initiatives designed to provide tools to assist public servants in promoting the values of diversity and respect in their programs, policies and service delivery. For example, it supported a cross-government workshop, "Serving Canada's multicultural population," which provided middle managers with information and tools to help adapt policies, programs and services to Canada's multicultural reality.

The Multiculturalism Program also supports other initiatives to ensure that public institutions are responsive to and representative of an increasingly diverse population. The following example is one initiative supported in 2003–2004.

African-Canadian Heritage Roundtable—The Minister of State (Multiculturalism and Status of Women) hosted a one-day roundtable on March 26, 2004, to link African-Canadian heritage organizations, historians and community media representatives to key resources available through the **Department of Canadian Heritage** and agencies under the Department's portfolio. Another aim was to inform government officials of the work done by African-Canadian heritage organizations and individuals to promote and preserve their heritage.



Policing in a Multicultural Society

The Multiculturalism Program continued to work on relations between Canada's police forces and ethnocultural and ethnoracial communities in 2003–2004 by supporting the following projects:

- **Respect in Service—Aboriginal and Cultural Diversity Policing—**Held in partnership with the Royal Canadian Mounted Police, this Winnipeg conference drew together leaders of Aboriginal and culturally diverse communities to discuss the challenges of policing in an increasingly diverse society. The event was an opportunity to reach out to various groups and showcase what has already been done to provide equitable service to all Canadians. It was attended by representatives of various law enforcement agencies, professionals, educators, provincial government officials, public servants and community leaders across Canada; there were also some participants from the United States. The conference led to the launch of the Law Enforcement Aboriginal Diversity Network (see below).
- **Law Enforcement Aboriginal Diversity Network (L.E.A.D.)—**This initiative of the Canadian Association of Chiefs of Police came about in response to recommendations made during the conferences “Policing in a Multicultural Society” (2002–2003) and “Respect in Service—Aboriginal and Cultural Diversity Policing” (2003–2004). Facilitated by the Multiculturalism Program and the Royal Canadian Mounted Police, L.E.A.D. addresses the urgent need for a common, professional approach to policing that better serves ethnocultural, ethnoracial and Aboriginal communities. The creation of the L.E.A.D. network has enabled people in law enforcement at all levels to learn about and share successful approaches to serving Canada's Aboriginal and ethnocultural and ethnoracial communities.
- **Embracing our Community Mosaic—**A three-year project in which the Saskatoon Police Service and the city's community leaders are responding to the racist treatment of Aboriginal people by police officers. The project focuses on engaging the community in the issue, offering better diversity training to police officers and developing recruitment strategies to make the police service more representative. In 2003, the Saskatoon Police Service awarded Canadian Heritage a Badge and Shield Award for its support in developing the project. By the spring of 2004, the project had already yielded some significant successes, including the creation of a Police Advisory Committee on Diversity, the registration of the Police Service with the Saskatchewan Human Rights Commission as an equity employer, and the launch of a campaign to recruit more officers from Aboriginal and visible minority communities.





PART II:
Best Practices



Part II: Best Practices

Departments and agencies apply the *Canadian Multiculturalism Act* in a variety of ways, according to their respective mandates. This year's Annual Report features two in-depth stories that describe comprehensive integrated programs of activities undertaken throughout the years at selected departments and agencies.

Broadcasting: Giving Voice to the New Canada

Canada's multiculturalism is manifested in many ways. One of the most tangible and influential of these is broadcasting—what comes into our homes in the form of radio and television.

Inextricably linked to its technologies and depending on evolving public appetites, broadcasting is one of Canada's fastest changing industries. This, perhaps, explains how broadcasting has so rapidly adapted to changes in Canada's demographics. It has done so, and continues to do so, on two fronts: diversification of mainstream broadcasting and growth in specialized, diverse broadcasting.

Diversification of Mainstream Broadcasting

The federal government is involved in broadcasting through three institutions.

Telefilm Canada funds television production. The **Canadian Broadcasting Corporation** (CBC) produces and broadcasts public programming. The **Canadian Radio-television and Telecommunications Commission** (CRTC) oversees private and public broadcasting.

Reflecting the multicultural face of today's Canada through mainstream broadcasting begins with the production and marketing of representative dramatic, arts and current affairs programming. In 2003–2004, **Telefilm Canada** supported a number of television projects reflecting Canada's multiculturalism including *Musique du monde ... d'ici*, a variety show featuring Canadian performers from a range of cultural backgrounds, and *D'ici et d'ailleurs*, a 26-episode documentary on the cultural communities that settled in Quebec. **Telefilm Canada** is increasingly supporting co-production agreements facilitating access to creative resources in other countries and opening additional windows on the world's cultures. To date, 49 international agreements have been signed. In 2003–2004 these led to the production of 79 television programs.

Telefilm Canada also supports festivals showcasing Canadian and international films, many of which ultimately appear on Canadian networks. In 2003–2004 more than 40 of these festivals focussed explicitly on multicultural programming, including the Toronto Reel Asian Film Festival, the Reel World Film Festival, the Global Vision International Documentary Film Festival, *Vues d'Afrique*, the Dragons and Tigers section of the Vancouver International Film Festival, and the Freeze Frame childrens' film festival in Winnipeg. And, in 2003–2004 **Telefilm Canada** launched the Spark Plug program, offering support to 12 Visible Minority or Aboriginal film makers annually in the production and marketing of a first television project.

As our national public broadcaster, the **CBC**, has a unique role respecting the portrayal of Canada’s multicultural realities. The 1991 *Broadcasting Act* requires that “programming provided by the Corporation should ... reflect the multicultural and multiracial nature of Canada”. In its turn, the **CBC** declares in its statement of vision and mission: “The CBC will reflect the ... cultural diversity of our people. As Canada’s public broadcaster, the CBC is accountable to all Canadians ... [and] tells Canadian stories reflecting the reality and the diversity of our country.”

How is the **CBC** vision and mission implemented? In 2003–2004 the **CBC** launched new diversity strategies to better reflect the multicultural diversity of the Canadian experience on both radio and television.

- On-air hosts increasingly represent a wide variety of cultures.
- News items frequently feature the diverse cultures of Canada’s communities.
- Radio programming reflects a wide range of cultural interests. For example, **CBC** Montreal’s “Studio Free Fridays” broadcast programs from new immigrant communities in *Côte des Neiges*, Asian communities in Brossard and the Italian community in Laval. “Sounds Like Canada” ran a two-week series exploring racism in Canada.
- Independent producers developing television projects are now required to include a diversity plan in their proposals.
- Multicultural diversity is increasingly reflected by the content and on-screen presence of television hosts and lead actors. “Culture Shock,” portrays Canada’s multiculturalism through the eyes of young, bilingual video-journalists travelling across the country. *Second regard*, examines the diverse religions of Canadians. The documentary, *Entre voile et mini-jupes*, explored the issue of women torn between western and Muslim traditions. Additional examples from the 2003–2004 season include *Jinnah on Crime*; *Virginie*; *Tag*; *Mon meilleur ennemi*; *DaVinci’s Inquest*; *Wonderland*; *ZeD*; *China Uncensored*; *Taina*; and *Canada Now*.

Research conducted by Carleton University over a four month period in 2003–2004 found that approximately 15 per cent of individuals portrayed on **CBC** television were members of visible minorities.

For its part, the **CRTC** requires all major television broadcasters to file, typically within three months of license approval or renewal, a cultural diversity plan detailing the proposed extent and nature of the portrayal in its programming of Canada’s cultural and racial minorities and Aboriginal peoples. Each plan must describe how cultural diversity principles are integrated in corporate decisions impacting on-screen presence and portrayal; how news, information and entertainment programming reflect Canadian reality; and how communities are involved to ensure effective input

and feedback with respect to the reflection of cultural diversity. In addition, television broadcasters must file annual reports. In 2003–2004, the **CRTC** elaborated diversity measurement criteria by which annual reports are assessed, including:

- the extent to which on air personalities reflect the diversity of the community the station serves;
- the inclusion of visible minority actors cast in leading and recurring roles; and
- initiatives implemented to ensure that scripts not portray minorities in a stereotypical manner.

The **CRTC** remains committed to the fair and accurate portrayal of Canada's diverse communities and peoples and is resolved to hold private broadcasters to account with respect to these criteria.

Growth in Diverse Broadcasting

The **CRTC** issued what can be considered the country's first license for ethnic broadcasting to CHIN radio in 1966. Since then the advent of cable and digital technologies has led to an explosion in the number and variety of broadcasters in the country. Radio and television reflecting Canada's cultural, racial, linguistic and religious diversity has benefited from the trend, and kept pace with it. Today, Canada has more than 50 licensed ethnic radio stations operating primarily in urban centres and 250 Aboriginal radio stations operating primarily in rural areas. And Canada has close to 100 licensed ethnic television stations including both conventional over-the-air stations and various specialty analog, digital and cable services. Viewers in every part of the country have access to programming in more than 40 languages.

Challenges Ahead

Fiscal year 2003–2004 saw the release of the report of the Canadian Association of Broadcasters Task Force for Cultural Diversity on Television. Based on a review of 330 hours of programming containing 6,123 speaking roles, plus extensive stakeholder and audience interviews, the study found that visible minorities and Aboriginal peoples remain under-represented in the English- and French-language news and drama programs of Canada's private broadcasters. The study also found evidence of stereotyping. In short, further progress is necessary.

Broadcasting holds a special position in Canada as perhaps the most prominent medium through which we see and learn about ourselves. Enormous progress has been made in the reflection of Canada's multiculturalism through broadcasting. The success of ethnic and Aboriginal specialty channels proves the existence of a vast market for diverse programming. Mainstream public and private broadcasters must continue to work to represent accurately and fully represent Canada's diversity on air.

Transport Canada: Responding to Canada's Multiculturalism by Embracing Diversity

What does it mean to embrace multicultural diversity within a government institution? **Transport Canada's** Diversity Strategy stands out among these as one of the most comprehensive initiatives in the public service.

Originally sparked by the Director General, Quebec Region, the Strategy began as an expansion of the Region's existing Employment Equity program. It quickly grew to a national effort endorsed by the department's executive. Fiscal year 2003–2004 marked the Strategy's second full year of operation. A dedicated budget of \$805,000 covered human resources specialists, training, monitoring and analysis for the year.

Recruitment, Retention and Promotion

The Strategy is propelled by three mutually reinforcing drivers. The first of these is a set of policies and practices aimed at increasing the numbers of members of visible minority groups and other designated groups recruited, retained and promoted at **Transport Canada**.

- All managers receive mandatory training in Employment Equity.
- Public Service-wide inventories and federal government programs such as the Federal Student Work Experience Program are used.
- Those involved in hiring use comprehensive, up-to-date checklists to eliminate barriers in recruitment and selection. Checklist items include:
 - Are recruiters representative of designated groups?
 - Do you advertise employment opportunities in ethnocultural, Aboriginal and alternative format media?
 - Do you distribute job bulletins to communities where large numbers of designated group members reside?
 - Is the application rate of designated groups tracked?
 - Do you include designated group members on selection boards?
 - Are tests and other screening tools free of cultural, gender and racial biases?
 - Is the selection process, including interviews, documented and monitored for adverse effects on designated groups?



Measurement and Management Accountability

The second driver is measurement coupled with accountability for outcomes. Annually:

- Data on recruitment and promotion activities are collected resulting in a yearly workforce analysis on designated group representation.
- Numbers of designated group members on selection boards are tracked.
- Numbers of designated group members receiving developmental assignments are tracked.
- Manager attendance at diversity training (plus trainees' level of understanding as determined by post-course feedback) is tracked.
- Reasons for separations are examined via exit interviews.
- The distribution at all levels within **Transport Canada** of members of visible minority groups and other designated groups is tracked.

The 2003–2004 accountability accord between the Deputy Minister of **Transport Canada** and the Clerk of the Privy Council included the following commitments (all of which were fulfilled): “Develop a diversity action plan for 2003–2006 (in line with the department’s Diversity Strategy). Complete a series of facilitated dialogue sessions with all employees across the country. Hold a national conference on diversity in 2003.”

The accountability accords of most senior executives hold a portion of pay at risk against progress on various components of the Diversity Strategy including the achievement of numerical goals for recruitment and distribution.

Transport Canada reports annually on recruitment, promotion, development and overall representation of designated group employees to **Treasury Board** and to the **Canadian Human Rights Commission**.

Ubiquity and Energy

The third driver propelling **Transport Canada**’s Diversity Strategy is a set of activities that keeps diversity at the top of the agenda. The Strategy itself is linked to the business plan of the organization and its goals include:

- to provide a stimulating and attractive working environment to its employees;
- to be ready for the time when many of the department’s employees will retire;

- to respond better to the pressures of the knowledge economy and the competition from other organizations in recruiting qualified employees;
- to respond to the expectations of our diverse society.

These goals, and their supporting infrastructure, have been made known to all personnel and are continually strengthened through a variety of means.

- In 2003–2004 **Transport Canada** offered more than 200 diversity dialogue sessions facilitated by trained in-house staff. These were voluntarily attended by a total of 2,240 managers and employees.
- The Department maintains an excellent diversity Web site on its intranet.
- An annual diversity conference, featuring recognized speakers and open to all personnel, has been held for the past three years.
- Each of the Department's six regions has appointed a diversity champion and struck a high level diversity committee. These autonomous bodies are responsible for supporting the Strategy in their regions and work together through the Department's Diversity Steering Committee to provide guidance at the national level to the Department's Executive Committee.
- The fifteen top executives of the Department signed a Diversity Declaration, a full-colour printed copy of which has been given to every employee stating, among other things: "We the undersigned . . . commit ourselves to the Diversity Strategy and its all encompassing vision of inclusiveness and fairness for all."

The Diversity Strategy ensures that the Department's workforce is representative of Canada's multicultural diversity, helping **Transport Canada** reflect and serve the needs of all Canadians.



PART III:

Results Across the Government of Canada



Part III: Results Across the Government of Canada

The architects of the *Canadian Multiculturalism Act* recognized the crucial role federal organizations can play in preserving and enhancing multiculturalism in Canada. In addition to directing federal institutions to “carry on their activities in a manner that is sensitive and responsive to the multicultural reality of Canada,” the Act instructs federal organizations to address equal opportunity in federal institutions; promote capacity building; enhance the understanding of and respect for diversity; collect research and data that support the development of relevant policies, programs and practices; and make appropriate use of the language skills and cultural understanding of individuals of all origins.

New Online Survey

In 2003–2004, the Multiculturalism Program of the **Department of Canadian Heritage** commissioned EKOS Research Associates Inc. to conduct the first-ever online survey of federal departments and agencies that report under the *Canadian Multiculturalism Act*.

The survey, which was conducted in October 2004, looked at whether departments and agencies had:

- designated a champion for implementing the *Canadian Multiculturalism Act*;
- crafted a statement of purpose or vision relating to the *Canadian Multiculturalism Act*;
- delivered employee training on multiculturalism issues; and
- consulted with ethnocultural/racial groups on policies and programs.

The survey results provide a benchmark for future reporting on the implementation of the *Canadian Multiculturalism Act* and policy across the federal government. In the future, the survey will accompany the Request for information into the annual report on the operation of the Act. The following are highlights from the 2003–2004 survey.

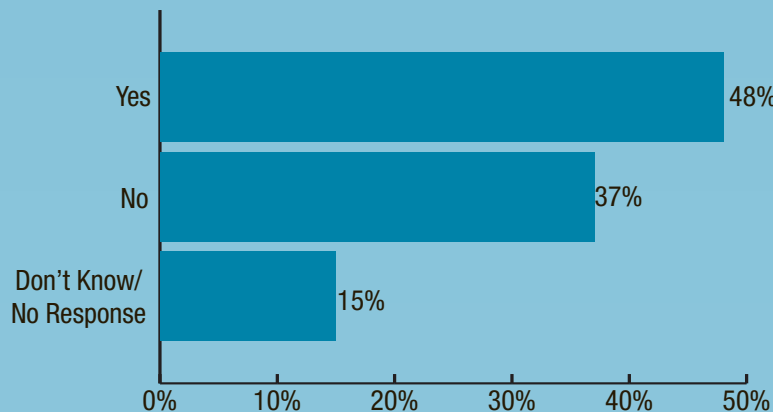
Departmental or Agency Champion

Of the 52 departmental and agency representatives that responded to the survey, 48 per cent reported that their department or agency had designated a senior manager or champion responsible for the day-to-day implementation of the Multiculturalism Act.

Among respondents with no current champion, none could report that they were in the process of designating this position (52 per cent of these respondents indicated no and 48 per cent did not know). For those departments and agencies that reported having a designated champion, 42 per cent reported that senior managers serve as the designated champion while 23 per cent reported the position to be held by human resources staff.

Designation of Champion

Has your organization designated a senior manager or champion who is responsible for day-to-day implementation of the *Multiculturalism Act* within your institution?



Source: EKOS Research Associates Inc., Survey of Federal Institutions, 2004.

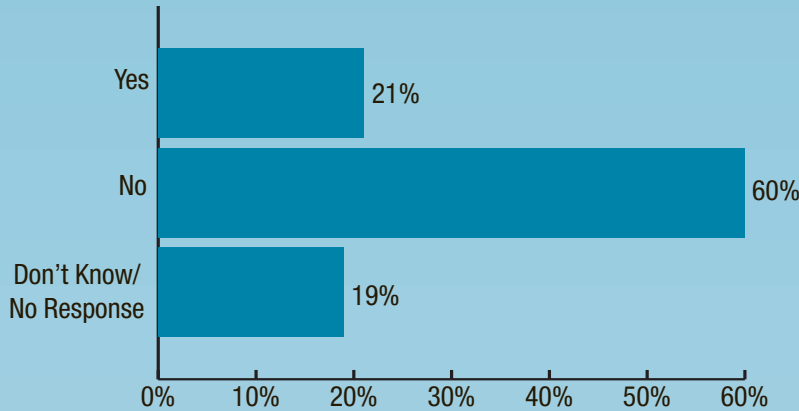
Statement of Purpose or Vision

When asked whether their organization had developed a statement of purpose or vision pertaining to the *Canadian Multiculturalism Act*, only a minority of respondents (21 per cent) indicated that their institution had developed a statement of purpose or vision for the Act (19 per cent did not know).

Among those that had not developed a statement or vision (60 per cent), only 10 per cent indicated that their institution was in the process of doing so, and three per cent did not know.

Development of Statement of Purpose for the Act

Has your organization developed a statement of purpose or vision with regard to the *Multiculturalism Act*?

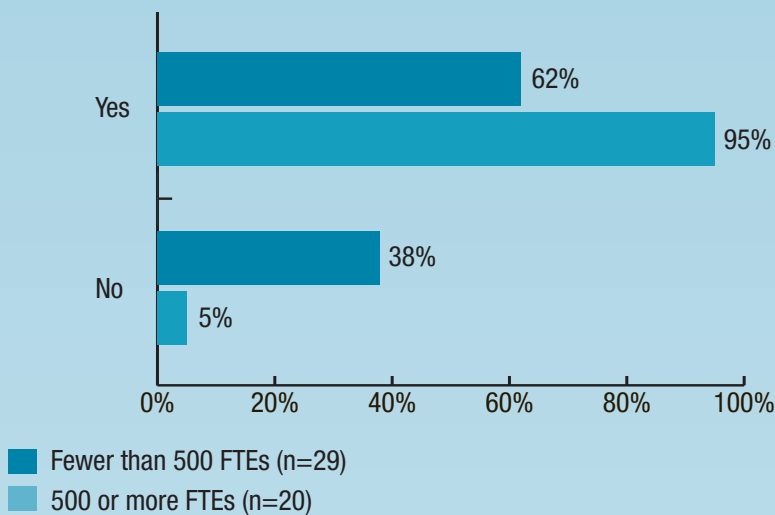


Source: EKOS Research Associates Inc., Survey of Federal Institutions, 2004.

Employee Training

Respondents were asked whether their organization trained employees in cross-cultural understanding, fighting racism or promoting diversity. Survey results show this training is much more common in larger institutions with 500 or more full-time equivalents (FTEs) (95 per cent) than in smaller organizations with fewer than 500 FTEs (62 per cent).

Provision of Employee Training: Variations by Department/Agency Size



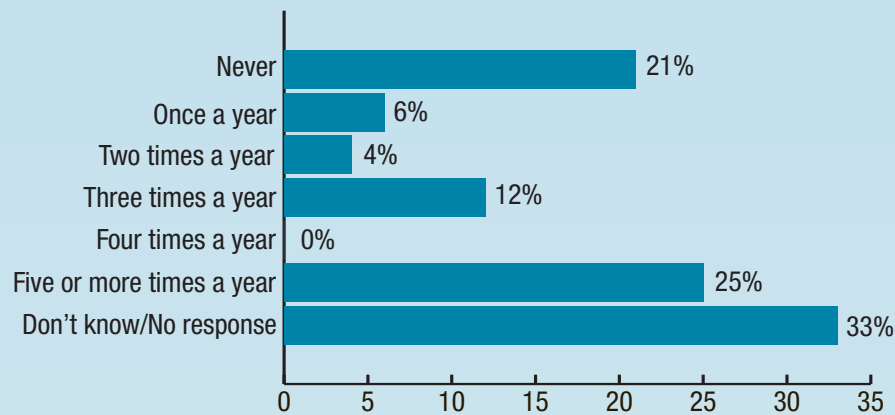
Source: EKOS Research Associates Inc., Survey of Federal Institutions, 2004.

Consultation with Ethnocultural and Ethno-racial Groups

Almost half of respondents (47 per cent) indicated that their institution had in the past fiscal year consulted with ethnocultural and ethno-racial groups to ensure that their viewpoints are considered in the development and implementation of key policies and programs. More than one-fifth of respondents (21 per cent) reported that there had not been any such consultations and fully 33 per cent did not know.

Consultation with Ethnocultural/Racial Groups

Over the last fiscal year, how often has your institution consulted with ethno-cultural/racial groups to ensure that their viewpoints are specifically included in the development and implementation of key policies and programs?



Source: EKOS Research Associates Inc., Survey of Federal Institutions, 2004.

This section of the report provides an overview of the efforts of federal departments, agencies and Crown corporations to implement the Act in the five areas outlined in Section 3(2).

Equal Opportunity in Federal Institutions

Section 3(2)(a) of the *Canadian Multiculturalism Act* directs federal institutions to “ensure that Canadians of all origins have an equal opportunity to obtain employment and advancement in those institutions.” Extending opportunities to all starts with inclusive recruitment policies and extends to diversity training and awareness-raising, and building a culture dedicated to diversity.

Inclusive Recruitment Policies

Under the *Employment Equity Act*, the federal government must ensure that members of designated groups—women, Aboriginal peoples, persons with disabilities and people who are visible minorities¹—achieve equitable representation and participation in its work force. These four designated groups were established by a Royal Commission in 1984 as being clearly under-privileged as they suffer from chronic occupational under-representation and low wages. They represented 6 of 10 Canadians in the work force in the 2001 census. Employers are required to monitor representation rates, identify barriers to employment, promotion and retention, and use special measures to accommodate differences. Progress is reported in employment equity annual reports, available at www.hrsdc.gc.ca/en/lp/lo/lsw/we/ee_tools/reports/annual/index-we.shtml.

The **Public Service Commission** (PSC) is an independent agency mandated by Parliament to ensure that the public service is competent, non-partisan, representative of the Canadian population and able to serve the public in both official languages. The PSC is responsible for employment equity (EE) in all recruitment, staffing and promotion activities it administers or oversees under the *Public Service Employment Act* (PSEA). The inter-relationship between the PSEA and the *Canadian Multiculturalism Act* means that the PSC's practices and policies are designed to achieve goals of inclusion and diversity common to employment equity and multiculturalism.

The Embracing Change Action Plan, established in June 2000 by the Government of Canada, has recognized that a corporate culture supportive of a diverse public service is crucial to sustaining visible minority representation. As a key partner with the **Public Service Human Resources Management Agency of Canada**, the PSC leads a targeted and enhanced government-wide recruitment strategy for visible minorities.

In June 2003, the PSC released “Guidelines for Fair Assessment in a Diverse Workplace: Removing Barriers to Members of Visible Minorities and Aboriginal Peoples.” The PSC also revised the Profile of Public Service Leadership Competencies to focus more strongly on managing diversity in the workplace. Together these are essential aids in strategic and effective human resources planning and useful tools in meeting the obligations to provide equal opportunities to all Canadians.

Several departments were involved in the development of Objective Eye, a user-friendly Web site containing the names of potential selection board members who

¹ Visible minorities: The 2001 Census provides information on the characteristics of people in Canada who are members of a visible minority, as defined by the *Employment Equity Act*. The Act defines visible minorities as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour.” Under this definition, regulations specify the following groups as visible minorities: Chinese, South Asians, Blacks, Arabs, West Asians, Filipinos, Southeast Asians, Latin Americans, Japanese, Koreans and other visible minority groups, such as Pacific Islanders.

share the federal government's commitment to achieving a work force that fully represents the Canadian labour force. **Environment Canada's** Atlantic Region maintains the Web site and participated in the development of the Objective Eye inventory, which was granted a Michelle C. Comeau Human Resources Leadership Award in 2003.

In 2003, the **Canadian Forces Grievance Board** continued to routinely revise the statements of qualifications it uses to assess potential applicants for Grievance Board positions to ensure that its selection criteria do not inadvertently eliminate candidates who would be capable of doing the work. The **Grievance Board** also has taken steps to ensure that its hiring committees use fair and equitable practices in discharging their duties and selection tools that are free of cultural bias.

Did You Know?

In 2002–03, persons belonging to a visible minority group represented 7.4 per cent of the federal public service workforce, compared to 6.8 per cent in the previous fiscal year. (*Employment Equity in the Federal Public Service 2002–2003*)

Since it began in 1993, the Aboriginal Training Programme in Museum Practices (ATPMP) at the **Canadian Museum of Civilization Corporation** has established itself as a model for other national and international museums interested in training indigenous interns. Over the years, a total of 63 ATPMP trainees have learned museological practices, including how to develop exhibitions

and conserve artifacts, and the basics of interpretation and marketing. As part of a new partnership with **Parks Canada**, two of the five 2003–2004 interns had the opportunity to work in the areas of conservation and archaeological policy.

The **National Parole Board** has expanded its recruitment practices for its members to include notifications of community agencies and organizations from a variety of ethnic and cultural backgrounds. This has significantly increased the number of interested applicants drawn from diverse cultural and visible minority communities and resulted in the appointment of additional visible minority Parole Board members.

Health Canada has developed a National Recruitment Strategy that aims to improve the sustainability of its work force and contribute to the overall health of the Department by focusing on four key elements: rejuvenating the work force, addressing targeted areas and the needs of other specific groups, increasing Francophone representation, and fostering diversity. The strategy is going through extensive consultation with all stakeholders, including members of employment equity and diversity groups.

Diversity training and awareness-raising

Fiscal year 2003–2004 saw the creation of the Cultural Diversity Alliance (CDA), consisting of the heads of organizations under **Canadian Heritage's** portfolio. The aim of the CDA is to develop common initiatives and share expertise, resources and models of good practice to ensure that these organizations respond to Canada's increasingly diverse society. Members of the CDA will work together to achieve full inclusion in employment and professional services, and on the creation of content and programs and in the development and training of minority creative and business talent.

Most federal organizations make diversity education an essential part of their staff training programs. For example, in 2003–2004 the **Natural Sciences and Engineering Research Council** delivered a diversity session to executives and another session on communicating across cultures to all employees.

Last year, **Industry Canada** developed five diversity training tools, ranging from PowerPoint presentations for staff meetings to half-day interactive awareness sessions. These tools aim to increase awareness and understanding of workplace diversity and develop concrete skills among staff to facilitate team building and communication.

The **National Research Council** launched a national diversity Web site and marketing campaign in 2003–2004 to raise awareness of diversity issues among its employees.

In 2003, the **Department of National Defence** (DND) released a civilian diversity video, *Diversity at National Defence*, developed with input from numerous stakeholders including employment equity advisory groups, unions and local management. Human resource professionals and managers are using the video to raise employee awareness of civilian diversity and employment equity policies and successes at the department. It is also shown to external audiences at events such as career fairs targeting designated groups and to illustrate the many advantages of working with **DND**. 7,500 copies were distributed to **DND** regions for inclusion in recruitment kits.

A Culture Dedicated to Diversity

Many departments and agencies have committees dedicated to diversity issues. For example, in 2003–2004 **Environment Canada** created an Employment Equity and Diversity Management Advisory Committee and the **National Capital Commission** created a Diversity Committee. In spring 2003, the **Business Development Bank of Canada** (BDC) created the Diversity Action Committee, which has taken concrete measures to implement the various initiatives needed to support and promote diversity. The Committee placed an electronic multicultural calendar on the **BDC's** intranet that provides information on cultural and daily observances of many cultural groups and reminds employees of the diverse backgrounds of the **BDC's** work force and clientele. Between February and June 2004, more than 50 diversity awareness sessions were held throughout the **BDC**.



At **Citizenship and Immigration Canada**, the Visible Minority Employees' Network promotes the interests of members of visible minority groups and advises senior management on recruitment, training and development, promotion, and retention.

All new employees at **Farm Credit Canada** (FCC) receive diversity information as part of FCC's orientation package. The information stresses FCC's goal of an inclusive and representative work force, and outlines the benefits of a diverse work force.

In 2003–2004, **Agriculture and Agri-Food Canada** launched a diversity project in partnership with the **Department of Canadian Heritage** to create a workplace where employees are in tune with the cultural diversity of the clients they serve, and provide employees with tools and strategies to promote the values of diversity and respect in all programs, policies and service delivery.

Capacity Building

Federal institutions are directed by paragraph 3(2)(b) of the *Canadian Multiculturalism Act* to “promote policies, programs and practices that enhance the ability of individuals and communities of all origins to contribute to the continuing evolution of Canada.” Encouraging wider citizen engagement, empowering communities, and helping newcomers integrate into Canadian society are some of the ways federal organizations put this directive into practice.

Citizen Engagement

To address the need of members of those groups who may not fully have exercised their right to vote—particularly members of ethnocultural groups, Aboriginal peoples and young electors—**Elections Canada** created an Outreach Steering Committee headed by the Chief Electoral Officer in the run-up to the 2004 federal general election. The 308 returning officers each prepared an Outreach Action Plan detailing the steps they would take to make sure that minority groups could fully access the electoral system and voting process. They hired community relations officers in more than 200 electoral districts to work on behalf of the returning officers to contact ethnocultural, Aboriginal and youth groups. Aboriginal community relations officers helped recruit and train staff, revise the list of electors and advise about issues of concern to local Aboriginal communities.

Indian and Northern Affairs Canada is committed to working with First Nations and Inuit in improving the quality of life of current and future generations. A fundamental way of ensuring this is by negotiating self-government agreements and land claim settlements with Aboriginal peoples. These arrangements acknowledge Aboriginal peoples' inherent right to self-government, provide economic opportunities, and contribute to re-establishing Aboriginal cultures, identities, traditions and languages.

Empowering Communities

Through its Women's Program, **Status of Women Canada** provides support to community-based initiatives to enhance the ability of individuals and communities of all origins to actively participate in Canadian society. The principles of diversity and the overlapping of issues guide the operations of the Women's Program and the activities of its partners/stakeholders, who need to demonstrate that diversity is integral to the development, implementation and evaluation of initiatives, and that they reflect the multicultural make-up of Canadian women. In 2003–2004, the Women's Program provided funding and technical assistance to 228 initiatives at local, regional and national levels. Approximately 7 per cent addressed issues pertaining to ethnocultural minority women and 7 per cent relating to Aboriginal women, falling under three distinct but complementary areas: women's economic status; elimination of systemic violence against women and the girl child; and social justice.

Services for Newcomers

Canada attracts and welcomes people from all parts of the world, both to enrich its social, economic and cultural development as a nation and to protect people in need of protection. To ensure the successful integration of newcomers, **Citizenship and Immigration Canada** (CIC) funds programs designed to help immigrants and refugees contribute to the economic, social and cultural life of communities across Canada. These include Language Instruction for Newcomers to Canada, the Immigrant Settlement and Adoption Program, the Host Program, and the Refugee Resettlement and Humanitarian Program.

The federal government plays an important role in ensuring that immigrants are equipped to make a successful entry into the labour market. To this end, a Director General forum on Immigrant Labour Market Integration, co-chaired by **Human Resources and Skills Development Canada** and **CIC**, has been formed to define a federal vision and strategy to address the labour market integration of immigrants. Provincial/territorial considerations—such as the fact that recognition of credentials is a provincial responsibility that has been delegated in legislation to regulatory bodies—add to the complexity of this work. The federal government will continue to work interdepartmentally to develop an integrated and coordinated approach to integrating immigrants into the labour market.

Enhancing the Understanding of and Respect for Diversity

Paragraph 3(2)(c) of the *Canadian Multiculturalism Act* directs federal institutions to “promote policies, programs and practices that enhance the understanding of and respect for the diversity of the members of Canadian society”. The implementation of this section of the Act can be seen in work to encourage dialogue and research on diversity, to celebrate Canada's diverse cultural heritage, and to promote the value of a multicultural society.

Expanding the Dialogue

In 2003, the Multiculturalism Program of **Canadian Heritage** initiated Multiculturalism Issues in Canada, a three-year joint initiative with the **Social Sciences and Humanities Research Council**. This program is intended to support humanities and social academic research that focuses on contemporary multiculturalism issues in Canadian society. Its objectives are to facilitate and

promote innovative policy-relevant research on multiculturalism issues in contemporary Canadian society; generate, disseminate and transfer knowledge that informs the development of policies, programs and practices that will help to foster and promote an inclusive society; help Canadian postsecondary and research institutions develop expertise in issues relevant to cultural,

ethnic, racial and religious diversity; and promote public dialogue about, and understanding of, multiculturalism and diversity issues.

Did You Know?

73 per cent of Canadians believe immigrants are having a good influence on the way things are going in Canada. (*Ipsos-Reid, 2004*)

The Research and Statistics Division of the **Department of Justice** arranged for focus group discussions to be held in March 2003 with members of various ethnocultural minorities to obtain their views on the *Anti-terrorism Act*. The report on these focus group discussions was released in October 2003 and is available at www.canada.justice.gc.ca/en/ps/rs/rep/rr03-4.pdf and www.canada.justice.gc.ca/fr/ps/rs/rep/rr03-4.pdf. The **Department of Justice** considers these consultations and research to be essential in helping to inform the department about the impact of Canada's anti-terrorism legislation on Canada's minorities. This, in turn, will assist the department in preparing for the parliamentary review of the Act, which must be conducted in late 2004.

Research on Diversity

Through its Policy Research Fund, in 2003–2004 **Status of Women Canada** continued supporting independent policy research on gender equality issues. The Department recognizes that good policy research needs to integrate the diverse realities of women throughout the research process, from formulating research questions and identifying key informants to drafting policy recommendations. The guiding principles of diversity, accessibility and broad eligibility form the framework for the overall functioning of the Fund. These principles are reflected in the call for proposals, the selection of the external selection committee, the assessment of proposals, and decisions to fund and publish research. Proposals are not considered for funding if diversity is not taken into account in terms of the objectives and/or limitations of the study.

Introduced for 2004–2008 is a new **Canada Mortgage and Housing Corporation** research program, **Newcomers**, that investigates the role played by housing and communities in the successful reception and inclusion of newcomers into Canadian society. Research focuses on newcomers' housing needs and preferences, housing conditions, living arrangements, lifestyles, and housing experiences and histories. Barriers, obstacles and integration success in different jurisdictions across Canada will also be examined.

Over the years, the **Canadian Race Relations Foundation** (CRRF) has created a body of research that addresses systemic racism. The CRRF's goal is to ensure that research findings and recommendations are capable of being acted on and that results are widely disseminated. The Foundation's most recent Request for Proposals, in 2003–2004, invited researchers and community-based organizations working in the field of anti-racism to submit proposals to undertake participatory action research with a strong focus on combatting racism in Canada.

One recently completed research piece, funded by the CRRF, is the "Analysis of Canada's Lack of Policy and Legislative Support for Aboriginal Post-secondary Institutions by the Aboriginal Institutes' Consortium (Ontario)." The report has the potential to significantly strengthen and support the capacity of Aboriginal institutes to address the education and training needs of Aboriginal communities.

Celebrating our Cultural Heritage

One of the key means of enhancing understanding of and respect for the diversity of Canadian society is through exhibitions that celebrate the country's cultural heritage. Each year, the **Canadian Museum of Civilization Corporation** presents a variety of such exhibitions, produced either in-house or in collaboration with other institutions not only in Canada but abroad. The Corporation also prepares travelling exhibitions and hosts exhibitions from various parts of Canada and the world. Exhibitions on view during 2003–2004 included:

- *Across Time and Tundra: The Inuvialuit of the Canadian Arctic*—This was the first major exhibition presented by any Canadian museum on the Inuvialuit, the people who inhabit Canada's Western Arctic. It featured more than 200 artifacts from the Canadian Museum of Civilization, the Smithsonian Institution and the McCord Museum in Montréal, and more than 120 photographs. The exhibition won the 2004 Best Practices in Museum Exhibition Writing award from the American Association of Museums.

Did You Know?

Diversity is not simply changing the face of Canada's largest cities. According to the Census, 59 per cent of those living in the municipality of Richmond, British Columbia, and 55.5 per cent of those living in the municipality of Markham, Ontario, are visible minorities. (2001 Census, *Statistics Canada*)

- *The Canada Hall*—The **Canadian Museum of Civilization**'s most popular permanent exhibition spans 1,000 years of Canadian social and economic history from coast to coast to coast. The Hall was completed in 2003–2004 with the addition of two new artifact-rich historical exhibitions on Canada's Pacific Region. The West Coast Communities exhibit recreates a wharf, surrounded by the buildings, vessels and tools of a typical fishing and salmon-canning community. The role of Japanese Canadians is highlighted. The Pacific Gateway exhibition reproduces a Vancouver International Airport lounge at the end of the 1960s. It profiles individual newcomers from the Philippines, representing the new wave of skilled immigrants who began to arrive in Canada in the late 1960s, and provides insight into their culture.
- *The First Peoples Hall*—The world's largest permanent exhibition on the diverse, rich cultures, history and contributions of indigenous peoples in Canada features more than 1,500 historical objects and works of art, recreated environments, and approximately 500 documents and illustrations. Curators of archaeology and ethnology at the Corporation worked for over a decade in consultation with Aboriginal expert advisers to develop the exhibition around four themes: We are still here. We are diverse. We contribute. We have an ancient relationship with the land.
- *Presenza: A New Look at Italian-Canadian Heritage*—The largest exhibition ever developed on the heritage and day-to-day lives of Italian Canadians looked at the values, skills and traditions of the generation of immigrants who founded Italian-Canadian communities.

Did You Know?

4.9 million Canadians said they had no religious affiliation and 1.9 million Canadians reported belonging to a non-Christian religion. (2001 Census, *Statistics Canada*)

For Canada Day 2003, the **National Capital Commission** once again dedicated Ottawa's Confederation Park to special programming focusing on multicultural communities: A Cultural Mosaic. Workshops complemented dance groups and musicians from various backgrounds.

Library and Archives Canada's Multicultural Web portal continued in 2003–2004 to highlight the institution's multicultural initiatives, enabling users to search for multilingual and multicultural programs across the country. The portal is part of **Library and Archives Canada**'s Multicultural Initiatives Program, which consults with cultural communities across Canada and advocates on their behalf to ensure that diversity is respected, understood, embraced and incorporated into all of the organization's functions.



Promoting the Value of Diversity

One of the roles of **Citizenship and Immigration Canada** (CIC) is to promote the intrinsic value of Canadian citizenship and a sense of belonging among Canadians and newcomers by continuing to develop, design and deliver promotional products and activities that ensure greater citizen engagement. Activities and products are designed to provide an initial bridging mechanism for immigrants and to assist them in becoming contributing members of Canadian society.

CIC developed some promotional activities and products during the fiscal year. For example, the Speaker's Bureau initiative in Toronto was expanded to include Montréal, Vancouver and Calgary, and additional expansions are to take place in the next fiscal year. The initiative brings immigrants and refugees into schools to speak about their experiences as newcomers to Canada.

Research and Data that Support the Development of Relevant Policies, Programs and Practices

Section 3(2)(d) of the *Canadian Multiculturalism Act* directs federal institutions to “collect statistical data in order to enable the development of policies, programs and practices that are sensitive and responsive to the multicultural reality of Canada.”

Metropolis

In 2003–2004, the Multiculturalism Program continued its participation in the Metropolis Project, an international initiative to improve public policy on the migration and integration of ethnically, racially, linguistically and religiously diverse minorities, particularly in cities. The Metropolis Project enhances academic research capacity and brings together policymakers from the federal, provincial and municipal levels of government with universities, research institutes, think tanks, and non-governmental organizations with the goal of promoting the use of policy-relevant research findings in government decision making.

The Metropolis Project in Canada is supported by a consortium of federal partners coordinated under the aegis of the Metropolis Project Team, housed at **Citizenship and Immigration Canada**. Metropolis Centres of Excellence have been established in Montréal, Toronto, Edmonton, Vancouver and Halifax-Moncton. Collectively, the Centres involve more than 20 universities with hundreds of affiliated researchers, graduate students and community representatives.

Atlantic Metropolis Research Centre

One of the biggest accomplishments in 2003–2004 was the creation of a new Metropolis research centre in Atlantic Canada. The centre received support from the **Social Sciences and Humanities Research Council, Citizenship and Immigration Canada, Canadian Heritage** (Multiculturalism Program) and the **Atlantic Canada Opportunities Agency**. The Atlantic Centre aims to stimulate,

promote and support productive partnerships in pursuing policy-relevant research agendas related to immigration, population migrations, multiculturalism and cultural diversity in smaller cities and rural areas. The twin administrative sites in Moncton and Halifax aim to pursue research agendas in both official languages, as well as in the other languages spoken by the cities' diverse populations.

Joint Events

The Metropolis Project, the Multiculturalism Program and other federal and community partners organized several events in 2003–2004 to highlight policy-relevant research issues.

Held in partnership with the Association for Canadian Studies and 15 federal partners, the Intersections of Diversity seminar in April 2003 was the fourth in a series of Multiculturalism Program policy-research seminars dating back to 1997. The seminar aimed to rethink a progressive framework for interpreting issues of identity and diversity. It examined how ethnicity, race, religion and heritage languages (non-English and non-French) intersect with immigration, Aboriginal status, official languages, socio-economic status, sexual orientation, (dis)ability, religion, gender and age. Conference publications are available at www.canada.metropolis.net/events/Diversity/diversity_index_e.htm) The event inspired a special issue of the *Association for Canadian Studies magazine*, *Canadian Diversity/Diversité Canadienne* (Vol. 3:1/Winter 2004), and a special issue of the *Canadian Ethnic Studies Journal* (Vol. 35, No. 3, 2003).

The Metropolis Centre of Excellence in Montréal, Immigration and Metropolis, hosted the seventh national conference in March 2004. Immigration and Integration at the Heart of the Debate: Research, Policy and Practice attracted more than 600 participants from all sectors. It featured workshops on the political participation of newcomers and minorities, the impact of the September 11, 2001, attacks on the United States, and the comparative treatment of Iraqi Arabs and Muslims in Canada and the United States.

Delivered in tandem with the Metropolis Conversation Series, *Metropolis Presents* is a public lecture series that brings together small groups of senior policy makers, leading researchers and key stakeholders to discuss diversity and immigration. In 2003–2004, the following lectures were co-sponsored by the Multiculturalism Program:

- *Shared Citizenship: Immutable Core or Dynamic Nucleus?* (October 14, 2003). Leaders from academe and the media explored whether an inclusive or an exclusive national identity has contributed to the integration of newcomers in Australia, Denmark, the European Union, Germany, Quebec and Turkey.



- *Diverse Youth and the Law: Moral Panic or Critical Policy Problem?* (January 22, 2004). Experts discussed the relationship between violent crime and immigrant and minority youth in Australia, Canada, the United States and the United Kingdom. Panelists also addressed interdiction strategies that communities and governments have used or could use to diminish the involvement of youth in criminal activity.
- *Media, Immigration and Diversity: Informing Public Discourse or Fanning the Flames of Intolerance* (March 30, 2004). Presenters from Canada, Italy, New Zealand and the United Kingdom explored the media's role during crises related to immigration. The presenters addressed how the media shaped public opinion during and immediately after the September 11, 2001 attacks on the United States, and the arrival of four boatloads of Chinese refugees in British Columbia during the summer of 1999. Emphasis was placed on best practices and how civil society organizations and governments ought to contribute to informing public debates and media stories.

In addition, the Multiculturalism Program contributed to a special issue of *Canadian Diversity/Diversité Canadienne*—Citizenship: Values and Responsibilities—guest edited by Will Kymlicka of Queen's University.

In a typical year the **International Development Research Centre** (IDRC) supports nearly 500 research projects in developing countries, approximately one-quarter of which have an explicit intercultural cooperation dimension. The **IDRC** is one of only two organizations in the world employing this approach (the other is in Sweden). The **IDRC**'s methods capitalize on synergies created by knowledge sharing between researchers in Canada and in developing countries. This collaboration gives partners in the south the tools to create, adapt and take ownership of science-based solutions while educating researchers from the north in multidisciplinary problem-focused methodologies.

As Canada's official statistical agency, **Statistics Canada** is mandated to collect, compile, analyze and publish statistical information on the economic, social and general conditions of the country and its citizens, and to provide for the coordination and leadership of the country's statistics system. **Statistics Canada** programs with particular relevance to multiculturalism include:

Did You Know?

58 per cent of immigrants to Canada between 1991 and 2001 came from Asia and the Middle East. (2001 Census, *Statistics Canada*)

- the Census;
- the Ethnic Diversity Survey;
- the Aboriginal Peoples Survey; and
- the Longitudinal Survey of Immigrants to Canada.

The 2001 Census: New Releases

The Canadian Census of Population, conducted every five years, provides detailed statistical information on the ethnocultural, linguistic, demographic and socio-economic profile of Canada's population. The Census is the most comprehensive source of data on the multicultural make-up of the Canadian population and it provides this statistical information for all communities across Canada.

Did You Know?

79 per cent of immigrants who arrived in Canada between 1991 and 2001 said they had a strong sense of belonging to Canada. (*Ethnic Diversity Survey, Statistics Canada, 2002*)

In 2003–2004, **Statistics Canada** released new data from the 2001 Census on the income and social and economic characteristics of individuals, families and households; housing costs; and religion. Of particular interest to this report are the changing dynamics in religious affiliation: although the predominant religions in Canada

are still Roman Catholicism and Protestantism, growth in Islam, Hinduism, Sikhism and Buddhism has resulted from recent immigration. Also on the increase are people reporting no religion—16 per cent of the population in 2001, compared with 12 per cent in 1991.

Preparations for the 2006 Census are under way and full consideration is being given to multiculturalism issues.

Ethnic Diversity Survey

Conducted in partnership with the **Department of Canadian Heritage**, the Ethnic Diversity Survey (EDS) was developed to provide information on the ethnic and cultural backgrounds of people in Canada. Released on September 29, 2003, the survey offers ground-breaking data on ethnic self-definition, family background and interaction, knowledge and use of languages, social networks, civic participation, social exclusion, belonging, trust and satisfaction, and socio-economic activities.

The Multiculturalism Program of **Canadian Heritage** has made the EDS a priority area for research through its in-house research and by making the EDS a priority under the Multiculturalism Issues in Canada Research Call which is in partnership with the **Social Sciences and Humanities Research Council** and the Multiculturalism Program.



Ethnic Diversity Survey

Canada's population is changing and becoming more diverse as immigrants to Canada are now coming from a wide variety of countries. The results of the Ethnic Diversity Survey show that among first-generation immigrants, Chinese, East Indian, and Italian are the most commonly cited ethnic ancestries. At the same time, the survey shows that immigrants to Canada identify with their new home. Among first-generation immigrants who arrived in Canada between 1991 and 2001, one in five (22 per cent) said that "Canadian," or a Canadian regional identity such as "Quebécois," was one of their ethnic identities. This number rises to 47 per cent among those who arrived in Canada before 1991 and to 78 per cent among second-generation Canadians (individuals with at least one parent who was born in another country).

In addition to asking questions related to ethnicity, the survey also asked respondents about their satisfaction with their lives. The survey found that 83 per cent of Canadians over the age of 15 were satisfied with their lives. This figure drops to 79 per cent for respondents who are visible minorities, and to 77 per cent for respondents who immigrated to Canada between 1991 and 2001. However, 84 per cent of immigrants who came to Canada before 1991 indicated they were satisfied with their lives. The lower proportion of recent immigrants who said they were satisfied with their lives may be the result of some immigrants going through a period of adjustment because they have only recently arrived in Canada.

The survey also shed some light on discrimination and its impact. The survey found that 36 per cent of visible minority respondents and 50 per cent of Black respondents reported experiencing discrimination or unfair treatment in the past five years based on their ethnicity, culture, race, skin colour, accent or religion. A greater proportion of second-generation visible minority Canadians said they experienced discrimination than did visible-minority immigrants. More than four in ten (42 per cent) second-generation visible minority Canadians and an astounding 61 per cent of second-generation Black Canadians said that they had experienced discrimination. The survey results suggests that discrimination may be linked to life satisfaction: 83 per cent of visible minority respondents who did not experience discrimination said that they were satisfied with their lives overall, but this number drops to 69 per cent among visible minority respondents who said they had experienced discrimination.

Aboriginal Peoples Survey

The 2001 Aboriginal Peoples Survey (APS) was developed in partnership with several national Aboriginal organizations and the federal, provincial and territorial governments. The initial results, released in September 2003, described the well-being of the non-reserve Aboriginal population, which includes more than 70 per cent of those who identified themselves as Aboriginal in the 2001 Census. Supporting tables and profiles of communities that participated in the APS were made available on the **Statistics Canada** Web site at www.statcan.ca.

Did You Know?

Among immigrants who arrived in Canada between October 2000 and September 2001, 98 per cent said it was the only destination they applied to when they chose to leave their homeland. (*Longitudinal Survey of Immigrants to Canada, Statistics Canada, 2003*)

Longitudinal Survey of Immigrants to Canada

In September 2003, **Statistics Canada** released the first results from the Longitudinal Survey of Immigrants to Canada. About 12,000 of the roughly 164,200 immigrants aged 15 years and older who arrived in Canada between October 2000 and September 2001 were interviewed approximately six months after

their arrival. They will be re-interviewed at two and four years after their arrival. Information collected in this first wave of interviews will serve as a benchmark for tracking the subsequent settlement experiences of these newcomers. By late 2005, when all three waves have been completed, the survey will provide a better understanding of how the settlement process unfolds for new arrivals. Results of the survey can be found on the **Statistics Canada** Web site at www.statcan.ca.

Language Skills and Cultural Understanding of Individuals of all Origins

Under paragraph 3(2)(e) of the *Canadian Multiculturalism Act*, it is the policy of the Government of Canada that all federal institutions shall “make use, as appropriate, of the language skills and cultural understanding of individuals of all origins.” Federal departments and agencies put this policy into practice by maintaining a culturally diverse federal work force and consulting with organizations that represent Canada’s various ethnocultural communities in the development of policies and programs.

An edge on the International Stage

Many government organizations make good use of their employees’ international knowledge and diverse linguistic abilities.

Export Development Canada (EDC) continued in 2003, to provide support for work in numerous languages through a number of tools housed on their intranet. These include the Berne Union Multilingual Glossary, a Glossary of Financial Terms (Italian-English), *le grand dictionnaire terminologique*, the International Monetary Fund Multilingual Directory and Eurodicautom. In addition to providing language training in Canada’s two official languages, **EDC** provides support to its employees for training in non-official languages, including Spanish, Portuguese, Russian, German and Arabic.

EDC's "Expertise Locator" stores information regarding the experience, skills and particular expertise of employees. A feature in EDC's employee newsmagazine, *Link*, explains how the skills of employees can be identified through the database and used to meet the needs of a diverse customer population. A recent review of the database revealed that employees have registered linguistic skills in 35 languages.

The Competition Bureau, at **Industry Canada**, has a similar roster of foreign language capacity that it calls on when hosting visiting delegations from foreign antitrust jurisdictions, providing technical advice to foreign counterparts, and dealing with foreign counterparts or information providers on case-related matters.

Cultural diversity is a long-standing business priority for the **Canadian Wheat Board** (CWB), a farmer-controlled organization that markets wheat and barley grown by western Canadian producers. As the **CWB** conducts business in all regions of the world and expands into new global marketplaces, its understanding of diverse cultures continues to be a competitive business advantage. As of 2003–2004, approximately 36 per cent of the **CWB**'s staff speak more than one language fluently, and have the opportunity to exercise their language skills when speaking with international clients or by providing translation assistance to officials from other countries.

Did You Know?

83 per cent of Canadians believe that it is better for a country to have a variety of people with different religions. (*Ipsos-Reid, 2004*)

At the **International Development Research Centre** (IDRC), some 50 countries are represented in the backgrounds of the **IDRC**'s employees who speak more than 60 languages. This microcosm of diversity is intentional, as the **IDRC** relies on a mix of knowledge, experience and intellectual inclinations to deal effectively with its overseas partners and fulfill its mandate.

The **Office of the Auditor General**'s International Relations group maintains a database of staff with facility in other languages to assist with a variety of assignments such as official visits from other countries, translating correspondence, travelling with senior staff on trips to other countries and dealing with audit offices in other countries.

Serving Canadians

The hiring practices at **Farm Credit Canada** (FCC) include searching for and hiring candidates who can best provide service to **FCC**'s diverse client base. Recruitment brochures strongly depict **FCC**'s commitment to ethnic diversity and equity through words and images. Staffing advertisements often state that preference will be given to individuals who are also able to speak languages other than English and French. **FCC**'s Abbotsford office provides service in English, French, Dutch, Hindi, Mandarin, German and Cantonese. The Abbotsford office won two awards at the 2nd Annual Fraser Valley Cultural Diversity Awards, presented by Abbotsford Community Services in recognition of its client base and staff diversity.



Guided by Diversity

In 2003–2004, the **National Parole Board** (NPB) began consulting with offenders and community agencies/representatives from diverse ethnic, racial and cultural backgrounds to solicit more innovative and productive ways of releasing and reintegrating offenders of different ethnocultural backgrounds, to enhance the hearing process, and to increase awareness of and sensitivity to the experiences and realities of offenders from diverse cultural, ethnic and racial backgrounds. The follow-up to this consultation is expected to have an impact on the NPB's policies and processes. The NPB hopes to forge partnerships with community agencies, organizations and leaders who will continue to enhance the NPB's understanding of their respective cultures and traditions.

Solicitor General Canada (now part of **Public Safety and Emergency Preparedness Canada**) continues to engage both national and local voluntary organizations in its policy development and consultation processes, and through research and development projects. In 2003–2004, the Department collaborated with visible minority organizations concerning restorative justice and effective corrections, and worked with the **Royal Canadian Mounted Police** on a project to better engage immigrant and refugee communities in the development of culturally appropriate policies and programs.

The keystone of the operations of the **Canada Council for the Arts** is peer assessment, which places arts professionals at the centre of the granting process. Peers assess artistic merit within a national comparative context, and lend their perspective on trends in artistic practices and communities. The Council's peer assessment policy recognizes cultural diversity ("representation of artists and arts professionals from the diverse ethnic, racial and cultural communities of Canada") as one of the aims in selecting members of a committee. The Council reviews the committees in each of its arts sections annually, and an annual report on the peer assessment system is made to the Council's board. In 2003–2004, 15 per cent of peers identified themselves as culturally diverse.

After consultations indicated that the history of Aboriginal people and ethnocultural minorities was insufficiently represented in Canada's national historic sites, **Parks Canada** made it a strategic priority to increase this representation. The Agency consulted with the Canadian Ethnocultural Council and adopted a strategy with an emphasis on ethnocultural community consultation. Over the last year, consultations with specialists of ethnocultural history and representatives of ethnocultural communities have taken place in British Columbia, Alberta, Saskatchewan, Ontario, Quebec and Nova Scotia. As a result, new subjects related to the history of ethnocultural communities have come forward for the consideration of the Historic Sites and Monuments Board of Canada. Two new sites recognizing ethnocultural communities were designated in 2003–2004: Tilting National Historic Site of Canada—a rare surviving example of a Newfoundland outpost in which the use of its landscape components has been very largely maintained from at least the mid-18th century,

when its Irish settlers first began to shape them—and the Addison Sod House National Historic Site of Canada, the oldest continuously occupied sod building in Saskatchewan.

The Human Security Program (HSP) of the former **Department of Foreign Affairs and International Trade** (which was split into **International Trade Canada** and **Foreign Affairs Canada** in December 2003) has effectively used

the expertise of Canadians from across the country representing a variety of linguistic, ethnic and religious communities. For example, the HSP is supporting a project led by the University of Windsor on Palestinian judicial sector capacity building. The Canadian team of experts, which includes a retired Supreme Court judge, a Federal Court judge, the Chief Justice of Alberta and several Canadian legal experts, is headed by a Palestinian-Canadian law professor. HSP has also supported roundtables on various topics, including women, peace and security; Afghanistan; and Sri Lanka. Besides giving new Canadians (Afghan-Canadian, Sri Lankan-Canadian) a forum for expressing their thoughts on Canadian foreign policy, the roundtables helped Canada fulfil its obligations under the United Nations Security Council Resolution 1325 on Women, Peace and Security.

Did You Know?

30 per cent of visible minorities in Canada were born here. (2001 Census, *Statistics Canada*)



Conclusion



Conclusion

With the adoption of Canada's Multiculturalism Policy more than three decades ago, the Government of Canada unequivocally declared its belief in the value and importance of diversity. The policy continues to pursue many of its original goals, including fostering a national climate in which the multicultural heritage of Canadians is valued and a society where all Canadians participate in the nation's economic, social, cultural and political life.

But recent domestic and international developments are making it more urgent than ever for Canadians to reach across the divides of culture, religion, race and ethnicity to foster understanding of and respect for diversity. Safeguarding and promoting Canada's multicultural reality is a continuing challenge. With immigration outpacing the birth rate as the main source of Canada's population growth, programs, policies and practices that foster social cohesion, nurture civic engagement, and combat racism and discrimination will continue to be a priority for the Government of Canada.

This report helps keep Canadians apprised of government-led activities in support of the objectives of the *Canadian Multiculturalism Act*. But few of these efforts would bear fruit without the myriad of individuals and organizations that underpin Canada's strong and cohesive civil society—the artists, activists and ethnocultural community groups from across Canada who are working to build a society that values and celebrates diversity and makes it possible for all Canadians to realize their full potential.

Let us never lose sight of the responsibility that each of us carries for realizing the unique national project that is Canadian multiculturalism.



Publication List



Publications Available Free of Charge From the Multiculturalism Program Resource Centre

Annual Report on the Operation of the *Canadian Multiculturalism Act* 2002-2003

Canadian Diversity Vol. 2.1, Spring 2003

Canadian Diversity Intersections of Diversity Vol. 3:1 Winter 2004

Canadian Ethnic Studies Special Issue Intersections of Diversity Vol. XXXV, No. 3, 2003

Canadian Heritage Fact Sheet on Multiculturalism, 2003

Canadian Multiculturalism Day Poster (large and small size)

Immigrants and Civic Participation: Contemporary Policy and Research Issues

Multiculturalism Program Information Kit

National Forum on Policing in a Multiculturalism Society – Background Papers

National Forum on Policing in a Multicultural Society – Report on Strategies, Recommendations and Best Practices

Our Diverse Cities Number 1 Spring 2004

Seminar on Social Justice and Multiculturalism: Contemporary Policy and Research Issues

The Multiculturalism Policy of Canada (available in a variety of languages)





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Submitted Reports by Federal Institutions

The following departments, agencies and Crown corporations submitted reports on their activities with respect to the requirements of the *Canadian Multiculturalism Act*.

Agriculture and Agri-Food Canada
Atlantic Canada Opportunities Agency
Auditor General of Canada
Bank of Canada
Blue Water Bridge Authority
Business Development Bank of Canada
Canada Council for the Arts
Canada Deposit Insurance Corporation
Canada Economic Development for Quebec Regions
Canada Firearms Centre
Canada Lands Company
Canada Mortgage and Housing Corporation
Canada School of Public Service
Canadian Air Transport Security Authority
Canadian Artists and Producers Professional Relations Tribunal
Canadian Centre for Management Development
Canadian Centre for Occupational Health and Safety
Canadian Dairy Commission
Canadian Environmental Assessment Agency
Canadian Food Inspection Agency
Canadian Forces Grievance Board
Canadian Institutes of Health Research
Canadian International Development Agency
Canadian International Trade Tribunal
Canadian Museum of Civilization Corporation
Canadian Nuclear Safety Commission
Canadian Race Relations Foundation
Canadian Radio-television and Telecommunications Commission
Canadian Science and Technology Museum Corporation
Canadian Security Intelligence Service
Canadian Space Agency
Canadian Tourism Commission
Canadian Transportation Agency
Canadian Wheat Board
Cape Breton Development Corporation
Citizenship and Immigration Canada
Citizenship Commission
Commission for Public Complaints Against the RCMP
Commissioner of Official Languages
Copyright Board of Canada

Defence Construction Canada
Department of Canadian Heritage
Department of Finance Canada
Department of Justice Canada
Elections Canada
Environment Canada
Export Development Canada
Farm Credit Canada
Federal Judicial Affairs
Financial Transactions and Reports Analysis Centre of Canada
Foreign Affairs Canada
Freshwater Fish Marketing Corporation
Hazardous Materials Information Review Commission
Health Canada
Human Resources and Skills Development Canada
Immigration and Refugee Board
Indian and Northern Affairs Canada
Indian Claims Commission
Indian Residential Schools Resolution Canada
Industry Canada
International Development Research Centre
International Trade Canada
Laurentian Pilotage Authority
Law Commission of Canada
Library and Archives Canada
Library of Parliament
Military Police Complaints Commission
NAFTA Secretariat Canadian Section
National Arts Centre
National Battlefields Commission
National Capital Commission
National Defence
National Energy Board
National Film Board
National Parole Board
National Research Council
Natural Resources Canada
Natural Sciences and Engineering Research Council
Northern Pipeline Agency Canada
Office of the Auditor General of Canada
Office of the Information Commissioner of Canada
Office of the Privacy Commissioner of Canada
Office of the Superintendent of Financial Institutions
Pacific Pilotage Authority
Parc Downsview Park Inc.

Parks Canada Agency
Patented Medicine Prices Review Board
Public Safety and Emergency Preparedness Canada
Public Service Commission of Canada
Public Service Human Resources Management Agency of Canada
Public Service Integrity Office
Public Service Staff Relations Board
Public Works and Government Services Canada
Royal Canadian Mint
Royal Canadian Mounted Police
Secretary Canadian Intergovernmental Conferences
Social Development Canada
Social Sciences and Humanities Research Council
Standards Council of Canada
Statistics Canada
Status of Women Canada
Supreme Court of Canada
Telefilm Canada
Transportation Appeal Tribunal of Canada
Transportation Safety Board of Canada
Treasury Board of Canada Secretariat
Veterans Affairs Canada
VIA Rail Canada Inc.
Western Economic Diversification Canada