



June 27, 2007

Honourable Cindy Ady
Associate Minister of Tourism Promotion
721 Legislature Annex Building
9718 – 107 Street
Edmonton, AB T5K 1E4

Dear Minister *Cindy*

I am pleased to welcome you to our team as Associate Minister of Tourism Promotion. The purpose of this letter is to outline your specific responsibilities, and issues that I expect you to address for the Minister of Tourism, Parks, Recreation and Culture. I would also like to ensure there is a clear understanding of your role and relationship with the Minister of Tourism, Parks, Recreation and Culture.

As you know, our government has established five priorities to focus on serving Albertans better – through better planning and spending, with more discipline and with stronger accountability. These priorities are:

- Governing with integrity and transparency
- Managing growth pressures
- Improving Albertan's quality of life
- Building a stronger Alberta
- Providing safe and secure communities

As Associate Minister of Tourism Promotion, I expect you to take on responsibility to market and promote Alberta as an attractive tourism destination and facilitate the development of tourism products and the tourism industry, promote sports and recreation, and to coordinate Alberta's participation in the 2008 and 2010 Olympics with British Columbia in marketing both provinces as great places to live and visit. A more detailed outline of the responsibilities and goals you will be responsible for are set out in the attached "Goals and Responsibilities" document.

In addition to clarity on responsibilities, it is important that there be close coordination and communication between the Minister of Tourism, Parks, Recreation and Culture and yourself. It will be critical that you report regularly to the Minister on your progress on these initiatives. In addition, all documents in support of government decision-making including Ministerial Reports, Cabinet Reports, and Requests for Orders in Council, originating from your office must be approved and signed off by the Minister of Tourism, Parks, Recreation and Culture.

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Associate Ministers have been assigned personal office staff. The Minister of Tourism, Parks, Recreation and Culture will be in touch with you concerning your key contacts within the ministry who will provide the support you need to carry out your responsibilities. For efficiency and consistency purposes, administrative processes in support of action requests, briefing notes, speeches and other correspondence should be coordinated with the Minister of Tourism, Parks, Recreation and Culture.

Your accomplishments of these objectives will help us realize our goals and will allow Albertans to measure our performance as a government.

Sincerely yours,



Ed Stelmach
Premier

Attachment

cc: Honourable Hector Goudreau
Minister of Tourism, Parks, Recreation and Culture

Ron Glen, Chief of Staff
Premier's Office

Ron Hicks, Deputy Minister
Executive Council

Fay Orr, Deputy Minister
Tourism, Parks, Recreation and Culture

Goals and Responsibilities for the Associate Minister of Tourism Promotion

1. Promoting and developing Alberta Tourism

Goals:

- Cabinet approval and industry support for a new Travel Alberta governance structure.
- Increased investment in Alberta's tourism industry.
- Increased tourism visitation from targeted domestic and international markets.

Responsibilities:

Market and promote Alberta as an attractive tourism destination

- Assume responsibility for liaison with the Strategic Tourism Marketing Council. The Council will report through the Associate Minister to the Minister in relation to developing the annual Strategic Tourism Marketing Plan and providing advice to the Ministry on tourism issues.
- Obtain tourism industry feedback and support for a new governance model for Travel Alberta and bring forward recommendations for final Cabinet approval.

Facilitate and attract investor/entrepreneur interest in Alberta's tourism industry

- Take a lead role in the Ministry's Fall Tourism Investment Symposium in Calgary.
- Lead foreign trade missions to Europe relating to tourism investment.

Support the expansion of the tourism industry by facilitating development of new destinations and products particularly in rural areas

- Provide advice to the Minister on a number of tourism initiatives including the Aboriginal Tourism Development Council and the Growing Alberta Rural Tourism Conference, as well as developing new recreational opportunities relating to tourism and investment in second residences to minimize leakage to British Columbia and Saskatchewan.
- Assist the Minister in representing the Government of Alberta at federal/provincial/territorial meetings of Ministers responsible for Tourism.

2. Coordinating Alberta's participation in 2008 and 2010 Olympics

Goals:

- Final Cabinet approval of VANOC accord.
- Albertans' awareness and support for the Government of Alberta's participation in the 2010 Olympics.
- Strengthened relationship with B.C. in the promotion and marketing of our two provinces.

Responsibilities:

- Coordinate Alberta's participation with B.C. in the 2008 Olympics in Beijing.
- Develop an Accord with VANOC for Alberta's participation in 2010 Olympics in B.C.
- Promote awareness of and support for Alberta's participation in the Olympics.
- Represent the Government of Alberta at meetings with VANOC.

3. Promotion of participation in sport, recreation and physical activity**Goals:**

- Increased participation in sport and recreational activities by Albertans.
- Assist the Minister in representing the Government of Alberta at international, national and provincial amateur sporting events.

Responsibilities:

- Further recommendations in the renewed Alberta Active Living Strategy to encourage participation in physical activity in communities, schools and workplaces.
- Address recommendations in the Alberta Sport Plan to support volunteer sport organizations, leadership development, athletic excellence, access to programs and safe recreation infrastructure.
- Support and facilitate Albertans' participation in sport at the international, interprovincial, provincial, national and community levels.
- Assist the Minister in representing the Government of Alberta at meetings of federal/provincial/territorial ministers responsible for sport.