

imagination 150

HANDBOOK

A Guide for Planning Canada's 150th Anniversary

A Gift to all Canadians from imagination 150 Calgary

Une version française de ce document est disponible.



It's Canada's 150th birthday in 2017.
We're all going to be at the party.
What gifts shall we bring?



CONTENTS

Acknowledgements	4
Welcome	5
Introduction	6
Learn	10
Lead	20
Listen	27
Launch	33

Appendices

Timeline	38
Resources	39
Committee Matrix	40
Terms of Reference Template	41
Sample Invitation	42
Workshop Discussion Questions	43
Sample i150 Plan	44
Gift Planning Worksheet	45
The i150 Manifesto	46

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Welcome!

We are **imagination 150**, an organization initiated in Calgary by volunteers who see Canada's 150th birthday in 2017—our Sesquicentennial—as a rare and valuable opportunity.

It will be a time to reflect on where we've been, think about who we are today and imagine our future. In the lead up to 2017 we will forge connections within our communities and across the country, spark debate about what we value and encourage the giving of birthday gifts — acts of intentional citizenship — to our neighbourhoods, regions and to Canada.

Our goal is to encourage curiosity, generosity and responsibility toward each other.

Human beings care most about what they help to create so we like to think of the Sesquicentennial as a “pot luck” celebration to which individual citizens, associations, organizations, corporations and governments bring gifts. These presents will range in scale from a commitment to meet the people on our street to organizing a conference on the future of our federation, from sprucing up a neighbourhood park to completing the Trans Canada Trail.

This handbook is our first gift to our fellow citizens. Our desire is that it launch a non partisan country-wide network of independent organizations—1150 Committees—united in learning from and encouraging each other in how best to celebrate our shared life. It is a living document. Please take it, use it, circulate it and connect back to us so we may update it as we learn from initiatives across this land how best to encourage each other to act.

Onwards!

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INTRODUCTION

Developing your i150 Plan

Canada's big birthday is approaching. What gift will you give?

In 2017, Canadians will have an opportunity to mark the 150th anniversary of our great country. Canada's Sesquicentennial is an important moment for our country, our communities, and the many people who call Canada home. Our 150th is an occasion worthy of celebration but, more importantly, it's an invitation to imagine what it means to be Canadian in the 21st century. It's a reminder to set our sights on the horizon, chart a bold course for the future and reaffirm our identity as a progressive, forward-thinking country.

Let's show our pride, Canada, for what we've grown to become and what we still hope to be. Let's celebrate the Sesquicentennial by igniting a flame of civic action that will last for another 150 years.

About i150 Calgary

i150 Calgary is a community-based organization that aims to stimulate dialogue about Canada and inspire country-wide gift giving in honour of the Sesquicentennial. Our first gift to Canadians is this handbook. With this resource at your side, you can begin to organize our country's next great year. We envision that community leaders, like you, from coast to coast to coast will form i150 committees and spark a discussion about the Canada we want to create for each other, for future Canadians, and for the world.

Your i150 committee can be a catalyst in your community, acting as a network of gift-giving activity, and coordinating your community's role in a country-wide birthday bash. You, along with your committee members will discuss local priorities and identify opportunities to mark this important milestone. Canada's Sesquicentennial will be celebrated throughout the country, but it will be rooted in communities like yours. As you engage local residents in a conversation about the future of your community and your country, you'll be joining in a Canada-wide effort. This handbook is designed to help you make the most of that conversation.



*Let's celebrate
the Sesquicentennial
by igniting a flame
of civic action!*

Gifts take planning

Preparing your i150 Plan is the first and most important step toward 2017. This handbook will help you to form a committee and organize your community's efforts. It's something that everybody can use - from government and local organizations to residents of all ages. These pages contain suggestions for developing your i150 Plan, an effective blueprint for local Sesquicentennial initiatives. Together we will set the stage for a new generation of civic participation.

A successful Plan will ensure that your grand gift ideas take shape by 2017, bringing them to life for all to enjoy. But we need more than fireworks and concerts to mark Canada's next major anniversary. Indeed, the Sesquicentennial is an opportunity to reflect upon Canada's social development and to better understand the country we inhabit today. As you prepare your Plan, try to learn about your community and its residents. By delving deeply into your history and thinking ambitiously about your future, you can find the perfect gift: something to share, something that will last and bring us closer together.

However you choose to shape your plan, 2017 represents a special opportunity for each of us - to make our communities better and, in our own way, to make Canada better!

This handbook was made for you.

A gift for Canada

Choosing the right gift for a friend or family member often feels like a challenge. It takes time and careful thought. By comparison, choosing a birthday gift for your country might seem daunting. How do we make our aspiration tangible? How can we show our appreciation? How do we build a legacy that will last for future generations? The solution is simple: use your imagination. 2017 is a time for big ideas. A great Sesquicentennial gift will be meaningful and memorable, of course, but it will also be measured by its sincerity and ambition. In 1967 Canadians were encouraged to participate in a public act of gift-giving that resulted in a massive swell of grassroots initiatives. It was these, the thousands of community-led projects, that defined both the celebrations and the country. This is the legacy from 1967 and it's this spirit that we should strive for in 2017.

What is an i150 Plan?

Another way to think of the Plan is to consider it an invitation. You likely wouldn't invite people to attend an important event at the last minute; and you certainly wouldn't ask them to pitch in and help without giving

them plenty of time and specific instructions. In the same way, your community will need some advance notice in order to contribute to the Sesquicentennial. Bring your community on board early to focus their determination and channel their energy and enthusiasm. Local citizens infused the Centennial celebrations with a spirit of collective joy, and they are equally vital to the success of Canada's 150th birthday party.

The i150 Plan is a strategic document that will help your committee to rally the efforts and imagination of your friends and neighbours. It will establish the celebrations' context, vision and values, and match bold ideas with concrete actions. In a nutshell, the i150 Plan will help your community to answer three fundamental questions: Where are we now? What do we envision for 2017? How do we get there?

Why me?

The real question is, why not? In 1967, tens of thousands of Canadians found inspiration in the same question. They asked themselves, why not build a UFO landing pad, or launch a Bathtub Race? Why not build a Centennial school, concert

hall or park in every community? By asking 'why not' instead of 'why', they managed to understand their neighbours and their country a little better - as a people with boundless energy and a place with limitless potential.

Fifty years ago, Canadians from all over organized a spectacular, year-long series of celebrations for our 100th anniversary. So, when you encounter that question - when you hear somebody asking "why me?" - the response is clear: why not you? With a little imagination and preparation, everybody can help to make the very most of our 150th anniversary.

Why a handbook?

We know that you're busy. This handbook contains everything you might need or want to know to engage your community in Sesquicentennial planning. We've broken the i150 planning process into a set of phases and tools, so you can pick and choose which techniques work best for your context and your community. You can use it all, from start to finish, or you can select pieces that complement your own set of skills.

Where are we now?

What do we envision for 2017?

How do we get there?

Planning for the Sesquicentennial

We've organized this handbook into four phases to help make your i150 planning process easier and more effective. Nevertheless, this program is yours to use and adjust as you see fit. Each series of actions can be finely tuned to match your community's vision and amplify the statement you choose to share with Canadians. As you plan your gifts for 2017, **don't forget to keep i150 Calgary in the loop**, so we can share your ideas and help you connect with other i150 groups across the country.

Learn.

To start, we encourage you to learn how Canada and your community celebrated the Centennial in 1967 and why. It's an opportunity to learn about trends and current events, how they might shape our 2017 celebrations, and the legacies we wish to leave.

Lead.

Then, it's your chance to lead by convening a local i150 Committee that can shore up planning efforts and provide expert advice to community members working on Sesquicentennial projects.

Listen.

Next, it's time to listen to the broader community - children, youth and adults, government, business and community leaders - by engaging them in a series of local conversations about their hopes for 2017 and their big ideas for the Sesquicentennial.

Launch.

Finally, your i150 Committee can host a public launch of the Plan. This event will fire the starter's pistol in the race toward 2017. As you rally even more Sesquicentennial supporters and break new ground together, you'll be on your way to making Canada's 150th birthday an event to remember.

1

Learn

The Legacy of 1967 and the
Celebration Context

Reviewing your local 1967 history is a good first step in the Sesquicentennial planning process. Some online sleuthing and a handful of local interviews can help you become your group’s go-to expert for all things “150”. In fact, it’s a great first gift to your community: understanding what made 1967 so significant to Canadians and the country is a valuable resource for planning 2017. After all, what better way to plan for the future than to learn about the past?

GOALS

- 1 Develop the Celebration Context:
Why did we celebrate in 1967?
What’s our motivation now?
- 2 Outline your community values, needs and aspirations for 2017
- 3 Build momentum and enthusiasm, and identify potential committee members

STEPS

- 1 Review your local 1967 history
- 2 Explore trends for 2017
- 3 Talk to community leaders about 1967 & 2017
- 4 Identify potential stakeholders in your community
- 5 Develop the Celebration Context

This section includes:

- a timeline for the Sesquicentennial planning process
- a directory of resources
- a conversation guide.

About the Celebration Context

The Celebration Context is your community’s motivation for building its own 150 Committee — an illustration of 2017’s local, regional and Canadian significance. A clear sense of purpose can help you to recruit others, inspire them, and get them started on their way. The Celebration Context will be informed by examples from the past: case studies and best practices of what worked and what didn’t. It’s also an opportunity to acknowledge and discuss current trends: the pressures that people in your community are facing and the opportunities that are fuelling them with hope. More importantly, the Celebration Context will provide your Plan with a foundation for 2017. Your research will present leaders, investors and citizens with a comprehensive backstory to rally around. It will guide your Sesquicentennial planning and help your community to develop sound, imaginative and meaningful ideas.

Learn: Steps

1 REVIEW YOUR LOCAL 1967 HISTORY.

The first step is to do a quick scan of what took place in your community in 1967. There were over 6,000 projects and events across the country. What did your community do? Feel free to look beyond your local history. There is a wealth of information online about 1967, with detailed archives and evocative photos that are fascinating to flip through. Jot down ideas, best practices and examples that resonate.

2 ASK WHAT CANADA NEEDS FOR 2017.

The Sesquicentennial is an occasion to celebrate but it also is an opportunity to invest in our communities, in our ourselves and in our country. To make a sound investment, it's wise to know what gifts will bring the greatest return. What does Canada need? Scan headlines. Consider pressures and opportunities that will shape Canada in the years leading up to 2017 and note current events that hold implications for your community. Your committee can use this information to develop Sesquicentennial projects that are both relevant and timely.

3 TALK TO COMMUNITY LEADERS ABOUT 1967 AND 2017.

Talking to people is by far the best way to develop a complete picture of the past and a detailed grasp of the present. Use the i150 Questionnaire to sit down with a mix of community leaders. Give them a copy of the

questionnaire and, if they're willing, ask them to talk to two more people and email you the results. Once you have an i150 Committee together, their first task might be to complete and then distribute this questionnaire.

4 IDENTIFY I150 STAKEHOLDERS.

Now is a good time to approach potential Sesquicentennial champions in your community. Look to community organizations, government departments, corporate boards and small businesses — as well as enthusiastic individuals — to spearhead gifts. Just as 1967 belonged to everybody, the Sesquicentennial is an opportunity to celebrate Canada's diversity. Try to ensure that your community is fully represented.

5 DRAFT THE CELEBRATION CONTEXT.

This will be a first draft of the Celebration Context, so don't worry if it feels incomplete. As you continue speaking with people and consulting with the public more broadly, you will develop a more nuanced picture that is tailored to your community. At this point, the Celebration Context should be a simple powerpoint deck that can tell your story quickly and effectively. Feature plenty of photos and images.

SesquiTips

- ✦ Spend an afternoon at the museum or the library. Head librarians and museum curators are a wealth of information. If they don't have archival materials on hand, they will know who to turn to.
- ✦ Make a PowerPoint slide of images, photos, and scans that show and tell the 1967 narrative.
- ✦ Talk to your friends about their memories of 1967 and their ambitions for 2017. Ask your neighbour. Ask a teenager if they know about the Sesquicentennial. Find out what they'd like to build or celebrate in 2017.
- ✦ Watch videos. The NFB and CBC Archives have hundreds of clips and countless archival footage from 1967, from documentaries to old shows to news reports. View the art that was produced in honour of the Centennial.
- ✦ Ask people to share their 1967 artifacts. You'll be surprised at how many people still have an Expo '67 passport in a drawer or a photo of the Centennial train.
- ✦ Direct people to complete the i150 Questionnaire online. Remember to ask people to include their name and email address so you can keep them informed about Sesquicentennial planning.

Learn: Steps

Sample Outline: Celebration Context Presentation

Slide 1-4:

Canada in 1967 - The Centennial Celebrations:

What we did, what we liked, what we learned

Slide 4:

Our community in 1967:

Who we were

Slides 5-8:

Our 1967 Celebrations:

What we did, what we liked, what we learned

Slides 8-9:

Canada and our community - Today and in 2017:

Who we are, who we are becoming

Slide 10:

Our 2017 Celebrations:

Why it matters, why planning in 2012 will count

Learn about 1967



Our Centennial in 1967 was one of the most memorable and notable years in Canadian history. Pierre Berton famously and mischievously dubbed it “the last great year,” partly because of its ability to capture the imagination of so many. Centennial events were held in thousands of communities across the country. On the occasion of Canada’s 100th anniversary, our year-long celebration inspired citizens and captivated the world. As we prepare for the Sesquicentennial in 2017, it is worthwhile to ask: what made 1967 so successful?

The lead up to 1967: Reinventing Canada

It had been a decade of social, economic and cultural upheaval and Canada was finally coming into its own. A generation of new Canadians had been born or had immigrated since WWII. Cities were growing and the economy was booming. The welfare state was coming on line and recent peace-keeping missions had solidified our reputation for diplomacy, equality, and diversity. Though Canadian unity was still firmly on the political agenda, raising fundamental questions about language and cultural identity, the mood was optimistic. By 1967, we were flying a new and instantly recognizable flag. We had adopted a new Bill of Rights, had access to Medicare and the Canadian Pension Plan, and were the third country to join the space race. A sense of momentum was building toward greater autonomy and citizens were beginning to envision what a unified and pluralist Canada would entail. In 1967, we were still learning what it meant to be Canadian and, more importantly, we were eager to learn further still: this curiosity about our neighbours and our place in the world provided a focal point for the Centennial and, as a result, shaped the celebrations.

The Centennial celebrations

In 1957, a full decade before the Centennial, Roby Kidd and Freda Waldon sensed this underlying curiosity and recognized its immense potential. Roby was the first Canadian to get a Ph.D in adult education and Freda ran the Hamilton Public Library system. Both saw firsthand the transformative power of education and shared the belief that a good society is one that encourages lifelong learning, self-discovery and improvement. They believed that everyone, no matter who they were or where they lived, could learn about and contribute to the country that was forming around them. In articulating this message, Roby and Freda set the stage for what was to follow. The Centennial had a DIY, homegrown ethos that inspired millions of Canadians to take up the call to participate. For their part, government seemed to understand that it wasn’t their role to lead or to dictate, but to convene and facilitate. So for Canadians in 1967, it didn’t matter if your way of celebrating was to build a UFO pad on a grassy field, race a Voyageur Canoe Pageant across the country, or nominate a colleague for the Centennial Medal. What mattered was that you got involved with your fellow Canadians.

The Centennial had a DIY, homegrown ethos that inspired millions of Canadians to take up the call to participate.

Learn about 1967



CASE STUDIES

Open source:

The Centennial maple leaf was an entirely open-source logo. It belonged to everybody and individuals were invited to make it theirs: “Stick it on your pay envelopes, stencil it on your coffee cups. Carry it. Fly it. But above all, use it.”

Canadians took this opportunity and ran with it. As a result, the Centennial logo helped to establish an identity that can still be seen on buildings and pressed into sidewalks today.

Shared:

Canadians everywhere were encouraged to have a say in the celebrations. Notably absent from the promotional material were instructions to “sign up” for a pre-arranged activity. The promotions simply asked Canadians, “What are you planning for Centennial?” Without a top-down structure, Canadians took initiative and claimed responsibility for the celebration that they truly wanted.

Citizen-led:

Grassroots projects were at the heart of the Centennial. Many of them still exist today, such as Toronto’s Caribana Parade. Started in 1967 by a small group of committed Caribbean-Canadians, it’s now the second-largest Caribbean-culture festival in the world.

Government-supported:

The number of major infrastructure projects could not have been accomplished by citizens or municipalities alone. Each \$1 that was spent on a centennial edifice by a community was matched by an equal amount from both the federal government and the respective provincial government.



Canada on Purpose

The decade surrounding Canada’s Centennial was a period of enormous political ambition and social change. What are the changes we might like to see define our own Sesquicentennial decade?

A Decade of Change 1960 - 1970

- 1960 Bill of Rights, First Nations given right to vote
- 1961 Transatlantic phone system inaugurated
- 1962 Third country to send a satellite into space
- 1964 Social insurance cards are issued
- 1965 New flag, Toronto opens a new City Hall
- 1966 CBC broadcasts in colour, Canada Pension Plan, Bloor-Danforth subway line in Toronto, Montreal Metro, Medicare
- 1967 New anthem, National Library, Order of Canada, Expo, Caribana
- 1968 Homosexuality decriminalized, Divorce reform, Go Transit
- 1969 National Arts Centre, Official Languages Act came into effect

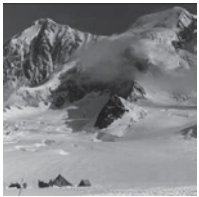
Learn about 1967



HIGHLIGHTS

Expo '67 Official Opening Ceremony broadcast in colour live via satellite to an estimated worldwide audience of 700 million viewers and listeners.

The Yukon Alpine Centennial Expedition ascended Mount Vancouver on the international border between Yukon and Alaska. Each of the thirteen teams represented a different province and territory and one represented the Centennial.



The Moravian Eskimo Choir, a group of fourteen Inuit from Labrador travelled from Nain to St. John's and performed in a number of venues around the city. It was their first visit to the island portion of the province.



The Morden Corn and Apple Festival in Manitoba originated as a community celebration, and has now grown into one of the largest street festivals in the province. It attracts 60,000 people over three days.



Gordon Lightfoot's "Canadian Railroad Trilogy" was commissioned by the CBC for broadcast on January 1, 1967.



Carl Dair was commissioned to create a new and distinctively Canadian typeface, which he named **Cartier**. (You're reading it now—it is the font used throughout this handbook!)



The Confederation Train toured through all the provinces and welcomed over 10 million people.

The federal government funded **2,860 Centennial projects**. There were 6,000 Centennial events over the course of the year.

Bobby Gimby's CA-NA-DA single was the most successful single in 1967.



A year-long festival was held in Ottawa, featuring performers from Festival Canada as well as the Canadian Opera Company and the 200-member mixed-voice Canadian Centennial Choir, which was formed specifically for the festivities.

The Canadian Folk Arts Council was assisted by the Centennial Commission in the presentation of 100 folk festivals across Canada.

1,500 Calgarians turned out to see the dedication of their city's **Confederation Park**. A time capsule was placed in cement and is now part of the Park's focal point. It is scheduled to be opened in 2017.



Learn about 1967



The Anniversary Axiomatique: Peter Aykroyd's recipe for a public celebration

Peter Aykroyd is a Centennial legend. The director of communications and public relations for the Centennial Commission, he was responsible for the look and feel of Canada's biggest party. In his book, *The Anniversary Compulsion*, Aykroyd uses his memoirs of the 1967 celebrations to explain how major public events can be successfully organized and staged. In keeping with the ethos of shared learning, he generously agreed to post his book online for everyone to read and circulate. We've paraphrased his 10 rules for planning a mega-anniversary here:

Take time to understand the different dimensions of our Canadian identity and ways to reinforce those elements.

Provide continuity. Remind people how the past shapes the present and the future by recognizing collective achievements and growth.

Seek out and accentuate unifying elements: songs, symbols, and common values that have bonding potential.

Thoughtfully analyze and plan in advance. Anticipate factors that might detract from the celebrations and ways to address them.

Encourage personal and community improvement. When special guests or visitors are expected, everyone wants to do and look their best.

Give gifts that are tangible. Build monuments and memorials that highlight accomplishments and build a sense of continuity.

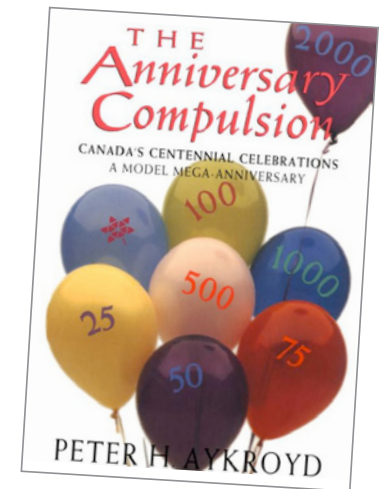
Give gifts that have expanding worth. Not simply commodities but gifts that keep on giving.

Encourage public participation. Large-scale spectacles, performances and community events.

Make sure it's fun, but also allow for dignity and emotion through laughter, tears, or awe.

Focus on the future. Give people the confidence and determination to continue the voyage.

Make sure it's fun, but also allow for dignity and emotion through laughter, tears, or awe.



http://books.google.ca/books/about/The_Anniversary_Compulsion.html?id=6D9vVOfrlXMC&redir_esc=y

Learn about 2017



The lead up to 2017 - Canada and the World

Geography defined the destiny of Canada in our first one hundred years. A vast, sparsely-populated land meant that Canadians were as likely to know as much, if not more, about a distant country as they were about a neighbouring province. Today, we live in a highly-connected global world. Since 1967 one third of the country was born abroad, while 8% of our population currently lives outside Canada — the equivalent of the combined populations of Saskatchewan and Manitoba. Each year, a quarter million new citizens make Canada their home.

Amid this context of change, the Sesquicentennial represents an opportunity for us all to renew our commitment to the values that unite us. It allows to step back for a moment and appreciate Canada's tremendous accomplishments. At the same time, it's a chance for all Canadians to stand up on the global stage and offer the world a glimpse of the country we are and the country we want to be.

The lead up to 2017 - Your community

While globalization is one broad instance of how Canada is changing, there are also economic and environmental trends closer to home that frame the way we live, work and play. These influences may or may not affect how you choose to celebrate but, either way, it's worthwhile to consider these circumstances as you plan. What are the unifying themes that will make the Sesquicentennial relevant in your community in 2017? What are the principles and values that Sesquicentennial organizers should adopt?

*The Sesquicentennial
represents an
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values that unite us.*

Early Thinking: i150 Questionnaire

As you begin to form your i150 Committee, take a few minutes to ask yourself the following questions. Then compare your answers with those of your friends, family members and colleagues. These are questions you'll ask again and again as you recruit committee members, host public forums, and ultimately settle on the details of your community's i150 Plan.

What do you value most about living in {insert town/community}?

What transformations would you like to see in our community between now and 2017? Why?

What is your favourite memory of 1967? What made it memorable?

What are the unifying themes that will make the Sesquicentennial relevant?

What are the principles and values you'd like to see organizers of 2017 activities adopt?

How can we ensure that everyone in our community is included and can contribute?

If you could give one gift to your community as part of Canada's 150th birthday, what would it be and why?

How might you expand that gift and share it with other Canadians?

How should we celebrate Canada Day in 2017?

2

Lead

Forming an i150 Committee
in Your Community

It may seem like a long road to 2017, but you don't have to go it alone. This section will outline how to form an i150 Committee in your community, suggest who to include and explain what their role will be. Your i150 Committee will act as a clearing house for Sesquicentennial initiatives. Over time, it may grow into something new, or even cease to exist if the 150 baton is handed over. Your role, today, is to fire the starter's pistol and rally your community. Ask them about their vision for the future of Canada — What does it look like? what does it need to become a tangible reality?

GOALS

- 1 Recruit a group of enthusiastic, skilled and committed 2017 community leaders
- 2 Set your committee's mandate and terms of reference
- 3 Establish a critical path and key dates for your Sesquicentennial goals

STEPS

- 1 Identify potential committee members
- 2 Develop the ask: What do you expect of your committee? What do they stand to gain?
- 3 Get great people on board
- 4 Hold your first meeting
- 5 Map out the planning process in detail

ABOUT THE I150 PLANNING COMMITTEE

The i150 Planning Committee will, at first, act largely as an advisory body to oversee and guide the initial planning process. The Committee will generate and champion ideas for 2017, make community connections and apply their skills to shore up the Sesquicentennial planning efforts. Once the Plan is complete, you may want to reassess your vision; perhaps you will need to develop a more structured executive committee, with sub-committees to execute specific 2017 projects.

Here are some basic guidelines to consider:

Size: Keep the committee size manageable. It's always better to have fewer dedicated people with a meaningful role and set tasks, rather than lots of people with nothing to do.

People: Your committee is an instrumental part of the larger i150 movement. We hope you will find people willing to embrace this opportunity to contribute to country-wide initiatives. We also encourage you to assemble a group that embodies the ethnic and cultural diversity for which Canada is renowned throughout the world. Try, as well, to ensure that representatives from the private, public and non-profit sectors are at the table. Most of all, participants should be keen to get involved and share their Sesquicentennial gifts with the country.

Commitment: Consider the commitment that you will be asking members to make. Schedules are increasingly full and time is a valuable commodity. Meetings should be used to make group decisions, share updates and assign tasks to complete for the next meeting, but you can take advantage of electronic communication wherever possible. Nevertheless, you will most likely need to meet regularly to keep the planning process on track.

Why do we need a dedicated i150 Committee?

The Centennial happened largely thanks to ad hoc committees who launched widely different local initiatives to widely different ends. These central networks were the driving force behind the vitality of 1967 and their role is equally crucial to the success of 2017. The purpose of an i150 Committee is to generate enthusiasm for the Sesquicentennial and develop a common philosophy in your community. If each community has a story to tell, then the i150 Committee is responsible for shaping that narrative. In this way, the i150 Committee will act as a clearing house: a central agent who collects, sorts and channels information, guiding the celebrations every step along the way.

What is the relationship between the committee and the city, or other levels of government?

You might consider inviting representatives from municipal government to join your committee. As an important community stakeholder, your local government will likely play a role in the implementation of your ideas. Bringing government representatives can help you to navigate different departments, policies and municipal plans that are already in place. If you're able to gain support from higher levels of regional and provincial government, you might find access to funding for larger infrastructure initiatives.

How do we choose a good chair or co-chair?

The chair and co-chair of the i150 Committee will play a prominent role in shaping your community's 2017 celebrations. Try to select individuals for these positions with obvious leadership ability. Their role is not solely to bring technical expertise to the group. They must be highly motivated and know how to organize - both projects and people. They must be good listeners and communicators, and prepared to exert authority to make sure that actions are followed through. Think about choosing people who complement each other: a strategic thinker and a project manager, a communicator and a financier.

How can we be sure that we're not duplicating other efforts?

It's likely that a few people will have thought ahead on their own to the 2017 celebrations. The first task, then, of the i150 Committee will be to scan the local landscape of political leaders, organizations, and businesses to see what's already begun. Ask them if they will share their strategic plans and invite them to work with your Committee.

Can an i150 Committee be too big?

Yes. It can also be too small. Without heading too far into "Three Bears" territory, and all joking aside, you'll want to find a structure that's just right for you. Successful committees have a sufficient range of expertise to accomplish the task at-hand

and provide members with productive roles and equal chances to participate. Small committees can lead to overburdened members who feel put upon. Large committees can hamper decision-making and are slower to act - a significant factor with 2017 on the horizon.

As a committee, should we select one gift for Canada or many gifts?

The sky's the limit. Our goal is to help you feel encouraged and well-equipped to prepare as many gifts, large or small, that your community can dream up. But we're not the only game in town. While we hope that your local i150 Committee will join us in a country-wide movement of gift-giving, we're also excited to see what Canadians are planning on their own. If you've got an idea that doesn't quite fit within the framework of your local i150 Committee, we hope you'll be inspired to make it tangible and share it with your fellow Canadians.

2017 is still five years away. How can we sustain the energy of the committee?

Progress is a great motivator. Identify some early targets that are easy to hit, and make a point of acknowledging small victories. Start each meeting with your committee updates, a headline from the paper that embodies the spirit of 2017, or an item or artifact that's been newly discovered from 1967.

What will happen to the committee after 2017?

That's up to you. Some will choose to crack a bottle of champagne, pat one another on the back, and relax. If you do call it a day, take care to archive and store your work, so that someone just like you can pick up the torch in 2067 and plan the next big year in Canada's history. However, others may consider 2017 as the beginning rather than the culmination of a commitment to civic participation and community engagement. If find yourself inspired to continue shaping the future of our country, look around the room or call up a nearby committee - chances are, you're not alone!

How can we ensure that the work of the i150 Committee enjoys broad community support?

Engage early and engage often. The reason that this planning process includes i150 workshops is to reach out and excite people from the very start. Encourage wide participation. Don't turn anyone away. This party and this gift belongs to everyone.

Lead: Steps

1 IDENTIFY POTENTIAL MEMBERS.

Make a long list of prospective individuals and organizations and organize the names according to their sector, skills and network. Seek out individuals and organizations who were involved in 1967 or have shown an early interest in the Sesquicentennial. Who has already committed themselves to making your community a healthier, happier, more harmonious place to live? Think strategically, think broadly, think ambitiously – 2017 is the perfect occasion to bring these people together for a common cause. Share your list with others and ask for their suggestions and contacts.

2 DEVELOP THE ASK.

Before approaching prospective committee members, be prepared to explain your expectations of them: will they be expected to attend every meeting? Will they be active in the execution of initiatives as well as the decision making process? Moreover, you will want to articulate the inspiration behind i150 Calgary. When you approach a perspective committee member, help them to position their Sesquicentennial vision alongside the goals of the i150 movement. Clearly articulating the expectations and context behind your request will make people want to work with you.

3 GET GREAT PEOPLE ON BOARD.

Wherever possible, invite people to join your committee in person. Over coffee or lunch, provide them with all the details you have put together and be ready to answer their questions. Use photos, artifacts and examples from 1967 to articulate the value of 2017 and fire up their imagination. Once you get a firm commitment, send them an email or drop them a note thanking them for being

part of your community's i150 initiative and reminding them of the details of your first meeting.

4 HOLD YOUR FIRST MEETING.

This meeting will set the tone for your committee, the planning process and, ultimately, for the 2017 celebrations. Make each meeting productive, purposeful and enjoyable. Everyone should leave feeling energized and ready to roll up their sleeves. Meet in a place that brings 2017 to life: a Centennial building, a gallery, a historic hall or museum lobby.

5 MAP OUT THE SESQUICENTENNIAL PLANNING PROCESS.

Use the first meeting to make decisions about the planning process. Start by reviewing and refining the committee's terms of reference. Then decide which mix of workshops is best suited to developing your plan. Map out a critical path working back from the public launch. Include key dates, deliverables and assign actions to each phase, and committee members to each action. You will also need to discuss available or required resources to deliver your community's i150 Plan.

6 REST A LITTLE EASIER.

You're no longer planning for 2017 alone, but have a resourceful committee who will help carry the responsibility for making your community's gift to Canada a reality.

SesquiTips

- ✦ Ask yourself if the committee is broadly representative of your community. Who is not on your list? Is there anyone missing or under-represented?
- ✦ Consider inviting a young leader to join the committee. Make sure that they have an equal role to play, opportunities to put their ideas forward, and real tasks to complete and lead.
- ✦ Aim high. There is no greater opportunity to engage a local celebrity, personality or leader. They innately understand the value of major celebrations and have the capacity and drive to get things done.
- ✦ Consider launching a simple i150 project website, Facebook page, or e-newsletter.
- ✦ If people are unable to join the i150 Committee, use the opportunity to garner their support for the years ahead and add them to your i150 database.
- ✦ Piggy-back on another public event, such as Canada Day or a community fair, or in tandem with another community's i150 launch.

Lead: Building your committee

These lists will help you to develop your own i150 Planning Committee. They are by no means exhaustive, but aim to steer you in the right direction, based on your own needs. For example, you might want to ask someone from the municipal government, someone from a venue where public events are staged, a media personality, a potential corporate sponsor, or someone who has social influence. It's important to have people on your committee who can rally others around the concept of 2017. Use your instinct - chances are, you already have some names in mind.

Community / Non-profit sector

- Not-for-profits
YMCA / YWCA, United Way,
Habitat for Humanity
- Youth:
Scouts / Guides Canada
Boys & Girls Clubs
- Service clubs:
Rotary / Lions / Kiwanis
- Community services:
health, seniors, housing,
employment, family
- Universities and
Community Colleges
- Heritage and cultural societies
- Arts organizations or groups
- Volunteer associations
- Newcomer and settlement services

Government / Public sector

- Office of the City Clerk /
City Manager's Office
- Arenas, Parks & Recreation
- Arts, Culture & Heritage
- Accessibility / Diversity /
- Environment and Sustainability
- Museums, libraries and archives
- Planning, Infrastructure
and Housing
- Education:
School Boards and trustees
- Military and Armed Forces
- Justice / Legal
- First Nations / Inuit / Metis

Business / Private sector

- Financial institutions
- Major banks
- Business Development
Associations
- Chambers of Commerce
- Canadian brands, e.g. RONA,
Loblaws, Tim Hortons
- Professional associations:
law, engineering, marketing
- Advertising agencies

Committee Skills

- Communications / PR / Media
- Government relations
- Community outreach
- Marketing / Advertising
- Social media and IT
- Youth engagement
- Urban planning
- Financial management
- Fundraising / Philanthropy
- History and culture
- Art and design
- Event management
- Diversity and accessibility
- Curriculum development

* See Committee Matrix Sample
in Appendices

Goals for the first meeting

1. Introductions. Invite each person to share a memory of 1967 and/or what they look forward to in 2017.
2. Set the terms of reference. Define committee roles, responsibilities and goals.
3. Begin to develop a critical path or project plan based on the launch date for your community's i150 Plan.
4. Begin to plan the local workshops and develop a list of potential partners and invitees.
5. Do some homework. Use the i150 questionnaire to talk to three to four friends, colleagues or contacts about 1967 / 2017 to identify common values and trends.
6. Confirm the date for your next meeting.

Sample i150 Committee

- CEO of the YMCA
- CEO & President, Tim Hortons
- City Councillor and Division Manager, Planning and Infrastructure
- Student council president, Community College
- Director of Community Affairs, Scotiabank
- Manager, Social Business Incubator, local radio or TV reporter
- Local reporter for CBC and Radio-Canada
- Mrs. Smith, retiree, museum chair and amateur historian
- Bryan Adams, Canadian musician and icon

SesquiTips

- ✦ Outline your expectations of the committee members on a quick fact sheet or series of FAQs to help develop your ask.
- ✦ Build connections between the 1967 celebrations, current trends and 2017 gift ideas. Organizational visions and goals can pique the interest of committee members.
- ✦ Hold your first meeting in a Centennial building.
- ✦ Open the first meeting by asking members to share their memories of 1967 and hopes for 2017 to kindle imaginations.
- ✦ At the end of the meeting, invite each committee member to talk to three friends, neighbours, or colleagues about what they want to give to Canada in 2017 and why.

3

Listen

Bringing the Community on Board

In this phase, we would encourage your i150 Committee to organize a series of two-hour local workshops to gather insights and ideas from the broader community for celebrating 2017. Collectively, you will decide what gifts to give to Canada -- commission a work of art, bring back a lost tradition, plant a tree for each child, or dedicate a new building. These workshops will gather together leaders from government, non-profits, and business as well as citizens of all ages. Start with two or three and see how you go.

GOALS

- 1 Engage local citizens and build a sense of ownership for 2017
- 2 Learn about your community values, needs and aspirations
- 3 Foster local partnerships and lay the foundation for high participation
- 4 Choose lasting Sesquicentennial projects with enduring impact

STEPS

- 1 Plan the local workshop
- 2 Develop a list of potential workshop partners and invitees
- 3 Spread the word
- 4 Host the workshops
- 5 Collect and synthesis feedback

This section includes:

- an agenda for the workshops
- a toolkit of activity sheets

Planning i150 Workshops

Timing & Accessibility:

Think about your audience when scheduling the workshops. Will they prefer to meet during or outside of working hours? On a weekday or weekend? Are there public or religious holidays that will prevent them from attending? Is your venue easy to get to and fully accessible?

Venue:

A space can make or break a meeting. Hold workshops on a local stage, in council chambers, in a department store or a museum lobby. Wow the participants when they walk in. If they leave the room excited about the lead up to 2017, they will spread that energy throughout the community.

Set up:

Round tables work best for small group conversations, so try to get them if you can. Big rooms may cause voices to echo and may require you to use a microphone and a small amplifier. Dispense with a podium unless you have a dignitary speaking. Other materials that you'll likely need: Flip chart paper, markers/pens, projector and screen, printed copies of any materials, sign in sheet (name, organization, email), sticky labels for name tags.

Listen: Workshops

The options for running local workshops are not set in stone. Both the planning principles and the agenda can be adapted to suit your needs. If you have the capacity to hold one big meeting over the course of an entire Saturday morning, then by all means go for it. Or perhaps the i150 Committee and local museum could partner to hold three smaller meetings. In either case, invite a range of participants – CEOs and volunteers, adults and young people — to foster a spirit of shared responsibility and community engagement.

Model A: Committee-led workshops

In this model, the i150 Committee is responsible for planning and hosting the workshops. However, you may want to work with local partners to circulate invitations on your behalf. In this scenario, you will lead three workshops and be responsible for finding the venue, the opening speaker/presentation, and all event logistics. Members of the i150 Committee might act as the emcee.

A sample mix of committee-led workshops might be:

- One with local government (Mayor/Mayor's office, Councillors, Chief Administrative Officer, senior managers / division heads, policy makers)
- One with community leaders: business and non-profit (Chair/CEO/president, board members, senior managers)
- One with members of the public (all ages / backgrounds)

Model B: Community-led workshops

In this model, the i150 Committee is responsible for approaching other organizations to run and host the workshops. The i150 Committee will coordinate in a supportive role, and will attend each meeting to introduce the planning process, answer questions, and listen in. Partner organizations with a broad reach will help to ensure that the workshops are inclusive and representative. The i150 Committee might handle the senior leaders' workshop, especially if government is involved, to connect with those who will ultimately have a part to play in implementing the i150 Plan.

Here are some examples of what your partner led-workshops might look like:

- The local bank branch hosts the community leaders; the YMCA hosts staff/volunteer and youth workshops with their members
- City Hall hosts two joint community leader / citizen workshops; a community college runs a faculty/student workshop
- The i150 Committee hosts the community leaders, and the museum and local partner to host two public workshops

Participants:

12-30

As a rule of thumb, try to maintain a minimum of 12 and a maximum of 30 people at each workshop. It's best to have participants work in small roundtable discussion groups of six to eight to ensure that everyone has a chance to participate. Additionally, the workshop participants should reflect the population where you live. Mix it up. Include people from every sector and make sure that different ages and backgrounds are represented, either in person or by an organization who can speak to their interests.

Listen: Steps

1 PLAN THE LOCAL WORKSHOPS.

This is a good time to check in with the community to make sure that the process is on track. Choose a period over a few weeks to hold local workshops and set a deadline to collect and synthesize feedback. Build in plenty of time to approach and prepare workshop partners and notify participants - no one likes a last minute invitation. Confirm the date for the public launch and begin event planning. Don't forget to ask the committee members to share their 1967 / 2017 conversations and collect the questionnaires. Decide how to collect workshop feedback: via email, online survey or mailed-in submissions. These will feed into the final Plan.

2 MAKE A LIST OF POTENTIAL WORKSHOP HOSTS AND INVITEES.

Map out who could play host, who to invite to participate in the workshops, and how to get them there. Writing the list as a team is useful for two reasons: firstly, you can tap into your networks to identify community partners who might host, donate space, or send invitations out through their networks. And you're less likely as a group to forget someone and leave them off the invite list. The original committee matrix is a handy tool to check against your invitee list.

3 SPREAD THE WORD.

Given that these are your first i150 workshops, this might not be the time to issue an open invitation. If you do, make sure you have an RSVP system in place and anticipate that you may have drop-ins. A solid turnout balanced with your event capacity is crucial. Treat these workshops as a pilot. You can easily add more to meet demand, and this will allow time to refine the program if need be. Use your judgement to see if you can squeeze in an extra table or add extra volunteers.

4 HOST THE WORKSHOPS.

Encourage the i150 Committee members to attend at least one workshop each. Their presence will show support, allow them to meet people from the community, and enable them to hear ideas firsthand. Take notes of your own - a backup is always useful. Host the workshops like you would host a family dinner party. Welcome the participants and thank them for coming. Promise to stay in touch with news and updates. Book a photographer - images will pull the 2017 story together.

5 COLLECT AND SYNTHESIZE FEEDBACK.

Once the workshops are over, collect and go through the notes and work sheets. Look for areas of common agreement. Make note of concerns to address. Are there holes that still need to be filled? Choose a committee member to write a first draft of the Plan, or delegate sections to a team of two to three people. Circulate the draft before the next meeting for comments and feedback. Approach a graphic designer to help with the layout. Review the date and timeline for the public launch to make sure there's plenty of lead time.

SesquiTips

- ✦ Consider hosting a parallel series of discussions with young people. Ask area students to organize their own sessions, and invite them to take part in the main workshops. Encourage high school civics teachers to use and adapt this handbook to teach students about public participation and host a classroom conversation about 2017.
- ✦ As participants arrive, run a slideshow of original 1967 photos and scans and/or display '67 memorabilia. Play the Bobby Gimby song. Start the meeting with the Heritage Minute on Expo '67.
- ✦ Make participants feel welcome. Greet them at the door, offer light refreshments, and thank them wholeheartedly for coming. Make sure the venue is easily and fully accessible. Think about translation needs.
- ✦ Use a free, online system such as EventBrite to collect and manage RSVPs and wait-lists.
- ✦ Offer alternatives to provide feedback. The worst thing you can do is to turn enthusiastic people away. Find ways to be inclusive - through online tools, by providing an i150 email address, or by hosting additional workshops.

continued...

Listen: Workshop Agenda

3

Introduction

5 min.

Take a few minutes to introduce i150 and the Plan, to remind everybody why they're gathered today. Provide an overview of the planning process and what you hope to accomplish. Explain that specific comments won't be attributed, but the feedback from the workshops will form the basis for the i150 Plan. Emphasize that this is our community, our celebration in 2017 to lead and own, and our collective gift to give. Before starting, ask each table to choose a note-taker and someone to report back in plenary (preferably a different person each time).

Lessons from 1967

15 min.

Frame the context for celebrating 2017 by reviewing some lessons from 1967. Share a local case study, firsthand testimonials or archival film footage. Show one of the videos from the 150!Canada Conference that you think might resonate with your audience. Try to bring in an engaging speaker - it could be the mayor, the museum curator, or a local actor or comedian - to talk about their hopes for 2017. Whatever it is, this first part of the program is an opportunity to launch people into the conversation ahead. If you can light a spark, the energy in the room will be palpable.

Learning about our community

20 min.

In small roundtable groups of six to eight, have everyone introduce themselves and share one thing they value or like about their community (in one minute or less). These values can be captured by a note-taker. Then, for the next 20 minutes, participants can respond to the following question: Describe the anniversary experience in 2017 that would make you feel real pride for our community.

Our gifts to Canada & Planning for 2017

60 min.
+15 min. plenary

This discussion will invite participants to suggest gift ideas for 2017 and consider how these gifts could have a direct and lasting impact. Advise participants to reflect on the country and community they hope for in 2017, and suggest events, projects or programs that will steer us in that direction. Distribute the discussion cards, one or two per table. Spend 30 minutes discussing each question.

For example: How would we like to see our community and Canada change as a result of a successful 2017 celebration? How can the 2017 celebrations help to create compelling new cultural and social legacies? What might these events, projects or programs include?

Plenary: Ask a different person from each table to briefly recap their conversations. To help them focus their presentation, you may ask them to share one favourite legacy or gift idea and to explain why they chose it.

Conclusion and thanks

5 min.

In the last five minutes, ask the participants if they have any final thoughts they'd like to add about the workshop or about 2017. Remind them to add their name and email to the sign in sheet so they can receive planning updates. Thank everyone for coming and take a group photo if there's time.

** See Appendix for Activity Sheets and Discussion Questions*

SesquiTips *cont'd*

- ✦ Keep it light. Keep it purposeful. 2017 is a big year but it doesn't have to be overly serious. A bathtub race to boost neighbourhood spirit and friendly competition can be a memorable and meaningful gift to offer if it's joyful and inclusive.
- ✦ Update and monitor the project blog or Facebook page as you proceed. An active website will encourage people to show their progress, exchange ideas, and share additional input. List the workshop questions online.
- ✦ Connect the dots. Put people or organizations in touch that have raised similar or complementary ideas in the workshops to foster early partnerships.
- ✦ Book a photographer. Images speak louder than words.

Listen: Bringing it all together

Now that you've collected feedback from your community, you can start developing your i150 Plan. As a committee, you have established your own Celebration Context, and engaged your community in a conversation about the meaningful gifts they can bring to the table in 2017.

Soon, you'll be able to offer your community a clear road map towards 2017 — a series of milestones to chart your collective progress. In the next section we've provided you with a paint-by-numbers guide to help develop your i150 Plan and share it with others in your community and beyond.

4

Launch

The First Step Toward 2017

You're ready to take the first big step towards making 2017 a reality. The public launch of your i150 Plan is an opportunity for you to present your community with a taste of things to come. It's a chance to bring people together and shine a spotlight on how your community plans to make Canada's Sesquicentennial the most memorable year in a generation.

Goal 1 Draft the i150 Plan

GOALS

- 1 Draft the i150 Plan
- 2 Test its feasibility and start to fill in timelines, actions, and resources
- 3 Hold a public event to launch the i150 Plan and the countdown to 2017
- 4 Find partners and create sub-committees to lead specific Sesquicentennial projects

STEPS

- 1 Draft the i150 Plan
- 2 Review and revise
- 3 Get ready for the public launch
- 4 Hold the public launch
- 5 Distribute widely and enlist support
- 6 Reassess and regroup

This section includes:

- a template for the i150 Plan
- a list of questions to review the Plan
- a template for operationalizing the Plan

Launch: Steps

1 DRAFT THE i150 PLAN.

Once the first draft has been circulated, approve it in principle at your next committee meeting. Go over the strategic priorities and actions, and make a list of potential partners and stakeholders. Make sure they're invited to the launch.

2 REVIEW AND REVISE.

Invite a selection of trusted and thoughtful senior community leaders to go over the draft Plans with a fresh pair of eyes. Do the gifts and projects make sense? Are they plausible in the given time? What resources are available or required to make it happen? Make necessary revisions based on their feedback. Use this opportunity to seek out early partnerships or projects that can be announced at the public launch.

3 GET READY FOR THE PUBLIC LAUNCH.

The public launch is the first step on the road to 2017. Extend an invitation to the key informants, workshop participants and future 2017 stakeholders. Ensure that your community's i150 Plan is polished and printed, and the event will be well-attended even if it means adjusting the date. See if you can piggy-back on existing events such as Canada Day, a local opening or announcement. Update the project website, place an ad in the local paper, issue a media release - it's time to rally!

4 HOLD THE PUBLIC LAUNCH.

The event should embody the celebration principles set out in the Plan. Infuse it with arts, culture, language, and community spirit. Engage young people. Network vigorously. Invite people to join a sub-committee or put their name down to volunteer more generally. Make it

memorable so you can look back in five years time and say, "We did something meaningful for Canada."

5 DISTRIBUTE WIDELY AND ENLIST SUPPORT.

Email your i150 Plan to everyone who had a hand in creating it. Put a PDF online. Mail printed copies to community leaders with a personal note asking them to be a 2017 champion. Use it as a calling card to approach businesses, neighbouring municipalities, and regional / provincial governments to discuss joint projects. Set up meetings and get firm commitments for specific actions or sub-committees.

6 REASSESS AND REGROUP.

The Plan is written and launched. The path to 2017 lies ahead. Take a moment to relax and reflect on the past months. Do this over dinner, or a cold beer. Is there anything you would have done differently? What were your greatest successes? Is there anyone that should be on the committee who isn't already? Identify i150 Committee members or other leaders to take the helm of each sub-committee.

SesquiTips

- ✦ Less is more. Busy readers tend to skim or, worse, ignore lengthy documents. Use short sentences and simple words to get your point across. Playing with margins and font sizes means you've written too much. Focused plans with a few, clear priorities are much more effective.
- ✦ Wear 2017 with pride. i150 Calgary has prepared commemorative buttons that you can wear and distribute at community planning events.
- ✦ Involve young people. Invite a local school choir to sing, or display drawings of their ideas for 2017.
- ✦ Approach a prominent or famous person to speak or 'cut the ribbon' on the i150 Plan.
- ✦ Watch for naysayers. There may be some who take one look at the Plan and say, "This can't be done." Before revising it, get a clear answer as to why and then ask, "What can we do to give it our best shot and get it done?"
- ✦ Don't lose sight of the mid- and long-term projects. It's always easiest to work on the most pressing, top-of-mind ideas, leaving longer term projects on the back-burner until it's too late.
- ✦ Check back in. On the anniversary of the public launch, take the i150 Plan back to senior leaders and community members to make sure it still resonates and the gifts are on track.
- ✦ Invite the media. Make it easy for them to report on i150 by issuing a well-written press release, with an offer of photos or interviews. Call to personally invite the editor or station manager and invite to the launch.

Launch: Drafting your i150 Plan

4

A

INTRODUCTION

The first few pages will set the context and tone for the rest of the report, so you'll want to get them right. This is your chance to tell the story of i150: how the committee came together, what excites you about 2017, and why now is the right time to start planning.

Message from the Chair/Co-chair/ Political representative

Invite the committee Chair and Co-Chair to write a short letter thanking the community for their valuable contribution to the i150 Plan.

Describe the i150 Committee and the process

Describe how and why the Committee was formed, and list the committee members' names and titles. Include a timeline of the strategic planning process, along with the number of people that were interviewed or participated at each phase.

B

THE CELEBRATION CONTEXT

Based on the i150 Committee's background research on 1967 / 2017, the i150 Questionnaire, and feedback from the workshops, write a short paragraph for each of the following sections. The why is important. The Celebration Context will help readers to understand why 2017 matters.

Where we've come from.

Describe the issues that were top of mind in 1967. How did they influence Centennial planning in your community?

Where we are today.

Describe your community today. How has it changed? How is it developing?

Where we want to go and why.

Finally, outline what you hope to achieve by 2017, the gifts you want to give to Canada, and why they matter. Describe how your gift to the country will leave a lasting legacy.

C

OUR GIFTS AND GUIDING PRINCIPLES FOR 2017

Write a short paragraph that introduces the spirit and ethos of 2017 gifts, and principles for celebrating in 2017.

Describe what your community values most about each other and about Canada. Describe how your Sesquicentennial gifts will promote and strengthen these values. For example: The Sesquicentennial should encourage all Canadians to learn from and about one another. However we celebrate, everyone should feel welcome and should see themselves reflected in the gifts we present.

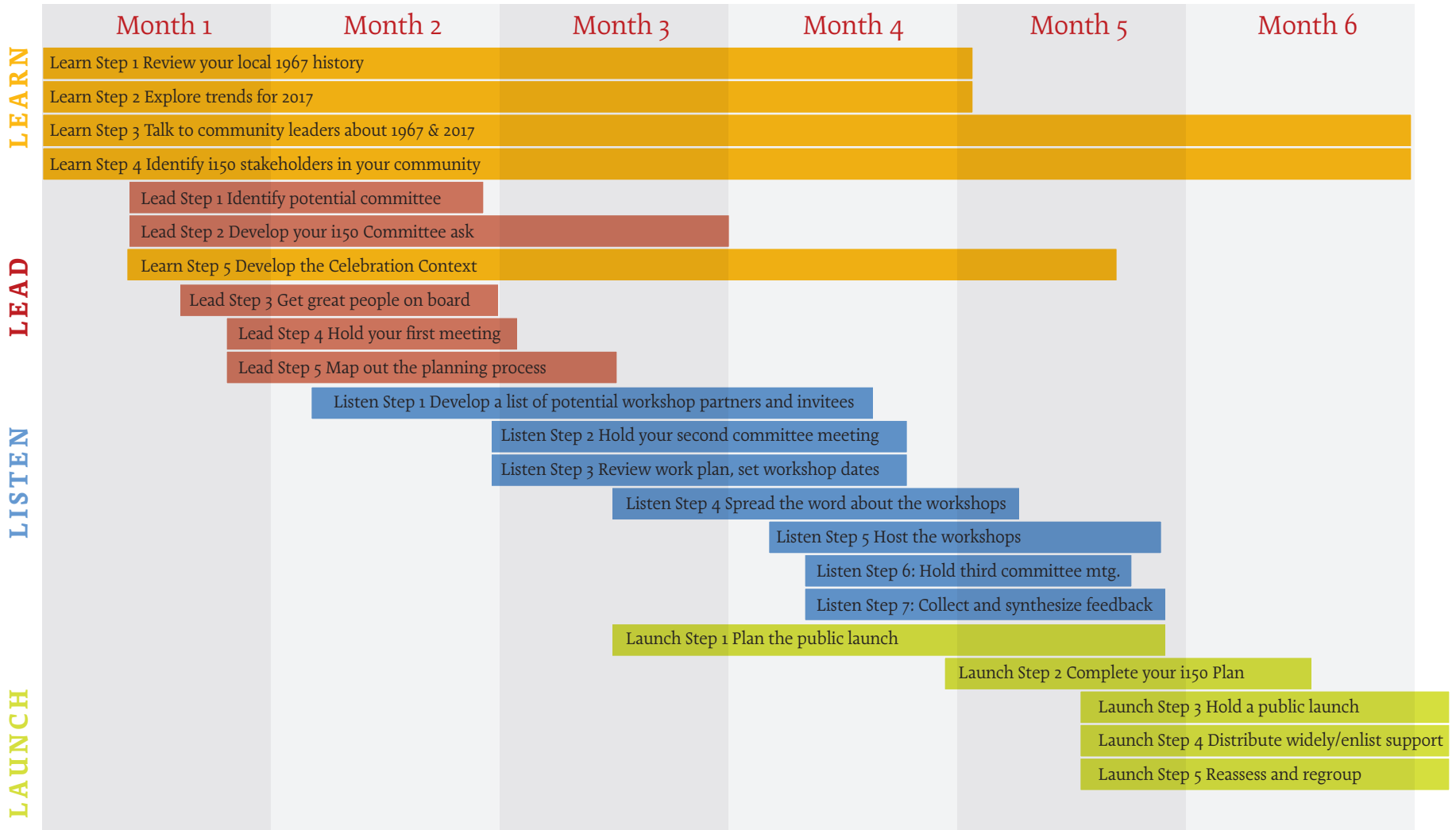
D

OUR STRATEGY FOR GETTING TO 2017

This page should take you the most time to fill in. Cue cards are a handy tool for this exercise. Go through the notes and jot down all the 2017 gift ideas, highlight recurring suggestions and eliminate ideas that seem vague or implausible. Try to note the desired outcomes of each idea, so you will have tangible ways to measure progress. Group the ideas and outcomes into **themes** according to your community's aspirations or celebration principles. There will be overlap. This is where you apply your expert editorial judgement. Turn the gift ideas into actions to complete by 2017, using clear short sentences that include a brief rationale. Lastly, articulate your vision for 2017: what you will bring to the table as we join forces throughout the country and imagine a course for Canada's next great year!

Appendices

Timeline



Learn: Resources

Canada's Centennial year is wrapped in a rich mythology that has many lessons for us today. You can learn more about Canada in 1967 and its Centennial celebrations below. Then, once you're done, contact your own local library, archives or city hall and request information about your community's 1967 celebrations.

Resources

150!Canada Conference Report

Canada Year Book 1967 (StatsCan)

The Centennial Year (The Canadian Encyclopedia)

Expo '67 Portal (Library and Archives Canada)

Expo '67 Image Collection

Expo '67 Heritage Minute

Centennial Voyageur Canoe Pageant: CBC Archives

The Politics of Participation: Learning from Canada's Centennial Year by Helen Davies

The Anniversary Compulsion by Peter Aykroyd

Helicopter Ride (NFB-ONF)

Impressions of Expo '67 (NFB-ONF)

Lead: Committee Matrix Template

Committee Member Name		
Title		
Contact info / link to bio	It's a secret	
Sector	Government / public sector	
	Business / private sector	
	Non-profit sector	
Sub-sectors	Municipal / local	
	Regional	
	Country-wide	
	Education	
	Philanthropic	
	Arts, Culture & Heritage	
	First Nations / Aboriginal / Inuit / Metis	
	History and Heritage	
	Arenas, Parks & Recreation	
	Accessibility / Sustainability	
	Museums, libraries and archives	
	Planning, Infrastructure and Housing	
	Military and Armed Forces	
Relationships / Connections	Business leaders	
	Community organizations	
	Government	
	High profile	
	Volunteers	
	Youth	
	Adults	
	Seniors	

	Newcomers	
	Media	
Area of Expertise	Public Relations / Communications	
	Financial Management	
	Fundraising	
	Human Resources / Volunteer Management	
	Legal	
	Event management	
	Youth engagement	
	Government relations	
	Strategic Planning	
	IT / Web / Social Media	
	Spokesperson	
Age	Under 20	
	20-35	
	36-50	
	51-65	
	Over 65	
Gender	Female	
	Male	
Language	French	
	English	
Other (specify)		

Learn: Terms of Reference & Goals

Terms of reference will give your i150 Committee members an opportunity to manage expectations by determining the scope of the committee's responsibility, along with the responsibility of each individual member, right from the beginning. The template below provides you with a place to start.

Official Name:

Official name of the committee or working group

Members/Composition

Roles / Responsibilities

(e.g. chair, co-chair, secretary, treasurer)

Identify various audiences or skills

that will be represented on the team (i.e. individual from human resources, individual representing the environment, individual representing arts and heritage, etc...) What is the role of each member?

Term of Membership

What are the terms of membership? (e.g. min 1 year term, max 5 year term) It's best that a few members overlap from year to year to ensure knowledge transfer and consistency.

Vision and Mission

Discuss the context - how, why and when was the committee formed?

What is our main purpose? What are the principles we want to adhere to in how we act, and what will form the basis for our decision-making?

Goals

1. (primary)
2. (secondary)
3. (others)

Deliverables (or combine with goals)

Identify specific outputs. Some examples may be to: complete the i150 Plan; collect data on public principles for celebration; support further 2017 planning initiatives between 2012 and 2016; support priorities identified by the community, respond to concerns identified through employee survey results, raise awareness for Canada's 150th anniversary.

Jurisdiction

What are the bounds of responsibility and authority of the group? What do they need to address and what is outside their area of concern? What is within their scope of authority and what is not?

Resources and Budget

Identify the resources required to meet the various objectives – people, equipment, materials, rooms, funds, skills.

Governance

Choose a decision-making technique. For example; consensus, 2/3 majority vote. Do you need a quorum? What are the relationships of authority within the group and with other bodies? Who does the committee report to – municipal senior management team, mayor, minister?

Communications

How do members communicate within the team? By phone, meetings, email, mailing lists etc. How quickly should people respond? How is reporting back to the committee conducted? How does the team communicate with senior leaders?

Relationships to other groups

Is this committee dependent on or related to other committees, working groups or boards?

Related policies / By-laws

Identify any specific policies and/or government initiatives that may pertain to this team or might be relevant for the i150 Plan. For example: Municipal Strategic Plan, Healthy Workplace Policy, Provincial Accessibility Act.

Source: Public Service Commission, Nova Scotia

Lead: Sample Invitation

Dear xxx,

In five short years, Canada will celebrate its 150th anniversary. 2017 will be our Sesquicentennial. Canadians who recall our Centennial in 1967 remember a time of extraordinary cultural and civic energy. But Canada's Centennial didn't happen by accident — it was the product of thoughtful planning and bold, imaginative thinking by governments, businesses, community organizations and, most of all, citizens.

2017 presents a unique opportunity. It's a moment to rally together and define who we are and what we want to become as a country. Major anniversaries can fire up the public imagination, spur new infrastructure, and launch legacy programming. They are a reason to tap into our quiet Canadian pride and celebrate. And invite the world to celebrate with us.

But we need a plan to get us there in time, which is why {community, city, region, etc} is developing an imagiNation150 Committee.

The i150 Committee will organize our community's collective efforts to recognize the Sesquicentennial with a wide range of engaging and creative initiatives. The committee will produce a strategic document to guide our planning in the years and months leading up to the Sesquicentennial.

I'm writing today to invite you to join the i150 Committee: an advisory group of public, private and non-profit leaders who will provide guidance and lend their expertise to the strategic planning process over the next (x to x) months.

The i150 Committee is an extraordinary opportunity to:

- Become a local champion for Sesquicentennial planning.
- Get up to speed on the significance and implications of 2017 and the opportunities it presents for our community.
- Get in on the ground floor. Discover how the Sesquicentennial can help to launch major projects and initiatives.
- Meet leaders working in different sectors, share and develop ideas for 2017, and work together to make them happen.
- Plan a spectacular gift that our community and Canadians will remember for a generation.

Is there a convenient time in the coming weeks for a short meeting or a phone call to tell you more about the i150 movement and our vision for planning Canada's next great year? I'd like to discuss the role of the committee in further detail and answer any questions you might have. I'd also like to get your early thoughts about how our community could contribute to the Canada of tomorrow.

You can reach me anytime at xxxxx / xxxxx. I look forward to hearing from you.

Sincerely,

Listen: Workshop Discussion questions

1. How should we celebrate major public holidays in 2017? What events can we create locally to mark these days?

2. Are major infrastructure projects still essential to marking our key events? If so, what are the infrastructure legacies we want to build?

3. What are the success factors that will make 2017 memorable for all Canadians?

4. How can we be sure to reach out and involve all Canadians in celebrating the 150th anniversary of Canada?

5. What can we learn from recent country-wide events like the Vancouver Olympics or Quebec City's 400th anniversary?

6. What are the important ideas or unifying themes we should emphasize when planning for and promoting 2017?

7. The Centennial was a moment that changed the shape of Canada. How might we recreate that same sense of imagination and bold thinking?

8. How do we create a sense of urgency and momentum towards 2017?

9. How have your community and Canada changed since 1967? Which of these changes are important to consider as we develop our plans for 2017?

10. A successful anniversary will require a strong partnership between all levels of government, businesses and community organizers. What are the important principles that should guide that partnership?

11. How would we like to see our community change as a result of a successful 2017 celebration?

12. Describe the anniversary experience or events that would make you feel real pride for your community and for Canada.

13. How can we use the 150th anniversary to learn more about ourselves, locally and across the country?

14. How can the 2017 celebrations help to create new artistic, cultural and social legacies? What might these events, projects or programs include?

15. How might we use science and technology to energize the Sesquicentennial and connect Canadians at home and abroad?

16. What are the elements of a strong 2017 brand?

17. How can businesses, community organizations and citizens help to lead the way to 2017? What can they do to play a leadership role?

18. How can we ensure the anniversary is an important celebration and experience for young Canadians?

19. How can we engage local residents and ensure that they feel a strong sense of ownership and excitement for the 2017 celebrations?

20. What are the most compelling tourism and heritage opportunities created by this anniversary?

i150 Plan *sample*

Theme	Become better informed about one another and our country	Mix it up and move around	etc.
Strategic Priority 1	Put learning at the centre of our celebrations		
Action Item <i>Actions are the different approaches you will take to achieve an outcome</i>	#1: Build a Sesquicentennial school to support new families and their children		
	#2: Create an interactive website and online database to promote our local/regional cultural heritage and organizations		
Outcome <i>Outcomes are tangible ways to measure progress</i>	#1: <i>Our gift to Canada will be...the gift of learning and understanding, and a more informed public who cares about their fellow citizens in Canada and around the world</i>		
Strategic Priority 2			
Action Item	#1:		
	#2:		
Outcome	#1: <i>Our gift to Canada will be...</i>		

Planning your Gifts

Kicking the Tires - Questions to ask

Is it achievable? If not, why? What would make it achievable?

Is it consistent with other community goals?

How could we resource this plan?

Who might potential partners be?

Is the timeline realistic? Why or why not?

Is there any advice you would give about implementing this plan? Any cautions?

What most excites you about the i150 Plan?

Strategic Priority 1: Put education at the centre of our 2017 celebrations

Action: Build a Sesquicentennial school to support new families and their children

Partners/Sub-committee:

	WHO (Responsibility)	RESOURCES (available and required)	START	END	PROGRESS	NOTES
Step 1: Engage the City Planner School Board and Trustees						
Step 2: Engage parents and students						
Step 3						
Step 4						

The i150 Manifesto

Soon, we Canadians will celebrate the birth of an idea.
A vision. A hope and a dream. A promise.

In 2017, we will celebrate the 150th birthday of our great nation.
Let us rise, we passionate Canadians, we dreamers and builders.
And bring our nation the gift of our boundless imagination.

Once again, as we have done generation after generation,
Let us imagine an even greater Canada.
A Canada even more generous and just.
Even more bold, more innovative.
Even more vital, more compassionate.
Even more strong and free.

As we approach Canada's birthday let us speak, *entre nous*,
of the nation we could be.
On the day, let us bring Canada the gift of a new dream.
And the next day, and in the days to follow,
let us roll up our sleeves and build it.





Contact us

We welcome your feedback, ideas and updates on the progress you are making. Email us and we'll put you on our eNewsletter list to keep you in the loop on all things i150.



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Follow: [@imagiNation150](https://twitter.com/imagiNation150)



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