

Manitoba Culture, Heritage, Tourism
and Sport

**Annual Report
2007-2008**





**MINISTER OF
CULTURE, HERITAGE, TOURISM AND SPORT**

Room 118
LEGISLATIVE BUILDING
WINNIPEG, MANITOBA, R3C 0V8
CANADA

His Honour the Honourable John Harvard, P.C., O.M.
Lieutenant Governor of Manitoba
Room 235, Legislative Building
Winnipeg, Manitoba
R3C 0V8

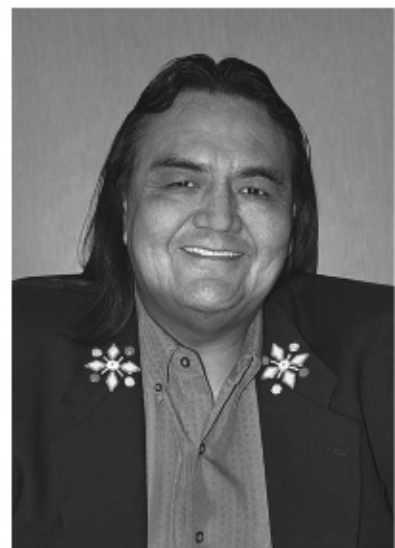
May It Please Your Honour:

I have the privilege of presenting for the information of Your Honour the Annual Report of
Manitoba Culture, Heritage, Tourism and Sport for the fiscal year ended March 31, 2008.

Respectfully submitted,

Original signed by

Honourable Eric Robinson
Minister of Culture, Heritage, Tourism and Sport





Culture, Heritage, Tourism and Sport

Deputy Minister

Room 112
Legislative Building
Winnipeg, Manitoba R3C 0V8

Honourable Eric Robinson
Minister of Culture, Heritage, Tourism and Sport

Dear Sir:

I have the honour of submitting for your approval the Annual Report of the Department of Culture, Heritage, Tourism and Sport.

In 2007–2008, the Department of Culture, Heritage, Tourism and Sport (CHTS) was formed, incorporating the former Department of Sport. The Department increased funding for the Canada-Manitoba Bilateral Sport Development Partnership and the Manitoba Aboriginal Sport and Recreation Council. Support was provided to a number of major sport competitions hosted in the Province, including the 2007 World Women's Hockey Championship, the 2008 Tim Hortons Brier and the 2007 Canadian Native Fastball Championships.

A 2007 highlight was the successful nomination of the Hudson's Bay Company Archives (HBCA) to UNESCO's *Memory of the World* registry, a significant honour for Manitoba and for Canada. The Province has been the proud steward of the HBCA since 1974, when the records were first entrusted to its care. Staff also successfully negotiated a donation of additional Hudson's Bay Company records covering their 20th century activities.

Other heritage initiatives included a project to encourage best practices for heritage management, a partnership to develop a Curriculum Guide on Historic Places of the Red River and a series of maintenance workshops for heritage building owners. Research continued on heritage resources of the East Side of Lake Winnipeg, and archaeological programming focused on northern and eastern Manitoba. To support celebration of the first annual Louis Riel Day Holiday, staff developed additional government website materials and assisted le Festival du Voyageur to offer additional public programming.

The Department supported the continued growth of the Manito Ahbee Festival into a ten-day, international event, including the spectacular Aboriginal People's Choice Music Awards. A record number of Aboriginal cultural projects in rural, northern and remote communities, and in the City of Winnipeg, were supported.

More than 163,000 public inquiries were handled through Manitoba Government Inquiry, and staff designed and launched new internet templates for government departments. Staff also supported several new government websites including the *TAXcess* site for Manitoba businesses and the posting of Orders-in-Council online.

Library services to Manitobans were enhanced with *eLibraries Manitoba* (24/7 access to electronic books and audio), expanded multilingual holdings, and adaptive technology available for users with visual or physical impairments.

To bolster access and privacy work in government and local public bodies, a dedicated Information and Privacy Policy Secretariat was established to lead all government departments in developing a customized privacy risk assessment process.

Supports were provided to increase Aboriginal tourism activity, including establishment of a new Aboriginal tourism development agency (Eastside Aboriginal Sustainable Tourism Inc.), and funding of the Mispawistik Cree Nation to host the National Cree Gathering in Grand Rapids. Staff continued efforts to develop Manitoba's premiere wildlife viewing sites, including Whitewater Lake, Oak Hammock Marsh and Churchill Wildlife Management Area.

The Department continues to encourage Manitobans to incorporate physical activity into their daily lives, through involvement with the Manitoba physical activity strategy *in motion* and other initiatives.

The Department's capital grants programs provide funding to maintain and repair major cultural facilities, assist with preservation of heritage buildings, and support non-profit groups to provide recreational and social facilities for their communities. Nearly \$4 million was provided in 2007–2008 to support more than 300 capital projects.

These highlights provide a glimpse of the activities and achievements of Manitoba Culture, Heritage, Tourism and Sport in 2007–2008. We remain committed to our vision of a province where all citizens can contribute to, and benefit from the quality of life in their communities, and take pride in being Manitobans.

Respectfully submitted,

Original signed by

Sandra Hardy
Deputy Minister of Culture, Heritage, Tourism and Sport



Table of Contents

Introduction	7
Departmental Vision and Mission	7
Organizational Chart	9
Statutory Responsibilities.....	10
Executive Support.....	11
Administration and Finance Division	12
Financial and Administrative Services	12
Human Resource Services	13
Manitoba Film Classification Board.....	14
Sustainable Development	17
Culture, Heritage and Recreation Programs Division.....	18
Executive Administration.....	18
Grants to Cultural Organizations.....	19
Manitoba Arts Council.....	19
Heritage Grants Advisory Council.....	20
Arts Branch	20
Public Library Services	22
Historic Resources.....	24
Recreation and Regional Services Branch	27
Communications Services Manitoba.....	29
Provincial Services Division	31
Translation Services	31
Archives of Manitoba	32
Information and Privacy Policy Secretariat	33
Legislative Library	33
Tourism	35
Sport	37
Capital Grant Assistance.....	39
Cultural Organizations	39
Heritage Buildings.....	39
Community Places Program	40
Boards and Agencies.....	42
Financial Statements	44
Historical Information	50
Performance Measures.....	51
The Public Interest Disclosure (Whistleblower Protection) Act	57

Introduction

The Annual Report of the Department of Culture, Heritage, Tourism and Sport deals with the fiscal year ending March 31, 2008, providing a record of performance and fiscal accountability.

The report's content reflects the department's organizational structure, followed by program and financial information for six divisions:

- Administration and Finance
- Culture, Heritage and Recreation Programs
- Communications Services Manitoba
- Provincial Services
- Tourism
- Sport

Highlights are noted in the Deputy Minister's transmittal letter. This divisional information is followed by a report on Capital Grant Assistance, a report on Boards and Agencies, financial statements and historical information on expenditures and staffing, and performance reporting.

Departmental Vision and Mission

Vision Statement

A province where all citizens can contribute to, and benefit from the quality of life in their communities, and take pride in being Manitobans.

Values

The following values are the core principles that guide our work behaviour, relationships and decision-making within the organization:

- Engagement - to improve personal and community life
- Accessibility - to information and programs
- Inclusion - through involvement in decision-making
- Innovation - for creative solutions
- Learning - as a way of life
- Legacy - for future generations
- Respect - for our strengths and differences
- Service - to Manitobans

Mission Statement

We contribute to a vibrant and prosperous Manitoba by celebrating, developing, supporting and promoting the identity, creativity and well-being of Manitobans, their communities and their province.

Goals

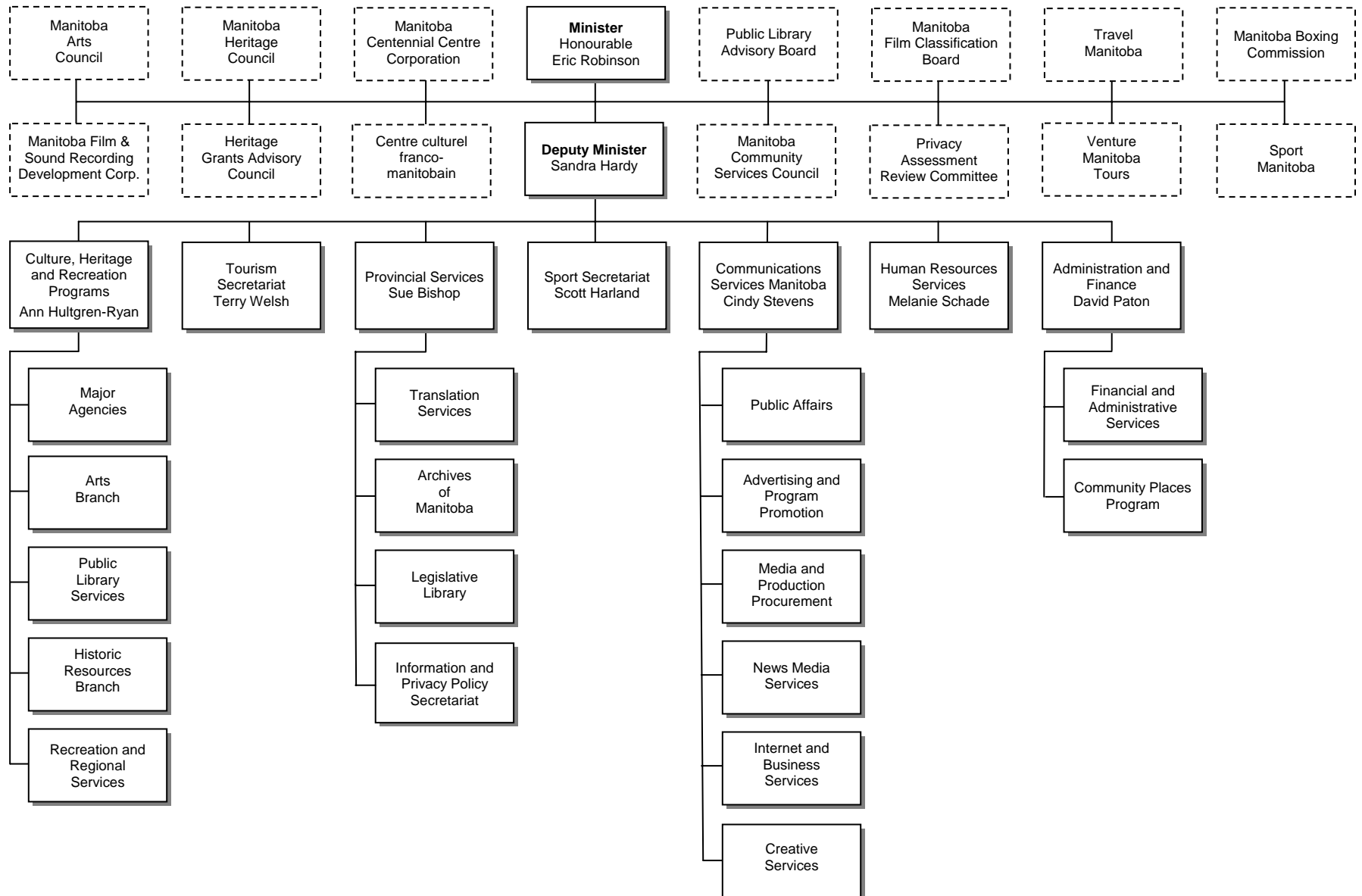
- Generate sustainable economic growth around Manitoba's unique identity and attributes
- Increase community capacity to improve the well-being of Manitobans
- Enhance public access to knowledge and information
- Engage Manitobans in sharing and making use of the province's cultural and heritage resources
- Build Manitoba's identity and reputation as a centre of artistic and sport excellence
- Provide effective leadership and support to corporate and departmental priorities

Expected Outcomes

Through its planning process, the department has identified long-term outcomes which reflect the desired results of its programs.

- Increased employment and investment in Manitoba's cultural and tourism industries
- Equitable public access to, and increased participation in activities that contribute to healthy lifestyles
- Greater access to and use of information that is publicly held or generated
- Enhanced stewardship and use of the province's cultural and heritage resources
- Increased opportunities for Manitoba's artists and athletes to excel at a national/international level
- Enhanced participation in corporate and departmental initiatives

CULTURE, HERITAGE, TOURISM AND SPORT ORGANIZATIONAL CHART MARCH 31, 2008



Statutory Responsibilities

The department operates under the authority of the following Acts of the Consolidated Statutes of Manitoba:

- The Amusements Act (Except Part II)
- The Archives and Recordkeeping Act
- The Arts Council Act
- The Boxing Commission Act
- Le Centre Culturel Franco-Manitobain Act
- The Coat of Arms, Emblems and the Manitoba Tartan Act
- The Fitness and Amateur Sport Act (as it pertains to fitness)
- The Foreign Cultural Objects Immunity from Seizure Act
- The Freedom of Information and Protection of Privacy Act
- The Heritage Manitoba Act
- The Heritage Resources Act
- The Legislative Library Act
- The Manitoba Centennial Centre Corporation Act
- The Manitoba Film and Sound Recording Development Corporation Act
- The Manitoba Museum Act
- The Public Libraries Act
- The Public Printing Act
- The Travel Manitoba Act

Executive Support

Minister's Salary

This appropriation provides for the Minister's salary entitlement as a member of Executive Council.

1(a) Minister's Salary:

Expenditures by Sub-Appropriation	Actual 2007-2008 \$000	Estimate 2007-2008		Variance Over(Under)
		FTE	\$000	
Salaries	41.9	1.00	31.0	10.9
Total Expenditures	41.9	1.00	31.0	10.9

Executive Support

Executive Support, consisting of the Minister's and the Deputy Minister's offices, provides leadership, policy direction and operational coordination to support the department and its agencies. The Minister's office provides administrative support to the Minister in the exercise of his executive policy role and service to the constituency. The Deputy Minister advises the Minister and gives direction to the department on the overall management and development of its policies and programs.

1(b) Executive Support:

Expenditures by Sub-Appropriation	Actual 2007-2008 \$000	Estimate 2007-2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	534.4	9.00	538.4	(4.0)
Other Expenditures	57.4		58.0	(0.6)
Total Expenditures	591.8	9.00	596.4	(4.6)

Administration and Finance Division

Administration and Finance assists the department in achieving its goals by supporting the effective management of its human, financial and information resources and by assisting the other divisions and branches in the implementation of their initiatives. As well, the division provides guidance and support in meeting the legislative and policy requirements of central agencies of government including the Treasury Board, the Civil Service Commission, the Provincial Comptroller's Office, the Office of the Auditor General and the Office of Information Technology.

Activities include providing critical analysis and advice to management, budget coordination, administrative and operational support services, grants administration, information technology support, and human resource consultation and services. These activities are delivered through the Financial and Administrative Services and Human Resource Services branches.

The division is responsible for the coordination of applications received under *The Freedom of Information and Protection of Privacy Act*. For the period January 1, 2007 to December 2007 six requests were received by the department, of which three were from private citizens, two from the media and one was withdrawn. Of the five applications processed, two were granted, two were partially granted and one was for information previously provided.

The division is also responsible for developing the department's French Language Services Plan and reporting on it each year to the French Language Services Secretariat. The department has 47 positions designated or 16 per cent of its staff with capability to deliver programs effectively.

The division also administers the Community Places and Heritage Grants Programs, which provide grants and technical assistance to non-profit organizations throughout the province in support of sustainable community facility initiatives, and towards the preservation of heritage resources. Additionally, the division provides management and administrative support to staff of the Manitoba Film Classification Board, which is responsible for the classification of films, videos and video games.

Financial and Administrative Services

Financial and Administrative Services is responsible for promoting and supporting continuous improvement in program management, financial administration and operations productivity throughout the department. The branch produces the department's annual report on the results of its programs, and is responsible for the timely preparation of the department's monthly expenditure and variance reports, quarterly revenue statements and annual financial statements. In addition, the branch supports the preparation and review of approximately 200 submissions and contracts annually, and is also responsible for the preparation, communication and monitoring of the department's comptrollership plan.

The Management Services unit supports departmental planning processes, including business continuity planning, and provides financial advice and analytical support for resource allocation decision-making. This process encourages the development of clear linkages between departmental, branch and section priorities and objectives, while maximizing the use of limited resources. As in past years, the unit coordinated preparation of the department's Priorities and Strategies Overview, Budget and Estimates Supplement in accordance with Treasury Board guidelines.

The Financial Services unit provides central accounting, financial monitoring and reporting, and general operating and administrative support services. The unit processed approximately 7,700 payment transactions and 200 accounting adjustments. The transactions include the administration of the department's centralized billings and the monitoring of 500 various accounts.

The Grants Administration unit supports the administration and delivery of formula-based grant programs. A listing of grants paid out is available on the department's website at <http://www.gov.mb.ca/chc/ar/index.html>. It

provides secretariat support to the Heritage Grants Advisory Council, as well as the Community Places Program. In 2007–2008, the unit also processed approximately 5,000 transactions which involved the generation of ministerial correspondence, documentation required to process cheques, approval, conveyance and follow-up letters.

The Information Technology unit promotes and supports the planning, implementation and ongoing use of information technology within the department. The unit coordinates the preparation and execution of the department’s annual Information Technology Systems Plan; coordinates outsourcing for the acquisition, installation, security, maintenance and support of desktop computer-related activities; manages acquisition, operation and use of data processing hardware and software according to guidelines, standards and policy; and provides customized computer applications in support of departmental business objectives.

Enhancements were made during 2007–2008 to the Legislative Library catalogue software to enable it to store images. The Historic Places database was expanded to cover archaeological sites. The unit assisted Translation Services to purchase software that will improve their effectiveness, plus enable clients to access information online. The Grants Management System was improved to allow more diversified reporting and work continued on rewriting the Government’s records management software.

Human Resource Services

The branch provides human resource services to departmental management and staff of the departments of Culture, Heritage, Tourism and Sport, Finance and its Special Operating Agencies (SOAs), Science, Technology, Energy and Mines and its SOAs, and the Office of the Auditor General in accordance with *The Civil Service Act*, Manitoba Government Employee Union (MGEU) Master Agreement, Manitoba Labour Laws and Workplace Health and Safety Legislation. These services include staffing, employment equity, job analysis and classification, employee counselling, labour relations, pay and benefits administration. The departments also share resources for the branch management, training and development, renewal planning, occupational health and safety and diversity program development.

Employment Equity Statistics as at Fiscal Year End

CHTS	2004–2005 Actual (%)	2005–2006 Actual (%)	2006–2007 Actual (%)	2007–2008 Actual (%)
Aboriginal	6.8	8.7	8.2	8.4
Women	70.9	71	70.5	69.3
Persons with Disability	2.5	3.1	3.6	3.1
Visible Minority	4	4.2	6	6.6

Specific activities of Human Resource Services for the department during 2007–2008 included:

- Coordinated the implementation of government-wide policies and initiatives, including: filling 20 positions through formal competitions and seven positions through various direct appointments; preparing detailed analyses on seven reclassification requests; maintaining payroll records for 425 employees, students and board members; and providing benefit information for 27 employee appointments and 12 retirements
- Consulted with management/supervisory personnel, employees and the MGEU in the resolution of various employee/labour relations issues
- Provided advice and recommendations on renewal planning and Aboriginal outreach programs

- Culture, Heritage, Tourism and Sport participated in the internship programs and leadership development programs offered through the Civil Service Commission as well, as various training seminars offered through the sector and Organization and Staff Development

1(c) Financial and Administrative Services:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	1,559.8	21.60	1,585.8	(26.0)
Other Expenditures	354.2		389.1	(34.9)
Total Expenditures	1,908.9	21.60	1,947.8	(66.0)

Manitoba Film Classification Board

The Manitoba Film Classification Board is mandated under *The Amusements Act* to provide comprehensive procedure for the classification and regulation of films, and to provide for the dissemination of information to residents of the province concerning the nature and content of films.

The board provides content information, classification ratings and other advisories so that Manitobans can make informed choices about what they or their children may view or play. This is accomplished in part by using classification categories that also restrict the availability of material on the basis of age. Only products that fall within an age-restricted category require labels. General and Parental Guidance tapes are often labelled; however, this labelling is not compulsory. The classification categories are General (G), Parental Guidance (PG), 14 Accompaniment (14A), 18 Accompaniment (18A), and Restricted (R).

The board also provides parents with information about the content of video games and restricts the distribution of Mature-rated material to children. Under the new regulations, which came into effect on June 1, 2005, the board regulates the sale or rental of computer and video games classified by the Entertainment Software Ratings Board (ESRB). The ESRB ratings are Early Childhood (EC), Everyone (E), Everyone 10+ (E 10+), Teen (T), Mature (M), Adults Only (AO), and Rating Pending (RP).

The numbers and categories of films, videotapes and DVDs are classified as follows:

Public Exhibition – films and videos intended for commercial or non-commercial public exhibition:

Number Classified		2007–2008	2006–2007	2005–2006	2004–2005
Film:	35mm Features	241	245	257	248
	Short Subjects	6	1	2	6
	Trailers or Commercials	390	379	343	339
	Sub-Total	637	624	602	593
Videos¹:	Features	194	149	157	146
	Short subjects	183	211	362	313
	Sub-total	377	360	519	459
Total Classified		1,014	984	1,121	1,052

Note 1: Videotapes for public exhibition were submitted primarily by non-profit organizations.

The resulting classifications of 35mm feature films were as follows:

35mm Film	2007–2008	2006–2007	2005–2006	2004–2005
General	32	32	33	27
Parental Guidance	77	77	80	88
14 Accompaniment	95	104	105	102
18 Accompaniment	36	29	32	23
Restricted	1	3	7	8
Total 35mm Films	241	245	257	248
Appeals	0	8*	0	9

* 3 overturned

Home Use – units solely for personal or in-home entertainment:

Number Classified	2007–2008	2006–2007	2005–2006	2004–2005
Units received	7,613 (5,422 titles)	7,046 (5,068 titles)	7,108 (4,954 titles)	6,340
Units received (libraries)	132	129	292	504
Total Units Received	7,745	7,175	7,400	6,844

Total Public Exhibition and in-home use Titles Classified²:

	2007–2008	2006–2007	2005–2006	2004–2005
Permits Issued ³	6,615	6,039	6,072	6,583
Classifications:				
General	1,117	923	1,177	1,215
Parental Guidance	2,047	1,821	2,042	2,142
14 Accompaniment	1,657	1,653	1,583	1,517
18 Accompaniment	439	510	429	429
Restricted	158	151	227	332
Adult	1,197	981	613	948
Classification to be determined (as of March 31)	137	307	106	38

Notes:

2. A single title may have been released in multiple formats, i.e. 35mm, videotape and DVD.
3. Not all product received is issued a permit or issued in the same year it is received.

The board issued 26 bi-weekly video classification updates and 12 theatrical classification reports. It is the video retailer's and theatre owner's responsibility to provide the general public with information contained in the board's catalogue and updates upon request so parents can make informed choices about what they wish to view for themselves and their children. The catalogue and updates contain classifications and information pieces such as violence and "mature theme". This is also available on the board's website.

The board licenses all distributors and retail outlets of public exhibition and in-home use films, videotapes, DVDs, computer and video games:

	2007–2008	2006–2007	2005–2006	2004–2005
Retail Stores licensed	1,107*	1,187	1,158	998
Distributors licensed	186	176	174	167
Inspections	1,145	1,012	849	958
Inspections – video games	512	458	303	
Product removed	825	757	405	147
Product removed – video games	1	161	278	

* 757 companies

1(d) Manitoba Film Classification Board:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	242.7	5.00	232.3	10.4
Other Expenditures	312.3		312.5	(0.2)
Less: Revenue	(736.6)		(570.0)	166.6
Total Expenditures	(181.6)	5.00	(25.2)	(156.4)

Sustainable Development

The Sustainable Development Act sets out principles for departments to follow in integrating considerations for the environment, human health, and social well-being into their daily operations, and departments report annually on progress in meeting sustainable development strategies. The department's action plan addresses the following goals:

- Increasing awareness, training and education regarding the benefits of sustainable development
- Protecting the health and environment of Manitobans through the reduced purchase and use of toxic substances and a reduction of solid waste sent to landfills
- Reducing fossil fuel emissions
- Reducing total annual consumption of utilities and increasing use of environmentally preferable products
- Increasing participation of Aboriginal, local, community-based and small businesses in government procurement opportunities

Key activities for Culture, Heritage, Tourism and Sport included maintenance of baseline data, a review of departmental procedures, policies, contracts and grant applications for the inclusion of sustainable development elements, and distribution of environmentally preferred product information within the department.

The department continued to use recycled paper and reconditioned printer toner cartridges for daily business practices. Individual blue bins for paper, and central bins for aluminum, plastic and paper are an ongoing commitment to recycling. Use of 10 per cent ethanol blend fuel in departmental fleet vehicles was maintained at 24 per cent of overall fuel purchases. Two 85 per cent ethanol compatible vehicles and one hybrid vehicle were incorporated into the department's fleet in 2007–2008. Eleven of nineteen departmental fleet vehicles are now ethanol 85 per cent compatible.

Manitoba Community Places Program (CPP) staff provided expert advice to community organizations and groups, and are a significant contributor to implementing Manitoba's Green Building Policy and sustainable development goals throughout the province. Staff advise and guide community organizations through the Green building process.

Re-use of historic buildings is inherently sustainable, the challenge is in balancing heritage preservation with green performance standards. The Historic Resources Branch played an active role in several green heritage building initiatives in Manitoba, including the Former Birks Building, the interpretive centre for Dalnavert Museum, and the Former Brandon Mental Health Centre. Historic Resources staff have been advisors to the Sustainable Development Innovations Fund since its inception.

The Tourism Secretariat encouraged industry efforts to increase compatibility of Manitoba's tourist-related products and services with environmentally sound, sustainable practices, and provincial and national standards. This year the secretariat partnered with Manitoba Agriculture, Food and Rural Initiatives and Travel Manitoba to support the Manitoba Regional Tourism Network's launch of an innovative new geocaching program to capitalize on growing interest in this unique element within the sustainable tourism market. The secretariat also supported Eastside Aboriginal Sustainable Tourism Inc. in its work to develop sustainable tourism opportunities. Other efforts included support for marketing and promotional efforts on behalf of outdoor adventure-based lodge operations, participation on the Licensing Advisory Committee under *The Resource Tourism Operators Act* administered by Manitoba Conservation, and continued implementation of the Watchable Wildlife program to enhance wildlife viewing opportunities at signature wildlife viewing sites across Manitoba.

Culture, Heritage and Recreation Programs Division

The Programs Division supports, creates and develops a broad range of cultural, arts, heritage, recreation, wellness, fitness and library services, programs and opportunities, that benefit Manitobans and their communities.

The Programs Division is dedicated to quality client service through:

- Supporting community groups in identifying their needs and priorities, creating their own services and programs, and reviewing their progress toward identified goals and sustainability
- Building a supporting infrastructure that includes organizations, volunteers, institutions, facilities and arm's-length funding bodies
- Responding to the needs and aspirations of the division's clients within the framework of government's fiscal and policy requirements and through a central and regional delivery system
- Planning cooperatively and strategically with clients, other service partners, various departments and levels of government
- Providing programs, services and funds that respond to regional needs and complement provincial priorities
- Reviewing policies, legislation, programs, services and funding in consultation with divisional clients
- Maintaining awareness of provincial, national and international trends and new developments within each discipline, apprising staff and divisional clients of available options

The division consists of the Assistant Deputy Minister's office and four branches: Arts Branch, Public Library Services Branch, Historic Resources Branch and Recreation and Regional Services Branch.

The Major Agency Relations Unit, which coordinates the budgetary and granting requirements for the department's major grant recipients and the Manitoba Arts Council, is also part of the division.

Executive Administration

The Assistant Deputy Minister provides managerial leadership to the major programs of the division through the Divisional Management Committee, utilizing the various functions of policy development, information coordination, and strategic planning, as well as fiscal, program, and human resource management in support of the division's clients and mandate.

During 2007–2008, the efforts of the division supported the following goals:

- To generate sustainable economic growth around Manitoba's unique identity and attributes
- To increase community capacity to improve citizens' well-being
- To enhance library services to Manitobans
- To engender respect and appreciation of Manitoba's cultural and heritage legacies
- To build Manitoba's profile as a centre of creative excellence

2(a) Executive Administration:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	399.0	6.00	404.7	(5.7)
Other Expenditures	1,811.7		1,784.7	27.0
Total Expenditures	2,210.7	6.00	2,189.4	21.3

Grants to Cultural Organizations

Operating and capital assistance are provided to the department's major agencies. The major cultural agencies are: le Centre culturel franco-manitobain, the Manitoba Centennial Centre Corporation, The Manitoba Museum, the Western Manitoba Centennial Auditorium and the Winnipeg Art Gallery. Other major organizations include: Manitoba All Charities Campaign and the Manitoba Community Services Council. A total of \$11.3 million was awarded in operating grants to these institutions and agencies in 2007–2008.

See Capital Grants – Cultural Organizations (page 39).

2(b) Grants to Cultural Organizations:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	11,671.8	-	11,349.8	322.0

Manitoba Arts Council

The Manitoba Arts Council was created by an Act of the Manitoba Legislature in 1965. The objective of the council is to promote the study, enjoyment, production and performance of works in the arts. The council works in close cooperation with federal and provincial agencies and departments, and with artists and arts organizations in developing and revising its various programs and activities to meet the changing needs of the artistic community. The Manitoba Arts Council's annual report is tabled separately in the Legislature.

2(c) Manitoba Arts Council:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	8,661.4	-	8,661.4	0.0

Heritage Grants Advisory Council

The Heritage Grants Advisory Council is responsible for making recommendations to the Minister on the Heritage Grants Program in consideration of the needs of Manitobans to identify, protect and interpret the province's heritage. Application for funding under the Heritage Grants Program is open to any non-profit, incorporated community organization or local government.

The council consists of 14 members of the heritage community. The council has a wide range of expertise and represents many heritage disciplines and regions throughout the province. The council held two formal meetings to review grant applications, one in Winnipeg and the other in Brandon. The council also made a presentation on the Heritage Grants Program and provided tips on grantsmanship at the Community Heritage Manitoba Conference in Gimli and the Association for Manitoba Archives Conference in Carberry, which were both held in October 2007. There were no appeals submitted in the 2007–2008 fiscal year.

The council relies on the technical expertise of the department's staff to ensure that standards are met in all the projects supported by the program. Expertise is sought from the Historic Resources Branch, Archives of Manitoba and outside agencies of the department such as the Association for Manitoba Archives. Projects continue to be monitored through site visits by department staff and through review of final products such as local histories, cds, videos and various reports.

Funding assistance is provided for up to 50 per cent of the eligible costs and is disbursed in the form of cash, bingo awards or a combination of both. During the 2007–2008 fiscal year, 89 projects were approved for a total of \$311.7 in grants and \$101.1 in bingos.

2(d) Heritage Grants Advisory Council:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Total Expenditures	386.7	1.00	413.7	(27.0)

Arts Branch

The Arts Branch supports and stimulates the growth, development and sustainability of Manitoba arts and of Manitoba's arts-based and cultural industries in order to promote and enhance the creativity, identity and well-being of Manitobans and accelerate the arts' contribution to the economic viability and global profile of the province.

To achieve this objective, the branch assists and supports community initiatives to promote access by all Manitobans to the study, creation, production, exhibition and publication of works in the arts. The branch delivers support to the development of Manitoba's film and sound recording, publishing, visual arts and crafts industries, including support to the Manitoba Film and Sound Recording Development Corporation. The branch coordinates involvement in inter provincial, national and international cultural initiatives, and provides support services and consultation in both official languages in the areas of marketing, arts management, resource development, skills training, events coordination and cultural policy.

The branch also maintains responsibility for the management of the Manitoba Government Art Collection, including acquisition of art, maintenance and care of the existing collection and development of the policy and legislation that governs the collection.

In 2007–2008, the branch continued its support to Manitoba’s film and sound recording, publishing, and visual arts and crafts industries. Through funding to the Manitoba Film and Sound Recording Development Corporation, the Arts Branch supported \$120 million in film production activity. Fifty-three film and television projects were shot in the province in 2007–2008. The list of films shot in Manitoba last year include: *The Horsemen*, *Walk All Over Me*, *The Box Collector*, *The Hessen Affair*, *Whiteout*, *A Haunting in Connecticut*, *Make it Happen*, *High Life* and *Chilled in Miami*.

Manitoba’s sound recording industry experienced a tremendous year in 2007–2008. Manitoba artists released 180 albums, of which 38 secured national distribution deals and 17 albums signed international deals. Manitoba’s artists and industry professionals received 129 award nominations, garnering a total of 27 national and international awards. In 2007–2008, 48 Manitoba acts performed 77 showcases at 14 major music industry market events. In November 2007, the entire country had an opportunity to enjoy and appreciate the nationally televised second annual Aboriginal Peoples Choice Music Awards. Although only in its second year, this awards show is quickly gaining a reputation throughout North America as the premiere event for showcasing the vast array of talent that exists within the Aboriginal music sector.

By assisting community arts councils, comités culturels, major arts festivals, provincial community arts associations, and organizations delivering developmental arts programs on an ongoing or project basis throughout the province, the branch supported audience and skills development programming in the performing, visual and literary arts with particular attention given to the development of the arts in rural and remote communities in Manitoba. These investments resulted in over 1,600 performances and visual arts exhibitions and more than 738,000 student hours of community-based arts instruction throughout the province. Through the Arts Development Project Support Program, 164 audience development and art skills development projects were supported across Manitoba, including 15 projects in remote communities.

The Arts Branch worked in cooperation with Public Library Services, the Manitoba Arts Council and the Department of Canadian Heritage to develop a Northern Working Group to explore opportunities for the enhancement of touring and program delivery in First Nations and other remote communities in Manitoba.

In 2007–2008, the branch partnered with the Manitoba Arts Council and Manitoba Education, Citizenship and Youth to provide more than \$83.3 in support of 14 ArtsSmarts projects in Manitoba schools and community facilities, supporting innovative arts integration initiatives for students throughout the province.

The Arts Branch also continued to partner with Education, Citizenship and Youth in the School and Community Arts program, launched in January 2006. The program includes a Youth Travel Grant, an After-School Arts Enrichment Program, and an Arts Education Access Program and provided support of \$140.0. In 2007–2008, the department provided \$40.0 for the Arts Education Access Program, providing assistance to a total of 22 projects taking place in 18 communities, with the majority of support going to rural and northern communities.

In 2007–2008, the Aboriginal Cultural Initiatives Program provided support to 31 powwows and other cultural events towards the promotion and preservation of Aboriginal culture and heritage. The Aboriginal Arts Education component of the Aboriginal Cultural Initiatives Program provided support towards 25 educational projects associated with traditional Aboriginal art forms.

Twelve Manitoba book publishers published over 100 titles in English, French and Cree in 2007–2008. The department supported the expansion of marketing activities, the development of new product lines, professional skills upgrading and implementation of technological efficiencies; all of which contributed to net book sales in excess of \$3.2 million in 2007–2008. As well, the branch provided project and administrative support to periodical/magazine publishers, which enabled the development and implementation of an industry-wide subscription initiative through the Manitoba Magazine Publishers’ Association. In the literary arts sector, the department sponsored three book awards to acknowledge and celebrate Manitoba’s writing and publishing community: the annual Margaret Laurence Best Fiction Award, the Alexander Kennedy Isbister Award for Non-Fiction and le Prix littéraire Rue-Deschambault, recognizing excellence by a Manitoba Francophone writer, and awarded every two years. These are administered, on the department’s behalf, by the Association of Manitoba Book Publishers and the Manitoba Writers’ Guild respectively.

Fourteen commercial galleries and the visual arts/crafts industry associations were supported in 2007–2008, through the Visual Arts Assistance Program. The department provided funding for the Uniquely Manitoba Showcase, an international buyers show and professional development conference, for Manitoba producers of fine art and crafts to launch an interactive web training site.

The Arts Branch, along with Competitiveness, Training and Trade – Industry Training Partnerships, continued to provide consultation and resources toward the realization of a Cultural Labour Force Development Strategy for workers in Manitoba’s Arts and Cultural Industries.

Financial support was provided to *le 100 Nons* towards their 40th anniversary celebrations that included a gala concert. Manitoba’s grant of \$10.0 that was matched by an equal amount from the French Language Services Secretariat under the Canada-Manitoba General Agreement on the Promotion of Official Languages. The branch also continues to provide staff resources to the Saint-Boniface Bilingual Service Centre.

The branch purchased 37 new works of art for the Government of Manitoba Art Collection through regional juried art exhibitions, the annual provincial exhibition hosted by the Manitoba Society of Artists and the annual purchase activities of the Arts Advisory Committee. The committee is composed of arts administrators, practicing artists and government representatives.

In 2007–2008, the branch continued to support the development and administration of contractual agreements relating to fiscal stabilization of major arts and cultural organizations. The Arts Branch continues to work with the Manitoba Arts Council and other levels of government to consult and assist with the fiscal stabilization of the Manitoba Crafts Council, Manitoba Opera Association, Manitoba Theatre for Young People, Osborne Village Cultural Centre, Winnipeg International Children’s Festival and the Winnipeg Symphony Orchestra.

2(e) Arts Branch:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	660.6	10.0	632.2	28.4
Other Expenditures	179.5		180.2	(0.7)
Film and Sound Development	3,535.7		3,535.7	0.0
Grant Assistance	3,315.6		3,359.0	(43.4)
Total Expenditures	7,691.4	10.0	7,707.1	(15.7)

Public Library Services

Through *The Public Libraries Act*, Public Library Services Branch (PLS) ensures that Manitobans have access to library services. The branch fulfils this role by administering departmental policy and provincial legislation, providing consultative support and training to libraries and boards, technical services to public libraries and residents of Manitoba through extension services and a central collection.

Administrative Services provide operating and collection development funding and grant assistance to public libraries in Manitoba. *Development Services* provide consultative support to municipalities and public libraries on establishment and operation, governance, training boards and library staff on technical issues. *Extension Services* include the Open Shelf Service, which provides circulation of books to residents of municipalities that do not support local library service and the Traveling Library Service, which provides circulation of books in Large Print format, French and Multilingual materials to public libraries or communities interested in establishing a public library.

Over this last year significant progress has been made implementing the recommendations of the Public Libraries Review report *Reaching our Vision: providing high quality, sustainable public library services for all Manitobans* with improvements in all three of the goals: access, quality and sustainability.

In 2007–2008, grants totalling \$5.1 million were provided to Manitoba's 113 public libraries and to library-related organizations including the Manitoba Library Association, Manitoba Association of Library Technicians, Manitoba Library Trustees Association, Manitoba School Library Association and the Canadian Children's Book Centre.

PLS maintains the Manitoba Public Libraries Information Network (MAPLIN). MAPLIN is a central database that enables the resource sharing of materials and information to rural and northern library systems. In 2007–2008, MAPLIN managed more than two million hits on the website and 112,000 searches for materials, resulting in over 39,000 requests for materials.

In 2007–2008, Development Services provided educational support to rural public libraries through consultations, educational publications, regional workshops and an annual training conference held in Brandon. An orientation workshop was coordinated and delivered to 20 new librarians from public libraries across the province.

Specialty materials support collections of the rural and northern public libraries and provide literacy resources, French language, multilingual, and large print materials. In 2007–2008, 14,000 large print items circulated in community libraries. There were over 2,000 requests for both technical and professional support. Services to Manitobans without access to a public library was provided by the Travelling Library Program that circulated 3,884 items and by the Open Shelf Program (Books-by-Mail) that circulated over 59,370 items.

PLS facilitates the exchange of library materials between rural Manitoba and other provincial and national sources via the automated MAPLIN system. The branch processed 16,638 loan requests and 977 subject requests from the central collection and another 56,201 items were shared directly between public libraries using MAPLIN in 2007–2008.

The Public Library Services Branch provides cataloguing service to rural public libraries and the central collection. PLS partnered with two national cataloguing cooperatives to utilize shared resources for more efficient cataloguing and processing of materials. More than 7,000 print items were catalogued and processed and 1,397 eBooks were catalogued. The volume of resource sharing in the province is dependent on high standards of technical library cataloguing delivered through MAPLIN.

In 2007–2008, PLS circulated 107,340 items and delivered a number of library support programs to the rural and northern public libraries as well as Manitobans without local access to a public library. Audio/Visual materials are distributed provincially through a "Focal Library" model, providing increased circulation through housing audiovisual resources at five library centres across the province, resulting in 30,897 audiovisual circulations.

There was an additional 8,822 eBook circulations attributed through eLibraries Manitoba, which was launched province-wide enabling 24/7 access to downloadable library resources. A Partnership with Manitoba Opportunities Fund has resulted in a three-year \$60.0 initiative toward enhanced multilingual library services to new Manitobans. PLS also provided a Library Trustee Development Program, facilitated by a leading library consultant and attended by library trustees from across the province.

2(f) Public Library Services:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	928.6	19.00	940.3	(11.7)
Other Expenditures	827.0		824.8	2.2
Grant Assistance	5,137.2		5,138.2	(1.0)
Total Expenditures	6,892.8	19.00	6,903.3	(10.5)

Historic Resources

Historic Resources Branch is dedicated to increasing community awareness, participation, joint action and stewardship of Manitoba's rich legacy of heritage resources, through preservation advice, supporting leadership development, providing funding assistance, sharing newly discovered information and implementing provincial heritage policy initiatives. Historic Resources Branch supports the ongoing commitment of Manitobans to their heritage as expressed through their volunteerism, their educational programs, their donations and their heritage organizations.

The Heritage Resources Act (1986) provides the legal framework for Historic Resources Branch operations.

The branch is dedicated to safeguarding and celebrating Manitoba's rich legacy of heritage resources by:

- Advocating that the integrity and authenticity of heritage resources are respected
- Minimizing the destruction, vandalism and potential adverse effects on heritage resources
- Enabling local governments and organizations to act in protecting and managing heritage resources
- Valuing the significant contributions volunteers make as stewards of heritage resources
- Ensuring that heritage attractions in Manitoba provide citizens and visitors with a rich and balanced representation of the province's diversity and accomplishments
- Encouraging communities to take pride and participate in heritage activities celebrating our common identity as Manitobans
- Enabling heritage industries to contribute to Manitoba's economy through tourism, crafts, trades and professional jobs

Since 2003, the Province has had Contribution Agreements with the Government of Canada to implement the Historic Places Initiative (HPI) in Manitoba by Historic Resources. The agreement supports the nomination of designated heritage sites to the Canadian Register of Historic Places, the promotion of the *Standards and Guidelines for the Conservation of Historic Places in Canada*, and the engagement of heritage stakeholders with the initiative. A new three-year Contribution Agreement began in 2006–2007. Key accomplishments in 2007–2008 were the placement of 169 new sites on the Canadian Register of Historic Places bringing Manitoba's total nominations to 558 and distribution of 362 statements of significance certificates to the owners of designated heritage buildings. To help participants properly maintain historic places, seven full-day Maintenance Workshops were delivered across the province, and a companion *Heritage Building*

Maintenance Manual was developed for distribution in 2008–09. A planning tool for site owners/managers, entitled *Make It Work: a Sustainability Workbook for Historic Places*, was developed to identify the strengths and challenges in planning for an historic place and to help prioritize and address those issues.

A new community heritage initiative — Heritage Matters — was launched in October 2007. It includes a self assessment and planning worksheet and a matching financial support component. Seven projects were approved for funding.

HPI sponsored the Manitoba Historical Society to develop an online heritage forum called “The Past Lane”, which allows Manitobans to share information, experiences and best practices for conserving heritage sites.

The Lac du Bonnet, Brandon, St. Clements, and Stonewall Municipal Heritage Advisory Committees, with advice from Historic Resources, undertook annual Heritage Resource Management Plans for their communities to identify priorities and municipal support. In addition, Historic Resources assisted Community Heritage Manitoba to organize the 15th Annual Municipal Heritage Advisory Committee Conference in Gimli, Manitoba. Entitled *More Money and More Happy Workers*, this conference identified funding opportunities and strategies on how to support and encourage happy and productive community heritage volunteers.

In 2007–2008, Manitoba's six Signature Museums developed joint promotional materials, and continued a partnership with Travel Manitoba to undertake targeted marketing strategies in order to enhance their visibility to visitors. The Signature Museums Program assists qualifying museums to become enhanced heritage tourism attractions.

Operating grants are available to community museums through the Community Museum Grants Program. The program supports facilities that protect and interpret Manitoba's heritage resources. Qualifying museums must be non-profit, open to the public on a regular basis (minimally 30 days a year), own more than 50 per cent of their collections, and have a Statement of Purpose. In 2007–2008, 113 community museums received a total of \$274.7. Fully 80 per cent of community museums are rural or northern-based.

The Historic Resources Branch provided expert technical advice for a number of projects across Manitoba. Notable examples were a workshop on log hewing conducted at the Manitoba Agricultural Museum at Austin and a hands-on masonry conservation workshop in the Historic Downtown Carberry heritage district.

Other highlights include assistance given to the Commonwealth Air Training Plan (CATP) Museum in their efforts in preserving the east shed of Hangar #1 for future museum displays, and to the Former Grey Nuns' Convent (St. Boniface Museum) in the preservation of this early Winnipeg building and landmark.

Deepening people's appreciation of their heritage requires public awareness initiatives, and the transfer of heritage expertise to the community level. On August 2, 2007, through the assistance of dedicated community volunteers, a Manitoba Heritage Council plaque commemorating St. Elias Ukrainian Orthodox Church, Bell Tower and Cemetery, Sirko area, as a site of provincial heritage significance was unveiled at the church in conjunction with the annual Divine Liturgy. Over 200 people attended this commemorative historic celebration. To commemorate the first annual Louis Riel Day Holiday, a list of events was compiled for the province's Louis Riel website. Also, for the departmental website, site descriptions and photos were added, as well as relevant publications including the *Origin of the Name Manitoba*, *Red River Resistance* and *St. Norbert*.

The branch encourages community heritage groups to partner with local schools to develop heritage activities in recognition of Manitoba Day, May 12. A new initiative — *Guide to Employing Students* — assisted non-profit heritage organizations to hire and supervise student youth during the summer break. The publication offers ideas about how to make the summer experience valuable for the student and the employer. Manitoba Day community celebrations were held throughout the Province with at least 30 organizations and schools.

During fiscal year 2007–2008, 29 heritage sites were designated and protected under *The Heritage Resources Act*. These include 28 municipal designations (of which 21 comprise the new Carberry Downtown Historic Conservation District), and one provincial heritage designation (Old St. Elias Church) in the R.M. of Stuartburn. Also, 2007–2008 was the fourth year of the five-year Manitoba Prairie Churches and Manitoba Prairie Icons Project. This initiative is a partnership with Historic Resources, Thomas Sill Foundation of Winnipeg, and the J.M. Kaplan Fund of New York. This program provides non-government financial assistance towards restoration of designated heritage sites in rural Manitoba. During this past year, \$75.6 was awarded to eight church restoration projects and \$54.0 for seven non-religious rural “Icon” projects, such as the Portage CPR Station, Gimli Dance Pavilion, CATP Hangar #1 and Museum in Brandon, Inglis Elevators National Historic Site, Emerson Courthouse and the Gardenton Timber Truss Bridge. Total grant awards for year four consisted of \$213.0 for 29 Prairie Church restoration projects, and \$108.4 for 11 Prairie Icon projects.

Research on immigrant communities from southeast Asia was initiated and an *Annotated Bibliography for Wabanong Nakaygum Okimawin (WNO) East Side Lake Winnipeg* was prepared. Historic Resources partnered with Rivers West Red River Corridor Inc. and a contractor to produce *Historic Places of the Red River Grades 4 to 6 Social Studies Curriculum Guide, Volumes 1 and 2*.

The branch undertakes site assessments and legal protection under *The Heritage Resources Act*, and policy agreements to ensure the intrinsic value of heritage resources is respected. In 2007–2008, the branch assessed 1,820 land development projects for their potential to adversely affect heritage resources. Eighty-three heritage permits were issued: ten per cent were for paleontological investigations while the remainder were archaeological in nature. The branch successfully administered, and its archaeologists participated in the Manitoba Hydro–funded Churchill River Diversion Archaeological Project (CRDAP). One mitigation excavation and one survey study were administered by branch staff in the CRDAP area. Branch archaeologists administered and participated in the excavation of two sites in the Winnipeg River area and two surveys in the Nelson River–Kelsey area during the second year of the System-Wide Archaeological Project. The System-Wide Archaeological project is administered by the branch under a ten-year agreement with Manitoba Hydro to protect the heritage resources of hydro-affected areas throughout Manitoba not covered by other projects. Two surveys and one burial excavation were undertaken in the Sipiwesk Lake area under the Sipiwesk Lake Archaeological Project (SLAP). SLAP is part of the Northern Flood Agreement programming arranged between Manitoba Hydro and the Cross Lake First Nation.

The branch continued to work cooperatively with law enforcement officials, Aboriginal communities and local communities to manage “found human remains,” comprised of burials occurring outside recognized cemeteries and not considered forensic, but of heritage significance. The remains of 23 individuals were recovered province-wide this past year by branch staff. Fiscal year 2007–2008 marked a significant achievement by having the Historic Resources Branch burial recovery protocol and procedures written into the Manitoba RCMP Operational Procedures Manual. This will ensure consistency in the reporting, recovery and consultation process between Manitoba and the RCMP upon discovery of found human remains.

2(g) Historic Resources:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	1,434.9	25.05	1,470.7	(35.8)
Other Expenditures	768.4		807.8	(39.4)
Grant Assistance	1,007.9		1,007.9	0.0
Total Expenditures	3,211.2	25.05	3,286.4	(75.2)

Recreation and Regional Services Branch

The Recreation and Regional Services Branch provides consultation and access to resources in partnership with branches and agencies of Culture, Heritage, Tourism and Sport, other provincial government departments, federal government departments and community organizations. The branch also strengthens the delivery system that develops and supports recreation, physical activity, wellness, volunteer, culture, heritage, tourism and sport opportunities at the community and regional level; and assists communities, community organizations and provincial organizations to plan strategically and act in response to self-identified needs.

Staff located in regional offices in Norman (The Pas and Thompson), Parkland (Dauphin), Westman (Brandon), Central (Morden), Interlake (Gimli), Eastman (Beausejour), and Winnipeg provided consultation and program access to many of Manitoba's 198 incorporated municipalities, 50 Northern Affairs communities and 63 Manitoba First Nations communities.

The branch provided funding through the Recreation Opportunities Program (ROP) to 50 recreation commissions, comprised of 135 municipal governments and 26 school divisions/districts, for the development of recreation opportunities. Under the ROP Training Fund, designed to assist with training costs for recreation directors, community recreation leaders and volunteers, 40 recreation commissions accessed funding.

Consultation and funding support was provided to 17 volunteer trail associations throughout Manitoba. Volunteers have completed over 70 per cent of the Trans Canada Trail (TCT) in the province since 2000. The branch assisted the Manitoba Recreational Trails Association with the development and implementation of a strategic plan for the completion of Manitoba's portion of the TCT. Assistance was provided to the Winnipeg Trail Association to develop signage for 25 trails in Winnipeg; 640 copies of the signs will be printed and installed along the Winnipeg trail system.

Over 20,000 copies of the *Walking Brochure* were distributed throughout the province. The department plays a co-lead role in the *in motion* provincial physical activity strategy.

Communities *in motion* and Healthy Schools *in motion* were launched in the fall of 2005. There has been steady growth in 2007–2008 resulting in 85 registered Communities *in motion*, over 500 Healthy Schools *in motion* and a new Workplaces *in motion* stream.

The branch assisted community festivals by providing 56 grants through the Community Festivals Support Program. Consultations and support from regional staff led to the completion of over 480 applications to the Community Places Program in support of rural capital development projects, while over 164 applications to the Arts Development Project Support Program were completed to facilitate rural and remote community arts-related programs. Regional staff continued to work with juried art show committees to provide an outlet for visual artists in rural and northern Manitoba to exhibit their work and receive professional critiques through three juried art exhibitions.

Opportunities for over 800 children and youth to attend summer camps were made possible through grants to the Sunshine Fund and Westman Sun Fund totalling \$40.0. Further, the branch helped 1,700 students and volunteers from 39 schools in northern and remote Manitoba experience recreational sport and games through a grant of \$26.1 to the Frontier School Division's Frontier Games.

The branch contributed to the safe operation of community arenas, curling rinks and swimming pools by certifying 48 facility operators who successfully completed the department's Recreation Facility Operator Courses.

Leadership and skill development was provided to 200 recreation volunteers, recreation professionals and elected officials through the Recreation Conference for Community Volunteers. In the 28 year history of this conference, over 5,000 delegates have attended. The branch also recognized the contributions of community volunteers through Manitoba's Volunteer Recognition Program, distributing 28 recognition certificates.

As part of the Volunteer Awards dinner, with support from the department, Volunteer Manitoba coordinated the Lieutenant Governor's Volunteer Service Awards. Six individuals, representing five Manitoba regions, were presented with the Make a Difference Community Award, and the Vice-Regal Volunteer Award.

2(h) Recreation and Regional Services:

Expenditures by Sub-Appropriation	Actual 2007-2008 \$000	Estimate 2007-2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	1,674.6	27.00	1,723.8	(49.2)
Other Expenditures	460.0		484.2	(24.2)
Grant Assistance	4,617.8		4,649.6	(31.8)
Total Expenditures	6,752.4	27.00	6,857.6	(105.2)

Communications Services Manitoba

Communications Services Manitoba (CSM) coordinates and manages government advertising, communications and the delivery of public information services. As the government's central communication service, the division's mandate is to enhance the quality, consistency, accountability and cost-effectiveness of government advertising and communications. Services are delivered under the authority of *The Public Printing Act* and *The Coat of Arms, Emblems and the Manitoba Tartan Act*. The division also administers the province's Visual Identity Guidelines.

The division provides government departments with communication support such as project management, strategic communications planning, creative development and writing services. CSM also manages the delivery of government communications through coordination of the government's Internet website, services provided to the news media, and the operations of the public information services: Manitoba Government Inquiry and Statutory Publications Branch. Communications support is also provided for Crown agencies.

The division's key service areas are: Advertising and Program Promotion, Creative Services, Public Affairs, Production and Media Procurement, News Media Services, and Internet and Business Services which includes Manitoba Government Inquiry and the Statutory Publications Branch.

Advertising and Program Promotion assists departments with the development of strategic communications plans, advertising plans, program strategies and promotional materials in order to ensure government advertising messages are high-quality, cost-effective and consistent. Staff consult with departments to develop the message, methodology and media to meet promotional needs. The unit also coordinates interdepartmental advertising and promotional programs and implements standard graphic and design guidelines.

Creative Services provides direction to ensure the quality and effectiveness of all communications material produced on behalf of government departments. The branch works closely with divisional staff, departments and suppliers of creative services in the development of government communications strategies and components. Staff also provide copywriting and graphic design services to ensure consistent, high-quality materials for public information materials.

Public Affairs staff coordinate public information initiatives and advise on the most effective method of communications delivery. Staff prepare strategic communications plans, write news releases, act as liaisons for media and organize the media component of special events. Staff also research, write and follow through on the production of informational publications and coordinate departmental speeches for ministers. Public Affairs staff manage government communications for major emergencies such as flooding, extensive forest fires and situations requiring public evacuations and relocations. Responsibilities include staffing media telephone inquiry lines, arranging media interviews and producing and disseminating news releases and public information documents related to the emergency.

Production and Media Procurement coordinates the purchasing of printing, design, electronic production, research and other advertising and communications services for government departments. It also provides media planning, purchasing and monitoring services for communications and advertising initiatives on behalf of departments, agencies and Crown corporations. Staff work with Public Affairs and Advertising and Program Promotion to develop strategies, proposals and estimates for information and advertising campaigns.

News Media Services provides final editing, coordination and distribution of news releases issued to Manitoba news media. News releases are also distributed on an immediate basis via personal delivery, electronic mail and the Internet. The branch offers independent advice, support and distribution of material for the Lieutenant Governor, independent offices of the Legislature such as the Ombudsman and Auditor General and departmental offices. Staff also provide support to the protocol office for VIP visits and Premier's conferences. In addition, the branch provides technical services such as pool light and sound for government media events, live broadcasts of the daily Question Period and organizational calls with the media. The office also employs

the government photographer who supplies photography services to members of the legislative assembly and to government.

The Internet Business Unit works closely with government departments and Information and Communications Technology Services Manitoba to develop innovative and effective ways to deliver public services and information through the government website. The site contains information from every department of government. The government website is updated virtually every working day and provides up-to-the minute information including road conditions, news releases, legislative changes and new program announcements. The site is also an integral part of government's public communications strategy during emergencies and public safety information campaigns.

Manitoba Government Inquiry (MGI) provides a bilingual toll-free telephone information and referral service for all provincial programs and services. The service also responds to public inquiries through the operation of the Government of Manitoba website answer desk, and provides call centre services for special government initiatives such as emergency measures operations and provincial general elections. In 2007–2008, MGI responded to more than 163,000 inquiries from the public. Manitoba Government Inquiry works closely with the CSM Internet Business Unit to strengthen the coordination of telephone and online services.

The Statutory Publications Unit provides the public and special interest groups, such as legal, financial and educational organizations, with access to government information in printed and online formats. This includes the laws of Manitoba in the form of the *Continuing Consolidation of the Statutes of Manitoba*, related regulations, the *Manitoba Gazette*, and government publications. The unit manages the printing of statutes and regulations through contracted printers and updating of the statutes on the Manitoba website. They also manage distribution through subscriptions, mail order and over-the-counter sales.

During 2007–2008, CSM worked with various government departments to coordinate communications on issues such as the mumps outbreak, West Nile virus, the Selkirk ice jam, the Elie tornado and the Whiteshell windstorms. CSM also developed public information campaigns for several government programs including chronic disease prevention and water protection. In addition, major projects included the installation and use of robotic cameras and controls for the daily Question Period broadcast and the completion of renovations of the Legislature news conference theatre and control room. CSM also was responsible for managing the update of government websites to reflect new designs and government visual identity program.

3(a) Communications Services Manitoba:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	3,940.8	66.0	3,904.0	36.8
Other Expenditures	1,077.6		1,257.1	(179.5)
Public Sector Advertising	1,936.4		1,966.5	(30.1)
Less: Recoverable from Other Appropriations	(2,698.5)		(2,675.3)	23.2
Total Expenditures	4,256.3	66.0	4,452.3	(196.0)

Provincial Services Division

The Provincial Services Division delivers corporate information management programs and makes government information accessible to the public. It is made up of four branches: Translation Services, the Archives of Manitoba, the Information and Privacy Policy Secretariat and the Legislative Library. Services in this division are delivered in accordance with *The Archives and Recordkeeping Act*, *The Freedom of Information and Protection of Privacy Act*, *The Legislative Library Act* and *The Manitoba Act*.

Translation Services

Translation Services provides quality, cost-effective written and oral translation services to Manitoba Government departments, agencies, Crown corporations, the Legislative Assembly and the Courts as required by *The Manitoba Act* and the French Language Services Policy. In 2007–2008, the volume of written translation in the official languages amounted to 19,059 pages, approximately 95 per cent of the planned production. The branch also seconded a translator to the Department of Education, Citizenship and Youth to help support its French Language Services needs.

Translation services were provided to over 300 government branches and agencies as follows:

	Actual		Estimate	
	Pages	Words	Pages	Words
English to French	17,025	4,256,250	18,000	4,500,000
French to English	2,034	508,500	2,100	525,000
Total:	19,059	4,764,750	20,100	5,025,000

Interpretation (oral translation) was provided in the Courts and quasi-judicial tribunals, the Legislative Assembly and public hearings, as well as in conferences and national meetings hosted by Manitoba. Service requests required 281 staff person-days of interpretation duty and research, with attendance at 150 interpretation assignments. The number of interpretation requests increased by 22 per cent in 2007–2008, with heightened demand from the courts and administrative tribunals.

Terminology (equivalents for terms in both official languages, as well as standardized and official nomenclature) is established, maintained and revised for the Province and is provided to government, including Crown corporations, the Courts and the Legislative Assembly, and to other jurisdictions as required. The branch responded effectively to demand from staff in bilingual areas and departmental and agency positions designated under Manitoba's French Language Services Policy, as well as from other jurisdictions. In 2007–2008, 878 requests resulted in the provision of 7,190 terms in both official languages, double the number of terms provided in 2006–2007. Much of this work related to terminology required by new legislation.

3(b) Translation Services:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	1,668.6	24.00	1,602.9	65.7
Other Expenditures	752.8		686.1	66.7
Less: Recoverable from Other Appropriations	(274.4)		(289.7)	(15.3)
Total Expenditures	2,147.0	24.00	1,999.3	147.7

Archives of Manitoba

The Archives of Manitoba preserves recorded information of all media, and facilitates access to records. The Archives protects information of fundamental significance to community identities, well-being and individual and collective self-knowledge. It documents the mutual rights and obligations entered into by society and those whom the people choose to govern. The Archives has the exclusive mandate to preserve the archival records of the Government and its agencies, the Courts, and the Hudson's Bay Company. The Archives also has a discretionary mandate for records of local public bodies and those of organizations and individuals in the Manitoba private sector.

The Hudson's Bay Company Archives (HBCA), 1670–1920, was listed on UNESCO's *Memory of the World Registry*, which recognizes internationally-significant documentary heritage. HBCA shares the distinction with Quebec Seminary Collection from the Quebec Seminary Library as Canada's first documentary heritage to make this list. The inscription was confirmed by the Director-General for UNESCO in August 2007.

The Hudson's Bay Company (HBC) donated 425.2 metres of records to the Archives of Manitoba in November 2007. This is the first major donation of records since the HBC donated its archives to the Province in 1994. This donation extends HBC's archival record and provides documentation of HBC's administration and business activities through the 20th century including its transition from a British company to a Canadian company. These records document HBC's ongoing social, economic and cultural impact on Canada's history and follow the changing nature of the Canadian economy and the rise of the retail sector.

Private sector holdings were increased by 19.6 metres in 2007–2008. Of particular interest was the acquisition of records providing a comprehensive documentation of the life and career of H. Albert Hochbaum, a leading naturalist and environmentalist who operated the Delta Wildlife field station on the south end of Lake Winnipeg north of Portage la Prairie, from 1938 to 1984. The records span the formative period of scientific research relating to wildfowl and wildlife research in North America. The textual material is richly complemented by thousands of slides and photographs, works of art and audio visual material. Two Gifts to the Crown (including the HBC donation) were appraised with a fair market value of \$1.4 million.

Under *The Archives and Recordkeeping Act*, the Government Records Office provides records management policies, standards and advisory services to government to support effective creation, use, protection and disposition of records. Services to government also include controlled storage, retrieval and destruction services for paper-based records through the Government Records Centre. The Archives is a key partner in developing strategies for electronic information management as part of Information Management Manitoba — a cross-government working group promoting good practices in managing information and records.

The following table reflects some of the year's ongoing work among Archives of Manitoba core activities:

Core Activity	2007–2008 Actual	Core Activity	2007–2008 Actual
On-site research visits	4,529	Private Records Acquired (metres)	19.6
Remote enquiries	12,221	Public Records Acquired (metres)	2,433
Records requested	75,869	Records centre – records requested by departments and agencies	24,900
Copies provided (all media)	75,869	Records centre – records transferred by departments and agencies (metres)	17,551
Microfilm reels loaned	1,255	Public Body Donor Contacts	1,577
Visitor tours provided	267	Archival Extension Services (tours, talks, workshops) (days)	64.2

The Archives of Manitoba launched Phase 2 of its website exhibit: *Rearview Manitoba: Our Heritage is Closer than it Appears*. It features two additional individual Manitobans as seen in the Archives' records: Hilda Blake (1878–1899) an orphan from England whose crime shocked the small town of Brandon in 1899; and Alexander Kennedy (1781–1832) an Orkney man who sailed the Atlantic Ocean to work for the Hudson's Bay Company in North America and founded one of Manitoba's prominent Métis families. The Archives also received one Canadian Council of Archives grant through the National Archives Development Program for \$5.0 to microfilm school records that are increasingly accessed by users.

A map of Hudson Bay and Straits by Samuel Thornton, dating to 1709, was loaned to the Royal Ontario Museum for *Canada Collects: Treasures from across the Nation*, October 2007 to January 2008. The museum approached private collectors and institutions across Canada to contribute exceptional or iconic pieces to be included in this unique exhibition.

3(c) Archives of Manitoba:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	2,599.0	46.60	2,762.1	(163.1)
Other Expenditures	2,029.1		2,041.4	(12.3)
Less: Recoverable from Other Appropriations	(514.3)		(459.1)	55.2
Total Expenditures	4,113.8	46.60	4,344.4	(230.6)

Information and Privacy Policy Secretariat

Through reorganization of existing resources, the Information and Privacy Policy Secretariat was formed to strengthen information accessibility and privacy initiatives across government and local public bodies. The secretariat continues the policy development, central coordination and administrative roles for *The Freedom of Information and Protection of Privacy Act*.

During the year, the secretariat provided expertise and guidance to departments as they reviewed their personal information management practices and incorporated public sector privacy best practices into their work processes. Consultants have met with managers and staff in all departments raising awareness about privacy, particularly in the context of new service delivery initiatives involving collection or use of personal information. A customized Privacy Impact Assessment tool is being prepared for Manitoba government departments to use for assessment of their personal information handling practices and legislative compliance. The secretariat also collaborated on a new initiative to make the annual expense of the minister's office routinely available to all Manitobans on the internet.

Legislative Library

The Legislative Library supports the conduct of public affairs and the development of a well-informed society by providing efficient, effective and impartial access to specialized information resources for the Legislature, government, and people of Manitoba, and ensures current and future access to Manitoba's published heritage. The Legislative Library is one of the province's oldest libraries, with a collection that reflects the changing interests and aspirations of Manitobans over a span of more than a hundred years. Books, reports and

journals are ordered from publishers around the world to support the work of the Legislature and government. New materials are catalogued and processed quickly. Of the more than 46,590 items added to the collection during the year, 90 per cent were available for customer use within one week of receipt. During 2007–2008, materials on subject areas such as Aboriginal issues, justice, natural resources, government policy and leadership were especially in demand.

Since 1919, the Legislative Library has administered legal deposit legislation within the province to ensure that a research collection of works published within Manitoba is preserved and made accessible. In 2007–2008, the branch received 450 books and annual reports as well as 240 Manitoba newspaper and magazine titles through the ongoing cooperation and support of Manitoba publishers. Notable publications deposited by publishers at the library include: *Step by step: stories of change in Winnipeg's Inner City: state of the Inner City report 2007* (Canadian Centre for Policy Alternatives – Manitoba); *Doing community economic development* (Fernwood Publishing); *The North End* (University of Manitoba Press); *Tuning the forks: a celebration of the Winnipeg Symphony Orchestra* (Don Anderson); *MTC 50: Manitoba Theatre Centre: 50 years* (Studio Publications); and an important first in this province, *The Encyclopedia of Manitoba* (Great Plains Publications)

The main reading room at 200 Vaughan Street is used by researchers who consult Manitoba community newspapers, local histories and government publications. For government clients, staff use print and electronic sources to provide factual, statistical and comparative information, and supply specific documents on request. In 2007–2008, the library responded to 9,300 inquiries. Clients and staff used a total of 26,000 documents from the library's collections for their research and in addition, downloaded over 6,200 full-text articles from web-based subscription databases, provided by the library for government and Members of the Legislative Assembly.

In a continuing resource-sharing initiative, the library distributed 2,988 Manitoba government publications through its Depository Library program, to seven libraries in Manitoba. In turn, each of these libraries is able to serve other libraries in their own regions and networks. For more than 40 years, the Legislative Library has maintained provincial, national and international exchange agreements on behalf of the Province.

3(d) Legislative Library:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	943.7	16.50	900.7	43.0
Other Expenditures	634.5		659.9	(25.4)
Total Expenditures	1,578.2	16.50	1,560.6	17.6

Tourism

Manitoba continues to offer a wide range of strong and diverse tourism activities and experiences. Tourism is a focal point for community development and a stimulant for growth for the local economy. Tourism is Manitoba's fifth-largest industry, contributing more than \$1.5 billion annually to the province's gross domestic product. Between 1999 and 2004 alone, Manitoba's tourism revenues increased by 24.5 per cent, from \$1.14 billion in 1999 to \$1.42 billion in 2004. Since 2002, the growth of Manitoba's tourism industry has outpaced that in all other provinces except Quebec and Alberta. The challenge for Manitoba, and for Canada, is to sustain the industry's growth in the face of continuing challenges in the US market, from border security, to fuel costs, to the rise of the Canadian dollar. Through its funding of Travel Manitoba in 2007–2008, along with other initiatives, the Tourism Secretariat supported the industry's efforts to position itself to meet these challenges.

The Tourism Secretariat is committed to the development of tourism in the province, supporting the industry's efforts to strengthen the quality, competitiveness and sustainability of its products and services and to promote accessible, high-quality, environmentally sustainable tourism in Manitoba. The secretariat oversees development and implementation of the government's tourism policies, and ensures that the province's investments in tourism contribute to overall policy priorities. In partnership with its statutory agency, Travel Manitoba, the secretariat contributes to Manitoba's economic well-being by facilitating and supporting the development of a dynamic, environmentally sustainable tourism industry.

This year marked the third year of the secretariat's operation. Activities included facilitation of community and industry tourism development planning, administration of *The Travel Manitoba Act*, management of government's tourism investments, consultation to other Manitoba government departments and central agencies, and coordination of the department's participation in tourism-related events and activities. Tourism Secretariat consultants provided specialized consulting to the industry on outdoor adventure tourism and on Aboriginal and regional tourism development in the areas of economic feasibility, business planning, project financing, quality coordination and advice on regulatory matters for existing and potential tourism attractions, services and facilities.

Consistent with the government's commitment to sustainable economic development, the secretariat undertook a range of activities in 2007–2008 to expand and enhance healthy and environmentally friendly tourist activities within Manitoba. These efforts included support for marketing and promotional efforts on behalf of outdoor adventure-based lodge operations and continued implementation of the Watchable Wildlife program. First announced in the 2002 Throne Speech, the Watchable Wildlife program is an ongoing initiative to support wildlife viewing opportunities at signature viewing sites around Manitoba. This year marked the first year of a second three-year program (2007–2008 to 2009–2010) providing support towards the development and enhancement of wildlife viewing activities at numerous sites across the province. The 2007–2008 Watchable Wildlife program provided support towards development/enhancement initiatives at Whitewater Lake, Oak Hammock Marsh Wildlife Management Area, Narcisse Snake Dens and Pembina Valley Provincial Park, as well as the enhancement and expansion of the provincial Watchable Wildlife website.

Another focus of the secretariat's activities in 2007–2008 was to assist the province's Aboriginal populations toward greater participation in Manitoba's tourism industry. The secretariat supported the work of Eastside Aboriginal Sustainable Tourism Inc. to develop the tourism industry on the east side of Lake Winnipeg, and continued to assist the growth of the Manito Ahbee Aboriginal Festival and the Aboriginal Peoples Choice Music Awards. Other initiatives supported in 2007–2008 included US targeted marketing of five Aboriginally-owned and operated fishing lodges by northwestern Manitoba's "Northbound Adventure Tours". The secretariat continued to support the White Buffalo Indigenous Tribal Village at the Forks, along with a new hospitality training program for Aboriginal youth. In partnership with Travel Manitoba, the secretariat leveraged Aboriginal product participation in eight monthly advertising inserts in Canada and US newspapers.

The secretariat continued to support the marketing activities of Manitoba's seven regional tourism

associations, leveraging a quarter of a million dollars in private sector investment in support of regional marketing initiatives. In cooperation with Manitoba Infrastructure and Transportation, the secretariat also administered the Star Attractions highway signage program, highlighting Manitoba's premiere tourist sites for travelers on Manitoba's highways. In 2007–2008, the Royal Canadian Artillery Museum in Shilo and Fort Gibraltar in Winnipeg received Star Attractions designation, bringing the total number of Star Attractions to 48. The secretariat continued to represent the tourism sector on Manitoba Conservation's Licensing Advisory Committee, approving the establishment of sustainable resource-based tourism operations in Manitoba. The secretariat continued to provide consultation with respect to tourism development in relation to a wide range of government policy priorities, including sustainable economic development, community economic development, the "Closing the Gap" and "Creating Opportunities" policy initiatives, northern economic development and downtown revitalization. The secretariat also provided ongoing consultation to Venture Manitoba Tours Ltd. in the management of the Falcon Lake Golf Course.

4(b) Tourism Secretariat:

Expenditures by Sub-Appropriation	Actual	Estimate		Variance Over(Under)
	2007–2008 \$000	FTE	2007–2008 \$000	
Salaries and Employee Benefits	276.9	3.00	277.1	(0.2)
Other Expenditures	379.0		614.0	(235.0)
Grant Assistance	470.0		480.0	(10.0)
Total Expenditures	1,125.9	3.00	1,371.1	(245.2)

Sport

The Sport Secretariat provides advice and information to the government with respect to the development and implementation of sport-related policies and manages the Province's ongoing investments in sport development. The objectives are to increase Manitobans' participation in sport, to strengthen the performance of Manitoba athletes in regional, national and international competition, to build Manitoba's profile in the national and international sport community and to maximize the benefits of hosting sports events in Manitoba. The secretariat also provides administrative support services to the Manitoba Boxing Commission.

In 2007–2008, the secretariat continued to manage annual and project funding to Sport Manitoba in support of Sport Manitoba's implementation of the Province of Manitoba Sport Policy. The Province, through Sport Manitoba, provided resources and funding to support the delivery of specific sport development initiatives, such as the Canada-Manitoba Bilateral Sport Development Partnership, the Manitoba Games, Team Manitoba, KidSport™, coaches/officials certification, the Best Ever Athlete Development Program and the Respect in Sport Program.

Sport touches the lives of virtually all Manitobans. Over 275,000 people are registered participants in formal amateur sport programs across the province, and thousands more participate as volunteers. Sport has a significant impact on the provincial economy; more importantly, participation in sport programs is one tangible indicator of Manitobans' commitment to adopting healthy and active lifestyles. The secretariat supports and encourages Sport Manitoba's efforts to promote and increase participation in sport at all levels, from local community programs to elite athlete development. In particular, the secretariat works with Sport Manitoba to increase participation opportunities for those Manitobans who face social, economic, geographic and demographic barriers in accessing sport programs.

The Canada-Manitoba Bilateral Sport Development Partnership helped to stimulate and support increased sports capacity and participation for populations and communities that face challenges to participating fully in sport, with a particular emphasis on Manitoba's remote communities. This year marked the first year of a three-year extension to the Sport Development Partnership; supported projects included targeting 14 communities which have been provided with planning, budgeting and fund raising, training for up to 500 Aboriginal coaches and officials, with an additional 700 adults receiving CPR and first-aid training. Six Aboriginal athletes were part of the Western Canada Summer Games team that won a bronze medal this past year. The Run, Jump and Throw Program was offered to 41 Frontier School Division schools and eight First Nation schools. The Island Lake Tribal Region, for the first time, participated in the Manitoba Indigenous Games, including providing equipment, transportation for 300 participants, and training coaches and leaders. In partnership with Hockey Manitoba, an in-depth coaches development program was supported in five communities in the north Interlake. The secretariat supported the Winnipeg Aboriginal Sport Achievement Centre in their ongoing efforts to provide sports participation opportunities and develop leaders among the young Aboriginal population in Winnipeg.

The secretariat continued to provide direct support to major sport competitions being hosted within the province. Events taking place in Manitoba in 2007–2008 included the 2007 World Women's Hockey Championships and the 2008 Tim Hortons Brier. Other supported events included the 2007 National Native Fastball Championships, the 2007 North and Central America and Caribbean Men's Volleyball Championships and the 2008 Western Regional Pond Hockey Championships. In 2007–2008, the secretariat continued to provide administrative support services to the Manitoba Boxing Commission. The Commission licensed seven major events in 2007–2008.

The secretariat, in consultation with Sport Manitoba, continued to represent the Province of Manitoba in intergovernmental affairs relating to sport, such as the Interprovincial Sport and Recreation Council. Sport Manitoba's President and CEO also co-chaired, with Sport Canada, the Federal/Provincial-Territorial Sport Committee. Manitobans continued to perform strongly at the national and international level in 2007–2008. Manitobans were involved in winning eight significant international gold medals.

Sport Support Services

Resources were provided for special sport initiatives and administration costs related to the delivery of sport programming.

4(d) Salaries and Employee Benefits:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Salaries	220.6	2.50	184.3	36.3

4(d) Other Expenditures:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Other Expenditures	80.5		74.0	6.5

Sport Grant Assistance

Sport provided grant assistance to several sport organizations and events that fall outside the activities of Sport Manitoba. In 2007–2008, Sport's grant assistance provided financial support to the Team Canada Volleyball Centre, the Manitoba Boxing Commission and the Canada-Manitoba Bilateral Sport Development Partnership.

4(d) Grant Assistance:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	212.4		228.4	(16.0)

Capital Grant Assistance

The department's capital grants programs provide funding to maintain and repair major cultural facilities, provide for grant assistance to the owners/lessees of designated heritage buildings for work related to the preservation of their buildings, and provide grants to non-profit organizations to undertake facility projects, that provide long-term recreational and social benefits for the general community.

Cultural Organizations

In 2007–2008, a total of \$922.3 was awarded in capital grants to major cultural organizations.

Capital assistance was provided to The Manitoba Museum to support the renewal of the Science Gallery. On March 6, 2008, the museum re-opened the renovated Science Gallery, which was upgraded to include a new "explore science zone" and a number of new and enhanced exhibits. The renewal of the gallery was made possible by public/private/museum partnership. Manitoba's lead capital investment of \$300.0 levered \$200.0 in corporate sponsorship. An additional \$50.0 was provided to the museum to support general maintenance.

The Manitoba Centennial Centre Corporation received \$304.2 for maintenance and repair projects. Following an asbestos remediation project, funded by the Environmental Liability Account, le Centre culturel franco-manitobain received \$119.2 in support of the refurbishing and refixturing projects at the facility. Artspace was awarded \$40.0 for critical repair projects, including the repair of its wheelchair lift. Other agencies that were rewarded funds for minor capital repairs and upgrades included: \$32.3 to the Western Manitoba Centennial Auditorium; \$26.6 to the Winnipeg Art Gallery; \$20.0 to the Ukrainian Cultural and Education Centre; \$25.0 to the Winnipeg Film Group and \$5.0 to the Peguis School Board.

5(a) Cultural Organizations:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$	
Total Grant Assistance	39,722.4	-	40,925.0	(1,202.6)

Heritage Buildings

The Designated Heritage Building Grants program is designed to assist the owners and lessees of a building that is of historical significance and is designated as a heritage site under *The Heritage Resources Act* or City of Winnipeg By-Law No. 1474/77. The program's objective is to ensure that work complies with the Standards and Guidelines for the Conservation of Historic Places in Canada. In 2007–2008, 76 applications were received, and 37 grants totaling \$210.0 were approved.

5(b) Heritage Buildings:

Expenditures by Sub-Appropriation	Actual 2007–2008 \$000	Estimate 2007–2008		Variance Over(Under)
		FTE	\$	
Total Grant Assistance	210.0	-	210.0	0.0

Community Places Program

The objective of the Community Places Program is to contribute to the general well-being of Manitoba communities by helping non-profit organizations undertake facility projects initiated to provide long-term recreational and social benefits for the general community.

The program administers matching capital grants and provides technical consultation services to assist organizations throughout Manitoba with projects involving the renovation, expansion, construction or purchase of sustainable facilities.

Community groups sponsoring projects can apply to the program for up to 50 per cent of the first \$15.0 of project costs and up to one-third of project costs over that amount, to a \$50.0 grant maximum. Eligible project costs include land and building purchases, wages, material purchases and equipment rentals. Project sponsors can raise their matching contributions to project costs from fundraising, other provincial and non-provincial sources, volunteer labour, donated materials and loaned heavy construction equipment.

Eligible projects involve recreational facilities, libraries, museums, cultural facilities, community parks, child day-cares, seniors' activity centres, facilities for the disabled and community resource centres.

One application intake is held each year. In 2007–2008, the program received a higher than average 492 applications seeking funding assistance with over \$40.6 million in projects. The program's availability and the application deadline are publicized through:

- Government of Manitoba Internet website
- Press releases sent to all Manitoba daily, weekly, monthly and ethnic newspapers and newsletters
- Direct mailings to all municipal and Community Council Mayors, Reeves and CAOs, First Nation Chiefs, Recreation Directors and Recreation Commission Chairpersons
- Direct mailings to umbrella organizations representing non-profit, ethnic, cultural, arts, seniors, sport, social service and recreation/wellness sub-organizations

Application forms are mailed to those requesting them and the forms are made available in the Community Places office, as well as in the department's six regional offices and are downloadable from the department's Internet website. Assistance in completing the forms and in fulfilling documentation requirements is available through these offices. Applications are assessed and prioritized against program criteria by program and regional staff.

In 2007–2008, 300 applications were approved for grant assistance totalling \$3.0 million. The value of local investment contributed to the approved projects was \$89.9 million. A total of 3,000 construction jobs involving 15,000 work-weeks of employment are expected to be created once all of the projects are completed.

Application assessment mechanisms give priority to projects located in neighbourhoods with higher than provincial average unemployment and lower than provincial average per capita income levels.

Technical consultation services are provided by the program's Director and Facility Consultant, who assist community groups in the planning and development of facility projects. Consultations include: design advice, project and operating cost projections, information on regulatory requirements, provision of schematic sketches and assistance with the tendering and building trade contract process. In 2007–2008, staff, along with Regional Services partners provided face-to-face and on-site consultations to over 450 departmental clients. Staff visited over 500 project sites and provided project planning advice to improve the quality, economy and sustainability of our clients' projects.

Community Places provides front-line services in implementing Manitoba's Green Building Policy (MGBP) and

sustainable development goals by advising and guiding community organizations through the Green process. For example, CPP assisted the Humane Society to go beyond the basic requirements of the MGBP to achieve the Leadership in Energy and Environmental Design Gold standard for high-performance green buildings. In addition to Community Places on-site work, the program organized and facilitated 25 workshops and conferences where over 400 volunteers and staff from 250 non-profit organizations found ways to improve their project planning and grantsmanship. The program's on-site facility consultation service contributes benefits estimated at \$60.0 million annually by helping community planners find project efficiencies and cost reductions.

6(c) Community Places Program:

Expenditures by Sub-Appropriation	Actual 2007-2008 \$000	Estimate 2007-2008		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	2,481.3	-	2,500.0	(18.7)

Boards and Agencies

The boards and agencies listed below report to the Minister of Culture, Heritage, Tourism and Sport. Unless otherwise indicated, their annual reports are tabled separately in the Legislative Assembly.

Centre culturel franco-manitobain

The Centre responds to the cultural needs of Manitoba's French language community by providing cultural programs, services to artists and arts organizations and by maintaining a facility for cultural and social activities of the Francophone community. The organization's objectives are to maintain, encourage, support and sponsor, by all available means, all types of French language cultural activities and to make the French-Canadian culture accessible to all residents of the province.

Heritage Grants Advisory Council

The council makes recommendations to the Minister on the Heritage Grants Program in consideration of the needs of Manitobans to identify, protect and interpret the province's heritage. Application for funding under the Heritage Grants Program is open to any non-profit, incorporated community organization or local government. Their report is included in the Culture, Heritage and Recreation Programs division's report (page 20).

Manitoba Arts Council

The Manitoba Arts Council is an arm's-length agency of the province, established in 1965 "to promote the study, enjoyment, production and performance of works in the arts." The council makes awards to professional arts organizations and individuals in all art forms including arts education, literary arts, performing arts and visual arts. The council uses a peer assessment process in making awards, with artistic excellence as the main criterion for assessment.

Manitoba Centennial Centre Corporation

Operating under *The Manitoba Centennial Corporation Act*, the corporation is a Province of Manitoba Crown Corporation. It maintains and enhances the properties and facilities available to organizations and individuals involved in the visual and performing arts, including the Centennial Concert Hall, The Manitoba Museum and Planetarium, the Manitoba Theatre Centre, Warehouse Theatre, Artspace building and the Manitoba Production Centre.

Manitoba Film and Sound Recording Development Corporation

A statutory corporation proclaimed under *The Manitoba Film and Sound Recording Development Corporation Act*, the corporation fosters the growth of the film and sound recording industries in Manitoba and establishes programs designed to provide financial and other assistance to these industries.

Manitoba Film Classification Board

Under the authority of *The Amusements Act*, the board is empowered to classify, but not censor, film and videotapes intended for public exhibition and in-home use as well as regulate the sale or rental of computer and video games classified by the Entertainment Software Ratings Board. The board consists of a Presiding Member, Deputy Presiding Member and not fewer than 14 members at large, appointed by the Government. Their report is included in the Administration and Finance division's report (page 14).

Manitoba Heritage Council

The Heritage Resources Act provides for the establishment of the Manitoba Heritage Council as an advisory body providing impartial expertise on heritage matters brought to their attention, such as evaluations and recommendations on commemoration of people, events, places or designation of properties as having provincial heritage significance. Council recommendations, if accepted by the Minister, are implemented by the Historic Resources Branch and reported as part of the branch's annual report (page 24).

Sport Manitoba

Sport Manitoba is the lead planning, programming and funding agency for the development of amateur sport in Manitoba. The primary focus of Sport Manitoba is on athletes, coaches, officials and volunteers.

Sport Manitoba's annual report is available on their web site at http://www.sportmanitoba.ca/downloads/Annual_Report_2007.pdf.

Travel Manitoba

Travel Manitoba was created as a Crown agency on April 1, 2005 under *The Travel Manitoba Act* to foster development, growth and diversity in the tourism industry in Manitoba. Travel Manitoba is responsible for: marketing Manitoba as a desirable tourist destination, providing appropriate visitor and information services, stimulating the growth and competitiveness of the tourism industry and enhancing public awareness of tourism.

Venture Manitoba Tours Ltd.

Venture Manitoba Tours was established under *The Corporations Act* and manages the Falcon Lake Golf Course, which is owned by the Province. The corporation's financial statements are published in the province's Public Accounts and are reviewed by the Public Accounts Committee of the Legislature.

Financial Information Section

Manitoba Culture, Heritage, Tourism and Sport

Reconciliation Statement

(\$000)

Details	2007–2008 Estimates
2007–2008 Main Estimates	85,023.7
Main Estimates Authority Transferred From:	
- Enabling Appropriation for Translation Services	200.0
- Enabling Appropriation for Historic Places Initiative	516.5
- Enabling Appropriation for Internal Reform (for costs related to the 2010 Vancouver Olympics and the Canadian Human Rights Museum)	42,262.5
2007–2008 Estimates	128,002.7

Manitoba Culture, Heritage, Tourism and Sport

Expenditure Summary

for the fiscal year ended March 31, 2008

with comparative figures for the previous fiscal year

Estimate ^(a) 2007-2008 (\$000)	Appropriation	Actual 2007-2008 (\$000)	Actual 2006-2007 (\$000)	Increase (Decrease) (\$000)	Expl. No.
14-1 Administration and Finance					
31.0	(a) Minister's Salary	41.9	30.3	11.6	
	(b) Executive Support:				
538.4	Salaries and Employee Benefits	534.4	525.5	8.9	
58.0	Other Expenditures	57.4	58.0	(0.6)	
	(c) Financial and Administrative Services:				
1,585.8	Salaries and Employee Benefits	1,559.8	1,558.7	1.1	
389.1	Other Expenditures	354.2	363.0	(8.8)	
	(d) Manitoba Film Classification Board:				
232.3	Salaries and Employee Benefits	242.7	249.4	(6.7)	
312.5	Other Expenditures	312.3	286.3	26.0	
3,147.1	Total 14-1	3,102.7	3,071.2	31.5	

14-2 Culture, Heritage and Recreation Programs

	(a) Executive Administration				
404.7	Salaries and Employee Benefits	399.0	320.4	78.6	
1,784.7	Other Expenditures	1,811.7	71.4	1,740.3	1
	(b) Grants to Cultural Organizations - Operating				
11,349.8		11,671.8	11,089.1	582.7	2
8,661.4	(c) Manitoba Arts Council	8,661.4	8,461.4	200.0	1
413.7	(d) Heritage Grants Advisory Council	386.7	400.5	(13.8)	
	(e) Arts Branch:				
632.2	Salaries and Employee Benefits	660.6	600.4	60.2	
180.2	Other Expenditures	179.5	219.1	(39.6)	
3,535.7	Film and Sound Development	3,535.7	3,360.7	175.0	
3,359.0	Grant Assistance	3,315.6	3,353.1	(37.5)	
	(f) Public Library Services:				
940.3	Salaries and Employee Benefits	928.6	830.5	98.1	
824.8	Other Expenditures	827.0	794.6	32.4	
5,138.2	Grant Assistance	5,137.2	5,149.8	(12.6)	

Manitoba Culture, Heritage, Tourism and Sport

Expenditure Summary

for the fiscal year ended March 31, 2008

with comparative figures for the previous fiscal year

Estimate ^(a) 2007-2008 (\$000)	Appropriation	Actual 2007-2008 (\$000)	Actual 2006-2007 (\$000)	Increase (Decrease) (\$000)	Expl. No.
14-2 Culture, Heritage and Recreation Programs (cont'd)					
	(g) Historic Resources:				
1,470.7	Salaries and Employee Benefits	1,434.9	1,410.1	24.8	
788.4	Other Expenditures	768.4	804.6	(36.2)	
1,007.9	Grant Assistance	1,007.9	948.1	59.8	
	(h) Recreation and Regional Services:				
1,723.8	Salaries and Employee Benefits	1,674.6	1,642.2	32.4	
484.2	Other Expenditures	460.0	553.8	(93.8)	
4,849.6	Grant Assistance	4,817.8	4,710.3	107.5	
(200.0)	Less: Recoverable from Other Appropriations	(200.0)	(250.0)	50.0	
47,349.3	Total 14-2	47,478.4	44,470.1	3,008.3	

14-3 Information Resources

	(a) Communication Services Manitoba				
3,904.0	Salaries and Employee Benefits	3,940.8	3,840.1	100.7	
1,257.1	Other Expenditures	1,077.6	1,132.1	(54.5)	
1,966.5	Public Sector Advertising	1,936.4	1,957.1	(20.7)	
(2,675.3)	Less: Recoverable from Other Appropriations	(2,698.5)	(2,711.6)	13.1	
	(b) Translation Services				
1,602.9	Salaries and Employee Benefits	1,668.6	1,596.2	72.4	
686.1	Other Expenditures	752.8	745.2	7.6	3
(289.7)	Less: Recoverable from Other Appropriations	(274.4)	(283.8)	9.4	

Manitoba Culture, Heritage, Tourism and Sport

Expenditure Summary

for the fiscal year ended March 31, 2008

with comparative figures for the previous fiscal year

Estimate ^(a) 2007-2008 (\$000)	Appropriation	Actual 2007-2008 (\$000)	Actual 2006-2007 (\$000)	Increase (Decrease) (\$000)	Expl. No.
Information Resources (con't)					
(c) Archives of Manitoba					
2,762.1	Salaries and Employee Benefits	2,599.0	2,661.7	(62.7)	
2,041.4	Other Expenditures	2,029.1	2,031.8	(2.7)	
(459.1)	Less: Recoverable from Other Appropriations	(514.3)	(486.4)	(27.9)	
(d) Legislative Library					
900.7	Salaries and Employee Benefits	943.7	850.9	92.8	
659.9	Other Expenditures	634.5	606.8	27.7	
12,356.6	Total 14-3	12,095.3	11,940.1	155.2	
14-4 Tourism and Sport					
(a) Travel Manitoba					
7,844.3	Grant Assistance	7,844.3	7,476.6	367.7	1
(500.0)	Less: Recoverable from Other Appropriations	(500.0)	(500.0)	-	
(b) Tourism Secretariat					
277.1	Salaries and Employee Benefits	276.9	268.5	8.4	
614.0	Other Expenditures	379.0	552.6	(173.6)	
480.0	Grant Assistance	470.0	347.0	123.0	
(c) Sport Manitoba					
11,645.0	Grant Assistance	11,645.0	10,970.0	675.0	1
(d) Sport Secretariat					
184.3	Salaries and Employee Benefits	220.6	174.7	45.9	
74.0	Other Expenditures	80.5	64.6	15.9	
228.4	Grant Assistance	212.4	225.7	(13.3)	
20,847.1	Total 14-4	20,628.7	19,579.7	1,049.0	

Manitoba Culture, Heritage, Tourism and Sport

Expenditure Summary

for the fiscal year ended March 31, 2008

with comparative figures for the previous fiscal year

Estimate ^(a) 2007-2008 (\$000)	Appropriation	Actual 2007-2008 (\$000)	Actual 2006-2007 (\$000)	Increase (Decrease) (\$000)	Expl. No.
14-5 Capital Grants					
40,925.0	(a) Cultural Organizations	39,722.4	899.5	38,822.9	4
210.0	(b) Heritage Buildings	210.0	210.0	-	
2,500.0	(c) Community Places	2,481.3	2,174.4	306.9	5
43,635.0	Total 14-5	42,413.7	3,283.9	39,129.8	
14-6 Amortization and Other Costs Related to Capital Assets					
160.1	(a) Desktop Services	160.6	161.0	(0.4)	
357.5	(b) Amortization Expense	365.3	275.6	89.7	6
150.0	(c) Interest Expense	147.3	116.4	30.9	6
667.6	Total 14-6	673.2	553.0	120.2	
128,002.7	TOTAL EXPENDITURES 14	126,392.0	82,898.0	43,494.0	

Explanations:

- 1 Reflects funding approved for the 2010 Manitoba Olympics Secretariat and the Vancouver Organizing Committee.
- 2 Reflects funding approved for the Winnipeg Symphony Orchestra in 2007-2008.
- 3 Reflects increased volumes of services delivered to Crown Corporations in 2007-2008.
- 4 Reflects funding approved for the Province's contribution to the Canadian Human Rights Museum.
- 5 Reflects increase in claims received for projects approved in prior years.
- 6 Reflects increased amortization and interest charges relating to new capital projects at the Manitoba Centennial Centre.

Note: (a) Estimate includes funds transferred from Enabling Vote as indicated in the Reconciliation Statement on page 44

Manitoba Culture, Heritage, Tourism and Sport Revenue Summary by Source

for the fiscal year ended March 31, 2008

with comparative figures for the previous fiscal year

Actual 2006–2007 (\$000)	Actual 2007–2008 (\$000)	Increase (Decrease) (\$000)	Source	Actual 2007–2008 (\$000)	Estimate 2007–2008 (\$000)	Variance (\$000)	Expl. No.
Current Operating Programs:							
Other Revenue:							
700.5	811.2	110.7	Hudson's Bay History Foundation	811.2	888.6	(77.4)	
303.4	254.0	(49.4)	Information Resources Fees	254.0	285.9	(31.9)	
700.5	736.6	36.1	Manitoba Film Classification Board Fees	736.6	570.0	166.6	1
336.8	343.6	6.8	Archives of Manitoba Fees	343.6	328.2	15.4	
331.1	310.0	(21.1)	Statutory Publication Fees	310.0	388.5	(78.5)	
195.5	174.4	(21.1)	Translation Services Fees	174.4	106.8	67.6	2
5.2	3.3	(1.9)	Sundry	3.3	2.9	0.4	
2,573.0	2,633.1	60.1	Total - Other Revenue	2,633.1	2,570.9	62.2	
Government of Canada:							
501.1	516.5	15.4	Historic Places Initiative	516.5	388.6	127.9	3
77.1	77.1	-	Official Languages in Education	77.1	77.1	-	
578.2	593.6	15.4	Total - Government of Canada	593.6	465.7	127.9	
TOTAL REVENUE - CURRENT							
3,151.2	3,226.7	75.5	OPERATING PROGRAMS - 14	3,226.7	3,036.6	190.1	

Explanations:

- 1 Reflects increased volumes of film submitted for classification.
- 2 Reflects increased volume of translation services requested by Crown Corporations and Special Operating Agencies.
- 3 Reflects carry over of approved 2006–2007 HPI funding from the Government of Canada.

Historical Information

Manitoba Culture, Heritage, Tourism and Sport Five-Year Expenditure and Staffing Summary

for years ending March 31, 2004 to March 31, 2008
(\$000)

APPROPRIATION		ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES*									
		2003-2004		2004-2005		2005-2006		2006-2007		2007-2008	
		FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
14-1	Administration and Finance	42.00	2,851.5	39.00	2,821.8	38.60	2,848.7	36.60	3,071.2	36.60	3,102.7
14-2	Culture, Heritage and Recreation Programs	90.85	40,824.7	86.75	41,594.6	85.05	43,414.8	88.05	44,470.1	88.05	47,478.4
14-3	Information Resources	158.50	11,227.9	154.50	11,305.7	153.10	11,903.7	153.10	11,940.1	153.10	12,095.3
14-4	Tourism and Sport	39.41	18,772.7	37.41	19,347.2	5.00	19,271.8	5.50	19,579.7	5.50	20,628.7
14-5	Capital Grants		3,601.8		3,025.5		3,574.9		3,283.9		42,413.7
14-6	Amortization		285.3		457.3		569.8		553.0		673.2
TOTAL		330.76	77,563.9	317.66	78,552.1	281.75	81,583.7	283.25	82,898.0	283.25	126,392.0

* Adjusted figures reflect historical data on a comparison basis in those appropriations affected by a re-organization during the years under review

Performance Measures

The following section provides information on key performance measures for the department for the 2007–2008 reporting year. This is the third year in which all Government of Manitoba departments have included a Performance Measurement section, in a standardized format, in their Annual Reports.

Performance indicators in departmental Annual Reports are intended to complement financial results and provide Manitobans with meaningful and useful information about government activities, and their impact on the province and its citizens.

For more information on performance reporting and the Manitoba government, visit www.manitoba.ca/performance.

Your comments on performance measures are valuable to us. You can send comments or questions to mbperformance@gov.mb.ca.

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2007–2008 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
1. The amount of film production activity in Manitoba, using data generated by the Manitoba Film & Sound Recording Development Corporation.	Globally, the arts and entertainment industry is one of the fastest growing in the world. The film industry, in particular, generates high levels of employment in relation to the dollars invested, raises Manitoba's national and international profile, and attracts off-shore investment into the province.	In 2000, the level of film production in Manitoba was just over \$50 million.	In 2007, Manitoba's film industry recorded \$123.4 million in production activity.	The department's projected target of \$100 million in production activity was achieved in 2003, followed by \$110 million in 2004, \$124 million in 2005, \$114 million in 2006 and \$123.4 million in 2007. While a record level of \$124 million was set in 2005, outcomes indicate that production volumes continue to increase overall.	Concerns that changes in the value of the Canadian dollar would have a negative effect on 2007 production volumes in Manitoba appear to have been allayed. For 2008 offshore/co-production and indigenous production levels could be impacted by an emerging actor's strike in the U.S.

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2007–2008 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>2. The size of Manitoba's tourism industry by tracking Statistics Canada data on the amount of annual tourist spending and the number of person-days of tourist visits in Manitoba. The data is synthesized with industry growth percentages calculated by the Conference Board of Canada.</p>	<p>The tourism industry has a direct and immediate impact on the Province's balance of trade. A strong industry has the potential to attract off-shore dollars into Manitoba and keep Manitoba dollars at home.</p>	<p>In 2000, the number of person-days of tourism visits to Manitoba totalled 3.9 million. Tourism and travel expenditures in Manitoba totalled \$1.19 billion.</p>	<p>In 2006, the number of person-days of tourism visits in Manitoba totalled 7.7 million. Total tourism and travel expenditures in Manitoba were estimated to be over \$1.5 billion.</p>	<p>Annual tourist visitation and spending is increasing. From 2000 to 2004, visitation increased to 5 million person-days and tourism expenditures to \$1.42 billion; 2006 saw continued growth in both visitation and spending. Tourism is the world's largest peacetime industry. Globally, the industry continues to grow at a rapid rate. Since 9/11, however, U.S. tourists have increasingly been staying at home: border security issues, rising fuel costs and fluctuating currency exchange rates challenge Canada's ability to attract U.S. tourists. While tourism travel by Canadians within Canada and from overseas continues to grow, U.S. visits to Canada are declining.</p>	<p>Baseline data comparable to 2000 was provided by Statistics Canada until 2004. Changes to their methodology for 2005 and beyond mean that direct comparison of Statistics Canada figures for 2005 and beyond is no longer possible. Instead, tourism industry growth tracked by the Conference Board of Canada on a year over year basis has been applied, using Statistics Canada's 2004 data. Future Stats Canada data will include only in-bound tourism expenditures.</p>

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2007–2008 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
3. The economic impact, number, size and profile of regional, national and international sports events hosted in Manitoba.	The benefits gained from hosting sports events in Manitoba include development of Manitoba coaches and athletes, positive economic impact for communities, and a heightened profile for the province.	In 2005–2006 Manitoba hosted 38 regional, national and international sports championships, resulting in over 33,000 overnight stays by participants and spectators attending amateur sports events in Manitoba. Over 18,000 overnight stays were by out-of-province spectators.	In 2007–2008, Manitoba hosted 33 regional, national and international events, resulting in approximately 26,500 overnight stays, including approximately 10,000 overnight stays by out-of-province spectators attending these events.	Total overnight and out-of-province stays decreased in 2007–2008, due largely to Manitoba’s hosting of the Canada Senior Games and the Special Olympics Canada Summer Games in 2006.	The benefits vary by type of event. Single sport competitions have significant developmental benefits for young athletes and coaches. Multi-sport games and international championships generate a heightened national and international profile for the province. Participation tournaments for children and seniors create a high economic impact.
4. The physical activity levels of Manitobans by tracking the percentage of Manitobans who are physically active against previous trends.	Physical activity is a significant factor contributing to personal health.	In 1994, the percentage of Manitobans who reported their physical activity level as follows: - Active: 19% - Moderately active: 24% - Inactive: 51%	The most recent available data are from 2007: - Active: 28% - Moderately active: 24% - Inactive: 46% Source: The Canadian Community Health Survey. 2008 survey results are not yet available from Statistics Canada.	There is a trend toward greater physical activity.	Data on physical activity are self-reported by Manitobans to Statistics Canada.

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2007–2008 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>5. Amateur sport participation, using data provided through provincial sport organizations' annual reports.</p>	<p>Beyond the health benefits of regular physical activity, participation in sport builds self-discipline, self-esteem, self-motivation, cooperation and teamwork, and contributes to a stronger sense of community.</p>	<p>In 2005–2006, approximately 300,238 Manitobans were registered in amateur sport programs.</p>	<p>In 2007–2008, approximately 276,000 Manitobans were registered in amateur sport programs.</p>	<p>Between 2005–2006 and 2006–2007 participation rates decreased to 275,000, then increased to 276,000 in 2007–2008. The decrease was a result of improved measuring and of memberships not being counted for one sport that was suspended for 2006–2007. That aside, Sport Manitoba notes that amateur participation levels are generally stable.</p>	<p>In addition to the intrinsic benefits, the importance of amateur sport participation is linked to two emerging considerations:</p> <p>(1) The need to increase physical activity levels among Canadians; and</p> <p>(2) A renewed national priority on Canada's performance at the Olympic Games.</p>
<p>6. Access to public library services, utilizing data collected by the department's Public Library Services (PLS) Branch on the percentage of Manitobans with access to library services.</p>	<p>Libraries are local gateways to knowledge and provide a basic condition for lifelong learning, independent decision-making and cultural development of individuals and community groups. Access to library services is a basic determinant of library use.</p>	<p>In 2004, 84% of Manitobans had access to library services, compared to a national average of 95%.</p>	<p>In 2008, 89% of Manitobans have access to library services due to an increase in municipal library establishments.</p>	<p>Increased establishments in rural municipalities and partnership agreements with existing regional and municipal library systems are increasing the percentage of Manitobans with access to library services. Between 2004 and 2006, access increased from 84% to 86% and has now reached 89%.</p>	<p>PLS has completed Year One of the Public Libraries Review Implementation Plan, which has featured increased library access, service to First Nations, increased funding support, new electronic formats and review of programs.</p>

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2007–2008 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>7. The number of visits to Manitoba museums and archives, utilizing annual combined total person-visits to The Manitoba Museum, Signature Museums and the Archives of Manitoba.</p>	<p>This measure provides an indication of interest in and exposure to Manitoba's cultural and heritage assets. The benefits are that the value and significance of these assets are understood and appreciated by current generations and preserved and protected for future generations.</p>	<p>In 2004–2005, 689,759 person-visits were made to The Manitoba Museum (517,172), the Archives of Manitoba (7,189) and Signature Museums around the province (165,398).</p>	<p>Total visitation in 2006–2007 decreased by 20% since 2004–2005, to 549,194 person-visits to The Manitoba Museum (420,288), the Archives of Manitoba (5,928) and Signature Museums around the province (122,978).</p>	<p>Since 2004–2005 visitation rates have decreased. Declining personal visitation to archives corresponds to increased use of the internet. Declining visitation at The Manitoba Museum and Signature Museums corresponds to a general decline in U.S. tourism into Canada since 9/11, which has continued due to the high Canadian dollar, high gas prices, and confusion about border requirements.</p>	<p>The Manitoba Museum has launched a program to renew its displays and programs, to stimulate increased visitation from within and outside Manitoba. In 2007–2008 the Province is supporting renewal of the science centre gallery.</p> <p>Travel Manitoba is undertaking a multi-year strategy to reverse the downward trend in U.S. tourist traffic.</p> <p>Tracking of the use of the Provincial Archives continues to develop in response to evolving modes of delivery.</p>

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2007–2008 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>8. The number of Manitoba coaches/officials and athletes chosen to participate in national and international competitions.</p>	<p>Through Sport Manitoba, government is making significant ongoing investments in developing Manitoba's coaches and officials. Selection to coach or officiate at national and international competitions is an indicator of success of Sport Manitoba's development programs.</p>	<p>In 2005–2006, 20 officials, 15 coaches, and over 280 athletes and teams from Manitoba represented Canada at international events or were identified as the top four in their category in Canada.</p>	<p>In 2007–2008, 106 officials, 55 coaches and 293 athletes and teams from Manitoba represented Canada at international events or were identified as top four in their category in Canada.</p>	<p>There was a considerable increase in all measurements in 2006–2007, and a further upward trend in some of the data for 2007–2008, but there have not been enough years of data-gathering to indicate whether these are normal year-to-year fluctuations or longer term trends.</p>	<p>Coach and officials development is essential to the continuum of athlete development — from grassroots participation through to elite competition. Senior level coaches and officials are important mentors and advocates for effective sport development.</p>

The Public Interest Disclosure (Whistleblower Protection) Act

The Public Interest Disclosure (Whistleblower Protection) Act came into effect in April 2007. This law gives employees a clear process for disclosing concerns about significant and serious matters (wrongdoing) in the Manitoba public service, and strengthens protection from reprisal. The Act builds on protections already in place under other statutes, as well as collective bargaining rights, policies, practices and processes in the Manitoba public service.

Wrongdoing under the Act may be: contravention of federal or provincial legislation; an act or omission that endangers public safety, public health or the environment; gross mismanagement; or knowingly directing or counseling a person to commit a wrongdoing. The Act is not intended to deal with routine operational or administrative matters.

A disclosure made by an employee in good faith, in accordance with the Act, and with a reasonable belief that wrongdoing has been or is about to be committed is considered to be a disclosure under the Act, whether or not the subject matter constitutes wrongdoing. All disclosures receive careful and thorough review to determine if action is required under the Act, and must be reported in a department's annual report in accordance with Section 18 of the Act.

The following is a summary of disclosures received by Manitoba Culture, Heritage, Tourism and Sport for fiscal year 2007–2008:

Information Required Annually (per Section 18 of The Act)	Fiscal Year 2007–2008
The number of disclosures received, and the number acted on and not acted on. <i>Subsection 18(2)(a)</i>	NIL
The number of investigations commenced as a result of a disclosure. <i>Subsection 18(2)(b)</i>	NIL
In the case of an investigation that results in a finding of wrongdoing, a description of the wrongdoing and any recommendations or corrective actions taken in relation to the wrongdoing, or the reasons why no corrective action was taken. <i>Subsection 18(2)(c)</i>	NIL