



# **Manitoba Culture, Heritage and Tourism**

**Annual Report  
2009–2010**



His Honour the Honourable Philip S. Lee, C.M., O.M.  
Lieutenant-Governor of Manitoba  
Room 235, Legislative Building  
Winnipeg, MB 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 and Tourism for the fiscal year ending March 31, 2010.

Respectfully submitted,

*"Original Signed By Flor Marcelino"*

Honourable Flor Marcelino  
Minister of Culture, Heritage and Tourism







## Culture, Heritage and Tourism

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Honourable Flor Marcelino  
Minister of Culture, Heritage and Tourism

Dear Minister Marcelino:

I have the honour of submitting for your approval the 2009–2010 Annual Report for Manitoba Culture, Heritage and Tourism.

The department had lead responsibility for Manitoba's participation in the 2010 Olympic and Paralympic Games in Vancouver. Staff oversaw the development, construction and operation of the award-winning Manitoba pavilion (CentrePlace) that drew 120,000 people. Manitoba's partnership exhibit with the Canadian Museum for Human Rights generated substantial awareness for the Museum. Other Olympics initiatives supported by the department included the Olympic Torch Relay through 33 communities, representation of Manitoba artists in the Cultural Olympiad, Place de la Francophonie, the Manitoba Day Victory Celebration concert, and the Aboriginal Youth Gathering.

In January, the year-long Manitoba Homecoming 2010 initiative was launched, inviting Manitobans and former Manitobans to celebrate all the great events, activities and attractions our province has to offer.

In February, the department hosted a province-wide ecotourism conference featuring presentations by a range of experienced ecotourism operators and highlighting best practices in sustainable tourism. Department staff undertook community consultations and other preparatory work toward construction of a new Aboriginal interpretive centre near the Hollow Water First Nation; partnered in the development and enhancement of several wildlife viewing sites; finalized sites along Manitoba's portion of the 800 km International Birding Trail shared with the State of Minnesota; and designated two new Manitoba Star Attractions: Fort Dauphin Museum and South Beach Casino & Resort.

To stimulate the film and television production industry during the global economic downturn, Manitoba provided an additional \$1.5 million in Equity Investment Funds to the Manitoba Film and Sound Recording Corporation. Manitoba also supported the Western Canada Music Awards in Brandon, featuring industry events, workshops and public performances.

Funding was provided to Les Éditions des Plaines, Manitoba's largest francophone publisher, to aggressively digitize its backlist, enabling them to become the first Canadian publisher with books available through the Print on Demand (PoD) service of Amazon.com.

Through the Ethnocultural Community Support Program, the department supported 81 community projects. In addition, the department coordinated the Welcoming Communities Manitoba Initiative and provided financial support to 13 anti-racism/diversity projects; completed Phase 1 of the Welcoming Communities Manitoba website; developed content for Phase 2 of the Diversity Awareness Module for Newcomers; completed the printing of *Volume 1 – Manitoba's Foreign-born Population* of the Ethnicity Series; supported several ethnocultural community organizations to host activities recognizing the annual International Day for the Elimination of Racial Discrimination; and coordinated and hosted two Citizenship Courts to welcome a total of 60 new Canadian citizens to Manitoba.

Progress continues on implementing recommendations of *Reaching Our Vision: Providing High Quality, Sustainable Public Library Services for all Manitobans*. Grants totaling \$5.7 million were provided to Manitoba's libraries, and public library services were established in the First Nation community of Norway House, in the RM of Thompson and in the community of Victoria Beach.

During 2009 –2010, in cooperation with the Manitoba Librarians' Advisory Groups, a draft library standards document was created; a new online statistical management was launched to facilitate transition of annual library statistics publications to web access; and eLibraries Manitoba was expanded to over 10,000 titles.

The department has launched its sixth web exhibit on "Rearview Manitoba", featuring William H. Cockburn and posted three new publications on the Historic Resources website to assist heritage building owners in conserving their properties: *Make it Work: Sustainability for Historic Places*, *The Green Guide to Heritage Conservation*, and *Guidelines for the Repair or Replacement of Heritage Windows*.

Staff supported the development of new legislation to create the Upper Fort Garry Heritage Provincial Park as well as assisting the Friends of Upper Fort Garry with a business plan, land assembly and ownership issues, and ensuring the protection of heritage resources during the demolition of buildings located on the site.

In partnership with the J.M. Kaplan Fund (New York) and the Thomas Sill Foundation (Winnipeg), the Manitoba Prairie Churches Project and the Manitoba Prairie Icons Project was extended to the end of 2010, providing an additional \$66.4 in non-government restoration funding for sites in small towns and rural Manitoba. The 140-year-old Christ Church Anglican located at Sagkeeng First Nation, one of the earliest remaining structures associated with Manitoba's early fur trade history (Fort Alexander), received provincial site designation.

The department supported the opening of two new exhibits: The Manitoba Museum - Cretaceous Life, and Ancient Seas. Staff worked with community and government partners to secure stimulus funding for the Manitoba Children's Museum, Manitoba Centennial Centre Corporation, Winnipeg Art Gallery, Western Manitoba Centennial Auditorium and Winnipeg Folk Festival.

Revised legislation governing the Centre culturel franco-manitobain (CCFM) was proclaimed in June 2009. The CCFM is home to numerous franco-manitoban cultural groups, including the Cercle Molière. Department staff assisted community members in successfully building the new \$9.7 million, LEED Silver Cercle Molière theatre on the CCFM grounds. The theatre will open in June 2010.

The department has taken several measures to make the information it holds more readily accessible within government and to the public. This included training for government staff on the efficient use of the Virtual Reference Desk website; providing access to government employees and external suppliers to Translation Services online database of official Manitoba government terms and equivalents; participating in Doors Open Winnipeg that offered tours of historical collections; special print and electronic exhibitions with regard to buildings in and around Winnipeg; and posting a weekly list of FIPPA applications received by government departments on the website.

These highlights provide a glimpse of the scope and diversity of the work undertaken by Manitoba Culture, Heritage and Tourism in 2009–2010.

Respectfully submitted,

"Original Signed By Sandra Hardy"

Sandra Hardy  
Deputy Minister of Culture, Heritage and Tourism





## Culture, Patrimoine et Tourisme

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Madame Flor Marcelino  
Ministre de la Culture, du Patrimoine et du Tourisme

Madame la Ministre,

J'ai l'honneur de vous présenter, en vue de son approbation, le rapport annuel du ministère de la Culture, du Patrimoine et du Tourisme pour l'exercice 2009-2010.

Le ministère a assumé la responsabilité principale concernant la participation du Manitoba aux Jeux olympiques et paralympiques de Vancouver 2010. Le personnel du ministère a supervisé la conception, la construction et l'exploitation de CentrePlace Manitoba, un pavillon présenté qui a attiré 120 000 personnes. L'exposition présentée conjointement avec le Musée canadien des droits de la personne a permis d'informer un grand nombre de gens au sujet du musée. Parmi les autres initiatives olympiques soutenues par le ministère, notons : le relais de la flamme olympique dans 33 collectivités, la représentation d'artistes manitobains à l'Olympiade culturelle, la Place de la Francophonie, le concert de la journée du Manitoba et de la cérémonie de remise des médailles, et le rassemblement des jeunes autochtones.

En janvier a eu lieu le lancement de Retrouvailles Manitoba 2010, une initiative d'une durée d'un an qui invite les Manitobains et anciens résidents de la province à célébrer les manifestations, activités et attractions du Manitoba.

En février, le ministère a organisé une conférence sur l'écotourisme donné dans l'ensemble de la province. Celle-ci offrait des présentations par une vaste gamme de voyagistes expérimentés spécialisés en écotourisme et soulignait les pratiques exemplaires en matière de tourisme durable. Le personnel du ministère a organisé des consultations publiques et s'est occupé d'autres préparatifs concernant la construction d'un centre d'interprétation autochtone près de la Première nation de Hollow Water; a participé à l'élaboration et à l'amélioration de différents sites d'observation de la faune; a travaillé à la finalisation des sites dans la partie manitobaine des 800 kilomètres du sentier international d'observation d'oiseaux partagé avec le Minnesota; et a désigné deux nouveaux lieux comme Attraction étoile du Manitoba : le Fort Dauphin Museum et le centre de villégiature et casino de South Beach.

Afin de stimuler l'industrie de la production cinématographique et télévisée pendant le ralentissement économique mondial, le Manitoba a fourni 1,5 million de dollars additionnels en fonds de placement en actions à la Société manitobaine de développement de l'enregistrement cinématographique et sonore. Le Manitoba a aussi appuyé la cérémonie des Western Canadian Music Awards, qui met en vedette des événements de l'industrie, des ateliers et des prestations publiques.

Des fonds ont été alloués à la plus grande maison d'édition francophone du Manitoba, Les Éditions des Plaines, pour qu'elle procède activement à la numérisation de ses ouvrages de fonds et devienne la première maison d'édition canadienne à faire des ouvrages sur le service Print on Demand (PoD) d'Amazon.com.

Le ministère a appuyé 81 projets communautaires dans le cadre du Programme de soutien aux communautés et culturelles. De plus, il a coordonné l'Initiative de développement de collectivités accueillantes au Manitoba et a fourni un soutien financier à 13 projets de diversité ou de lutte contre le racisme; terminé la première étape du site Web de l'Initiative de développement de collectivités accueillantes au Manitoba; a préparé le contenu du deuxième volet du module de sensibilisation à la

diversité à l'intention des nouveaux arrivants; a publié le premier volume de la Série sur l'ethnicité, *Population manitobaine née à l'étranger*; a aidé plusieurs organismes communautaires ethnoculturels à organiser des activités de célébration de la Journée internationale pour l'élimination de la discrimination raciale; et a coordonné et organisé deux cérémonies de la citoyenneté pour accueillir 60 nouveaux citoyens canadiens au Manitoba.

Le ministère poursuit la mise en œuvre des recommandations du rapport *Réaliser notre vision – Offrir des services de bibliothèques publiques viables et de haute qualité à l'ensemble des Manitobains et Manitobaines*. A total, 5,7 millions de dollars ont été versés en subventions aux bibliothèques du Manitoba, et des services de bibliothèques publics ont été mis en place dans la collectivité de la Première nation de Norway House, dans la municipalité rurale de Thompson et dans la collectivité de Victoria Beach.

Pendant l'exercice 2009-2010, le personnel du ministère a rédigé un document provisoire sur les normes de bibliothèque en collaboration avec les groupes consultatifs sur les bibliothèques publiques; a lancé un système de gestion des statistiques en ligne afin de faciliter la transition des publications statistiques annuelles des bibliothèques vers un système d'accès en ligne; et a élargi le service eLibraries Manitoba à plus de 10 000 titres.

Le ministère a lancé sa sixième exposition Web sur « Le Manitoba : Un regard en arrière », mettant en vedette William H. Cockburn, et a publié trois nouveaux ouvrages sur le site Web des Ressources historiques pour aider les propriétaires de bâtiments du patrimoine à conserver ces bâtiments : *Ça va marcher : Manuel pour la viabilité des lieux patrimoniaux*, *Votre guide vert pour la conservation du patrimoine* et *Lignes directrices pour la réparation ou le remplacement des fenêtres de bâtiments historiques*.

Le personnel a contribué à l'élaboration de nouvelles mesures législatives pour la création du parc provincial du patrimoine d'Upper Fort Garry, a aidé l'organisme Friends of Upper Fort Garry relativement aux questions de plan d'entreprise, de remembrement et de propriété, et a assuré la protection des richesses du patrimoine lors de la démolition des bâtiments situés sur le site.

Un partenariat avec le J.M. Kaplan Fund (New York) et la Thomas Sill Foundation (Winnipeg) a permis de prolonger le Manitoba Prairie Churches Project et le Manitoba Prairie Icons Project jusqu'à la fin de 2010, fournissant 66 400 \$ additionnels de sources non gouvernementales pour la restauration de sites dans les petites villes et les régions rurales du Manitoba. La Christ Church Anglican a été désignée site provincial du patrimoine. Cette église de 140 ans, située dans la Première nation de Sagkeeng, est l'une des plus anciennes structures restantes associées à l'histoire du commerce de la fourrure du Manitoba (Fort Alexander).

Le ministère a soutenu l'ouverture de deux expositions au Musée du Manitoba : Cretaceous Life and Ancient Seas. Le personnel du ministère s'est joint à des partenaires communautaires et gouvernementaux pour assurer l'allocation de fonds de stimulation au Manitoba Children's Museum, à la Société du Centenaire du Manitoba, au Musée des beaux-arts de Winnipeg, au Western Manitoba Centennial Auditorium et au Winnipeg Folk Festival.

Les dispositions législatives réalisées qui régissent le Centre culturel franco-manitobain ont été proclamées en juin 2009. Le Centre abrite de nombreux groupes culturels franco-manitobains, y compris le Cercle Molière. Le personnel du ministère a aidé les membres de la communauté pour la construction du nouveau théâtre du Cercle Molière. Celui-ci, érigé au coût de 9,7 millions de dollars et certifié LEED au niveau argent, ouvrira ses portes en juin 2010.

Le ministère a adopté plusieurs mesures afin de faciliter l'accès pour les fonctionnaires et le public à l'information qu'ils étaient. Ces mesures comprennent des séances de formation à l'intention des fonctionnaires sur l'utilisation efficace du site Web du bureau de renseignements virtuel; l'accès pour les fonctionnaires et les fournisseurs externes à la base de données en ligne du Service de traduction, qui contient les termes officiels du gouvernement et leurs équivalents; les activités Portes ouvertes Winnipeg,

qui offrent des visites des collections historiques; des expositions spéciales sous forme imprimée et électronique au sujet des bâtiments de Winnipeg et ses environs; et la publication en ligne de la liste hebdomadaire des demandes de communication faites aux différents ministères en vertu de la Loi sur l'accès à l'information et la protection de la vie privée.

Ces points saillants offrent une vue d'ensemble de l'étendue et de la diversité des activités entreprises par le ministère de la Culture, du Patrimoine et du Tourisme au cours de l'exercice 2009-2010.

Je vous prie d'agréer, Madame, l'assurance de ma haute considération.

La sous-ministre de la Culture,  
du Patrimoine et du Tourisme,

*"Original signé par Sandra Hardy"*

Sandra Hardy





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# **Introduction**

The Annual Report of the Department of Culture, Heritage and Tourism deals with the fiscal year ending March 31, 2010, 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 five divisions:

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

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, performance reporting, and a summary of disclosures received by the department.

## **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 excellence
- Provide effective leadership and support to corporate and departmental priorities

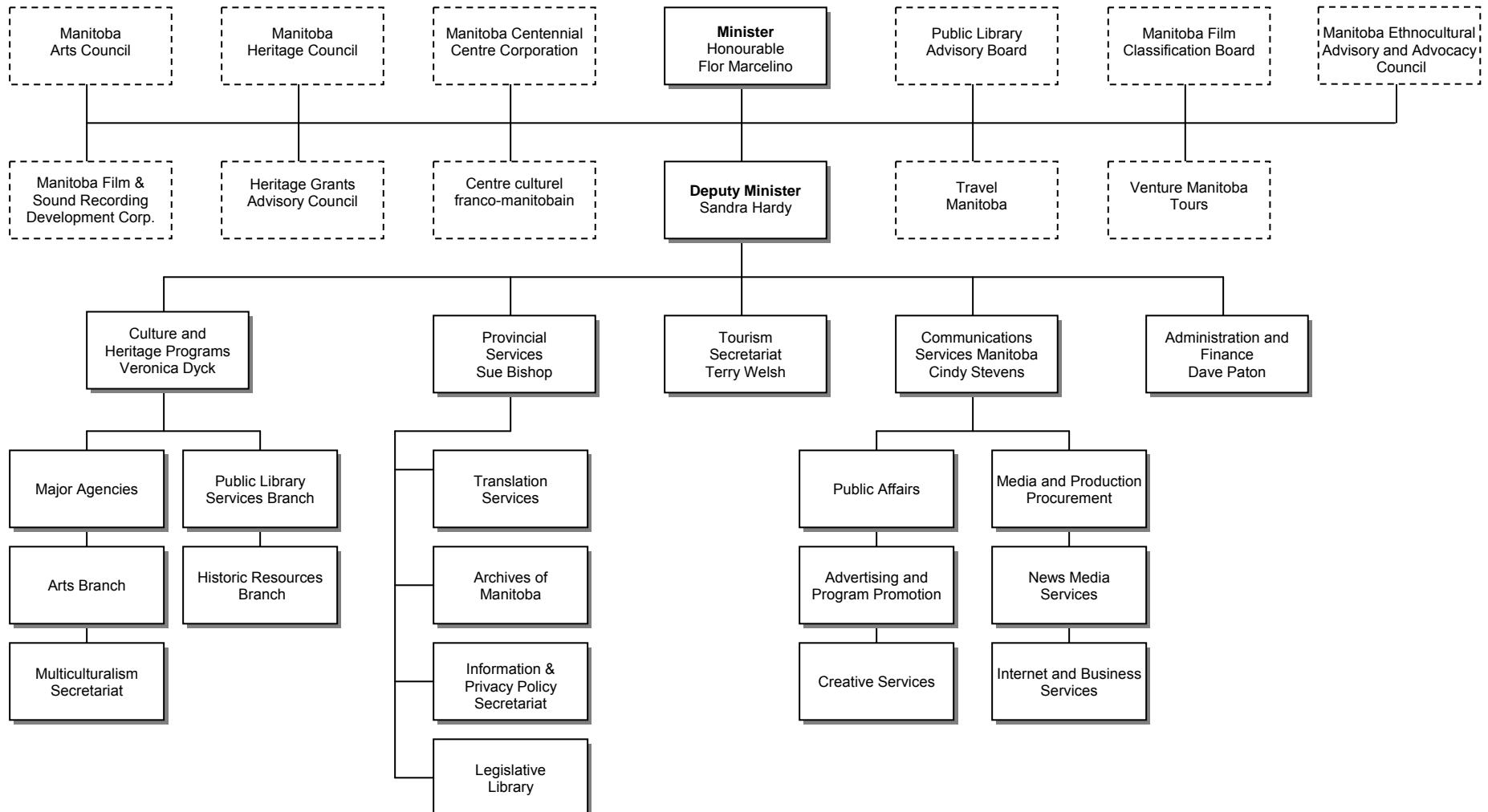
## **Expected Outcomes**

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 foster pride in diversity, encourage sustainability of inclusive communities, and 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 to excel at a national/international level
- Enhanced participation in corporate and departmental initiatives

# Culture, Heritage and Tourism Organizational Chart

March 31, 2010



## **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*
- Le Centre Culturel Franco-Manitobain Act*
- The Coat of Arms, Emblems and the Manitoba Tartan Act*
- 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 Income Tax Act (Section 10.4 – Manitoba Book Publishing Tax Credit)*
- The Legislative Library Act*
- The Manitoba Centennial Centre Corporation Act*
- The Manitoba Ethnocultural Advisory and Advocacy Council Act*
- The Manitoba Film and Sound Recording Development Corporation Act*
- The Manitoba Multiculturalism 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:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2009–2010 \$000</b>	<b>Estimate 2009–2010 FTE</b>	<b>Estimate 2009–2010 \$000</b>	<b>Variance Over(Under)</b>
Salaries	46	1.00	46	-
Total Expenditures	46	1.00	46	-

## **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 her 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:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2009–2010 \$000</b>	<b>Estimate 2009–2010 FTE</b>	<b>Estimate 2009–2010 \$000</b>	<b>Variance Over(Under)</b>
Salaries and Employee Benefits	570	9.00	595	(25)
Other Expenditures	53		53	-
Total Expenditures	623	9.00	648	(25)

# **Administration and Finance Division**

Administration and Finance assists the department in achieving its goals by providing services in support of 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 Business Transformation and 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, 2009 to December 2009, six requests were received by the department of which one was from a political party, three were from organizations/businesses and two were from private citizens. Further details are included in the Government's 2009 FIPPA Annual Report.

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 42 positions designated or 15 per cent of its staff.

The division also administers the Heritage Grants Program, which provides grants and technical assistance toward 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/DVDs and video games.

## **Financial and Administrative Services**

Financial and Administrative Services consists of four units: Management Services, Financial Services, Grants Administration and Information Technology Services. Collectively these units are responsible for promoting and supporting continuous improvement in program management, financial administration and operations productivity throughout the department.

The Management Services unit supports departmental planning processes, including business continuity planning. In addition to testing and updating of business continuity plans as required under *The Emergency Measures Act*, the department also developed pandemic-specific strategies in 2009–2010 for all critical functions to respond to the potential threat of the H1N1 influenza outbreak.

The unit also 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. The unit coordinates the preparation of the Department Plan, Budget, Estimates Supplement and Annual Report, including performance reporting, in accordance with Treasury Board guidelines. In addition, the unit also supports the preparation and review of over 287 submissions and contracts annually. Additionally, the unit is responsible for the preparation, communication and monitoring of the department's comptrollership plan.

The Financial Services unit coordinates preparation of the department's budget and provides central accounting, financial monitoring and reporting, and general operating and administrative support services monthly expenditure and variance reports, quarterly revenue statements and annual financial statements. Financial Services also provides management and financial reports that support the delivery of departmental programs and initiatives. The unit is responsible for the processing of the department's payment transactions,

including the department's centralized billings, as well as the preparation and approval of accounting adjustments.

The Grants Administration unit supports the administration and delivery of formula-based grant programs. It provides secretariat support to the Heritage Grants Advisory Council. In 2009–2010, the unit processed approximately 5,000 transactions which involved the generation of ministerial correspondence, documentation required to process cheques, approval, conveyance and follow-up letters. The branch also manages the Grants Management System which is a database that provides historical, financial, reporting and correspondence-generating capabilities.

The Information Technology Services unit promotes and supports the planning, implementation and project management of all information technology within the department. The branch supports business units from the conception of a business improvement opportunity or from the identification of a new or changed business requirement through implementation of an appropriate solution. The branch provides consultative services to senior management and business units; coordinates the preparation and execution of the department's annual Information Technology Plan; coordinates the acquisition, installation, security, maintenance and support of desktop computer-related activities; and works closely with the office of Business Transformation and Technology (BTT) to manage the delivery of central services application development, implementation and maintenance services.

In 2009–2010, the unit worked closely with BTT to coordinate and implement the printer refresh project, the Legislative Library's Digital Library application, enhancements to the Archives of Manitoba Keystone online catalogue, new Government Records management software, and new Translation Services software to enable clients to access information online. In addition, the unit worked with the department to gather and document business requirements for enhancements to the Boards Application to improve the management of board member appointments and to the Grants Management System to improve the efficiency of managing the department's grant programs.

## **Human Resource Services**

The branch provides human resource services to departmental management and staff of the departments of Culture, Heritage, and Tourism, Finance and its Special Operating Agency, Housing and Community Development, Innovation, Energy and Mines and its SOA, 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, employee and labour relations, pay and benefits administration. The departments also share resources for the branch management, and diversity program development.

### **Employment Equity Statistics as at Fiscal Year End**

CHT	2006–2007 Actual (%)	2007–2008 Actual (%)	2008–2009 Actual (%)	2009–2010 Actual (%)
Aboriginal	8.2	8.4	8.8	8.7
Women	70.5	69.3	69.5	72.6
Persons w Disability	3.6	3.1	3.2	3.3
Visible Minority	6.0	6.6	6.0	8.7

Specific activities of Human Resource Services for the department during 2009–2010 included:

- Coordinated the implementation of government-wide policies and initiatives, including: filling 13 positions through formal competitions and 12 positions through various direct appointments; maintaining payroll records for 275 employees, 16 students and 74 board members; and providing benefit information for 12 employee appointments; one death claim; and 21 retirements or preretirement planning.

- 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 and Tourism participated in the internship programs and leadership development programs offered through the Civil Service Commission.

**1(c) Financial and Administrative Services:**

Expenditures by Sub-Appropriation	Actual 2009–2010 \$000	FTE	Estimate 2009–2010 \$000	Variance Over(Under)
Salaries and Employee Benefits	1,402	17.10	1,392	10
Other Expenditures	304		302	2
Total Expenditures	1,706	17.10	1,694	12

## 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 governs, by regulation, the distribution, exhibition and presentation of film, video/DVDs and video games.

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	2009-2010	2008-2009	2007-2008
Film	615	643	637
Videos <sup>1</sup>	343	420	377
<b>Total Classified</b>	<b>958</b>	<b>1,063</b>	<b>1,014</b>

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

The resulting classifications of feature films were as follows:

<b>Feature Films</b>	<b>2009-2010</b>	<b>2008–2009</b>	<b>2007–2008</b>
General	35	31	32
Parental Guidance	84	86	77
14 Accompaniment	84	86	95
18 Accompaniment	23	30	36
Restricted	1	2	1
<b>Total</b>	<b>227</b>	<b>234</b>	<b>241</b>
Appeals	3	7*	0

\*5 overturned

Feature films country of origin 74% US, 17.2% Other countries, 8.5% Canadian

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

<b>Submissions</b>	<b>2009-2010</b>	<b>2008–2009</b>	<b>2007–2008</b>
Units received	4,373	6,678	7,613
Titles received	2,865	4,910	5,422

#### **Public Exhibition and In-Home Use Titles Classified<sup>2</sup>:**

	<b>2009-2010</b>	<b>2008–2009</b>	<b>2007–2008</b>
Permits Issued <sup>3</sup>	3,933	4,944	6,615
Classifications:			
General	682	670	1,117
Parental Guidance	1,262	1,574	2,047
14 Accompaniment	1,044	1,421	1,657
18 Accompaniment	287	418	439
Restricted	39	96	158
Adult	619	765	1,197
Classification to be determined (as of March 31)	68	18	137

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 issues 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:

	2009-2010	2008-2009	2007-2008
Retail Stores licensed	1,087*	1,137	1,107
Distributors licensed	213	196	186
Inspections	1,115	1,333	1,145
Inspections – video games	530	578	512
Product removed	1,697	446	825
Product removed – video games	0	0	1

\* 681 companies

**1(d) Manitoba Film Classification Board:**

Expenditures by Sub-Appropriation	Actual 2009–2010 \$000	FTE	Estimate 2009–2010 \$000	Variance Over(Under)
Salaries and Employee Benefits	358	5.00	263	95
Other Expenditures	147		255	(108)
Less: Revenue	(522)		(603)	(81)
Net Income/(Loss)	(17)	5.00	(85)	68

*Note: MFCB continues to be fully cost recoverable*

## 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 Manitoba Culture, Heritage and Tourism 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. The use of ethanol blend fuel in departmental fleet vehicles has increased to 31 per cent of overall fuel purchases. Nine of sixteen departmental fleet vehicles are now ethanol 85 per cent compatible.

Re-use of historic buildings is inherently sustainable; the challenge is in balancing heritage preservation goals with green performance standards. In 2009–2010, the Historic Resources Branch published Manitoba's first *Green Guide to Heritage Conservation*. The Green Guide conveys the important message that “the greenest building is the one already built”, provides practical information to dispel the myths that old buildings are energy inefficient, and includes tips, illustrations, and reference material to assist building owners in “greening” older buildings. Staff has also been advisors to the Sustainable Development Innovations Fund since its inception.

In 2009–2010, the Tourism Secretariat continued to encourage industry efforts to increase compatibility of Manitoba's tourist-related products and services with environmentally sound, sustainable practices. This year the secretariat, in partnership with the Manitoba Tourism Education Council, hosted a provincial ecotourism conference, featuring speakers and presentations highlighting best practices in sustainable, nature-based tourism. The secretariat also undertook preparatory work toward the construction of a new Aboriginal and Eco-learning Interpretive Centre for eastern Manitoba.

Under the Watchable Wildlife program, the secretariat, in partnership with Manitoba Conservation, developed and enhanced wildlife viewing sites in provincial parks and wildlife management areas throughout the province as well as site development along Manitoba's portion of the 800 km International Birding Trail with the State of Minnesota. Under the Aboriginal tourism training program, the secretariat assisted training projects in outdoor guiding, business development and cultural tourism.

The secretariat continued to support Eastside Aboriginal Sustainable Tourism Inc. in its work to develop sustainable tourism opportunities in the east side region, and assisted marketing and promotional efforts on behalf of outdoor adventure-based tourism operations. Staff also participated on the Licensing Advisory Committee under *The Resource Tourism Operators Act* administered by Manitoba Conservation, and on Travel Manitoba's Sustainable Tourism Industry Advisory Committee.

# Culture and Heritage Programs Division

The Culture and Heritage Programs Division supports, creates and develops a broad range of cultural, arts, heritage, library and multiculturalism 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
- 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.
- Fostering partnerships between government and ethnocultural communities.
- 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 the Multiculturalism Secretariat.

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 2009–2010, the efforts of the division supported the following goals:

- Provide sustained financial operating support to legislated cultural and heritage agencies.
- Recognize and encourage artistic excellence, creativity and innovation, through funding to the Manitoba Arts Council.
- Increase public access to and participation in arts, culture and heritage activities.
- Enhance opportunities for Manitobans to access knowledge and information regarding culture, heritage and library programs and services.
- Promote the use of the province's cultural and heritage resources.

- Encourage and facilitate industry development in the cultural sector
- Work collaboratively with government departments and agencies to provide services that are responsive, sensitive and accessible to diverse communities.

**2(a) Executive Administration:**

Expenditures by Sub-Appropriation	Actual 2009–2010 \$000	Estimate 2009–2010		Variance Over(Under)
	FTE	\$000		
Salaries and Employee Benefits	537	6.00	551	(14)
Other Expenditures	2,993		3,112	(119)
Total Expenditures	3,530	6.00	3,663	(133)

## 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. Over \$9.0 million was awarded in operating grants to these institutions and agencies in 2009–2010.

See Capital Grants – Cultural Organizations.

**2(b) Grants to Cultural Organizations:**

Expenditures by Sub-Appropriation	Actual 2009–2010 \$000	Estimate 2009–2010		Variance Over(Under)
	FTE	\$000		
Total Grant Assistance	9,450	-	9,449	1

## 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 2009–2010 \$000	Estimate 2009–2010		Variance Over(Under)
	FTE	\$000		
Total Grant Assistance	8,838	-	8,738	100

## **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 Dauphin. There were no appeals submitted in the 2009–2010 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 by department staff and through review of final products such as local histories, CDs, videos and various reports.

In 2009–2010, the Heritage Grants Program received 127 projects received with a project value of \$2.5 million. In total, 91 projects were approved for \$330.6 in grants and \$101.1 in bingos totalling \$431.7. Assistance was provided to the heritage community for various projects in research, collections management, programming, exhibitions and archaeology.

### **2(d) Heritage Grants Advisory Council:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2009–2010 \$000</b>	<b>Estimate 2009–2010</b>	<b>Variance Over(Under)</b>
	<b>FTE</b>	<b>\$000</b>	
Total Expenditures	408	1.00	411 (3)

## **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 interprovincial, 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 2009–2010, the branch continued its support of Manitoba's film and sound recording, publishing, and visual arts and crafts industries. Following a decline in Manitoba film and television production in 2008–2009 due to the recession, the higher value of the dollar, and competitive tax credits being introduced in other jurisdictions, Manitoba participated in a Film Industry Task Force that developed a Sustainability Plan. The plan called for a one-time stimulus for local production and the introduction of a Spend Tax Credit option. Manitoba provided an additional \$1.5 million in Equity Investment Funds to the Manitoba Film and Sound Recording Corporation for 2009–2010 through the Jumpstart program. These additional funds leveraged over \$13 million in direct Manitoba expenditures and provided 355 people with employment. The Province also responded with the introduction of a 30 per cent Manitoba spending tax credit as an option to the up-to-65 percent labour based tax credit already in place, giving Manitoba the advantage by having the highest tax credits in the country.

Through funding to the Manitoba Film and Sound Recording Development Corporation, the Arts Branch supported over \$76 million in film production activity. Forty-six film and television projects were shot in the province in 2009–2010, 30 of which were indigenous projects. This included two popular made-in-Manitoba television series', *Cashing In* and *Less than Kind*, that were broadcast in primetime. The vitality of this sector is further attested in its diversity with four Aboriginal and four French language projects shot in 2009–2010. Productions shot in Manitoba last year also included: *Todd and the Book of Pure Evil*, *Faces in the Crowd*, *Princess* and *Shadow Island Mysteries*.

Manitoba's sound recording industry experienced another excellent year in 2009–2010. Manitoba artists released 156 albums, of which 27 secured national and international distribution deals. There were 23 releases by Aboriginal artist and four by Francophone artists. Manitoba's artists and industry professionals received 144 award nominations, garnering a total of 34 national and international awards. In 2009–2010, 67 Manitoba acts performed 99 showcases including 47 national and 19 international major music industry market events. In September 2009, Manitoba hosted the Western Canada Music Awards in Brandon, which featured industry events, workshops and public performances and culminated in the awards gala where Manitobans won 13 of the 31 awards.

Twelve Manitoba book publishers published 111 titles English, French and Cree in 2009–2010. 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 of \$3 million in 2009–2010. Manitoba publishers also received their first benefits from the Manitoba's Book Publishing Tax Credit in 2009–2010. Enacted in April 2008, the credit is based on 40 per cent of Manitoba labour costs with a 10 per cent bonus on eligible forest-friendly printing costs. The tax credit assists all Manitoba book publishers and enhances the sustainability and competitiveness of Manitoba Publishers.

The branch provided project and administrative support to periodical/magazine publishers, which enabled the Manitoba Magazine Publishers' Association and their members to promote and market their product to increase readership and sales. In the literary arts sector, the department sponsored two book awards to acknowledge and celebrate Manitoba's writing and publishing community: the annual Margaret Laurence Award for Fiction, which was won by Deborah Schnitzer for her novel *An unexpected break in the weather*, published by Turnstone Press; and the Alexander Kennedy Isbister Award for non-fiction, which went to, *An American by Degrees: The Extraordinary Lives of Jules Jusserand* by Robert J. Young, published by McGill-Queen's University Press. These awards were administered on the department's behalf by the Association of Manitoba Book Publishers and presented at a gala organized by the Manitoba Writers' Guild with over a dozen other awards recognizing excellence in Manitoba's writing and publishing community.

Twelve commercial galleries and visual arts/crafts industry association were supported in 2009–2010 through the Visual Arts Assistance Program. The department provided funding to the Manitoba Printmakers Association for a series of innovative marketing initiatives as well as supporting the Winnipeg Artists Studio Coop with their "In Plain View" artists' studio tour and sale.

By assisting community arts councils, comités culturels, 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 780,000 student hours of community-based arts instruction throughout the province. Through the Arts Development Project Support Program, 165 audience development and art skills development projects were supported across Manitoba, including 21 projects in remote communities.

In 2009–2010, the branch provided \$459.8 to nine major arts festivals with attendance of over 287,000 people. The branch also assisted community festivals by providing 58 grants through the Community Festivals and Events Program.

In 2009–2010, the branch partnered with the Manitoba Arts Council and Manitoba Education to provide more than \$55.0 in support of 15 ArtsSmarts projects in seven Urban and eight rural/remote schools involving 20 professional, community based artists and impacting more than 1,711 students and 94 educators throughout the province.

The Arts Branch also continued to partner with Manitoba Education and Manitoba Healthy Living, Youth and Seniors in the School and Community Arts program. The program includes a Youth Travel Grant, an After-School Arts Enrichment Program, and an Arts Education Access Program providing support of \$140.0.

In 2009–2010, the department provided \$40.0 for the Arts Education Access Program, providing assistance to a total of 19 projects taking place in 12 high-need communities, with the majority of support going to rural and northern communities.

In 2009–2010, the Aboriginal Cultural Initiatives Program provided support to 31 powwows, Métis dance 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 1,322 hours of arts instruction with 3,353 participants engaged in educational projects associated with traditional and contemporary Aboriginal art forms.

The Arts Branch, along with the Manitoba 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. Professional development is offered in the form of workshops, courses, mentorships and internships by several cultural industry and arts organizations. Highlights include: the success of programs encouraging Aboriginal participation in cultural industry development, including 400 learners in 2009–2010 programs provided by the Arts and Cultural Industries Association, up from 259 in 2007–2008. ACI partnered with Urban Shaman Gallery and Manitoba Music to showcase the work of six Manitoba Aboriginal visual artists for the insert booklet of the Manitoba Aboriginal Artists Four-Volume CD distributed widely to industry festivals and professionals as well as key players working in the Aboriginal and Native American music and art communities. This complements Manitoba Music's successful Aboriginal Music Program supported in 2009–2010 with a grant of \$75.0.

Financial support totalling \$20.0 was provided in support of strategic initiatives and special events in the Francophone community, such as the development of a communications strategy and the production of marketing and promotional tools by the *Centre culturel franco-manitobain* to improve communications and promote partnerships within the arts and cultural sector, the *Afrik!* arts festival celebrating Franco-African culture in Manitoba, Home Routes to develop francophone home concert program models, and to *Éditions des Plaines Inc.* for planning and to digitize selected titles and explore new technologies. Manitoba's funding was matched by an equal amount of \$20.0 from the Francophone Affairs 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 Government of Manitoba Art Collection expanded by 100 works of art in 2009–2010. The branch purchased 43 new works of art 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. In 2008–2009, a new initiative was introduced that acquired works of art for new buildings and major renovations. This

initiative, administered by the branch, continued in 2009–2010 and resulted in 57 additional works of art purchase with funds from Manitoba Infrastructure and Transportation.

In 2009–2010, 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, other levels of government and other funders to consult and assist with the fiscal stabilization of the Manitoba Crafts Council, Manitoba Conservatory of Music and Arts, Manitoba Opera Association, and the Winnipeg Symphony Orchestra.

## **2(e) Arts Branch:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2009–2010 \$000</b>	<b>Estimate 2009–2010</b>		<b>Variance Over(Under)</b>
		<b>FTE</b>	<b>\$000</b>	
Salaries and Employee Benefits	690	11.00	776	(86)
Other Expenditures	160		185	(25)
Film and Sound Development	5,633		4,133	1,500
Grant Assistance	3,798		3,785	13
<b>Total Expenditures</b>	<b>10,281</b>	<b>11.00</b>	<b>8,879</b>	<b>1,402</b>

## **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, 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 and Traveling Library Services, which provide circulation of books to residents of municipalities that have yet to establish local library service agreements.

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 2009–2010, grants totalling \$5.7 million were provided to Manitoba's 118 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.

Thirty-eight thousand Manitobans have gained access to local library services since the launch of the 2006 Public Libraries Review. This has largely been a result of increased funding for library establishment as well as pilot projects in library services to First Nations Communities. In 2009–2010, public library service was established in the First Nations community of Norway House as the result of a unique partnership with University College of the North. Library service was established in the RM of Thompson and a new library branch opened in the community of Victoria Beach.

Through the recently introduced Rural Library Technological Sustainability grant, over \$300.0 was distributed to rural libraries, including two cooperative projects in shared hosting involving ten library systems. Additionally, \$100.0 ongoing funding was provided to enhance collections and technology in Winnipeg Public Libraries. In partnership with Winnipeg Public Library, Manitoba's new eBook Service was expanded to over 10,000 titles, with an annual circulation of over 40,000.

Manitoba's union catalogue "MAPLIN" (Manitoba Public Library Information Network) processed over 35,000 interlibrary loan transactions and has been upgraded to a more robust platform supporting full public access. In partnership with the University of Winnipeg, PLS has successfully migrated to a major client library to Open Source library automation software. Based on successes of the pilot, it is anticipated that more client libraries will migrate with interest expressed from other library sectors.

Through the Manitoba Opportunities Fund, PLS completed the third year of a three-year \$60.0 initiative to analyze provincial immigration trends, needs, and target multilingual resources to provide maximum benefit for new Manitobans in areas experiencing settlement. As a result, fully catalogued and processed multilingual books have been distributed to targeted communities for local use as well as resource sharing through MAPLIN.

PLS launched online statistical management to facilitate transition of annual library statistics publications to web access. The service allows for direct library data entry, as well as easier analysis and reporting of statistics over multiple years and jurisdictions. In cooperation with the Manitoba Librarians' Advisory Groups, a draft library standards document was created in response to the Public Libraries Review, and will help promote quality, equitable service through all 118 library service points across the province.

## **2(f) Public Library Services:**

Expenditures by Sub-Appropriation	Actual 2009–2010	Estimate 2009–2010	Variance Over(Under)
	\$000	FTE	\$000
Salaries and Employee Benefits	833	19.00	968
Other Expenditures	842		816
Grant Assistance	5,415		5,415
Total Expenditures	7,090	19.00	7,199
			(109)

## **Historic Resources**

The Historic Resources Branch works to ensure that physical reminders of Manitoba's past, such as sites, buildings and artifacts found through field surveys and inspections, or rare and unique special places associated with provincial events or people, remain a vibrant part of community identity and quality of life.

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

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

- Encouraging municipalities to use enabling powers under *The Heritage Resources Act* to plan, protect, manage, and interpret local heritage resources.
- Providing funding and consultative services to museums, provincial heritage organizations, municipal heritage advisory committees, and owners of legally protected properties to foster community heritage leadership and stewardship.

- Maintaining and providing accurate and timely heritage resource data for planning purposes to ensure proposed development projects do not adversely affect heritage resources.
- Monitoring heritage resources that are potentially at risk and identify appropriate mitigative action to be undertaken where warranted.
- Ensuring proper maintenance, care and storage of heritage resources and associated materials recovered through archaeological impact assessment activities.
- Identifying best practices for heritage activities, such as designation, commemoration, conservation standards, maintenance or sustainability plans.

From 2003 to 2010, the branch participated in the federally-funded Historic Places Initiative (HPI), which created a Canadian Register of Historic Places, promoted the adoption of national *Standards and Guidelines for the Conservation of Historic Places in Canada*, and encouraged the engagement of municipal decision-makers in heritage conservation. This pan-Canadian initiative has set the groundwork for new relationships and partnerships in heritage conservation.

In 2009–2010, 32 new sites were placed on the Canadian Register of Historic Places bringing Manitoba's total nominations to 657 sites. Statements of significance certificates were distributed to the owners of 26 designated heritage buildings.

The Historic Resources Branch, along with other government partners developed new legislation to create the Upper Fort Garry Heritage Provincial Park. This committee is working with the Friends of Upper Fort Garry on a business plan and land assembly and ownership issues. The branch advised them on heritage resources impact assessment requirements and ensured that heritage resources were protected during the demolition of 100 Main Street and the former Petro Canada Station. The branch will continue to review and monitor park development.

The Historic Resources Branch completed three publications, available in English and French on the website, as assistance to heritage building owners in conserving their properties: *Make it Work: Sustainability for Historic Places*; *The Green Guide to Heritage Conservation*; and *Guidelines for the Repair or Replacement of Heritage Windows*.

A municipal planning evaluation tool, the Heritage Matters Benchmark Worksheet, was created through HPI funding. It provides a list of 19 heritage best practices against which community organizations can measure their own level of performance. As an additional support, funding was available to help communities undertake heritage planning, education and promotion. In 2009–2010, 10 communities were approved a total of \$39.5 from Heritage Matters to complete nine heritage site inventories and one heritage tourism plan.

Special Places: Identifying Your Community's Best Heritage Sites, a pilot project related to Heritage Matters that began in 2008–2009 involving five communities, was extended to 13 additional municipalities in 2009–2010. In total, these 18 projects documented 1,553 sites according to HPI standards, provided consistent conservation advice to site owners, and engaged local politicians, economic development officers and planners in various informational and educational activities related to creating site inventories, assessing potential and selecting candidate sites for legal protection.

Financial and technical assistance was provided to Winnipeg for the preparation of a Heritage Management Plan including focus group workshops with key stakeholder and a public open house. The Heritage Management Plan will contribute to the development of a Secondary Plan for the Exchange District and revisions to Winnipeg's Historical Buildings By-Law 1474/77. Findings and direction from the Heritage Management Plan will also be used to update Plan Winnipeg, the City's Council's long-range policy plan.

The Lac du Bonnet, Brandon, St. Clements, Gimli, and Stonewall Municipal Heritage Advisory Committees, with advice from Historic Resources, also undertook annual Heritage Resource Management Plans for their communities to identify priorities and municipal support. Community Heritage Manitoba, the umbrella

organization for municipal heritage advisory committees, organized the 17<sup>th</sup> Annual Municipal Heritage Advisory Committee Conference in East Selkirk, Manitoba with assistance from Historic Resources. For the first time, the event 'host' was a partnership involving MHACs for the R.M. of St. Andrews, the R.M. of St. Clements and the City of Selkirk. Entitled *MHAC Success Stories – Networking & Sharing Experiences*, conference presentations included overviews of many interesting and successful projects being undertaken by selected MHACs; professional advice on developing community heritage websites; proper digitization and filing procedures for archival photographs; and proper handling and storage of original early photographs.

In 2009–2010, Manitoba's seven Signature Museums developed joint promotional materials in both print and television media, 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.

The Provincial Heritage Agency (PHA) grant program provides financial assistance to eight provincial heritage agencies to enhance the educational and public profile of Manitoba's heritage. Notable events undertaken by PHAs in 2009–2010, included Heritage Winnipeg's coordination of Doors Open Winnipeg, a free weekend event held each May that has attracted more than 175,000 person visits to approximately 50 heritage buildings and events city-wide since it first began in 2004; and the Société historique de Saint-Boniface acquisition and exhibition of a rare and valuable book of signatures of those present at Louis Riel's trial.

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 2009–2010, 110 community museums received a total of \$273.0. Fully 80 per cent of community museums are rural or northern-based.

The branch encourages community heritage groups to partner with local schools to develop heritage activities in recognition of Manitoba Day, May 12. An estimated 21 schools representing over 3,500 students from around the province partnered with 42 heritage organizations to celebrate Manitoba Day through various activities including but not limited to: musical and theatrical shows, flag raising ceremonies, open houses, museum tours, pioneer games, poster contests, and historical walking tours.

In 2009–2010, eight municipalities designated and protected six churches, a former railway station, a former school house, two pre-1880 Mennonite log homes, and two early commercial structures as new municipal heritage sites under *The Heritage Resources Act*. The provincial designation of the 140-year-old Christ Church Anglican at Fort Alexander IR #3 (Sagkeeng First Nation), although considered as falling under federal jurisdiction, was possible at this site as the property is owned by the Archdiocese of Keewatin.

Since 2004, the Manitoba Prairie Churches Project (MPCP) and Manitoba Prairie Icons Project (MPIP) have provided a total of \$369.0 in non-government funding in support of the restoration of 29 protected rural and small town churches and 14 non-religious rural landmark structures. The MPCP/MPIP (a partnership involving the Historic Resources Branch, The Thomas Sill Foundation of Winnipeg and The J.M. Kaplan Fund of New York) was extended with sponsors providing an additional \$66.4 in funding, sufficient to provide support for eight to ten new restoration projects. New projects initiated in 2009–2010 include restoration work on the Camperville Roman Catholic Church and Sts. Peter and Paul Ukrainian Orthodox Church in Tyndall.

Thirty-nine applications under the Designated Heritage Building Grants Program (budget \$235.0) were approved for conservation work to provincially and municipally designated heritage buildings. The branch provided technical advice and support to the individual property owners to ensure that the projects met the heritage standards set out in the *Standards and Guidelines for the Conservation of Historic Places in Canada*.

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 2009–2010, the branch assessed 1,801 land development projects for their potential to adversely affect heritage resources. Sixty-six heritage permits were issued.

The branch administers the Manitoba Hydro–funded Churchill River Diversion Archaeological Project (CRDAP). Two burial mitigation excavation recovering five individuals and three survey studies were administered by branch staff in the CRDAP area. Despite high water levels in 2009, branch archaeologists administered one survey and monitored numerous sites in the Winnipeg River during the fourth year of the System-Wide Archaeological Project. The branch administers the System-Wide Archaeological project under a ten-year agreement with Manitoba Hydro to protect the heritage resources of hydro-affected areas throughout Manitoba not covered by other projects. One survey was 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 Historic Resources Branch in collaboration with Parks Canada continued to manage the archaeological resources at the site of the Canadian Museum for Human Rights as construction began in early 2009.

The branch continued to work cooperatively with RCMP, Winnipeg Police, the Chief Medical Examiner, 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. Branch staff recovered the remains of 10 individuals province-wide this past year and assisted with the repatriation and reburial of 10 individuals with the Dakota Tipi First Nation near Portage la Prairie.

## **2(g) Historic Resources:**

Expenditures by Sub-Appropriation	Actual 2009–2010 \$000	Estimate 2009–2010		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	1,489	25.05	1,540	(51)
Other Expenditures	643		637	6
Grant Assistance	1,019		1,019	-
Total Expenditures	3,151	25.05	3,196	(45)

## **Multiculturalism Secretariat**

The Multiculturalism Secretariat coordinates the implementation of *The Manitoba Multiculturalism Act* and multicultural policy. The secretariat identifies and addresses issues that affect the multicultural community and identifies priorities for action throughout government departments and agencies that promote diversity and multiculturalism. The secretariat also supports initiatives within the ethnocultural community by offering training and skills development initiatives and through the administration of the Ethnocultural Community Support Program (ECCSP). The secretariat advises the Minister and senior departmental management on multiculturalism issues and provides administrative support to the Manitoba Ethnocultural Advisory and Advocacy Council (MEAAC).

The secretariat's objectives are:

- to promote and support diversity and multiculturalism in Manitoba
- to ensure the accessibility, quality and sensitivity of government services as appropriate for a multicultural society
- to assist ethnocultural communities to fully participate in and contribute to Manitoba's economic, social and civic development.

In 2009–2010, the Multiculturalism Secretariat provided support, training and skills development services to many of Manitoba's 500 ethnocultural community organizations. The secretariat supported SEED Winnipeg Inc., through Manitoba Immigrant Integration Program funding, to deliver 14 coordinated learning events on community economic development to ethnocultural organizations, which assisted four groups develop social enterprises, and supported several ethnocultural community organizations to host activities recognizing the annual International Day for the Elimination of Racial Discrimination. The secretariat initiated and funded a pilot program to assist four ethnocultural organizations in website development; and assisted in the development of the Manitoba Education Ethnocultural Plan Diversity website to increase content related to diversity/equity.

The secretariat coordinated and hosted two Citizenship Courts to welcome a total of 60 new Canadian Citizens; developed and distributed materials on racism, citizenship and multiculturalism to schools and other organizations; developed Phase 1 of the Welcoming Communities Manitoba website, highlighting the role of multiculturalism in the successful integration of newcomers in the province and Manitoba as a welcoming community; and did content development Phase 2 of the Diversity Awareness Module for Newcomers to provide information to newcomers soon after arrival about Manitoba's multiculturalism.

In 2009–2010, the Multiculturalism Secretariat completed the printing of *Volume 1 - Manitoba's Foreign-Born Population* of the Ethnicity Series. This three-volume series provides a breakdown of the ethnocultural make-up in Manitoba by regions in the province and neighbourhoods in the city of Winnipeg - the first of its kind in Manitoba. The secretariat coordinated the Welcoming Communities Manitoba Initiative and provided financial support to 13 anti-racism/diversity projects (through CIC's Welcoming Communities Initiative Fund) designed to promote and strengthen participation of new immigrants in civil society, to foster inclusive and welcoming communities for new immigrants and to promote multiculturalism in Manitoba. The secretariat also reviewed grant requests under the Ethnocultural Community Support Program and provided advice and recommendations to the Government of Manitoba on the distribution of lottery funds to multicultural communities; 81 grants were approved for a total of \$207,500 in cash and \$305,400 in bingos (through the Manitoba Lotteries Corporation).

## **2(h) Multiculturalism Secretariat:**

Expenditures by Sub-Appropriation	Actual 2009–2010	Estimate 2009–2010	Variance Over(Under)
	\$000	FTE	\$000
Salaries and Employee Benefits	280	4.00	309
Other Expenditures	105		121
Grant Assistance	369		371
Total Expenditures	754	4.00	801
			(47)

## **Manitoba Ethnocultural Advisory and Advocacy Council**

The Manitoba Ethnocultural Advisory and Advocacy Council (MEAAC), established under *The Manitoba Ethnocultural Advisory and Advocacy Act*, advocates on behalf of Manitoba's ethnocultural communities and provides advice to the government on issues of importance to ethnocultural communities. There are twenty-one Council members, sixteen elected by ethnocultural organizations and five appointed by the Minister. In addition, MEAAC has established six Standing Committees to oversee issues related to anti-racism, education, immigration and employment, cultural and linguistic diversity, outreach, and youth.

The objective of MEAAC is to provide advice to the government on issues of importance to the ethnocultural community.

In 2009–2010, MEAAC fostered collaboration and information sharing with the City of Winnipeg’s Citizen Equity Committee on issues related to multiculturalism and Winnipeg’s ethnocultural community organizations; fostered linkages and communication between ethnocultural organizations by participating in 29 community events and meeting with the Board of Directors of ethnocultural organizations as part of regular business during MEAAC meetings; and coordinated a re-design of MEAAC’s website and brochure to develop name recognition, visibility and increased access and information on matters of ethnocultural importance.

# 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. In 2009-10, there were 807 news releases issued on behalf of the Manitoba government.

The Internet Business Unit manages the government's central homepage and resources that provide information about government programs and services for all Manitobans. The 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 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 2009–2010, MGI responded to more than 147,000 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. In 2009–2010, there were 748 non-government subscribers and 293 government subscribers, for a total of 1,349 subscribers. Total sales for 2009–2010 were \$325,000.

During 2009–2010, CSM worked with various government departments to coordinate communications about issues such as the H1N1 pandemic and the 2009 spring flooding. CSM developed public information campaigns for several government programs including anti-gang efforts; apprenticeship program awareness and recruitment; Type 2 diabetes prevention; tuition fee income tax rebate promotion; promoting the benefits of hiring people with disabilities; anti-smoking messaging intended to discourage smoking in vehicles when children are present; and environmental and water protection campaigns under the Seeing Green banner.

The Olympics Manitoba 2010 Secretariat oversaw the development, construction and operation of a Manitoba pavilion in Vancouver to showcase Manitoba's significant environmental, technological and economic achievements as well as promote our industries and unique advantages in green energy, tourism, economic development, trade and immigration. CentrePlace Manitoba was an award-winning, pre-fabricated, sustainable building located in downtown Vancouver. It operated during the 2010 Olympic and Paralympic Games and had 120,000 visitors during this time period.

In addition to the pavilion, Manitoba and the Olympics Manitoba 2010 Secretariat also worked on the Olympic Torch Run in Manitoba, artist participation in the 2010 Cultural Olympiad and Manitoba's provincial day at the Games including concerts at BC Place Stadium.

**3(a) Communications Services Manitoba:**

Expenditures by Sub-Appropriation	Actual 2009–2010	Estimate 2009–2010	Variance Over(Under)
	\$000	FTE	\$000
Salaries and Employee Benefits	4,341	66.00	4,164
Other Expenditures	1,126		1,219
Public Sector Advertising	669		1,966
Less: Recoverable from Other Appropriations	(1,466)		(2,725)
Total Expenditures	4,670	66.00	4,624
			46

# 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 2009–2010, the volume of written translation in the official languages amounted to 22,084 pages, approximately 17.5 per cent higher than the planned production. The decrease in the number of pages translated from French to English can be attributed in part to a greater capacity within government departments to process French-language documents internally. The branch also seconded a translator to Manitoba Education to help support its French Language Services needs.

Translation services were provided as follows:

	Actual		Estimate	
	Pages	Words	Pages	Words
<b>English to French</b>	20,724	5,181,000	15,500	3,875,000
<b>French to English</b>	1,360	340,000	2,100	525,000
<b>Total:</b>	<b>22,084</b>	<b>5,521,000</b>	<b>17,600</b>	<b>4,400,000</b>

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 340 staff person-days of interpretation duty and research, with attendance at 192 interpretation assignments. While the number of interpretation requests did not increase in 2009–2010, the average length of assignment did increase, with a heightened demand from courts and the Legislative Assembly.

Terminology (equivalents for terms in both official languages, as well as standardized and official nomenclature) is established, maintained and revised for the Province. 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 2009–2010, 725 requests resulted in the provision of approximately 8,814 terms in both official languages. At the beginning of March 2010, an online database of official Manitoba government terms and equivalents was made available to government employees and to external suppliers of translation services.

**3(b) Translation Services:**

Expenditures by Sub-Appropriation	Actual 2009–2010 \$000	Estimate 2009–2010		Variance Over(Under)
	FTE	\$000		
Salaries and Employee Benefits	1,702	24.00	1,692	10
Other Expenditures	792		748	44
Less: Recoverable from Other Appropriations	(407)		(290)	(117)
Total Expenditures	2,087	24.00	2,150	(63)

## 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 (HBC). 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 Archives of Manitoba further enhanced accessibility to its holdings through the Keystone database on its website. Descriptions of government records were completed for 67 series, representing the archival records of several government departments and commissions. Descriptions were also completed for 58 private collections, representing the records of Manitoban individuals, families, businesses and organizations. Hudson's Bay Company Archives (HBCA) records processed and described in the database included those of property-holding HBC subsidiary companies: e.g. Rupert's Land Trading Company, Central Lands Ltd. and Markborough Properties; as well as the records of the HBC Wholesale Department and Simpson's.

The Archives of Manitoba launched a "Guide to Probate Records" on its website this year. The guide gives instructions for researching probate records filed in Manitoba, including wills and estate files, and includes an index to all estate files filed in Winnipeg between 1870 and 1984. The Archives also launched its sixth web exhibit on "Rearview Manitoba", featuring William H. Cockburn, captain and goaltender of the 1932 Olympic gold-medal winning hockey team.

Private sector holdings were increased by 71.5 metres in 2009–2010. Records acquired represent a wide spectrum of personal, family, organizational and business records which document Manitoba's history including: the records of former M.L.A William Kardash and the records of the internationally-renowned composer, Sophie-Carmen Eckhardt-Gramatté. Hudson's Bay Company Archives acquired three journals kept for the HBC post at Fort Good Hope, NWT dating from 1875–1890. These records of events and daily business activities filled in gaps in the HBCA's records for the post and added to the completeness of the record as Post journals are among the most heavily accessed HBCA records. New acquisitions were processed, described in the Keystone database and made available to Archives' clients. Three gifts to the Crown were appraised with a fair market value of \$39.7.

The Archives of Manitoba, including HBCA, continues to be a major resource for authors of educational and academic publications, both print and online, documentary films, exhibitions, and television productions. This past year, HBCA images were used in a multimedia presentation in the Aboriginal Pavilion at the Vancouver 2010 Olympics. HBCA also loaned several records, including the North West Company ledger of employee accounts (1811-1821), a plan of York Fort (1743), and voyageur contracts (1800, 1801) to the Canadian Museum of Civilization in Hull for their exhibition, *Profit and Ambition: The North West Company and the Fur*

*Trade 1779-1821*, September 2009 - September 2010. HBCA film holdings were highlighted in the Winnipeg Film Group/Cinematheque's, *In the Shadow of the Company: Films of the Hudson's Bay Company*, February 2010. The event included screenings, a workshop and a panel discussion. As part of the branch's outreach work, Archives staff began writing a regular column in *Manitoba History*, the Journal of the Manitoba Historical Society.

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. In 2009–2010, the Archives continued its role as a key partner in developing strategies for managing electronic records and information including development of an Information Management self-assessment tool for departments, and recordkeeping standards for electronic systems.

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

Core Activity	2009–2010 Actual	Core Activity	2009–2010 Actual
On-site research visits	3,883	Private Records Acquired (metres)	71.5
Remote enquiries	11,069	Government Records Acquired (metres)	1,777
Archival Records requested	108,384	Records Centre – Records requested by departments and agencies	24,583
Copies provided (all media)	52,932	Records Centre – Records transferred by departments and agencies (metres)	15,765
Microfilm reels loaned	729	Government Advisory Contacts	1,870
Visitor tours provided	578	Archival Extension Services (tours, talks, workshops) (days)	152.7

## Information and Privacy Policy Secretariat

The Information and Privacy Policy Secretariat provides corporate leadership and support for information accessibility and privacy initiatives across government and local public bodies. The secretariat carries out policy development, central coordination and administrative roles for *The Freedom of Information and Protection of Privacy Act*.

In June 2009, the secretariat began routine disclosure of a listing of FIPPA applications received by government departments each week on the FIPPA website. Development of a customized Privacy Impact Assessment tool continued, with the secretariat conducting several pilots with Manitoba government departments, to assess their personal information handling practices and legislative compliance. The secretariat also provided information sessions on access to information and protection of privacy to more than 250 employees from the provincial government, Crown corporations, regional health authorities, municipalities and the education sector in 2009. Further details about the administration of the Act are included in the 2009 FIPPA Annual Report.

### **3(c) Archives of Manitoba/Information and Privacy Policy Secretariat:**

<b>Expenditures by Sub-Appropriation</b>	<b>Actual 2009–2010</b>	<b>Estimate 2009–2010</b>	<b>Variance Over(Under)</b>
	<b>\$000</b>	<b>FTE</b>	<b>\$000</b>
Salaries and Employee Benefits	2,724	45.60	2,884 (160)
Other Expenditures	1,942		1,999 (57)
Less: Recoverable from Other Appropriations	(638)		(545) (93)
Total Expenditures	4,028	45.60	4,338 (310)

## **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.

As part of its ongoing outreach activities, the library provided tours and information sessions for 183 primary clients from government and the Legislature. Seminars held in January 2010 featured the library's Virtual Reference Desk, a specialized information resource available to legislative and government clients. In May 2009, the Legislative Library and the Archives of Manitoba participated in Doors Open Winnipeg, offering tours of historical collections and special print and electronic exhibitions about buildings in and around Winnipeg.

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 33,195 items added to the collection during the year, 90 per cent were available for customer use within one week of receipt. During 2009–2010, materials on subject areas such as fiscal policy, political science and Manitoba's history were especially in demand.

The library values the cooperation of Manitoba publishers in sending their works on legal deposit. During 2009–2010, the collection was augmented by 376 books and annual reports and 285 newspapers and magazine titles. These works are regularly highlighted in displays in both reading rooms and on the branch website. Community newspapers are preserved through microfilming. In 2009–2010, 175 reels of newspapers were filmed to ensure their ongoing availability for research.

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 2009–2010, the library responded to 4,173 inquiries. Clients and staff used a total of 33,042 documents from the library's collections for their research including 16,161 full-text articles from web-based subscription databases, provided by the library for government and Members of the Legislative Assembly.

The library continued to assist the Office of the Clerk of the Legislative Assembly in the preparation of non-partisan briefing materials. Staff compiled research and texts for 44 papers created to support participants attending the Regional Conference and the Regional Seminar of the Canadian Commonwealth Parliamentary Association and the Midwest Legislators Conference.

In a continuing resource-sharing initiative, the library distributed 2,877 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.

**3(d) Legislative Library:**

Expenditures by Sub-Appropriation	Actual 2009–2010 \$000	Estimate 2009–2010		Variance Over(Under)
	FTE	\$000		
Salaries and Employee Benefits	945	16.50	984	(39)
Other Expenditures	598		599	(1)
Total Expenditures	1,543	16.50	1,583	(40)

## Tourism

Manitoba's tourism industry continues to perform strongly in spite of the impact of the recession on global travel. Destinations around the world saw in-bound tourism revenues decline between five per cent and 20 per cent or more in 2008 with similar shrinkage in 2009. Manitoba's industry has weathered the storm better than most, with a 3.7 per cent decline in in-bound tourism revenues in 2008 and a further 2.1 per cent projected for 2009. Tourism is a focal point for community development and a stimulant for growth for the local economy. Visitors spent more than \$1.16 billion in Manitoba in 2008. The challenge for Manitoba and the rest of Canada is to return to pre-recession rates of growth in the face of the continuing global economic slowdown, the relative strength of the Canadian dollar and ever more stringent border security requirements. Through its funding of Travel Manitoba in 2009–10, along with other initiatives, the Tourism Secretariat supported the industry's efforts 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 fifth 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 build communities and grow the economy, the secretariat undertook a range of activities in 2009–2010 to expand and enhance sustainable tourist activities in Manitoba, highlighted by the department's hosting of a provincial ecotourism conference in February. The secretariat continued to implement the Watchable Wildlife program in partnership with Manitoba Conservation, including construction of a walking bridge in Pembina Valley Provincial Park, loafing bars and viewing blinds at Oak Hammock Marsh and finalization of sites along Manitoba's portion of the 800 km International Birding Trail shared with the State of Minnesota.

Another focus of the Secretariat's activities in 2009–2010 was to assist the province's Aboriginal populations toward greater participation in Manitoba's tourism industry. Secretariat staff laid the groundwork for development of a new Aboriginal interpretive centre near the Hollow Water First Nation and continued to support the work of Eastside Aboriginal Sustainable Tourism Inc. to develop the tourism industry on the east side of Lake Winnipeg. Other initiatives included support for Aboriginal tourism training projects undertaken by the Manitoba Tourism Education Council in partnership with SEED Winnipeg, Eastside Aboriginal Sustainable Tourism Inc., White Buffalo Spiritual Society and the Manito Ahbee Festival. The secretariat continued to support the Indigenous Tribal Village at the Forks and, in partnership with Travel Manitoba, leveraged Aboriginal product participation at Rendez-vous 2009 and other travel trade shows.

In 2009–2010, the secretariat administered provincial support for expanded tourism marketing initiatives by Travel Manitoba and Manitoba's regional tourism associations, including the 2010 Manitoba RV Show, the Celebrate Manitoba and Homecoming 2010 marketing campaigns, inviting Manitobans and former Manitobans to celebrate all the great events, activities and attractions our province has to offer.

The secretariat also administered the Star Attractions highway signage program, in cooperation with Manitoba Infrastructure and Transportation, highlighting Manitoba's premiere tourist sites for travelers on Manitoba's

highways. In 2009–2010, two new Star Attractions were designated: Fort Dauphin Museum and South Beach Casino and Resort, bringing the total number of Manitoba Star Attractions to 55.

The secretariat continued to represent the tourism sector on Manitoba Conservation's Licensing Advisory Committee, reviewing licenses and applications for resource-based tourism operations, and provided ongoing consultation to Venture Manitoba Tours Ltd. in the management of the Falcon Lake Golf Course.

**4(a) Travel Manitoba:**

Expenditures by Sub-Appropriation	Actual	Estimate	Variance
	2009–2010 \$000	2009–2010	Over(Under)
	FTE	\$000	
Total Grant Assistance	7,102	-	7,102

**4(b) Tourism Secretariat:**

Expenditures by Sub-Appropriation	Actual	Estimate	Variance
	2009–2010 \$000	2009–2010	Over(Under)
	FTE	\$000	
Salaries and Employee Benefits	487	4.00	504
Other Expenditures	379		381
Grant Assistance	476		629
Total Expenditures	1,342	4.00	1,514

# **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 2009–2010, over \$642.0 was awarded in capital grants to major cultural organizations.

Capital assistance totalling \$358.5 was provided to The Manitoba Museum. Gallery renewal continued at the museum with the opening of two new exhibits in the Earth History Gallery. Cretaceous Life, an interactive exhibit, gives visitors some insight of what western Canada was like millions of years ago, when dinosaurs ruled. Ancient Seas, an immersive animated exhibit, lets visitors explore an ocean floor, approximately 450 million year ago. The \$726.0 renewal of the gallery was made possible by Manitoba's lead investment. Funding was also provided in support of capital planning and a new computer server.

The Manitoba Centennial Centre Corporation received \$137.7 and the Winnipeg Art Gallery received \$50.0 for maintenance and repair projects. The Centre culturel franco-manitobain received \$32.9 in support of the refurbishing and refixturing projects at the facility. Artspace was awarded \$25.0 for critical repair projects.

Other agencies that were rewarded funds for minor capital repairs and upgrades included: \$22.0 to the Royal Winnipeg Ballet to replace two fire panels; \$8.0 to Storyline FX's Freeze Frame Media Arts Centre to assist in the replacement of computer equipment used for interactive video production and animation programs; \$6.4 to the Manitoba Arts Council to upgrade workstations for staff working with Council's new grants management system; and \$1.6 to the Manitoba Printmakers Association to assist with the replacement of a furnace.

Staff continued to support the community-driven Cercle Molière theatre project. Features of the new \$9.7 million theatre, being constructed on the site of the Centre culturel franco-manitobain, include LEED silver certification, a second floor bridge link to the existing cultural centre and a re-configurable 125-seat theatre house. The theatre is scheduled to open in June 2010.

Additionally, the department secured stimulus funding for our clients capital projects including the Children's Museum, Manitoba Centennial Centre Corporation, Winnipeg Art Gallery, Western Manitoba Centennial Auditorium and Winnipeg Folk Festival

### **5(a) Cultural Organizations:**

Expenditures by Sub-Appropriation	Actual 2009–2010	Estimate 2009–2010	Variance Over(Under)
	\$000	FTE	\$
Total Grant Assistance	642	-	703 (61)

## **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 2009–2010, 60 applications were received, and 39 grants totaling \$235.0 were approved.

**5(b) Heritage Buildings:**

Expenditures by Sub-Appropriation	Actual 2009–2010 \$000	Estimate 2009–2010	Variance Over(Under)
	FTE	\$	
Total Grant Assistance	235	-	235

# **Boards and Agencies**

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

## **Centre culturel franco-manitobain**

Legislation governing the Centre culturel franco-manitobain was proclaimed on June 11, 2009. The Centre culturel franco-manitobain, located on Provencher Boulevard, is home to many cultural groups that contribute to the cultural and artistic vitality of the franco-manitoban community. The new, modernized *Act* enables the corporation to take advantage of best business practices and strengthens the centre's ability to fulfill its continuing mission to present, promote, foster and sponsor cultural and artistic activities, in the French language, for all Manitobans.

## **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 and Heritage Programs division's report.

## **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 Centre Corporation Act*, the corporation is a Province of Manitoba Crown Corporation. The corporation's mandate is to manage the operation of the Centennial Concert Hall and its related services; provide property management services for organizations including The Manitoba Museum and Planetarium, the Manitoba Theatre Centre, Warehouse Theatre, ArtSpace building and the Manitoba Production Centre; and support culture and arts in the Province for the benefit all Manitobans.

## **Manitoba Ethnocultural Advisory and Advocacy Council**

The Manitoba Ethnocultural Advisory and Advocacy Council (MEAAC), established under *The Manitoba Ethnocultural Advisory and Advocacy Act*, advocates on behalf of Manitoba's ethnocultural communities and provides advice to the government on issues of importance to ethnocultural communities. The objective of the MEAAC is to provide advice to the government on issues of importance to the ethnocultural community. Their report is included in the Culture and Heritage Programs Division's report.

## **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.

## **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.

## **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 and Tourism**

### **Reconciliation Statement**

(\$000)

<b>Details</b>	<b>2009–2010 Estimates</b>
2009–2010 MAIN ESTIMATES	88,353
MAIN ESTIMATES AUTHORITY TRANSFERRED FROM:	
- Labour and Immigration	801
- Enabling Appropriations	
▪ Enabling Vote - Canada Manitoba	383
▪ Enabling Vote - Other	200
▪ Internal Reform, Workforce Adjustment and General Salary Increase	
MAIN ESTIMATES AUTHORITY TRANSFERRED TO:	
- Healthy, Living, Youth and Seniors	(3,283)
- Housing and Community Development	(6,191)
- Sport	(11,933)
<b>2009–2010 Estimates</b>	<b>68,330</b>

# Manitoba Culture, Heritage and Tourism Expenditure Summary

for the fiscal year ended March 31, 2010

with comparative figures for the previous fiscal year

<b>Estimate<sup>(a)</sup> 2009–2010 (\$000)</b>	<b>Appropriation</b>	<b>Actual 2009–2010 (\$000)</b>	<b>Actual 2008–2009 (\$000)</b>	<b>Increase (Decrease) (\$000)</b>	<b>Expl. No.</b>
<b>14-1 Administration and Finance</b>					
46	(a) Minister's Salary	46	45	1	
595	(b) Executive Support: Salaries and Employee Benefits	570	579	(9)	
53	Other Expenditures	53	58	(5)	
1,392	(c) Financial and Administrative Services: Salaries and Employee Benefits	1,402	1,456	(54)	
302	Other Expenditures	304	291	13	
263	(d) Manitoba Film Classification Board: Salaries and Employee Benefits	358	268	90	
255	Other Expenditures	147	285	(138)	
<b>2,906</b>	<b>Total 14-1</b>	<b>2,880</b>	<b>2,982</b>	<b>(102)</b>	
<b>14-2 Culture and Heritage Programs</b>					
551	(a) Executive Administration Salaries and Employee Benefits	537	477	60	
3,112	Other Expenditures	2,993	496	2,497	1
9,449	(b) Grants to Cultural Organizations - Operating	9,450	9,294	156	
8,738	(c) Manitoba Arts Council	8,838	8,809	29	
411	(d) Heritage Grants Advisory Council	408	370	38	
776	(e) Arts Branch: Salaries and Employee Benefits	690	656	34	
185	Other Expenditures	160	178	(18)	
4,133	Film and Sound Development	5,633	4,086	1,547	2
3,785	Grant Assistance	3,798	3,742	56	

# Manitoba Culture, Heritage and Tourism Expenditure Summary

for the fiscal year ended March 31, 2010

with comparative figures for the previous fiscal year

<b>Estimate<sup>(a)</sup> 2009–2010 (\$000)</b>	<b>Appropriation</b>	<b>Actual 2009–2010 (\$000)</b>	<b>Actual 2008–2009 (\$000)</b>	<b>Increase (Decrease) (\$000)</b>	<b>Expl. No.</b>
<b>14-2 Culture and Heritage Programs (cont'd)</b>					
	(f) Public Library Services:				
968	Salaries and Employee Benefits	833	856	(23)	
816	Other Expenditures	842	816	26	
5,415	Grant Assistance	5,415	5,434	(19)	
	(g) Historic Resources:				
1,540	Salaries and Employee Benefits	1,489	1,580	(91)	
637	Other Expenditures	643	771	(128)	
1,019	Grant Assistance	1,019	1,006	13	
	(h) Multiculturalism:				
309	Salaries and Employee Benefits	280	212	68	
121	Other Expenditures	105	116	(11)	
371	Grant Assistance	369	449	(80)	
<b>42,336</b>	<b>Total 14-2</b>	<b>43,502</b>	<b>39,348</b>	<b>4,154</b>	

## 14-3 Information Resources

	(a) Communications Services Manitoba				
4,164	Salaries and Employee Benefits	4,341	4,274	67	
1,219	Other Expenditures	1,126	1,369	(243)	
1,966	Public Sector Advertising	669	1,927	(1,258)	3
(2,725)	Less: Recoverable from Other Appropriations	(1,466)	(2,710)	1,244	3
	(b) Translation Services				
1,692	Salaries and Employee Benefits	1,702	1,837	(135)	
748	Other Expenditures	792	768	24	
(290)	Less: Recoverable from Other Appropriations	(407)	(304)	(103)	
	(c) Archives of Manitoba				
2,884	Salaries and Employee Benefits	2,724	2,745	(21)	
1,999	Other Expenditures	1,942	2,010	(68)	
(545)	Less: Recoverable from Other Appropriations	(638)	(534)	(104)	

**Manitoba Culture, Heritage and Tourism  
Expenditure Summary**

for the fiscal year ended March 31, 2010

with comparative figures for the previous fiscal year

Estimate <sup>(a)</sup> 2009–2010 (\$000)	Appropriation	Actual 2009–2010 (\$000)	Actual 2008–2009 (\$000)	Increase (Decrease) (\$000)	Expl. No.
<b>Information Resources (con't)</b>					
	(d) Legislative Library				
984	Salaries and Employee Benefits	945	944	1	
599	Other Expenditures	598	638	(40)	
<b>12,695</b>	<b>Total 14-3</b>	<b>12,328</b>	<b>12,964</b>	<b>(636)</b>	
<b>14-4 Tourism</b>					
	(a) Travel Manitoba				
7,602	Grant Assistance	7,602	7,544	58	
(500)	Less: Recoverable from Other Appropriations	(500)	(500)	-	
	(b) Tourism Secretariat				
504	Salaries and Employee Benefits	487	490	(3)	
381	Other Expenditures	379	378	1	
629	Grant Assistance	476	633	(157)	
<b>8,616</b>	<b>Total 14-4</b>	<b>8,444</b>	<b>8,545</b>	<b>(101)</b>	
<b>14-5 Capital Grants</b>					
	(a) Cultural Organizations				
703		642	1,507	(865)	4
235	(b) Heritage Buildings	235	235	-	
-	(d) Events Acquisition	-	2,500	(2,500)	5
<b>938</b>	<b>Total 14-5</b>	<b>877</b>	<b>4,242</b>	<b>(3,365)</b>	

**Manitoba Culture, Heritage and Tourism  
Expenditure Summary**

for the fiscal year ended March 31, 2010

with comparative figures for the previous fiscal year

Estimate <sup>(a)</sup> 2009–2010 (\$000)	Appropriation	Actual 2009–2010 (\$000)	Actual 2008–2009 (\$000)	Increase (Decrease) (\$000)	Expl. No.
<b>14-6 Amortization and Other Costs Related to Capital Assets</b>					
98	(a) Desktop Services	99	99	-	
470	(b) Amortization Expense	479	418	61	6
271	(c) Interest Expense	394	132	262	6
<b>839</b>	<b>Total 14-6</b>	<b>972</b>	<b>649</b>	<b>323</b>	
<b>68,330</b>	<b>TOTAL EXPENDITURES 14</b>	<b>69,003</b>	<b>68,730</b>	<b>273</b>	

Explanations:

- 1 Reflects one time funding approved in support of Manitoba's participation in the 2010 Vancouver Olympics and Paralympics
- 2 Reflects one time funding approved in 2009-2010 to Manitoba Film and Sound for the Film Jump Start program/initiative.
- 3 Reflects lower level of advertising costs processed in 2009-2010.
- 4 Reflects lower level of funding in 2009-2010.
- 5 Reflects one time funding approved in 2008-2009 for improvements to the Brandon Keystone Centre in preparation for the 2010 Memorial Cup.
- 6 Reflects increased funding approved in 2009-2010 relating to the construction of the Cercle Moliere Theatre and the renovation of the Manitoba Centennial Centre.

# Manitoba Culture, Heritage and Tourism

## Revenue Summary by Source

for the fiscal year ended March 31, 2010

with comparative figures for the previous fiscal year

Actual 2008–2009 (\$000)	Actual 2009–2010 (\$000)	Increase (Decrease) (\$000)	Source	Actual 2009–2010 (\$000)	Estimate 2009–2010 (\$000)	Variance (\$000)	Expl. No.
<b>Current Operating Programs:</b>							
Other Revenue:							
765	714	(51)	Hudson's Bay History Foundation	714	839	(125)	1
384	401	17	Communications Services Manitoba	401	286	115	2
588	522	(66)	Manitoba Film Classification Board Fees	522	603	(81)	3
321	333	12	Archives of Manitoba Fees	333	328	5	
309	313	4	Statutory Publication Fees	313	388	(75)	4
159	136	(23)	Translation Services Fees	136	160	(24)	5
3	2	(1)	Sundry	2	3	(1)	
<b>2,529</b>	<b>2,421</b>	<b>(108)</b>	<b>Total - Other Revenue</b>	<b>2,421</b>	<b>2,607</b>	<b>(186)</b>	
Government of Canada:							
436	494	58	Historic Places Initiative	494	383	111	
77	77	-	Official Languages in Education	77	77	-	
163	163	-	Welcoming Communities Initiative	163	163	-	
<b>676</b>	<b>734</b>	<b>58</b>	<b>Total - Government of Canada</b>	<b>734</b>	<b>623</b>	<b>111</b>	
<b>TOTAL REVENUE - CURRENT</b>							
<b>3,205</b>	<b>3,155</b>	<b>(50)</b>	<b>OPERATING PROGRAMS - 14</b>	<b>3,155</b>	<b>3,230</b>	<b>(75)</b>	

### Explanations:

- 1 Reflects reduction in funds available from the Foundation due to less favorable investment climate.
- 2 Reflects increased services to Crown Corporations for various ad campaigns.
- 3 Reflects decreased volume of film and DVD submitted for classification.
- 4 Reflects declining subscriptions and sales due to increased availability of free on-line editions.
- 5 Reflects increased translation services to Crown Corporations and Special Operating Agencies.

## Historical Information

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

for years ending March 31, 2006 to March 31, 2010  
(\$000)

pg

		ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES*									
APPROPRIATION		2005–2006		2006–2007		2007–2008		2008–2009		2009–2010	
		FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
14	14-1 Administration and Finance	29.60	2,546	29.60	2,760	29.60	2,765	29.60	2,982	30.00	2,880
	14-2 Culture and Heritage Programs	65.05	37,396	65.05	35,228	66.05	37,900	66.05	39,348	65.65	43,502
	14-3 Information Resources	153.10	11,904	153.10	11,940	153.10	12,095	153.10	12,964	154.10	12,328
	14-4 Tourism	3.00	8,620	3.00	8,645	3.00	8,470	4.00	8,545	4.00	8,444
	14-5 Capital Grants		3,575		3,284		42,414		4,242		877
	14-6 Amortization		570		553		673		649		972
<b>TOTAL</b>		<b>250.75</b>	<b>64,611</b>	<b>250.75</b>	<b>62,410</b>	<b>251.75</b>	<b>104,317</b>	<b>252.75</b>	<b>68,730</b>	<b>253.75</b>	<b>69,003</b>

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

# Performance Reporting

The following section provides information on key performance measures for the department for the 2009/2010 reporting year. This is the fifth 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](http://www.manitoba.ca/performance).

Your comments on performance measures are valuable to us. You can send comments or questions to [mbperformance@gov.mb.ca](mailto: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 2009/2010 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
1. The amount of <b>film production activity</b> in Manitoba, using data generated by the Manitoba Film and 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 1999/2000, the level of film production in Manitoba was just over \$50 million.	In 2009/2010 Manitoba's film industry recorded \$76 million in production activity representing 46 projects.	The department's projected target of \$100 million in production activity was achieved in 2002/2003, followed by \$110 million on 51 projects in 2003/2004, \$124 million on 74 projects in 2004/2005, \$114 million on 63 projects in 2005/2006, and \$123.4 million on 56 projects in 2006/2007. The total production volume value dropped in 2008/2009 to \$66 million, in response to the economic recession and the higher value of the Canadian dollar.	The addition of \$1.5 million of Equity Investment through Manitoba Film and Music reversed the trend of declining production volumes. Enhancement of the Manitoba Tax Credit should generate increased production volumes toward \$100 million annually. Manitoba's industry is diverse, producing both documentary and fiction for television and film; in niche markets, of 30 local projects in 2009/2010, four were by Aboriginal producers and four by Francophone producers for French language audiences.

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 2009/2010 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>2. The <b>size of Manitoba's tourism industry</b> 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 augmented with industry growth rate projections 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 2006, the number of person-days of tourism visits in Manitoba totalled 7.7 million. Tourism and travel expenditures in Manitoba totalled \$1.12 billion.</p>	<p>After reaching a record high 8 million person-visits in 2007, in 2008 the number of person-days of tourism visits in Manitoba dropped back 3.7% to the 2006 level of 7.7 million.</p> <p>Total tourism and travel expenditures in Manitoba were \$1.16 billion, a drop of 6.5% from 2007's record \$1.24 billion, but still ahead of 2006.</p>	<p>Tourism visitation levels globally dropped between 5% and 20% worldwide in 2008, due to the impact of the economic slowdown. U.S. travel into Canada continued its steady 10 year decline.</p> <p>2008 marked the first decline for Manitoba after 10 years of steady growth, during which time Manitoba has consistently ranked in the top three provinces in year over year industry growth.</p> <p>Global economics continue to affect the tourism industry worldwide. The Conference Board of Canada has projected a further 2.1% decline in Manitoba tourism expenditures for 2009, with a modest recovery of 1.5% in 2010 and stronger growth of 3% in 2011 and 2012.</p>	<p>Statistics Canada changed its baseline data collection on the tourism industry in 2005. Data collected prior to 2005 is no longer directly comparable to data collected for 2006 and beyond. The department has adopted a new baseline year of 2006 for performance measurement on a go-forward basis.</p> <p>In Canada, domestic tourism accounts for over 80% of total tourism visits and 75% of tourism revenues. In Manitoba, domestic tourism (visits by Manitobans within Manitoba) is comparable to the national average. Manitoba outperforms the national average non-domestic revenues generated – 41% in 2008 compared to 25% nationally.</p>

<b>What is being measured and using what indicator?</b>	<b>Why is it important to measure this?</b>	<b>What is the starting point? (baseline data and year)</b>	<b>What is the 2009/2010 result or most recent available data?</b>	<b>What is the trend over time?</b>	<b>Comments/Recent Actions/Report Links</b>
<p><b>3. Access to public library services,</b> 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 2009, 87% of Manitobans had access to library services.</p>	<p>The number of municipalities and Manitobans with access to library services has steadily increased since 2004 as a result of increased establishments in rural municipalities, and partnership agreements with existing regional and municipal library systems. The percentage of Manitobans with access increased from 84% in 2004, to 85% in 2005 and 2006, followed by 86% in 2007, and 87% in 2008 and 2009.</p>	<p>PLS continues implementation of the Public Libraries Review recommendations, which have featured increased library access, service to First Nations, increased funding support, new electronic formats and review of programs.</p>

<b>What is being measured and using what indicator?</b>	<b>Why is it important to measure this?</b>	<b>What is the starting point? (baseline data and year)</b>	<b>What is the 2009/2010 result or most recent available data?</b>	<b>What is the trend over time?</b>	<b>Comments/Recent Actions/Report Links</b>
<p><b>4. The number of visits to Manitoba museums and archives</b>, 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, a total of 689,759 person-visits were made to:</p> <p>The Manitoba Museum (517,172);</p> <p>Archives of Manitoba (7,189);</p> <p>Signature Museums around the province (165,398).</p>	<p>Total visitation in 2009/2010 decreased 8.9% over 2008/2009, from 541,442 to 493,289, and has declined over the five-year period from 2004/2005. Person-visits in 2009/2010 included:</p> <p>The Manitoba Museum (351,932);</p> <p>Archives of Manitoba (3,883);</p> <p>Signature Museums (137,474).</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 weak U.S. economy, high fuel prices and stricter border crossing requirements.</p>	<p>The Manitoba Museum is implementing a program to renew its displays and programs, to stimulate increased visitation from within and outside Manitoba.</p> <p>Travel Manitoba has implemented a multi-year strategy to reverse the downward trend in U.S. tourism.</p> <p>Signature Museums have developed jointly targeted print and television marketing materials to enhance visibility and visitation.</p> <p>Like comparable organizations in Canada, the Archives of Manitoba continues to expand its website and database content to offer online service options.</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 and Tourism for fiscal year 2009–2010:

Information Required Annually (per Section 18 of The Act)	Fiscal Year 2009–2010
The number of disclosures received, and the number acted on and not acted on. <i>Subsection 18(2)(a)</i>	<b>NIL</b>
The number of investigations commenced as a result of a disclosure. <i>Subsection 18(2)(b)</i>	<b>NIL</b>
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>	<b>NIL</b>