



**Manitoba Culture, Heritage,
Tourism and Sport**

**Annual Report
2008–2009**

His Honour the Honourable Philip S. Lee, C.M., O.M.
Lieutenant Governor of Manitoba
Room 235, Legislative Building
Winnipeg, Manitoba
R3C 0V8

May It Please Your Honour:

I have the privilege of presenting for the information of Your Honour the Annual Report of Manitoba Culture, Heritage, Tourism and Sport for the fiscal year ended March 31, 2009.

Respectfully submitted,

“Original Signed by Eric Robinson”

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





Culture, Heritage, Tourism and Sport
Deputy Minister

Room 112
Legislative Building
Winnipeg, Manitoba R3C 0V8

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

Dear Sir:

I have the honour of submitting for your approval the annual report of the Department of Culture, Heritage, Tourism and Sport for 2008–2009. The following are some highlights for the year.

Enhanced supports to the cultural industries were introduced in 2008–2009. The Manitoba Film and Video Production Tax Credit was increased to a maximum 65 per cent credit, continuing Manitoba's tradition of strong support to this industry. Manitoba supported 33 indigenous production projects (including six Aboriginal and nine French language productions) and a further 20 "off-shore" productions. Manitoba had an unprecedented three television series on primetime television over the winter.

A major resource for authors and filmmakers continues to be the Archives of Manitoba, including the Hudson's Bay Company Archives (HBCA). History Television's *Ancestors in the Attic* was filmed in the Archives and highlighted the significant resources of the HBCA.

A 40 per cent Book Publishing Tax Credit was introduced, with a 10 per cent bonus for printing on recycled paper. One hundred titles in three languages (English, French and Cree) were offered by Manitoba book publishers in 2008–2009.

The department fulfilled government's \$1 million commitment toward development of the Trans Canada Trail. Since 2000, the Province has been actively fostering partnerships with trail stewards, local governments and user groups to develop trails for cycling, walking, horseback riding and other recreational activities. With this support, and the commitment of volunteers across Manitoba, the Trail has grown to over 1,400 km in length and is about 78 per cent complete.

The department created an Information and Privacy Policy Secretariat to support citizen needs for access to information and the protection of personal information held by the public sector. The secretariat hosted a two-day Access and Privacy conference in May 2008 that was attended by over 250 participants and speakers from Manitoba and across the country, and led the development of amendments to *The Freedom of Information and Protection of Privacy Act*. Among other changes, the amended Act will introduce an Information and Privacy Adjudicator.

The department enhanced its capital support to clients in a number of areas. Funding for the Community Places Program was increased by 50 per cent to \$4.5 million. Nearly 300 projects were funded, and over 750 project sites were visited by staff to provide planning advice. Support was provided for roofing projects at the Winnipeg Art Gallery and the Centennial Concert Hall; renewal of the Earth History Gallery at the Manitoba Museum; sound equipment and security upgrades at Le Centre culturel franco-manitobain, and a variety of other projects. Le Cercle Molière broke ground for its new theatre in September 2008. The project is



Manitoba
spirited energy

being supported with funding and technical assistance from Manitoba Culture, Heritage, Tourism and Sport and Manitoba Infrastructure and Transportation.

Manitoba's tourism industry growth last year outpaced all other provinces. Tourists spent more than \$1.2 billion annually in our province. The department funds Travel Manitoba to market the Manitoba industry locally, nationally and internationally, and to continue to improve the quality, competitiveness and sustainability of the industry's products and services.

In addition, the department administered the Star Attractions Program (five new attractions were designated in 2008–2009), launched Aboriginal tourism training initiatives in collaboration with a number of community partners, supported the work of Eastside Aboriginal Sustainable Tourism and partnered with Manitoba Conservation to extend the Watchable Wildlife program.

In 2008, Manitoba hosted a number of national and international sporting events, including the 2008 Royale Cup Canadian Women's Amateur Golf Championships and the 2008 Commonwealth Tae Kwon Do Championship. The department also assisted Brandon in its successful efforts to secure the 2010 Memorial Cup for hockey. In August, 1,400 Manitoba youth competed in the 2008 Power Smart Manitoba Games in Carman.

Progress continues on the department's goal of improving public library services for Manitobans. The first independently operated public library on a First Nation—the Peguis First Nation Public Library—opened in October 2008. In partnership with the Building Manitoba Fund, the department provided \$300,000 to assist public libraries maintain up-to-date technological capacity. The Public Library Services Branch moved to a new location in the heart of downtown Brandon.

Partnerships with the federal and municipal governments continue to advance heritage issues in Manitoba. In 2008–2009, 51 new sites were placed on the Canadian Register of Historic Places, bringing Manitoba's total nominations to 617. The Heritage Matters Initiative offers a municipal planning evaluation tool and supports grants to assist communities undertaking heritage planning, education and promotion. In 2008–2009, 15 projects were approved, benefitting 33 communities. During the year, 11 heritage sites were designated, including two provincial designations—the former Tamarisk School in the RM of Grandview and the original Wawanesa Mutual Insurance Company Building in Wawanesa—and the first designation undertaken by a First Nation community, the Crane River Reserve Catholic Church, which was designated by O-Chi-Chak-Ko-Sipi First Nation.

These highlights provide a glimpse of the scope and diversity of the work undertaken by Manitoba Culture, Heritage, Tourism and Sport in 2008–2009.

Respectfully submitted,

"Original Signed by Sandra Hardy"

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

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Introduction

The Annual Report of the Department of Culture, Heritage, Tourism and Sport deals with the fiscal year ending March 31, 2009, providing a record of performance and fiscal accountability.

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

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

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

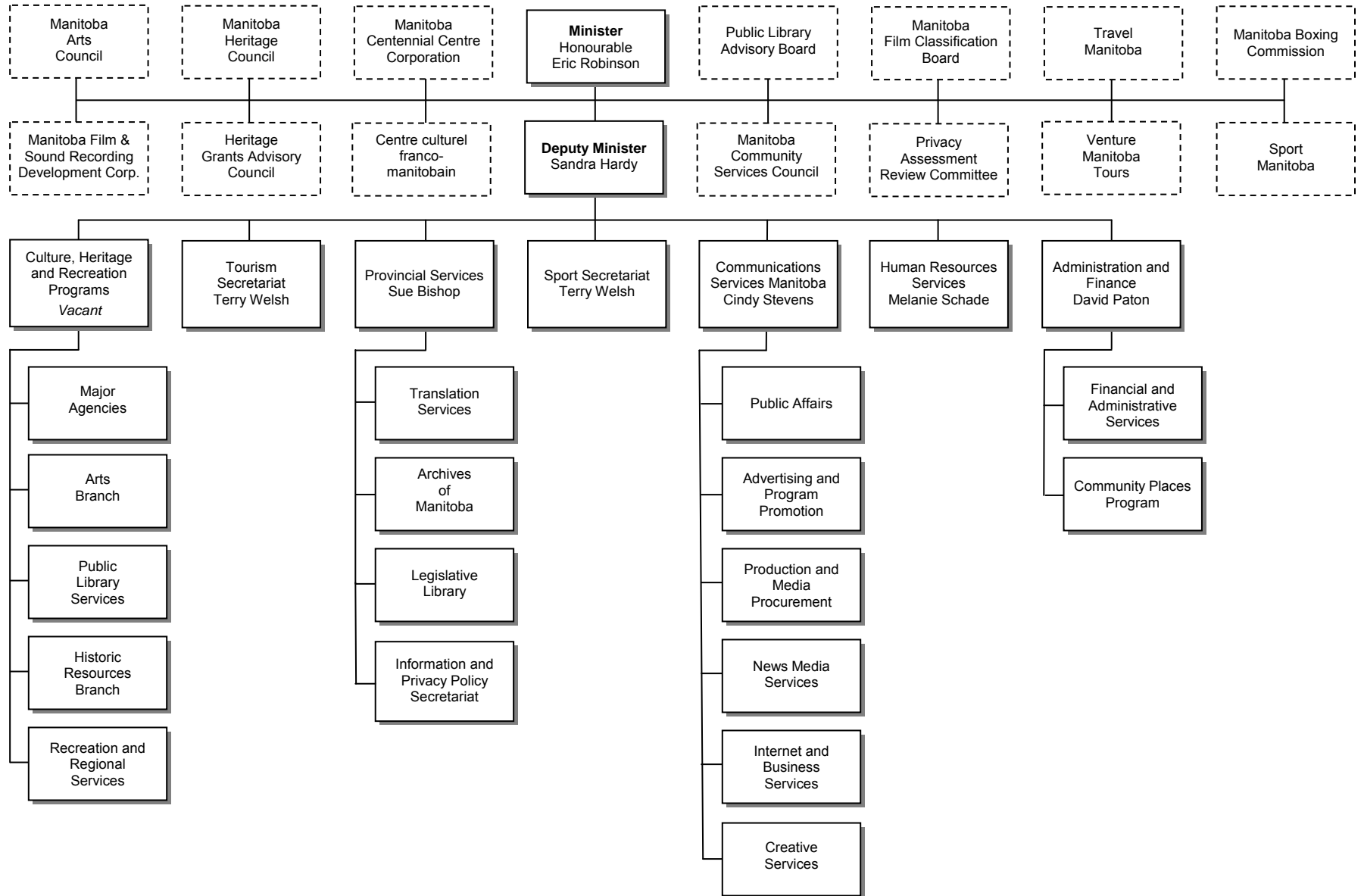
- Generate sustainable economic growth around Manitoba's unique identity and attributes
- Increase community capacity to improve the well-being of Manitobans
- Enhance public access to knowledge and information
- Engage Manitobans in sharing and making use of the province's cultural and heritage resources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

Expected Outcomes

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

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

CULTURE, HERITAGE, TOURISM AND SPORT ORGANIZATIONAL CHART MARCH 31, 2009



Statutory Responsibilities

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

- The Amusements Act (Except Part II)
- The Archives and Recordkeeping Act
- The Arts Council Act
- The Boxing Commission Act
- Le Centre Culturel Franco-Manitobain Act
- The Coat of Arms, Emblems and the Manitoba Tartan Act
- The Fitness and Amateur Sport Act (as it pertains to fitness)
- The Foreign Cultural Objects Immunity from Seizure Act
- The Freedom of Information and Protection of Privacy Act
- The Heritage Manitoba Act
- The Heritage Resources Act
- The Income Tax Act (Section 10.4 – Manitoba Book Publishing Tax Credit)
- The Legislative Library Act
- The Manitoba Centennial Centre Corporation Act
- The Manitoba Film and Sound Recording Development Corporation Act
- The Manitoba Museum Act
- The Public Libraries Act
- The Public Printing Act
- The Travel Manitoba Act

Executive Support

Minister's Salary

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

1(a) Minister's Salary:

Expenditures by Sub-Appropriation	Actual 2008-2009 \$000	Estimate 2008-2009		Variance Over(Under)
		FTE	\$000	
Salaries	45.0	1.00	45.0	
Total Expenditures	45.0	1.00	45.0	

Executive Support

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

1(b) Executive Support:

Expenditures by Sub-Appropriation	Actual 2008-2009 \$000	Estimate 2008-2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	555.3	9.00	574.5	(19.2)
Other Expenditures	58.0		58.0	-
Total Expenditures	613.3	9.00	632.5	(19.2)

Administration and Finance Division

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

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

The division is responsible for the coordination of applications received under *The Freedom of Information and Protection of Privacy Act*. For the period January 1, 2008 to December 2008, 11 requests were received by the department, of which five were from political parties, four were from organizations/businesses and two were from private citizens. Of the 11 applications processed, five were granted, three were partially granted and the records did not exist for three applications.

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

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

Financial and Administrative Services

Financial and Administrative Services is responsible for promoting and supporting continuous improvement in program management, financial administration and operations productivity throughout the department.

The Management Services unit supports departmental planning processes, including business continuity planning, and provides financial advice and analytical support for resource allocation decision-making. This process encourages the development of clear linkages between departmental, branch and section priorities and objectives, while maximizing the use of limited resources. The unit coordinates the preparation of the department's Priorities and Strategies Overview, Budget, Estimates Supplement and Annual Report in accordance with Treasury Board guidelines. In addition, the unit also supports the preparation and review of approximately 200 submissions and contracts annually, and is also responsible for the preparation, communication and monitoring of the department's comptrollership plan.

The Financial Services unit 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. The unit processed approximately 7,700 payment transactions and 200 accounting adjustments. The transactions include the administration of the department's centralized billings and the monitoring of 500 various accounts.

The Grants Administration unit supports the administration and delivery of formula-based grant programs. It provides secretariat support to the Heritage Grants Advisory Council and administrative support to the Community Places Program. In 2008-2009, 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 data base that provides historical, financial, reporting and correspondence-generating capabilities.

The Information Technology 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 and coordinates the preparation and execution of the department's annual Information Technology Systems Plan. The branch coordinates the acquisition, installation, security, maintenance and support of desktop computer-related activities and works closely with the Department of Science, Technology, Energy and Mines to coordinate the delivery of central services application development, implementation and maintenance services.

The unit worked with ICT Services Manitoba to implement the enhancements to the Legislative Library catalogue software which enables them to store images. The unit assisted Translation Services in the implementation of software that will improve their effectiveness, plus enable clients to access information online. The unit worked with the department to gather and document business requirements for enhancements to the Boards Application and to the Grants Management Systems. The enhancements will improve the efficiency of managing all the department's grant programs and improve the management of board member appointments. The unit worked extensively with ICT Services Manitoba to implement the new Government's Records management software.

Human Resource Services

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

Employment Equity Statistics as at Fiscal Year End

CHTS	2005–2006 Actual (%)	2006–2007 Actual (%)	2007–2008 Actual (%)	2008–2009 Actual (%)
Aboriginal	8.7	8.2	8.4	8.8
Women	71.0	70.5	69.3	69.5
Persons w Disability	3.1	3.6	3.1	3.2
Visible Minority	4.2	6.0	6.6	6.0

Specific activities of Human Resource Services for the department during 2008–2009 included:

- Coordinated the implementation of government-wide policies and initiatives, including: filling 18 positions through formal competitions and 15 positions through various direct appointments; preparing detailed analyses on nine reclassification requests; maintaining payroll records for 333 employees, 31 students and 74 board members; and providing benefit information for 26 employee appointments; three death claims; two long term disability claims 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, Tourism and Sport 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 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	1,706.6	22.10	1,632.6	74.0
Other Expenditures	364.2		423.6	(59.4)
Total Expenditures	2,070.8	22.10	2,056.2	14.6

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	2008–2009	2007–2008	2006–2007
Film	643	637	624
Videos ¹	420	377	360
Total Classified	1,063	1,014	984

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

The resulting classifications of feature films were as follows:

Feature Films	2008–2009	2007–2008	2006–2007
General	31	32	32
Parental Guidance	86	77	77
14 Accompaniment	86	95	104
18 Accompaniment	30	36	29
Restricted	2	1	3
Total	234	241	245
Appeals	7*	0	8

*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:

Submissions	2008–2009	2007–2008	2006–2007
Units received	6,678	7,613	7,046
Titles received	4,910	5,422	5,068
Total	6,678	7,745	7,175

Public Exhibition and In-Home Use Titles Classified²:

	2008–2009	2007–2008	2006–2007
Permits Issued ³	4,944	6,615	6,039
Classifications:	670	1,117	923
General			
Parental Guidance	1,574	2,047	1,821
14 Accompaniment	1,421	1,657	1,653
18 Accompaniment	418	439	510
Restricted	96	158	151
Adult	765	1,197	981
Classification to be determined	18	137	307
(as of March 31)			

Notes:

2. A single title may have been released in multiple formats, i.e. 35mm, videotape and DVD.

3. Not all product received is issued a permit or issued in the same year it is received.

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

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

	2008-2009	2007-2008	2006-2007
Retail Stores licensed	1,137*	1,107	1,187
Distributors licensed	196	186	176
Inspections	1,333	1,145	1,012
Inspections – video games	578	512	458
Product removed	446	825	757
Product removed – video games	0	1	161

* 687 companies

1(d) Manitoba Film Classification Board:

Expenditures by Sub-Appropriation	Actual 2008-2009 \$000	Estimate 2008-2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	256.0	5.00	247.9	8.1
Other Expenditures	285.6		304.6	(19.0)
Less: Revenue	(588.1)		(602.7)	(14.6)
Total Expenditures	(48.5)	5.00	(43.3)	5.2

Sustainable Development

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

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

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

The department continued to use recycled paper and reconditioned printer toner cartridges for daily business practices. Individual blue bins for paper, and central bins for aluminum, plastic and paper are an ongoing commitment to recycling. Use of 10 per cent ethanol blend fuel in departmental fleet vehicles has increased to 30 per cent of overall fuel purchases. Eleven of twenty departmental fleet vehicles are now ethanol 85 per cent compatible.

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

Re-use of historic buildings is inherently sustainable; the challenge is in balancing heritage preservation with green performance standards. In 2008-2009, the Historic Resources Branch (HRB) continued to play an active role in several green heritage building initiatives. This includes (1) the completion of a study entitled "A Sustainable Approach to Historic Windows" and (2) partnering with Parks Canada in the completion of a draft report entitled "A Life Cycle Assessment Study of the Embodied Effects for Existing Historic Buildings". The latter report studies four Canadian heritage buildings, including the former Birks Building (now the Land Registry) in Winnipeg, that have recently been brought up to contemporary green building standards. The study provides groundbreaking data regarding the inherent viability of reusing heritage buildings. HRB staff has been advisors to the Sustainable Development Innovations Fund since its inception.

The Tourism Secretariat encouraged industry efforts to increase compatibility of Manitoba's tourist-related products and services with environmentally sound, sustainable practices, and provincial and national standards. This year the Secretariat supported the launch of a new Aboriginal tourism training program in partnership with the Manitoba Tourism Education Council, including components on sustainable tourism products and practices. The Secretariat also supported Eastside Aboriginal Sustainable Tourism Inc. in its work to develop sustainable tourism opportunities. Other efforts included support for marketing and promotional efforts on behalf of outdoor adventure-based lodge operations, participation on the Licensing Advisory Committee under *The Resource Tourism Operators Act* administered by Manitoba Conservation, and continued implementation of the Watchable Wildlife program to enhance wildlife viewing opportunities at signature wildlife viewing sites across Manitoba.

Through the Trans Canada Trail (Manitoba) project and the Manitoba Recreational Trails Association, the department supports the development of trails across the province, which provides opportunities for sustainable transportation.

Culture, Heritage and Recreation Programs Division

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

The Programs Division is dedicated to quality client service through:

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

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

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

Executive Administration

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

During 2008–2009, the efforts of the division supported the following goals:

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

2(a) Executive Administration:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	455.3	6.00	502.0	(46.7)
Other Expenditures	495.5		298.8	196.7
Total Expenditures	950.8	6.00	800.8	150.0

Grants to Cultural Organizations

Operating and capital assistance are provided to the department's major agencies. The major cultural agencies are: le Centre culturel franco-manitobain, the Manitoba Centennial Centre Corporation, The Manitoba Museum, the Western Manitoba Centennial Auditorium and the Winnipeg Art Gallery. Other major organizations include: Manitoba All Charities Campaign and the Manitoba Community Services Council. Over \$10.9 million was awarded in operating grants to these institutions and agencies in 2008–2009.

See Capital Grants – Cultural Organizations.

2(b) Grants to Cultural Organizations:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	11,384.4		11,384.4	

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 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	8,809.2		8,633.5	175.7

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 Clear Lake. There were no appeals submitted in the 2008–2009 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.

Funding assistance is provided for up to 50 per cent of the eligible costs and is disbursed in the form of cash, bingo awards or a combination of both. During the 2008–2009 fiscal year, 81 projects were approved for a total of \$295.7 in grants and \$98.1 in bingos.

2(d) Heritage Grants Advisory Council:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Total Expenditures	370.0	1.00	415.1	(45.1)

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 2008–2009, the branch continued its support of Manitoba's film and sound recording, publishing, and visual arts and crafts industries. Through funding to the Manitoba Film and Sound Recording Development Corporation, the Arts Branch supported \$66.6 million in film production activity. Fifty-three film and television projects were shot in the province in 2008–2009, thirty-three of which were indigenous projects. This includes a record three, made-in-Manitoba television series that were broadcast in primetime. The vitality of this sector

is further attested in its diversity with six Aboriginal and nine French language projects shot in 2008–2009. Productions shot in Manitoba last year include: *New in Town*, *Taken in Broad Daylight*, *Todd and the Book of Pure Evil*, *Amreeka*, *The Christmas Hope*, *Cashing In*, *Less than Kind* and *House Party*. *My Winnipeg*, *Amreeka* and *High Life* all shot within the past two years continue to receive international critical acclaim.

Manitoba's sound recording industry experienced another excellent year in 2008–2009. Manitoba artists released 151 albums, of which 40 secured national distribution deals and 15 albums signed international deals. Manitoba's artists and industry professionals received 150 award nominations, garnering a total of 45 national and international awards including an unprecedented fourteen Juno nominations and four Juno awards including Manitoba ex-pats. In 2008–2009, 83 Manitoba acts performed 134 showcases at 32 major music industry market events. In November 2008, the entire country had an opportunity to enjoy and appreciate the nationally televised third annual Aboriginal Peoples Choice Music Awards. Although only in its third year, this awards show is quickly gaining a reputation throughout North America as the premiere event for showcasing the vast array of talent that exists within the Aboriginal music sector.

By assisting community arts councils, comités culturels, major arts festivals, provincial community arts associations, and organizations delivering developmental arts programs on an ongoing or project basis throughout the province, the branch supported audience and skills development programming in the performing, visual and literary arts with particular attention given to the development of the arts in rural and remote communities in Manitoba. These investments resulted in over 1,700 performances and visual arts exhibitions and more than 800,000 student hours of community-based arts instruction throughout the province. Through the Arts Development Project Support Program, 147 audience development and art skills development projects were supported across Manitoba, including 14 projects in remote communities.

In 2008–2009, the branch partnered with the Manitoba Arts Council and Manitoba Education, Citizenship and Youth to provide more than \$54.0 in support of 18 ArtsSmarts projects in 10 Urban and eight rural/remote schools involving 28 professional, community based artists and impacting more than 3,500 students and 205 educators throughout the province.

The Arts Branch also continued to partner with Education, Citizenship and Youth in the School and Community Arts program, launched in January 2006. The program includes a Youth Travel Grant, an After-School Arts Enrichment Program, and an Arts Education Access Program and provided support of \$140.0. In 2008–2009, the department provided \$40.0 for the Arts Education Access Program, providing assistance to a total of 24 projects taking place in 17 high-need communities, with the majority of support going to rural and northern communities.

In 2008–2009, the Aboriginal Cultural Initiatives Program provided support to 32 powwows, Métis dance and other events that celebrate the culture and heritage of Aboriginal communities in Manitoba. The Aboriginal Arts Education component of the Aboriginal Cultural Initiatives Program provided 1,575 hours of arts instruction with 3,881 participants engaged in educational projects associated with traditional and contemporary Aboriginal art forms.

The Arts Branch, Public Library Services Branch, Manitoba Arts Council, and the Department of Canadian Heritage partnered to create the Northern Working Group to investigate the current level of cultural and arts activities in Northern Manitoba and find ways to address gaps in service and access to funding. The operating principals of the group are to target specific regions, use an integrated and ethical approach to working with indigenous people, and actively engage northerners and youth over a three-year period. Each partner has agreed to meet regularly to discuss activities and issues arising in northern Manitoba. The Department of Canadian Heritage has commissioned an independent consultant to review the services and funding for arts and culture by each partner.

Twelve Manitoba book publishers published over 100 titles in English, French and Cree in 2008–2009. The department supported the expansion of marketing activities, the development of new product lines, professional skills upgrading and implementation of technological efficiencies; all of which contributed to net book sales in excess of \$3.1 million in 2008–2009. In spring 2009, Manitoba's Book Publishing Tax Credit was implemented. Based on 40 per cent of Manitoba labour costs with a 10 per cent bonus on eligible 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 development and implementation of an industry-wide subscription initiative through the Manitoba Magazine Publishers' Association. In the literary arts sector, the department sponsored three book awards to acknowledge and celebrate Manitoba's writing and publishing community: the annual Margaret Laurence Best Fiction Award, the Alexander Kennedy Isbister Award for Non-Fiction and le Prix littéraire Rue-Deschambault, recognizing excellence by a Manitoba Francophone writer, awarded every two years. These awards were administered, on the department's behalf, by the Association of Manitoba Book Publishers.

Nine commercial galleries and visual arts/crafts industry association were supported in 2008–2009 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 Seventh Wave tour visiting galleries and artist studios throughout the Interlake.

The Arts Branch, along with Competitiveness, Training and Trade – Industry Training Partnerships, continued to provide consultation and resources toward the realization of a Cultural Labour Force Development Strategy for workers in Manitoba's Arts and Cultural Industries. Professional development is offered in the form of workshops, courses, mentorships and internships by several arts organizations. Highlights include: over 1,500 hours of training provided to 950 artists and arts administrators by the Arts and Cultural Industries Association of Manitoba and over 13,500 hours provided to 1,500 workers in the film and sound sectors.

Financial support totalling \$20.0 was provided in support of strategic initiatives and special events in the Francophone community, such as the marketing initiatives undertaken by the *Conseil de développement économique du Manitoba* to promote the sale of French language books and cultural products through Franco-Manitoban booksellers, the *Afrik!* arts festival celebrating Franco-African culture in Manitoba, and to *Le 100 Nons* for the *Boîte à chansons* pilot music project. 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 84 works of art in 2008–2009. The branch purchased 42 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 Arts branch, resulted in 42 additional works of art purchase with funds from Manitoba Infrastructure and Transportation.

In 2008–2009, 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, Manitoba Theatre for Young People, Winnipeg's Contemporary Dancers, and the Winnipeg Symphony Orchestra.

2(e) Arts Branch:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	630.1	10.00	646.6	(16.5)
Other Expenditures	177.8		179.9	(2.1)
Film and Sound Development	4,085.7		4,085.7	-
Grant Assistance	3,463.8		3,480.1	(16.3)
Total Expenditures	8,357.4	10.00	8,392.3	(34.9)

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 2008–2009, grants totalling \$5.5 million were provided to Manitoba's 114 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.

A central activity in 2008–2009 involved relocation of PLS to a new facility that occupies two stories of a downtown high-rise in Brandon and supports the city's core renewal program. Branch staff was involved in all aspects of relocation including facility design and move coordination, as well as packing and shelving the central collection. The new facility provides staff with a healthy, attractive workplace in close proximity to other city services.

Thirty 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 service to First Nation Communities. In 2008–2009, Manitoba increased support targeted at technology by providing \$300.0 ongoing Rural Library Technological Sustainability grant funding. This grant program provided assistance to rural libraries for technology purchasing, as well as cooperative development of library technology and \$100.0 ongoing funding to enhance collections and technology in Winnipeg Public Libraries. Manitoba's new eBook Service, eLibraries Manitoba, celebrated its 30,000th download since inception in November 2007.

Manitoba's union catalogue "MAPLIN" (Manitoba Public Library Information Network) has been upgraded from a central record loaded database to a distributed "spray-search" of library servers across the province. Along with the new benefit of real-time circulation status, an automated interlibrary loan feature greatly facilitates resource sharing. Beta versions have been limited to client library access with full public release scheduled in 2009. In partnership with the University of Winnipeg, PLS is testing a migration of a major client library to Evergreen Open Source software. Based on successes of the pilot, it is anticipated that more client libraries will migrate to Evergreen with interest expressed from other library sectors.

Through the Manitoba Opportunities Fund, PLS completed the second 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 has initiated online statistical management to facilitate transition of annual library statistics publications to web access. The service will allow 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, the creation of a draft library standards document began in response to the Public Libraries Review, and will help promote quality, equitable service through all 114 library service points across the province.

A comprehensive geographical survey of rural library memberships and use patterns was conducted for the purpose of strategic planning in the areas of library establishment and regionalization, as well as review of the Branch's book mail-out program for residents not in the service area. The information will directly support for consultations with the rural and urban library systems, related library associations and the Association of Manitoba Municipalities, which recently issued a resolution for Province-wide Library "One-Card".

2(f) Public Library Services:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	822.1	19.00	942.7	(120.6)
Other Expenditures	816.4		872.8	(56.4)
Grant Assistance	5,434.0		5,530.2	(96.2)
Total Expenditures	7,072.5	19.00	7,345.7	(273.2)

Historic Resources

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

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

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

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

Since 2003, the Province has had Contribution Agreements with the Government of Canada to implement the Historic Places Initiative (HPI) in Manitoba by Historic Resources. The agreement supports the nomination of designated heritage sites to the Canadian Register of Historic Places, the promotion of the *Standards and Guidelines for the Conservation of Historic Places in Canada*, and the engagement of heritage stakeholders with the initiative. In 2008–2009, 51 new sites were placed on the Canadian Register of Historic Places

bringing Manitoba's total nominations to 617 and distribution of 26 statements of significance certificates to the owners of designated heritage buildings.

HPI also supported the implementation of the Heritage Matters Initiative, a municipal planning evaluation tool supporting grant programs. The evaluation tool, the Heritage Matters Benchmark Worksheet, provides a list of 19 heritage best practices against which community organizations can measure their own level of performance. As a support to the benchmarks, the HPI grant component provides funding to help communities undertake heritage planning, education and promotion. The benchmark worksheet has been completed by 17 communities or organizations, resulting in 15 successful applications benefitting 33 communities. Approved projects funded (\$57.3) in 2008–2009 included seven heritage site inventories, a heritage open house, two heritage tourism/geocaching projects, a commemorative marker and site designation on a First Nation and work towards the designation of a downtown heritage conservation district.

In conjunction with Heritage Matters, new support material, *Special Places: Identifying Your Community's Best Heritage Sites*, for municipal governments was developed. A pilot project offered hands-on support to five communities to develop standardized processes, templates and products that will ensure all Manitoba communities can have a model by which to achieve the highest standards for local heritage activity and planning. The five communities selected for the pilot project each had a comprehensive building inventory undertaken. A narrative was prepared on each community's unique and authentic built-heritage, from which the best sites can be selected for municipal heritage designation.

The *Heritage Building Maintenance Manual*, developed in conjunction with regional workshops in 2007–2008, was printed in English and French and distributed to all owners/managers of municipally and provincially designated heritage sites in Manitoba, community museums, other related government departments, local heritage organizations and libraries across the province as well as being available online. The manual includes new maintenance and inspection checklists, with a focus on advice based on the national Standards and Guidelines for the Conservation of Historic Places in Canada.

The Lac du Bonnet, Brandon, St. Clements, Gimli, and Stonewall Municipal Heritage Advisory Committees, with advice from Historic Resources, undertook annual Heritage Resource Management Plans for their communities to identify priorities and municipal support. In addition, Historic Resources assisted Community Heritage Manitoba to organize the 16th Annual Municipal Heritage Advisory Committee Conference in Neepawa, Manitoba. Entitled "*Alternative Funding Sources – You Won't Believe Where We Found The Money*", this conference identified non-traditional funding opportunities and strategies in support of local heritage initiatives.

In 2008–2009, Manitoba's seven Signature Museums developed joint promotional materials, and continued a partnership with Travel Manitoba to undertake targeted marketing strategies in order to enhance their visibility to visitors. The Signature Museums Program assists qualifying museums to become enhanced heritage tourism attractions.

Operating grants are available to community museums through the Community Museum Grants Program. The program supports facilities that protect and interpret Manitoba's heritage resources. Qualifying museums must be non-profit, open to the public on a regular basis (minimally 30 days a year), own more than 50 per cent of their collections, and have a Statement of Purpose. In 2008–2009, 109 community museums received a total of \$272.1. Fully 80 per cent of community museums are rural or northern-based.

To commemorate the second annual Louis Riel Day holiday, the province's Louis Riel website was updated to include links to Louis Riel Day events. The website included site descriptions, photos, as well as relevant publications including the *Origin of the Name Manitoba*, *Red River Resistance* and *St. Norbert*.

The branch encourages community heritage groups to partner with local schools to develop heritage activities in recognition of Manitoba Day, May 12. A new initiative, *Guide to Marketing and Promoting Heritage Organizations*, assisted non-profit heritage organizations in marketing and promoting their heritage organization to the community and to tourists. The publication offers ideas about how to develop programs and events as opportunities to promote the organization's message to the public and how to design and create products and services to attract visitors. Over 30 organizations and schools participated in Manitoba Day community celebrations throughout the province.

During fiscal year 2008–2009, 11 heritage sites were designated and protected under *The Heritage Resources Act*. Included among these was the first heritage site designation undertaken by a First Nation community using a new Band Council Resolution process jointly devised by the Crane River (O-Chi-Chak-Ko-Sipi) First Nation, staff from Indian and Northern Affairs Canada and the Historic Resources Branch. Branch staff took the lead on this initiative, and the new process provides a template for future site designations by First Nation communities. Two of the 11 new heritage sites were provincial level designations, and these involved the former Tamarisk School located in the RM of Grandview and the original Wawanesa Mutual Insurance Company Building in Wawanesa.

The year 2008–2009 was the fifth and final year for the Manitoba Prairie Churches Project (MPCP) and Manitoba Prairie Icons Projects (MPIP). A partnership involving the Historic Resources Branch, The Thomas Sill Foundation of Winnipeg and The J.M. Kaplan Fund of New York, the MPCP initiative provided a total of \$260.0 in non-government funding towards the restoration of 29 protected rural and small town churches. Over its five year term, the MPIP initiative additionally provided \$109.0 in non-government restoration funding to 14 non-religious rural landmark restoration projects. Among these were the Portage CPR Station, Gimli Dance Pavilion, CATP Museum in Brandon, Inglis Elevators National Historic Site, the Emerson Courthouse and the Gardenton Timber Truss Bridge. Applications have been submitted to the sponsors for new funding to extend the partnership for one additional year.

A draft report on “Immigration to Manitoba, 1923–1960”, providing overviews of Canadian and Manitoba immigration policies, and the experiences of Russlaender Mennonite, Ukrainian, Polish, Dutch, German, Hungarian, and English-speaking immigrant ethno-cultural groups, was completed. Preliminary historical research on energy development (oil, hydro-electric, and wind power) in Manitoba was undertaken. The biographies of five Notable Manitobans were completed and placed on the department website.

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 2008–2009, the branch assessed 1,775 land development projects for their potential to adversely affect heritage resources. Sixty-nine heritage permits were issued.

The branch administers the Manitoba Hydro–funded Churchill River Diversion Archaeological Project (CRDAP). One mitigation excavation and one survey study were administered by branch staff in the CRDAP area. Branch archaeologists administered and monitored sites in the Winnipeg River area and one survey in the Nelson River–Kelsey area during the third 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. One of the most noteworthy recoveries made at the site was the unearthing of an 800 year-old footprint.

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 27 individuals province-wide this past year.

2(g) Historic Resources:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	1,516.1	25.05	1,426.2	89.9
Other Expenditures	770.8		738.0	32.8
Grant Assistance	1,005.4		1,007.9	(2.5)
Total Expenditures	3,292.3	25.05	3,172.1	120.2

Recreation and Regional Services Branch

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

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

The branch provided funding through the Recreation Opportunities Program (ROP) to 50 recreation commissions, comprised of 132 municipal governments and 26 school divisions/districts, for the development of recreation opportunities. Under the ROP Training Fund, designed to assist with training costs for recreation directors, community recreation leaders and volunteers, 45 recreation commissions accessed funding.

Consultation and funding support was provided to 18 volunteer trail associations throughout Manitoba. Volunteers have completed approximately 78 percent of the Trans Canada Trail (TCT) in the province since 2000. This year the Province provided the Manitoba Recreational Trails Association with \$328.0, the final instalment of a \$1 million pledge for the TCT (Manitoba) Project. Consultation services were provided to other government departments on trail planning and development, motorized and non-motorized trail use policy, active transportation and active living.

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

Communities *in motion* and Healthy Schools *in motion* were launched in the fall of 2005. There has been steady growth in 2008–2009 resulting in a total of over 100 registered Communities *in motion*, over 500 Healthy Schools *in motion* and over 260 Workplaces *in motion*.

The branch assisted community festivals by providing 57 grants through the Community Festivals Support Program. Consultations and support from regional staff led to the completion of over 480 applications to the Community Places Program in support of rural capital development projects, while over 147 applications to the Arts Development Project Support Program were completed to facilitate rural and remote community arts-related programs. Regional staff continued to work with juried art show committees to provide an outlet for visual artists in rural and northern Manitoba to exhibit their work and receive professional critiques through three juried art exhibitions.

Opportunities for over 1,000 children and youth to attend summer camps were made possible through grants to the Sunshine Fund and Westman Sun Fund totalling \$40.0. Further, the branch helped 1,700 students and volunteers from 39 schools in northern and remote Manitoba experience recreational sport and games through a grant of \$26.1 to the Frontier School Division's Frontier Games.

The branch also helped over 20 northern Manitoba recreation professionals and communities to attend meetings and training opportunities through a grant of \$9.0 to the Northern Manitoba Recreation Association (NORMRA).

The branch contributed to the safe operation of community arenas, curling rinks and swimming pools by certifying 79 facility operators who successfully completed the department's Recreation Facility Operator Courses.

The branch hosted an Outdoor Playspace Design Workshop with 45 participants exploring the importance of play and receiving practical tips for the development of natural play elements for all ages.

The branch assisted the Interlake Swim Association to provide water safety instruction in eight communities or 400 children and facilitated Summer Leadership Training for 46 participants representing 18 communities.

The branch in cooperation with the Interlake Regional Health Authority and Manitoba Agriculture, Food and Rural Initiatives offered Healthy Sustainable Kitchen workshops for 73 participants on healthy choices in food services in recreation facilities and safe food handling.

Leadership and skill development was provided to 156 recreation volunteers, recreation professionals and elected officials through the Recreation Conference for Community Volunteers. In the 29 year history of this conference, over 5,000 delegates have attended.

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

2(h) Recreation and Regional Services:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	1,600.4	25.00	1,696.2	(95.8)
Other Expenditures	508.4		489.5	18.9
Grant Assistance	8,111.8		8,130.1	(18.3)
Total Expenditures	10,220.6	25.00	10,315.8	(95.2)

Communications Services Manitoba

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

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

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

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

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

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

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

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

The Internet Business Unit works closely with government departments and Information and Communications Technology Services Manitoba to develop innovative and effective ways to deliver public services and

information through the government website. The site contains information from every department of government. The government website is updated virtually every working day and provides up-to-the minute information including road conditions, news releases, legislative changes and new program announcements. The site is also an integral part of government's public communications strategy during emergencies and public safety information campaigns.

Manitoba Government Inquiry (MGI) provides a bilingual toll-free telephone information and referral service for all provincial programs and services. The service also responds to public inquiries through the operation of the Government of Manitoba website answer desk, and provides call centre services for special government initiatives such as emergency measures operations and provincial general elections. In 2008–2009, MGI responded to more than 153,000 inquiries from the public. Manitoba Government Inquiry works closely with the CSM Internet Business Unit to strengthen the coordination of telephone and online services.

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

During 2008–2009, CSM worked with various government departments to coordinate communications on issues such as forest fires in the summer of 2008, spring 2009 flooding and the potential of an avian or pandemic flu outbreak. CSM developed public information campaigns for several government programs including youth retention, severe weather preparedness, green initiatives and the Tuition Fee Rebate program. In addition, major projects included the completion of renovations of the Legislature news conference theatre and control room. CSM was also responsible for managing the update of government websites to reflect a site reorganization and revised portals to the central government website.

3(a) Communications Services Manitoba:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	4,093.5	66.00	4,003.7	89.8
Other Expenditures	1,368.8		1,313.0	55.8
Public Sector Advertising	1,927.2		1,966.5	(39.3)
Less: Recoverable from Other Appropriations	(2,710.3)		(2,725.3)	15.0
Total Expenditures	4,679.2	66.00	4,557.9	121.3

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 2008–2009, the volume of written translation in the official languages amounted to 20,058 pages, approximately 11 per cent higher than the planned production. The branch also seconded a translator to the Department of Education, Citizenship and Youth to help support its French Language Services needs.

Translation services were provided as follows:

	Actual		Estimate	
	Words	Pages	Pages	Words
English to French	18,156	4,539,000	16,000	4,000,000
French to English	1,902	475,500	2,100	525,000
Total:	20,058	5,014,500	18,100	4,525,000

Interpretation (oral translation) was provided in the Courts and quasi-judicial tribunals, the Legislative Assembly and public hearings, as well as in conferences and national meetings hosted by Manitoba. Service requests required 304 staff person-days of interpretation duty and research, with attendance at 194 interpretation assignments. The number of interpretation requests increased by 29 per cent in 2008–2009, with a heightened demand from courts, public hearings and conferences.

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 2008–2009, approximately 928 requests resulted in the provision of approximately 11,535 terms in both official languages, which represents an increase of 60 per cent over 2007–2008. Much of this work is related to legislative changes.

3(b) Translation Services:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	1,760.7	24.00	1,626.2	134.5
Other Expenditures	767.9		733.4	34.5
Less: Recoverable from Other Appropriations	(303.9)		(289.7)	(14.2)
Total Expenditures	2,224.7	24.00	2,069.9	154.8

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 all fur trade post records documenting the HBC's activities at close to 500 locations across North America are now in the Archives Keystone database and available online. Descriptions of government records were completed for 98 series, representing the archival records of several government departments and commissions. Descriptions were also completed for 124 private collections, representing the records of Manitoban individuals, families, businesses and organizations.

Hudson's Bay Company Archives (HBCA) acquisitions from the private sector included an album of ninety photographs and a diary documenting Gertrude Perrin's 1936 voyage as a tourist aboard the Hudson's Bay Company's eastern Arctic supply ship the *Nascopie*. Her account of the trip, the people on board and the captioned images all provide a unique and valuable perspective on the voyage.

Private sector holdings were increased by 32.3 metres in 2008–2009. Records acquired represent a wide spectrum of personal, family, organizational and business records which document Manitoba's history including: the diaries of Walter F. Stewart, giving a first-hand account of the North West Rebellion and settlement in Western Manitoba; the photographs of Joseph Boreskie, illustrating mid-20th century steam locomotives; and the records of Abraham Arnold, a Winnipeg writer and authority on Canadian Jewish history. New acquisitions were processed, described in the Keystone database and made available to Archives' clients. Four Gifts to the Crown were appraised with a fair market value of \$34.1.

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 the Archives of Manitoba was visited by a film crew shooting a documentary on a 19th century botanist, David Douglas, who was assisted by the Hudson's Bay Company in his travels across North America. This multi-national film collaboration involved organizations and scientists in Canada, the United States of America, the United Kingdom, and France. Furthermore, History Television's *Ancestors in the Attic* program filmed records onsite in the Archives for an episode which featured an Inuit man's search for his Scottish grandfather who had left the Canadian north over 80 years ago. When it aired in February 2009, the program also highlighted the significant resources of the HBCA. In addition, several publications and one documentary which used Archives' sources were given the Association for Manitoba Archives Manitoba Day Award: J.M. Bumsted, for *Lord Selkirk: A Life*; Jeff McKay, for the film, *40 Years of One Night Stands: The Story of the Royal Winnipeg Ballet*; Gordon Goldsborough, for *With One Voice: A History of Municipal Governance in Manitoba* and Donna Sutherland, *Nahoway, A Distant Voice*.

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 2008–09, the Archives continued its role as a key partner in developing strategies for managing electronic records and information as part of a cross-government Information Management working group.

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

Core Activity	2008–2009 Actual	Core Activity	2008–2009 Actual
On-site research visits	4,209	Private Records Acquired (metres)	32.3
Remote enquiries	11,636	Government Records Acquired (metres)	1,194
Archival Records requested	38,632	Records Centre – Records requested by departments and agencies	26,483
Copies provided (all media)	80,313	Records Centre – Records transferred by departments and agencies (metres)	16,584
Microfilm reels loaned	1,193	Government Advisory Contacts	1,981
Visitor tours provided	479	Archival Extension Services (tours, talks, workshops) (days)	97.37

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 May 2008, the secretariat sponsored a two-day Access and Privacy Conference that was attended by more than 250 people from the provincial government, Crown corporations, regional health authorities, municipalities and the education sector. 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 updated *The Freedom of Information and Protection of Privacy* website to include a public portal with easy access to information that is routinely released by all departments.

In October 2008, *The Freedom of Information and Protection of Privacy Amendment Act* passed concurrence and third reading. When proclaimed, the legislation will introduce a number of changes, including the establishment of an Information and Privacy Adjudicator. The adjudicator will have the power, at the request of the Ombudsman, to issue an order against a public body that has not acted on the Ombudsman's recommendations.

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

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	2,630.6	46.60	2,811.2	(180.6)
Other Expenditures	2,010.3		2,068.4	(58.1)
Less: Recoverable from Other Appropriations	(533.6)		(459.1)	(74.5)
Total Expenditures	4,107.3	46.60	4,420.5	(313.2)

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. The new *Legislative Library Act* was proclaimed in June 2008, confirming the long-standing mandate of the institution to serve the Members of the Legislative Assembly and to administer legal deposit of publications produced in Manitoba. It strengthened government's commitment to preserve its own publications through regular deposit in the library of both print and electronic products.

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 28,077 items added to the collection during the year, 90 per cent were available for customer use within one week of receipt. During 2008–2009, materials on subject areas such as Aboriginal issues, fiscal policy, political science and history were especially in demand.

The library values the cooperation of Manitoba publishers in sending their works on legal deposit. During 2008–2009, the collection was augmented by 331 books and annual reports and 260 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 2008–2009, 9,000 issues 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 2008–2009, the library responded to 6,743 inquiries. Clients and staff used a total of 30,944 documents from the library's collections for their research including 12,100 full-text articles downloaded from web-based subscription databases, provided by the library for government and Members of the Legislative Assembly.

In a continuing resource-sharing initiative, the library distributed 2,661 Manitoba government publications through its Depository Library program, to seven libraries in Manitoba. In turn, each of these libraries is able to serve other libraries in their own regions and networks. For 60 years, the Legislative Library has maintained provincial, national and international exchange agreements on behalf of the Province.

3(d) Legislative Library:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	906.2	16.50	885.2	21.0
Other Expenditures	637.7		643.8	(6.1)
Total Expenditures	1,543.9	16.50	1,529.0	14.9

Tourism

Manitoba continues to offer a wide range of strong and diverse tourism activities and experiences. Tourism is a focal point for community development and a stimulant for growth for the local economy. Visitors spent more than \$1.2 billion in Manitoba in 2007 and the growth rate of Manitoba's tourism industry outpaced that in all other provinces. The continuing challenge for Manitoba and the rest of Canada is to sustain the industry's growth in the face of the global economic slowdown, U.S. border security and strong competition from other global tourist markets. Through its funding of Travel Manitoba in 2008–2009, 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 fourth 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 building communities and growing the Manitoba economy, the secretariat undertook a range of activities in 2008–2009 to expand and enhance healthy and environmentally friendly tourist activities within Manitoba. These efforts included continued implementation of the Watchable Wildlife program. First announced in the 2002 Throne Speech, the Watchable Wildlife program is an ongoing initiative by the department and Manitoba Conservation to support wildlife viewing opportunities at signature viewing sites around Manitoba. The period of 2008–2009 marked year two of the second three-year phase of the program and included construction of a wildlife viewing tower in Pembina Valley Provincial Park, new signage for the Proven Lake viewing site and the Churchill Wildlife Management Area, mapping of the planned International Birding Trail with the State of Minnesota and redevelopment of the North Mound at Oak Hammock Marsh.

Another focus of the secretariat's activities in 2008–2009 was to assist the province's Aboriginal populations toward greater participation in Manitoba's tourism industry. The secretariat continued to support the work of Eastside Aboriginal Sustainable Tourism Inc. to develop the tourism industry on the east side of Lake Winnipeg, and assisted the ongoing development of the Manito Ahbee Aboriginal Festival and the Aboriginal Peoples Choice Music Awards. Other initiatives supported in 2008–2009 included new Aboriginal tourism training initiatives undertaken by the Manitoba Tourism Education Council, Northwest Community Futures and White Buffalo Spiritual Society. The secretariat continued to support the Indigenous Tribal Village at the Forks. In partnership with Travel Manitoba, the secretariat leveraged Aboriginal product participation in Rendez-vous 2008 and at other travel trade shows.

In 2008–2009 the secretariat administered provincial support for expanded tourism marketing initiatives by Travel Manitoba and Manitoba's regional tourism associations, including the Celebrate Manitoba and Homecoming 2010 marketing campaigns and the Great Manitoba Getaways quarterly tourism circular. 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 2008–2009, five new Star Attractions were designated, including Assiniboine Park Zoo in Winnipeg, Fort La Reine Museum at Portage la Prairie, St. Peter, Dynevor Old Stone Church in St. Clement, Spirit Way in Thompson and the Westman Reptile Gardens, bringing the total number of Manitoba Star Attractions to 53.

The secretariat continued to represent the tourism sector on Manitoba Conservation's Licensing Advisory Committee, approving the establishment of sustainable resource-based tourism operations in Manitoba, 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 2008-2009 \$000	Estimate 2008-2009		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	7,044.3		7,044.3	0

4(b) Tourism Secretariat:

Expenditures by Sub-Appropriation	Actual 2008-2009 \$000	Estimate 2008-2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	466.2	4.00	448.1	18.1
Other Expenditures	378.3		414.4	(36.1)
Grant Assistance	633.3		630.0	3.3
Total Expenditures	1,477.8	4.00	1,492.5	(14.7)

Sport

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

In 2008–2009, the secretariat continued to manage annual and project funding to Sport Manitoba in support of Sport Manitoba's implementation of the Province of Manitoba Sport Policy. The Province, through Sport Manitoba, provided resources and funding to support the delivery of specific sport development initiatives, such as the Canada-Manitoba Bilateral Sport Development Partnership, the Manitoba Games, Team Manitoba, KidSport™, coaches/officials certification, the Best Ever Athlete Development Program and the Respect in Sport Program.

Sport touches the lives of virtually all Manitobans. There are close to 300,000 registered participants in formal amateur sport programs across the province, and thousands more participate as volunteers. Sport has a significant impact on the provincial economy; more importantly, participation in sport programs is one tangible indicator of Manitobans' commitment to adopting healthy and active lifestyles. The secretariat supports and encourages Sport Manitoba's efforts to promote and increase participation in sport at all levels, from local community programs to elite athlete development. In particular, the secretariat works with Sport Manitoba to increase participation opportunities for those Manitobans who face social, economic, geographic and demographic barriers in accessing sport programs.

The Canada-Manitoba Bilateral Sport Development Partnership helped to stimulate and support increased sports capacity and participation for populations and communities that face challenges to participating fully in sport, with a particular emphasis on Manitoba's remote communities and inner city. This year marked the first second year of a three-year extension to the Sport Development Partnership, supporting over 6,000 youth, coaches and sport leaders. The KidSport Manitoba program administered by Sport Manitoba assisted a further 1,500+ children throughout the province to participate in sport, an increase of six per cent over the previous year. Over 10,000 Manitoba coaches have completed the Respect in Sport Program.

The performance of Manitoba athletes in the national arena continued to improve. Last year saw a significant increase in the number of Order of Sport Excellence Awards given out to athletes medalling in interprovincial and national competition. In August of 2008, 1,400 participants from across Manitoba competed in the 2008 Power Smart Manitoba Games in Carman.

In 2008–2009, the secretariat continued to support the Team Canada Volleyball Centre. 2008 marked the final year of Manitoba's hosting of the combined Canada's men's and women's national volleyball programs. Volleyball Canada subsequently awarded the hosting of the women's national volleyball team to Manitoba for another four-year term. The secretariat also supported the province's hosting of a number of national and international sports events, including the 2008 Royale Cup Canadian Women's Amateur Golf Championships and the 2008 Commonwealth Tae Kwon Do Championship. In 2008–2009, the secretariat continued to provide administrative support services to the Manitoba Boxing Commission. The Commission licensed nine major events in 2008–2009, including the prestigious WBA Fedecentro title boxing event.

The secretariat, in consultation with Sport Manitoba, continued to represent the Province of Manitoba in intergovernmental affairs relating to sport, such as the Interprovincial Sport and Recreation Council. Sport Manitoba's President and CEO also co-chaired, with Sport Canada, the Federal/Provincial-Territorial Sport Committee.

Sport provided grant assistance to several sport organizations and events that fall outside the activities of Sport Manitoba. In 2008–2009, Sport's grant assistance provided financial support to the Team Canada Volleyball Centre, the Manitoba Boxing Commission and the Canada-Manitoba Bilateral Sport Development Partnership.

4(c) Sport Manitoba:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	11,395.0		11,385.3	10.0

4(d) Sport Secretariat:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Salaries and Employee Benefits	152.6	3.00	206.6	(54.0)
Other Expenditures	75.8		96.0	(20.2)
Grant Assistance	537.2		462.4	74.8
Total Expenditures	765.6	3.00	765.0	0.6

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 2008–2009, over \$3.3 million was awarded in capital grants to major cultural organizations.

The Winnipeg Art Gallery received \$1,857.2 to replace the roof membrane over the galleries. The Gallery's rooftop sculpture garden has the distinction of being one of the most famous rooftops in Winnipeg and used for variety of events and programs including exhibitions, concerts and weddings. An additional \$50.0 was provided to the gallery to support general maintenance.

Capital assistance totalling \$377.6 was provided to The Manitoba Museum for the first phase of the Earth History Gallery renewal. Opening in May 2009, the Cretaceous Life exhibit will be an interactive display that gives visitors an idea of what western Canada was like millions of years ago, when dinosaurs ruled. Funding was also provided in support of capital planning, wheelchairs, an accessibility assessment and for the purchase of the Elm Creek meteorite.

The Manitoba Centennial Centre Corporation received \$485.0 to replace the roof membrane on the Research Tower roof and \$318.4 for maintenance and repair projects. The Centre culturel franco-manitobain received \$75.0 in support of the refurbishing and re-fixturing projects at the facility including sound equipment and security upgrades. Artspace was awarded \$45.0 for critical repair projects. Other agencies that were rewarded funds for minor capital repairs and upgrades included: \$35.0 to the Winnipeg Folk Festival to assist with new staging and tents; \$25.0 to the Western Manitoba Centennial Auditorium for a facility audit; \$15.0 to the Ukrainian Cultural and Education Centre; \$15.0 to Prairie Theatre Exchange; \$9.8 to the Winnipeg Contemporary Dancers and \$2.0 to the Aboriginal Centre of Winnipeg.

5(a) Cultural Organizations:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009 FTE \$	Variance Over(Under)
Total Grant Assistance	1,506.8	1,595.5	(88.2)

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 2008–2009, 52 applications were received, and 39 grants totaling \$235.0 were approved.

5(b) Heritage Buildings:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009 FTE \$	Variance Over(Under)
Total Grant Assistance	235.0	235.0	-

Community Places Program

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

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

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

Eligible projects involve recreational facilities, libraries, museums, cultural facilities, community parks, child day-cares, seniors' activity centres, facilities for the disabled and community resource centres. One application intake is held each year. In 2008–2009, the program received 480 applications. The program's availability and the application deadline are publicized through:

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

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

In 2008–2009, 291 applications were approved for grant assistance totalling \$4.5 million. The value of local investment contributed to the approved projects was \$69.0 million.

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

Technical consultation services are provided by the program's Director and Facility Consultants, who assist community groups in the planning and development of facility projects. Consultations include: design advice, project and operating cost projections, information on regulatory requirements, provision of schematic sketches and assistance with the tendering and building trade contract process. In 2008–2009, staff, along with Regional Services partners provided face-to-face and on-site consultations to over 450 departmental

clients. Staff visited over 750 project sites and provided project planning advice to improve the quality, economy and sustainability of our clients' projects.

Community Places provides front-line services in implementing Manitoba's Green Building Policy (MGBP) and sustainable development goals by advising and guiding community organizations through the Green process. For example, CPP assisted The Pas Wellness Centre to meet the requirements of the MGBP to achieve the Leadership in Energy and Environmental Design Silver standard for high-performance green buildings.

In addition to Community Places on-site work, the program organized and facilitated 12 workshops and conferences where over 240 volunteers and staff from 180 non-profit organizations found ways to improve their project planning and grantsmanship. The program's on-site facility consultation service contributes benefits estimated at \$60.0 million annually by helping community planners find project efficiencies and cost reductions.

5(c) Community Places Program:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	3,415.0		3,415.0	-

5(d) Capital Events Acquisition:

Expenditures by Sub-Appropriation	Actual 2008–2009 \$000	Estimate 2008–2009		Variance Over(Under)
		FTE	\$000	
Total Grant Assistance	2,500.0		2,500.0	-

Boards and Agencies

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

Centre culturel franco-manitobain

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

Heritage Grants Advisory Council

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

Manitoba Arts Council

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

Manitoba Centennial Centre Corporation

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

Manitoba Film and Sound Recording Development Corporation

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

Manitoba Film Classification Board

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

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.

Sport Manitoba

Sport Manitoba is the lead planning, programming and funding agency for the development of amateur sport in Manitoba. The primary focus of Sport Manitoba is on athletes, coaches, officials and volunteers. Sport Manitoba's annual report is available on their website.

Travel Manitoba

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

Venture Manitoba Tours Ltd.

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

Financial Information Section

Manitoba Culture, Heritage, Tourism and Sport Reconciliation Statement

(\$000)

Details	2008–2009 Estimates
2008–2009 MAIN ESTIMATES	88,171.6
MAIN ESTIMATES AUTHORITY TRANSFERRED FROM:	
- Enabling Appropriations	
▪ Enabling Vote - Canada Manitoba	3,122.5
▪ Enabling Vote - Other	21.2
▪ Internal Reform, Workforce Adjustment and General Salary Increase	4,088.8
2008–2009 Estimates	95,404.1

Manitoba Culture, Heritage, Tourism and Sport Expenditure Summary

for the fiscal year ended March 31, 2009

with comparative figures for the previous fiscal year

Estimate ^(a) 2008–2009 (\$000)	Appropriation	Actual 2008–2009 (\$000)	Actual 2007–2008 (\$000)	Increase (Decrease) (\$000)	Expl. No.
14-1 Administration and Finance					
45.0	(a) Minister's Salary	45.0	41.9	3.1	
	(b) Executive Support:				
574.5	Salaries and Employee Benefits	555.3	534.4	20.9	
58.0	Other Expenditures	58.0	57.4	0.6	
	(c) Financial and Administrative Services:				
1,632.6	Salaries and Employee Benefits	1,706.6	1,559.8	146.8	
423.6	Other Expenditures	364.2	354.2	10.0	
	(d) Manitoba Film Classification Board:				
247.9	Salaries and Employee Benefits	256.0	242.7	13.3	
304.6	Other Expenditures	285.6	312.3	(26.7)	
3,286.2	Total 14-1	3,270.7	3,102.7	168.0	
14-2 Culture, Heritage and Recreation Programs					
	(a) Executive Administration				
502.0	Salaries and Employee Benefits	455.3	399.0	56.3	
298.8	Other Expenditures	495.5	1,811.7	(1,316.2)	1
	(b) Grants to Cultural Organizations - Operating				
11,384.4		11,384.4	11,671.8	(287.4)	2
	(c) Manitoba Arts Council				
8,633.5		8,809.2	8,661.4	147.8	
	(d) Heritage Grants Advisory Council				
415.1		370.0	386.7	(16.7)	
	(e) Arts Branch:				
646.6	Salaries and Employee Benefits	630.1	660.6	(30.5)	
179.9	Other Expenditures	177.8	179.5	(1.7)	
4,085.7	Film and Sound Development	4,085.7	3,535.7	550.0	3
3,480.1	Grant Assistance	3,463.8	3,315.6	148.2	

Manitoba Culture, Heritage, Tourism and Sport

Expenditure Summary

for the fiscal year ended March 31, 2009

with comparative figures for the previous fiscal year

Estimate ^(a) 2008–2009 (\$000)	Appropriation	Actual 2008–2009 (\$000)	Actual 2007–2008 (\$000)	Increase (Decrease) (\$000)	Expl. No.
14-2 Culture, Heritage and Recreation Programs (cont'd)					
	(f) Public Library Services:				
942.7	Salaries and Employee Benefits	822.1	928.6	(106.5)	
872.8	Other Expenditures	816.4	827.0	(10.6)	
5,530.2	Grant Assistance	5,434.0	5,137.2	296.8	4
	(g) Historic Resources:				
1,426.2	Salaries and Employee Benefits	1,516.1	1,434.9	81.2	
738.0	Other Expenditures	770.8	768.4	2.4	
1,007.9	Grant Assistance	1,005.4	1,007.9	(2.5)	
	(h) Recreation and Regional Services:				
1,696.2	Salaries and Employee Benefits	1,600.4	1,674.6	(74.2)	
489.5	Other Expenditures	508.4	460.0	48.4	
8,330.1	Grant Assistance	8,311.8	4,817.8	3,494.0	5
(200.0)	Less: Recoverable from Other Appropriations	(200.0)	(200.0)	-	
50,459.7	Total 14-2	50,457.2	47,478.4	2,978.8	

14-3 Information Resources

	(a) Communications Services Manitoba				
4,003.7	Salaries and Employee Benefits	4,093.5	3,940.8	152.7	
1,313.0	Other Expenditures	1,368.8	1,077.6	291.2	6
1,966.5	Public Sector Advertising	1,927.2	1,936.4	(9.2)	
(2,725.3)	Less: Recoverable from Other Appropriations	(2,710.3)	(2,698.5)	(11.8)	
	(b) Translation Services				
1,626.2	Salaries and Employee Benefits	1,760.7	1,668.6	92.1	
733.4	Other Expenditures	767.9	752.8	15.1	
(289.7)	Less: Recoverable from Other Appropriations	(303.9)	(274.4)	(29.5)	
	(c) Archives of Manitoba				
2,811.2	Salaries and Employee Benefits	2,630.6	2,599.0	31.6	
2,068.4	Other Expenditures	2,010.3	2,029.1	(18.8)	
(459.1)	Less: Recoverable from Other Appropriations	(533.6)	(514.3)	(19.3)	

Manitoba Culture, Heritage, Tourism and Sport Expenditure Summary

for the fiscal year ended March 31, 2009

with comparative figures for the previous fiscal year

Estimate ^(a) 2008–2009 (\$000)	Appropriation	Actual 2008–2009 (\$000)	Actual 2007–2008 (\$000)	Increase (Decrease) (\$000)	Expl. No.
Information Resources (con't)					
	(d) Legislative Library				
885.2	Salaries and Employee Benefits	906.2	943.7	(37.5)	
643.8	Other Expenditures	637.7	634.5	3.2	
12,577.3	Total 14-3	12,555.1	12,095.3	459.8	
14-4 Tourism and Sport					
	(a) Travel Manitoba				
7,544.3	Grant Assistance	7,544.3	7,844.3	(300.0)	1
(500.0)	Less: Recoverable from Other Appropriations	(500.0)	(500.0)	-	
	(b) Tourism Secretariat				
448.1	Salaries and Employee Benefits	466.2	276.9	189.3	
414.4	Other Expenditures	378.3	379.0	(0.7)	
630.0	Grant Assistance	633.3	470.0	163.3	7
	(c) Sport Manitoba				
11,385.0	Grant Assistance	11,395.0	11,645.0	(250.0)	1
	(d) Sport Secretariat				
206.6	Salaries and Employee Benefits	152.6	220.6	(68.0)	
96.0	Other Expenditures	75.8	80.5	(4.7)	
462.4	Grant Assistance	537.2	212.4	324.8	1
20,686.8	Total 14-4	20,682.7	20,628.7	54.0	
14-5 Capital Grants					
1,595.0	(a) Cultural Organizations	1,506.8	39,722.4	(38,215.6)	8
235.0	(b) Heritage Buildings	235.0	210.0	25.0	
3,415.0	(c) Community Places	3,415.0	2,481.3	933.7	9
2,500.0	(d) Capital Events Acquisition	2,500.0	-	2,500.0	10
7,745.0	Total 14-5	7,656.8	42,413.7	(37,256.9)	

Manitoba Culture, Heritage, Tourism and Sport

Expenditure Summary

for the fiscal year ended March 31, 2009

with comparative figures for the previous fiscal year

Estimate ^(a) 2008–2009 (\$000)	Appropriation	Actual 2008–2009 (\$000)	Actual 2007–2008 (\$000)	Increase (Decrease) (\$000)	Expl. No.
14-6 Amortization and Other Costs Related to Capital Assets					
161.5	(a) Desktop Services	99.3	160.6	(61.3)	
356.0	(b) Amortization Expense	411.5	365.3	46.2	
131.6	(c) Interest Expense	138.3	147.3	(9.0)	
649.1	Total 14-6	649.1	673.2	(24.1)	
95,404.1	TOTAL EXPENDITURES 14	95,271.6	126,392.0	(33,620.4)	

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 2007–2008 for the Winnipeg Symphony Orchestra.
- 3 Reflects increased funding for Manitoba Film & Sound's production equity and sound recording programs.
- 4 Reflects increased funding for rural libraries and one time funding for collection development for Winnipeg libraries.
- 5 Reflects funding approved for the Manitoba Recreational Trails Association and the United Way of Winnipeg.
- 6 Reflects costs of printing an increased volume of the Province's statutes.
- 7 Reflects new funding approved for the Aboriginal Tourism Training Plan.
- 8 Reflects one time funding approved in 2007–2008 for the Canadian Human Rights Museum.
- 9 Reflects increased funding for the Community Places Program.
- 10 Reflects one time funding for improvements to the Brandon Keystone Centre in preparation for the 2010 Memorial Cup.

Note: (a) Estimate includes funds transferred from Enabling Vote as indicated in the Reconciliation Statement on page 46

Manitoba Culture, Heritage, Tourism and Sport

Revenue Summary by Source

for the fiscal year ended March 31, 2009

with comparative figures for the previous fiscal year

Actual 2007–2008 (\$000)	Actual 2008–2009 (\$000)	Increase (Decrease) (\$000)	Source	Actual 2008–2009 (\$000)	Estimate 2008–2009 (\$000)	Variance (\$000)	Expl. No.
Current Operating Programs:							
Other Revenue:							
811.2	764.5	(46.7)	Hudson's Bay History Foundation	764.5	911.4	(146.9)	1
254.0	384.6	130.6	Communications Services Manitoba	384.6	285.9	98.7	2
736.6	588.1	(148.5)	Manitoba Film Classification Board Fees	588.1	602.7	(14.6)	
343.6	321.5	(22.1)	Archives of Manitoba Fees	321.5	328.2	(6.7)	
310.0	309.1	(0.9)	Statutory Publication Fees	309.1	388.5	(79.4)	3
174.4	158.8	(15.6)	Translation Services Fees	158.8	110.0	48.8	4
3.3	2.8	(0.5)	Sundry	2.8	3.0	(0.2)	
2,633.1	2,529.4	(103.7)	Total - Other Revenue	2,529.4	2,629.7	(100.3)	
Government of Canada:							
516.5	436.6	(79.9)	Historic Places Initiative	436.6	422.5	14.1	
77.1	77.1	-	Official Languages in Education	77.1	77.1	-	
593.6	513.7	(79.9)	Total - Government of Canada	513.7	499.6	14.1	
TOTAL REVENUE - CURRENT							
3,226.7	3,043.1	(183.6)	OPERATING PROGRAMS - 14	3,043.1	3,129.3	(86.2)	

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 declining subscriptions and sales due to increased availability of free on-line editions.
- 4 Reflects increased translation services to Crown Corporations and Special Operating Agencies.

Historical Information

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

for years ending March 31, 2005 to March 31, 2009
(\$000)

APPROPRIATION		ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES*									
		2004-2005		2005-2006		2006-2007		2007-2008		2008-2009	
		FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
14-1	Administration and Finance	39.00	2,821.8	38.60	2,848.7	36.60	3,071.2	36.60	3,102.7	37.10	3,270.7
14-2	Culture, Heritage and Recreation Programs	86.75	41,594.6	85.05	43,414.8	88.05	44,470.1	88.05	47,478.4	86.05	50,457.2
14-3	Information Resources	154.50	11,305.7	153.10	11,903.7	153.10	11,940.1	153.10	12,095.3	153.10	12,555.1
14-4	Tourism and Sport	37.41	19,347.2	5.00	19,271.8	5.50	19,579.7	5.50	20,628.7	7.00	20,682.7
14-5	Capital Grants		3,025.5		3,574.9		3,283.9		42,413.7		7,656.8
14-6	Amortization		457.3		569.8		553.0		673.2		649.1
TOTAL		317.66	78,552.1	281.75	81,583.7	283.25	82,898.0	283.25	126,392.0	283.25	95,271.6

* 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 2008-09 reporting year. All Government of Manitoba departments include performance measures in their Annual Reports to complement the financial results and provide Manitobans with meaningful and useful information about government activities and their impact on the province and its citizens.

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

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

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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 2008–2009 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>1. The amount of film production activity in Manitoba, using data generated by the Manitoba Film & Sound Recording Development Corporation.</p>	<p>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.</p>	<p>In 2000, the level of film production in Manitoba was just over \$50 million.</p>	<p>In 2008, Manitoba's film industry recorded \$66.6M in production activity representing 53 projects.</p>	<p>The department's projected target of \$100M in production activity was achieved in 2003, followed by \$110M on 51 projects in 2004, \$124M on 74 projects in 2005, \$114M on 63 projects in 2006, and \$123.4M on 56 projects in 2007.</p> <p>From 2003 to 2007, production volume generally increased in terms of dollars and total number of projects. The total number of indigenous productions more than doubled from 2003 to 2007 and held steady in 2008 ensuring the total number of projects met five-year</p>	<p>Changes in the value of the Canadian dollar, and the U.S. actor's strike appear to have had a negative effect on the co-production, off-shore and feature film production cycle in 2008.</p> <p>For 2009, offshore/co-production and indigenous production levels could be affected by the current economic crisis, a rising Canadian dollar, and increased competition from other jurisdictions offering production tax incentives.</p> <p>Industry representatives identify strong, diverse</p>

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2008–2009 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
				<p>averages despite a well below average drop in production budgets.</p> <p>The total production volume value has dropped below 2003-2004 levels due to two factors: (1) the number of feature films dropped from the annual average of 14 to just 6 in 2008-2009, and (2) a larger portion of those feature films were indigenous productions with smaller budgets than co-productions or off-shore productions.</p>	<p>indigenous production as the best buffer to the current challenges. Manitoba's production industry is diverse in terms of genres: producing documentary and fiction for both television and film; and in terms of niche markets, for example, of the 33 indigenous projects in 2008-09 19 were for English language audiences, 5 were made by Aboriginal producers and 9 were made by Francophone producers for French language audiences.</p>
<p>2. The size of Manitoba's tourism industry by tracking Statistics Canada data on the amount of annual tourist spending and the number of person-days of tourist visits in Manitoba. The data is synthesized with industry growth percentages calculated by the Conference Board of Canada.</p>	<p>The tourism industry has a direct and immediate impact on the Province's balance of trade. A strong industry has the potential to attract off-shore dollars into Manitoba and keep Manitoba dollars at home.</p>	<p>In 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>In 2007, the number of person-days of tourism visits in Manitoba totalled 8.0 million, a 3.9% increase over 2006.</p> <p>Total tourism and travel expenditures in Manitoba were \$1.24 billion, a 10.4% increase over 2006 and the fastest growth rate across all</p>	<p>U.S. travel into Canada has declined steadily throughout the decade.</p> <p>In spite of declining U.S. visits into Manitoba, annual tourist visitation and spending in Manitoba has steadily increased throughout the decade.</p> <p>Manitoba has consistently ranked in the top three among</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. A new baseline year of 2006 has therefore been adopted by the Department for</p>

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2008–2009 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
			Canadian provinces.	<p>provinces in terms of year over year industry growth.</p> <p>The global economic situation is having a significant impact on the tourism industry worldwide. U.S. travel into Canada and Manitoba continues to decline. The Conference Board of Canada is projecting a 2.1% decline in overall Manitoba tourism expenditures for 2009, with a modest recovery of 1.5% in 2010 and stronger growth of 3% in 2011 and 2012.</p>	purposes of performance measurement on a go-forward basis.
3. The economic impact, number, size and profile of regional, national and international sports events hosted in Manitoba.	The benefits gained from hosting sports events in Manitoba include development of Manitoba coaches and athletes, positive economic impact for communities, and a heightened profile for the province.	In 2005–2006 Manitoba hosted 38 regional, national and international sports championships, resulting in over 33,000 overnight stays by participants and spectators attending amateur sports events in Manitoba. Over 18,000 overnight stays were by out-of-province spectators.	In 2008–2009, Manitoba hosted 36 regional, national and international events, resulting in approximately 32,000 overnight stays, including approximately 10,000 overnight stays by out-of-province spectators attending these events.	The number of events hosted in Manitoba since 2005-2006 has fluctuated between 5%-10% from year to year; the variances reflect the number of available hosting opportunities and the types and durations of events hosted in a given year, from a low of 33 in 2007-2008 to a high of 38 in 2005-2006. Opportunities to	The benefits from hosting sports events vary by type of event. Single sport competitions have significant developmental benefits for young athletes and coaches. Multi-sport games and international championships generate a heightened national and international profile for the

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 2008–2009 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
				<p>host major national or international multi-sport games such as the Canada Senior Games and the Special Olympics Canada Summer Games in 2006-2007 generate a bump in out-of-province overnight stays (e.g., 19,000 in 2006-2007 as compared to 10,000 in each of 2007-2008 and 2008-2009, when no major multi-sport games were hosted). The volume of overnight stays also fluctuates in relation to the hosting of cyclical events such as the biannual Manitoba Games. Overall, overnight stays totaled 33,000 in 2005-2006; 38,400 in 2006-2007; 26,500 in 2007-2008; and 32,000 in 2008-2009, for an annualized average of just under 32,500.</p>	<p>province. Participation tournaments for children and seniors create a high economic impact.</p>

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2008–2009 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>4. The physical activity levels of Manitobans as measured by the percent of those surveyed who reported being active, moderately active or inactive.</p>	<p>Physical activity is a significant factor contributing to personal health.</p>	<p>In 1994, the percentage of Manitobans who reported their physical activity level as follows:</p> <ul style="list-style-type: none"> - Active: 19% - Moderately active: 24% - Inactive: 51% 	<p>The most recent available data are from 2008:</p> <ul style="list-style-type: none"> - Active: 27% - Moderately active: 25% - Inactive: 45% <p><i>Source: The Canadian Community Health Survey.</i></p>	<p>There is a trend toward greater physical activity.</p>	<p>Data on physical activity are self-reported by Manitoba respondents to Statistics Canada surveys.</p>
<p>5. Amateur sport participation, using data provided through provincial sport organizations' annual reports.</p>	<p>Beyond the health benefits of regular physical activity, participation in sport builds self-discipline, self-esteem, self-motivation, cooperation and teamwork, and contributes to a stronger sense of community.</p>	<p>In 2005–2006, approximately 300,238 Manitobans were registered in amateur sport programs.</p>	<p>In 2008–2009, approximately 276,000 Manitobans were registered in amateur sport programs.</p>	<p>Amateur participation levels are unchanged from 2007-08 and have remained stable over the last three years.</p>	<p>In addition to the intrinsic benefits, the importance of amateur sport participation is also linked to the need to increase physical activity levels among Canadians and a renewed national priority on Canada's performance at the Olympic Games.</p> <p>Sport Manitoba's funding criteria for provincial sport bodies in 2010-2013 put increased emphasis on building sport participation levels.</p>

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2008–2009 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>6. Access to public library services, utilizing data collected by the department's Public Library Services (PLS) Branch on the percentage of Manitobans with access to library services.</p>	<p>Libraries are local gateways to knowledge and provide a basic condition for lifelong learning, independent decision-making and cultural development of individuals and community groups. Access to library services is a basic determinant of library use.</p>	<p>In 2004, 84% of Manitobans had access to library services, compared to a national average of 95%.</p>	<p>In 2009, 90% of Manitobans have access to library services due to an increase in municipal and First Nations library establishments.</p>	<p>Increased establishments in rural municipalities and partnership agreements with existing regional and municipal library systems are increasing the percentage of Manitobans with access to library services. Between 2004 and 2008, access increased from 84% to 89% and has now reached 90%.</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>
<p>7. The number of visits to Manitoba museums and archives, utilizing annual combined total person-visits to The Manitoba Museum, Signature Museums and the Archives of Manitoba.</p>	<p>This measure provides an indication of interest in and exposure to Manitoba's cultural and heritage assets. The benefits are that the value and significance of these assets are understood and appreciated by current generations and preserved and protected for future generations.</p>	<p>In 2004–2005, 689,759 person-visits were made to The Manitoba Museum (517,172), the Archives of Manitoba (7,189) and Signature Museums around the province (165,398).</p>	<p>Total visitation in 2008-2009 decreased by 21.5% since 2004-2005, to 541,442 person-visits to The Manitoba Museum (400,261), the Archives of Manitoba (4,518) and Signature Museums around the province (136,663).</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 fluctuating Canadian dollar and gas prices, and confusion about border requirements.</p>	<p>The Manitoba Museum has launched a program to renew its displays and programs, to stimulate increased visitation from within and outside Manitoba. In 2008–2009 the Province supported Phase 1 of the two-year major refurbishment of the Earth History gallery.</p> <p>Travel Manitoba is undertaking a multi-year strategy to reverse the downward trend in U.S. tourist traffic.</p>

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2008–2009 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
					Tracking of the use of the Provincial Archives continues to develop in response to evolving modes of delivery.
8. The number of Manitoba coaches/officials and athletes chosen to participate in national and international competitions.	Through Sport Manitoba, government is making significant ongoing investments in developing Manitoba's coaches and officials. Selection to coach or officiate at national and international competitions is an indicator of success of Sport Manitoba's development programs.	In 2005–2006, 20 officials, 15 coaches, and over 280 athletes and teams from Manitoba represented Canada at international events or were identified as the top four in their category in Canada.	In 2008–2009, 33 officials, 28 coaches and 235 athletes and teams from Manitoba represented Canada at international events or were identified as top four in their category in Canada.	After an upward trend in representation in 2006–2007 and 2007–2008, the numbers declined in 2008–2009. Although there have not been enough years of data-gathering to indicate whether these are normal year-to-year fluctuations or longer term trends, it may be that non-Olympic years contribute to the variances.	Coach and officials development is essential to the continuum of athlete development — from grassroots participation through to elite competition. Senior level coaches and officials are important mentors and advocates for effective sport development.

The Public Interest Disclosure (Whistleblower Protection) Act

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

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

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

The following is a summary of disclosures received by Manitoba Culture, Heritage, Tourism and Sport for fiscal year 2008–2009:

Information Required Annually (per Section 18 of The Act)	Fiscal Year 2008–2009
The number of disclosures received, and the number acted on and not acted on. <i>Subsection 18(2)(a)</i>	NIL
The number of investigations commenced as a result of a disclosure. <i>Subsection 18(2)(b)</i>	NIL
In the case of an investigation that results in a finding of wrongdoing, a description of the wrongdoing and any recommendations or corrective actions taken in relation to the wrongdoing, or the reasons why no corrective action was taken. <i>Subsection 18(2)(c)</i>	NIL