



Manitoba Culture, Heritage and Tourism

**Annual Report
2010–2011**

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

May It Please Your Honour:

I have the privilege of presenting for the information of your honour the Annual Report of Manitoba Culture, Heritage and Tourism for the fiscal year ending March 31, 2011.

Respectfully submitted,

“Original Signed By”

Honourable Flor Marcelino
Minister of Culture, Heritage and Tourism





Culture, Heritage and Tourism

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Honourable Flor Marcelino
Minister of Culture, Heritage and Tourism

Dear Minister Marcelino:

I have the honour of submitting for your approval the 2010-2011 Annual Report for Manitoba Culture, Heritage and Tourism. This past year had many highlights, some of which are outlined below.

In May 2010, Neepawa was the site of the first Minister-hosted Citizenship Court in a community outside of Winnipeg. The Citizenship Court was a key component of celebrations organized by Neepawa, in conjunction with Homecoming 2010, to celebrate Manitoba's 140th birthday.

Homecoming 2010 marketing campaigns invited Manitobans and former Manitobans to celebrate all the great events, activities and attractions our province has to offer. Over 80 per cent of Manitobans were aware of Manitoba Homecoming, one in five attended a Homecoming event and one in ten Manitobans invited family or friends to participate in at least one Homecoming-promoted event.

The department continued efforts to support the development of tourism attractions in Manitoba including a new Manitoba Grasslands Birding Trail in southwestern Manitoba and selected sites along Manitoba's portion of the 800 km International Birding Trail connecting Manitoba and Minnesota, as well as launching the new Eastside Tourism Investment Program.

In collaboration with community elders, department staff oversaw preliminary design and development work on the new Waabanong Anishinaabe Interpretive Centre near Hollow Water.

The department continued its consultation with, and financial support to, a broad range of arts and heritage organizations; municipalities; designated heritage building owners; and community organizations seeking capital assistance. This includes the Plug In Institute for Contemporary Art and other groups that were assisted through stimulus-funded capital programs. Eleven structures received municipal heritage designations and the provincial designation of the Canadian Pacific Railway Station in Brandon was initiated.

Manitoba's film and video, sound recording and publishing industries continue to flourish. Fifteen major film and television projects were shot in the province, including new episodes of two television series. Manitoba recording artists released 152 albums, received 131 nominations and won 22 regional, national and international awards. Net book sales of Manitoba publishers increased by seven per cent over the previous year, supported in part by continuation of the Manitoba Book Publishers' Tax Credit.

The department continues its efforts to expand library services. Since the 2006 launch of the Public Libraries Review, 38,000 more Manitobans have gained access to local library services. The department has continued to expand its multilingual resources, its eBook Service in partnership with Winnipeg Public Library, and has launched a task force on library accessibility in partnership with the Disabilities Issues Office and Manitoba Education.

Manitoba Government Inquiry responded to 126,000 inquires from members of the public. Staff assisted government departments to implement multi-media public information campaigns on such diverse topics as cell phone use while driving, positive parenting programs, flu shot encouragement and severe summer weather safety. Staff also developed standards and policies for the government's use of social media (including Twitter and Facebook) for communicating program information to the public, and worked

closely with other departments and the Emergency Measures Organization on 2011 flood preparation.

In March, the fourth Manitoba Ethnocultural Advisory and Advocacy Council (MEAAC) was constituted. In 2010-2011, MEAAC provided advice to government on ways to strengthen the Provincial Nominee Program, undertook several projects with immigrant youth, and hosted a well-attended forum on human trafficking. Department staff collaborated with other departments and agencies on several initiatives: *Manitoba's Foreign-Born Population* - Volume 1 of the three volume Ethnicity Series; *My Home is Manitoba*, a diversity awareness film for newcomers; and two projects recognizing March 21st, the International Day for the Elimination of Racial Discrimination.

Working with members of the Cross Lake First Nation, staff discovered the long-lost site of one of David Thompson's trading posts - Hudson's Bay Company Sipiwesk House, which he established in 1792.

Department staff collaborated in the development of an historical essay based on little known proceedings of the Legislative Assembly of Assiniboia, led by Louis Riel, that oversaw Manitoba's entry into Confederation. The essay became an integral element of the Legislative Assembly celebration of the Year of the Metis and introduction of the province's new Métis Policy. A digitized copy of the *Sessional Journal of the Legislative Assembly of Assiniboia* is now available on the department's website.

The Archives of Manitoba launched a new exhibit, Mapping Manitoba, which featured reproductions of rare maps from the holdings of Hudson's Bay Company Archives (HBCA) and the Archives of Manitoba. HBCA records were also profiled at the International Archival Cultural Exhibition (IACE) 2010 in Seoul, Korea.

The Legislative Reporting in Early Manitoba Newspapers database was launched, bringing together published accounts of the Manitoba Legislative Assembly activities as reported in Winnipeg newspapers from 1874-1884. The necessary research was supported by the Speaker of the House and the University of Manitoba, Department of History.

Amendments to *The Freedom of Information and Protection of Privacy Act* (FIPPA) were proclaimed January 1, 2011. These amendments provide additional oversight with the establishment of the Information and Privacy Adjudicator, a new independent officer of the Legislative Assembly with the power to make binding orders to resolve access and privacy issues. Staff updated the online FIPPA resource manual, continued to work with departments on personal information management practices, and offered information sessions on access to information and protection of privacy for more than 470 public sector employees.

These highlights provide a glimpse of the scope and diversity of the work undertaken by Manitoba Culture, Heritage and Tourism in 2010-2011.

Respectfully submitted,

"Original Signed By"

Cindy Stevens
Deputy Minister of Culture, Heritage and Tourism



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

Madame la Ministre,

J'ai l'honneur de vous présenter, à des fins d'approbation, le rapport annuel du ministère de la Culture, du Patrimoine et du Tourisme du Manitoba pour l'exercice 2010-2011. La dernière année a connu de nombreux points saillants, dont certains sont soulignés ci-après.

En mai 2010, Neepawa a accueilli la toute première cérémonie de la citoyenneté animée par la ministre dans une collectivité autre que Winnipeg. La cérémonie de la citoyenneté représentait une activité clé des célébrations organisées par Neepawa, conjointement avec Retrouvailles 2010, afin de souligner le 140^e anniversaire du Manitoba.

Les campagnes de marketing de Retrouvailles 2010 ont invité les Manitobains et les anciens résidents de la province à célébrer toutes les fantastiques manifestations, activités et attractions du Manitoba. Plus de 80 % des Manitobains étaient au courant de l'initiative Retrouvailles Manitoba; un Manitobain sur cinq a assisté à une manifestation de Retrouvailles et un sur dix a invité des membres de sa famille ou des amis à participer à au moins une activité organisée dans le cadre de cette initiative.

Le ministère a maintenu ses efforts de soutien de l'aménagement d'attractions touristiques au Manitoba, dont un nouveau sentier d'observation des oiseaux des prairies du Manitoba dans le sud-ouest du Manitoba et certains sites dans la partie manitobaine des 800 kilomètres du sentier international d'observation d'oiseaux reliant le Manitoba et le Minnesota, ainsi que lancé le nouveau programme Eastside Tourism Investment Program.

En collaboration avec des aînés autochtones, le personnel du ministère a supervisé les travaux préliminaires de conception et de construction du nouveau centre d'interprétation Waabanong Anishinaabe, près de Hollow Water.

Le ministère a poursuivi sa consultation avec un large éventail d'organismes artistiques et patrimoniaux, de municipalités, de propriétaires de bâtiments qualifiés de sites du patrimoine et d'organismes communautaires à la recherche d'aide financière, notamment l'Institut d'art contemporain Plug In et d'autres groupes bénéficiant d'une aide par l'intermédiaire de programmes d'immobilisations financés par les fonds de relance; et il a continué à leur offrir un soutien financier. Onze structures ont été qualifiées de sites municipaux du patrimoine, et la qualification provinciale de la gare du Chemin de fer Canadien Pacifique, à Brandon, a été amorcée.

Les industries du film et de la vidéo, de l'édition et de l'enregistrement sonore du Manitoba ne cessent de prospérer. Quinze projets cinématographiques et télévisuels d'envergure ont été filmés dans la province, dont de nouveaux épisodes de deux séries télévisées. Les artistes exécutants du Manitoba ont sorti 152 albums, reçu 131 nominations et remporté 22 prix régionaux, nationaux et internationaux. Au cours du dernier exercice, le chiffre d'affaires net des éditeurs manitobains a connu une hausse de 7 %, qui est en partie attribuable au maintien du crédit d'impôt pour l'édition du Manitoba.

Le ministère déploie toujours des efforts pour améliorer les services de bibliothèque. Depuis le lancement de l'examen des bibliothèques publiques en 2006, 38 000 autres Manitobains ont obtenu l'accès à des services de bibliothèque locaux. Le ministère a continué d'accroître ses ressources multilingues et son service de téléchargement de livres électroniques en collaboration avec la Bibliothèque publique de Winnipeg, en plus de former un groupe de travail sur l'accès aux bibliothèques en partenariat avec le Bureau des personnes handicapées et Éducation Manitoba.

Le Service de renseignements au public a répondu à plus de 126 000 demandes des membres du public. Le personnel a aidé des ministères à mettre en place des campagnes multimédia de sensibilisation du public sur divers sujets, comme l'utilisation du téléphone cellulaire au volant, les programmes de pratiques parentales positives, la promotion du vaccin contre la grippe, ainsi que la sécurité en cas de temps violent pendant l'été. Le personnel a également élaboré des normes et politiques pour l'utilisation des médias sociaux (y compris Twitter et Facebook) par le gouvernement en vue de la communication au public de renseignements sur les programmes, de même que travaillé étroitement avec d'autres ministères et l'Organisation des mesures d'urgence à l'établissement de mesures de préparation en cas d'inondation pour 2011.

En mars, le 4^e Conseil ethnoculturel manitobain de consultation et de revendication (CEMCR) a vu le jour. En 2010-2011, le CEMCR a conseillé le gouvernement sur diverses façons de renforcer le programme Candidats du Manitoba, entrepris plusieurs projets auprès de jeunes immigrants et organisé un forum couronné de succès sur la traite des personnes. Le personnel du ministère a travaillé avec celui d'autres ministères et organismes à plusieurs initiatives : *Foreign-Born Population* – le premier volume de la série en trois volumes sur l'ethnicité; *My Home is Manitoba*, un film sur la sensibilisation à la diversité à l'intention des nouveaux arrivants; et deux projets reconnaissant le 21 mars, Journée internationale pour l'élimination de la discrimination raciale.

En collaboration avec les membres de la Première nation de Cross Lake, le personnel a retrouvé le site de l'un des postes de traite de David Thompson, Sipiwesk House de la Compagnie de la Baie d'Hudson, qu'il a établi en 1792.

Le personnel du ministère a collaboré à la rédaction d'un essai historique basé sur les délibérations méconnues de l'Assemblée législative d'Assiniboia, dirigée par Louis Riel, qui a supervisé l'entrée du Manitoba dans la Confédération. L'essai est devenu un élément intégral de la célébration de l'Assemblée législative de l'Année des Métis et de l'introduction de la nouvelle politique concernant les Métis de la province. Un exemplaire numérisé du journal de la session de l'Assemblée législative d'Assiniboia, intitulé *Sessional Journal of the Legislative Assembly of Assiniboia*, est maintenant disponible, en anglais seulement, sur le site Web du ministère.

Les Archives du Manitoba ont lancé une nouvelle exposition, Mapping Manitoba (Cartographie du Manitoba), présentant des reproductions de cartes rares tirées des ressources documentaires des Archives de la Compagnie de la Baie d'Hudson (ACBH) et des Archives du Manitoba. Les documents des ACBH ont aussi été présentés à l'International Archival Cultural Exhibition (IACE) 2010, à Séoul, en Corée.

On a lancé la base de données des Reportages parlementaires dans les journaux historiques du Manitoba, qui réunit les comptes rendus des activités de l'Assemblée législative du Manitoba publiés dans les journaux de Winnipeg de 1874 à 1884. Les recherches nécessaires ont été soutenues par le président de la Chambre et le département d'histoire de l'Université du Manitoba.

On a promulgué des modifications à la *Loi sur l'accès à l'information et la protection de la vie privée* (LAIPVP) le 1^{er} janvier 2011. Ces modifications procurent une surveillance supplémentaire vu la création du poste d'arbitre en matière d'accès à l'information et de protection de la vie privée, un nouveau fonctionnaire indépendant de l'Assemblée législative ayant le pouvoir de rendre des ordonnances exécutoires afin de résoudre les problèmes d'accès et de protection de la vie privée. Le personnel a mis à jour le manuel de ressources en ligne de la LAIPVP, poursuivi son travail avec les ministères sur les

pratiques de gestion des renseignements personnels et tenu des séances d'information sur l'accès à l'information et la protection de la vie privée pour plus de 470 employés du secteur public.

Ces points saillants offrent une vue d'ensemble de l'étendue et de la diversité des activités entreprises par le ministère de la Culture, du Patrimoine et du Tourisme du Manitoba au cours de l'exercice 2010-2011.

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

“Original Signed By”

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



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Introduction

The Annual Report of the Department of Culture, Heritage and Tourism deals with the fiscal year ending March 31, 2011, providing a record of performance and fiscal accountability.

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

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

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

Departmental Vision and Mission

Vision Statement

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

Values

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

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

Mission Statement

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

Goals

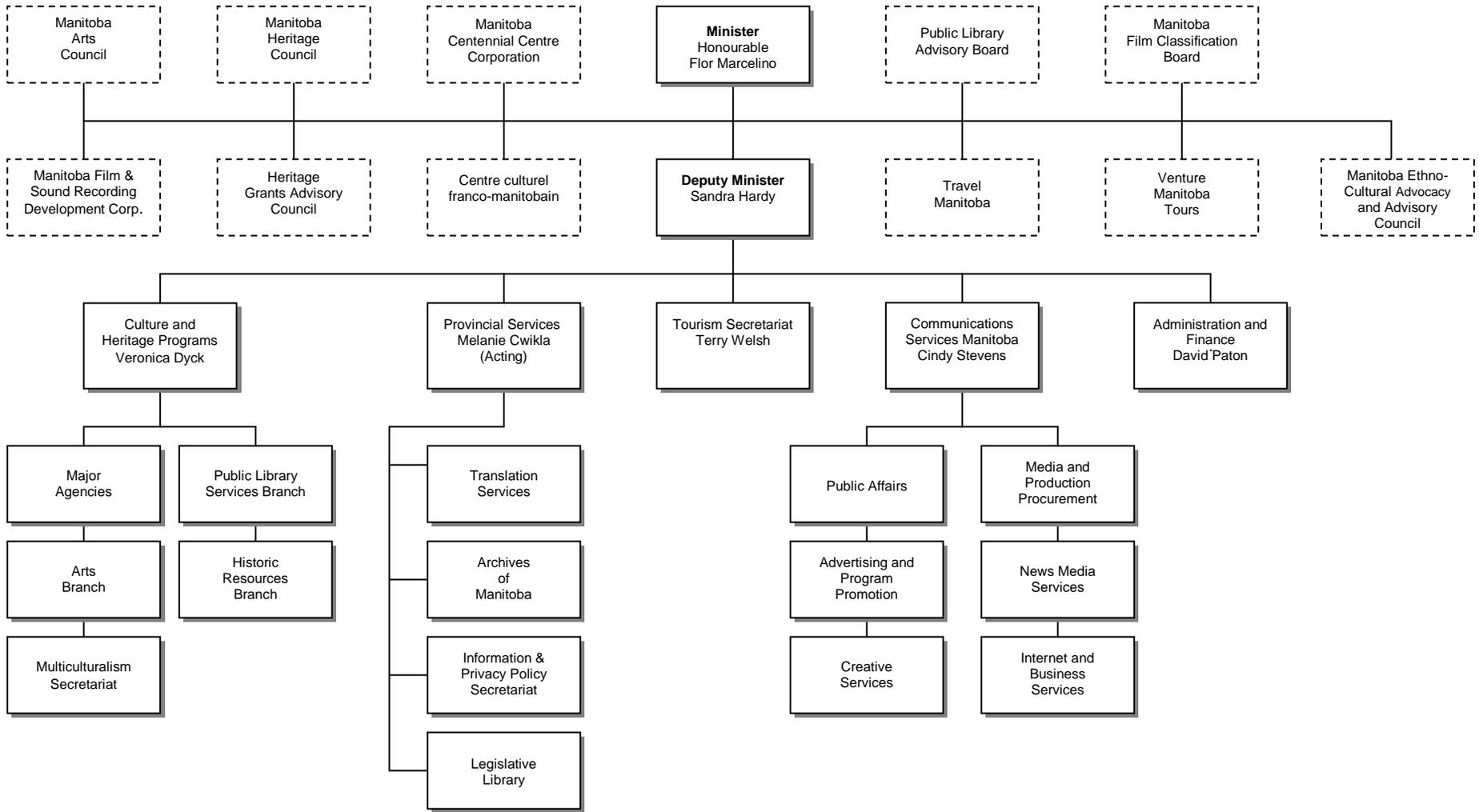
- Generate sustainable economic growth around Manitoba's unique identity and attributes
- Increase community capacity to improve the well-being of Manitobans
- Enhance public access to knowledge and information
- Engage Manitobans in sharing and making use of the province's cultural and heritage resources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

Expected Outcomes

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

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

Culture, Heritage and Tourism Organizational Chart March 31, 2011



Statutory Responsibilities

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

The Amusements Act (Except Part II)

The Archives and Recordkeeping Act

The Arts Council Act

Le Centre Culturel Franco-Manitobain Act

The Coat of Arms, Emblems and the Manitoba Tartan Act

The Foreign Cultural Objects Immunity from Seizure Act

The Freedom of Information and Protection of Privacy Act

The Heritage Manitoba Act

The Heritage Resources Act

The Income Tax Act (Section 10.4 – Manitoba Book Publishing Tax Credit)

The Legislative Library Act

The Manitoba Centennial Centre Corporation Act

The Manitoba Ethnocultural Advisory and Advocacy Council Act

The Manitoba Film and Sound Recording Development Corporation Act

The Manitoba Multiculturalism Act

The Manitoba Museum Act

The Public Libraries Act

The Public Printing Act

The Travel Manitoba Act

Executive Support

Minister's Salary

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

1(a) Minister's Salary:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries	37	1.00	37	-
Total Expenditures	37	1.00	37	-

Executive Support

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

1(b) Executive Support:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	589	9.00	578	11
Other Expenditures	48		48	-
Total Expenditures	637	9.00	626	11

Administration and Finance Division

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

Activities include providing critical analysis and advice to management, budget coordination, administrative and operational support services, grants administration, and information technology support.

The division is responsible for the coordination of applications received under *The Freedom of Information and Protection of Privacy Act (FIPPA)*. For the period January 1, 2010 to December 2010, 37 requests were completed by the department of which 34 were from political parties, one was from an organization/business, one was from a private citizen and one was from the media. Further details are included in the Government's 2010 FIPPA Annual Report.

The division is also responsible for developing the department's French Language Services Plan and reporting on it each year to the French Language Services Secretariat. The department has 42 bilingual incumbents in designated positions, or 17 per cent of its staff.

The division also administers the Heritage Grants Program, which provides grants and technical assistance toward the preservation of heritage resources. Additionally, the division provides management and administrative support to staff of the Manitoba Film Classification Board, which is responsible for the classification of films, videos/DVDs and video games.

Financial and Administrative Services

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

Management Services supports departmental planning processes and encourages the development of clear linkages between departmental, branch and section priorities and objectives, while maximizing the use of limited resources. The unit coordinates the preparation of the Department Plan, Estimates Supplement and Annual Report, including performance reporting, in accordance with Treasury Board guidelines. Additionally, it is responsible for ongoing maintenance of business continuity plans as required under *The Emergency Measures Act*.

Financial Services coordinates the preparation of the department's budget and provides financial advice and analytical support for resource allocation decision-making. In 2010-2011, the unit supported the preparation and review of 230 submissions and contracts. Additionally, it provides central accounting, financial monitoring and reporting, general operating and administrative support services, monthly expenditure and variance reports, quarterly revenue statements and annual financial statements.

Financial Services is also responsible for the preparation, communication and monitoring of the department's comptrollership plan. The unit regularly provides management and financial reports that support the delivery of departmental programs and initiatives.

Grants Administration supports the administration and delivery of formula-based grant programs. It provides clerical and administrative support to the Heritage Grants Advisory Council. The unit generates ministerial correspondence, documentation required to process cheques, approval, conveyance and follow-up letters. It also manages the Grants Management System which is a database that provides historical and financial reporting and correspondence-generating capabilities.

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

In 2010-2011, the unit worked closely with BTT to coordinate and implement the desktop refresh and email consumption projects, enhancements to the Boards application to improve the management of board member appointments, enhancements to the Archives of Manitoba Keystone online catalogue, and new Government Records management software. In addition, the unit worked with the department and BTT to make modifications and upgrades to the Grants Management System, The unit continued to work with BTT to implement an integrated library system shared by Public Library Services and the Legislative Library, and worked towards implementing an automated Privacy Impact Assessment tool.

Human Resource Management

Effective March 1, 2010, the Government of Manitoba realigned responsibility for the delivery of human resource services and the associated staff to the Civil Service Commission, with the goal to improve service delivery to all departments and employees. For additional information on this realignment, see the Civil Service Commission's 2010-2011 Annual Report.

1(c) Financial and Administrative Services:

Expenditures by Sub-Appropriation	Actual 2010-2011 \$000	Estimate 2010-2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	1,239	15.00	1,237	2
Other Expenditures	343		341	2
Total Expenditures	1,582	15.00	1,578	4

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 regulates 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. Products that fall within an age-restricted category require labels. 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 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 and video/DVDs are classified as follows:

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

Number Classified	2010-2011	2009-2010	2008–2009
Class A	625	615	643
Class B ¹	372	343	420
Total Classified	1047	958	1,063

Note:

1. Class B for public exhibition was submitted primarily by non-profit organizations.

The resulting classifications of feature films were as follows:

Feature Films	2010-2011	2009-2010	2008–2009
General	36	35	31
Parental Guidance	91	84	86
14 Accompaniment	90	84	86
18 Accompaniment	21	23	30
Restricted	3	1	2
Total	241	227	234
Appeals	2	3	7*

* 1 overturned

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

Submissions	2010-2011	2009-2010	2008–2009
Units received	3187	4,373	6,678
Titles received	2339	2,865	4,910

Public Exhibition and In-Home Use Titles Classified²:

	2010-2011	2009-2010	2008–2009
Permits Issued ³	3234	3,933	4,944
Classifications:	583	682	670
General			
Parental Guidance	1082	1,262	1,574
14 Accompaniment	946	1,044	1,421
18 Accompaniment	212	287	418
Restricted	58	39	96
Adult	353	619	765
Classification to be determined (as of March 31)	79	68	18

Notes:

2. A single title may have been released in multiple formats, i.e. 35mm, video/DVD or a digital file.

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

The board issues 26 bi-weekly video classification updates and 12 theatrical classification reports. It is the video retailers' and theatre owners' responsibility to provide the general public with information contained in the board's catalogue and updates 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, video/ DVDs, computer and video games:

	2010-2011	2009-2010	2008-2009
Retail Stores licensed	1101	1,087	1,137
Distributors licensed	202	213	196
Inspections	860	1,115	1,333
Inspections – video games	69	530	578
Product removed	128	1,697	446
Product removed – video games	0	0	0

1(d) Manitoba Film Classification Board:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	323	5.00	250	73
Other Expenditures	138		229	(91)
Less: Revenue	437		567	(130)
Net Income/(Loss)	(24)	5.00	88	(112)

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;
- encouraging online applications and reducing the number of printed applications;
- reducing printing and mailing costs by encouraging email as a means of communicating information to organizations on an annual basis i.e. grant deadlines, program information; and
- reducing the use of letterhead, photocopies, etc. by encouraging electronic funds transfer for grant recipients.

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

The department continued to use recycled paper and reconditioned printer toner cartridges for daily business practices. Individual blue bins for paper, and central bins for aluminum, plastic and paper are an ongoing commitment to recycling. The use of ethanol blend fuel in departmental fleet vehicles has increased to 32 per cent of overall fuel purchases. Four of ten departmental fleet vehicles are now ethanol 85 per cent compatible.

In 2010-2011, the Tourism Secretariat, in consultation with Manitoba Infrastructure and Transportation, managed the process for design and development of the Waabanong Anishinaabe Interpretive Centre near Hollow Water; construction will take place in 2011-2012. The new centre will be an interactive learning centre—the first of its kind in Manitoba—that provides Aboriginal and non-Aboriginal peoples with unique learning opportunities about the cultural and environmental heritage of Anishinaabe peoples in Manitoba. It will be a focal point for ecotourism in the region and a centre for the demonstration of green technologies and sustainable living. The secretariat also participated on Travel Manitoba's Sustainable Tourism Industry Advisory Committee and assisted Manitoba's regional tourism associations with projects to develop and promote environmentally sound, sustainable opportunities in agritourism and ecotourism.

Under the Watchable Wildlife program, the secretariat, in partnership with Manitoba Conservation, developed and enhanced wildlife viewing sites in provincial parks and wildlife management areas throughout the province, highlighted by the completion of the new Manitoba Grasslands Birding Trail in southwestern Manitoba. The secretariat continued to support Eastside Aboriginal Sustainable Tourism Inc. in its work to develop sustainable tourism opportunities in the east side region, and assisted marketing and promotional efforts on behalf of outdoor adventure-based tourism operations. Staff also participated on the Licensing Advisory Committee under *The Resource Tourism Operators Act* administered by Manitoba Conservation.

For organizations receiving \$10.0 or more, there was a 50 per cent increase in electronic funds transfer activity from 2009-2010.

Culture and Heritage Programs Division

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

The Programs Division is dedicated to quality client service through:

- supporting community groups in identifying their needs and priorities, creating their own services and programs, and reviewing their progress toward identified goals and sustainability;
- building a supporting infrastructure that includes organizations, volunteers, institutions, facilities and arm's-length funding bodies;
- responding to the needs and aspirations of the division's clients within the framework of government's fiscal and policy requirements;
- planning cooperatively and strategically with clients, other service partners, various departments and levels of government;
- providing programs, services and funds that respond to regional needs and complement provincial priorities;
- reviewing policies, legislation, programs, services and funding in consultation with divisional clients;
- fostering partnerships between government and ethnocultural communities; and
- maintaining awareness of provincial, national and international trends and new developments within each discipline, apprising staff and divisional clients of available options.

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

The Major Agency Relations Unit, which coordinates the budgetary and granting requirements for the Manitoba Arts Council and the department's major grant recipients, 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, through 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 2010-2011, the efforts of the division supported the following goals:

- provide sustained financial operating support to legislated cultural and heritage agencies;
- recognize and encourage artistic excellence, creativity and innovation, through funding to the Manitoba Arts Council;
- increase public access to and participation in arts, culture and heritage activities;
- enhance opportunities for Manitobans to access knowledge and information regarding culture, heritage and library programs and services;
- promote the use of the province's cultural and heritage resources;
- encourage and facilitate industry development in the cultural sector and
- work collaboratively with government departments and agencies to provide services that are responsive, sensitive and accessible to diverse communities.

2(a) Executive Administration:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	416	6.00	536	(120)
Other Expenditures	142		133	9
Total Expenditures	558	6.00	669	(111)

Grants to Cultural Organizations

Operating and capital assistance are provided to the department's major agencies. The major cultural agencies are: le Centre culturel franco-manitobain, the Manitoba Centennial Centre Corporation, the Manitoba Museum, the Western Manitoba Centennial Auditorium and the Winnipeg Art Gallery. Over \$9.0 million was awarded in operating grants to these institutions and agencies in 2010-2011.

The department's capital grant program provides funding to maintain and repair major cultural facilities and provide grants to non-profit organizations to undertake projects that provide long-term social benefits for the general community.

In 2010-2011, \$50.5 was awarded in capital grants to major cultural organizations for minor capital repairs and upgrades including \$25.0 to the Manitoba Museum to assist with the cost of accessibility improvements, \$20.3 to le Centre culturel franco-manitobain for heating, ventilation and air conditioning repairs and \$5.2 to the Winnipeg Art Gallery to replace a computer server.

Additionally, several of the division's clients had stimulus-funded capital projects including the Children's Museum, Manitoba Centennial Centre Corporation, Winnipeg Art Gallery, Western Manitoba Centennial Auditorium and Winnipeg Folk Festival.

2(b) Grants to Cultural Organizations:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Total Grant Assistance	9,636	-	9,598	38

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 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Total Grant Assistance	8,888	-	8,738	150

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 Elkhorn. There were no appeals submitted in the 2010-2011 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, the Arts Branch and outside agencies of the department such as the Association for Manitoba Archives. Projects continue to be monitored by department staff and through review of final products such as local histories, CDs, videos and various reports.

In 2010-2011, the Heritage Grants Program approved 99 projects for a total of \$331.6 in grants and \$101.1 in bingos. Assistance was provided to the heritage community for various projects in research, collections management, programming, exhibitions and archaeology.

2(d) Heritage Grants Advisory Council:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Total Expenditures	435	1.00	411	24

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 contribution arts make 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.

Through funding to the Manitoba Film and Sound Recording Development Corporation, the Arts Branch supported over \$78.5 million in Manitoba-based film production activity in 2010-2011. Fifteen major film and television productions were shot in the province in 2010-2011 including new episodes of two popular made-in-Manitoba television series', *Cashing In* and *Less than Kind* that are broadcast in primetime. The vitality of this sector is further demonstrated through its diversity, with Aboriginal and French language projects flourishing in 2010-2011. Productions shot in Manitoba last year also included: *Men with Brooms*, *Goon*, *Passionflower*, *ATM*, *Skeptics*, *Hidden World of the Harem*, *La rue vers l'or* and *We Were Children*, which were shot in a variety of locations throughout the province.

Manitoba's sound recording industry experienced another excellent year in 2010-2011. Manitoba artists released 152 albums of which 12 were by Aboriginal artists and five by Francophone artists. Manitoba musicians and industry professionals also received 131 nominations with 22 of these winning regional, national and international awards at various music industry awards shows and events in 2010-2011.

These achievements also complement Manitoba Music's very successful Aboriginal Music Program supported in 2010-2011 with a grant of \$75.0.

Twelve Manitoba book publishers published 109 titles in English, French and Cree in 2010-2011. The department supported the expansion of marketing activities, the development of new product lines, professional skills upgrading and implementation of technological efficiencies; all of which contributed to net book sales of \$3.2 million, an increase of seven per cent over 2009-2010. Manitoba publishers also claimed over \$400.0 in benefits from Manitoba's Book Publishing Tax Credit. Enacted in April 2008, the credit was extended in April 2011 to December 31, 2014. The credit is based on 40 per cent of Manitoba labour costs with a 10 per cent bonus on eligible forest-friendly printing costs. The credit was enhanced by including e-books as eligible title for the credit and increasing the bonus for using recycled paper to 15 per cent. The tax credit assists all Manitoba book publishers and enhances the sustainability and competitiveness of Manitoba Publishers.

The branch provided project and administrative support to periodical/magazine publishers, which enabled the Manitoba Magazine Publishers' Association and their members to promote and market their product to increase readership and sales. In the literary arts sector, the department sponsored two book awards to acknowledge and celebrate Manitoba's writing and publishing community. The annual Margaret Laurence Award for Fiction, which was won by David Bergen for his novel *The Matter With Morris*, which was also shortlisted for the prestigious Giller Prize and published by HarperCollins. The Alexander Kennedy Isbister Award for Non-Fiction went to *When the Other Is Me* by Emma LaRocque, published by University of Manitoba Press. These awards were administered on the department's behalf by the Association of Manitoba Book Publishers and the Manitoba Writers' Guild and presented at a gala organized by the Manitoba Writers' Guild with over a dozen other awards recognizing excellence in Manitoba's writing and publishing community.

Fourteen commercial galleries and visual arts/crafts industry associations were supported in 2010-2011 through the Visual Arts Assistance Program. The department provided funding to the Manitoba Printmakers Association for a series of innovative marketing initiatives as well as supporting the Winnipeg Artists Studio Coop with their "In Plain View" artists' studio tour and sale.

By assisting community arts councils, comités culturels, provincial community arts associations, and organizations delivering developmental arts programs on an ongoing or project basis, the branch supported audience and skills development programming in the performing, visual and literary arts with particular attention given to the development of the arts in rural and remote communities in Manitoba. These investments resulted in over 1,600 performances and visual arts exhibitions and more than 780,000 student hours of community-based arts instruction throughout Manitoba. Through the Arts Development Project Support Program, 137 audience development and art skills development projects were supported across Manitoba, including 17 projects in remote communities.

In 2010-2011, the branch provided \$459.8 to nine major arts festivals with attendance of over 287,000 people. The branch also assisted community festivals by providing 51 grants through the Community Festivals and Events Program.

In 2010-2011, the branch partnered with the Manitoba Arts Council and Manitoba Education to provide more than \$56.0 in support of 15 ArtsSmarts projects in five urban and ten rural/remote schools involving 22 professional, community-based artists and impacting more than 970 students and 73 educators throughout the province.

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

In 2010-2011, the department provided \$40.0 for the Arts Education Access Program, providing assistance to a total of 21 projects taking place in 23 high-need communities, with the majority of support going to rural and northern communities.

In 2010-2011, the Aboriginal Cultural Initiatives Program provided support to 24 powwows, Metis dance and other cultural events towards the promotion and preservation of Aboriginal culture and heritage. The Aboriginal Arts Education component of the Aboriginal Cultural Initiatives Program provided 2,026 hours of arts instruction with 2,534 participants engaged in educational projects associated with traditional and contemporary Aboriginal art forms.

The Arts Branch, along with Manitoba Entrepreneurship, Training and Trade - Industry Training Partnerships, continued to provide consultation and resources toward the realization of a Cultural Labour Force Development Strategy for workers in Manitoba's Arts and Cultural Industries. Professional development is offered in the form of workshops, courses, mentorships and internships by several cultural industry and arts organizations.

Financial support totaling \$20.0 was provided in support of strategic initiatives and special events in the Francophone community, such as the *100 Nons*' opportunity to host the annual western Canadian competition and gala event known as *Chant'Ouest*, the *Union nationale métisse Saint-Joseph du Manitoba*'s elaborate artistic production and commemoration entitled *Tribute to Louis Riel*; a groundbreaking Metis Textile Exchange project that is coordinated by the *Alliance française* and explores the art of Metis beadwork and textile weaving techniques in modern conjunction with French design; and support to the *Centre culturel franco-manitobain* to assist the community's cultural sector in the establishment of a clear vision, mission and mandate to solidify the existing working mechanism. Manitoba's funding was matched by \$10.0 from the Francophone Affairs Secretariat under the Canada-Manitoba General Agreement on the Promotion of Official Languages, in support to the *100 Nons* and *Union nationale métisse Saint-Joseph du Manitoba* initiatives. The branch also continues to provide staff resources to the Saint-Boniface Bilingual Service Centre.

The Manitoba Government art collection expanded by 57 works of art in 2010-2011. The branch purchased new works of art through regional juried art exhibitions, the annual provincial exhibition hosted by the Manitoba Society of Artists, the annual purchase activities of the Arts Advisory Committee and funds from Manitoba Infrastructure and Transportation.

In 2010-2011, 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 Plug In Institute of Contemporary Art Gallery, Manitoba Crafts Council, Manitoba Conservatory of Music and Arts, Manitoba Opera Association, and the Winnipeg Symphony Orchestra.

2(e) Arts Branch:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	642	11.00	695	(53)
Other Expenditures	190		167	23
Film and Sound Development	4,133		4,133	-
Grant Assistance	3,833		3,876	(43)
Total Expenditures	8,798	11.00	8,871	(73)

Public Library Services Branch

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 about 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 2010-2011, grants totalling \$5.8 million were provided to Manitoba's 58 public libraries and to library-related organizations including the Manitoba Library Association, Manitoba Association of Library Technicians, Manitoba Library Trustees Association, Manitoba School Library Association and the Canadian Children's Book Centre.

Thirty-eight thousand Manitobans have gained access to local library services since the launch of the 2006 Public Libraries Review. This has largely been a result of increased funding for library establishment as well as pilot projects in library services to First Nations Communities.

In its third year of operation, the Rural Library Technological Sustainability grant distributes \$323.0 to rural and northern libraries toward technology costs and \$100.0 in annual funding is provided to enhance collections and technology in Winnipeg Public Libraries. Technology initiatives included migration of four library systems, to the open source Evergreen platform. Similarly, the branch is working on a pilot project to consider feasibility of this solution for its own operations.

In partnership with Winnipeg Public Library, Manitoba's eBook Service was expanded to over 16,000 titles, with an annual circulation approaching 100,000. Since inception in 2007, circulation has effectively doubled each subsequent year. Manitoba's union catalogue "MAPLIN" (Manitoba Public Library Information Network) processed over 35,000 interlibrary loan transactions and has been expanded to provide "real-time" access to 97 per cent of Manitoba's public library holdings.

Following a three-year \$60.0 Manitoba Opportunities Fund initiative, new Manitobans have improved access to an increased range of multilingual resources and a series of library promotional and instruction tools (known as pathfinders) for new Manitobans has been developed in 14 different languages. Public Library Services Branch redistributed centralized multilingual materials to public libraries in relevant

settlement areas and, in partnership with Winnipeg Public Library, is developing a revised approach to supplementary collections for world language materials.

In partnership with the Manitoba Education and the Disabilities Issues Office, the branch launched a provincial taskforce on library accessibility involving the library community and organizations representing readers with disabilities. In cooperation with the Manitoba Librarians' Advisory Groups, a library standards document was completed to promote quality, equitable service through all 118 library service points across Manitoba.

2(f) Public Library Services:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	840	18.60	925	(85)
Other Expenditures	737		716	21
Grant Assistance	5,425		5,415	10
Total Expenditures	7,002	18.60	7,056	(54)

Historic Resources Branch

The Historic Resources Branch, guided by the *The Heritage Resources Act* (1986), works to ensure that physical reminders of Manitoba's past, such as sites, buildings and artifacts or rare and unique special places associated with provincial events or people, remain a vibrant part of community identity and quality of life.

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

- encouraging municipalities to use enabling powers under *The Heritage Resources Act* to plan, protect, manage, and interpret local heritage resources;
- providing funding and consultative services to museums, *provincial heritage organizations*, municipal heritage advisory committees, and owners of legally protected properties to foster community heritage leadership and stewardship;
- maintaining and providing accurate and timely heritage resource data for planning purposes to ensure proposed development projects do not adversely affect heritage resources;
- monitoring heritage resources that are potentially at risk and identify appropriate mitigative action to be undertaken where warranted;
- ensuring proper maintenance, care and storage of heritage resources and associated materials recovered through archaeological impact assessment activities;
- identifying best practices for heritage activities, such as designation, commemoration, conservation standards, maintenance or sustainability plans; and
- providing assistance to the owners/lessees of designated heritage buildings for work related to the preservation of their buildings.

In ongoing collaboration with the federal government and other provinces and territories, the second edition of the *Standards and Guidelines for the Conservation of Historic Places in Canada* was made public and has now been posted on the website and is available through a variety of sources. The *Standards and Guidelines* contain new guidelines for cultural landscapes, including heritage districts, additional guidelines for buildings and materials and revised guidelines for archaeological sites.

The Historic Resources Branch worked with Aboriginal and Northern Affairs to monitor the development of the historical essay that accompanied the unveiling of the activities of the Legislative Assembly of Assiniboia, Manitoba's first elected legislative assembly, and a cornerstone of an event introducing the province's new Metis Policy.

Special Places was extended to assist six communities to develop projects with support through heritage grants. The initiative enables communities to undertake comprehensive explorations of their heritage to determine authentic claims for historical significance, and to define community identity. There are now 36 communities involved in this type of long-term, strategic work, and projects to date have involved the rigorous examination and assessment of more than 2,000 buildings.

The Historic Resources Branch supplied technical advice, planning assistance and capital funding to the community group SISTARS to develop a previously vacant and fire-damaged building that will be used as a multi-functional community space in conjunction with the adjacent Eagle Wing Child Care Centre.

The Municipal Heritage Advisory Committees (MAHC) in Portage la Prairie, Carman/Dufferin, Landsdowne and Rossburn Town, are working with branch staff to prepare heritage resource management plans for their communities for fiscal year 2011-2012. With branch advice, communities also partnered with Community Heritage Manitoba (CHM) to assess community heritage training opportunities. Two regional workshops were undertaken in Brandon and East Selkirk, and development of high quality community heritage websites was identified as a new focus for CHM and for branch advice and support. MHACs in Gimli, St. Clements, Carman/Dufferin, Portage la Prairie, Lac du Bonnet and Rossburn all committed to this new direction and are actively working on new websites.

The Signature Museums Program assists qualifying museums to become enhanced heritage tourism attractions. In 2010-2011, joint promotional materials were developed in both print and television media, continuing the museums' partnership with Travel Manitoba to undertake targeted marketing strategies to enhance their visibility to visitors.

The Provincial Heritage Agency (PHA) grant program provides financial assistance to eight provincial heritage agencies to enhance the educational and public profile of Manitoba's heritage. Notable events undertaken by PHAs in 2010-2011, included Heritage Winnipeg's coordination of Doors Open Winnipeg, a free weekend event held each May that has attracted more than 220,000 visits to 54 heritage buildings, five tours and events city-wide since it first began in 2004. The Société historique de Saint-Boniface in partnership with Le Musée de Saint-Boniface presented a special display on Manitoba Day featuring documents reproduced from the Centre's archival collections relating to Louis Riel, the naming of Manitoba and negotiations surrounding the creation of the province.

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 2010-2011, 108 community museums received a total of \$266.1. Eighty per cent of community museums are rural or northern based.

The branch encourages community heritage groups to partner with local schools to develop heritage activities in recognition of Manitoba Day on May 12. An estimated 21 schools representing over 9,800 students from around the province partnered with 23 heritage organizations to celebrate Manitoba Day in 2010. Activities including but not limited to: heritage fairs, musical and theatrical shows, flag raising ceremonies, museum tours, pioneer games, poster contests, and historical walking tours.

In 2010-2011, four municipalities designated and protected six churches, a former railway station, a cenotaph, a Masonic hall, and two natural cliff structures as new municipal heritage sites under *The Heritage Resources Act*. In addition, the provincial designation of the Canadian Pacific Railway Station in Brandon was initiated.

In 2010-2011, the final year for the Manitoba Prairie Churches Project (MPCP) and Manitoba Prairie Icons Project (MPIP), \$66.4 in non-government funding was awarded to support the restoration of 13 protected rural heritage sites. The MPCP/MPIP (a partnership involving the Historic Resources Branch, The Thomas Sill Foundation of Winnipeg and The J.M. Kaplan Fund of New York) provided \$369.0 of funding from 2004 to 2009 to support the restoration of 29 rural and small town churches and 14 non-religious rural landmark structures. Some of the additional sites supported this year include Our Lady

of Seven Sorrows Roman Catholic Church, Camperville; St. Peter and Paul Ukrainian Orthodox Church, Tyndall; Union Point Church; Rossburn Farm Church; L'eglise de L'Enfant-Jesus in Richer, Rhodes Community Hall and the Dominion Exhibition Display Building No. II in Brandon.

Twenty-one applications totaling \$235.0 were developed under the Designated Heritage Building Grants Program for conservation work to provincial and municipal designated heritage buildings. The branch provided technical advice and support to the individual property owners thus ensuring projects met heritage standards set out in the *Standards and Guidelines for the Conservation of Historic Places in Canada*.

The branch undertakes site assessments and legal protection under *The Heritage Resources Act*, and policy agreements to ensure the intrinsic value of heritage resources is respected. In 2010-2011, the branch assessed 2,267 land development projects for their potential to adversely affect heritage resources. There were 56 projects that required heritage resource assessments prior to development and 76 heritage permits were issued.

The branch administers the Manitoba Hydro-funded Churchill River Diversion Archaeological Project (CRDAP). Two burial mitigation excavations recovering two individuals and two survey studies were administered by branch staff in the CRDAP area. Despite continuing high water levels in 2010, branch archaeologists administered three surveys and monitored numerous sites (Winnipeg River, Laurie River and Cedar Lake) and recovered three burials during the fifth year of the System-Wide Archaeological Project. The branch administers the System-Wide Archaeological project under a 10-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. During work, two burials were recovered and repatriated. The survey also located and recovered artifacts from the site of HBC Sipiwesk House, established by David Thompson in 1792. This significant site was the first post established by the famous fur trader and explorer when he was just 22 years of age. News of the discovery was carried by the Canadian and international media and plans are being made to further investigate the site in 2011-2012.

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 16 individuals province-wide this past year and assisted with the repatriation of six individuals to three communities.

The Historic Resources Branch also administers the Designated Heritage Building Grants program, which 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 2010-2011, 21 grants totaling \$235.0 were approved.

2(g) Historic Resources:

Expenditures by Sub-Appropriation	Actual 2010-2011 \$000	Estimate 2010-2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	1,449	22.05	1,330	119
Other Expenditures	396		393	3
Grant Assistance	1,157		1,254	(97)
Total Expenditures	3,002	22.05	2,977	25

Multiculturalism Secretariat

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

The secretariat's objectives are:

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

In 2010-2011, the Multiculturalism Secretariat continued to undertake initiatives that foster pride in our diversity; encourage the sustainability of inclusive communities; and increase partnerships between communities and within government and non-government agencies. Through the development and distribution of resource materials, information and funding programs, the secretariat also supported the work of ethnocultural organizations in promoting and preserving the rich and cultural heritages in Manitoba; building their capacity; and developing sustainable strategies to meet the social needs and goals within communities.

The secretariat coordinated and hosted two Citizenship Ceremonies to welcome a total of 60 new Canadian citizens. One of these ceremonies was held in Neepawa,, in recognition of Manitoba Day and in conjunction with Manitoba Homecoming 2010. This is the first time in the province's history that a citizenship ceremony was held outside of Winnipeg.

Information about racism, citizenship, special days of recognition and multiculturalism were developed and distributed to schools, ethnocultural organizations and across government, to increase awareness of these issues and events.

In partnership with Manitoba Labour and Immigration, the secretariat developed and launched *Volume 1 – Manitoba's Foreign-Born Population* of the Ethnicity Series, which is part one of a three volume series that provides a demographic profile of the ethnocultural composition in Manitoba by regions in the province and neighbourhoods in the city of Winnipeg. The secretariat also partnered with Manitoba Labour and Immigration in developing and finalizing "My Home is Manitoba", a diversity awareness film for newcomers that highlights our province's unique cultural diversity and addresses stereotypes newcomers sometimes face. The video showcases many important aspects of our province's multicultural heritage; Aboriginal and Métis communities; and the benefits and importance of cultural diversity, equality and human rights in our province. Both tools are one-of-a-kind, made-in-Manitoba resources that will assist Manitoba's growing multicultural population.

The secretariat coordinated the Welcoming Communities Manitoba (WCM) Initiative and provided financial support to 18 multiculturalism-based projects (through Citizenship and Immigration Canada's Welcoming Communities Initiative Fund) that assisted approximately 2,000 youth and 25 rural communities in Manitoba. The secretariat also reviewed grant requests under the Ethnocultural Community Support Program (ECSP) and provided advice and recommendations to the government of Manitoba about the distribution of lottery funds to multicultural communities 86 grants were approved for a total of \$207,500 in cash and \$305,400 in bingos (through the Manitoba Lotteries Corporation).

In 2010-2011, the secretariat supported two unique and innovative community-led events in recognition of March 21st, the International Day for the Elimination of Racial Discrimination, including Winnipeg's first Human Library. This project promotes multiculturalism and inclusivity, fosters cultural understanding, and dispels stereotypes by challenging prejudices in a positive and honest manner, through dialogue and interaction with people of varying cultural backgrounds, age, and sexual orientation. The inaugural March 21st: Human Rights Film Festival was also supported, which featured a variety of and activities that addressed human rights concerns and issues regarding racism and social inequality.

Through its continued participation on the Federal-Provincial-Territorial Multicultural Officials Working Group on Multiculturalism, the secretariat strengthened partnerships with federal, provincial and territorial agencies and contributed to the development of a jurisdictional overview of government policies, legislation and outcomes promoting multiculturalism and the benefits of diversity.

2(h) Multiculturalism Secretariat:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	234	4.00	290	(56)
Other Expenditures	112		109	3
Grant Assistance	390		391	(1)
Total Expenditures	736	4.00	790	(54)

Manitoba Ethnocultural Advisory and Advocacy Council

The Manitoba Ethnocultural Advisory and Advocacy Council (MEAAC), established under *The Manitoba Ethnocultural Advisory and Advocacy Act*, advocates on behalf of Manitoba's ethnocultural communities and provides advice to the government on issues of importance to ethnocultural communities. There are 21 council members; 16 elected by ethnocultural organizations and five appointed by the Minister. In addition, MEAAC has established six standing committees to oversee issues related to anti-racism, education, immigration and employment, cultural and linguistic diversity, outreach, and youth.

In 2010-2011, MEAAC provided valuable input about Manitoba's approach to immigration. The council helped to examine ways to strengthen Manitoba's Provincial Nominee Program, and the provincial settlement and integration strategy through participation at the Immigration Roundtable meetings coordinated by Manitoba Labour and Immigration. The council also supported Bill 10, which allows new citizens to take time off work to attend their citizenship ceremony; recognizing the significance of this important day in the lives of new Canadians.

Through consultations with ethnocultural immigrant and refugee youth (of the Immigrant and Refugee Community Organization of Manitoba), MEAAC completed a Newcomer Youth Research document with key informant interviews compiled in the youths' words. In addition, MEAAC supported the development of a special documentary "My Song: Expressions through Hip Hop", featuring journeys of immigrant and refugee youth.

MEAAC also held a forum on human trafficking to raise awareness of this crime in Manitoba and its linkages to Manitoba's youth and immigrant communities. The council furthered its commitment to combating this crime by increasing availability of the RCMP DVD "I'm Not For Sale".

The term for the current council came to an end as of March 31, 2011. In anticipation of this, a process to engage ethnocultural community organizations in the establishment of the 2011-2014 term of the Manitoba Ethnocultural Advisory and Advocacy Council was undertaken. A total of 21 members representing Manitoba's ethnocultural communities were selected and announced on March 30, 2011.

Tourism Secretariat

Manitoba's tourism industry continues to rebound from the impact of the recession on global travel. Destinations around the world saw in-bound tourism revenues decline between five per cent and 20 per cent or more in 2008 with similar shrinkage in 2009. Manitoba's industry has weathered the storm better than most. After topping all provinces in its rate of growth in 2007, followed by a decline in 2008, Manitoba's tourism industry rebounded with a growth rate of 2.6 percent in 2009, again leading all provinces. Tourism is a focal point for community development and a stimulant for growth for the local economy. Visitors spent close to \$1.2 billion in Manitoba in 2009. Tourism in Manitoba and in the rest of Canada face continuing challenges such as the uneven pace of the global economic recovery, rising fuel prices and continuing concerns about border security. However, new opportunities are also evident, such as the growing market for sustainable tourism and emerging markets in China and India. Through its funding of Travel Manitoba in 2010-2011, along with other initiatives, the Tourism Secretariat continued to support the industry's efforts to respond to these opportunities and 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 sixth 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 with other Manitoba government departments and central agencies, and coordination of the department's participation in tourism-related events and activities. Tourism Secretariat consultants provided specialized consulting to the industry on outdoor adventure tourism and on Aboriginal and regional tourism development in the areas of economic feasibility, business planning, project financing, quality coordination and advice on regulatory matters for existing and potential tourism attractions, services and facilities.

Consistent with the government's commitment to build communities and grow the economy, the secretariat undertook a range of activities in 2010-2011 to expand and enhance sustainable tourist activities in Manitoba, including the launch of a new Eastside Tourism Investment Program to support the development and enhancement of sustainable tourism enterprises in the east side region of the province. The secretariat continued to implement the Watchable Wildlife program in partnership with Manitoba Conservation, including development of the new Manitoba Grasslands Birding Trail in southwestern Manitoba and development of selected sites along Manitoba's portion of the 800 km International Birding Trail to be launched in the spring of 2011 with the State of Minnesota.

In 2010-2011, the secretariat administered provincial support for expanded tourism marketing initiatives by Travel Manitoba and Manitoba's regional tourism associations, including the 2011 Manitoba RV Show, the Celebrate Manitoba and Homecoming 2010 marketing campaigns, inviting Manitobans and former Manitobans to celebrate all the great events, activities and attractions our province has to offer. One-in-ten Manitobans invited family or friends to participate in at least one Homecoming-promoted event during the year. In the fall of 2010, the secretariat worked with Travel Manitoba to support Manitoba's participation in a federal, provincial and territorial tourism trade mission to China.

Another focus of the secretariat's activities in 2010-2011 was to assist the province's Aboriginal population toward greater participation in Manitoba's tourism industry. The secretariat oversaw preliminary design and development work on the new Waabanong Anishinaabe Interpretive Centre near Hollow Water, and continued to support the work of Eastside Aboriginal Sustainable Tourism Inc. to develop the tourism industry on the east side of Lake Winnipeg. Other initiatives included support for Aboriginal tourism training projects and support for the Indigenous Tribal Village at the Forks. In partnership with Travel Manitoba, the secretariat helped secure Aboriginal participation at Rendez-vous Canada 2010, Celebrate Manitoba and Manitoba Homecoming 2010.

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. The secretariat assisted Manitoba's two newest Star Attractions at Fort Dauphin Museum and South Beach Casino and Resort with additional profiling through the hosting of on-site Star Attractions talent search competitions.

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

2(i) Travel Manitoba:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Total Grant Assistance	7,102	-	7,102	-

2(j) Tourism Secretariat:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	383	4.00	352	31
Other Expenditures	359		343	16
Grant Assistance	619		629	(10)
Total Expenditures	1,361	4.00	1,324	37

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

News Media Services provides final editing, coordination and distribution of news releases issued to Manitoba news media. News releases are also distributed on an immediate basis via personal delivery, electronic mail and the Internet. The branch offers independent advice, support and distribution of material for the Lieutenant Governor, independent offices of the Legislature such as the Ombudsman and Auditor General and departmental offices. Staff also provide support to the protocol office for VIP visits and Premier's conferences. In addition, the branch provides technical services such as pool light and sound for government media events, live broadcasts of the daily Question Period and organizational calls with the media. The office also employs the government photographer who supplies photography services to members of the legislative assembly and to government. In 2010-2011, there were 1,053 news releases issued on behalf of the Manitoba government.

The Internet Business Unit manages the government's central homepage and resources that provide information about government programs and services for all Manitobans. The unit works closely with government departments and Business Transformation and Technology to develop innovative and effective ways to deliver public services and information through the government website. The site contains information from every department of government. The government website is updated every working day and provides current 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 2010–2011, MGI responded to more than 126,000 inquiries from the public. Manitoba Government Inquiry works closely with the CSM Internet Business Unit to strengthen the coordination of telephone and online services.

The Statutory Publications Unit provides the public and special interest groups, such as legal, financial and educational organizations, with access to government information in printed and online formats. This includes the laws of Manitoba in the form of the *Continuing Consolidation of the Statutes of Manitoba*, related regulations, the *Manitoba Gazette*, and government publications. The unit manages the printing of statutes and regulations through contracted printers and updating of the statutes on the Manitoba website. They also manage distribution through subscriptions, mail order and over-the-counter sales. In 2010-2011, there were 1,166 non-government subscribers and 228 government subscribers, for a total of 1,394 subscribers. Total sales for 2010-2011 were \$113.3.

During 2010-2011, CSM worked with government departments to implement multi-media public information and social marketing campaigns that provide Manitobans with information that is useful and relevant on a range of topics. Specific recent campaigns have included legislation related to smoking in cars with children, cell phone use while driving, online resources for business, consultations about the education system, positive parenting resources, encouraging Manitobans to get a flu shot, severe summer weather safety and the tuition fee rebate program.

The division developed and implemented standards and policies for government's use of social media in communicating program information to the public. The division has been managing a Facebook and Twitter presence on behalf of the government since early 2011.

CSM also worked on preparing for the 2011 flood in collaboration with Manitoba Water Stewardship, Manitoba Emergency Measures Organization and other responding departments including Manitoba Health and Manitoba Infrastructure and Transportation.

3(a) Communications Services Manitoba:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	3,943	66.00	3,978	(35)
Other Expenditures	1,226		1,172	54
Public Sector Advertising	318		1,966	(1,648)
Less: Recoverable from Other Appropriations	(1,070)		(2,725)	1,655
Total Expenditures	4,417	66.00	4,391	26

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 2010–2011, the volume of written translation in the official languages amounted to 16,787 pages, approximately five per cent higher than the planned production. The number of pages translated from French to English has remained the same as in 2009/2010 and represents a decrease over 2008/2009. This can be attributed in part to a greater capacity within government departments to process French-language documents internally. The branch also seconded a translator to Manitoba Education to help support its French Language Services needs.

Translation services were provided as follows:

	Actual		Estimate	
	Pages	Words	Pages	Words
English to French	15,452	3,863,000	14,000	3,500,000
French to English	1,335	333,750	2,000	500,000
Total:	16,787	4,196,750	16,000	4,000,000

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 354 staff person-days of interpretation duty and research, with attendance at 157 interpretation assignments. While the number of interpretation requests did not increase in 2010–2011, the average length of assignment did increase, with a heightened demand from courts and the Legislative Assembly.

Terminology (equivalents for terms in both official languages, as well as standardized and official nomenclature) is established, maintained and revised for the province. The branch responded effectively to demand from staff in bilingual areas and departmental and agency positions designated under Manitoba's French Language Services Policy, as well as from other jurisdictions. In 2010–2011, 547 terminology requests resulted in the provision of approximately 8,299 terms in both official languages.

3(b) Translation Services:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	1,524	24.00	1,627	(103)
Other Expenditures	694		677	17
Less: Recoverable from Other Appropriations	(275)		(235)	(40)
Total Expenditures	1,943	24.00	2,069	(126)

Archives of Manitoba

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

The Archives of Manitoba further enhanced accessibility to its holdings through the Keystone database on its website. Descriptions of government records were completed for 13 series, representing the archival records of several government departments including the Department of Rural Development. Descriptions were also completed for 23 private collections, representing the records of Manitoban individuals, families, businesses and organizations. Hudson's Bay Company Archives (HBCA) records processed and described in the database included Simpson's retail stores' records and the records of the Russian Trade and Kamchataka Venture (relating to the Hudson's Bay Company's business activities in Russia between 1918 and 1925), Columbia District and Fort Vancouver account books, and listings of 55,000 photograph subject files from the Hudson's Bay House Library photograph collection (the largest and most heavily accessed group of photographs in the holdings).

The Archives of Manitoba expanded its *Guide to Probate Records* on its website this year. This guide gives instructions for researching probate records filed in Manitoba, including wills and estate files. In addition to Winnipeg, it now includes indexes to all estate files filed in Dauphin and Brandon between 1884 and 1984. The Archives also launched a new web page on the *Sessional Journal of the Legislative Assembly of Assiniboia* that includes information about the journal, digital images of each page, and a transcript of each page. This journal was displayed prominently during the Manitoba Legislature's celebration of the ratification of the Manitoba Métis Policy.

Private sector holdings were increased by 33 metres in 2010-2011. Records acquired represent a wide spectrum of personal, family, organizational and business records which document Manitoba's history including: the records of the Winnipeg Sketch Club and the Pine Falls Paper Mills as well as accruals to records of Duff Roblin. HBCA recently acquired two portraits in oil of Geddes Mackenzie Simpson and Frances Hume Hawkins Simpson, aunt and uncle of Sir George Simpson, Governor of the Hudson's Bay Company, 1821-1860. The paintings had been passed through the family descendants of Wemyss Mackenzie Simpson, son of Geddes and Frances, and youngest brother of Frances Simpson, wife of Sir George Simpson. New acquisitions were processed, described in the Keystone database and made available to Archives' clients.

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. HBCA records were represented in the UNESCO Memory of the World Hall – part of the International Archival Cultural Exhibition (IACE) 2010, National Archives of Korea, Seoul, June 1-6, 2010. *Mapping Manitoba*, a new exhibit mounted in the foyer of the Manitoba Archives building was launched in May 2010. The exhibit features reproductions of maps from the holdings of HBCA and the Archives of Manitoba. It leads the visitor on a journey through Manitoba's past using maps that have described transportation routes, planned communities and defined the boundaries of the province. The exhibit is open to the public for viewing during business hours and a number of guided public tours were offered.

A new Rearview Manitoba website exhibit was launched in May 2010 featuring the travel diary of Gertrude Perrin on board the HBC supply ship *Nascopie* in 1936. Visitors can flip through digital pages of her photo album and scrapbook online.

In collaboration with the Inuit Heritage Trust, the HBCA, hosted tours contributing to the training component on archival records for a group of Inuit and non-Inuit heritage workers from Nunavut in March. While at the Archives, participants had an opportunity to look at records documenting some of their communities.

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 2010-2011, the Archives completed a successful pilot of its Information Management Capacity Assessment Tool (IMCAT). The IMCAT is an assessment process designed to help departments evaluate and strengthen their information management capacity and practice. The Government Records Office also completed scheduling and appraisal of important records of 11 government departments. The schedules support management of the records by the creating department and identify archival records of government for preservation and future use.

The Archives of Manitoba was invited to become an institutional member of the Canadian Commission for UNESCO (United Nations Educational Scientific Organization) in recognition of the work it has undertaken to promote UNESCO's values through the designation of the Hudson's Bay Company Archives on the *Memory of the World* register and promotion of that designation through the website, tours, talks and exhibits.

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

Core Activity	2010–2011 Actual	Core Activity	2010–2011 Actual
On-site research visits	3,597	Private Records Acquired (metres)	33
Remote enquiries	2,545	Government Records Acquired (metres)	1,298
Archival Records requested	35,964	Records Centre – Records requested by departments and agencies	23,380
Copies provided (all media)	40,975	Records Centre – Records transferred by departments and agencies (metres)	15,428
Microfilm reels loaned	147	Government Advisory Contacts	1,675
Visitor tours provided	867	Archival Extension Services (tours, talks, workshops) (days)	236

Information and Privacy Policy Secretariat

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

The Ombudsman will continue to address access and privacy complaints through mediation, investigation and recommendation. If a public body fails to follow a recommendation, the Ombudsman will now be able to refer these cases to the Adjudicator. On receiving a request from the Ombudsman, the Information and Privacy Adjudicator conducts an independent review and has the power to make a binding order against the public body.

To help officials of the Manitoba government and government agencies fulfill their responsibilities, the online FIPPA Resource Manual was updated to reflect changes to the legislation. Implementation of a customized Privacy Impact Assessment toolkit continued, with the secretariat providing guidance to Manitoba government departments to assess their personal information management practices and integrate privacy protection measures into their business processes. The secretariat also provided information sessions about access to information and protection of privacy to more than 470 employees from the provincial government, Crown corporations, regional health authorities, municipalities and the education sector in 2010. Further details about the administration of the *Act* are included in the 2010 FIPPA Annual Report.

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

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	2,609	47.60	2,747	(138)
Other Expenditures	1,913		1,879	34
Less: Recoverable from Other Appropriations	(643)		(675)	32
Total Expenditures	3,879	47.60	3,951	(72)

Legislative Library

The Legislative Library supports the development of a well-informed society by providing efficient, effective, confidential 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 100 years.

The main reading room at 200 Vaughan Street is used by researchers from the government and the general public who consult Manitoba community newspapers, local histories, historic documents and government publications. Staff use print and electronic sources to provide factual, statistical and comparative information, and supply specific documents on request.

As part of its ongoing outreach activities, the library provided tours and information sessions for 145 primary clients from government and the Legislature. In November 2010 and February 2011, six information sessions were held for government researchers featuring the Virtual Reference Desk, an authoritative, evaluated collection of internet sites selected by library staff to complement the Legislative Library's collections.

A total of 28,058 items were added to the collections, including newspapers, magazines and books. The library values the cooperation of Manitoba publishers for their participation in the legal deposit program; during 2010-2011, the collection was augmented by 353 books and annual reports and 277 newspapers and magazine titles. Items from the library's collections are regularly highlighted in displays in both reading rooms and on the branch website.

Clients and staff used a total of 17,716 documents from collections in their research over the past year, including 2,626 full-text articles from the subscription databases provided by the library for government and Members of the Legislative Assembly. In 2010-2011, reference services responded to 3,744 inquiries by phone, email and in person. With more services and collections now accessible online, the library has experienced more web page visits. In the past year there have been a total of over 358,485 visits to the library's website providing remote and 24-hour access to the online catalogue, the *Virtual Reference Desk*, the *Digital Collection of Manitoba Government Publications* and subscription databases.

The library continued to assist the Office of the Clerk of the Legislative Assembly in the preparation of non-partisan briefing materials. Staff compiled research and texts for 33 papers created to support participants attending the Regional Conference, Regional Seminar of the Canadian Commonwealth Parliamentary Association and the Midwest Legislators Conference. The Legislative Library also participated in the annual Teachers Institute conference on parliamentary democracy, providing assistance during the four days, a tour of the reading room and displays of library collections.

In September 2010, the library launched the *Digital Collection* database, providing internet access to full text publications issued by Manitoba government departments, agencies, boards, commissions and independent offices of the Legislative Assembly. The database is populated with full text PDFs archived by the library since 2001, containing electronic versions of nearly all Manitoba Government publications

available in print, and effectively replaces the need for the legislative library to mail government publications through the depository library program. By providing internet access to the digital collection, access to this information is extended throughout the province and beyond. *The Digital Collection* also serves to preserve Manitoba's documented history by providing permanent links to publications of the Government of Manitoba.

The library launched the *Early Legislative Reporting* database in 2010, which contains news clippings from early Winnipeg newspapers; recording official business conducted in the Legislative Assembly and Legislative Council from 1874-1884. These news clippings were made available through research and investigation work supported by the Speaker of the House and the University of Manitoba, Department of History.

The Legislative Library subscribed to the *Canadian Electronic Library's* Public Policy Collection in 2010; this database houses a growing collection of 16,500 public policy documents, some going back to the early 1960s, and includes documents published by Canadian public policy institutes, government agencies, advocacy groups, think tanks, university research centres, and public interest groups. The database is available to all MLAs and members of the Manitoba government civil service.

3(d) Legislative Library:

Expenditures by Sub-Appropriation	Actual 2010–2011 \$000	Estimate 2010–2011		Variance Over (Under)
		FTE	\$000	
Salaries and Employee Benefits	997	16.50	940	57
Other Expenditures	565		567	(2)
Total Expenditures	1,562	16.50	1,507	55

Boards and Agencies

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

Centre culturel franco-manitobain

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

Heritage Grants Advisory Council

The Heritage Grants Advisory 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. The Council's annual report is included in Culture, Heritage and Tourism's report on page 23.

Manitoba Arts Council

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

Manitoba Centennial Centre Corporation

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

Manitoba Ethnocultural Advisory and Advocacy Council

The Manitoba Ethnocultural Advisory and Advocacy Council (MEAAC), established under *The Manitoba Ethnocultural Advisory and Advocacy Act*, advocates on behalf of Manitoba's ethnocultural communities and provides advice to the government on issues of importance to ethnocultural communities. The objective of the MEAAC is to provide advice to the government on issues of importance to the ethnocultural community. The Council's annual report is included in Culture, Heritage and Tourism's report on page 31.

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. The Council's annual report is included in Culture, Heritage and Tourism's report on page 17.

Manitoba Heritage Council

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

Travel Manitoba

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

Venture Manitoba Tours Ltd.

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

Financial Information Section

Manitoba Culture, Heritage and Tourism

Reconciliation Statement

(\$000)

Details	2010–2011 Estimates
2010–2011 MAIN ESTIMATES	63,350
MAIN ESTIMATES AUTHORITY TRANSFERRED FROM:	
- Enabling Appropriations	
▪ Internal Service Adjustments	169
2010–2011 Estimates	63,519

Manitoba Culture, Heritage and Tourism

Expenditure Summary

for the fiscal year ended March 31, 2011

with comparative figures for the previous fiscal year

Estimate 2010–2011 (\$000)	Appropriation	Actual 2010–2011 (\$000)	Actual 2009–2010 (\$000)	Increase (Decrease) (\$000)	Expl. No.
14-1 Administration and Finance					
37	(a) Minister's Salary	37	46	(9)	
	(b) Executive Support:				
578	Salaries and Employee Benefits	589	570	19	
48	Other Expenditures	48	53	(5)	
	(c) Financial and Administrative Services:				
1,237	Salaries and Employee Benefits	1,239	1,211	28	
341	Other Expenditures	343	390	(47)	
	(d) Manitoba Film Classification Board:				
250	Salaries and Employee Benefits	323	358	(35)	
229	Other Expenditures	138	147	(9)	
2,720	Total 14-1	2,717	2,775	(58)	
14-2 Culture and Heritage Programs					
	(a) Executive Administration:				
536	Salaries and Employee Benefits	416	537	(121)	
133	Other Expenditures	142	2,993	(2,851)	1
	(b) Grants to Cultural Organizations - Operating				
9,598		9,636	10,092	(456)	
8,738	(c) Manitoba Arts Council	8,888	8,838	50	
411	(d) Heritage Grants Advisory Council	435	408	27	
	(e) Arts Branch:				
695	Salaries and Employee Benefits	642	690	(48)	
167	Other Expenditures	190	160	30	
4,133	Film and Sound Development	4,133	5,633	(1,500)	2
3,876	Grant Assistance	3,833	3,798	35	

Manitoba Culture, Heritage and Tourism

Expenditure Summary

for the fiscal year ended March 31, 2011

with comparative figures for the previous fiscal year

Estimate 2010–2011 (\$000)	Appropriation	Actual 2010–2011 (\$000)	Actual 2009–2010 (\$000)	Increase (Decrease) (\$000)	Expl. No.
14-2 Culture and Heritage Programs (cont'd)					
(f) Public Library Services:					
925	Salaries and Employee Benefits	840	833	7	
716	Other Expenditures	737	842	(105)	
5,415	Grant Assistance	5,425	5,415	10	
(g) Historic Resources:					
1,330	Salaries and Employee Benefits	1,449	1,489	(40)	
393	Other Expenditures	396	643	(247)	
1,254	Grant Assistance	1,157	1,254	(97)	
(h) Multiculturalism:					
290	Salaries and Employee Benefits	234	280	(46)	
109	Other Expenditures	112	105	7	
391	Grant Assistance	390	369	21	
(i) Travel Manitoba:					
7,602	Grant Assistance	7,602	7,602	-	
(500)	Less: Recoverable from Other Appropriations	(500)	(500)	-	
(j) Tourism Secretariat:					
352	Salaries and Employee Benefits	383	487	(104)	
343	Other Expenditures	359	379	(20)	
629	Grant Assistance	619	476	143	
47,536	Total 14-2	47,518	52,823	(5,305)	

14-3 Information Resources

(a) Communications Services Manitoba:					
3,978	Salaries and Employee Benefits	3,943	4,341	(398)	
1,172	Other Expenditures	1,226	1,126	100	
1,966	Public Sector Advertising	318	669	(351)	3
(2,725)	Less: Recoverable from Other Appropriations	(1,070)	(1,466)	396	3
(b) Translation Services:					
1,627	Salaries and Employee Benefits	1,524	1,702	(178)	
677	Other Expenditures	694	792	(98)	
(235)	Less: Recoverable from Other Appropriations	(275)	(407)	132	

Manitoba Culture, Heritage and Tourism

Expenditure Summary

for the fiscal year ended March 31, 2011

with comparative figures for the previous fiscal year

Estimate 2010–2011 (\$000)	Appropriation	Actual 2010–2011 (\$000)	Actual 2009–2010 (\$000)	Increase (Decrease) (\$000)	Expl. No.
Information Resources (cont'd)					
(c) Archives of Manitoba:					
2,747	Salaries and Employee Benefits	2,609	2,724	(115)	
1,879	Other Expenditures	1,913	1,942	(29)	
(675)	Less: Recoverable from Other Appropriations	(643)	(638)	(5)	
(d) Legislative Library:					
940	Salaries and Employee Benefits	997	945	52	
567	Other Expenditures	565	598	(33)	
11,918	Total 14-3	11,801	12,328	(527)	
14-4 Amortization and Other Costs Related to Capital Assets					
595	(a) Amortization Expense	593	479	114	4
750	(b) Interest Expense	747	394	353	4
1,345	Total 14-6	1,340	873	467	
63,519	TOTAL EXPENDITURES 14	63,376	68,799	(5,423)	

Explanations:

- 1 Reflects one time funding approved in 2009-2010 to support Manitoba's participation in the 2010 Vancouver Olympics and Paralympics.
- 2 Reflects one time funding approved in 2009-2010 to Manitoba Film and Music for the Film Jump Start program/initiative.
- 3 Reflects lower level of advertising costs processed in 2010-2011.
- 4 Reflects increased costs associated with cultural buildings owned by the Government of Manitoba. Most notably, the increases relate to the construction of the Cercle Molière Theatre and the renovation of the Manitoba Centennial Centre.

Manitoba Culture, Heritage and Tourism

Revenue Summary by Source

for the fiscal year ended March 31, 2011

with comparative figures for the previous fiscal year

Actual 2009–2010 (\$000)	Actual 2010–2011 (\$000)	Increase (Decrease) (\$000)	Source	Actual 2010–2011 (\$000)	Estimate 2010–2011 (\$000)	Variance (\$000)	Expl. No.
Current Operating Programs:							
Other Revenue:							
714	711	(3)	Hudson's Bay History Foundation	711	800	(89)	1
401	426	25	Communications Services Manitoba	426	336	90	2
522	437	(85)	Manitoba Film Classification Board Fees	437	567	(130)	3
333	343	10	Archives of Manitoba Fees	343	333	10	
313	316	3	Statutory Publication Fees	316	388	(72)	4
136	110	(26)	Translation Services Fees	110	160	(50)	5
2	2	-	Sundry	2	3	(1)	
2,421	2,345	(76)	Total - Other Revenue	2,345	2,587	(242)	
Government of Canada:							
494	-	(494)	Historic Places Initiative	-	-	-	
77	77	-	Official Languages in Education	77	77	-	
163	183	20	Welcoming Communities Initiative	183	183	-	
734	260	(474)	Total - Government of Canada	260	260	-	
TOTAL REVENUE - CURRENT							
3,155	2,605	(550)	OPERATING PROGRAMS - 14	2,605	2,847	(242)	

Explanations:

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

Historical Information

Manitoba Culture, Heritage and Tourism
Five-Year Expenditure and Staffing Summary
 for years ending March 31, 2007 to March 31, 2011
 (\$000)

APPROPRIATION	ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES*									
	2006-2007		2007-2008		2008-2009		2009-2010		2010-2011	
	FTE	\$	FTE	\$	FTE	\$	FTE	\$	FTE	\$
14-1 Administration and Finance	29.60	2,677	29.60	2,679	29.60	2,791	30.00	2,775	30.00	2,717
14-2 Culture, Heritage and Tourism Programs	68.05	47,157	69.05	88,784	70.05	52,135	69.65	52,823	65.65	47,518
14-3 Information Resources	153.10	11,940	153.10	12,095	153.10	12,964	154.10	12,328	154.10	11,801
14-4 Amortization		553		673		649		873		1,340
TOTAL	250.75	62,327	251.75	104,231	252.75	68,539	253.75	68,799	249.75	63,376

* 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 2010-2011 reporting year. This is the sixth year in which all Government of Manitoba departments have included a Performance Measurement section, in a standardized format, in their annual reports.

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

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

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

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2010-2011 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
1. The amount of film production activity in Manitoba, using data generated by the Manitoba Film & Sound Recording Development Corporation.	Globally, the arts and entertainment industry is one of the fastest growing in the world. The film industry, in particular, generates high levels of employment in relation to the dollars invested, raises Manitoba's national and international profile, and attracts off-shore investment into the province.	In 1999-2000, the level of film production in Manitoba was just over \$50 million.	In 2010-2011 Manitoba's film industry recorded \$78.5 million in production activity representing 47 projects.	The department's projected target of \$100 million in production activity by 2005 was achieved in 2002-2003. By 2007-2008 production activity had increased to \$123.4 million before dropping to \$66 million in 2008-2009, as a result of the global recession and the higher value of the Canadian dollar. Since then, production activity has rebounded by 19%, to \$78.5 million in 2010-2011.	Manitoba boasts one of the most competitive production tax credit and financial production incentives in North America. Manitoba's screen based industries are strong, based on diverse genre, format, language and distribution for transmedia, television and film. In 2010-2011 Manitoba played host to 49 productions including 10 feature films, 39 television projects of which 31 were locally produced and five were by Francophone producers for French language audiences.

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2010-2011 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>2. The size of Manitoba's tourism industry by tracking Statistics Canada data on the amount of annual tourist spending and the number of person-days of tourist visits in Manitoba. The data is synthesized with industry growth percentages calculated by the Conference Board of Canada.</p>	<p>The tourism industry has a direct and immediate impact on the province's balance of trade. A strong industry has the potential to attract off-shore dollars into Manitoba and keep Manitoba dollars at home.</p>	<p>In 2006, the number of person-days of tourism visits in Manitoba totalled 7.7 million. Tourism and travel expenditures in Manitoba totalled \$1.12 billion.</p>	<p>After reaching a record high 8 million person-visits in 2007, in 2008 the number of person-days of tourism visits in Manitoba dropped back 3.7% to the 2006 level of 7.7 million, rebounding 5.2% in 2009 to a new 8.1 million high. Total tourism and travel expenditures in Manitoba were \$1.19 billion, a rise of 2.6% from 2008's \$1.16 billion.</p>	<p>The recessionary slowdown in global tourism continued in 2009, followed by a rebound in 2010 that appeared to stall in the first quarter of 2011. Although 2008 marked the first decline for Manitoba after 10 years of steady growth, Manitoba has consistently ranked in the top three provinces in year over year industry growth. Global economics continue to affect the tourism industry worldwide. Although the Conference Board of Canada had projected a further 2.1% decline in Manitoba tourism expenditures for 2009, and in spite of the continuing decline in U.S. travel into Canada as a whole, the sector in Manitoba actually rebounded with growth of 2.6% on the year, the highest among all the provinces.</p>	<p>Preliminary data for 2010 and 2011 on U.S. travel into Manitoba points to a leveling off after ten years of declining U.S. visitation to Manitoba and to Canada as a whole. In Canada in 2009, domestic tourism (Canadians travelling in Canada) accounted for over 90% of total tourism visits. Manitobans travelling in Manitoba accounted for 85% of Manitoba's total tourism visits. In 2009, Manitoba's tourism industry generated \$466.7 million in export revenues, \$246.2 million in federal taxes and \$244.4 million in provincial tax revenues. The sector sustained 13,400 direct jobs.</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 2010-2011 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
<p>3. Access to public library services, using 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 2010, 87% of Manitobans had access to library services.</p>	<p>The number of municipalities and Manitobans with access to library services has steadily increased since 2004 as a result of increased establishments in rural municipalities, and partnership agreements with existing regional and municipal library systems. The percentage of Manitobans with access increased from 84% in 2004, to 85% in 2005 and 2006, followed by 86% in 2007, and 87% in 2008, 2009 and 2010.</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>4. The number of visits to Manitoba museums and archives, using annual combined total person-visits to The Manitoba Museum, Signature Museums and the Archives of Manitoba.</p>	<p>This measure provides an indication of interest in and exposure to Manitoba's cultural and heritage assets. The benefits are that the value and significance of these assets are understood and appreciated by current generations and preserved and protected for future generations.</p>	<p>In 2004-2005, a total of 689,759 person-visits were made to: The Manitoba Museum (517,172); Archives of Manitoba (7,189); Signature Museums around the province (165,398).</p>	<p>Total visitation in 2010-2011 decreased 2.8% over 2009-2010, from 493,289 to 479,291, and has declined since 2004-2005. Person-visits in 2010-2011 included: The Manitoba Museum (369,816); Archives of Manitoba (4,524); Signature Museums (104,951).</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</p>	<p>Travel Manitoba has implemented a multi-year strategy to reverse the downward trend in U.S. tourism. Signature Museums have developed jointly targeted print and television marketing materials to enhance visibility and visitation. Like comparable organizations in Canada, the Archives of Manitoba continues</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 2010-2011 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
				weak U.S. economy, high fuel prices and stricter border crossing requirements.	to expand its website and database content to offer online service options.

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 wrongdoing. The *Act* is not intended to deal with routine operational or administrative matters.

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

The following is a summary of disclosures received by Manitoba Culture, Heritage and Tourism for fiscal year 2010-2011:

Information Required Annually (per Section 18 of The Act)	Fiscal Year 2010-2011
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