Note to Readers:
Copies of the annual report are available from:

Alberta Community Development
Communications
740, 10405 Jasper Avenue
Edmonton, Alberta T5J 4R7

Phone: (780) 427-6530
Fax: (780) 427-1496

This annual report is also available at the Alberta Community Development
website: www.gov.ab.ca/mcd

ISSN: 1488-7437
Public Accounts 1999-2000

The Public Accounts of Alberta are prepared in accordance with the Financial Administration Act and the Government Accountability Act. The Public Accounts consist of the annual report of the Government of Alberta and the annual reports of each of the 18 ministries.

The annual report of the Government of Alberta released in June contains the Provincial Treasurer's accountability statement, the consolidated financial statements of the Province and a comparison of the actual performance results to desired results set out in the government's business plan, including the Measuring Up report.

This annual report of the Ministry of Community Development contains the Minister's accountability statement, the audited consolidated financial statements of the ministry and a comparison of actual performance results to desired results set out in the ministry business plan. This ministry annual report also includes:

- the financial statements of entities making up the ministry including the department of Community Development, regulated funds and provincial agencies for which the Minister is responsible.
- other financial information as required by the Financial Administration Act and Government Accountability Act, either as separate reports or as part of financial statements, to the extent that the ministry has anything to report.
Minister’s Accountability Statement

The ministry's annual report for the year ended March 31, 2000 was prepared under my direction in accordance with the Government Accountability Act and the government's accounting policies. All of the government's policy directions as at September 14, 2000, with material economic or fiscal implications of which I am aware, have been considered in the preparation of this report.

Stan Woloshyn
Minister
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Message from the Minister

It is my pleasure to present to Albertans the 1999-2000 annual report for the Ministry of Community Development. As demonstrated throughout the report, 1999-2000 was a year of change and challenges for the ministry including the new responsibilities of seniors housing and special purpose housing. As diverse as the ministry is, however, the core businesses remained focused on supporting strong communities and assisting Albertans in many different walks of life.

The ongoing success of the ministry flows from its ability to develop and maintain strong partnerships with its stakeholders. In the future, there will be increasing importance put on the value of these partnerships and maintenance of links with Alberta's diverse communities. Another thrust of the ministry is the ongoing participation in interdepartmental and cross-government initiatives.

A key initiative of the ministry in 1999-2000 was participation in the development of the government's Aboriginal Policy Framework and its role in the preparation of Bill 2, the *First Nations Sacred Ceremonial Objects Repatriation Act*. The Honourable Pearl Calahasen, MLA for Lesser Slave Lake, and Associate Minister of Aboriginal Affairs, introduced the *Act* in the Alberta Legislature, on March 1, 2000.

Of particular importance in 1999 was recognizing the International Year of Older Persons, a special year set aside across Canada and around the world to acknowledge the contributions made by seniors. In Alberta, communities and groups across the province celebrated seniors, honoured their legacy, and recognized their continuing role in our province's future.

The new century brings with it new opportunities and challenges, and we are in the forefront in Canada by studying and talking to Albertans about the impact of our aging population. In November 1999, a major symposium on aging brought together individuals of all ages from across the province to exchange ideas about this future.

The ministry also participated in other consultations and studies during 1999-2000 that sought Albertans' views and opinions on a variety of topics such as seniors' shelter costs, healthy aging and continuing care. The reports on these studies provided advice and will serve as a solid foundation for planning across government to ensure seniors have access to the supports they need, now and in the future, to live with dignity, security and independence.

Public and private partnerships are essential to providing low-income seniors, families and individuals with access to safe, affordable and suitable housing. The ministry will continue to play a leadership role in encouraging these partnerships and local decision-making, and by providing support to local management.
bodies and non-profit groups operating special purpose housing and seniors’ housing units. By working in cooperation with local partners, for example, management bodies were able to add 65 new lodge units this fiscal year.

Innovative thinking and creative implementation have been key to past ministry successes and will be crucial for the years ahead. One example is the ministry’s Film Classification section working to address the public’s concern of media influence on violence in schools. Along with Capital Region Health Authority and Edmonton’s school boards, this group initiated the development of a “train the trainer” program for students called ‘Expecting Respect Peer Education Program.’ Another example of innovative and creative partnerships is the strengthening of the infrastructure for public library service in Alberta. Collaboration with The Alberta Library has positioned Alberta’s public libraries to become part of a multi-library service, bringing the province’s public library system closer to obtaining the vision of a single “virtual library” for all Albertans.

Youth programming continued to be of key importance across the ministry and with the government in 1999-2000. The Alberta Future Leaders Program is a clear demonstration of the ministry’s collaborative talents. This program, which uses recreation and art to promote youth leadership development in Aboriginal communities, is a partnership of 22 Aboriginal communities; the Alberta Sport, Recreation, Parks and Wildlife Foundation; seven other government departments; and 22 corporate partners. In total, over 12,000 indigenous youth participated in the recreational activities, Arts Camps or both.

The ministry continued to explore the opportunities of the World Wide Web with the launching of three virtual exhibitions: a preview of the upcoming *Anno Domini: Jesus Through the Centuries* presentation at the Provincial Museum of Alberta; a visit to the Ukrainian Cultural Heritage Village; and a tour of the *Rise of the Black Dragon* exhibition featured at the Provincial Museum of Alberta.

Numerous honours and recognitions were given to the ministry for its work during the year, including six Premier’s Award of Excellence. Of special note is the gold Premier’s Award of Excellence received by the Wild Rose Foundation for hosting and organizing the IAVE’98 World Volunteer Conference, the largest gathering of volunteers and volunteer leaders ever held. In addition, the Reynolds-Alberta Museum was presented with the James J. Bradley Distinguished Service Award, which is presented to a deserving library or archive for the preservation of historic materials relating to motor vehicles of the world.

In this report, you will read about the many achievements over the past year; however, the ministry and its staff will also continue to provide the necessary leadership and work to enhance and improve services for all Albertans. I am honoured to serve as Alberta’s Minister of Community Development, and I anticipate another year of hard work and success for the ministry.

\[Signature\]

Stan Woloshyn
Minister
Management’s Responsibility for Reporting

The Ministry of Community Development includes the Department of Community Development and the agencies and foundations listed on the ministry entities chart on page four, as well as the Historic Resources Fund and the Human Rights, Citizenship and Multiculturalism Education Fund.

The executives of the individual entities within the ministry have the primary responsibility and accountability for the respective entities. Collectively, we ensure the ministry complies with all relevant legislation, regulations and policies.

Ministry business plans, annual reports, performance results and the supporting management information are integral to the government’s fiscal and business plans, annual report, quarterly reports, and other financial and performance reporting.

Responsibility for the integrity and objectivity of the consolidated financial statements and performance results for the ministry rests with the Minister of Community Development. Under the direction of the Minister, I oversee the preparation of the ministry’s annual report, including consolidated financial statements and performance results. The consolidated financial statements and the performance results, of necessity, include amounts that are based on estimates and judgements. The consolidated financial statements are prepared in accordance with the government’s stated accounting policies.

As Deputy Minister, in addition to program responsibilities, I establish and maintain the ministry’s financial administration and reporting functions. The ministry maintains systems of financial management and internal control which give consideration to costs, benefits and risks that are designed to:

- provide reasonable assurance that transactions are properly authorized, executed in accordance with prescribed legislation and regulations, and properly recorded so as to maintain accountability of public money.
- provide information to manage and report on performance,
- safeguard the assets and properties of the Province under ministry administration,
- provide Cabinet, Treasury Board, the Provincial Treasurer and the Minister any information needed to fulfil their responsibilities; and
- facilitate preparation of ministry business plans and annual reports required under the Government Accountability Act.

In fulfilling my responsibilities for the ministry, I have relied, as necessary, on the executive of the individual entities within the ministry.

Donald M. Ford
Deputy Minister
Ministry of Community Development
September 14, 2000
Overview

Ministry Entities

Ministry of Alberta Community Development

Department of Community Development
- Community and Citizenship Services
- Seniors Services and Housing *
- Cultural Facilities and Historical Resources
- Ministry Support Services
- Francophone Secretariat **

Agencies and Foundations
- Seniors Advisory Council for Alberta
- Human Rights, Citizenship and Multiculturalism Education Fund Advisory Committee
- Alberta Human Rights and Citizenship Commission
- Alberta Foundation for the Arts
- Alberta Sport, Recreation, Parks and Wildlife Foundation
- Alberta Historical Resources Foundation
- Wild Rose Foundation
- Alberta Order of Excellence Council
- Government House Foundation
- Alberta Social Housing Corporation *

* Responsibility for housing transferred from Alberta Municipal Affairs as part of the government reorganization in May 1999.

** Transferred from Alberta International and Intergovernmental Relations in July 1999.
Alberta Community Development plays an important role in assisting communities, whether they are places or groups of citizens sharing a common goal, in achieving a high quality of life for Albertans. The mission of the ministry is “to support community development, and through leadership, protection and partnership, help all Albertans participate fully in the social, cultural and economic life of the province.”

This mission guides the ministry activities in its five core business areas:
1. promoting community development;
2. supporting the independence and well-being of seniors;
3. protecting human rights and promoting fairness and access;
4. preserving, protecting and presenting Alberta’s unique cultural and natural history; and
5. supporting special purpose housing needs.

The ministry consists of the department and 10 agencies and foundations. The following description of the ministry’s structure provides an overall picture of the range of products and services available to Albertans.

Department

1. Community and Citizenship Services

The Community and Citizenship Services Division is the ministry’s front-line contact for helping Alberta communities with their community development activities, for increasing community well-being by supporting recreation and cultural participation, and promoting the equality of all citizens. The Arts and Libraries Branch supports and promotes artistic, cultural and library participation for all Albertans, in addition to legislated film classification and media awareness education. The Sport and Recreation Branch supports sport and recreation participation in the province. The Volunteer Services Branch provides field facilitation services at four regional and seven satellite offices, as well as access to seniors, sports and other ministry programs and support to Alberta’s volunteer sector. The Volunteer Services Branch also provides support to the Community Lottery Board Grant Program on behalf of Alberta Gaming. The Human Rights and Citizenship Branch protects human rights in the province through education and complaint resolution services.
2. Seniors Services and Housing

The Seniors Services and Housing Division is comprised of the former Seniors Services Division, seniors housing and special purpose housing. The division supports the independence and well-being of seniors by coordinating seniors issues across government and ensuring government’s ongoing communication with seniors. In addition, the division administers provincial income-support programs for seniors. The Seniors Policy and Programs Branch identifies, researches and makes recommendations on issues relevant to seniors’ current and future well-being. The Customer and Information Services Branch operates the Seniors Information Line and ensures that seniors are aware of available programs. Services are provided to seniors at a storefront operation in Edmonton and the department’s regional offices across the province. The Operations Branch administers the Alberta Seniors Benefit, an income-tested program designed to assist lower-income seniors. The Special Needs Assistance for Seniors Branch administers an income-tested program that provides lump-sum cash payments to help seniors who can demonstrate that they are unable to meet their basic needs. The Seniors Housing Services Branch works to ensure that seniors have access to appropriate housing and support services by providing housing assistance to needy seniors, coordinating government initiatives related to seniors housing, and generating awareness and developing partnerships to address seniors housing issues. The Family and Special Purpose Housing Branch is responsible for the delivery, administration and policy development of housing programs for families and individuals with special housing needs.

3. Cultural Facilities and Historical Resources

The Cultural Facilities and Historical Resources Division preserves, protects and presents Alberta’s unique natural, cultural and historical resources. It does this by operating 18 provincial historic sites, museums and interpretive centres, as well as the Provincial Archives of Alberta; maintaining provincial heritage collections; providing assistance to community-based preservation projects; providing historical designation to significant resources; and operating the Northern and Southern Alberta Jubilee Auditoria.

4. Ministry Support Services

Ministry Support Services includes the Minister’s Office, Deputy Minister’s Office, Communications and Administrative Services (which includes Financial Operations, Internal Audit, Business and Financial Planning, Human Resources, Information Technology Services, Freedom of Information and Protection of Privacy and Records Management). These areas provide services to the entire ministry, thus optimizing efficiency in the ministry’s operations.
5. Francophone Secretariat

The Francophone Secretariat serves as a liaison between the government and the francophone community. It also facilitates access to various government departments and programs for francophone groups and organizations involved in community development.

Agencies and Foundations

1. Seniors Advisory Council for Alberta

The Seniors Advisory Council for Alberta brings the views of seniors to the attention of government. The council makes recommendations to the government on the coordination of policies and programs relating to seniors. The council also responds to government reports and specific requests for advice. In addition, the council is responsible for coordinating the annual Seniors Week celebrations.

2. Human Rights, Citizenship and Multiculturalism Education Fund Advisory Committee

The advisory committee oversees and makes recommendations to the Minister of Community Development on the use of the Human Rights, Citizenship and Multiculturalism Education Fund. The fund provides financial support for educational initiatives in all aspects of human rights, citizenship and multiculturalism.

3. Alberta Human Rights and Citizenship Commission

The Human Rights and Citizenship Commission is an independent agency of the Government of Alberta reporting through the Ministry of Community Development. The commission resolves human rights complaints in keeping with the provisions of the Human Rights, Citizenship and Multiculturalism Act. The commission also provides information and education about human rights in Alberta.

4. Alberta Foundation for the Arts

The Alberta Foundation for the Arts assists the development of culture and the arts that are fundamental to Alberta’s quality of life by recommending, to the Minister of Community Development, grant assistance to artists and arts organizations. The foundation encourages public access to the arts and assists in creating opportunities for children and youth to participate in the arts.

5. Alberta Sport, Recreation, Parks and Wildlife Foundation

The Alberta Sport, Recreation, Parks and Wildlife Foundation supports the development of recreation, sport, parks and wildlife activities in the
province by recommending, to the Minister of Community Development, grant assistance to provincial recreation and sport organizations. The foundation sponsors major games, supports the development of active lifestyles and receives donations in support of land conservation and other programs.

6. Alberta Historical Resources Foundation

The Alberta Historical Resources Foundation recommends, to the Minister of Community Development, grant assistance for community-based heritage initiatives across the province. These initiatives include restoration of historical buildings and heritage districts and development of interpretive markers, publications and educational projects. The foundation also manages the Alberta Main Street program.

7. Wild Rose Foundation

The Wild Rose Foundation recommends, to the Minister of Community Development, grant assistance to non-profit community service organizations in Alberta. The foundation promotes the use of volunteers and fosters charitable, philanthropic or humanitarian acts.

8. Alberta Order of Excellence Council

The Alberta Order of Excellence Council recognizes those persons who have rendered services of the greatest distinction and singular excellence on behalf of residents of Alberta. Citizens throughout the province are encouraged to submit names of outstanding people in their communities who might be considered as suitable candidates for induction to the Order.

9. Government House Foundation

The Government House Foundation cares for and promotes the interests of the former home of the Lieutenant Governors of the Province of Alberta, known as Government House. The foundation advises the Minister of Community Development on the preservation of Government House as an historic site and building; engages in public awareness programs, including tours; and enhances the physical attributes of Government House, including its works of art and furnishings.

10. Alberta Social Housing Corporation

The Alberta Social Housing Corporation (ASHC) is a Crown corporation operating under the authority of the Alberta Housing Act. Its primary purpose is to support provincial housing policies through the use of corporation properties and by implementing funding strategies. ASHC is currently operating as an administrative device for the sole purpose of administering some social housing programs and disposing of surplus land and surplus non-profit housing assets.
Goals, Performance Measures and Results

Within each of its core businesses, the Alberta Community Development 1999-2000 to 2001-2002 Business Plan (Restated) includes a goal, strategies and key performance measures meant to indicate the ministry’s success in achieving its desired outcomes.

This section of the annual report outlines the goals the ministry intended to achieve and what actions were taken toward those goals. It outlines what measures were used to assess the ministry’s performance, why those measures were selected, and provides a synopsis of methods used. The results obtained for those key performance measures are presented, along with an explanation of the factors affecting performance. In some areas, other relevant performance information is also included.

The ministry’s performance measures are not intended to capture the full extent of the ministry’s activities. The impact of the broad range of services provided for Albertans by the ministry can be best understood by looking at the individual services and whether they have been successful in reaching the desired outcomes. The ministry continues to assess these impacts and to refine the objectives for its products and services and the performance measures used to gauge its success.

Revisions to Performance Measures Resulting from Government Reorganization

As a result of the government re-organization in May 1999, a number of performance measures were either dropped or added between Budget ’99 and Budget ’99 Restated. With the transfer of responsibility for social housing to Community Development from Alberta Municipal Affairs,
two performance measures in the Alberta Municipal Affairs business plan for 1999-2000 to 2001-2002 were dropped:

- Satisfaction of local communities and their residents with the affordability, appropriateness, adequacy and quality of the housing and support services in the community; and
- Percentage of management bodies whose clients are satisfied with the quality of their accommodation and, where appropriate, the services they receive.

The *Alberta Community Development 1999-2000 to 2001-2002 Business Plan (Restated)* included the following new measure under goals two and five:

- Satisfaction of clients with the quality of their accommodation and, where appropriate, the services they receive.

The results for the new measure are reported under goals two and five in this section of the annual report.
GOAL 1

To work in partnership with geographic communities and communities of interest to build and maintain a high quality of life in Alberta.

Promoting the development of Alberta's communities and increasing the capacity of community organizations for self-reliance are key goals of the ministry. The ministry provides on-site community development assistance through its regional office system and supports Alberta's quality of life through technical and financial support to the arts, recreation, sport, library and volunteer sectors of the province. The ministry achieved this goal by:

- helping communities help themselves through the provision of organizational assistance and facilitation services;
- increasing community self-reliance and self-sufficiency through financial support and consultative services toward the development of local resources and effective use of volunteers;
- supporting the development of arts and culture by providing financial assistance and consultative services;
- coordinating and supporting a province-wide library system with financial assistance and consultative services.
- assisting Albertans in making informed choices through the classification of films;
- encouraging, through financial support and education programs, participation in healthy physical activity and recreation that leads to wellness; and,
- contributing to the athletic achievement of young Albertans through financial and consultative support to the provincial sport system.

Building self-reliance in community and provincial organizations involves the cooperative efforts of many individuals. Self-reliance may be defined as the ability to determine and achieve one's goals. The ministry is committed to helping communities achieve their goals through consultative service and assistance in a variety of areas such as governance, resource use and financial management. Work performed through the Volunteer Services Branch and its four regional and seven satellite offices, involved the ministry in 533 community development projects serving 13,265 Albertans in 1999-2000.

The ministry provided consultation services for the establishment of governance and financial management to the Host Societies for the 1999 Alberta Seniors Games in Olds-Didsbury and the Alberta Winter Games in Strathcona County.

Strategy:
Continue to help community and provincial organizations to increase their governance, resource use and financial management capacity in order to build self-reliance.
The ministry worked with all library boards to review or develop financial policy statements as required under the revised *Library Regulations* and to develop technology plans for their communities in support of the Alberta Public Library Electronic Network project.

As in past years, ministry staff facilitated many province-wide forums, public consultations and events. The ministry played a key facilitation role in the Alberta Children’s Forum in October 1999, Alberta Learning Forum in November 1999, Impact of Aging Symposium in November 1999, Alberta Alcohol and Drug Abuse Commission Executive Committee Retreat in November 1999 and the Wild Rose Foundation Retreat in December 1999. Inter-provincial support was provided when facilitation staff assisted the Yukon Territory Government with their Health Summit and Rural Forum in October 1999.


The Volunteer Initiatives Section of the ministry continued with partnership building to promote partnerships between the corporate, volunteer and government sectors through the facilitation of IMAGINE Symposiums.

Community Development hosted a Community Development Conference in September 1999 in Red Deer. Nearly 280 delegates attended 30 concurrent sessions, heard three keynote speakers and visited 15 displays. Overall, the ministry received very positive feedback regarding this event. Following this conference, 126 delegates from 37 rural Alberta communities attended the Community Development Conference, “Small Communities...Large Potential,” held in the Town of Edgerton in March 2000.

The Alberta Sport, Recreation, Parks and Wildlife Foundation, in cooperation with the Alberta Recreation and Parks Association, hosted the Energize ’99 Workshops that provided educational and networking opportunities for policy- and decision-makers at the community level. As well, the ministry coordinated the Volunteer Recognition Awards which recognized outstanding volunteers for their work in promoting recreation in Alberta’s communities.
PROMOTING COMMUNITY DEVELOPMENT

Over 100 Alberta communities participated in volunteer recognition activities during National Volunteer Week in April 1999.

The ministry delivered 88 workshops to not-for-profit boards across the province through the Board Development Program and provided ongoing board governance training to 23 current volunteer instructors. The ministry successfully hosted the 11th annual Vitalize provincial conference for volunteers in June 1999 in Edmonton with representation by 1,353 delegates from across the province. This conference offered 72 volunteer development education sessions.

Three ministry lottery-funded foundations support community organizations and non-profit agencies. They include the Alberta Foundation for the Arts; the Alberta Sport, Recreation, Parks and Wildlife Foundation; and the Wild Rose Foundation. The Alberta Foundation for the Arts provided $15.3 million in grants to art organizations and individuals. The Alberta Sport, Recreation, Parks and Wildlife Foundation provided $5.8 million in financial assistance and approximately $173,000 in consultative support to 98 provincial sport and recreation associations and an additional $3.1 million was provided to over 750 local and regional projects in sport, recreation, parks and wildlife areas. The Wild Rose Foundation approved and distributed $4.4 million through their Quarterly Grants Program to 174 Alberta community-based non-profit organizations.

The International Development Program, a program funded by the Wild Rose Foundation, provided funding to 118 humanitarian projects. The projects involved 75 non-government organizations in the 1999-2000 fiscal year and totalled $1.5 million.

In addition to the support to recreation, sport and the arts provided through the ministry’s foundations, over $13 million in grants were forwarded to operate 305 libraries and 245 library boards in Alberta.

In 1999-2000, the ministry surveyed adult Albertans on their opinion of the importance of various sectors of the ministry in contributing to the overall quality of life in their communities: 97.2 per cent of respondents indicated that sport and recreation activities were important; 97.5 per cent of respondents felt that public libraries were important; and 87.6 per cent of respondents rated art activities as important. Alberta Foundation for the Arts records revealed that attendance at arts events exceeded 11 million people in 1998-1999.

The Alberta Children's Initiative continued to be an important initiative for the ministry in 1999-2000. As one of the five partnering ministries, Community Development provided ongoing support to the Alberta Children's Initiative by participating in the intersectoral initiatives Pre-Conception to 6, Protection of Children Involved in Prostitution, and Student Health, and committees to oversee the implementation and performance measurement of the initiative.
PROMOTING COMMUNITY DEVELOPMENT

The ministry’s on-staff facilitators led facilitation services at the Alberta Children’s Forum held October 1999 in Edmonton. Further collaboration on children’s issues included work on the Urban Aboriginal Initiative, development of the National Children’s Agenda vision and goals, the Alberta Children’s Initiative performance measures and the Premier’s Task Force on Children at Risk.

The ministry’s contribution towards the Premier’s Task Force on Children at Risk involved completing an inventory of resources and services. As well, the ministry assisted in the development of a cross-ministry matrix supporting positive outcomes for children.

Youth programming continued to be important across the ministry in 1999-2000. The Sport and Recreation Branch coordinated the Alberta’s Future Leaders Program. This program used recreation as the primary tool for youth leadership development in the Aboriginal communities. Over 9,500 youth were impacted by the 141 different sporting events, 123 special recreational events and 12 cultural camps coordinated by 34 summer youth workers. From May to August 1999, the program involved 22 Aboriginal communities across Alberta, of which 16 are directly funded under the program through a partnership with the Alberta Sport, Recreation, Parks and Wildlife Foundation; government departments; corporate partners and Aboriginal communities. The other six communities had previously participated in the program for three years, but were running independent programs based on the needs of youth in their communities. Youth in these communities have access to the Alberta Future Leaders consultation services provided by ministry staff.

The Arts Camps portion of the program attracted 2,581 participants from 15 Aboriginal communities in Alberta during the summer of 1999. Participation in Art Camps drama workshops increased 44.1 per cent overall from the previous summer.

The Wild Rose Foundation established a three-year grant program that provided funding to college and university student councils, associations or unions to establish volunteer centres on campus. These centres promote volunteerism, increasing youth participation and contribution in the volunteer sector. Funding assisted the initial development of the framework and helped establish the centres. In 1999-2000, four universities and colleges received $6,000 each: Grande Prairie Regional College, Augustana University/College in Camrose, Lethbridge Community College and the University of Alberta Students’ Union.

The young offender pilot program, Custody to Community Transition Program, is co-sponsored by the ministry and Alberta Justice and was allocated $200,000 over two years. The ministry provided $100,000 through the Wild Rose Foundation and Alberta Justice provided the remaining $100,000. The program assists young offenders in becoming productive citizens by using the positive and rehabilitative influences of sports and arts. The program completed its first year of operation in 1999-2000.

Strategy:
Continue partnerships in youth programming including: regional youth councils; campus volunteer centres with universities and colleges; the Young Offender pilot program with Alberta Justice; and the Future Leaders program for Aboriginal youth with the private sector.
PROMOTING COMMUNITY DEVELOPMENT

During 1999, the Film Classification section initiated workshops for the students and the general public addressing concerns about media influence on violence in schools. The Film Classification Board consulted with staff from Capital Health and the Edmonton school boards in the development of a teaching module, “Expecting Respect Peer Education Program,” designed to train students from 46 schools to teach fellow students about media advertising. The public media education activities were carried out under an expanded mandate for the Film Classification Section, which also classified 249 hours of film and generated approximately $418,000 in revenues from fees for film classification.

Through the Minister’s Coordinating Council, Community Development continued to work in collaboration with other ministries and agencies on the implementation of the Active Living Strategy recommendations. The partnering groups included Alberta Justice, Alberta Learning, Alberta Health and Wellness, Alberta Human Resources and Employment, Alberta Children’s Services and the Workers’ Compensation Board.

Overall coordination and planning for the 2001 World Championships in Athletics in Edmonton is underway. The ministry established a secretariat and provided $19 million in funding assistance to the organizing committee for operational expenses and capital projects that included renovations at existing facilities.

The ministry, through its Sport and Recreation Branch, successfully coordinated the participation of 315 Albertans in the 1999 Western Canada Summer Games and 232 Albertans in the 2000 Arctic Winter Games. Financial and technical assistance was provided to the 1999 Alberta Seniors Games and to Strathcona County for the 2000 Alberta Winter Games.

Further demonstrating the ministry’s ability to manage multi-disciplinary sectors in delivering services to Albertans, the Alberta Foundation for the Arts continued to provide its annual contribution of $125,000 for the cultural components of the games held in 1999-2000; the Alberta Winter Games, Seniors Games and Arctic Winter Games also received funding.

In collaboration with the Alberta Recreation and Parks Association (ARPA), the ministry completed an inventory of the arenas, pools and curling rinks in Alberta. The ministry also worked in partnership with Alberta Infrastructure, Alberta Municipal Affairs, the ARPA and the City of Calgary to develop assessment criteria to evaluate the status of the facilities. In addition, the ministry partnered with the ARPA to provide a number of recreation facility lifecycle planning manuals for rural Alberta communities.

The Alberta Foundation for the Arts continued its comprehensive review of all foundation grant programs in 1999. The review used input received from nine focus groups held in late 1998. During 1999, the foundation held ongoing meetings with Alberta’s public art gallery community to dis-

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**Strategy:**
Increase commitment to the provincial Active Living Strategy in collaboration with other government departments.

**Strategy:**
Create a secretariat within the ministry to coordinate provincial assistance to the 2001 World Championships in Athletics to be held in Edmonton.

**Strategy:**
Provide assistance to the Western Canada Summer Games, Arctic Winter Games and the North American Indigenous Games, as well as to the Olds-Didsbury host society for the 1999 Alberta Seniors Games and to Strathcona County for the 2000 Alberta Winter Games.

**Strategy:**
Coordinate a needs assessment to address aging community recreation infrastructure.

**Strategy:**
Complete a public consultation process and review of arts funding programs focusing on core outcomes.
cuss possible future changes to its grant programs. Input from those meet-
ing s was used to create a new funding formula for public art gallery grants.

The Alberta Film Development Program completed its first year of operation in 1999-2000. During 1999-2000, an investment of $2.9 million yielded a return of $33.2 million in total production costs, $19.2 million of which was spent in Alberta.

The ministry furthered the development of the Alberta Public Library Electronic Network by facilitating the purchase of licenses for specialized databases accessible through all of the public libraries. These databases include full text journals, periodicals, newspapers and a general business database. Due to the cost of individual licenses, libraries would not normally be able to afford access to these resources; however, this information has been made available in many communities through the network.

**MEASURE: Customer satisfaction with community development assistance provided**

The ministry provides a range of services to communities to help them sustain and improve their self-reliance and self-sufficiency.

The measure represents the overall satisfaction rating for facilitation services performed by the Volunteer Services Branch in communities across the province. Clients ranged from community organizations to municipalities and other provincial government entities. Evaluation forms were distributed to participants for workshops or forums conducted by the ministry or to the organization’s management when the activity was conducted on their behalf.

A total of 533 completed projects were recorded in the branch’s Customer Service Reporting System, a project-based system that includes data on the number of Albertans who were assisted in each region, the type of services provided and customer satisfaction results. A new evaluation form was introduced in April 1999 and adopted by all regions.

All regional satisfaction ratings were tabulated by dividing the total number of positive responses by the number of evaluations returned. A weighting factor based on evaluations returned was applied to calculate the overall satisfaction level.

**Customer satisfaction with community development assistance provided**

![Customer satisfaction chart](image)
The results show a high level of satisfaction from Albertans who received the services. For 1999-2000, the average satisfaction rating was 98.5 per cent compared to the ministry target of 85 per cent. The target identified in the 2000-2001 business plan as 85 per cent has been updated to 95 per cent client satisfaction.

**MEASURE: Level of community volunteerism**

Volunteering, otherwise known as civic engagement, is an activity whereby Albertans donate their time and energy to organizations and activities they value, for little or no monetary compensation. Because many of the activities supported and encouraged by the ministry are highly dependent on volunteer involvement for their operation and continuation, considerable effort is made to develop and maintain effective volunteer organizations.

In 1999-2000, the ministry contracted a private research firm to conduct an annual province-wide telephone survey of 1,000 adult Albertans asking several questions on volunteerism. Ten per cent of each interviewer's work was monitored while in progress. A further 10 per cent of coded open-ended questions were checked for accuracy and consistency. A bar chart follows, presenting the results on community volunteerism. Two secondary graphs follow with additional information that may be of interest to the reader.

**Percentage of surveyed adult Albertans that volunteer**

<table>
<thead>
<tr>
<th>Year</th>
<th>Per cent of adult Albertans</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998-1999</td>
<td>71.3%</td>
<td>55%</td>
</tr>
<tr>
<td>1999-2000</td>
<td>72.1%</td>
<td>55%</td>
</tr>
<tr>
<td>1999-2000</td>
<td>55%</td>
<td></td>
</tr>
</tbody>
</table>


This measure examines formal and informal volunteering and suggests that a volunteer goes somewhere away from the home to volunteer and approaches the task as they would an occupation. Overall, 72.1 per cent of adult Albertans volunteered during 1999-2000. The ministry's target was established at 55 per cent. This target has been increased to 70 per cent for 2000-2001.
As in the previous year, all respondents were provided with specific examples of types of volunteer work to assist respondents in identifying the type of volunteer work they were involved in.

**Percentage of surveyed adult Albertans involved in various types of volunteer work in the past 12 months**

The three most frequent areas for Albertans to volunteer are informal volunteering (impromptu volunteering for a church group or school); human services (volunteering for a food bank, AIDS support group, Big Brothers or Big Sisters, seniors centre, disabled support services group or international aid organization) and sport (coaching a team, officiating or organizing an event such as local athletic games).

Respondents who indicated that they had done at least one of the different types of volunteer work noted in the questionnaire were asked how many hours they had spent per month, on average, performing volunteer work in the past 12 months.

**Hours worked per month by surveyed adult volunteers**
In 1999-2000, the average time spent by surveyed adult Albertans volunteering was 13 hours per month as compared to 12 hours per month in 1998-1999. The results indicate that 30.1 per cent of respondents volunteered more than 10 hours per month, with 14.4 per cent of these volunteers volunteering more than 20 hours per month. Five per cent of respondents volunteered in excess of 40 hours per month.

**MEASURE: Percentage of population participating in sport, recreation and physical activity**

This measure provides a general indicator of participation in sport and recreational activities. A province-wide telephone survey of 1,000 adult Albertans was conducted for the ministry by a private research firm. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten per cent of each interviewer’s work was monitored for quality control.

Respondents were asked if they had participated in a sport and recreational activity in the past year such as walking, bicycling, skiing, golfing, skating, swimming and amateur sports. In 1999-2000, 89.5 per cent of respondents indicated they had participated in a sport and recreational activity, up 10.9 per cent from the previous year.

The ministry’s target was to increase participation in these activities to 90 per cent. Note that only the portion of the measure dealing with sport and recreation was included in the question asked of respondents. To better reflect how the question is asked in the survey, this measure was changed in the 2000-2003 business plan to “Percentage of population participating in sport and recreation activities.” “Physical activity” was dropped from the measure because physical activity is implied in the
discussion of sport and recreational activities. The discussion on the next graph is provided as additional information that may be of interest to the reader.

Surveyed adult Albertans’ physical activity level

![Graph showing survey results](image)

Source: Research Innovations Inc.

To ascertain Albertan’s physical activity level, all respondents were read a list of statements that described various levels of physical activity and were asked to indicate which one best described their level of physical activity. A total of 55.2 per cent of adult Albertans indicated that their physical activity was best described as “moderate” or “vigorous” effort. Examples of “vigorous” effort include aerobics, jogging, hockey, basketball or fast swimming. Brisk walking, biking, raking leaves, swimming or dancing would be considered “moderate” effort activity. “Light” effort would include such things as light walking, easy gardening or stretching.

**MEASURE: Equitable access to public library services for all Albertans**

This new measure has three key indicators: the number of libraries in library systems; circulation per capita; and percentage of Albertans who have used public library services.

**The number of libraries in library systems**

Library systems operate like a cooperative with each library maintaining its autonomy within the system. The system provides services that include purchasing library materials, coordinating programming, cataloguing, inter-library loans, special collections, training, regional needs assessment, evaluation, regional marketing and awareness, and providing a central library catalogue, in addition to consulting to local libraries on library related issues.
Data for this indicator is collected and maintained on a continuous basis by the Libraries Section of the Arts and Libraries Branch. As of March 31, 2000, 205 libraries were in library systems, representing 76.5 per cent of eligible libraries. The target is 90 per cent eligible library membership in library systems by 2001. As well, 219 municipalities were in library systems representing 60 per cent of eligible municipalities. Approximately 795,000 Albertans were provided library service as members of these systems, in addition to Albertans provided service through the Calgary and Edmonton systems and other non-system boards.

**Circulation per capita**

The results for this indicator are derived from the ministry’s Public Library Statistics report that is produced annually on a calendar basis by the Arts and Libraries Branch. Circulation per capita is the amount of library material circulated each year, in relation to the total Alberta population. In 1996, 1997 and 1998, the circulation per capita was 12.1, 10.9 and 11.1 items, respectively. The ministry’s target was to achieve growth in circulation by two per cent per year. Because of the complex nature of calculating growth and decline in traditional circulation due to increased electronic activity, this indicator has been dropped from the 2000-2003 business plan.

**Percentage of Albertans who have used public library services**

For the third indicator, a telephone survey of 1,000 adult Albertans was conducted by a private research firm to determine public library use. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten per cent of each interviewer’s work was monitored for quality control.

**Percentage of adult Albertans who have used public library services in the past 12 months**

![Graph showing percentage of adult Albertans who have used public library services in the past 12 months]

In 1999-2000, 53.2 per cent of Albertans reported using a public library. The target for 1999-2000 is 60 per cent.
MEASURE: Impact of support to arts and cultural industries

This revised measure has three indicators: the percentage of funding to arts and cultural groups provided by the private sector; the economic impact of the arts and cultural industries; and the cultural and economic impact of the Alberta Film Development Program.

Percentage of funding to arts and cultural groups provided by the private sector

Support from the private sector is shown below as a percentage of total revenue for arts and cultural groups. The source of data is the Client Statistics Report; data is required from all clients excluding educational institutions/schools and individuals who received study grants. Clients included commercial and non-profit organizations as well as individual artists.

Percentage of private sector funding provided to arts and cultural groups

During 1998-1999, arts organizations were able to raise approximately 75.4 per cent of their revenues from the private sector, up slightly from 1997-1998. This result is based on the Client Statistics Report survey response rate of 95.5 per cent. The Client Statistics Report collects data on an organization’s previous fiscal year, consequently data for 1999-2000 will not be available until April 2001. The 1999-2000 reporting of private-sector funding will appear in the 2000-2001 annual report. The ministry target was for arts and cultural groups to receive 75 per cent of their funding from the private sector. The remaining 25 per cent is from grant revenue consisting of Alberta Foundation for the Arts funding, as well as federal, provincial and municipal grants.

The economic impact of the arts and cultural industries

Organizations that are recipients of funding from the Alberta Foundation for the Arts report their annual revenues in the Client Statistics Report providing the ministry with annual data. The Client Statistics Report collects data on an organization’s previous fiscal year, consequently data for 1999-2000 will not be available until April 2001. Using the Client Statistics Report and a computed average of relevant industry standard
economic impact multiplier of 1.49857 (economic impact multipliers supplied by Statistics Canada), the ministry is able to calculate estimated economic activity in arts and cultural industries in Alberta, relative to organization funding received from the private sector.

Level of economic activity in the arts and cultural industries

In 1998-1999, the economic impact related to arts and cultural industries was $345.3 million. This is an increase of $60.3 million from the economic impact reported in the previous annual report. The ministry target was $250 million.

The cultural and economic impact of the Alberta Film Development Program

The Alberta Film Development Program, launched in 1999-2000, provides financial support for film-making in Alberta. The success of this program was measured by three cultural markers - the number of film production opportunities offered to Alberta's actors, musicians, designers, writers, producers and directors; the number of films made each year in the province; and the dollar value of film production by Alberta-owned and operated production companies in Alberta each year.

There are three desired outcomes for the Alberta Film Development Program. They include an increase in Alberta-driven film/video production; increase in the number of Albertans working in all aspects of film production; and continued increase over the life of the pilot program in the total dollar value of production in Alberta by Alberta-owned and operated production companies.

Film production companies eligible for funding under the Alberta Film Development Program submitted film production project reports to the ministry. The 1999-2000 results under the program reported: 1,156 film production employment opportunities offered to Alberta's actors, musicians, designers, writers, producers and directors; 19 films made in the province; and $19.2 million in film production expenditures by Alberta owned and operated production companies in Alberta. Since this is a new program, the results will establish benchmarks for future targets.
GOAL 2

To ensure seniors have access to the supports they need to live in a secure and dignified way as independent and contributing members of society.

Community Development supports the independence and well-being of seniors by identifying seniors issues, ensuring programs and services for seniors are coordinated, and providing housing and income support to lower-income seniors. Seniors’ independence and well-being are enhanced through consultation with seniors and seniors organizations and the provision of information about programs and services for seniors. The Alberta Seniors Benefit and Special Needs Assistance for Seniors programs ensure that financial assistance is available to lower-income seniors. The Alberta Seniors Benefit also assisted seniors through health insurance premium subsidies. Housing support is provided through a number of programs and services to lower-income seniors to enhance their well-being and quality of life.

The ministry performs these functions by:
- developing and maintaining a policy framework for seniors programs and services in Alberta;
- providing leadership on seniors issues, programs and services across government;
- ensuring government has ongoing communication with seniors;
- providing a comprehensive information service for seniors;
- providing appropriate financial support to seniors in need;
- coordinating programs to protect seniors; and
- providing housing support to lower-income seniors.

The fifth Government of Alberta Strategic Business Plan for Seniors was released in 1999-2000. The ministry is committed to continually improving this plan. New approaches to planning and performance measurement were explored in conjunction with other ministries. New measures will be explored in 2000-2001.

In October 1999, the Cumulative Impact Shelter Costs Study Group submitted its final report to the Minister. Members of the study group included representatives from the Seniors Advisory Council for Alberta, the Alberta Council on Aging Policy Advisory Network and Community Development. The report examined the affordability of shelter costs for seniors living in their own homes or renting in the private market. It shows that most seniors in Alberta today are not experiencing difficulties in meeting their housing costs. It also included recommendations on ways to foster “aging in place” and to measure and monitor seniors needs regarding shelter costs.
In 1999-2000, the ministry took a leadership role in developing a government-wide response to the aging population. The Government-Wide Study on the Impact of the Aging Population was initiated in 1998 to determine the effects of the aging population on government programs and services. An MLA-chaired steering committee led the study. This committee included representatives from the health, housing, active living and community supports sectors, as well as from seniors and the general public. In July 1999, the committee released *Report A*, which looks at current seniors programs in Alberta and provides recommendations on short-term issues. A public consultation process was conducted in October 1999, including focus group meetings in 15 communities across Alberta. In November 1999, the committee held a major symposium in Edmonton on the subject of an aging population. In the spring of 2000, a report was released which looked at the future needs of seniors and the roles of all Albertans in meeting these needs. It also included recommendations on policy directions and strategies.

The ministry identifies, researches and makes recommendations on issues relevant to seniors current and future well-being and independence, and ensures the needs of seniors are met by leading and participating in a number of intergovernmental initiatives. In 1999-2000, the ministry coordinated interdepartmental meetings for the Government-Wide Study on the Impact of the Aging Population and collaborated on barrier-free transportation, the *Personal Directives Act* and the *Social Union Framework*.

The ministry continues to be an active participant on seniors issues at the national level. Alberta contributed to the development of the voluntary *National Framework on Aging* and the policy guide that accompanies the framework. The ministry was instrumental in developing the *Seniors Policies and Programs Database*, a national, Internet-based database of federal, provincial and territorial policies and programs relating to seniors. The database was officially launched in January 2000.

In 1999-2000, the ministry led Alberta’s development of activities for the United Nations’ International Year of Older Persons (IYOP) and supported an advisory committee of eight public members. Information kits were provided to 5,000 provincial and community agencies and 900 businesses. The ministry also distributed over 6,000 information brochures on IYOP and maintained an IYOP Web site.

Consultations with representatives of seniors organizations continued to be integral to the development of seniors policy and programs. In 1999-2000, these consultations were an important part of the work being done for the Cumulative Impact Shelter Costs Study Group and the Steering Committee for the Government-Wide Study on the Impact of the Aging Population.
In 1999-2000, the Seniors Advisory Council for Alberta continued to seek opportunities to interact with local seniors and seniors organizations. The council held meetings in Calgary, Red Deer and Edmonton and toured a number of seniors housing facilities and centres. In Red Deer, public consultations were held with representatives from seniors clubs, advocacy groups and service providers.

The council was actively involved in a number of key initiatives and events in 1999-2000. They participated on the Policy Advisory Committee for the Long Term Care Review, the Cumulative Impact Shelter Costs Study Group and the Steering Committee for the Government-Wide Study on the Impact of the Aging Population. The council was represented at provincial and national conferences, including the 2nd National Symposium on Aging, the Lethbridge Seniors Symposium and the National Conference on Home Care.

The council submitted quarterly reports to the Minister, bringing the views of seniors directly to government. The annual review highlighted the work of the council and the issues that members heard in their discussions with seniors.

Providing seniors with access to information about programs and services is essential to helping seniors live in a secure and dignified way as independent and contributing members of society.

The Seniors Information Line is a toll-free information and referral source for seniors inquiring about the Alberta Seniors Benefit program, the Special Needs Assistance for Seniors program and other programs available to seniors in the province. In 1999-2000, the Seniors Information Line responded to 123,678 calls, up from 104,878 calls in 1998-1999.

Regional Seniors Service Centres offer information and assistance on a broad range of topics including federal and provincial income support programs, health benefits and publications of interest to seniors. Seniors Service Centres are located in Calgary, Edmonton, Grande Prairie, Lethbridge, Medicine Hat, Red Deer, St. Paul and Stony Plain. In 1999-2000, a total of 48,716 clients received assistance through a visit to a service centre, by telephone or directly in their homes. All of the centres, except for Edmonton, operated with the cooperation of the Community and Citizenship Services Division.

The title of the Programs for Seniors booklet was revised to Programs and Services for Seniors to more accurately reflect the diversity of information available in the booklet. The ministry distributed 100,000 copies of the 2000 Programs and Services for Seniors information booklet. An audiocassette version was distributed to public libraries and agencies serving seniors. The ministry posted an Internet version of the 2000 Programs and Services for Seniors booklet that is accessible through the Seniors Services and Housing Division Web site.
In 1999-2000, the ministry continued to coordinate the exchange of information on programs and services for seniors, with the federal government. Cross-training sessions were held between federal Income Security Program staff and ministry Seniors Services and Housing Division staff. The governments coordinated and shared provincial and federal information displays and conducted joint presentations at various locations.

Community Development purchased pertinent data from Statistics Canada that will assist in planning for the future well-being of Alberta seniors. This data provided valuable information for several initiatives in 1999-2000 including the analysis of seniors incomes and housing costs for the *Cumulative Impact Shelter Costs Study* and the analysis of income for *Report A of the Government-Wide Study on the Impact of the Aging Population*.

The ministry produces *Statistics on Seniors* on a regular basis. This report provides a monthly snapshot of the seniors population in Alberta, with more comprehensive information for those seniors that are receiving benefits from the Alberta Seniors Benefit program. The report includes details on age, gender, marital status and income. The information from this report is being used for planning purposes. The information was also used for the Impact of the Aging Population study and the follow-up work with the Long Term Care Review Report by the Broda Committee.

In 1999-2000, the ministry received 7,612 applications for the Special Needs Assistance for Seniors program and provided approximately 6,100 benefits for a total expenditure of $15.5 million. Over the year, approximately 7,300 seniors received support from this program (the number of seniors is greater than the number of grants because couples submit one application). Benefits ranged from $200 to $5,000; the average amount per benefit was $2,500.

Several criteria for the Alberta Seniors Benefit were adjusted to better serve our clients as a result of the ministry’s ongoing monitoring of the challenges and issues faced by Alberta seniors.

The Special Needs Assistance for Seniors program periodically reviewed program policies to ensure that the grants provided to lower-income seniors are appropriate. Funding criteria are updated on a continuing basis to allow fiscal resources to be directed to the areas of highest priority, such as medical, dental and optical costs.

As of March 2000, there were 181,929 seniors receiving benefits from the Alberta Seniors Benefit program, an increase of 1,376 from 1998-1999. Of these seniors, 128,361 received a monthly cash benefit, that averaged just under $98 per household. These seniors also received full subsidy of their health insurance premiums. The remaining 53,568 seniors received full...
or partial subsidy of their health insurance premiums. The graph below presents data, derived from a total of 298,812 seniors registered with the Alberta Health Care Insurance Plan.

Seniors receiving Alberta Seniors Benefit

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>No cash benefit, partial health care premium subsidy</td>
<td>4.6%</td>
<td>13,697</td>
</tr>
<tr>
<td>No cash benefit, full health care premium subsidy</td>
<td>13.3%</td>
<td>39,871</td>
</tr>
<tr>
<td>Partial cash benefit plus full health care premium subsidy</td>
<td>42.1%</td>
<td>125,632</td>
</tr>
<tr>
<td>Full cash benefit plus full health care premium subsidy</td>
<td>0.9%</td>
<td>2,729</td>
</tr>
<tr>
<td>Not receiving Alberta Seniors Benefit</td>
<td>39.1%</td>
<td>116,883</td>
</tr>
</tbody>
</table>

Source: Seniors Services and Housing Division, March 2000

Strategy:
Continue to work with other provincial government departments to implement legislation that affects seniors, including taking a lead role in implementing the Protection for Persons in Care Act, reviewing the methods of investigating complaints under the Act through consultations with other ministries, and assisting with the implementation of the Personal Directives Act.

The ministry worked with other provincial government departments to complete the second phase of the evaluation of the Protection for Persons in Care Act, which examined ways to increase awareness and knowledge of the legislation. The ministry chaired the interdepartmental committee with Alberta Health and Wellness, Alberta Justice, Alberta Human Resources and Employment, Alberta Children's Services and Alberta Municipal Affairs to coordinate the administration of the Act. The committee developed the framework that centralized the investigation of all reports within Community Development as of April 1, 2000.

The ministry operates and monitors the reporting telephone line for the Protection for Persons in Care Act and distributes information on the Act. In 1999-2000, the reporting line received 1,860 calls including 488 reports of alleged abuse.

The ministry has been an active participant in the development, implementation and monitoring of the Personal Directives Act as part of an interdepartmental committee including Alberta Human Resources and Employment, Alberta Justice and Alberta Health and Wellness. The committee recently completed an evaluation of the Act and worked to create greater public and agency awareness of the legislation.

Ministry resources have focussed on the evaluation and implementation of the Protection for Persons in Care Act and the centralization of the investigations unit as a means to address abuse in care facilities. The Act addresses elder abuse by educating service providers, seniors and their families regarding the scope of the Act.

Strategy:
Continue to study elder abuse issues in cooperation with community stakeholders with a goal of developing an effective plan of action.
Community Development participated in the Steering Committee on Interdepartmental Standards for Adult Residential Care, established in 1998. A working group was established in 1999-2000 to develop health and safety standards for adult care facilities and to review the Social Care Facilities Licensing Act.

The Seniors Services and Housing Division is reviewing areas of seniors housing for integration into other seniors programs. For example, staff are determining how many seniors have their rent subsidized through the Rent Supplement Program and if other programs such as Special Needs Assistance could help them in place of Rent Supplement.

The provincial housing system is complex. Provincial ministries, the federal government and municipalities deliver programs that contain a housing component. This may be confusing to the public. By eliminating overlap and duplication, a simpler, more cost-effective system could be implemented to better serve needy Albertans. Accordingly, in November 1998, Cabinet agreed that ministries involved in provincial housing should review ministry roles and responsibilities and the future development of policy with respect to housing.

In 1998, the Ministers of Community Development, Alberta Justice, Alberta Municipal Affairs, Alberta Health and Wellness and four other ministries established a Deputy Ministers’ committee and a working committee to develop a Provincial Housing Policy. In 1999-2000, guiding principles were developed and the strengths of stakeholder ministries were identified. This groundwork formed the foundation for future directions with the development of a suggested realignment of responsibilities for the delivery and administration of housing programs and services to seniors, families and persons with special needs.

Government reorganization in May 1999 led to a more integrated program delivery system for seniors programs.

The Long Term Care Review Policy Advisory Committee’s final report entitled Healthy Aging; New Directions For Care was released in November 1999. Community Development participated in workshops and provided information on lodges and private supportive housing to assist the advisory committee in developing its recommendations. The ministry responded to the final report by providing input on the recommendations related to seniors housing.

As a result of the findings from the Long Term Care Policy Review, one-time funding of $10 million from Alberta Health and Wellness was made available to the 15 regional health authorities responsible for rural communities through the Healthy Aging Partnership Initiatives. Housing management bodies were provided with an opportunity to form partnerships with the regional health authorities in order to develop new facilities or modify existing facilities to meet health and housing needs in rural areas.

- reviewing the roles and responsibilities of those ministries involved in provincial housing assistance;

- developing initiatives in collaboration with Alberta Health and Wellness to deal with housing/health issues arising from the Long Term Care Review; and,

SUPPORTING THE INDEPENDENCE AND WELL-BEING OF SENIORS

Strategy:
Continue to participate in the process to ensure seniors living in residential care options have safe homes that provide quality services.

Strategy:
Integrate the delivery of seniors housing programs, e.g., the Rent Supplement Program, within the programs and services of Community Development.

Strategy:
Enhance interdepartmental coordination of housing and support services to needy Albertans by:
Results Analysis

Supporting the Independence and Well-Being of Seniors

Community Development led a working group to investigate alternatives to Grants in Place of Taxes that are provided to non-profit seniors housing facilities.

The Lodge Upgrading Program began in 1994 to improve the condition of lodges that have deteriorated over time, upgrade life-safety systems and improve the efficient operation of the facilities. Some management bodies and municipalities have also contributed local funding to make improvements to the lodges such as adding more units. Because the Lodge Upgrading Program is not an ongoing program and will end in 2003, the Lodge Upgrading Program Design Standards were not revised.

Alberta Infrastructure completed condition analysis reports on 10 lodges built prior to 1990. These lodges have been added to the Lodge Upgrading Program and are scheduled to begin the design process in 2001-2002.

Management bodies have set measurable expectations that allow for comparison of actual results through the budget process. Quarterly reports compare year-to-date actuals versus budget and annual audited statements are provided at year-end. Variance analysis is completed and explanations are reported to the ministry by the management body on any significant variance of the actual results from the budget.

Operational reviews are completed by the ministry on approximately one third of the management bodies each year. The purpose of these reviews is to evaluate the management practices of the management body and to provide recommendations for improvement. In 1999-2000, a sample of tenants residing in these buildings was interviewed, providing a client satisfaction rating for evaluating management bodies.

The ministry is studying the recommendations of the Lodge Assistance Program review to identify which ones should be implemented.

Measure: Satisfaction of seniors with information and other services provided

Seniors Information Line and Seniors Service Centres

This measure assesses the satisfaction of seniors with the level of service and the quality of information provided about the Alberta Seniors Benefit program and other programs. The ministry provides information by operating the 1-800 Alberta Seniors Information Line and regional Seniors Service Centres, and by producing the Programs and Services for Seniors information booklet and a Web site.

Throughout 1999-2000, the Customer and Information Services Branch conducted surveys of customer satisfaction. A telephone interview survey was carried out for the assessment of customer satisfaction with the Alberta Seniors Information Line. Seniors using the regional Seniors Service Centres received written questionnaires. The survey included questions about the courtesy, knowledge and responsiveness of staff, as well as the overall satisfaction with the services provided.

• reviewing with Alberta Infrastructure the design standards for the Lodge Upgrading Program and conducting condition analyses on remaining lodges to determine if they should be part of the program.

Strategy:
Define the role of management bodies and respond to the recommendation of the Office of the Auditor General that management bodies set measurable expectations to allow comparison of actual results.

Strategy:
Implement the approved recommendations from the Lodge Assistance Program review.
In 1999-2000, 1,008 interviews were conducted by telephone for the Alberta Seniors Information Line during 10 consecutive business days within each quarter of the fiscal year. For the overall satisfaction question, the top three categories “good,” “very good” and “excellent” were combined for an overall satisfaction rating of 96.8 per cent, based on 999 responses. The target for 1999-2000 was 95 per cent.

The eight regional Seniors Service Centres conducted surveys throughout the year with walk-in visitors. Visitors agreeing to fill out a survey could either leave the completed survey in a drop-off box or mail it back to the Seniors Service Centre. A total of 894 completed questionnaires were received. For the overall satisfaction question, the top three categories “good,” “very good” and “excellent” were combined for an overall satisfaction rating of 99.9 per cent, based on 886 responses. The target for 1999-2000 was 95 per cent.

Results from previous surveys are not comparable to the 1999-2000 results because of a change in the rating scale. In 1999-2000, the rating scale was changed from a five-point to a six-point rating scale used in the questionnaires for the Seniors Information Line and the Seniors Service Centres surveys.

Planning is underway for a new computer system for 2000-2001 that will facilitate the branch plans to replace the paper on-site surveys with random telephone surveys at predetermined intervals throughout the year.

**Programs and Services for Seniors booklet**

The *Programs and Services for Seniors* information booklet is a comprehensive source of information on the programs, benefits and services available to seniors in Alberta. A voluntary, self-administered questionnaire provided with each booklet invited users to evaluate its contents and usefulness. Out of the 100,000 *Programs and Services for Seniors* booklets that were distributed to seniors’ agencies, hospitals, lodges, native bands, seniors information centres, interested seniors and soon-to-be seniors, the ministry received 1,632 completed questionnaires. For the overall satisfaction question, the top three categories “good,” “very good” and excellent were combined for an overall satisfaction rating of 97.0 per cent, based on 1,606 responses. The target for 1999-2000 was 95 per cent user satisfaction. Previous year results are not comparable to the 1999-2000 results because of a change in the rating scale from a four-point to a six-point scale.

**MEASURE: Appropriateness of income support provided to lower-income seniors**

The core measure for goal 5 of the 2000-2003 *Alberta Government Business Plan*, “Albertans unable to provide for their basic needs will receive help,” uses the Market Basket Measure (MBM) to compare the percentage of Albertans whose income from all sources is above the MBM threshold, to corresponding percentages of residents in other provinces and to the
Canadian average. When the MBM information specific to seniors becomes available for Goal 5, the ministry will examine options for a corresponding measure for the Alberta Seniors Benefit.

**MEASURE: Percentage of eligible seniors receiving the Alberta Seniors Benefit**

This measure looks at those seniors who have applied to the Alberta Seniors Benefit program. As in each of the past five years, the ministry has provided benefits to nearly 100 per cent of eligible applicants. The result for fiscal year 1999-2000 is 99.4 per cent. At the time of reporting, 0.6 per cent of eligible senior applicants were in the process of having their benefits finalized for payment. The ministry target for this measure is 100 per cent.

The results do not address whether all eligible seniors have actually applied to the program. The challenge is to identify all seniors that may be eligible. Dialogue was initiated with Canada Customs and Revenue Agency to determine if it is feasible to obtain income information on seniors that will allow us to complete a more detailed analysis in order to determine eligibility. However, progress was slow and the agency information is limited to seniors who filed an income tax return.

Census data from Statistics Canada were examined but data are not available annually and this makes reporting difficult. Data for 1995 is available; data for 2000 may not be available until the year 2003. Despite this, the number of seniors having an income within the range to be considered for the Alberta Seniors Benefit was examined based on the Census data. Using $25,000 as the cutoff, the 1995 data indicate that about 184,000 seniors were within the income range for the 1996-1997 benefit year. Over 163,000 seniors were actually receiving benefits as of April 1997. This is about 89 per cent of the census figure for 1995.

While awaiting the 2000 Census data, a sample of seniors who have not applied will be analyzed further to determine their reasons for not applying. Other sources of data will also be sought to improve this measure for future reporting.

**Percentage of eligible seniors applicants receiving the Alberta Seniors Benefit**

![Percentage Chart](source: Seniors Services and Housing Division, March 2000)
RESULTS ANALYSIS

SUPPORTING THE INDEPENDENCE AND WELL-BEING OF SENIORS

MEASURE: Satisfaction of departments and agencies with the quality of information, analysis and advice received

One way the ministry ensures seniors have access to the supports they need is by providing government departments and community agencies with information, analysis, advice and leadership in relation to policies, programs and services that affect seniors. This helps to ensure that government policies effectively anticipate and address the needs of seniors.

In March 2000, questionnaires were distributed by the Seniors Policy and Programs Branch to 114 stakeholders to assess their satisfaction with the courteousness, accessibility, interest, responsiveness, knowledge and leadership of staff, as well as the quality, accuracy, completeness and timeliness of information received. Respondents were also asked to rate their overall satisfaction with the services provided. This year, organizations representing the housing industry were included in the mailout of the survey, reflecting the transfer of responsibility for social housing from Alberta Municipal Affairs to the ministry in May 1999.

A total of 61 questionnaires were completed by stakeholders, including Alberta and other provincial and federal government employees and representatives of organizations and agencies that work with, and on behalf of, seniors. The survey results provided information to evaluate whether the ministry provides appropriate policy and program information and assistance to stakeholders.

For the overall satisfaction question, the top two categories of a five-point rating scale, “very satisfied” and “satisfied,” were combined for an overall satisfaction rating of 86.7 per cent, based on 60 responses to the question. In 1998-1999, a satisfaction rating of 85.7 per cent was reported. The target for 1999-2000 is 100 per cent satisfaction.

Compared to last year’s survey results, more respondents this year said they requested information on demographic, economic and social trends, and more noted that they used information provided by the ministry for an agency or government project. This may reflect the involvement of the Seniors Services and Housing Division in a number of major collaborative and intersectoral projects during 1999-2000, including the Government-Wide Study on the Impact of the Aging Population, International Year of Older Persons, and the Seniors Policies and Programs Database for the National Framework on Aging.

MEASURE: Satisfaction of clients with the quality of their accommodation and, where appropriate, the services they receive

This measure assesses the satisfaction of senior citizens living in senior citizens’ lodges and senior citizens’ self-contained apartments. Satisfaction was determined through a survey conducted for the Seniors Services and Housing Division by a private research firm. A random
sample of clients from the seniors housing program were surveyed by
telephone on their overall level of satisfaction with the quality of their
accommodation. Four hundred telephone interviews were completed
with residents of senior citizens’ lodges and another 400 were completed
with residents of senior citizens’ self-contained apartments. The survey
also measured a number of variables to assess the quality of
accommodation including the overall condition, safety and affordability,
and the services provided by the management body. The research was
conducted in March 2000 over the period of a week and a half. Results
based on the sample size of 400 are accurate within ±4.9 per cent, 19
times out of 20.

The results from the top four categories of a seven-point rating scale,
from “satisfied” to “completely satisfied,” were combined to obtain an
overall rating of satisfaction for respondents for both seniors citizens’
lodges and senior citizens’ self-contained apartments. The results
indicate that 97.0 per cent of seniors in seniors lodges were satisfied with
their accommodation, as were 96.0 per cent of seniors in seniors self-
contained apartments. This was the first year the research was
conducted and areas were noted where improvements could be made.
The rating scale in the Seniors Housing satisfaction questionnaire will be
revised in the future to provide a more balanced range of choices. The
results represent baseline data for establishing future targets.
GOAL 3

To foster equality and reduce discrimination so all Albertans can have the opportunity to participate fully in the social, economic and cultural life of the province.

The protection of human rights and promotion of fairness and access are achieved by fostering equality and reducing discrimination so that all Albertans have the opportunity to participate fully in society. Protecting human rights and supporting human rights education initiatives enables people to seize economic and social opportunities for development and growth, and maximize their potential. Promoting fairness and access for Albertans helps them contribute to their own prosperity and that of their families and communities. This goal is met by:

- protecting human rights for all Albertans through the resolution of complaints made under the Human Rights, Citizenship and Multiculturalism Act;
- providing public education programs, information and consultation services to eliminate discrimination and barriers to full participation in society for all Albertans;
- providing financial assistance through the Human Rights, Citizenship and Multiculturalism Education Fund; and,
- providing consultation services and policy advice to the Minister and to other ministries.

The Human Rights and Citizenship Commission is committed to continuously improving processes to resolve complaints made under the Human Rights, Citizenship and Multiculturalism Act. In 1999-2000, the intake and complaint assessment process was modified to test whether different scheduling and staffing approaches provided better results; conciliation processes were modified to test less formalized approaches to determine whether they provided faster yet fair resolutions; and new timelines were set for processing complaints. As a result, a greater number of complaints were closed as compared to previous years.

A bronze award for the Premier’s Award of Excellence was received for the redesign of the intake and complaint assessment process. This award recognized significant achievement in developing and applying best practices in teamwork, leadership, human resource management and team learning.

Research was conducted to identify strategies to make the commission’s services better known and understood and more accessible. Caseload management processes and performance targets of selected other provincial human rights commissions were compared with those used in Alberta.
Based on customer feedback, an automated telephone system that improves communication services to Albertans, 24 hours a day, was implemented in the commission’s two regional offices. Callers are provided with information on the commission, education services and the Human Rights, Citizenship and Multiculturalism Education Fund, human rights legislation, and referrals to other agencies. Statistics from the government’s Web site show that the telephone number for the commission is one of the ten most frequently requested.

In 1999-2000, the commission opened 692 complaint files, a small decrease from the prior year, due in part to more effective screening. By comparison, 731 files were opened in 1998-1999. Gender and physical disability complaints represent the two most common grounds on which complaints were made, similarly reported in the previous three fiscal years. Many of the complaint files contain multiple grounds and each of the grounds is tallied separately. A total of 896 grounds were cited in the 692 files opened this year.

In 1999-2000, 10 human rights panels were convened to hear and make decisions on complaints that could not be resolved through the conciliation and investigation services provided by commission staff. These panels heard a total of 27 complaints. By comparison, two panels were convened in 1998-1999 to hear a total of four complaints. The panel process is independent from the complaint resolution service provided by commission staff. Human rights panels are composed of human rights commissioners and are appointed by the Chief Commissioner of the Alberta Human Rights and Citizenship Commission.

In 1999-2000, $701,460 was expended on the Support to Community Groups program of the Human Rights, Citizenship and Multiculturalism Education Fund. Recommendations on grants and funding are provided to the Minister by the Education Fund Advisory Committee. Funded projects fostered equality and promoted fairness and access. Forty-four organizations received funding under this program and $100,000 was contributed to the establishment of a scholarship program in honour of Alberta’s centennial.

Many of the grants under the Support to Community Groups program support cross-government initiatives and government priorities. For instance, 20 of the 44 organizations that received funding undertook youth-related projects that supported the Alberta Children’s Initiative. Examples include a grant to the Boyle Street Community Services Coop in Edmonton that will involve inner city youth in delivering workshops on discrimination and racism to schools and organizations, and a grant to the Southern Alberta Ethnic Association to show and discuss videos on racism with elementary students in Lethbridge.

Grants were also awarded that support the cross-government Aboriginal Policy Initiative. A grant was provided to the Alberta Native Friendship Centre Association in Edmonton for research and development of
cross-cultural training and diversity materials for businesses and Aboriginal cross-cultural trainers. The group, Youth for the Future, received a grant for a conference which took place in Sundre. The conference focused on eliminating racial discrimination by enhancing communication, understanding and mutual respect between Aboriginal and non-Aboriginal young people.

Several grants were awarded that support the Minister’s role as Minister responsible for Women’s Issues. The Women's Economic and Business Solutions Society in Edmonton received a grant for a provincial conference to address issues of community inclusion and equality for women with disabilities. A provincial organization, Women in Scholarship, Engineering, Sciences and Technology, received a grant to produce a video and written guide based on the successes and challenges of women in leadership roles.

To assist with the implementation of the Protection Against Family Violence Act, 12 community groups carried out projects in 1999-2000 that ensured the protection offered by the legislation would be available to all Albertans. Eleven of the groups received funding in 1998-1999 and the other group received funding in 1999-2000. In addition, ministry staff served on the Interdepartmental Committee on Family Violence, which monitored the legislation and co-led the Diversity Working Group established by the committee.

The Human Rights, Citizenship and Multiculturalism Education Fund Advisory Committee held nine meetings with stakeholders throughout the province. The purpose of these meetings was to hear ideas and opinions about the future of the Education Fund and to help identify future priorities and strategies for the fund.

A survey was conducted with past grant applicants to review the Human Rights, Citizenship and Multiculturalism Education Fund Grant Regulation that was subsequently revised. The regulation is now more gender neutral and is written in plain language. Other revisions streamline the procedure for reporting on grant initiatives.

In partnership with the University of Calgary, the ministry supported the work of the Cultural Diversity Institute. The Human Rights, Citizenship and Multiculturalism Education Fund provided $250,000 to the institute for the provision of research, education, training and information on cultural diversity to corporate, not-for-profit and education sectors throughout the province. Following a community consultation process, the institute developed a long-term strategic direction. The Council of Directors and a model for governance of the institute were put in place. The ministry is represented on the Council of Directors.

The Cultural Diversity Institute seconded an associate director of research from one of the seven participating faculties at the University of Calgary, developed a research agenda and started several research initiatives. In addition, the Cultural Diversity Institute initiated a number

**Strategy:**
Support the development of a major Cultural Diversity Institute in partnership with the University of Calgary.
Results Analysis

Protecting Human Rights and Promoting Fairness and Access

Strategy:
Develop and implement diversity and human rights education initiatives.

of educational programs throughout the province. Programs are frequently developed in partnership with other organizations. The Summer Institute for Managing Diversity was successfully undertaken.

In 1999-2000, the Alberta Human Rights and Citizenship Commission streamlined human rights education materials and information for the public. Two issues of The Citizen were produced, reaching an audience of approximately 3,500 per issue. Information sheets and the commission's Web site were updated. Approximately 2,000 information sheets were distributed each month and the Web site received an average of 7,000 visits each month.

Approximately 2000 students and employees of businesses, community organizations, and educational and other public institutions learned about their rights and responsibilities through 43 workshops. Commission material and information were displayed in 27 sessions, reaching a potential audience of over 4,200 people.

Approximately 350 people gathered at Edmonton's City Hall in December to celebrate International Human Rights Day and to recognize the 1999 Human Rights Award and Suzanne Mah Award recipients.

The commission provided assistance and consultation to eight businesses and public institutions to develop anti-harassment policies for their workplace environment. These policies will assist over 2,000 employees to learn rights and responsibilities towards a harassment-free workplace.

Planning for the May 2000 national human rights conference, Building a Human Rights Culture: Tools for Transformation, was undertaken by a team that included clients/stakeholders, commission staff and contractors. Client and stakeholder human rights education needs were assessed through focus groups held in Edmonton and Calgary in March 1999.

In support of the Minister's role as Minister responsible for Women's Issues, ministry staff undertook joint initiatives with women's directorates/ministries in Canada to discuss issues of concern to women that cross jurisdictional boundaries. Of note is the report Preventing Violence Against Women - A Strategic Framework, released at the July 1999 annual meeting of Federal/Provincial/Territorial Ministers responsible for the Status of Women.

The ministry also coordinated the Person's Case Scholarship awards which honour the efforts of five Alberta women who fought and won the right for Canadian women to be officially deemed 'persons' under the law. In 1999-2000, eight scholarships were given to people who were either studying in non-traditional fields for their gender or whose studies will contribute to women's equality. The scholarships were funded by the Alberta Heritage Scholarship Fund and administered by the Student Finance Board.

Strategy:
Collaborate with other jurisdictions in support of initiatives by Ministers responsible for the Status of Women.
The ministry also coordinated the preparation of Alberta's submissions for Canada's reports on United Nations international human rights covenants and conventions, including Alberta's submission on the Convention on the Elimination of All Forms of Discrimination Against Women.

The ministry participated in the cross-government People and Prosperity initiative led by Alberta Learning. Work in 1999-2000 included identifying and reporting on programs and initiatives that further the goals of People and Prosperity. Working groups were established by the government-wide People and Prosperity committee around four themes: meeting future skill and workforce demand; maximizing workforce effectiveness; providing children and youth with a strong foundation for the future; and building vibrant and supportive communities. The ministry participated in working groups for the second and third themes and co-led the working group for the fourth theme.

**MEASURE: Percentage of Albertans who believe human rights are fairly well or very well protected in Alberta**

The results for this performance measure and the following two measures were determined by an annual province-wide telephone survey of adult Albertans. Participants were asked their opinion of how well human rights are protected in Alberta, their awareness of the Alberta Human Rights and Citizenship Commission and their beliefs about the significance of the commission's role in ensuring human rights are protected. For all three measures, the sample size was increased from 800 in 1998-1999 to 1,000 in 1999-2000. Changes in methodology resulted in improvements to the 1998-1999 questionnaire and, as a result, only data for the last two years are presented.

In 1999-2000, 83.2 per cent of Albertans believed human rights were “fairly well” or “very well” protected in Alberta. This is a 1.5 per cent increase from 1998-1999. The target established for the year was 80 per cent.
MEASURE: Percentage of Albertans who are aware of the Human Rights and Citizenship Commission.

In a province-wide telephone survey of 1,000 adult Albertans, respondents were asked, “If you were concerned about protecting someone’s human rights, where could you go for help or advice?” For those who did not identify the commission, another question was asked, “To the best of your knowledge, does Alberta have a human rights commission?” The results are reflected in the chart below.

The results indicate that a total of 73.2 per cent of respondents were aware of the existence of Alberta’s human rights commission. This is an increase of just over one per cent from the 1998-1999 results although 6.8 per cent below the 1999-2000 target of 80 per cent. Media coverage of human rights issues may have an impact on year-to-year variations in Albertans’ awareness of the commission.
MEASURE: Percentage of Albertans who believe the commission plays an important role in the protection of human rights

This measure reports how important respondents perceive the commission to be in ensuring that human rights are protected in the province. As was outlined in the previous two measures, a province-wide telephone survey of 1,000 adult Albertans was conducted. Of these respondents, 732 were able to identify or were aware of the commission and were asked their opinion of how important a role the commission has in protecting the human rights of Albertans.

Believe the commission plays an important role

On a five-point rating scale, the results from the top two categories, “very important” and “somewhat important” were combined. The results indicate that 93.1 per cent believed the commission played an important role in the protection of human rights. This represents a 1.6 per cent increase from the prior year exceeding the 90 per cent target. Respondents aware of a human rights commission in Alberta perceive it to be effective in ensuring human rights are protected in the province.
The ministry preserves, protects and presents significant historical resources within the province. These activities provide educational, scientific, cultural and tourism/economic benefits for Albertans. The ministry performs these functions by:

- operating 18 provincial historic sites and museums, the Provincial Archives of Alberta and the Northern and Southern Alberta Jubilee Auditoria, in partnership with friends societies;
- supporting the operations of the Alberta Historical Resources Foundation and the Government House Foundation;
- identifying, acquiring, protecting, developing and managing historical resources of significance to Albertans, and delivering public programs and exhibits on those historical resources;
- acquiring, preserving and making available for research private and public records of provincial significance;
- regulating land-based development activity to preserve significant historical resources;
- providing professional and technical advice and funding assistance to parties involved in heritage preservation; and
- providing opportunities for Albertans to experience cultural performances of local, national and international stature at the Jubilee Auditoria.

In terms of meeting this goal, the ministry was most visible through the continued operation of cultural and heritage facilities that attracted nearly two million visitors, support for over 400 community-based heritage initiatives, and coordination of provincial activities to commemorate the millennium and Alberta’s 2005 Centennial.

In August 1999, the ministry announced that the Capital Health Authority’s Patient Services Centre in Edmonton would be the future home of the Provincial Archives of Alberta. This facility will accommodate the growing archives collection and provide room to expand. When the Provincial Archives moves into the new building, it will become one of the few major archives in Canada that houses both its public reference room and all of its holdings in a single location. In 1999-2000, Alberta Infrastructure retained an architect to complete conceptual design of the facility.
The Provincial Museum of Alberta continued with planning for renewal opportunities, completing the second phase of a feasibility study. At the Reynolds-Alberta Museum, Alberta Infrastructure initiated a conceptual design and costing study for the development of a new aviation gallery and a new administration wing, as well as a library and archive facility. Also, an addition to the warehouse was constructed through a partnership involving the museum, Alberta Infrastructure and the private sector, consolidating storage of the museum’s collection on site.

A concept plan providing an overview of the proposed rehabilitation of the Northern and Southern Alberta Jubilee Auditoria was completed in December 1999. The proposed improvements include updated seating, enhanced view planes, modernized air handling and utility systems, and flexibility in accommodating sound and lighting systems. The costs are projected at $30 million for both facilities, of which the cooperating societies are expected to contribute $10 million through a recapitalization trust fund.

The Millennium Secretariat consulted with individuals and groups undertaking millennium projects and coordinated provincial government involvement in millennium activities. The secretariat also worked with the Millennium Bureau of Canada and helped Albertans access funding from the Canada Millennium Partnership Program. Although most millennium celebrations were completed by December 31, 1999, many communities will be carrying out projects in 2000. The secretariat will remain operational until December 2000. The ministry also provided support for planning and implementing a program to commemorate Alberta’s centennial in 2005. Based on the input of 20,000 Albertans and the Klein-Donahue Committee, an implementation strategy is being developed that will seek to involve all Albertans in centennial celebrations and establish a significant legacy for future generations.

Community Development’s key millennium project is a museum exhibition entitled *Anno Domini: Jesus Through the Centuries*. The exhibition explores the influence of Jesus on Western civilization and will open at the Provincial Museum on October 7, 2000. In 1999-2000, an advisory committee was established to assist with development of the exhibition, and both research and design were furthered. Loan arrangements were secured for many of the artifacts and artworks that will come from museums, churches and monasteries from around the globe. Economic Development Edmonton agreed to promote the project as a major attraction for the Edmonton region for the fall of 2000. In December 1999, the virtual (World Wide Web) exhibition counterpart to the feature exhibition was introduced. The Provincial Museum of Alberta won an Advertising Club of Edmonton (ACE) award in the “Best Video” category for its video promoting the exhibition. As well, the Alberta Historical Resources Foundation funded eight millennium projects in 1999-2000, including building restoration, research and a historical walking tour.
Strategy:
Maintain care for provincial collections by:
- preserving the material culture, natural history and documentary heritage of the province within museums and archives;
- protecting and recognizing significant historical resources across the province; and
- encouraging other levels of government, the community and the private sector to preserve and develop heritage resources.

Collections at the Provincial Archives of Alberta increased by 2,483 linear metres of government textual records, 328 linear metres of private textual records, 10,114 maps, 100 architectural drawings, 2,308 photographs, 633 hours of recorded audio-tape, 31 hours of film and video-tape, and 826 items in the reference library. This includes a major collection of business records that was donated by the western region of the Canadian National Railway. In a unique partnership, the Archives became the Alberta distributor for a private firm specializing in archival supplies, thereby expanding its sales program, which provides archival products to the heritage and information management community. In 1999-2000, the Canadian Broadcasting Corporation funded 5.5 positions at the Provincial Archives to inventory and re-format the CBC collections (including French and English radio and television) held at the Archives.

Collections at the Royal Tyrrell Museum of Palaeontology had a number of significant additions in 1999-2000, the most notable being the skull of a 24-metre-long, 220-million-year-old marine reptile (ichthyosaur) collected from northeastern British Columbia. In an event that received national media coverage, a 5.5 tonne block containing the complete skeleton of a juvenile tyrannosaur was collected at Dinosaur Provincial Park in Alberta during the museum's summer Field Experience Program.

In October 1999, the Reynolds-Alberta Museum received the James J. Bradley Distinguished Service Award from the Society of Automotive Historians for its collection of written material relating to motor vehicles of the world. The library at the Reynolds-Alberta Museum features Canada's largest collection of publicly available trade literature. In 1999-2000 alone, it received 41 donations totaling 3,341 different items. The Remington-Alberta Carriage Centre fulfilled a contract with Heritage Park in Calgary for the restoration of four horse-drawn artifacts, and made a number of additions to its growing collection of carriages that illustrate the growth and development of Canada's carriage industry.

The stewardship of heritage resources across the province was furthered by issuing 162 archaeological permits, which resulted in the investigation of 514 archaeological sites. A total of 17 excavation permits for palaeontological resources were active, while eight heritage sites were designated as Provincial or Registered Historic Resources. The ministry provided professional, technical and financial support to communities, the private sector and heritage organizations to encourage the preservation of historic resources. A total of 406 community-based projects were assisted directly or indirectly through the Alberta Historical Resources Foundation during this fiscal year.

The ministry assisted Alberta Economic Development in establishing a new tourism policy for Alberta by participating on the Strategic Tourism Marketing Council, a partnership between the Alberta Government and the tourism industry. A key initiative of the council in 1999-2000 was the development and launch of a strategic tourism marketing plan. The plan
was designed to increase the effectiveness of tourism-marketing for Alberta both domestically and internationally.

In 1999-2000, the ministry continued to distribute the *Alberta Montana Discovery Guide: Museums, Parks and Historic Sites*, concentrating on non-traditional markets as well as educational and promotional distribution. Discussions with Travel Montana were initiated to explore additional joint marketing initiatives, with a focus on significant historical anniversaries in both Alberta and Montana occurring in 2005.

The ministry assisted with the development of a long-range marketing strategy for the River Basin Tourism Consortium, which includes Saskatchewan and Manitoba as well as Alberta. Alberta tourism products, including packaged products from the Historic Sites Service, are now being offered directly to North American travel agents through the consortium.

The ministry joined Travel Alberta in a North-to-Alaska promotion, linking products in Alberta and British Columbia with those from the state of Alaska. The concept was marketed through a travel guide, published in November 1999, and through a Web site. It was also promoted at trade shows in key U.S. markets.

A new image campaign, *Real Alberta*, was launched in March 2000. It focused on establishing an identity for Alberta’s network of historic sites and museums. The Provincial Museum of Alberta and the Ukrainian Cultural Heritage Village partnered with Museums Alberta, Kingsway Garden Mall and two other Edmonton attractions to develop and deliver a summer marketing campaign in Edmonton. A Web site for the *Pathways to Past Ways* project was launched in September 1999 to complement the existing promotional materials for 11 heritage destinations in Alberta and British Columbia.

The ministry was a founding partner of the Glacier-Waterton Heritage Tourism Strategy. The ministry provided a Canadian representative for the new Going-to-the-Sun Road Advisory Commission formed by the United States Department of the Interior to advise on the restoration of the road, a national historic landmark and popular travel corridor between Alberta and Montana.

Over the course of 1999-2000, ministry staff met with forest industry representatives and staff from Alberta Resource Development with a view to including the forestry sector in Community Development’s cultural resource management programs. In cooperation with department staff, Alberta Resource Development is investigating the inclusion of historical resource concerns within its regulatory regime. Additionally, at least two forestry companies have agreed to voluntarily address historical resource concerns within their planning programs. Restructuring of the *Archaeological Research Permit Regulation and Palaeontological Resources Regulation* to simplify the application and approval process for research permits continued, and will conclude in 2000.
Within the Cultural Facilities and Historical Resources Division, a Friends Advisory Service Unit was established to strengthen the internal partnerships that exist between the cooperating societies and the ministry's heritage facilities. Topics offered include board roles and responsibilities, board recruitment, job descriptions, bylaws, financial and fiduciary responsibilities, conflict of interest, fundraising, and volunteer management. This new service was introduced at the division's Cooperating Societies Conference in September 1999.

The ministry developed a Children's Services Committee whose activities included providing input to the Alberta Children's Initiative. As well, the ministry's heritage facilities continued to develop and provide interpretive programs for children and youth. For example, in Fort McMurray, the Oil Sands Discovery Centre reached over 4,800 school children through 32 different programs, including Science Olympics, Dino Days and Rocket Science. Eighty-five per cent of all students from kindergarten to grade nine in Fort McMurray and area have experienced at least one education program at the centre. At the Ukrainian Cultural Heritage Village, more than 10,600 students took part in curriculum-based education programs in 1999-2000, while Rutherford House welcomed approximately 8,600 students. At the Provincial Museum of Alberta, 57,000 students from pre-school to university participated in education programs.

Educational programs were also offered at Alberta's Jubilee Auditoria. At the Southern Alberta Jubilee Auditorium, for example, grade five students used the facility to study building structures and materials. Other students used the facility's stage lighting to study a science unit entitled “Lights and Shadows.” The Provincial Archives offered a Time Travellers program to schools, based on archival photographs and documentary holdings.

The ministry completed a Corporate Capital Overview in May and December 1999, and participated in the other strategies of the Capital Planning initiative, specifically multi-year budgeting, Infrastructure Management Systems (IMS), and private sector provision of infrastructure and divestitures. Infrastructure Management Systems hold the greatest potential for the ministry, facilitating the systematic inventory and analysis of such infrastructure as exhibits, collections and historic structures. An IMS for the ministry's historic and interpretive infrastructure will be developed around the government standard. The process was initiated in 1999-2000 with a draft feasibility study.

The Cultural Facilities and Historical Resources Division supported the cross-government Knowledge and Innovation initiative. Through a network of 18 provincial historic sites, museums and interpretive centres, the ministry provides a “hands-on” learning environment, increasing the knowledge of Albertans and orienting non-Albertans about the human and natural history of this province. Ministry staff at

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**Strategy:**
Strengthen internal partnering and efficiencies by training and coaching friends societies in relation to issues such as accountability and liability and actively recruiting, training and utilizing volunteers.

**Strategy:**
Support the government's Alberta Children's Initiative through the continued provision of interpretive programs for children and youth at the ministry's 18 historic sites and museums and the two Jubilee Auditoria.

**Strategy:**
Continue to cooperate in the advancement of the cross-government Corporate Capital Plan, started in 1998 and intended as a long-term strategy for required infrastructure renewal.

**Strategy:**
Support the achievement of the goals of the government Knowledge and Innovation priority.
facilities such as the Tyrrell Museum and the Provincial Museum also participated in significant research studies. For example, the Provincial Museum partnered with Alberta Environment, the Alberta Research Council, the universities of Alberta and Calgary, and the Model Forest Program to test bio-monitoring protocols for Alberta forests.

**MEASURE: Success ratio of historical preservation initiatives**

This measure indicates the relative effectiveness of the Cultural Resource Management program in protecting and preserving the historical resources of the province through recommending appropriate management strategies. The measure gauges the volume and significance of resources protected relative to any known incidence of loss of significant resources.

Data for this measure are compiled within the Cultural Resource Management program on an ongoing basis and include palaeontological and archaeological investigations, historical resource designations, and community-based preservation projects assisted. For the third consecutive year, the ministry met its target of 100 per cent by preserving or protecting Alberta’s historical resources. There have been no known losses of significant historical resources in the province during 1999-2000.

This measure was replaced in the 2000-2003 business plan by two additional measures: designation of historical resources in Alberta, and number of community-based preservation and presentation projects assisted. The first assesses the ministry’s historic resource preservation activities by reporting on the number of resources designated each year under the *Historical Resources Act* as either a Provincial or Registered Historic Resource. It has a target of 17 designations in the 2000-2003 business plan. The second indicates the number of projects assisted by the Alberta Historical Resources Foundation and its partnering agencies. Its target is to assist 428 projects.

A number of factors can influence the achievement of desired results. The number and significance of the historical resources identified and preserved/protected varies from year to year, based upon the level of developmental activity in the province. Many archaeological sites are discovered by commercial developers involved in land-based development, and their awareness of heritage preservation issues will affect the preservation/protection success rate. Finally, designation orders for historically significant properties are most often issued in response to formal applications by property owners for designation of their property as either a Provincial or Registered Historic Resource.
MEASURE: Presentation and accessibility of historical resources

This revised measure is based on one indicator of the demand for public access to historical resources and two indicators of the quality of the presentation as is outlined in the next few pages of the report.

Visitation at provincial historic sites, museums and interpretive centres; visitation at community museums supported by the ministry; and client demand at the Provincial Archives.

To assist in measuring presentation and accessibility of historical resources, this first indicator reports the interest Albertans and visitors to the province have in the preservation and presentation of Alberta’s historical resources. This measure is comprised of visitation at provincially operated historic sites, museums and interpretive centres; visitation at community museums supported by the ministry; and client demand at the Provincial Archives.

Data for this measure are collected by staff at the 18 provincial historic sites, museums and interpretive centres and the Provincial Archives of Alberta. The information is gathered daily and compiled by the Cultural Facilities and Historical Resources Division on a monthly and annual basis.

As well, through a periodic survey of its members, Museums Alberta collects data from community museums supported by the ministry.

In the 1999-2002 restated business plan, this measure was expanded to include visitation at community museums supported by the ministry and client demand at the Provincial Archives. Previously, only visitation to the provincial network of heritage facilities was reported.

Visitation at provincial historic sites, museums and interpretive centres

![Graph showing visitation data](image-url)
For 1999-2000, the results indicate that 1,027,939 people visited provincially operated historic sites, museums and interpretive centres, and 29,595 clients accessed a variety of services at the Provincial Archives of Alberta. The targets were: to maintain the five-year rolling average of 1.1 million visitors to provincial historic sites, museums and interpretive centres; and to serve 21,500 clients accessing a variety of services at the Provincial Archives. Visitation at the provincial heritage facilities showed a 2.3 per cent decline from the previous year; however, client demand at the Provincial Archives rose 19.8 per cent.

The target for community museums supported by the ministry was to have 5.3 million visitors, as was reported in the 1996 Museums Alberta survey. Due to a poor survey response rate and different survey methodology, however, data comparable to that generated in 1996 are not available for 1999-2000. In the 2000-2003 business plan, the “visitation at community museums” component of the measure was not included due to the inconsistent scheduling of data collection by Museums Alberta. As well, the ministry has little direct control over data collection, methodology and results achieved.

Visitation at provincial historic sites, museums and interpretive centres, as well as client demand at the Provincial Archives, will continue to be measured. At provincially owned historic sites, museums and interpretive centres, the target for 2000-2001 will be to sustain visitation at 1,059,040. At the Provincial Archives, the target for 2000-2001 will be to sustain 17,838 clients accessing a variety of services. Both these targets were changed to five-year rolling averages.

Visitation is affected by a number of factors, such as currency exchange rates, global tourism trends, weather patterns, the condition of the exhibits and facilities, the type and nature of exhibits, competing and complementary educational and entertainment opportunities for the potential visitor, and provincial tourism policy and promotions.

Knowledge gained by visitors to provincial historic sites, museums and interpretive centres.

To assist in measuring presentation and accessibility of historical resources, this second indicator looks at the quality of the educational experience offered at the provincially operated historic sites, museums and interpretive centres by assessing visitor perception of knowledge gained during a visit to a facility.

Visitors to the historic sites, museums and interpretive centres operated by the ministry were surveyed, with questionnaires being completed by 5,203 visitors. Results for this indicator, and the next indicator on customer
satisfaction, were tabulated by a private research firm for the Cultural Facilities and Historical Resources Division. Preliminary results for both of these indicators were included in last year’s annual report. Since then, final results have been made available and adopted for use by the ministry. To facilitate reporting and marketing, the survey period has been changed from a fiscal year to a marketing year. For 1999-2000, this resulted in a survey period that extended from September 8, 1998, to September 6, 1999. This change affects the indicators for knowledge gained and customer satisfaction, as well as the economic impact measure.

Results for the most recent analysis, completed in December 1999, indicate that 91.1 per cent of visitors rated the knowledge they gained as “excellent” or “good.” Although the results were below the target of 95 per cent, they represent an increase of 0.7 per cent over last year’s final results. This measure was retained in the 2000-2003 business plan, although the target was revised to 88.1 per cent, based on a five-year rolling average.

The knowledge-gained rating of visitors may be influenced by the type and nature of exhibits, age and relevance of exhibits, programs offered during their visit, nature and type of interpretive services provided by staff, and visitors’ perceptions of learning experiences at other facilities.

Customer satisfaction with their experience at provincial historic sites, museums and interpretive centres.

To assist in measuring presentation and accessibility of historical resources, this third indicator assesses visitors’ perception of the overall quality of their experiences at provincially operated historic sites, museums and interpretive centres. It may also indicate visitors’ interest
in the subject matter being presented and the comparative quality of the facilities and exhibits. Customer satisfaction provides an indication of appreciation for the ministry’s efforts to preserve Alberta’s heritage and present it to the public.

Customer satisfaction with visit experience

As was outlined in the previous indicator, visitors to the historic sites, museums and interpretive centres were surveyed. Results for the most recent analysis, completed in December 1999, indicate that 98.3 per cent of visitors rated their overall satisfaction as “excellent” or “good,” compared to a target of 95 per cent. The results represent a decrease of 0.4 per cent over last year’s final results. This measure was retained in the 2000-2003 business plan, although the target was revised to 92.7 per cent, based on a five-year rolling average. In last year’s annual report, preliminary data from 1997-1998 and 1998-1999 were reported. Since then, final results have been adopted for use by the ministry.

The overall satisfaction of visitors may be influenced by the storyline of the exhibits, age and relevance of exhibits, cleanliness and nature of the physical facilities, programs offered during their visit, and service provided by staff.

MEASURE: Economic impact of provincial heritage facilities

This measure indicates the level of economic activity created by operation of the ministry’s historic sites, museums and interpretive centres. The data demonstrate that, in addition to cultural, social, scientific and educational benefits, there are significant economic benefits associated with preservation and development of the province’s natural, historical and cultural resources.

Like the indicators for knowledge gained and customer satisfaction, data for this measure are collected annually by the Cultural Facilities and Historical Resources Division in its survey of visitors to provincial historic sites, museums and interpretive centres. Analysis is performed
by a private research firm and Alberta Economic Development using the Demand Economic Impact Model, which captures the economic impact of tourism expenditures (i.e., incremental visitor expenditures and operational expenditures by the facilities). Results for the most recent analysis, completed in July 2000, indicate that visitors spent over $26.1 million on food, accommodation and travel in Alberta during the survey period, while the facilities spent collectively about $9.6 million on their operations. The net income impact of these expenditures is estimated to exceed $42.7 million. As well, the federal, provincial and local governments derived substantial annual tax revenue on these impacts, approximately $9.3 million, $5 million and $2.2 million, respectively. The target for 1999-2000 was $41 million in value-added impact and $13 million in taxation revenue to all three levels of government.

The target for 2000-2001 will be to maintain a value-added economic impact of $37 million and $12 million returned to various levels of government as taxation revenue. These targets reflect the results reported in 1998-1999.

Results for this measure are affected by such factors as global, national and provincial tourism trends; the general state of the economy; and the attractiveness and relative competitive nature of the heritage facilities. Visitation at the facilities will also have a direct impact on the results achieved.

**MEASURE: Public attendance at the Northern and Southern Alberta Jubilee Auditoria**

This new measure reports on public attendance at the Northern and Southern Alberta Jubilee Auditoria, which provide opportunities for cultural performances and other community events. It includes the total annual number of patrons and events/space rentals. “Patrons” is defined broadly to include all public users of the facilities for any event, function, performance or space rental, including theatre performances and rehearsals, graduation ceremonies, weddings and meetings.

Data for this measure are collected daily at the Jubilee Auditoria by the Cultural Facilities and Historical Resources Division, and are compiled monthly and annually. In a number of instances involving non-ticketed events (e.g., graduation ceremonies), attendance is estimated. This measure, introduced in 1999-2000, showed that approximately 713,000 patrons attended functions at these facilities and that approximately 2,400 events/space rentals were booked into the Jubilee Auditoria. The targets were to have 800,000 patrons visit the facilities and 2,200 events/space rentals booked. The targets for 2000-2001 were revised to achieve 733,426 patrons and 2,779 events/space rentals, based on numbers recorded at the Jubilee Auditoria in 1998-1999.
Factors that can influence achievement of desired results include: competing opportunities, the perceived quality of performances, the interest of patrons in attending any particular performance, ticket pricing, the perceived quality of the two Jubilee Auditoria as venues for performances and other events, the availability of space, and the nature and availability of the performances booked for the facilities.
Alberta is experiencing a period of tremendous growth and opportunity. This growth, as well as changing demographics and environmental factors, has increased demand for housing. The ministry will continue to effectively manage existing social housing programs, as part of the overall housing landscape in Alberta. This ministry performs these functions by:

- ensuring that provincial policies and legislation direct resources to those most in need of shelter assistance;
- managing and coordinating the efficient delivery of programs and services that meet the social housing needs of Albertans;
- promoting community-based, affordable housing initiatives by encouraging partnerships with municipalities and both the private and non-profit housing sectors;
- ensuring that organizations involved in the delivery and administration of social housing operate effectively and meet acceptable standards of accountability; and
- promoting the self-reliance of Albertans in obtaining suitable housing.

The future role of the Alberta Social Housing Corporation and its relationship to Community Development are under review. Significant changes have occurred in the provincial government’s social housing programs since the corporation was originally established. The ministry will continue to monitor and assess the ongoing need to retain the corporation as it is presently constituted.

On January 18, 2000, a Policy Framework: Homelessness was approved by the Standing Policy Committee on Health and Safe Communities. The guiding principles in the development of the policy framework were:

- to the extent that they are able, Albertans should be responsible for their own housing;
- solutions should be designed to provide safe, temporary shelter to people who are without housing and to address the underlying factors which contribute to homelessness;
- decision-making will be at the local level;
- partnerships between management bodies, local governments, corporations, churches and community-based groups and federal and provincial government will be fostered through consultation and collaboration;

Strategy:
The Alberta Social Housing Corporation will be reviewed.

Strategy:
The ministry will work cooperatively to determine effective housing solutions and the promotion of self-reliance.
**RESULTS ANALYSIS**

**SUPPORTING SPECIAL PURPOSE HOUSING NEEDS**

- provincial assistance should be based on need and should be designed to promote appropriate self-reliance; and,
- there will be no direct provincial building or ownership of new facilities.

Community Development is taking a lead role in working with its partners to promote community-based solutions and to ensure provincial programs and services are coordinated in the most effective way. In support of this role, planning for the implementation of the *Policy Framework: Homelessness* was initiated, and included coordination with the federal homelessness initiative. The ministry's goal is to make this a collaborative effort with community-based organizations, industry, private and not-for-profit housing sectors, the federal government and municipalities.

A senior officials committee, with representation from the various ministries that provide funding for housing, was established in February 2000. The main purpose of the committee was to improve coordination of funding for homeless initiatives, including services for persons with special needs. Community Development worked with other ministries to ensure that any new funding for special needs housing complements the priorities for support services.

The provincial housing system is complex. Provincial ministries, the federal government and municipalities each deliver programs that contain a housing component, which the public may find confusing. Community Development will examine options to eliminate overlap and duplication, resulting in a simpler, more cost-effective system to better serve Albertans.

Program delivery mechanisms were reviewed. The Lodge Assistance Grant and the grant to the Alberta Senior Citizens’ Housing Association were removed from the Alberta Social Housing Corporation and placed in the General Revenue Fund to make their operation and delivery more visible. Plans were made to take similar action with the Rent Supplement Program effective April 1, 2000.

Housing assistance was provided through the Home Adaptation Program to homeowners, tenants or landlords for modifications that provide wheelchair access to or within the home. During the year, 268 clients met the program criteria and were approved for a grant of up to $5,000 towards modifications. Total grant dollars provided to the approved applicants was just over $1.2 million.

Housing assistance was provided to 4,123 targeted households through the Rent Supplement Program, working in partnership with the private sector and the federal government. The total disbursements provided through this program during the 1999-2000 year was approximately $12.6 million.

**Strategy:**

Housing programs will be reviewed and, if possible, streamlined to accommodate growth and special needs and eliminate duplication, resulting in a simpler, more cost-effective system.

**Strategy:**

Housing assistance will be provided in accordance with approved recommendations to targeted client groups under the Home Adaptation Program and the Rent Supplement Program.
As of March 31, 2000, an inventory of 40,465 social housing units were administered through 149 management bodies and 40 non-profit agencies. Total expenses in 1999-2000 were $124.7 million, including $112.4 million by the Alberta Social Housing Corporation and $12.3 million by the department’s Lodge Assistance program.

The ministry hosted regularly scheduled meetings with housing industry representatives, in keeping with its focus on promoting community-based partnership solutions, to increase the supply of affordable housing in Alberta. These included the Manufactured Housing Association of Alberta and Saskatchewan, the Alberta Home Builders’ Association and the Urban Development Institute. Attendance at these meetings included representatives from the Alberta Association of Municipal Districts and Counties and the Alberta Urban Municipalities Association, as well as other provincial ministries like Alberta Municipal Affairs and Alberta Government Services. The meetings served as an open forum for discussion and resolution of many of the common issues faced by both industry and government. In addition, the meetings helped to strengthen internal and inter-departmental cooperation and coordination on many key housing issues.

Policy development on affordable housing solutions was initiated following the summer meeting of the Ministers responsible for Housing in Whitehorse. At this meeting, the provinces of Alberta, Ontario and British Columbia agreed to jointly develop a paper on affordable housing for the next meeting planned for September 2000. The paper will examine barriers and obstacles in the marketplace that limit the supply of new affordable housing. Ongoing research will explore the various functional activities of the partners involved in the provision of inexpensive housing since all three levels of government and the private and non-profit sectors have a role to play in developing viable solutions.

Informal discussions between Canada Mortgage and Housing Corporation (CMHC) and the ministry took place on CMHC’s proposal for a new social housing agreement regarding more flexible funding arrangements on 30,172 existing federal/provincial cost-shared social housing units. A new agreement is required to eliminate 17 existing agreements for Alberta.

Ministry officials participated on the Working Committee of the Children at Risk Task Force. The housing needs of children and their families and youth were clearly identified in the task force report and all efforts to address these needs will be coordinated with various other ministries.

This strategy is a key element in the implementation of the Policy Framework: Homelessness that was approved by the Standing Policy Committee in January 2000. It will be an important area of focus in the upcoming year.
The Remote Housing Repair Program ended in 1998-1999; however, $100,000 was allocated to the following five remote communities: Calling Lake, Peerless Lake, Trout Lake, Sandy Lake and Wabasca, as well as Grande Cache Coops, to complete water and sewer installations. Community Development funding will cover the interior work. The work at Calling Lake is completed. The remaining work in the other communities will be complete early in 2000-2001.

**Strategy:**

The approved recommendations from the review of the Remote Housing Program will be implemented.

**MEASURE: Satisfaction of clients with the quality of their accommodation and, where appropriate, the services they receive**

This measure assesses the satisfaction of clients living in family/community housing units. Satisfaction was determined through a survey conducted for the Family and Special Purpose Housing Branch by a private research firm. A random sample of 400 clients from the Family/Community Housing program were surveyed by telephone on their overall level of satisfaction with the quality of their accommodation. The research was conducted in March 2000 over the period of a week and a half. Results based on the sample size of 400 are accurate within ±4.9 per cent, 19 times out of 20.

The results from the top four categories of a seven-point rating scale, from “satisfied” to “completely satisfied,” were combined to obtain an overall rating of satisfaction for respondents. The results indicate that 91.7 per cent of clients were satisfied with their family/community housing accommodation. This was the first year the research was conducted and areas were noted where improvements could be made. The response options in the Family/Community Housing Satisfaction questionnaire will be revised in the future to provide a balanced range of choices. The results represent baseline data for establishing future targets.
Report of the Auditor General

The Results of Applying Specified Audit Procedures to Key Performance Measures

To the Members of the Legislative Assembly:

I have performed the following procedures in connection with the Ministry of Community Development’s key performance measures included in the *1999 - 2000 Annual Report of the Ministry of Community Development* as presented on pages 9 to 57.

1. Information obtained from an independent source, such as Statistics Canada, was agreed with the information supplied by the stated source. Information provided internally was agreed to the reports from the systems used to develop the information.

2. The calculations which converted source information into reported measures were tested.

3. The appropriateness of the description of each measure’s methodology was assessed.

As a result of applying the above procedures, I found no exceptions. However, these procedures do not constitute an audit of the key performance measures and therefore I express no opinion on the key performance measures included in the *1999 - 2000 Annual Report of the Ministry of Community Development*.

(Original signed by Peter Valentine) FCA
Auditor General
Edmonton, AB
September 18, 2000

[The official version of this Report of the Auditor General, and the information the Report covers, is in printed form.]
The ministry was focused throughout 1999-2000 on supporting community development through leadership; protection and partnership, helping all Albertans participate fully in the social, cultural and economic life of the province.

The ministry concentrated on delivering improvements and achieving results in each of the five core businesses: promoting community development; supporting the independence and well-being of seniors; protecting human rights and promoting fairness and access; preserving, protecting and presenting Alberta’s unique cultural and natural history; and supporting special purpose housing needs.

The future will bring new challenges to the ministry. Staff training and the provision of learning opportunities will become increasingly important. The ministry will be required to adapt quickly and to shift expertise to areas where it is needed most. Performance measures will be revised to improve performance monitoring and to focus on assessment of longer-term impacts. New relationships will be established in government and with stakeholders that will facilitate better services for Albertans. Staff in the ministry have risen to meet the challenges presented in 1999-2000. Through innovation, collaboration, leadership and hard work, ministry staff will continue to excel in meeting the needs of Albertans, stakeholders and partners in the future to ensure success in all core businesses of the ministry.

Promoting community development

In addressing its core business of promoting community development, the ministry was successful in achieving desired results in a number of areas.

The ministry’s Wild Rose Foundation won a gold 1999 Premier’s Award of Excellence for hosting the International Association for Volunteer Effort’s 15th Biennial World Volunteer Conference. The conference drew 2,714 delegates from 92 countries to make it the largest global volunteer conference ever held.

As part of its program review, the Alberta Foundation for the Arts engaged Alberta’s public art galleries in discussions on future funding throughout 1999-2000. The review explored innovative ways of providing support to the arts in the future. During this fiscal year, the Alberta Foundation for the Arts distributed $15.3 million to individual artists and arts organizations province-wide and administered the first year of the three-year $15 million Alberta Film Development Program.
OVERALL RESULTS & FUTURE CHALLENGES

The ministry’s Film Classification section held workshops for students and the general public addressing the public’s concern of media influence on violence in schools. The Film Classification Board developed a teaching module called “Expecting Respect Peer Education Program,” which used a ‘train-the-trainer’ format to train students to teach their peers about media advertising.

This was a pivotal year for Alberta’s 305 public libraries as the stage was set for a networked public library service and the creation of one province-wide library database. The library system network increased to include 76.5 per cent of eligible libraries. On-line networking took a major leap and 243 public libraries now have computers and Internet access, many of which will receive this service for the first time. Public librarians throughout the province received training to upgrade computer and on-line searching skills.

The ministry successfully coordinated Alberta’s participation in the 1999 Western Canada Summer Games and the 2000 Arctic Winter Games. Financial assistance and technical support were provided to the host societies of the 1999 Alberta Seniors Games and the 2000 Alberta Winter Games. A symposium for volunteer coaches and officials was organized. The Alberta Sport, Recreation, Parks and Wildlife Foundation awarded $5.8 million to 98 provincial sport and recreation associations in support of participation in sport and recreation activities. An additional $3.1 million was provided to over 750 local and regional projects in sport, recreation, parks and wildlife areas.

The Alberta Future Leaders Program continued its work with indigenous youth in 22 Aboriginal communities across the province which was made possible through the collaboration of communities, the ministry, other levels of government and private sector sponsors.

During 1999-2000, the ministry amalgamated the Field Services and Volunteer Services Branches to create a network of four regional and seven satellite offices providing service and support to communities and community organizations in ways that encourage initiative, self-help, cooperation and partnership building. The ministry also assisted communities and other ministries to adopt a “community development” philosophy and support them in their public participation initiatives. In addition to assisting volunteers and fostering and promoting the use of volunteers in Alberta, the ministry provided funding to non-profit volunteer organizations through the Wild Rose Foundation.

A continuing increase in requests for service presents a constant challenge to find innovative and creative ways to provide the best service to all Albertans. Innovative thinking and creative implementation will be critical in order for the ministry to keep moving forward successfully and to maintain current initiatives underway with existing resources. Future success will depend on the development of cross-government and private partnerships as an important means for delivering efficient and effective programs.
Supporting the independence and well-being of seniors

The ministry supports the independence and well-being of seniors by providing income benefits and housing to lower-income Alberta seniors and by coordinating seniors programs and services across provincial government ministries. By the end of 1999-2000, 181,929 seniors, or 60.9 per cent of Alberta seniors, were receiving some assistance from the Alberta Seniors Benefit program. In addition, approximately 7,300 seniors received support from the Special Needs Assistance for Seniors program.

Although several criteria for determining eligibility were adjusted to better serve clients, the ministry continues to face the challenge of further simplifying the Alberta Seniors Benefit program to the benefit of all Alberta seniors.

The Special Needs Assistance for Seniors program entered the fiscal year with a 10-week backlog of applications caused by an increase in the number of applications and a change to a new computer system. Increased staff resources directed to the area resulted in the elimination of the backlog by year-end and a reduction in response time to three weeks. The challenge in 2000-2001 will be to review and make changes to the guidelines for the program to further improve service to Albertans.

The Customer Service computer database was upgraded to provide more efficient service and more information to better communicate with seniors. The ministry is working to maintain its current level of client satisfaction through improvements in staff scheduling to ensure a high level of service in peak demand periods. In addition, the ministry is working to expand the level of information provided through the Seniors Information Line, the regional Seniors Service Centres and through printed and electronic media. The 1-800 Seniors Information Line, which acts as the ministry’s information and referral service to 300,000 Alberta seniors and their caregivers, won a 1999 silver Premier’s Award of Excellence.

The ministry developed a framework to centralize the investigation of all reports under the Protection for Persons in Care Act within Community Development as of April 1, 2000. The centralized unit will enable consistent handling of in-depth investigations under the Act. The challenge in 2000-2001 will be to increase awareness of the Act with service providers, persons in care and families.

Seniors housing provides support to management bodies that administer about 22,000 seniors housing units (14,250 self-contained apartments and 7,729 lodge units) to enable seniors to live independently and age “in place.” A survey of the seniors living in these facilities found that 97.0 per cent of seniors in seniors lodges, and 96.0 per cent of seniors in seniors self-contained apartments, were satisfied with their accommodations.
The ministry is reviewing all seniors housing programs to identify changes that will better serve the seniors of today and the future. The ministry is also working towards modifying the seniors housing model; one of the main goals will be to enhance partnerships with Alberta Health and Wellness and key stakeholders in response to the recommendations made by the Policy Advisory Committee for the Long Term Care Review.

In 1999-2000, the ministry took initial steps transferring program activity from the Alberta Social Housing Corporation into the department with the transfer of the Lodge Assistance Program. In 2000-2001, the Rent Supplement Program will be transferred; the challenge for the future will be to determine other program activities currently under the corporation that can also be transferred.

The opportunities and challenges presented by an aging Alberta population will continue to be a priority area over the coming year. In 1999-2000, a number of key reports provided a solid foundation for the work to be done in this area. In spring 2000, the steering committee for the Government-Wide Study on the Impact of the Aging Population is expected to complete its work and provide a comprehensive series of recommendations that look at all aspects of an aging Alberta population. Community Development will take a leadership role in developing a government-wide response to this report, and incorporating this response into the Government of Alberta Strategic Business Plan for Seniors.

Protecting human rights and promoting fairness and access

The ministry was successful in its actions to ensure the protection of human rights and promotion of fairness and access. Processes for resolving human rights complaints were improved. Based on customer feedback, an automated telephone system that improves communication services to Albertans was implemented in the commission’s two regional offices. The commission’s human rights educational materials were updated. The Human Rights, Citizenship and Multiculturalism Education Fund Grant Regulation was revised to better meet the needs of grant applicants.

The ministry was awarded a 1999 bronze Premier’s Award of Excellence for the redesign of the Human Rights and Citizenship Commission’s intake and complaint assessment process. The process improvements enabled more effective screening of complaints and a user-friendly complaint guide and form assisted Albertans in preparing their own complaints for submission to the commission.

Research was conducted to identify strategies to make the commission’s services better known and more accessible. Caseload management processes and performance targets of selected other provincial Human Rights, Citizenship and Multiculturalism Education Fund Advisory Committee held nine stakeholder meetings with stakeholders throughout the province to identify future priorities for the fund.
Future challenges of the ministry include continuing to improve complaint resolution processes under the *Human Rights, Citizenship and Multiculturalism Act*, streamlining the grant process for the Human Rights, Citizenship and Multiculturalism Education Fund, and increasing understanding and awareness of human rights and the benefits of diversity through education initiatives.

**Preserving, protecting and presenting Alberta’s unique cultural and natural history**

In addressing its core business of preserving, protecting and presenting Alberta’s unique cultural and natural history, the ministry was successful in achieving desired results in a number of areas.

Two books – *A Traveller’s Guide to Geological Wonders in Alberta* and *The Federation of Alberta Naturalists Guide to Alberta Birds* – published by the Provincial Museum of Alberta and community partners were awarded a 1999 silver Premier’s Award of Excellence. As well, “Rejuvenation: The Jubilee Auditoria Operational Partnership” won a bronze Premier’s Award for its innovative operational structure based on community partnership.

The ministry also enhanced achievement of business outcomes through innovative use of technology. For example, three virtual exhibitions were launched: a tour of the Ukrainian Cultural Heritage Village, a preview of the upcoming *Anno Domini: Jesus Through the Centuries* millennium exhibition opening at the Provincial Museum in October 2000, and a tour of the *Rise of the Black Dragon* exhibition at the Provincial Museum. The Provincial Museum also launched a series of Internet-based virtual publications as a cost-effective means of distributing the results of the museum’s research and programs to all Albertans.

The Royal Tyrrell Museum of Palaeontology partnered with a number of other museums and organizations to collect the skull of a 24-metre-long, 220-million-year-old marine reptile from northeastern British Columbia, the largest ichthyosaur ever found. The Royal Tyrrell Museum also worked with Shell Canada Limited for the expansion and enhancement of the Shell Discovery Centre. Planned is a hands-on learning area with child-friendly activities and computer technology, and the Shell Discovery Van, a mini-museum on wheels to be operational in April 2000.

The ministry also opened a number of exciting permanent and temporary exhibitions at its museums, historic sites and interpretive centres. For example, in a partnership with Museums Alberta, the *Lost Identities* exhibit at Head-Smashed-In Buffalo Jump encouraged the documentation of historical photographs of Aboriginal Peoples. The Provincial Museum hosted the exhibition *Rise of the Black Dragon: Cultural Treasures of China*. In May 1999, Premier Klein and his colleagues officially opened the Royal Tyrrell Museum’s new Pleistocene
OVERALL RESULTS & FUTURE CHALLENGES

Hall (Ice Ages Gallery), as the first event of the Western Premiers Conference held at the museum. The Royal Tyrrell Museum was also the only Canadian stop in the exhibition of China’s feathered dinosaurs organized by the National Geographic Society. To celebrate the founding of the new territory of Nunavut, the Provincial Museum hosted Worlds of the Inuit: Through the Artists’ Eyes, a collection of sculpture, prints and other contemporary Inuit artwork. Coupled with this was Siqiniq: Under the Same Sun, an exhibition presenting the daily lives of two Inuit children from a community in the territory of Nunavut.

The ministry participated in development of the government’s Aboriginal Policy Framework and in the preparation of Bill 2, the First Nations Sacred Ceremonial Objects Repatriation Act, which was introduced in the Alberta Legislature on March 1, 2000. Bill 2 provides the general principles of repatriation and the means for the Province of Alberta to relinquish any legal claim to sacred ceremonial objects in the collections of both the Glenbow Museum and the Provincial Museum of Alberta. This will allow complete repatriation of these objects to their First Nation communities, where that is the community’s desire. As well, the Provincial Archives of Alberta contributed to the Common Records Disposition Schedule project, sponsored by Alberta Innovation and Science. The Archives completed an appraisal of the schedule to ensure the appropriate archival management of provincial government records.

Visitors to provincially operated heritage facilities were surveyed in 1999-2000 and 98.3 per cent reported their satisfaction as “excellent” or “good,” exceeding the target of 95 per cent. In the same survey, the rating for knowledge gained was 91.1 per cent of visitors rated knowledge as “excellent” or “good.” Due to the broadening field of education and entertainment options available, heritage exhibits and programs will need to remain fresh and exciting. A number of facilities, however, such as the Ukrainian Cultural Heritage Village and Cochrane Ranche, showed strong increases in visitation. With substantial upgrades to obsolete audio-visual exhibits at the ministry’s museums, historic sites and interpretive centres and a new promotional campaign in 2000-2001, the ministry hopes to maintain or expand visitor interest in provincial heritage facilities.

Performance measures for this core business continue to be explored. For example, in 1999-2000, new questions were added to an annual telephone survey of adult Albertans on such issues as the perceived importance of historical resources to the overall quality of life in Alberta and the perception of how well historical resources are being preserved and protected.
OVERALL RESULTS & FUTURE CHALLENGES

Supporting special purpose housing needs

Within this core business, support is provided to 149 management bodies and 40 non-profit organizations that administer about 40,465 social housing units (including seniors housing) that provide adequate, safe and affordable housing to needy Albertans. A survey of residents living in family/community housing in 1999-2000 found that 91.7 per cent are satisfied with their accommodation.

With approval of the ministry’s Policy Framework: Homelessness, including funding of $3 million annually beginning in 2000-01, work has commenced on the development of an implementation strategy. The ministry will continue pursuing collaborative efforts in addressing homelessness with community-based organizations, industry, private and not-for-profit housing sectors and municipalities. Community Development is taking a lead role in working with all of its partners to promote community-based solutions. The ministry will ensure that provincial programs and services are coordinated in the most effective way and that the ministry’s activities are coordinated with the federal government’s homelessness initiative.

A key future challenge in addressing Alberta’s homelessness, social housing, supportive housing and affordable housing concerns is to ensure that the ministry works cooperatively with all stakeholders to determine effective housing solutions and to promote self-reliance. The ministry will address this challenge in the upcoming year by developing a new housing policy framework for the province.

Financial performance highlights

The ministry consolidated financial results for the year ended March 31, 2000 demonstrate the ministry’s excellence in effective stewardship of its resources. More detailed information can be found in the ministry’s financial statements.

The two largest sources of revenue for the ministry came from the Lottery Fund ($68 million) and from the Government of Canada ($67 million). Of the $67 million from the Government of Canada, $66 million was from the Canada Mortgage and Housing Corporation under cost sharing agreements. Of the remaining $36 million in revenue, $1 million was from premiums, fees and licences, $3 million from investment income, $17 million from donations, and the balance from various sources. The only significant variance between budgeted and actual results occurred in other revenue. The ministry received more donations ($17 million) than had been budgeted ($2 million). During the year, the ministry received an unbudgeted donation of the Western Heritage Centre, valued at $12.5 million.
## Financial performance highlights

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<td>Preserving, protecting and presenting Alberta’s unique cultural and natural history</td>
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*Includes supplementary estimates


Internal government transfers increased significantly in 1999-2000 due to an $18 million increase in funding for the 2001 World Championships in Athletics, from $1 million in 1998-1999 to $19 million in 1999-2000, as well as $5 million for the new Alberta Film Development Program.

### Sources of Revenue - $171 Million

- **Internal government transfers**: 39%
- **Transfers from the Government of Canada**: 39%
- **Premiums, fees and licences**: 1%
- **Investment income**: 2%
- **Other revenue**: 19%

Source: Administrative Services Division

The consolidated financial results for 1999-2000 show that the ministry spent $458 million against an authorized budget of $473 million. No significant expenditure variances by program area occurred between actual and budgeted results. Minor variances were compensated through internal reallocations.
The ministry’s largest expenditure was $218 million for supporting the independence and well-being of seniors. Within this expense category, about 95 per cent ($208 million) was provided as financial assistance to eligible lower-income seniors, including $195 million for income support and $13 million for seniors housing grants. The second largest program, promoting community development, entails providing technical and financial support to the arts, sport and recreation, parks and wildlife ventures, and library and volunteer sectors of the province. The largest components of the $86 million expended within this category were:

- Department of Community Development  $ 39 million
- Alberta Sport, Recreation, Parks and Wildlife Foundation  $ 18 million
- Alberta Foundation for the Arts  $ 22 million
- Wild Rose Foundation  $ 7 million

The ministry expended $61 million on special purpose housing needs, which consisted of $6 million by the department, and $55 million by the Alberta Social Housing Corporation. The ministry also spent $23 million on preserving, protecting and presenting Alberta’s unique cultural and natural history, including $15.3 million by the department, $6.2 million by the Alberta Historical Resources Foundation and $1.5 million by the Historic Resources Fund. The ministry spent $4 million on protecting human rights and promoting fairness and access which represents expenses of both the department and the Human Rights, Citizenship and Multiculturalism Education Fund. The remaining ministry expenses were $8 million (two per cent) for ministry support services, $59 million on debt servicing costs and a credit of $1 million for valuation adjustments.

**Expenses by Program - $458 Million**

1. Supporting the independence and well-being of seniors - 47%
2. Promoting community development - 19%
3. Protecting human rights and promoting fairness and access - 13%
4. Ministry support services - 2%
5. Supporting special purpose housing needs - 13%
6. Preserving, protecting and presenting Alberta’s unique cultural and natural history - 5%

Source: Administrative Services Division
The significant expenditure variance between 2000 actual results and 1999 actual results occurred in the core business “promoting community development” due to the $18 million increase in the grant to the 2001 World Championships in Athletics. Correspondingly, in revenues, internal government transfers increased to pay for the rise in expenses. Another significant variance occurred in debt servicing costs whereby costs decreased from the prior year due to the reduction in long-term debt in the Alberta Social Housing Corporation.

The Ministry of Community Development is proud of its achievements over the past year and looks forward to challenges of the future. Through partnerships and collaboration, the ministry was able to maintain and build links to ensure a high quality of life for Albertans now and in the future. The ministry will continue its effort to reach out to those Albertans who require assistance so that they may live independently and enjoy opportunities to participate in their communities. Challenges such as these require the ministry to be innovative and to formulate new partnerships to meet these needs.
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# Alphabetical List of Entities’ Financial Information in Ministry Annual Reports

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*Ministry includes only the department so separate department financial statements are not necessary.