

*annual report*

# ALBERTA COMMUNITY DEVELOPMENT

*for the fiscal year ended March 31, 2005*



Note to Readers:

*Copies of the annual report are available on the website or by contacting:*

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

*Phone: (780) 427-6530*

*Fax: (780) 427-1496*

*Website: [www.cd.gov.ab.ca](http://www.cd.gov.ab.ca)*

*ISBN: 0-7785-2238-5*

# Table of Contents

Preface	ii
Minister's Accountability Statement	iii
Message from the Minister	1
Management's Responsibility for Reporting	2
<b>Overview</b>	
Ministry Entities	3
Operational Overview	7
Performance Highlights	9
Financial Highlights	12
<b>Results Analysis</b>	
Message from the Deputy Minister	17
Report of the Auditor General on the Results of Applying Specified Auditing Procedures to Key Performance Measures	19
Core Businesses, Goals, Strategies and Performance Measures	20
1. Support individuals and organizations through community development	20
2. Protect human rights, promote fairness and access, and support the protection, inclusion, and participation of all Albertans	29
3. Preserve, protect and present Alberta's history, culture, provincial parks and protected areas	33
Cross-Ministry Priority Policy Initiatives	44
Integrated Results Analysis	47
Forward Looking Information	50
<b>Financial Information</b>	
Index of Financial Statements	51
<b>Other Information</b>	
Statement of Write-Offs	213
Acts Administered by Community Development	214
Performance Measures' Results at a Glance	216
Performance Measures' Data Sources and Methodology	217
Alphabetical List of Government Entities' Financial Statements	220
Government Organization Changes, 2004-05	223
Readership Survey	225

# Preface

---

## Public Accounts, 2004-05

---

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 24 ministries.

The annual report of the Government of Alberta released June 2005 contains the Minister of Finance'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; and**
- **other financial information as required by the *Financial Administration Act* and *Government Accountability Act*, either as separate reports or as a part of the financial statements, to the extent that the Ministry has anything to report.**

As part of the November 30, 2004, Government of Alberta reorganization, the Community Support Systems Division was transferred from Community Development to the Ministry of Seniors and Community Supports. The Division included the Persons with Developmental Disabilities provincial and regional boards. Consequently, sections of the Ministry's 2004-07 Business Plan pertaining to this former Division are being reported on in Seniors and Community Supports 2004-05 Annual Report. A summary of government organization changes is included on page 223.

# Minister's Accountability Statement

---

The Ministry's annual report for the year ended March 31, 2005, was prepared under my direction in accordance with the *Government Accountability Act* and the government's accounting policies. All of the government's policy decisions as at September 9, 2005, with material economic or fiscal implications of which I am aware have been considered in the preparation of this report.

Original Signed by Gary G. Mar, Q.C.  
Minister of Community Development  
September 9, 2005



# Message from the Minister

---



Alberta's centennial in 2005 is a once-in-a-lifetime opportunity for Albertans to celebrate and honour our history, our identity and the future of our province. While the one-year countdown to the centennial took place on September 1, 2004 at the Alberta Legislature, planning our centennial has been ongoing for some time.

Many of our Ministry's accomplishments outlined in this report are related to planning centennial celebrations, showcasing the talent and spirit of Albertans, and helping to leave lasting legacies in our communities.

Starting in 2004-05 and continuing in the next fiscal year, the Ministry awarded the final phase of the Centennial Legacy Grant Program to 45 community-owned projects, such as Beaverlodge Public Library, the Hanna Community Pool, and Edmonton's Louise McKinney Riverfront Park. These projects will help improve the quality of life for Albertans by strengthening the communities in which we live.

The Ministry also invested in provincial facilities to leave a centennial legacy benefiting all Albertans. These facilities include visitor centres at Cypress Hills, Writing-on-Stone, Dinosaur and Lesser Slave Lake Provincial Parks. These projects will create fitting displays for our natural and cultural heritage and for the eight million visits to Alberta's parks and protected areas each year.

The showpiece of the government legacy projects is the renewal of the Jubilee Auditoria, which commenced in 2004-05. The new, state of the art entertainment facilities, will continue to attract major performances and events, and offer patrons an incredible acoustical and visual experience.

The Royal Alberta Museum's (formerly the Provincial Museum of Alberta) renewal moved from the conceptual stage to the planning stage. The renewed Museum will capture the Alberta story, deliver an extraordinary visitor experience and attract the best touring exhibits in the world.

The Ministry worked extensively with the National Arts Centre to plan and promote *Alberta Scene*, a 13-day festival featuring 600 Albertan artists in Canada's capital city. *Alberta Scene* was an opportunity for Alberta's talented artists, musicians, writers, actors, filmmakers, dancers and chefs to be showcased on a national level.

The Ministry launched the Centennial Salute for Sport and Recreation to pay tribute to 100 individuals who made outstanding contributions to sport, recreation and active living in Alberta during the past century.

A variety of unique centennial programs have been implemented, such as the commemorative medallions for school children and Albertans 100 years of age or older, the Premier's Centennial Invitation Program and the Centennial Ambassador Program. The Ministry was also involved with planning numerous centennial celebrations, including the Royal Visit by Her Majesty Queen Elizabeth II in May 2005 and the September 1, 2005 birthday celebrations.

Alberta's centennial offers many exciting opportunities to celebrate our province, our people and everything that makes Alberta the best place to live, work and visit. I am proud that Community Development is able to help improve Alberta's quality of life and make 2005 a year to remember.

Original Signed by Gary G. Mar, Q.C.  
Minister

# Management's Responsibility for Reporting

---

The Ministry of Community Development includes the Department of Community Development and the agencies, boards, commissions, foundations and funds listed in the Ministry entities chart on page three.

The executives of the individual entities within the Ministry have the primary responsibility and accountability for the respective entities. Collectively, the executives 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 judgments. 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 Executive Council, Treasury Board, the Minister of Finance and the Minister of Community Development any information needed to fulfill their responsibilities; and
- facilitate preparation of Ministry business plans and annual reports required under the *Government Accountability Act*.

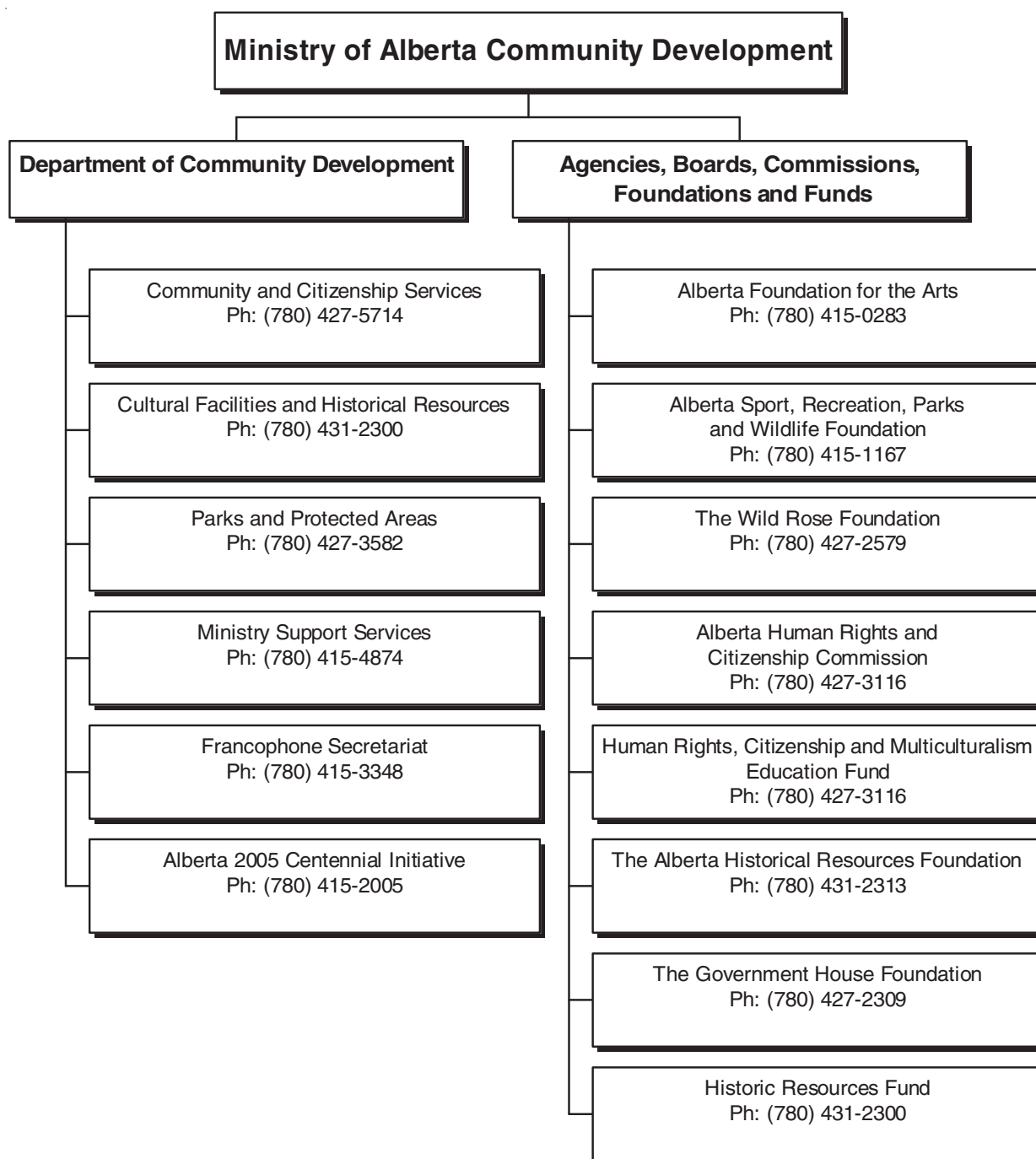
In fulfilling my responsibilities for the Ministry, I have relied, as necessary, on the executive of the individual entities within the Ministry.

Original Signed by Fay Orr  
Deputy Minister  
September 9, 2005



# Overview

## Ministry Entities



**The Ministry consists of the Department, agencies, boards, commissions, foundations and funds. The following description of the Ministry's structure provides an overview of the range of programs and services available to Albertans.**

## **The Department**

---

### **1. Community and Citizenship Services**

The Community and Citizenship Services Division works to promote community development activities within a wide range of community interests. The range of operations for the Division includes grant assistance programs, consultation and information services, facilitation and legislative compliance. The Libraries, Community and Voluntary Sector Services Branch supports the province-wide public library and information networks, supports Alberta's voluntary sector, assists communities and government entities in Alberta through the provision of facilitation and skill development services, and provides operational support to the Division. The Sport and Recreation Branch promotes and supports participation in sport and recreation. The Arts Branch supports creativity by working with artists, arts organizations and the cultural industries to provide opportunities to experience culture and make informed choices about the arts. The Human Rights and Citizenship Branch ensures the protection of human rights and promotes fairness and access.

### **2. Cultural Facilities and Historical Resources**

The Cultural Facilities and Historical Resources Division preserves, protects and presents Alberta's history and culture. It does this by operating, in consultation and/or partnership with cooperating societies, provincial historic sites, museums and interpretive centres, the Provincial Archives of Alberta and the Northern and Southern Alberta Jubilee Auditoria. It also maintains provincial heritage collections, provides assistance to community-based preservation and presentation projects and provides protection for significant resources. The Division operates five branches: Historic Sites and Cultural Facilities, Heritage Resource Management, Provincial Archives of Alberta, Royal Alberta Museum, and Royal Tyrrell Museum.

### **3. Parks and Protected Areas**

The Parks and Protected Areas Division preserves, protects and presents Alberta's provincial parks and protected areas. The Division is responsible for Alberta's 520 provincial parks and protected areas, which includes: 68 provincial parks, one heritage rangeland, 32 wildland provincial parks, one wilderness park, three wilderness areas, 16 ecological reserves, 149 natural areas and 250 provincial recreation areas. This network protects 27,547 square kilometres of the province as a legacy for future generations and provides opportunities for outdoor recreation, heritage appreciation and heritage tourism. The Division also maintains the Alberta Natural Heritage Information Centre, which is the province's biodiversity database, and coordinates Alberta's involvement in the Canadian Heritage Rivers Program.

### **4. Ministry Support Services**

Ministry Support Services includes the Minister's Office, Deputy Minister's Office and Communications. It also includes the Strategic Corporate Services Division encompassing Strategic Financial Services, Business Planning and Performance Measurement, Human Resources, Freedom of Information and Protection of Privacy, Legislative Services, Information Systems, and Business Continuity. Services are provided to the entire Ministry to optimize efficiency in the Ministry's operations.

## 5. Francophone Secretariat

The Francophone Secretariat serves as a liaison between the Government of Alberta and Alberta's francophone community. It facilitates access to various government ministries and programs for francophone groups and organizations involved in community development. The Minister and Secretariat also represent the province and the francophone community at federal/provincial/territorial meetings on francophone affairs.

## 6. Alberta 2005 Centennial Initiative

The Alberta 2005 Centennial Initiative is responsible for planning Alberta's 100th anniversary celebrations and providing funding to leave a valuable, lasting legacy. The initiative works to encourage and support communities as they plan special events, build commemorative public facilities and create other unique tributes to recognize our province's past, present and future. The initiative is also responsible for planning key provincial celebrations, including a royal visit, and festivities to mark the province's September 1, 2005 birthday.

## Agencies, Boards, Commissions, Foundations and Funds

---

### 1. Alberta Foundation for the Arts

The Alberta Foundation for the Arts provides funding to artists, arts organizations and the cultural industries to encourage the growth and development of the arts sector in Alberta. Grants from the Foundation help to provide opportunities for public participation in and enjoyment of the arts. The Foundation also promotes an appreciation for the arts as integral to Alberta's social, historical and economic development.

### 2. Alberta Sport, Recreation, Parks and Wildlife Foundation

The Alberta Sport, Recreation, Parks and Wildlife Foundation facilitates opportunities for developing athletes who aspire to competitive excellence, promotes healthy recreation and active living and encourages the preservation and recreational use of the natural environment. Grants from the Foundation support organizations and individuals in the development of sport, recreation, parks and wildlife activities in the province.

### 3. Wild Rose Foundation

The Wild Rose Foundation supports Alberta's voluntary sector and promotes volunteerism through the provision of financial assistance, skills development and training, and recognition initiatives. The Foundation also provides grants to non-profit organizations for projects in developing countries.

### 4. Alberta Human Rights and Citizenship Commission

The Alberta Human Rights and Citizenship Commission is an independent Commission of the Government of Alberta reporting through the Minister. The Commission protects human rights in Alberta by resolving complaints made under the *Human Rights, Citizenship and Multiculturalism Act*. Human rights panels adjudicate complaints that cannot be resolved. The Commission also works, through education and other services, to eliminate discrimination and barriers to full participation in society.

### 5. Human Rights, Citizenship and Multiculturalism Education Fund

The Human Rights, Citizenship and Multiculturalism Education Fund is used to provide financial assistance to community organizations undertaking human rights and diversity initiatives. The Human Rights, Citizenship and Multiculturalism Education Fund Advisory Committee provides the Minister with advice on the use of the Education Fund, reviews grant applications and makes recommendations on grants to the Minister.

## **6. Alberta Historical Resources Foundation**

The Alberta Historical Resources Foundation provides grant assistance for community-based heritage initiatives across the province. These initiatives include restoration of historical buildings and main street heritage districts as well as development of interpretive markers, publications and educational projects. In addition, the Foundation holds historic designation hearings as required and is responsible for the naming of geographical features in Alberta.

## **7. Government House Foundation**

The Government House Foundation cares for and promotes the interests of Government House, the former home of the Lieutenant Governors of the province of Alberta. The Foundation advises the Minister on the preservation of Government House as an historic site and building and enhances the physical attributes of Government House, including its works of art and furnishings.

## **8. Historic Resources Fund**

The purpose of the Fund is to protect, enhance, promote and display Alberta's historic resources. This is done through funding programs designated by the Lieutenant Governor in Council and by promoting the use and development of related facilities.

# Operational Overview

---

The Ministry had a successful year in 2004-05. Many accomplishments were realized through effective partnerships, a dedicated volunteer base, strong support for the government's cross-ministry initiatives and the activities of engaged Albertans, communities and Ministry staff. Detailed accomplishments are provided in the Results Analysis section.

## Vision

---

*A superior quality of life reflecting fair, inclusive, and active communities engaged in valuing Alberta's cultural, historical, and natural heritage.*

## Mission

---

To preserve and present Alberta's cultural and natural heritage, and promote community development, fairness and an inclusive society.

## Core Businesses

---

The Ministry organizes delivery of its programs and services around the following three core businesses:

1. Support individuals and organizations through community development.
2. Protect human rights, promote fairness and access, and support the protection, inclusion, and participation of all Albertans.
3. Preserve, protect and present Alberta's history, culture, provincial parks and protected areas.

## Goals

---

The operating resources consumed by the Ministry's three core businesses can be further broken down into four goals:

1. Support individuals, organizations and communities in the development of their capacity to participate in, and contribute to, activities in the areas of the arts, sport and recreation, libraries and the voluntary sector.
2. Support people in having an opportunity to participate in the social, economic and cultural life of the province without discrimination.
3. Preserve, protect, present, research and promote appreciation for Alberta's historical resources and culture and provide opportunities for heritage tourism.
4. Maintain Alberta's provincial parks and protected areas to preserve the province's natural heritage and provide opportunities for heritage appreciation, outdoor recreation and heritage tourism.

## **Support for Government of Alberta Goals**

---

In 2004-05, the Ministry supported the realization of three government-wide goals presented in the Government of Alberta 2004-07 Business Plan. This included contributing to making Alberta a fair place to work, live and raise families; providing Albertans with opportunities to participate in community and cultural activities and to enjoy the province's historical resources and parks and protected areas; and maintaining an effective and sustainable provincial infrastructure. The Government of Alberta 2004-07 Business Plan also included eight of the Ministry's 13 performance measures. The Ministry also supported the government's four key opportunities in the areas of unleashing innovation, leading in learning, competing in the global marketplace and making Alberta the best place to live, work and visit.

In support of the government's goals and opportunities, the Ministry preserves and presents Alberta's historical and natural heritage and promotes heritage tourism. The Ministry also provides support through fostering the arts, sport and recreation, libraries and the voluntary sector and through supporting the protection of human rights and the inclusion and participation of all Albertans in the social, cultural and economic life of the province.

# Performance Highlights

---

In 2004-05, the Ministry maintained its focus on creating a superior quality of life in support of making Alberta the best place to live, work and visit. The majority of our performance targets were substantially realized, and the results for 10 out of 13 performance measures were equal to or greater than the previous year's results. It should be noted that these measures were affected by many factors beyond the Ministry's control, such as lifestyle choices, demographic changes, Albertans' disposable income and the availability of home-based entertainment technology.

The Ministry's efforts to increase Albertans' participation in activities that enhance their quality of life were realized through increases in the percentage of adult Albertans who participated in sport and recreational activities and who participated in or attended arts and cultural activities. Satisfaction with Albertans' opportunities to participate in the social, economic and cultural life of the province was demonstrated through consecutive increases in the percentage of adult Albertans who felt that human rights were well protected in Alberta.

Albertans and visitors from around the world continued to express high satisfaction with the Ministry's services. Nearly everyone receiving community development services were satisfied overall. Similarly, visitors' overall satisfaction with provincial historic sites, museums and interpretive centres remained exceptionally high and nearly met the target of 99 per cent. Over 90 per cent of visitors to Alberta's provincial parks and recreation areas were satisfied overall with the facilities and services provided.

The Ministry's performance measures also demonstrate that the Ministry made a significant economic contribution. Films supported by the Alberta Film Development Program created more than 3,500 film production employment opportunities for Albertans and generated \$67.4 million in film production by Albertans in Alberta. The most recent results, from 2003-04, show that provincial historic sites, museums and interpretive centres contributed nearly \$50 million in value added economic impact and \$22.1 million in total taxation revenue.

In addition to the centennial initiatives outlined in the Minister's Message and the success related to performance measures, the Ministry had a number of additional accomplishments:

- The Ministry was recognized with a bronze 2005 Premier's Award of Excellence for the success of the Alberta's Future Leaders Program in delivering summer sport and recreation programming, provincial leadership retreats and arts camps to 12 Aboriginal communities across Alberta.
- More than \$31.2 million was provided to arts organizations and artists through the Alberta Foundation for the Arts to support activities in film development and the literary, performing and visual arts.
- A promotional campaign was launched in movie theatres across the province to encourage Albertans to "find out how it rates." Posters, rack cards and book marks were distributed to direct movie patrons to [albertafilmratings.ca](http://albertafilmratings.ca). This interactive website was developed by the Ministry to enable Albertans to make informed viewing choices by providing access to movie content and a rating for each movie shown in Alberta.
- Consultations were conducted with Alberta Active Living Strategy Stakeholders to discuss renewal of the Alberta Active Living Strategy.

## OVERVIEW Performance Highlights

- More than \$4.6 million in grants were provided to 147 non-profit organizations through the Wild Rose Foundation to support projects that respond to community needs and that enhance the organizational capacity of non-profit organizations. Additionally, more than \$1.7 million was provided through the International Development Program to 87 non-government organizations with an Alberta presence to assist more than 100 projects in less developed countries.
- The new Multicultural Connections Grant Program was implemented to support the needs of multicultural communities and to increase their capacity to affect change. Also, a pilot program to assist ethno-cultural and multicultural organizations to identify ways to increase their effectiveness was initiated.
- Diversity Education for Change: A Guide to Planning and Management was developed in cooperation with Canadian Heritage. This project involved 12 community-based organizations that tested and developed planning tools for groups interested in undertaking diversity education initiatives.
- The Ministry placed nine provincial historic resources and 29 municipal historic resources on the Canadian Register of Historic Places.
- Curriculum-based and family-oriented learning opportunities were offered to thousands of participants who took part in educational and public programs at provincial heritage facilities. The Ministry also developed curriculum in partnership with the Ministry of Education that will be launched in 2005.
- Children ages 10-14 were provided with the chance to experience a dinosaur dig in a simulated quarry by expanding the Royal Tyrrell Museum's public programs to include a new family-oriented summer activity called Excavate It! The Ministry also worked with the producers of a program about unusual occupations, broadcast on Discovery Kids, to film the activities of a fossil technician at the Museum.
- Working out of Fish Creek Provincial Park, as part of the educational partnership with Ducks Unlimited, an educational program about Alberta wetland habitats and their preservation was initiated for Grade Five students from the Calgary area. A new educational program was also initiated in Edmonton schools, called Parks in the Classroom, which is designed to increase students' understanding of Alberta's unique natural heritage and the role that the Ministry has in preserving it.
- Dinosaur Provincial Park and Wagner Natural Area were expanded, and the Garner Orchid Fen Natural Area was established. Replacement lands were added to Grand Rapids Wildland Provincial Park to offset lands that were earlier withdrawn from the park for the ATCO utility corridor. Fish Creek Provincial Park was expanded with land acquired from Lafarge Canada Inc.
- Renovations to an existing park office were initiated that will result in a wheelchair accessible visitor centre in William A. Switzer Provincial Park. The visitor centre will provide public educational and recreational opportunities and will include visitor reception, a gift shop, a resource centre, administrative space for staff and volunteers and a range of interactive displays.
- Parks and recreation areas continued to be a focus for major events including the 2004 Parks Day celebrations hosted by nineteen parks and the 2005 Birkebeiner Ski Festival. The Birkebeiner Ski Festival is held each year in Cooking Lake Blackfoot Provincial Recreation Area and is one of three such events in the world.
- Writing-on-Stone Provincial Park was designated as the Áísínai'pi National Historic Site of Canada. The Mookaakin Society, a group of Blood elders committed to education about the Blackfoot Nation, was instrumental in this designation.



## OVERVIEW Performance Highlights

- The Governments of Alberta and Saskatchewan, in partnership with the Royal Astronomical Society of Canada, designated Cypress Hills Interprovincial Park as the first provincial Dark Sky Preserve. The designation ensures the protection of night time darkness and enhances visitors' appreciation of the park, making the night sky part of the natural historical and cultural experience.
- A temporary liquor ban pilot project was initiated for the May long weekend in Aspen Beach, Miquelon Lake and Cypress Hills Provincial Parks to reduce disruptive behaviour and ensure that campgrounds in these parks are safe and enjoyable for families.
- The Ministry supported and assisted the Ministry of Sustainable Resource Development by coordinating implementation of fire bans in parks and protected areas, and by assisting with public communications about these bans, safe campfire practices and outdoor recreation impacts. Additionally, the Ministry worked cooperatively with Sustainable Resource Development and Parks Canada to develop an education program on Mountain Pine Beetle infestations.

### DID YOU KNOW?

Information about movie content and a rating for each movie shown in Alberta are available on the Ministry's website at:

[www.albertafilmratings.ca](http://www.albertafilmratings.ca)

**FIND OUT HOW IT RATES**

*albertafilmratings.ca*

*Ratings and helpful info on every movie in Alberta—ALL the time!*

G PG 14' 18' R A

*albertafilmratings.ca* Alberta

# Financial Highlights

## RESULTS OF OPERATIONS

For the year ended March 31, 2005  
(millions of dollars)

## 2004-05 Financial Analysis

	Authorized			Explanation
	Budget	Actual	Difference	
Total Revenues	\$ 105.6	\$ 104.1	\$ (1.5)	Decreased transfers from the Government of Canada due to the deferral of projects into the following year; decreased investment income resulting from lower interest rates; decreased historic sites' admission fees and provincial parks camping fees; offset by increased refunds of expenses.
Expenses				
Operating	214.1	201.5	12.6	Decreased expenses primarily due to no funding required for the Alberta NHL Teams Initiative (NHL lockout), no divestitures of provincial parks or recreation areas, and dedicated revenue shortfalls; offset by increased funding for the Alberta Film Development Program, the Alberta 2005 Centennial Initiative, and parks operations.
Statutory	0.2	0.2	-	
Equipment/ Inventory Purchases	0.4	1.8	(1.4)	Increased equipment purchases for Canmore Nordic Centre and various historic sites, heritage preservation markers, and the Heritage Management Information System (HeRMIS).
Capital Investment	9.4	7.5	1.9	Due to construction delays, unexpended funds for the Canmore Nordic Centre and parks water and sewage projects were approved to be carried forward to 2005-06.
Total Expenses	\$ 224.1	\$ 211.0	\$ 13.1	

## Revenues

### REVENUE HIGHLIGHTS

(millions of dollars)

Revenues increased by \$11.7 million from the prior year and total \$104.1 million in 2004-05. The primary source of revenue consists of \$85.8 million in internal government transfers from the Lottery Fund. This represents an increase of \$13.7 million primarily for Centennial Legacy Grants and the Alberta Film Development Program.

Transfers from the Government of Canada were \$1.5 million, primarily to further the goals of the Historic Places Initiative and to promote the official languages through the Canada-Alberta Cooperation Agreement. This funding was unchanged from the prior year.

The Ministry's funds and agencies generated \$0.9 million in investment income, which was similar to the prior year. Premiums, fees and licences generated \$7.8 million and include admission, camping and film classification fees. This represents an increase of \$0.2 million from the prior year primarily related to

## OVERVIEW Financial Highlights

increased revenues from camping fees at provincial parks, offset by decreased admission fees at historic sites.

Other revenue totals \$8.1 million and includes revenue from donations, contributions in kind, sales, refunds of expenses and other miscellaneous revenues. This revenue reflected a decrease of \$2.1 million from the prior year primarily due to decreased refunds of expenses and donations.

	2005		2004	
	Authorized Budget	Actual	Actual Restated	
Internal Government Transfers	\$ 85.8	\$ 85.8	\$	72.1
Transfers from the Government of Canada	2.1	1.5		1.5
Investment Income	1.5	0.9		1.0
Premiums, Fees and Licences	8.8	7.8		7.6
Other Revenue	7.4	8.1		10.2
<b>Total Revenues</b>	<b>\$ 105.6</b>	<b>\$ 104.1</b>	<b>\$</b>	<b>92.4</b>

## Expenses

### OPERATING EXPENSE BY CORE BUSINESS

(millions of dollars)

Operating expenses increased by \$15.3 million from the prior year and total \$201.7 million in 2004-05.

46 per cent of the Ministry's operating expenses relate to the core business *Support individuals and organizations through community development*. The focus is on enhancing the quality of life in Alberta by strengthening community capacity in the areas of the arts, sport and recreation, libraries and the voluntary sector. Although there were increased expenditures over the prior year for some areas, like the Alberta Film Development Program, there was a significant decrease due to no funding requirements for the Alberta NHL Teams Initiative. Therefore, there was a net reduction of \$1.6 million over prior year spending.

Nearly 3 per cent of the operating resources were used for the core business *Protect human rights, promote fairness and access, and support the protection, inclusion, and participation of all Albertans*. Services are provided to resolve and adjudicate human rights complaints, reduce discrimination, and increase awareness and appreciation of our diverse racial and cultural composition. In 2004-05, there were increased expenses of \$0.5 million due primarily to the increased complexity and volume of human rights complaint investigations.

The remaining 51 per cent of operating expenditures relate to the core business *Preserve, protect, and present Alberta's history, culture and provincial parks and protected areas*. This core business provides opportunities for exploration, understanding and appreciation of Alberta's past, cultural and natural resources, and the province's natural heritage. In 2004-05, there were

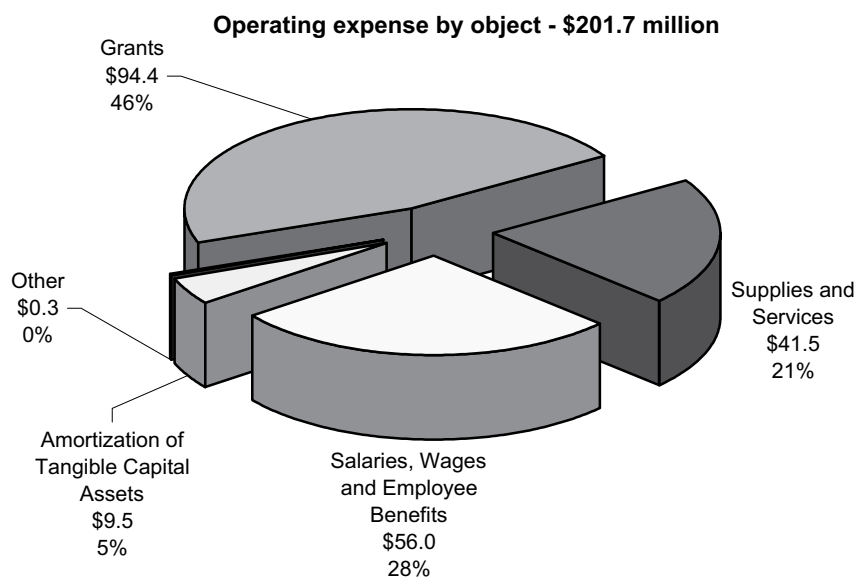
OVERVIEW **Financial Highlights**

increased expenses of \$16.4 million. This is due primarily to the Alberta 2005 Centennial Initiative (\$16.8 million), and increased costs for parks operations (\$0.4 million). These increases were offset by a decrease in other one-time grants for culture and history (\$0.8 million).

	2005		2004	
	Authorized Budget	Actual	Actual Restated	
Support Individuals and Organizations through Community Development	\$ 97.5	\$ 93.0	\$ 94.6	
Protect Human Rights, Promote Fairness and Access, and Support the Protection, Inclusion, and Participation of all Albertans	5.8	5.8	5.3	
Preserve, Protect and Present Alberta's History, Culture and Provincial Parks and Protected Areas	111.0	102.9	86.5	
<b>Total Expense by Core Business</b>	<b>\$ 214.3</b>	<b>\$ 201.7</b>	<b>\$ 186.4</b>	

**EXPENSE BY OBJECT**  
(millions of dollars)

The Ministry's greatest operating expense was grants, where 46 per cent of the budget is directed. Approximately \$94.4 million was awarded to support individuals, organizations and communities. Expenditures for salaries, wages and employee benefits totalled \$56.0 million, and were primarily for staffing parks and protected areas and heritage facilities. The remainder of the Ministry's expenses were for supplies and services (\$41.5 million), amortization of tangible capital assets (\$9.5 million), and other expenses (\$0.3 million).



## OVERVIEW Financial Highlights

### EXPENSE BY FUNCTION

(millions of dollars)

	2005		2004	
	Authorized Budget	Actual	Actual Restated	
Protection of Persons and Property	\$ 5.8	\$ 5.8	\$ 5.3	
Recreation and Culture	208.5	195.9	181.1	
<b>Total Expense by Function</b>	<b>\$ 214.3</b>	<b>\$ 201.7</b>	<b>\$ 186.4</b>	

Expense by function identifies the principal purpose for which an expense is incurred rather than the activity involved. This basis of reporting is used for inter-provincial comparisons and for determining federal funding eligibility.

The function *protection of persons and property* includes expenses for services provided specifically to ensure public interest objectives are achieved, such as human rights. The function *recreation and culture* includes expenses incurred in the delivery of programs and services to promote leisure activities.

### CAPITAL INVESTMENT

In addition to the operating expenses identified in earlier sections, the Ministry also made a capital investment of \$7.5 million primarily related to parks safety hazards, water and sewage upgrades, and the Canmore Nordic Centre. As well, a further \$1.8 million was spent on equipment purchases primarily for the Canmore Nordic Centre, playground upgrades, and various historic sites throughout the province.

Further financial information can be found in the Integrated Results Analysis section of this report.



# Results Analysis

## Message from the Deputy Minister

I am proud of the ways Community Development preserves, interprets and celebrates Alberta's natural and cultural heritage. Together with supporting the arts, active living, the voluntary sector, and a diverse and inclusive society, we help improve the quality of life for all Albertans.

A thriving arts community, world-class museums and parks, a variety of sport and recreational opportunities, and a strong library and volunteer network all operating in inclusive communities are key to Alberta's economy and will continue to be important to our future prosperity. The Ministry's programs contribute to a superior quality of life and significantly impact Alberta's economy by enhancing the province's ability to attract and retain a skilled and highly educated workforce.

In keeping with its strategic priorities of infrastructure renewal, inclusive communities, and community capacity building, the Ministry made significant gains over the last year in these areas. A \$21 million, multi-year initiative was launched to repair and upgrade water and sewer infrastructure at provincial parks and recreation areas, and the Jubilee Auditoria in Edmonton and Calgary were renovated to improve patron comfort and acoustics.

Inclusive communities were supported by delivering services to resolve and adjudicate complaints of alleged discrimination and by partnering with Global Television to launch the second phase of the Help Make a Difference campaign to encourage Albertans to contribute to building a fair and respectful society.

Community capacity building was pursued in the areas of the arts, sport and recreation, libraries and the voluntary sector. Through grants provided by the Alberta Foundation for the Arts to Alberta's artistic community, approximately \$153 million was returned to Alberta's economy and 3,500 full-time jobs were created. Additionally, the Alberta Film Development Program generated \$67.4 million in film production by Albertans in Alberta.

Athletes were supported by the provision of grants to various sporting organizations and sporting events including the Edmonton World Masters Games, and the Alberta Summer Games which enabled the participation of approximately 3,000 young Albertans, coaches and officials.

The hub of communities is often the public library. Fifty per cent of adult Albertans, and many more young Albertans, visit public libraries annually. The Ministry continued to support and promote these facilities through \$18.7 million in grants.

The Wild Rose Foundation's Vitalize 2004 conference invigorated more than 1,200 delegates from the voluntary sector and refined their skills. With 67 per cent of adult Albertans volunteering, it is crucial we support this important sector.

The Ministry's provincial historic sites, museums and interpretive centres provided tourism and learning opportunities for Albertans and visitors from around the world. These facilities contributed \$50 million in value added economic impact and \$22.1 million in total taxation revenue.

These are but a few examples of the Ministry's long list of achievements realized during the past year. The Ministry will have many opportunities to celebrate Alberta's first century in 2005, as well as to lay the foundation for the province's next 100 years of success by delivering programs that promote a superior quality of life and make Alberta the best place to live, work and visit.

Original Signed by Fay Orr  
Deputy Minister  
September 9, 2005





## Report of the Auditor General on the Results of Applying Specified Auditing Procedures to Performance Measures

To the Members of the Legislative Assembly

In connection with the Ministry of Community Development's performance measures included in the *2004–2005 Annual Report of the Ministry*, I have:

1. Agreed information from an external organization to reports from the organization.
2. Agreed information from reports that originated from organizations included in the consolidated financial statements of the Ministry to source reports. In addition, I tested the procedures used to compile the underlying data into the source reports.
3. Checked that the presentation of results is consistent with the stated methodology.
4. Checked that the results presented are comparable to stated targets, and information presented in prior years.
5. Checked that the performance measures, as well as targets, agree to and include results for all of the measures presented in Budget 2004.

As a result of applying the above procedures, I found no exceptions. These procedures, however, do not constitute an audit and therefore I express no opinion on the performance measures included in the *2004–2005 Annual Report of the Ministry of Community Development*.

Original Signed by Fred J. Dunn, FCA  
Auditor General

Edmonton, Alberta  
July 29, 2005

The official version of this Report of the Auditor General, and the information the Report covers, is in printed form.

# Core Businesses, Goals, Strategies and Performance Measures

## Core Business 1

### Support individuals and organizations through community development

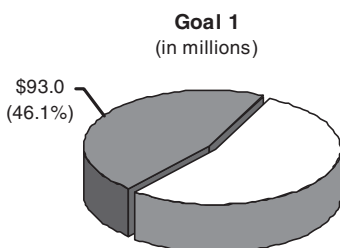
#### Goal 1

Support individuals, organizations and communities in the development of their capacity to participate in, and contribute to, activities in the areas of the arts, sport and recreation, libraries and the voluntary sector.

#### Overview

The Ministry supports this goal on an ongoing basis by:

- Working with organizations and communities to strengthen community capacity in the areas of the arts, sport and recreation, libraries and the voluntary sector by providing financial support, consultation, access to information, education and facilitation.
- Working with individuals to increase the possibilities for participation in, and contribution to, activities that enhance the quality of life to which they aspire.
- Providing support to key activities such as: connecting Alberta libraries to the SuperNet; reviewing the Active Living Strategy; and delivering the Film Development, Film Classification and Voluntary Sector Advancement Programs.
- Supporting the operation of the Alberta Foundation for the Arts; the Alberta Sport, Recreation, Parks and Wildlife Foundation; and the Wild Rose Foundation.
- Serving as a liaison between the government and the Francophone community in Alberta.



Goal 1 - Support individuals, organizations and communities in the development of their capacity to participate in, and contribute to, activities in the areas of the arts, sport and recreation, libraries and the voluntary sector consumed 46.1% (\$93.0 million) of the Ministry's 2004-05 operating expense.

**STRATEGY 1.1**

Enhance the capacity of organizations to fulfill their mandates and objectives through organizational development support in the areas of leadership development, financial management, partnership development and program delivery.

**CLIENT FEEDBACK**

The Vitalize conference was beautifully organized and everything was top drawer. The opening was just awesome! Conference staff were both efficient and warm – two characteristics not often found together. Again, Wild Rose has demonstrated a true focus on the needs of the non-profit sector in a way that is accessible and fun, providing great learning and tremendous opportunities for networking. I am truly impressed!

– patron attending Vitalize 2004

**STRATEGY 1.2**

Support Albertans' access to opportunities for participation and involvement in activities that contribute to advancing quality of life.

**Achievements**

More than \$4.6 million in grants were awarded to 147 non-profit organizations through the Wild Rose Foundation to support projects that respond to community needs and that enhance the organizational capacity of non-profit organizations.

Capacity-enhancing workshops and consultations targeting areas such as leadership development and strategic planning were delivered to more than 11,000 Albertans. Clients ranged from government ministries to voluntary sector organizations and agencies that serve the voluntary sector. The Ministry also delivered 64 governance workshops to non-profit boards through the Board Development Program. In addition, the Leadership Training Institute Program offered 10 highly successful leadership-training courses across the province. Essential leadership skills and best practices tailored to the needs of non-profit organizations were provided to more than 300 participants through these courses. Leadership skills were further supported by initiating the development of a model for training young rural Albertans (18 to 30 years) to build leadership capacity and by initiating responses to the recommendations contained in the report Rural Alberta – Land of Opportunity, which lays the foundation for the rural development strategy framework in Alberta.

The Ministry provided support to Vitalize 2004, the provincial voluntary sector conference, which brought together over 1,200 delegates from approximately 150 communities. These participants had a choice of attending more than 50 educational workshops targeted at the voluntary sector. Support was also provided to help train Alberta's volunteer coaches through the National Coaches Certification Program and other initiatives designed to assist coaches at all levels.

Alberta's artistic community was supported by providing advice on grant programs and by facilitating professional development and workshops for artists throughout the province. More than 2,000 funding applications were received in 2004-05, and more than 1,400 of these were funded. The Ministry also led a consultation process in partnership with Music Alberta to assess the program and service needs of the province's music community. Cooperation also continued with the Alberta Performing Arts Stabilization Fund and Alberta's larger performing arts companies to ensure good financial and governance practices are in place.

More than \$31.2 million was provided to arts organizations and artists through the Alberta Foundation for the Arts to support activities in film development and the literary, performing and visual arts. This support was provided to a wide range of organizations and encompassed multiple artistic activities. Funding was provided for Alberta's major performing arts companies, arts festivals, public art galleries, community theatres and music productions, publishing, sound recording, film production and writing. This funding provided opportunities to attend dance, music and theatre productions and festivals, visit art exhibitions at public galleries, listen to author readings in schools and local libraries, watch street performers and experience other arts-related events and activities.

Students in schools across Alberta were engaged in artistic activities by artists through the Artist and Education Grant Program. Approximately \$856,000 was provided to enable more than 230 schools to hire artists to enhance curriculum through the arts. The Ministry further supported youth summer school programs and training in the areas of dance, film and video, music, theatre, and the literary and visual arts. These programs provided opportunities for youth to learn about the arts and develop artistic and creative skills.

Provincial sport and recreation associations were assisted in providing programs and services to Albertans through the provision approximately \$7.3 million in annual funding. An additional 250 grants, totalling approximately \$634,000, were provided for various provincial and community based projects in the areas of sport, recreation, parks and wildlife. The Ministry also provided financial support to a network of regional sport centres to assist them in developing local high performance athletes. Also, participation in sport for under-represented groups (e.g., girls, women, Aboriginal people and persons with disabilities) was enhanced by providing over \$97,000 in grants to provincial sport and recreation associations for programs involving these groups.

Opportunities for participation in sport and recreation were further advanced through financial support for outdoor public facilities and sporting events in Alberta. Approximately \$1.5 million was provided to Municipal Recreation/Tourism Areas across the province to ensure that outdoor public facilities are maintained as safe and useable, to enable communities to improve local amenities and to encourage tourism. Additional grants totalling approximately \$376,000 were awarded to provincial sport and recreation associations, communities and local organizations to host western Canadian, national and international events in Alberta. The Ministry also provided approximately \$1.3 million in lottery funding for the Edmonton 2005 World Masters Games, one of the largest multi-sport events in the world.

The Alberta Roundtable on Family Violence and Bullying was facilitated by Ministry staff. Approximately 340 Albertans participated in the process to develop a comprehensive set of recommendations addressing family violence and bullying in Alberta.

The Ministry continued to support and promote Alberta public libraries by providing more than \$18.7 million in grants to support public libraries and to facilitate their access to the Alberta SuperNet. Participation in SuperNet by libraries will improve service delivery and enable video conferencing. The Ministry also assisted the Alberta Library in launching its Remote Patron Authentication Initiative, which will allow Albertans to use their local library card to order library resources from their personal computer.

Ministry staff met with library board trustees and their employees to ensure that boards were in compliance with provincial legislation and regulations and to discuss operating and service delivery issues. Three of the boards were restructured to comply with provincial legislation. The other boards have updated their library policies and bylaws and made adjustments to their board appointment procedures.

**INTERESTING FACT**

Alberta Public Library staff answer more than four million reference questions each year.

**STRATEGY 1.3**

Further compliance with statutory requirements that influence a high standard of quality for community-based service delivery.

**STRATEGY 1.4**

Facilitate awareness and appreciation in the areas of the arts, sport and recreation, libraries and the voluntary sector to maintain an environment for participation in, and contributions to, activities that enhance the quality of life in Alberta.

**ALBERTA ATHLETES AT THE 2004 OLYMPIC AND PARALYMPIC GAMES**

- 32 Olympians
- 10 Paralympians
- 22 Olympic coaches and staff
- 4 Paralympic coaches and staff

Including gold medalists:

- Kyle Shewfelt
- Lori-Ann Muenzer

**STRATEGY 1.5**

Utilize support from the renegotiated 2004-07 Canada/Alberta Cooperation Agreement to foster development of the francophone community and collaboration with other ministries on a number of community priority areas including: children and youth initiatives, arts and culture, heritage preservation, and early childhood and health related services.

All seven library boards have adopted the Ministry's Standards for Member Libraries Within Alberta's Regional Library Systems policy document. This document outlines recommended levels of service to be provided by public libraries.

Opportunities to appreciate Alberta art were supported through the art acquisition, placement and exhibition programs and the maintenance of various provincial art collections. A total of 71 grants, valued at over \$160,000, were awarded through two art acquisition programs to increase the Ministry's art collection. This collection was featured in 118 communities across the province and appeared in 188 venues, including schools, libraries, public health centres and historical facilities.

The Grant MacEwan Literary Awards were announced in April 2004 at the Annual Book Awards Gala. A \$25,000 Author's Award and four \$2,500 Grant MacEwan Young Writer's Scholarships were awarded to Alberta writers.

Alberta athletes from the 2004 Olympics Games, the Paralympic Games, and Alberta Athletes of the Year were recognized for their significant achievements, performances and contributions as amateur athletes. Also, four Albertans were honoured for their contribution to the development of recreation in Alberta at the annual Recreation Volunteer Recognition Awards.

To acknowledge the importance of volunteers in the community, the Ministry supported National Volunteer Week in partnership with Volunteer Alberta and provided funding to 136 communities. More than 130 youth (aged 14-24) from more than 40 communities were supported to attend Vitalize 2004. Alberta's volunteers were further celebrated through awards to recognize outstanding volunteer achievements. Awards were presented to 6 Albertans (2 youth, 2 adults and 2 seniors) through the Stars of the Millennium Volunteer Awards Program. Individuals who received these awards were also inducted into the Volunteer Wall of Fame, located in the Pedway Mall of Government Centre in Edmonton.

Library Week, a celebration of library staff and the contributions they make to their communities, was coordinated and promoted in collaboration with the Alberta Library and the Library Association of Alberta. During the week, Albertans were invited to visit their community libraries and familiarize themselves with library services.

Based on the three-year Alberta Action Plan, the Ministry furthered implementation of the Alberta/Canada Cooperation Agreement to support the francophone community. A number of projects identified in the plan, focusing on health, children's services, arts and culture, economic development, and heritage preservation, were undertaken to support the francophone community. Specifically, Ministry support included facilitating and encouraging the establishment of a community-cultural centre in Falher to serve the needs of the francophone community in the Peace region, strengthening the francophone artistic community throughout the province, and maintaining support for the continued enhancement of francophone school facilities throughout Alberta.

**Performance Measures**

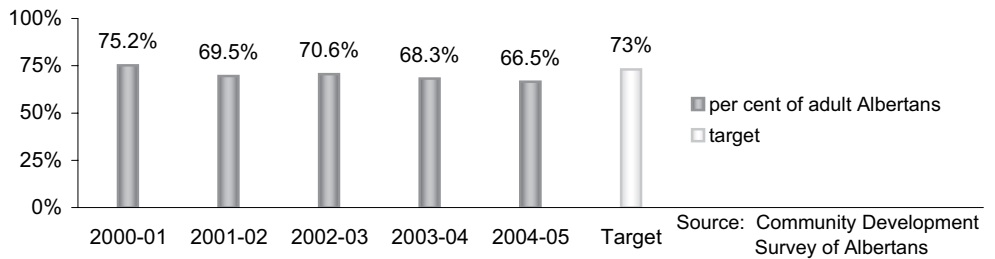
**MEASURE 1.A**

Level of community volunteerism by adult Albertans

**INTERESTING FACT**

One volunteer has worked for the Carstairs Public Library for 53 years!

**Percentage of adult Albertans who volunteer**



**Description**

This measure represents the percentage of adult Albertans who made an unpaid contribution of time, energy and/or talents to charitable or non-profit organizations, causes, community development activities or help through personal initiative to individuals.

**Results**

In 2004-05, 66.5 per cent of adult Albertans volunteered, which was below target.

**Analysis**

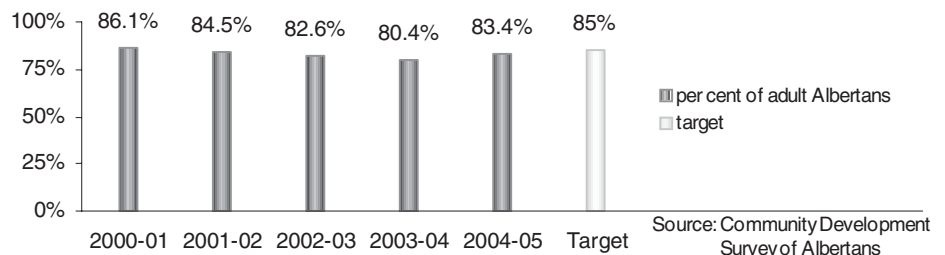
The Ministry supported a healthy and vital voluntary sector by providing funding for non-profit organizations and delivering capacity-enhancing workshops to Albertans from the voluntary sector. The Ministry also acknowledged the importance of volunteers during events such as National Volunteer Week and through the Stars of the Millennium Volunteer Awards Program.

Factors such as the awareness of the benefits of volunteering and personal circumstances related to age, lifestyle and economic conditions may influence volunteerism levels. For example, volunteerism levels may be influenced by a high employment rate or by work and family commitments. This measure's target was reduced to 70 per cent in the Ministry's 2005-08 Business Plan based on an average of the last three years' of available results plus a one per cent stretch factor.

**MEASURE 1.B**

Participation in sport and recreational activities by adult Albertans

**Percentage of adult Albertans who participate in sport and recreational activities**



**DID YOU KNOW?**

The top five leisure recreational activities for Alberta households are:

1. walking
2. gardening
3. doing a craft or hobby
4. attending sports events
5. attending fairs or festivals

– 2004 Alberta Recreation Survey

**Description**

This measure indicates the percentage of adult Albertans who participate in sport and recreational activities in a given year. Respondents were asked if they had participated in a recreational activity such as walking, bicycling, skiing, golfing, skating, swimming and amateur sports in the past year.

**Results**

The results increased to 83.4 per cent in 2004-05, higher than in either of the two previous years and approaching the target of 85 per cent.

**Analysis**

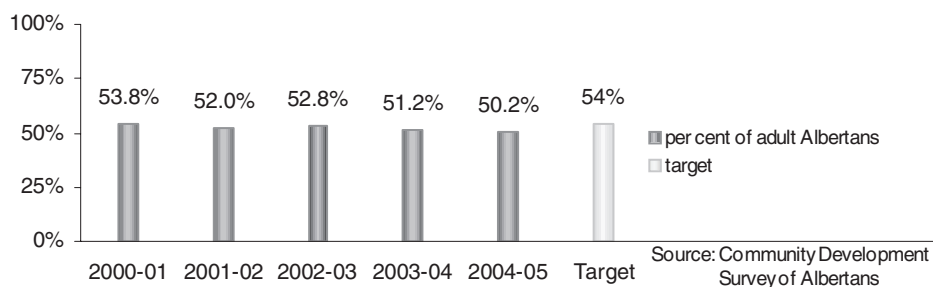
Examples of the Ministry’s efforts to increase participation in sport and recreational activities include: providing opportunities for children and youth in Aboriginal communities to participate in sport, recreation and leadership development; providing funding to enhance participation in sport for under-represented groups; and promoting an active lifestyle through initiatives such as the SummerActive and Live Outside the Box campaigns.

The results may be affected by external influences such as lifestyle choices, disposable income, user fees and demographic changes such as the general trend of an aging population. This measure’s target was reduced to 84 per cent in the Ministry’s 2005-08 Business Plan based on an average of the last three years’ of available results plus a one per cent stretch factor.

**MEASURE 1.C**

Usage of public library services by adult Albertans

**Percentage of adult Albertans who use public library services**



**Description**

This measure indicates the percentage of adult Albertans who have used a public library in Alberta in a given year. Libraries support strong, healthy communities, further lifelong learning and help Albertans compete in the global economy.

**Results**

Alberta public libraries were used by 50.2 per cent of adult Albertans in 2004-05, below the target of 54 per cent.

**Analysis**

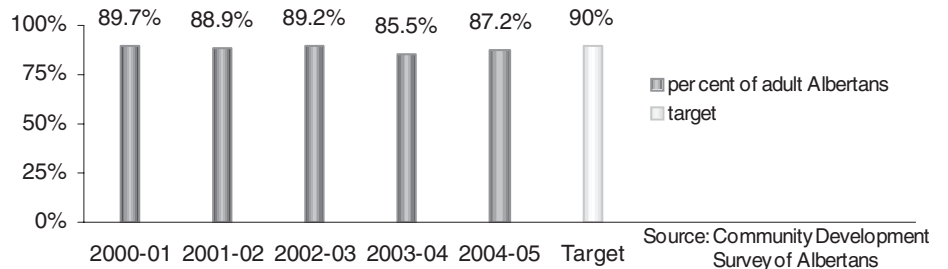
In 2004-05, the Ministry provided funding to support public libraries and facilitate their access to the Alberta SuperNet. The Ministry also supported an initiative allowing Albertans to use their local library card to order library resources from their personal computer.

Influences such as library hours of operation, lifestyle choices and the availability of the Internet and home-based entertainment technologies may affect the results. This measure's target was reduced to 53 per cent in the Ministry's 2005-08 Business Plan based on an average of the last three years' of available results plus a one per cent stretch factor.

**MEASURE 1.D**

Participation in arts and cultural activities by adult Albertans

**Percentage of adult Albertans who attend or participate in arts and cultural activities**



**Description**

This measure indicates the percentage of adult Albertans who attend or participate in arts and cultural activities in a given year. Respondents were asked if they had personally attended or participated in a large range of arts and cultural activities such as performing in a choir, playing a musical instrument, taking an arts course or visiting an arts exhibition or gallery.

**Results**

Results have remained high over the past five years, increasing from 85.5 per cent in 2003-04 to 87.2 per cent in 2004-05 and progressing towards the target of 90 per cent.

**Analysis**

In support of arts and cultural activities in Alberta, the Ministry provided grants to support activities in the literary, performing and visual arts and film development. The Ministry also featured artworks from provincial collections in communities across Alberta and enabled artists to enhance arts curriculum in schools.

The results may be affected by external influences such as lifestyle choices, disposable income, home-based entertainment technology, time constraints and demographics. This measure's target was reduced to 89 per cent in the Ministry's 2005-08 Business Plan based on an average of the last three years' of available results plus a one per cent stretch factor.

**DID YOU KNOW?**

Approximately \$153 million is added to Alberta's economy and more than 3,500 full-time jobs are created by arts organizations funded by the Alberta Foundation for the Arts.

– *Economic Impact of the Arts in Alberta, 2004*



**MEASURE 1.E**

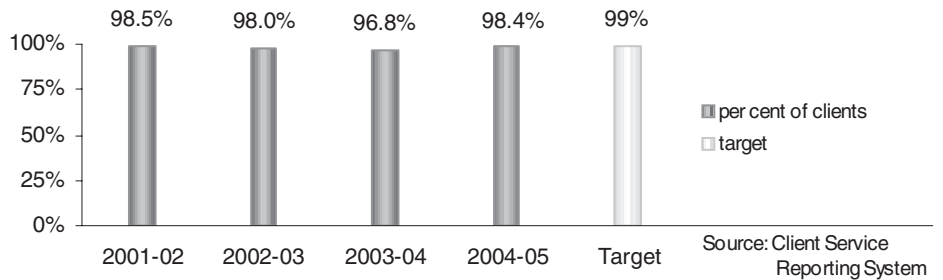
Customer satisfaction with community development services

**CLIENT FEEDBACK**

"The [Community Development Officer] has provided outstanding service. His expertise is awesome and he has a wonderful manner with people. Thank you so much for providing this service!"

– Client receiving community development services

**Percentage of ministry clients satisfied with community development services**



**Description**

This measure indicates the percentage of clients who were satisfied overall with the Ministry’s community development services. Community development services encompass a broad range of capacity building activities including planning, knowledge and skill transfer, facilitation and/or consultation regarding a variety of topics from organizational development to public consultation.

**Results**

Satisfaction with community development services remained very high in 2004-05 and nearly met the target of 99 per cent.

**Analysis**

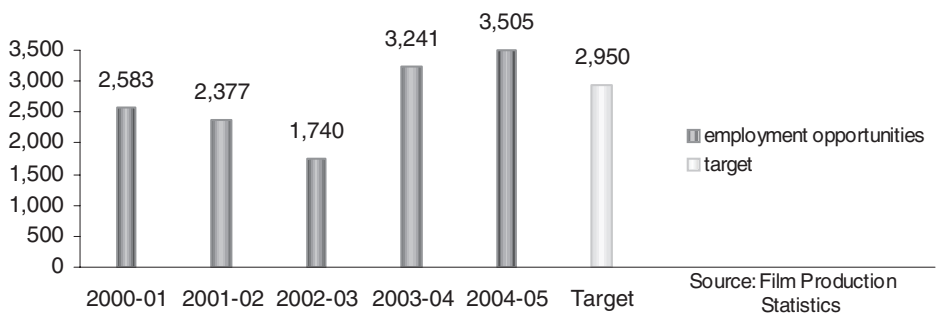
In 2004-05, the Ministry provided capacity enhancing workshops and consultations to Albertans from government ministries, voluntary sector organizations, agencies serving the voluntary sector and various boards.

The results may be affected by shifting expectations for assistance with community development services. This results from a changing and complex society where client expectations are rising along with increasing public demand for help in addressing community development issues.

**MEASURE 1.F (i)**

Impact of the support provided by the Alberta Film Development Program:  
Number of film production employment opportunities for Albertans

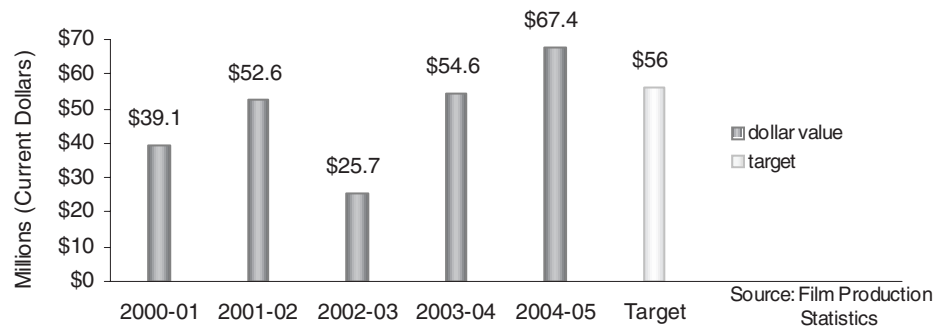
**Film production employment opportunities for Albertans**



**MEASURE 1.F (ii)**

Impact of the support provided by the Alberta  
 Film Development Program:  
 Value of film production by Albertans in  
 Alberta (\$ millions)

**Value of film production by Albertans in Alberta**



**Description**

Measures 1.f (i) and (ii) indicate the impact of the Alberta Film Development Program (AFDP) and the financial support it provides for filmmaking in Alberta. An Alberta employment opportunity is counted when an individual, who is a resident of Alberta, provides a service to a film production and receives credit and reimbursement for that service. The dollar value of film production by Albertans in Alberta is reported in current dollars.

**Results**

In 2004-05, employment opportunities in film production supported by the AFDP increased by 8.1 per cent, to 3,505, surpassing the target of 2,950. The value of AFDP supported film production by Albertans in Alberta reached \$67.4 million in 2004-05, 23 per cent more than in 2003-04 and above target.

**Analysis**

The Ministry supported the results by increasing funding to the AFDP by \$2.5 million, or 23 per cent, in 2004-05. External influences include the long lead times regularly associated with film production and accountability reporting, availability of funding, and wide variations in the amount of activity associated with a particular production. In the Ministry’s 2005-08 Business Plan, based on budget figures and approved projects, the target for the number of film production employment opportunities for Albertans was increased to 3,000 and the target for the value of film production by Albertans in Alberta was increased to \$63 million.

## Core Business 2

### Protect human rights, promote fairness and access, and support the protection, inclusion, and participation of all Albertans

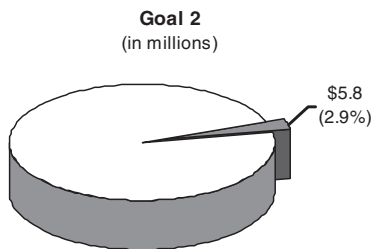
#### Goal 2

Support people in having an opportunity to participate in the social, economic and cultural life of the province without discrimination.

#### Overview

The Ministry supports this goal on an ongoing basis by:

- Supporting equal dignity, rights and responsibilities, and sharing an awareness and appreciation of our diverse racial and cultural composition enhances the richness of life in Alberta.
- Protecting human rights and reducing discrimination and barriers to full participation in society through working with individuals, organizations, workplaces and communities.
- Providing services in resolving and adjudicating human rights complaints, and providing information and education programs, consultation, facilitation and financial support.
- Providing support to key activities such as investigating strategies to expedite the human rights complaint management process; consulting with the community on Human Rights, Citizenship and Multiculturalism Education Fund strategies and priorities; undertaking strategies to build recognition and awareness; developing new information resources to develop a greater understanding of human rights and diversity issues; and undertaking collaborative projects with other governments and organizations that further human rights goals.
- Facilitating the operations of the Alberta Human Rights and Citizenship Commission and the Human Rights, Citizenship and Multiculturalism Education Fund.



Goal 2 - Support people in having an opportunity to participate in the social, economic and cultural life of the province without discrimination consumed 2.9% (\$5.8 million) of the Ministry's 2004-05 operating expense.

#### STRATEGY 2.1

Protect human rights by delivering services to resolve and adjudicate complaints of alleged discrimination, inclusive of statutory compliance.

#### Achievements

The Alberta Human Rights and Citizenship Commission opened 872 complaint files and closed 735 files, with physical disability and gender issues continuing to be the two most common grounds for complaint. The majority of files that were closed (96 per cent) were closed through the process of resolving and settling discrimination complaints. The remaining files (4 per cent) were closed at the human rights panel stage.

**STRATEGY 2.2**

Support the development of awareness, understanding and capacity of individuals, organizations, communities and workplaces that contribute to building a society that is respectful of human rights and diversity and that is free of discrimination.



Human rights panels dealt with many issues, including sexual harassment, age discrimination and discrimination on the grounds of mental and physical disability. In response to appeals and judicial reviews, the courts and panels further clarified human rights issues, including the quasi-constitutional status of human rights legislation in Alberta, and evidentiary principles related to human rights panels and procedures.

Supporting Albertans in building inclusive workplaces that are free of discrimination continued to be a focus for the Ministry. Of the complaint files opened by the Commission in 2004-05, 79 per cent of the grounds cited were in the area of employment. The Commission continued its partnership with the Alberta Chambers of Commerce to establish and sponsor the *Diversity Leadership Award of Distinction* to recognize and honour employers who embrace diversity in their workforce, encourage respect and inclusion, and work toward eliminating discrimination and barriers to fair employment. The Commission also revised its information sheet on drug and alcohol testing and published *Using Mediation to Resolve Human Rights Issues in the Workplace*.

The Ministry provided 47 grants, totalling more than \$992,000, through the Human Rights, Citizenship and Multiculturalism Education Fund to reduce discrimination and foster inclusive organizations and communities. Inclusiveness was further supported through the development and implementation of a communications plan to promote the Commission's new publication, *Duty to Accommodate Students with Disabilities in Post-Secondary Educational Institutions*. The Commission also participated in a joint initiative with the Ministry of Human Resources and Employment and Human Resources and Skills Development Canada to distribute and promote *Becoming a Parent in Alberta: What You Need to Know About Human Rights, Maternity and Parental Leave, and Benefits*.

The Ministry launched a second, expanded phase of the Help Make a Difference initiative to encourage Albertans to contribute to building a fair and respectful society through their own actions. In partnership with Global Television and the Ministry of Seniors and Community Supports, six public service announcements (PSAs) were produced and shown throughout Global's Alberta network. The PSAs focused on cultural diversity, inclusion of persons with disabilities and women, and were broadcast on approximately 660 occasions from January 2005 to the end of March 2005.

A Help Make a Difference video that combined PSAs from both phases of the campaign was produced as a training and orientation resource. In addition, the [www.helpmakeadifference.com](http://www.helpmakeadifference.com) website was updated to enable visitors to learn about concrete actions they could take to make a difference in their communities.

The Ministry's commitment to advancing equality for women was reaffirmed at the 23<sup>rd</sup> annual meeting of Federal/Provincial/Territorial Ministers responsible for the Status of Women. The Ministry also promoted and distributed a report from the Ministers' Status of Women Forum, titled *Workplaces that Work:*

**HIGHLIGHTS FROM OUR LEGISLATION**

... recognition of the inherent dignity and the equal and inalienable rights of all persons is the foundation of freedom, justice and peace in the world ... it is recognized in Alberta as a fundamental principle and as a matter of public policy that all persons are equal in: dignity, rights and responsibilities ...

– *Human Rights, Citizenship and Multiculturalism Act*

*Creating a Workplace Culture that Attracts, Retains and Promotes Women*, highlights key business reasons for making changes to workplace cultures.

The Ministry collaborated with the Ministry of Advanced Education to support and recognize students who are contributing to a more inclusive and respectful society. Specifically, seven Persons Case Scholarships were awarded to students studying in fields that are non-traditional for their gender, or whose studies contributed to women’s equality. More than 150 graduating high school students were recognized with Premier’s Citizenship Awards for their contributions to the community. The five most outstanding of these students received Queen Elizabeth II Jubilee Medals and \$5,000 scholarships. The Alberta Award for the Study of Canadian Human Rights and Multiculturalism was established to pay tribute to our cultural diversity and in recognition of Alberta’s centennial. The \$10,000 award will be made annually to a graduate student attending an Alberta post-secondary institution whose area of study will support the advancement of human rights and multiculturalism.

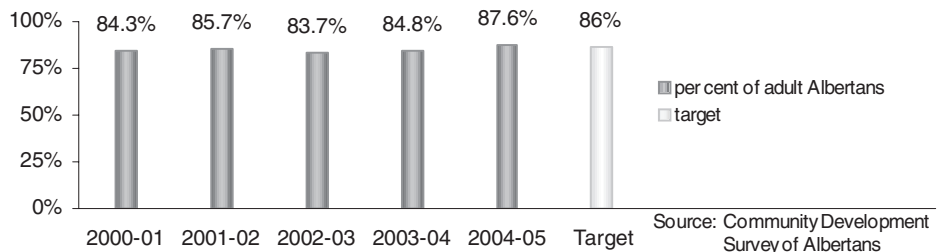
Ministry staff co-chaired and served on the Ethno Cultural Ad-hoc Working Group, a government/community group that provided a forum for examining family violence issues in Alberta’s ethno cultural communities.

**MEASURE 2.A**

Adult Albertans’ perception of the effectiveness of human rights protection in Alberta

**Performance Measures**

**Percentage of adult Albertans who believe human rights are well protected in Alberta**



**Description**

This measure provides an indication of adult Albertans’ perceptions of how well human rights are protected in Alberta. Results are based on the combined total of adult Albertans who indicated human rights are “fairly well” or “very well” protected in Alberta, the top two categories of a four point rating scale.

**Results**

In 2004-05, 87.6 per cent of adult Albertans felt that human rights were well protected in Alberta. Results have increased two years in a row and the 2004-05 results are above the target of 86 per cent.

**Analysis**

In 2004-05, the Ministry maintained its commitment to helping Albertans resolve human rights complaints. The Ministry also developed and distributed

**DID YOU KNOW?**

The Alberta Human Rights and Citizenship Commission is on the web.

[www.albertahumanrights.ab.ca](http://www.albertahumanrights.ab.ca)

You’ll find educational resources and information about:

- human rights in the workplace
- how Albertans are protected from discrimination under law
- the human rights complaint process
- real-life human rights cases and decisions
- the Human Rights, Citizenship and Multiculturalism Education Fund support for community projects

## RESULTS ANALYSIS **Protect human rights, promote fairness and access, and support the protection, inclusion, and participation of all Albertans**

information resources concerning human rights and discrimination and provided funding to foster inclusive communities.

Results may be affected by issues, events and legislative matters concerning human rights, both in the province and in other jurisdictions around the world, media coverage, demographics and respondents' historical and personal circumstances and experiences. This measure's wording was revised slightly in the Ministry's 2005-08 Business Plan to better reflect the survey question. The measure's intent remains the same and results will continue to be comparable with previous years.

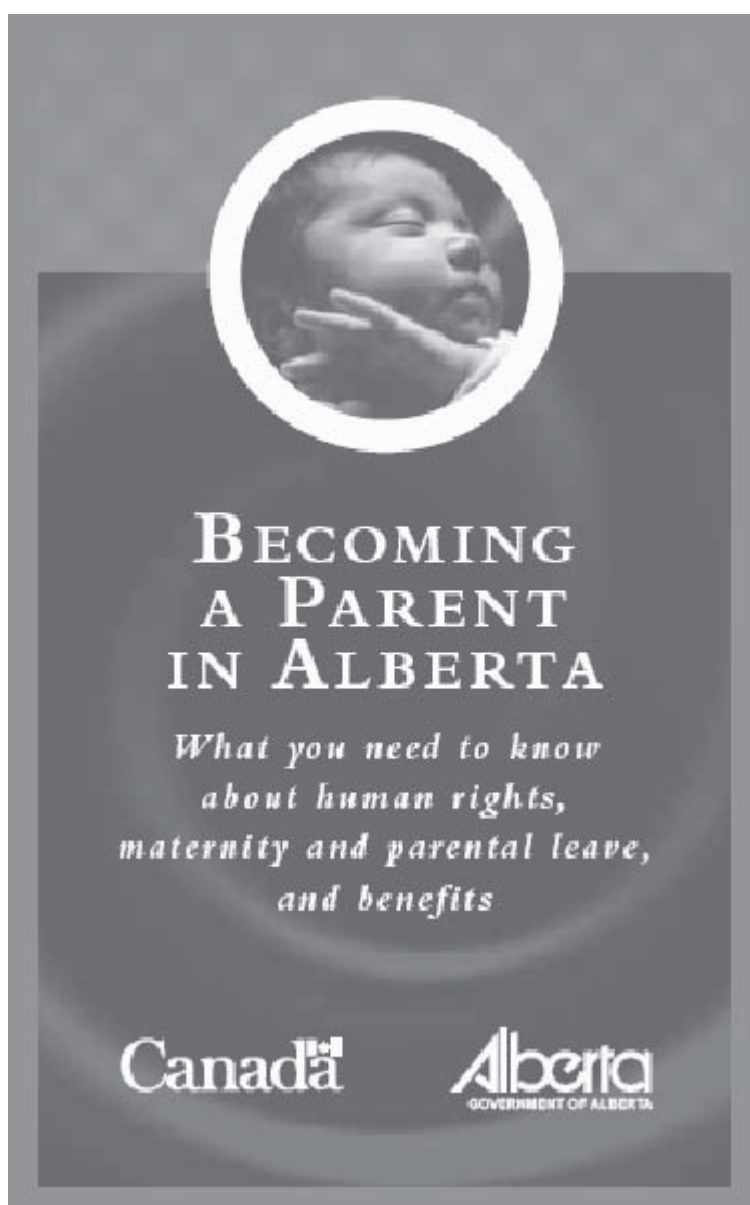
### **DID YOU KNOW?**

Becoming a Parent in Alberta answers frequently asked questions about:

- human rights protection for pregnant workers
- entitlements, rights and responsibilities of working parents-to-be
- leave that expectant mothers may take for health reasons during pregnancy and childbirth
- the difference between maternity and parental leave and benefits
- how to apply for maternity and parental leave and benefits

Read the complete report at:

[www.albertahumanright.ab.ca](http://www.albertahumanright.ab.ca)



## Core Business 3

### Preserve, protect and present Alberta's history, culture, provincial parks and protected areas

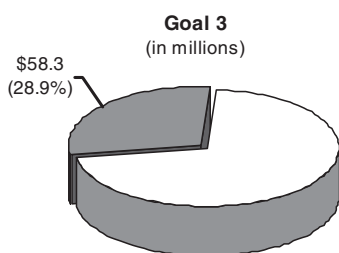
#### Goal 3

**Preserve, protect, present, research and promote appreciation for Alberta's historical resources and culture and provide opportunities for heritage tourism.**

#### Overview

The Ministry supports this goal on an ongoing basis by:

- Operating, in consultation and/or partnership with cooperating societies, provincial historic sites, museums and interpretive centres; the Provincial Archives of Alberta; and the Northern and Southern Alberta Jubilee Auditoria.
- Delivering public programs and exhibits and conducting applied research to increase public knowledge of Alberta's past.
- Identifying, acquiring and preserving cultural and natural resources of significance to Alberta.
- Acquiring and preserving significant private and government records and making them available for research purposes.
- Regulating land-based development activity to preserve significant historical resources.
- Providing professional and technical advice and funding assistance through the Alberta Historical Resources Foundation to parties involved in historical preservation and presentation.



Goal 3 - Preserve, protect, present, research and promote appreciation for Alberta's historical resources and culture and provide opportunities for heritage tourism consumed 28.9% (\$58.3 million) of the Ministry's 2004-05 operating expense.

#### STRATEGY 3.1

Work with the Ministry of Infrastructure and Transportation to a) undertake planning to redevelop the Provincial Museum of Alberta, b) develop appropriate storage solutions for the province's heritage collections, c) implement major renovations to the Jubilee Auditoria, d) improve access to the province's modern heritage facilities for persons with disabilities, and e) continue to review and update recapitalization requirements for other provincially owned and operated historic sites, museums and cultural facilities.

#### Achievements

The following projects were undertaken in collaboration with the Ministry of Infrastructure and Transportation:

- a) The renewal of the Royal Alberta Museum (formerly the Provincial Museum of Alberta) is a flagship legacy project of the Alberta 2005 Centennial, and this year saw the project move from the conceptual to the detailed planning stage.
- b) As part of the 2004-05 Capital Planning Initiative, the need for Artifact Centres to house the province's heritage collections was identified as a high priority. A continued focus on the requirement for storage solutions will be maintained over the coming years as the facilities complete a detailed analysis of on-site and off-site storage needs and projected storage requirements for the next 20 years.

c) The Northern and Southern Alberta Jubilee Auditoria closed at the end of June 2004 to allow for extensive renovations and improvements identified through consultation with stakeholders and patrons. Renovations focussed on improving patron comfort through new heating, ventilation and air conditioning systems; improving sightlines and natural acoustics; and improving accessibility. This project is a collaboration between the Ministry and the affiliated Friends societies.

d) In a continued effort to improve access for persons with disabilities and for seniors, work was completed at the Ukrainian Cultural Heritage Village to improve handicapped access to washrooms in the administration/visitor centre.

e) The following recapitalization requirements were reviewed and updated, in consultation with the Ministry of Infrastructure and Transportation, as part of the 2004-05 Cross-Ministry Capital Planning Initiative: Deferred Heritage Infrastructure and Capital Maintenance; Gallery Redevelopment; Heritage Facilities Modern Infrastructure Upgrading; Provincial Artifact Centre; Turner Valley Gas Plant Environmental Remediation, Heritage Preservation and Interpretive Development; Royal Tyrrell Museum Artifact Centre and Recapitalization of Galleries; Ukrainian Cultural Heritage Village Enrichment and Bandshell; and Reynolds-Alberta Museum Artifact Centre and Exhibit Hall Expansion.

### STRATEGY 3.2

Coordinate Alberta's 2005 Centennial Program in partnership with other ministries, foundations, communities, non-profit organizations, municipalities and the federal government to provide opportunities for Albertans to participate in the celebrations and leave a legacy for future generations.

The Ministry focused on leaving a tangible, lasting legacy for future generations by working with communities to plan special events, build commemorative public facilities and create unique tributes to recognize Alberta's past, present and future. It further capitalized on the opportunity for Albertans and visitors to enjoy Alberta's community and cultural activities and to experience the province's cultural and natural heritage through preparation for the province's 2005 centennial. The countdown to Alberta's Centennial was launched from the steps of the Alberta Legislature on September 1, 2004, with a major event "Ready, Set, Celebrate!"

The Royal Alberta Museum Renewal Project and the extensive renovation and recapitalization of the Northern and the Southern Alberta Jubilee Auditoria are examples of the legacy Alberta's 2005 centennial will leave for future generations. The renewed Museum will capture the Alberta story, deliver an extraordinary visitor experience and attract the best touring exhibits from museums around the world. The new, state of the art Jubilee Auditoria will meet new requirements to enable major performances and events and offer an enhanced patron experience.

#### ALBERTA CENTENNIAL FACT

Alberta was named after Princess Louise Caroline Alberta, the fourth daughter of Queen Victoria and wife of the Marquis of Lorne, Canada's Governor General from 1878 to 1883. Lake Louise is also named after the princess.

The Ministry supported 45 community owned and operated projects across Alberta, such as leisure centres and museums, by awarding \$33 million in Alberta Centennial Legacies Grants (Phase 3) over 2004-05 and 2005-06. An additional \$10 million was provided to incorporated municipalities, First Nations and Métis Settlements in Alberta through the Alberta Centennial Per Capita Municipal Grant Program.



**STRATEGY 3.3**

Continue planning for an electronic records preservation strategy to facilitate the acquisition, preservation and access of primary records.

The Ministry worked with the Ministry of Government Services and the Ministry of Infrastructure and Transportation to complete a digital preservation pilot project. The requirements for a government digital preservation strategy were identified through the project. This is the first stage of a multi-phased initiative to address the preservation of the government's digital heritage.

In partnership with the University of Calgary, the Ministry will also develop a digital preservation standard for the Provincial Archives of Alberta. This project will be harmonized with efforts regarding digital preservation strategies for the Government of Alberta.

**STRATEGY 3.4**

Increase the efficiency, effectiveness and quality of existing historical resource management programs by continuing to work with stakeholders and other government entities.

In cooperation with the Ministry of Sustainable Resource Development, a pilot project was developed for the management of historical resources within the C5 Forestry Management Unit in southern Alberta. As well, collaboration with the Ministry of Energy following the revision of the Ammonite Shell Regulation in July 2004 led to improvements in the exemption process.

The Ministry joined the Government of Alberta's Aboriginal Consultation Committee, and visited the Majorville Cairn and Medicine Wheel sites in October 2004 to begin review of historical resources in this area that have special significance to the Aboriginal community.

**DID YOU KNOW?**

The Listing of Significant Historical Sites and Areas is available to the public and can be used to facilitate development planning for all land surface disturbance activities in the province.

A new action matrix to determine if an historical resources impact assessment is required led to significant efficiencies in the operation of the referral programs within the Ministry.

An update to the Listing of Significant Historical Sites and Areas was undertaken to ensure that significant known historical resources are not inadvertently damaged by development activities.

**STRATEGY 3.5**

Further the preservation of heritage properties by working with the Department of Canadian Heritage on the new national Historic Places Initiative.

The Ministry placed nine provincial historic resources and 29 municipal historic resources on the Canadian Register of Historic Places. It also secured funding for the ongoing operation of the Alberta component of the Historic Places Initiative, known as the Municipal Heritage Partnership Program. The Ministry also finalized the framework for the operation of the Municipal Heritage Partnership Program, and furthered the identification and protection of locally and regionally significant historical resources.

The Standards and Guidelines for the Conservation of Historic Places in Canada were integrated into the management of provincially designated resources, and three staff were trained as Certification Agents for the federally sponsored Commercial Heritage Properties Incentives Fund. The staff participated in the review of these projects, generating approximately \$70,000 for the Ministry.

**STRATEGY 3.6**

Continue to develop the Collections and Exhibits Infrastructure Management System and explore alternative approaches to infrastructure management system development.

Improvements to the electronic access of heritage and cultural resources were undertaken through the Heritage Resource Management Information System (HeRMIS) in an effort to enhance service to Albertans. HeRMIS will enable public access to the Ministry's heritage and cultural resources through the Internet. HeRMIS website development commenced and an overall website look was introduced. Conversion of HeRMIS data for Ministry facilities such

**STRATEGY 3.7**

Investigate, identify and implement steps to increase self-generating revenues for facility/program reinvestment partnerships, and pursue external funding opportunities for the enrichment of the ministry heritage and cultural facilities network.

**DID YOU KNOW?**

Provincial historic sites, museums and interpretive centres attract more non-local visitors than local. Visitors living within 40 km of the facility make up 18% of visitation while visitors from elsewhere in Alberta make up 41%. An additional 28% are from other Canadian provinces, 7% are from the United States and 7% are from other countries\*.

– *Heritage Facilities Visitor Survey*

\*Does not equal 100% due to rounding.

**STRATEGY 3.8**

Continue to improve data collection methods at provincial historic sites, museums and interpretive centres to ensure consistent reporting of performance measurement information.

as the Provincial Archives of Alberta and the Royal Tyrrell Museum were completed to facilitate electronic access. As well, over 3,000 digital images have been prepared for integration into HeRMIS.

The Ministry's heritage facilities continued to pursue self-generated revenues to support the delivery of heritage programs. In 2004-05, admissions revenues received from historic sites, museums and interpretive centres exceeded \$3.3 million. As well, revenue from Archaeological Permit fees increased from approximately \$153,000 in 2003-04 to approximately \$185,000 in 2004-05. This revenue was used to enhance the delivery of the provincial heritage resource managements programs.

The Ministry continued to offer a range of programs that generated revenues to offset costs. The Oil Sands Discovery Centre generated a number of sponsorships during 2004-05. The Alberta Athabasca Oil Sands Project continued to sponsor an education program, and additional funding contributed by various corporate donors supported other programming initiatives such as Summer Day Camp and the Science Olympics at the Centre. The Oil Sands Discovery Centre also received funding from Suncor Energy and the S.M. Blair Family Foundation to assist in updating the facility's main theatre presentation, Quest for Energy. Also, various companies assisted with upgrading the exhibits and displays at the Centre's Industrial Garden Exhibit.

The Royal Alberta Museum successfully obtained more than \$258,000 in funding from federal, provincial and corporate sources. In addition, the Reynolds-Alberta Museum worked on developing an exhibit sponsorship agreement with Honda Canada, for the Life and Times of the Motorcycle Exhibit.

The Royal Tyrrell Museum began offering birthday parties for young dinosaur enthusiasts in November 2004, and converted the Cretaceous Crime Scene into a fully digital, self-guiding, interactive learning experience funded in part by the Ministry of Education and the Weston Foundation. This new learning opportunity enables Albertans to expand their knowledge and enjoyment of the province's palaeontological history.

Standardized forms and procedures were implemented for collecting visitor attendance at provincial historic sites, museums and interpretive centres. Data on attendance at educational programs and other functions were also collected. After completion of the 2004 Summer Visitor Survey of provincial heritage facilities, meetings were held with site staff and the survey consultant to solicit feedback and to identify further improvements on data collection methods.

Performance Measures

**MEASURE 3.A**

Satisfaction of visitors with experiences at provincial historic sites, museums and interpretive centres

**CLIENT FEEDBACK**

Beautiful site with wonderful staff, great activities for families and children is the reason we keep coming back.

– visitor to Historic Dunvegan

I found this museum to be a wonderful exhibition and an incredible tribute to the history of autos and the area.

– visitor to Reynolds-Alberta Museum

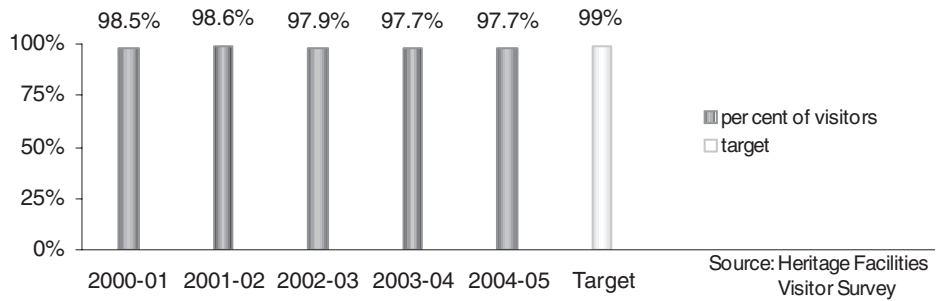
An excellent example of how an historic site was preserved and facilities provided without spoiling the entertainment.

– visitor to Head-Smashed-In Buffalo Jump

**MEASURE 3.B**

Knowledge gained of Alberta history by visitors to provincial historic sites, museums and interpretive centres

**Percentage of visitors satisfied with their experience**



**Description**

This measure shows the percentage of visitors to provincial historic sites, museums and interpretive centres who were satisfied overall with their visit and provides an indication of the Ministry's success in preserving and presenting Alberta's heritage.

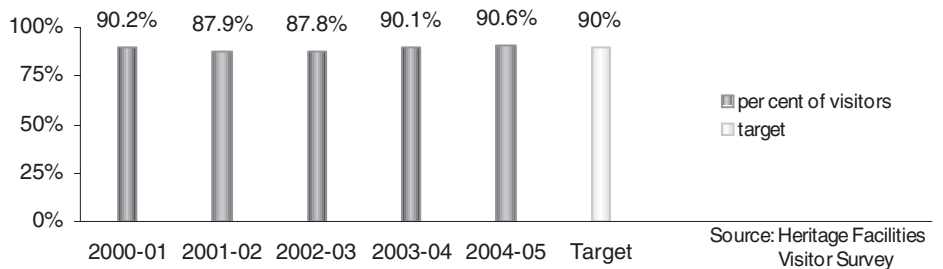
**Results**

Results remained exceptionally high in 2004-05 and nearly met the target of 99 per cent.

**Analysis**

The Ministry focused on providing innovative ways for Albertans to experience their history, including developing a digital interactive learning experience at the Royal Tyrrell Museum and furthering electronic access to detailed information about the province's heritage and cultural resources through the Internet. The focus and condition of exhibits and facilities, and visitors' expectations and previous experiences may influence results.

**Perception of knowledge gained of Alberta history by visitors to provincial historic sites, museums and interpretive centres**



**Description**

This measure indicates visitors' perceptions of the knowledge they gained of Alberta history during a visit to a provincial historic site, museum or interpretive centre.

**Results**

In 2004-05, 90.6 per cent of visitors rated the knowledge they gained of Alberta history as “excellent” or “good,” exceeding the target of 90 per cent.

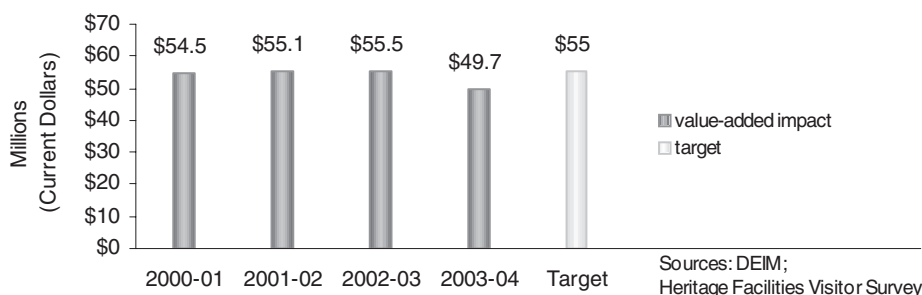
**Analysis**

The Ministry continued to offer a wide range of public programs that enhance and expand visitors’ knowledge and appreciation of Alberta’s history, including curriculum based programs, special events, youth oriented programs, tours and other interpretive activities. The Ministry also developed and delivered educational programs about Aboriginal history and culture at six provincial historic sites. Results may be influenced by the focus of exhibits and programs offered during a visit and visitors’ expectations or previous experiences.

**MEASURE 3.C (i)**

Economic impact of provincial historic sites, museums and interpretive centres (\$ millions):  
Value-added impact

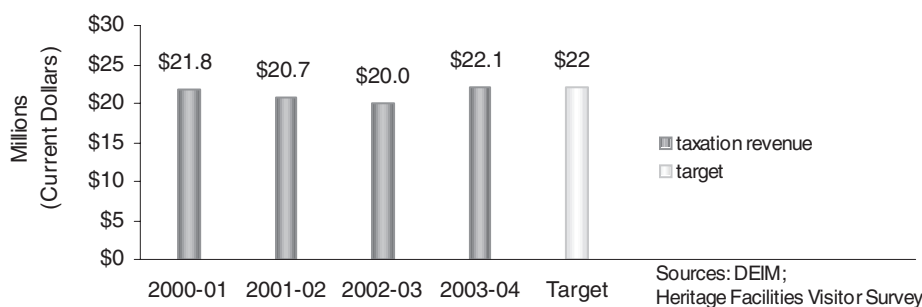
**Value-added economic impact of provincial historic sites, museums and interpretive centres**



**MEASURE 3.C (ii)**

Economic impact of provincial historic sites, museums and interpretive centres (\$ millions):  
Taxation revenue returned to three levels of government

**Taxation revenue from provincial historic sites, museums and interpretive centres**



**INTERESTING FACT**

Alberta’s provincial historic sites, museums and interpretive centres generate the equivalent of 1,130 full-time jobs.

– Demand Economic Impact Model

**Description**

Measures 3.c (i) and (ii) indicate the level of economic activity, in current dollars, created by the operation of the Ministry’s provincial historic sites, museums and interpretive centres. They also provide an indication of the economic benefits associated with preservation and development of the province’s heritage resources. Due to the volume and complexity of data collection and analysis, results lag one year behind the reporting year.

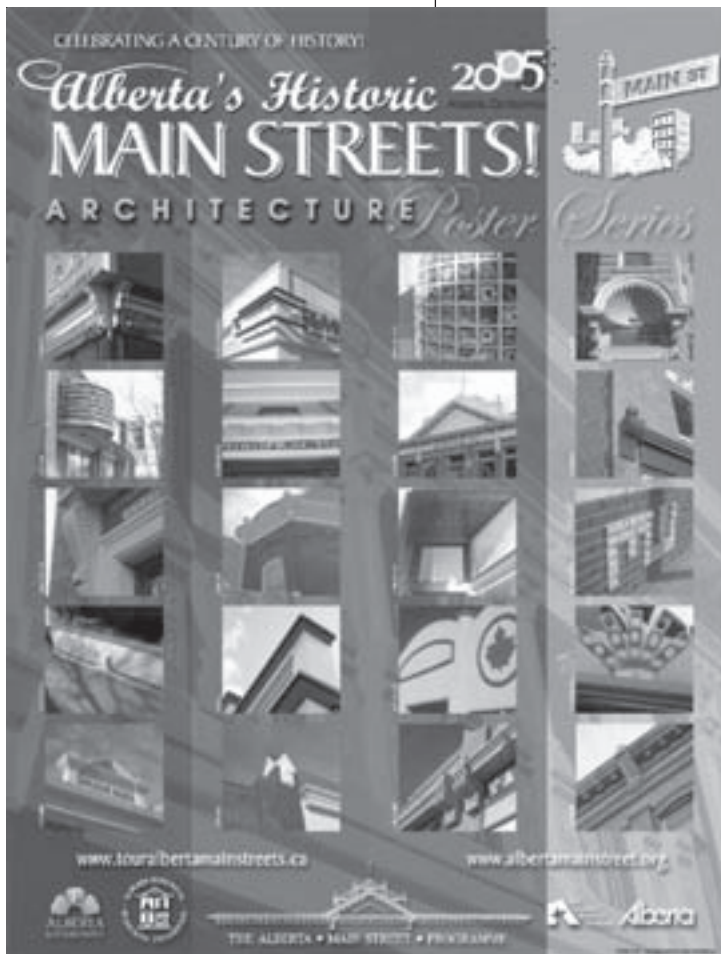
### Results

In 2003-04, the \$49.7 million value added economic impact of provincial historic sites, museums and interpretive centres was below the \$55 million target for 2003-04, but the \$22.1 million in taxation revenue returned to three levels of government met the \$22 million target for 2003-04.

### Analysis

The Ministry continued to showcase Alberta's historical resources and culture to Albertans and the world through operating a network of 17 provincial heritage facilities that attracts approximately 900,000 annual visits and features numerous learning programs, thematic exhibits, and special events.

Results may be affected by global, national and provincial tourism trends, the general state of the economy and the attractiveness and relative competitive nature of Alberta's heritage facilities. Visitation also has a direct impact on the results achieved. The target for the value added economic impact of provincial historic sites, museums and interpretive centres was reduced to \$53 million in the Ministry's 2005-08 Business Plan, based on available results and visitation figures.



#### ALBERTA MAIN STREET PROGRAMME

Helps restore the historic integrity, architectural character and economic vitality to traditional main streets by providing to Albertan communities:

- professional architectural expertise
- building conservation grants
- strategies and resources in organization, marketing and economic development

#### ALBERTA MAIN STREET PROGRAMME

Find it on the web.

[www.albertamainstreet.org](http://www.albertamainstreet.org)

**Goal 4**

**Maintain Alberta's provincial parks and protected areas to preserve the province's natural heritage and provide opportunities for heritage appreciation, outdoor recreation and heritage tourism.**

**Overview**

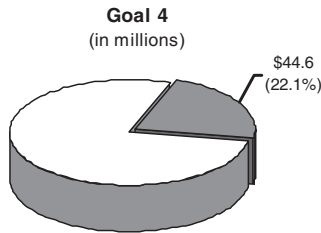
The Ministry supports this goal on an ongoing basis by:

- Preserving a network of provincial parks and protected areas that represents the diversity of the province's natural heritage and related cultural heritage.
- Providing opportunities for Albertans and visitors to explore, understand and appreciate the province's natural heritage through nature and heritage based recreation and tourism opportunities, facilities and services.

**Achievements**

The parks reinvestment strategy was developed into a business case, entitled Alberta Parks and Protected Areas: Infrastructure Reinvestment, in cooperation with Infrastructure and Transportation, Economic Development and several other ministries. Also, a multi-year initiative was launched to repair and upgrade provincial parks' water and sewer infrastructure and other immediate safety hazards such as needed repairs to boat docks, boardwalks and washrooms.

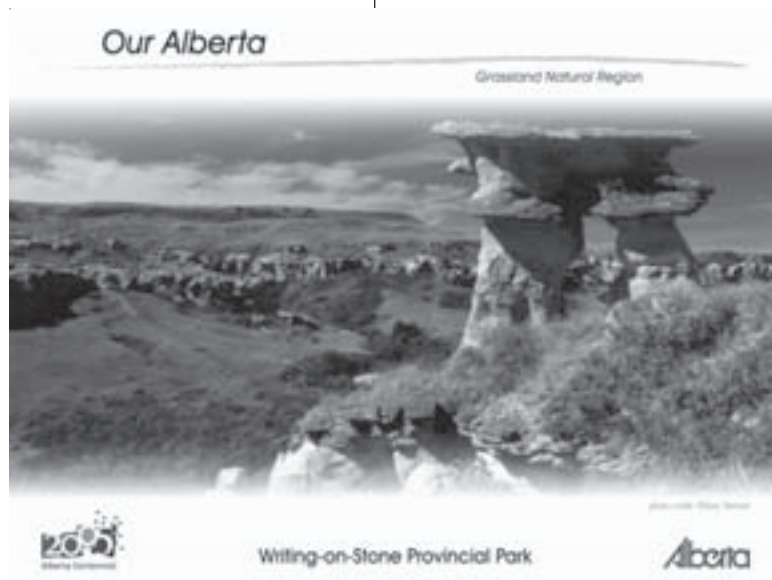
An extensive upgrade of the Canmore Nordic Centre was initiated in support of the 2005 Calgary-Canmore World Cup Cross-Country Skiing event to improve the cross-country and biathlon sport facilities and trails to meet international competition standards and to accommodate increased visitation.



Goal 4 - Maintain Alberta's provincial parks and protected areas to preserve the province's natural heritage and provide opportunities for heritage appreciation, outdoor recreation and heritage tourism consumed 22.1% (\$44.6 million) of the Ministry's 2004-05 operating expense.

**STRATEGY 4.1**

Work with the Ministries of Infrastructure and Transportation, Environment, and Economic Development to develop and advance a reinvestment strategy for Alberta's provincial parks and major recreation areas to re-capitalize and sustain basic facilities and ensure public health and safety, including a safe and secure drinking water supply.



**DID YOU KNOW?**

All six of Alberta's natural regions are represented in the parks' network.

- Rocky Mountains
- Foothills
- Grasslands
- Parkland
- Boreal Forest
- Canadian Shield

**STRATEGY 4.2**

Develop an updated parks system plan and strategic direction for the management and protection of Alberta's provincial parks and protected areas.

**DID YOU KNOW?**

The Alberta parks and protected areas network is more than 27,500 square kilometres, nearly five times the size of Prince Edward Island.

**STRATEGY 4.3**

Develop, consolidate and update legislation and regulations to provide a sound basis for the management and protection of Alberta's provincial parks and protected areas.

**STRATEGY 4.4**

Develop and implement a revitalization strategy for heritage appreciation that includes education, interpretive and marketing strategies to increase Albertans' awareness and appreciation for Alberta's provincial parks and protected areas.

**DID YOU KNOW?**

Writing-On-Stone Provincial Park contains the largest collection of Aboriginal rock art in the North American Great Plains.

The Natural Regions Framework is the landscape classification system used to describe environmental diversity and the scientific framework for the parks and protected areas network. There are six natural regions currently recognized in Alberta: Rocky Mountain, Foothills, Grassland, Parkland, Boreal Forest and Canadian Shield. The six natural regions are further divided into 20 sub-regions, each of which is further divided into natural history themes. All parks and protected areas represent one or more of the province's six natural regions and 20 sub-regions and contain a number of natural history themes. Themes are the natural characteristics of an area such as landforms, forest types or plant communities that help to determine how representative or unique that area is. Natural history themes provide the basis for describing the diversity of Alberta's landforms, habitat, vegetation patterns and other features represented in Alberta's parks and protected areas. Three levels of themes, called level 1, 2 and 3, provide for increasing levels of definition of habitats and natural features.

Further work was completed to develop an updated park systems plan based on the Natural Regions Framework, and refinement of the Natural Regions Framework resulted in an additional sub-region being added to the Boreal Forest Natural Region. Level 1 natural history theme targets have been adjusted to accommodate the additional sub-region. The specific themes represented in boreal sites were re-evaluated and adjusted where appropriate. The natural regions and sub-regions maps were also updated. Further work toward completion of the updated park systems plan will continue in 2005-06.

Planning for a *Provincial Parks Amendment Act* and a *Wilderness Areas, Ecological Reserves, Natural Areas, and Heritage Rangelands Amendment Act* was initiated.

The Ministry assisted the Ministry of Municipal Affairs in their review of municipal taxation of businesses operating in provincial parks and recreation areas and the subsequent amendments of the *Municipal Government Act* to clarify taxation requirements.

Implementation of the revitalization strategy continued in 2004-05 and several initiatives were finalized. New heritage appreciation strategies for Cypress Hills and Dinosaur Provincial Parks and a draft heritage appreciation plan for Writing-On-Stone Provincial Park were completed. A heritage appreciation plan was initiated for the Beaverhills area, focusing on Miquelon Lake Provincial Park and the Cooking Lake-Blackfoot Provincial Recreation Area. These plans define new goals, objectives, themes, key messages and target markets. The plans also update resource information, and incorporate new strategies for the development of products and services and associated facility development.

Heritage appreciation services were expanded to reach new audiences. A Parks in the Classroom outreach education program was developed in Edmonton and a best practices study was undertaken to look at inclusive educational programs for people with physical disabilities.

The Ministry entered into an educational partnership with Ducks Unlimited to develop and present educational programs for grade five students across the province about Alberta wetland habitats and their preservation.

**STRATEGY 4.5**

Increase opportunities for volunteer involvement and new partnerships to enhance research, monitoring and the provision of services at provincial parks and protected areas.

Branding exercises were initiated with Travel Alberta to redefine and strengthen the brand and identity of Cypress Hills Interprovincial Park and Dinosaur Provincial Park. Also, a business case for major revisions and improvements to the Parks and Protected Areas Gateway website and database was initiated to improve the quality of information available to the public, including making publications available online.

Each year, over 2,500 Albertans volunteer more than 100,000 hours of their time to support the Parks and Protected Areas Program. Volunteers are involved in customer service, conservation efforts, greeting park visitors, educational programming, scientific research, maintenance and administration. They make significant contributions to all aspects of the Parks and Protected Areas Program, and their involvement continues to grow.

The fall 2004 Volunteer Conference was held in Bow Valley Provincial Park. Five individuals and three organizations were recognized for their volunteer efforts with Alberta's parks and protected areas.

**STRATEGY 4.6**

Enhance the Alberta Natural Heritage Information Centre's ability to provide quality natural heritage data to support effective management and protection of Alberta's provincial parks and protected areas and to provide natural heritage data to clients and partners in other provincial and federal agencies, universities, industry, and national and international conservation organizations.

The Alberta Natural Heritage Information Centre is one of over 80 conservation data centres in an international Natural Heritage Network and is a member of NatureServe – a network connecting science with conservation. The Centre compiled and updated data to support the management of Alberta's parks and protected areas and to respond to requests for data. Expanded biophysical inventories resulted in several plant species being newly reported for Alberta. Also, significant gains in linking the work of the Centre with planning and resource management issues in parks and protected areas were realized through hosting a workshop entitled Planning Our Common Future.

The Centre partnered with other agencies on several initiatives, including development of a Forest Gene Conservation Plan for Alberta. The Centre also completed a major project with the Nature Conservancy of Canada to identify conservation goals for the prairie and parkland natural regions and updated the natural region and sub-region boundaries in association with the Ministry of Sustainable Resource Development. Also, the Adopt-a-Plant Program was undertaken with the Alberta Native Plant Council.

**STRATEGY 4.7**

Identify biophysical resource inventory and management planning priorities for the 2004-07 timeframe and complete biophysical resource inventories and management plans for priority parks and protected areas.

A biophysical inventory was completed for Birch Mountains Wildland Park and for several smaller projects. Biophysical inventories provide baseline data and background information for the development of management plans and environmental monitoring projects.

Management plans for Cold Lake Provincial Park and Evan-Thomas Provincial Recreation Area were completed. Management plans provide the long-term vision and day-to-day guidance required for individual parks and protected areas and provide detailed objectives and guidelines that state how a site's natural heritage values will be preserved.

A template for research projects was developed to help coordinate the submission process for internal inventory and research proposals. Priorities for inventory and research projects were also established. Projects are designed to fill information gaps on the natural diversity of Alberta.



**STRATEGY 4.8**

Work with the Ministry of Infrastructure and Transportation to complete the planning and development of four Centennial Legacy projects (visitor centres in Writing-on-Stone, Dinosaur, and Cypress Hills Provincial Parks and the Boreal Centre for Bird Conservation, an avian research centre in Lesser Slave Lake Provincial Park).

The Ministry worked in collaboration with the Ministry of Infrastructure and Transportation to plan and develop four centennial legacy projects in provincial parks. Specifically, architectural drawings and tender documents were completed for Dinosaur Provincial Park and the Boreal Centre for Bird Conservation in Lesser Slave Lake Provincial Park. The tender was awarded and construction was initiated at Dinosaur Provincial Park.

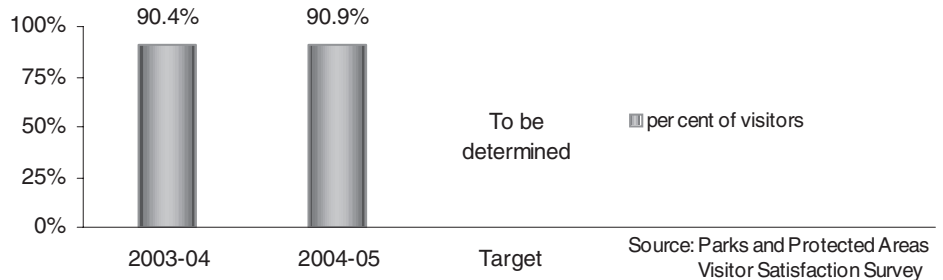
New funding proposals for Writing-On-Stone and Cypress Hills Provincial Parks were prepared and exhibit concept plans for Dinosaur, Cypress Hills and Writing-on-Stone Provincial Parks were completed. A business plan for Boreal Centre for Bird Conservation was completed in conjunction with its operating society.

**MEASURE 4.A**

Satisfaction of visitors with experiences at provincial parks and recreation areas

**Performance Measures**

**Percentage of visitors satisfied with services and facilities at provincial parks and recreation areas**



**Description**

This measure indicates the percentage of visitors who were satisfied overall with the services and facilities at Alberta's provincial parks and recreation areas.

**Results**

In 2004-05, 90.9 per cent of visitors were satisfied overall with the services and facilities at Alberta's provincial parks and recreation areas, which continue to attract over 8 million visits a year. These results are up slightly from the previous year when 90.4 per cent of visitors were satisfied.

**Analysis**

Although overall satisfaction increased in 2004-05, a large portion of the negative comments received through the survey were related to the condition of facilities. Visitors' satisfaction is also influenced by interactions with other visitors, programs offered during the visit, public awareness of facilities and services, service provided by contractors and park staff and the age, condition and cleanliness of facilities. A target was not available for 2004-05, but a target of 91 per cent has been set in the Ministry's 2005-08 Business Plan based on the average of 2003-04 and 2004-05 results.

**INTERESTING FACT**

Alberta's provincial parks and protected areas receive more than eight million visits per year.

# Cross-Ministry Priority Policy Initiatives

---

## **ABORIGINAL POLICY INITIATIVE**

The Ministry:

Supported the coordination and delivery of the Alberta's Future Leaders Program to 12 Aboriginal communities. The program had three components: summer sport and recreation programming, provincial leadership retreats and arts camps. The total number of participant service hours for the sport and recreation programming and provincial leadership retreats was approximately 60,400. Total attendance in the Arts Camps component was approximately 2,400.

Participated in the Calgary Urban Aboriginal Initiative and facilitated numerous planning workshops and stakeholder meetings with Aboriginal organizations such as the Indigenous Sport Council of Alberta, Urban Aboriginal Community Advisory Board and the Métis Nation of Alberta.

Enacted the *Blackfoot First Nations Sacred Ceremonial Objects Repatriation Regulation* to allow for the repatriation of sacred and ceremonial objects from government collections to Blackfoot First Nations. The application format and guidelines were finalized to facilitate implementation.

Provided planning assistance to the Sisika First Nation to develop the Blackfoot Crossing Interpretive Centre and to the Buffalo Nations Society to develop their museum in Banff. The Ministry was an active member of the Land Underfoot Museums Network to promote Aboriginal tourism in Alberta. The Ministry also chaired the Federal/Provincial/Territorial Working Group on Aboriginal Culture and Tourism, which aims to develop a set of tools that will assist First Nations across the country in participating in Aboriginal tourism initiatives. Recently completed projects include an analysis of non-Aboriginal views on Aboriginal tourism products and services.

Results from a 2004-05 survey indicated that 88 per cent of visitors to six provincial historic sites where Aboriginal history and culture was presented, rated the understanding they gained of Aboriginal culture during their visit as "good" or "excellent." Also, the Ministry evaluated baseline data collected in 2002-03 and 2003-04 regarding visitor satisfaction with the promotion of Aboriginal culture in Writing-on-Stone and Cypress Hills provincial parks to enhance appreciation of Aboriginal culture.

## **ALBERTA CHILDREN AND YOUTH INITIATIVE**

The Ministry:

Funded youth summer schools in theatre (Arts Trek), music (Music Camp Alberta), visual arts (Summerscape) and film/video (Film/Video Summer School) through the Alberta Foundation for the Arts. Youth training opportunities in dance were also supported.

Provided support for sport, recreation, parks and wildlife projects aimed primarily at children and youth. Also, supported the participation of young Alberta athletes (aged 12-17) in the Alberta Summer Games.

**ECONOMIC DEVELOPMENT  
STRATEGY**

The Ministry:

Provided assistance through the Human Rights, Citizenship and Multiculturalism Education Fund to develop educational materials and youth leadership to help children and youth combat discrimination and foster inclusive communities.

Offered curriculum-based and family-oriented learning opportunities to thousands of participants who took part in educational and public programs at provincial heritage facilities. The Ministry also developed curriculum in partnership with the Ministry of Education that will be launched in 2005. The Royal Alberta Museum was involved in developing the curriculum and the Ministry of Education helped the Museum design new school programs.

Provided children ages 10-14 the chance to experience a dinosaur dig in a simulated quarry by expanding the Royal Tyrrell Museum's public programs to include a new family-oriented summer activity called Excavate It! The Ministry also worked with the producers of a program about unusual occupations, broadcast on Discovery Kids, to film the activities of a fossil technician at the Museum.

Provided family oriented interpretive programming at 11 provincial parks across the province. The Ministry also provided outreach programs in Calgary schools and provided curriculum-based environmental education programming at six locations across the province.

Operated 17 provincial heritage facilities featuring numerous learning programs, thematic exhibits, cultural and special events, and various festivities. Heritage based tourism opportunities were also provided through the Ministry's network of parks and protected areas. Also, Ministry study of organizations funded by the Alberta Foundation for the Arts found that the arts contribute approximately \$153 million to the provincial economy.

Supported the development of Alberta's tourism policy and programs by participating on the Strategic Tourism Marketing Council and collaborating with the Ministry of Economic Development. Also, facilitated the Aboriginal Chief's Roundtable for Alberta Economic Development and several sessions with municipalities and businesses to enhance opportunities for economic development in communities throughout Alberta.

Participated in the development of a provincial strategy for skilled immigrants and provided funding for the integration of immigrants into the Alberta economy.

Supported the establishment of the Centre of Excellence for Rural and Economic Development at Lethbridge Community College, and worked on developing formal capacity development models to further rural development through individual, organization and community initiatives.

**HEALTH SUSTAINABILITY  
INITIATIVE**

The Ministry:

Supported the 2004 Alberta SummerActive Campaign, which highlighted the importance of integrating healthy eating, tobacco-free living and daily physical activity into a healthy lifestyle. Alberta registered a record number of 45,000 participants through the SummerActive Campaign, which represented 60 per cent of the total participants in Canada.

Promoted an active lifestyle through the Live Outside the Box Campaign, which encouraged individuals to turn off their televisions, computers and video games. Over 37,000 individuals participated in the Alberta Active Living Challenge Day by being active for at least 30 minutes.

Provided financial support for pilot projects in the Calgary Health Region and the Chinook Health Region for phase two of the Home Support Exercise Program, a physical activity intervention for frail, homebound seniors. Efforts are underway to incorporate nutritional information into the program.

# Integrated Results Analysis

## OPERATING EXPENSE BY CORE BUSINESS (millions of dollars)

This section focuses on comparing planned to actual results in terms of both financial and business performance. The following schedule outlines the actual expenditures incurred in comparison to budgeted resources for achieving the objectives of each core business.

	2005				2004
	Estimates (per 2004-07 Business Plan)	Adjustments <sup>1</sup>	Authorized Budget	Actual	Actual Restated
<b>Core Business 1 – Support Individuals and Organizations Through Community Development</b>	\$ 97.5	\$ -	\$ 97.5	\$ 93.0	\$ 94.6
<b>Objectives:</b>					
<ul style="list-style-type: none"> <li>▪ Strong community capacity in the areas of arts, sport and recreation, libraries, and the voluntary sector.</li> <li>▪ Participatory opportunities enhance individual's quality of life.</li> <li>▪ Effective liaison with the Francophone community in Alberta.</li> </ul>					
<b>Core Business 2 – Protect Human Rights, Promote Fairness and Access, and Support the Protection, Inclusion, and Participation of all Albertans</b>	5.8	-	5.8	5.8	5.3
<b>Objectives:</b>					
<ul style="list-style-type: none"> <li>▪ Equal dignity, rights, and responsibilities for all Albertans.</li> <li>▪ Albertans appreciate diverse racial and cultural composition in the province.</li> </ul>					
<b>Core Business 3 – Preserve, Protect and Present Alberta's History, Culture and Provincial Parks and Protected Areas</b>	110.6	0.4	111.0	102.9	86.5
<b>Objectives:</b>					
<ul style="list-style-type: none"> <li>▪ Alberta's history and culture is well preserved.</li> <li>▪ Albertans and visitors explore and appreciate the historic sites and provincial parks and protected areas.</li> <li>▪ Albertans understand and appreciate the province's natural heritage.</li> </ul>					
<b>Total Operating Expense</b>	\$ 213.9	\$ 0.4	\$ 214.3	\$ 201.7	\$ 186.4

<sup>1</sup> Adjustments include supplementary estimates and dedicated revenue shortfalls.

Highlights of changes in the Ministry's spending are as follows:

The core business *Support individuals and organizations through community development* had decreased expenses of \$1.6 million from the prior year due primarily to no funding provided for the Alberta NHL Teams Initiative due to the NHL lockout, offset by increased funding to the Alberta Film Development Program.

The core business *Protect human rights, promote fairness and access, and support the protection, inclusion, and participation of all Albertans* had increased expenses of \$0.5 million from the prior year due primarily to the increased complexity and volume of human rights complaint investigations.

The core business *Preserve, protect, and present Alberta's history, culture and provincial parks and protected areas* had increased expenses of \$16.4 million from the prior year. This is due primarily to grants and program costs for the Alberta 2005 Centennial Initiative.

**Core Business 1 – Total Operating Expense - \$93.0 Million.** Despite the Ministry's efforts to support the voluntary sector and to recognize and acknowledge the contributions of individual volunteers, the percentage of adult Albertans who volunteer declined in 2004-05. Alberta's strong economy and high employment rate may have affected these results, as the main reason Albertans gave for not volunteering was that they were too busy. Voluntary sector organizations, agencies serving the voluntary sector and government ministries were overwhelmingly satisfied with the services provided by the Ministry's voluntary services area.

After a downward trend in the percentage of adult Albertans who participate in sport and recreational activities there was an increase in 2004-05. Participation in arts and cultural activities also increased.

The Ministry continued to support and promote Alberta public libraries, but was not able to meet its target for the percentage of adult Albertans who use public libraries. The additional support provided to facilitate public libraries access to the Alberta SuperNet will improve service delivery and may increase library usage.

The \$2.5 million in increased funding for the Alberta Film Development Program contributed to substantial gains in the number of film production employment opportunities for Albertans and the value of film production by Albertans in Alberta, which increased by 8.1 per cent and 23 per cent respectively.

**Core Business 2 – Total Operating Expense - \$5.8 Million.** Although the increased complexity and volume of human rights complaints continues to be a challenge for the Ministry, the percentage of adult Albertans who feel human rights are well protected in Alberta increased for the second consecutive year and surpassed the target of 86 per cent. Given that the majority of grounds cited in human rights complaint files are in the area of employment, the Ministry continued to focus on building inclusive workplaces that are free of discrimination.

**Core Business 3 – Total Operating Expense - \$102.9 Million.** The Ministry's provincial historic sites, museums and interpretive centres continued to impress Albertans and visitors from around the world. The percentage of visitors who were satisfied with their experience to a provincial historic site, museum or interpretive centre remained around 98 per cent, and the percentage of visitors who rated the knowledge they gained of Alberta history as "excellent" or "good" surpassed the target of 90 per cent. These results were attained by providing innovative ways for Albertans to experience their history and by offering a wide range of public programs that expand visitors' knowledge and appreciation of Alberta's history.

The Ministry's historic sites, museums and interpretive centres also made a significant economic contribution. The most recent results, from 2003-04, show that provincial historic sites, museums and interpretive centres contributed nearly \$50 million in value added economic impact and \$22.1 million in total taxation revenue.

The percentage of visitors who were satisfied with the services and facilities at provincial parks and recreation areas increased slightly since the previous year. However, negative comments related to the condition of facilities continued to be received. The Ministry's launch of a multi-year initiative to repair and upgrade provincial parks' water and sewer infrastructure and other immediate safety hazards will help address the condition of the parks infrastructure.

# Forward Looking Information

---

The service issues, major needs, trends and opportunities that define the environment in which the Ministry operates provide guidance in developing the Ministry's goals and strategies. Issues within the strategic environment that impact the Ministry's business plan include:

- Increasing demands for assistance with building local capacity in the areas of the arts, sport and recreation, libraries, the voluntary sector and human rights;
- Increasingly complex demands within the public library and archival systems for service delivery and access to information in a rapidly changing society;
- Responding to Albertans who face discrimination, increasing complexity of human rights and diversity issues, and the growing need for programs and services that contribute to building a more inclusive and respectful society;
- Increasingly high expectations for up-to-date exhibits and services at provincial historic sites, museums and interpretive centres, which continue to attract an average of 900,000 local and international visitors annually;
- Balancing the public's expectations for outdoor recreation opportunities against their expectations for the protection and preservation of Alberta's natural heritage and ecological diversity, as provincial parks and protected areas continue to attract over eight million visitors annually;
- Effective management, protection and monitoring of all Alberta provincial parks and protected areas, given the expansion of 13 existing parks and protected areas and the creation of 81 new ones as a result of the Special Places Program;
- Changing expectations, demographics and trends in outdoor recreation and heritage tourism;
- Needs to maintain, upgrade and renew the aging infrastructure for provincial parks, protected areas, historic sites, museums and interpretive centres to protect the integrity of Alberta's heritage infrastructure;
- Integrating new information technologies within the Ministry's operations to optimize the preservation, protection and presentation of Alberta's history, culture, provincial parks and protected areas; and
- New revenue generation alternatives and flexible financial arrangements to facilitate the preservation, protection and presentation of Alberta's history, culture, provincial parks and protected areas.

Strategic priorities have been identified through the Ministry's review of external and internal challenges. These are in addition to the important ongoing core activities of the Ministry and are of primary importance in focusing the Ministry on achieving its goals. The Ministry's strategic priorities are:

- Quality of Life – Building appreciation and understanding of the value of active and inclusive communities, cultural, historical and natural heritage to advancing quality of life.
- Infrastructure Renewal – Upgrading, renewing and maintaining infrastructure for provincial parks, protected areas, historic sites, museums and interpretive centres.
- Alberta Centennial – Providing opportunities for Albertans to participate in the commemoration of the 2005 Centennial, and leaving a lasting legacy for future generations.
- Capacity Building – Increasing local capacity for self-reliance in arts and culture, film, sport and recreation, libraries, the voluntary sector and human rights.
- Inclusive Communities – Fostering equality, supporting the reduction of discrimination and barriers to full participation in society for everyone in Alberta, and supporting the development of inclusive communities.



## Other Information

### Ministry of Community Development Statements of Write-Offs for the Year Ended March 31, 2005

---

#### The Following Information is Unaudited

---

The following statement has been prepared pursuant to Section 23 of the *Financial Administration Act*. This statement includes all write-offs made or approved during the fiscal period.

Write-offs	
Accounts Receivable	\$ 3,220
	<hr/>
Total write-offs	\$ 3,220
	<hr/> <hr/>

# Acts Administered by Community Development

---

Community Development is responsible for a wide array of acts that have a direct impact on quality of life in Alberta. Below is a list of all acts administered by Community Development. If you would like to review these acts in more detail, they are included on the Ministry's website ([http://www.cd.gov.ab.ca/all\\_about\\_us/legislation/index.asp](http://www.cd.gov.ab.ca/all_about_us/legislation/index.asp)). You can also contact the Ministry by phone (780-427-6530) or e-mail ([comdev.communications@gov.ab.ca](mailto:comdev.communications@gov.ab.ca)).

<b>Name of Act</b>	<b>Description</b>
<i>Alberta Centennial Medal Act</i>	Establishes the Centennial Medal and the process to award medals to outstanding Albertans who have made significant contributions to society
<i>Alberta Foundation for the Arts Act</i>	Establishes the Foundation with its mandate to promote arts development
<i>Alberta Sport, Recreation, Parks and Wildlife Foundation Act</i>	Establishes the Foundation with its mandate to develop and maintain sport, parks and recreation programs, facilities and services
<i>Amusements Act</i>	Provides for licenses for screening motion pictures, classification of films and prohibits access of minors to adult videos
<i>Emblems of Alberta Act</i>	Establishes provincial emblems and governs the reproduction and use of the emblems
<i>First Nations Sacred Ceremonial Objects Repatriation Act</i>	Provides the mechanism for the repatriation of First Nations sacred objects
<i>Foreign Cultural Property Immunity Act</i>	Provides for immunity from seizure of foreign cultural property in Alberta
<i>Glenbow-Alberta Institute Act</i>	Enables the Glenbow Alberta institute to hold and administer grants, and to foster historical, cultural and scientific activities in Alberta
<i>Government House Act</i>	Establishes the Foundation and sets out its mandate to preserve and promote Government House
<i>Historical Resources Act</i>	Provides for the use and protection of historic resources; establishes the Historic Resources Fund and the Alberta Historical Resources Foundation
<i>Holocaust Memorial Day and Genocide Remembrance Act</i>	Establishes Yom ha-Shoah – Holocaust Memorial Day

<b>Name of Act</b>	<b>Description</b>
<i>Human Rights, Citizenship and Multiculturalism Act</i>	Provides for Heritage Day and establishes the Human Rights Commission and the Human Rights, Citizenship and Multiculturalism Education Fund; prohibits discrimination on specific grounds
<i>Libraries Act</i>	Provides for library boards and library system boards to provide services to the public
<i>Provincial Parks Act</i>	Provides for the establishment, maintenance and regulation of parks and recreation areas
<i>Queen Elizabeth II Golden Jubilee Recognition Act</i>	Establishes special awards and scholarships that honour Alberta youth in recognition of the Queen's Golden Jubilee
<i>Recreation Development Act</i>	Provides for promoting and encouraging the orderly development of recreational activities and facilities
<i>Wild Rose Foundation Act</i>	Establishes the Foundation and sets out its mandate of providing grants for volunteer non-profit organizations and to promote charitable and humanitarian activities
<i>Wilderness Areas, Ecological Reserves, Natural Areas and Heritage Rangelands Act</i>	Provides for wilderness areas or ecological reserves; establishes the Advisory Committee on Wilderness Areas and Ecological Reserves
<i>Willmore Wilderness Park Act</i>	Establishes the Willmore Wilderness Park

## Performance Measures' Results at a Glance

Performance Measure	2003-04 Results	2004-05 Results	Target
<b>Goal 1 – Support individuals, organizations and communities in the development of their capacity to participate in, and contribute to, activities in the areas of the arts, sport and recreation, libraries and the voluntary sector.</b>			
M 1.a Level of community volunteerism by adult Albertans	68.3%	66.5%	73%
M 1.b Participation in sport and recreational activities by adult Albertans	80.4%	83.4%	85%
M 1.c Usage of public library services by adult Albertans	51.2%	50.2%	54%
M 1.d Participation in arts and cultural activities by adult Albertans	85.5%	87.2%	90%
M 1.e Customer satisfaction with community development services	96.8%	98.4%	99%
M 1.f Impact of the support provided by the Alberta Film Development Program:			
(i) Number of film production employment opportunities for Albertans	3,241	3,505	2,950
(ii) Value of film production by Albertans in Alberta (\$ millions)	\$54.6	\$67.4	\$56
<b>Goal 2 – Support people in having an opportunity to participate in the social, economic and cultural life of the province without discrimination.</b>			
M 2.a Adult Albertans' perception of the effectiveness of human rights protection in Alberta	84.8%	87.6%	86%
<b>Goal 3 – Preserve, protect, present, research and promote appreciation for Alberta's historical resources and culture and provide opportunities for heritage tourism.</b>			
M 3.a Satisfaction of visitors with experiences at provincial historic sites, museums and interpretive centres	97.7%	97.7%	99%
M 3.b Knowledge gained of Alberta history by visitors to provincial historic sites, museums and interpretive centres	90.1%	90.6%	90%
M 3.c Economic impact of provincial historic sites, museums and interpretive centres (\$ millions):			
(i) Value-added impact	\$49.7	n/a*	\$55
(ii) Taxation revenue returned to three levels of government	\$22.1	n/a*	\$22
<b>Goal 4 – Maintain Alberta's provincial parks and protected areas to preserve the province's natural heritage and provide opportunities for heritage appreciation, outdoor recreation and heritage tourism.</b>			
M 4.a Satisfaction of visitors with experiences at provincial parks and recreation areas**	90.4%	90.9%	To be determined

\* Results lag one year behind the reporting year due to the complexity of data collection

\*\*A target of 91% was set in the Community Development 2005-08 Business Plan.

# Performance Measures' Data Sources and Methodology

---

## Goal 1

**Support individuals, organizations and communities in the development of their capacity to participate in, and contribute to, activities in the areas of the arts, sport and recreation, libraries and the voluntary sector.**

### Community Development Survey of Albertans

---

(Measures: 1.A, 1.B, 1.C, 1.D, 2.A)

Research Innovations Inc. conducted this annual province-wide telephone survey of 1,000 adult Albertans. The survey used a random sample stratified by age group, gender and geographic location, to be representative of Alberta's population. All interviews were conducted in January 2005 by trained and experienced interviewers. Question order was randomly rotated to minimize potential question order bias. Interviews were monitored while in progress, and 10 per cent of each interviewer's work was directly monitored. The response rate was 51.9 per cent. Data were analyzed with STATXP software, and the margin of error is +/- 3.2 per cent at the 95 per cent confidence level.

### Client Service Reporting System

---

(Measure: 1.E)

The Client Service Reporting System is a project-based system that includes data from projects delivered through the Ministry's regional offices to communities across the province. Clients include community leaders, members of community organizations and government representatives. Clients receiving services in excess of three hours of project time are surveyed. Evaluation forms are distributed at the close of service delivery in either hard copy or through electronic transmission (i.e., fax or e-mail). The completed questionnaires are returned in an envelope that has been sealed by a volunteer from the client group or are returned electronically to the regional office. Regional coordinators verify that the data in the system accurately reflects the information from the client satisfaction summary. A weighting factor, based on the evaluations returned by region, is applied to calculate the overall satisfaction level. Overall satisfaction is based on the top two combined response categories of a six point rating scale with the response categories: "very satisfied," "satisfied," "slightly satisfied," "slightly dissatisfied," "dissatisfied" and "very dissatisfied." Over 930 evaluation forms were collected from April 1, 2004 to March 31, 2005. The response rate was 94.7 per cent.

### Film Production Statistics

---

(Measures: 1.F (i & ii))

Film production companies approved for funding under the Alberta Film Development Program submit a film production report to the Ministry for each production satisfactorily completed. The film production report is reviewed and verified by the Ministry in accordance with the grant guidelines. Source data from the film production report is entered into an internal database, and then reports are generated with the count of the film production employment opportunities for Albertans and the dollar value of film production by Albertans in Alberta. Data for a production are included in the fiscal year that the grant was paid or accrued. Reporting may occur in a different fiscal year than the year in which the bulk of production work takes place due to project completion times crossing

the reporting year and influencing results for the following year. The production report includes a video copy of the finished production; appropriate financial statements (audit or review engagement) with clear schedules outlining Alberta expenses; a list of all personnel engaged in the project, including job titles and residency; and a confirmation that the applicant and the production meet all eligibility requirements for the program. Productions with budgets over \$500,000 require audited financial statements with an audited Alberta cost schedule outlining expenses incurred in Alberta. Productions with budgets less than \$500,000 require a Review Engagement Report.

## Goal 2

**Support people in having an opportunity to participate in the social, economic and cultural life of the province without discrimination.**

### Community Development Survey of Albertans

---

(Measures: 1.A, 1.B, 1.C, 1.D, 2.A)

Research Innovations Inc. conducted this annual province-wide telephone survey of 1,000 adult Albertans. The survey used a random sample stratified by age group, gender and geographic location, to be representative of Alberta's population. All interviews were conducted in January 2005 by trained and experienced interviewers. Question order was randomly rotated to minimize potential question order bias. Interviews were monitored while in progress, and 10 per cent of each interviewer's work was directly monitored. The response rate was 51.9 per cent. Data were analyzed with STATXP software, and the margin of error is +/- 3.2 per cent at the 95 per cent confidence level.

## Goal 3

**Preserve, protect, present, research and promote appreciation for Alberta's historical resources and culture and provide opportunities for heritage tourism.**

### Heritage Facilities Visitor Survey - Non-local and Local Residents

---

(Measures: 3.A and 3.B are based on the 2004 survey)

(Measures: 3.C (i) and (ii) are based on the 2003 survey)

Surveys were conducted with independent visitors at the 17 provincial historic sites, museums and interpretive centres. Independent visitors do not include school groups, tours or other groups; after-hours visitors to facilities; people attending education programs; or visitors attending facilities for special functions. A multi-stage, stratified systematic random sample was used and each facility was sampled independently. Trained Ministry field staff conducted the survey, and a private research firm (Infact Research and Consulting Inc.) supervised and coordinated surveying and analyzed the results according to a standard set of procedures. In total, more than 5,800 interviews were processed. Overall results were determined using the top two combined response categories of a five point rating scale for the categories: "excellent," "good," "neither good nor poor," "poor," and "very poor." Over 99 per cent of the respondents answered the satisfaction and the knowledge gained questions. The sample was based on two seasons, winter 2003-04 and summer 2004. Winter data were collected the previous year, from September 2002 to May 2003, and adjusted to represent the winter of 2003-04. Surveying during winter is conducted on an occasional basis only, as the winter period makes up a relatively small proportion of visitation. Summer data were collected from May to September 2004. The margin of error is +/- 1.3 per cent at the 95 per cent confidence level.

## **Demand Economic Impact Model (DEIM)**

---

(Measures: 3.C (i) and (ii))

Econometric Research Ltd. was contracted to apply the DEIM model to estimate the level of economic activity created by the operation of the Ministry's provincial historic sites, museums and interpretive centres. Economic activity included the direct operational expenditures, incremental visitor expenditures (based on information from the 2003-04 Heritage Facilities Visitor Survey) and the significant indirect benefits for the local and provincial economies. The value-added impact and taxation returned to municipal, provincial and federal government were measured and reported separately to assist in evaluating associated economic benefits. Taxes generated (e.g., income taxes, GST, liquor and tobacco taxes, room taxes, etc.) were attributed to the level of government receiving them. For example, the federal government receives the proceeds from the GST, the provincial government receives the room taxes and the local government receives property and business taxes.

### **Goal 4**

**Maintain Alberta's provincial parks and protected areas to preserve the province's natural heritage and provide opportunities for heritage appreciation, outdoor recreation and heritage tourism.**

## **Parks and Protected Areas Visitor Satisfaction Survey**

---

(Measure: 4.A)

The survey included a representative cross-section of 106 provincial parks or recreation area campgrounds according to size (visitation) and geography. Only automobile accessible campgrounds where visitation is greater than 1,050 occupied campsite nights were included. A random sample of adult campers is surveyed at approximately 35 campgrounds per year on a three-year rotational cycle. Although 36 campgrounds were identified to be surveyed in 2004-05, two campgrounds were excluded from the analysis due to inadequate sample size and two campgrounds did not participate. Overall results are determined through the top two combined response categories of a five point rating scale for the categories: "very satisfied," "satisfied," "neutral," "dissatisfied," and "very dissatisfied." More than 3,100 responses were collected from May to September 2004. Results were calculated with Statistical Analysis System software. The margin of error is +/-1.6 per cent at the 95 per cent confidence level.

# Alphabetical List of Entities' Financial Statements in Ministry 2004-05 Annual Reports

---

## Entities included in the consolidated government reporting entity

<i>Ministry, Department, Fund or Agency</i>	<i>Ministry Annual Report</i>
Agriculture Financial Services Corporation <sup>1</sup>	Agriculture, Food and Rural Development
Alberta Alcohol and Drug Abuse Commission	Health and Wellness
Alberta Capital Finance Authority	Finance
Alberta Energy and Utilities Board	Energy
Alberta Foundation for the Arts	Community Development
Alberta Gaming and Liquor Commission	Gaming
Alberta Government Telephones Commission	Finance
Alberta Heritage Foundation for Medical Research Endowment Fund	Finance
Alberta Heritage Savings Trust Fund	Finance
Alberta Heritage Scholarship Fund	Finance
Alberta Heritage Science and Engineering Research Endowment Fund	Finance
Alberta Historical Resources Foundation	Community Development
Alberta Insurance Council	Finance
Alberta Pensions Administration Corporation	Finance
Alberta Petroleum Marketing Commission	Energy
Alberta Research Council Inc.	Innovation and Science
Alberta Risk Management Fund	Finance
Alberta School Foundation Fund	Education
Alberta Science and Research Authority	Innovation and Science
Alberta Securities Commission	Finance
Alberta Social Housing Corporation	Seniors and Community Supports
Alberta Sport, Recreation, Parks and Wildlife Foundation	Community Development
Alberta Treasury Branches	Finance
ATB Investment Services Inc.	Finance
Child and Family Services Authorities:	Children's Services
Calgary and Area Child and Family Services Authority	
Central Alberta Child and Family Services Authority	
East Central Alberta Child and Family Services Authority	
Edmonton and Area Child and Family Services Authority	
North Central Alberta Child and Family Services Authority	
Northeast Alberta Child and Family Services Authority	
Northwest Alberta Child and Family Services Authority	
Southeast Alberta Child and Family Services Authority	
Southwest Alberta Child and Family Services Authority	
Metis Settlements Child and Family Services Authority	
Credit Union Deposit Guarantee Corporation	Finance
Crop Reinsurance Fund of Alberta <sup>1</sup>	Agriculture, Food and Rural Development
Department of Agriculture, Food and Rural Development	Agriculture, Food and Rural Development
Department of Children's Services	Children's Services
Department of Community Development	Community Development
Department of Education	Education
Department of Energy	Energy
Department of Finance	Finance
Department of Gaming	Gaming
Department of Health and Wellness	Health and Wellness

<sup>1</sup> The Crop Reinsurance Fund of Alberta was merged into the Agriculture Financial Services Corporation, effective April 1, 2003.



## Entities included in the consolidated government reporting entity

Department of Innovation and Science	Innovation and Science
Department of Seniors and Community Supports	Seniors and Community Supports
Department of Solicitor General	Solicitor General
Department of Sustainable Resource Development	Sustainable Resource Development
Environmental Protection and Enhancement Fund	Sustainable Resource Development
Gainers Inc.	Finance
Government House Foundation	Community Development
Historic Resources Fund	Community Development
Human Rights, Citizenship and Multiculturalism Education Fund	Community Development
iCORE Inc.	Innovation and Science
Lottery Fund	Gaming
Ministry of Advanced Education <sup>2</sup>	Advanced Education
Ministry of Aboriginal Affairs and Northern Development <sup>2</sup>	Aboriginal Affairs and Northern Development
Ministry of Agriculture, Food and Rural Development	Agriculture, Food and Rural Development
Ministry of Children's Services	Children's Services
Ministry of Community Development	Community Development
Ministry of Economic Development <sup>2</sup>	Economic Development
Ministry of Education	Education
Ministry of Energy	Energy
Ministry of Environment <sup>2</sup>	Environment
Ministry of Finance	Finance
Ministry of Executive Council <sup>2</sup>	Executive Council
Ministry of Gaming	Gaming
Ministry of Government Services <sup>2</sup>	Government Services
Ministry of Health and Wellness	Health and Wellness
Ministry of Human Resources and Employment <sup>2</sup>	Human Resources and Employment
Ministry of Infrastructure and Transportation <sup>2</sup>	Infrastructure and Transportation
Ministry of Innovation and Science	Innovation and Science
Ministry of International and Intergovernmental Relations <sup>2</sup>	International and Intergovernmental Relations
Ministry of Justice <sup>2</sup>	Justice
Ministry of Municipal Affairs <sup>2</sup>	Municipal Affairs
Ministry of Restructuring and Government Efficiency <sup>2</sup>	Restructuring and Government Efficiency
Ministry of Seniors and Community Supports	Seniors and Community Supports
Ministry of Solicitor General	Solicitor General
Ministry of Sustainable Resource Development	Sustainable Resource Development
N.A. Properties (1994) Ltd.	Finance
Natural Resources Conservation Board	Sustainable Resource Development
Persons with Developmental Disabilities Community Boards:	Seniors and Community Supports
Calgary Region Community Board	
Central Region Community Board	
Edmonton Region Community Board	
Northeast Region Community Board	
Northwest Region Community Board	
South Region Community Board	
Persons with Developmental Disabilities Provincial Board	Seniors and Community Supports
Provincial Judges and Masters in Chambers Reserve Fund	Finance
Supplementary Retirement Plan Reserve Fund	Finance
Victims of Crime Fund	Solicitor General

<sup>2</sup> Ministry includes only the departments so separate department financial statements are not necessary.

## Entities included in the consolidated government reporting entity

### *Ministry, Department, Fund or Agency*

Wild Rose Foundation

### *Ministry Annual Report*

Community Development

## Entities not included in the consolidated government reporting entity

### *Fund or Agency*

Alberta Cancer Board  
 Alberta Foundation for Health Research  
 Alberta Heritage Foundation for Medical Research  
 Alberta Heritage Foundation for Science and Engineering Research  
 Alberta Mental Health Board  
 Alberta Teachers' Retirement Fund Board  
 Improvement Districts' Trust Account  
 Local Authorities Pension Plan  
 Long-Term Disability Income Continuance Plan - Bargaining Unit  
 Long-Term Disability Income Continuance Plan - Management,  
 Opted Out and Excluded  
 Management Employees Pension Plan  
 Provincial Judges and Masters in Chambers Pension Plan  
 Provincial Judges and Masters in Chambers (Unregistered) Pension  
 Plan  
 Public Post Secondary Institutions  
 Public Service Management (Closed Membership) Pension Plan  
 Public Service Pension Plan  
 Regional Health Authorities  
 School Boards  
 Special Areas Trust Account  
 Special Forces Pension Plan  
 Supplementary Retirement Plan for Public Service Managers  
 Workers' Compensation Board

### *Ministry Annual Report*

Health and Wellness  
 Innovation and Science  
 Innovation and Science  
 Innovation and Science  
 Health and Wellness  
 Education  
 Municipal Affairs  
 Finance  
 Human Resources and Employment  
 Human Resources and Employment  
  
 Finance  
 Finance  
 Finance  
  
 Advance Education  
 Finance  
 Finance  
 Health and Wellness  
 Education  
 Municipal Affairs  
 Finance  
 Finance  
 Human Resources and Employment

## Government Organization Changes, 2004-05

---

Ministry	Program/Entity Changes	Previous Location
Advanced Education (formerly part of Learning)	< Support for Adult Learning	< Former Learning
	< Public Post Secondary Institutions	
	< Standing Policy Committee on Education and Employment	
Education (formerly part of Learning)	< Support for Basic Learning	< Former Learning
	< Alberta School Foundation Fund	
	< Alberta Teachers' Retirement Fund Board	
	< School Boards	
Human Resources and Employment	< Immigration	< Former Learning
Infrastructure and Transportation (merger of Infrastructure and Transportation)	< Standing Policy Committee on Agriculture and Municipal Affairs	< Agriculture, Food and Rural Development
Restructuring and Government Efficiency (new)	< Alberta Corporate Service Centre	< Government Services
	< Office of the Corporate Chief Information Officer	< Innovation and Science
Seniors and Community Supports (formerly Seniors)	< Assured Income for the Severely Handicapped	< Human Resources and Employment
	< Community Support Systems	< Community Development
	< Persons with Developmental Disabilities Community Boards:	
	Calgary Region Community Board	
	Central Region Community Board	
	Edmonton Region Community Board	
Northeast Region Community Board		
Northwest Region Community Board		
South Region Community Board		
< Persons with Developmental Disabilities Provincial Board		

### Other Merged Ministries

---

Finance (merger of Finance and Revenue)



# Readership Survey

## Community Development 2004-05 Annual Report

Thank you for reading the Community Development 2004-05 Annual Report. We hope that you will take a few minutes to complete this readership survey. We are committed to continuous improvement and welcome your feedback and suggestions.

**Instructions:** Please read each question carefully and circle the rating that best describes your response. If you require more space for your response, please use a separate piece of paper and identify the corresponding question clearly. If you have any questions, or require further clarification, please call Julius Salegio at (780) 427-5961 or send an e-mail to Julius.Salegio@gov.ab.ca

If you would like to be contacted regarding your feedback, please provide your information below.

Name:  
 Organization:  
 Telephone Number:  
 E-mail:

1. Having reviewed and read through the Community Development 2004-05 Annual Report, how would you rate it overall on the following characteristics? Using a scale of one to seven, where ONE is STRONGLY DISAGREE, FOUR is NEUTRAL, and SEVEN is STRONGLY AGREE, do you agree that...*(Please circle only one rating number for each statement.)*

	<b>Strongly Disagree</b>	<b>Neutral</b>					<b>Strongly Agree</b>
I learned something new about the Ministry by reading this report.....	1	2	3	4	5	6	7
This annual report is easy to read.....	1	2	3	4	5	6	7
This annual report was informative and useful to me.....	1	2	3	4	5	6	7
The report has an appealing format/look .....	1	2	3	4	5	6	7
I can easily find information that I am looking for.....	1	2	3	4	5	6	7
I plan on using this annual report as a reference.....	1	2	3	4	5	6	7
Overall, this annual report meets my needs as a reader .....	1	2	3	4	5	6	7

2. What areas or features did you like the most about this annual report?

---



---

3. What areas or features would you recommend for further improvement?

---



---

Please tear out this survey and fax it to (780) 422-3142 or mail it to Community Development Business Planning and Performance Measurement, 7<sup>th</sup> Floor, Standard Life Centre, 10405 Jasper Avenue, Edmonton Alberta, Canada, T5J 4R7





