

THE CELEBRATION AND COMMEMORATION PROGRAM

EVALUATION SUMMARY (2011-12 - 2015-16)

The Major Events, Commemoration and Capital Experience Branch delivers the Celebration and Commemoration Program (CCP), a grants and contributions program with two main components: Celebrate Canada and Commemorate Canada.

\$166.1M

Total direct expenditures of the CCP for the period covered by the evaluation

PROGRAM RELEVANCE

The CCP is considered relevant and addresses a demonstrable need. The program is aligned with government and PCH priorities.

CELEBRATE CANADA COMPONENT

COMMEMORATE CANADA COMPONENT

Canadians are in agreement that there is a need for federal funding and this perceived need has risen in the last decade

% AGREEMENT

2017	Canada Day		84%
2017	Multiculturalism Day	↑	72%
2007			65%
2017	National Aboriginal Day	↑	70%
2007			63%
2017	Saint-Jean-Baptiste Day	↑	69%
2007			60%

There is stable and continued demand for funding

Application Fiscal Year	Total Applications (#)	Total Requested (\$)	Successful Applications (%)
2011-12	1,872	\$17.1M	93.0%
2012-13	1,865	\$15.5M	90.7%
2013-14	1,904	\$16.7M	86.0%
2014-15	1,941	\$17.9M	85.4%
2015-16	1,896	\$18.4M	89.1%

Celebrate Canada is aligned with federal government and PCH priorities

The activities of the Celebrate Canada Component are aligned with:



Federal priorities



PCH strategic outcomes

Canadians approve of national commemorations



83%

83% of Canadians agree that celebrations and commemorations are a good way to increase a sense of pride and belonging to Canada.

81%

81% of respondents agreed that national commemorations are a good way to increase awareness of Canadian history.

Variable demands for funding

920%

INCREASE

The number of Commemoration applications increased from 29 applications in 2013-14 to 296 in 2015-16.



The amount requested for commemoration projects varied ranging from a low of \$7M in 2012-13 to a high of \$37M in 2014-15.

The Commemorate component was responsive to government and departmental priorities, but the National Commemoration Policy and Interdepartmental Commemoration Committee (ICC) were deemed partially responsive to government and departmental priorities since November 2015.

National Commemoration Policy

- Lack of national principles for national commemorations.
- Perceived lack of consultation with recipients, interested parties or professional historical expertise.

The Interdepartmental Commemoration Committee (ICC)

Deemed effective particularly in fostering inter-departmental cooperation through communication (ex: World Wars Working Group).

PROGRAM PERFORMANCE

CELEBRATE CANADA COMPONENT

COMMEMORATE CANADA COMPONENT

Achieving expected outcomes

Achieving expected outcomes

The component was effective in meeting the short-term result of creating opportunities to participate in community events open to the public and free of charge.

The Commemorate Canada component reached its short-term result of creating opportunities to commemorate and celebrate historic figures, places, events, and accomplishments

6-8M people

Annual participation estimates

8,400 opportunities

to participate in community celebration events open to the public and free of charge

232

Number of projects funded across Canada

6.2M

Number of participants who took part, representing an average of 145,000 per commemoration event

A majority of surveyed recipients believe that Canadians participating in celebratory events significantly increased their...

88%

sense of belonging to local community

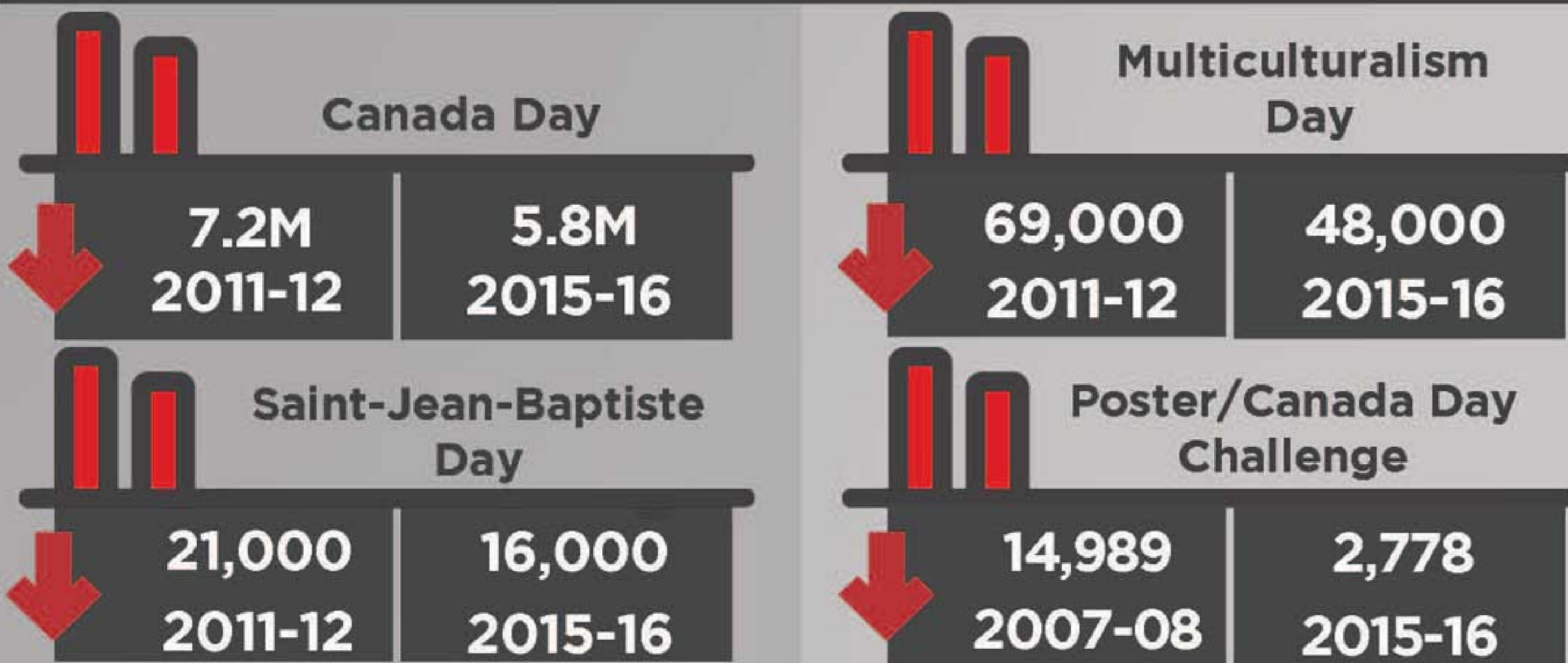
85%

sense of pride

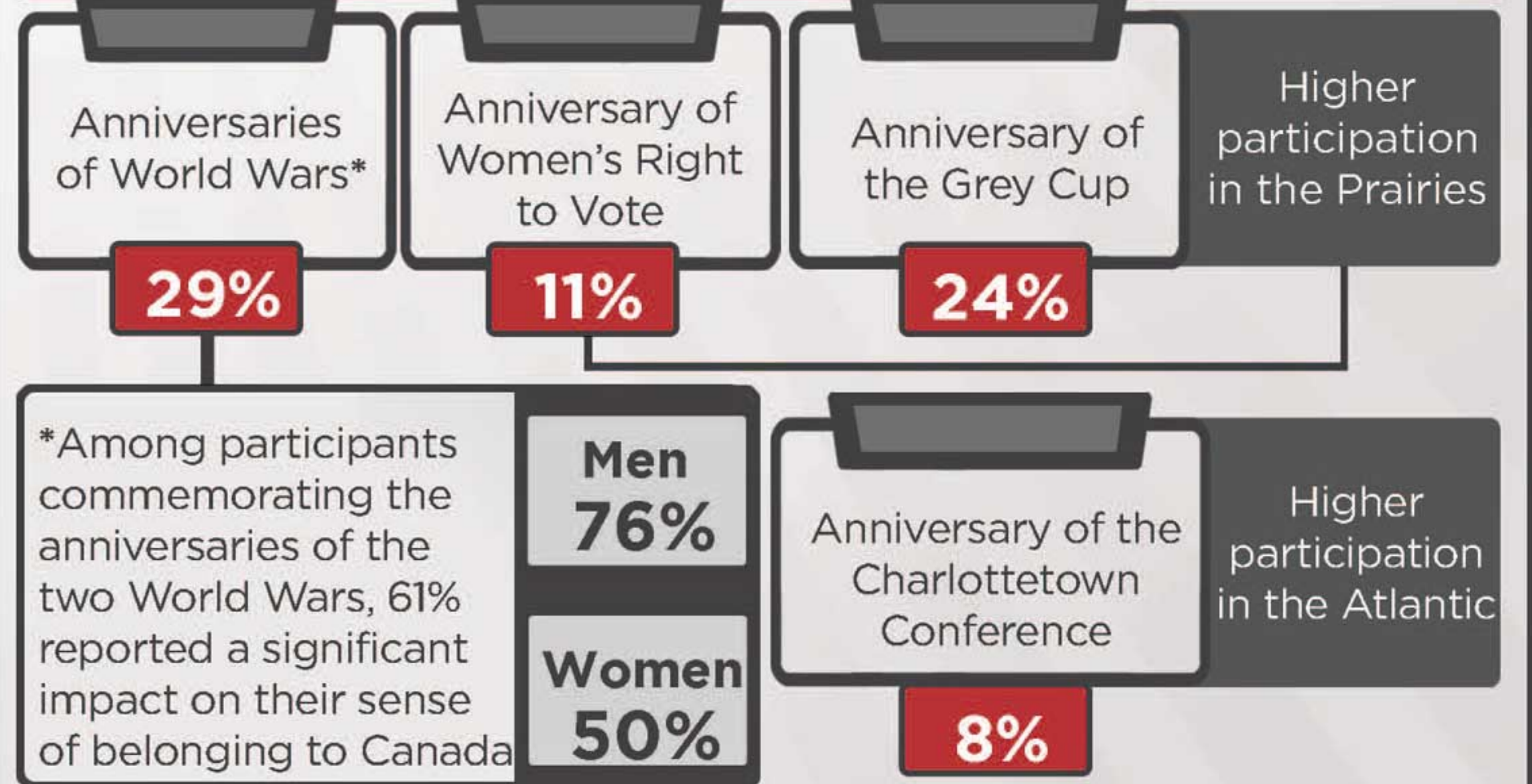
82%

sense of belonging to Canada

With the exception of National Aboriginal Day, participation has decreased



There were varied participation rates among Canadians aware of Commemorate Canada activities



Low participation rates in Quebec were found across all commemoration themes

EFFICIENCY AND ECONOMY

Total expenditures doubled from \$23M in 2011-12 to \$47.8M in 2015-16

↑ 103%

This increase is substantial and devoted almost entirely to funding five special initiatives commemorating specific high government priority events

The average cost per participant was less than \$1 for Celebrate Canada events

35M in G&C
38.6M participants

Grants and contributions for celebration activities of \$35M with an estimated 38.6M participants

SERVICE STANDARDS WERE NOT ALWAYS MET...

Acknowledgement of receipt of application

	2011-12	2012-13	2013-14	2014-15	2015-16
Celebrate Canada	✗	✗	✓	✓	✓
Commemorate Canada	✓	✓	✓	✓	✓

Notification of the funding decision

	2011-12	2012-13	2013-14	2014-15	2015-16
Celebrate Canada	✓	✗	✗	✗	✓
Commemorate Canada	✓	✓	✗	✗	✗

... in part due to implementation issues during phase 1 of GCMi

...in part due to the variance in number of commemoration projects

6 projects
2011-12

59 projects
2014-15

136 projects
2015-16

CCP

CELEBRATION AND COMMEMORATION PROGRAM

RENEW THE POLICY AND COMMEMORATION GUIDELINES

The evaluation found that in order to keep the programs and suggested themes in step with government priorities and the issues of interest to Canadians, it needs to be updated and strengthened particularly to make room for reconciliation, and to better identify commemorative themes with high demand.

PRINCIPLES

Guiding principles that promote a broad and inclusive vision for commemoration, to be better aligned with government priorities

DEFINITIONS

Definitions including a statement that persons or events are “nationally significant” as determined by the Historic Sites and Monuments Board of Canada (HSMB) (while retaining the current right to mount commemorations that have not been recognized by the Board), and a definition of “national reach”

ROLES

Clarity on the role of all member Departments in the ICC in leading commemorations and making evidence-based recommendations to the Five-year Plan in their area of expertise/mandate

REMOVE

Remove all non-essential barriers to applications for commemoration funding such as requirements for: a positive story, or participation in existing institutions, or national pride

CONSULTATIONS

Development of consultation mechanisms to be used to identify or confirm which potential commemoration themes might be relevant to Canadians

STRENGTHEN DATA USED TO INFORM AND ENHANCE CCP

CCP should strengthen data collection, monitoring and analysis, to improve management, monitoring of high-risk, high-value projects, and to provide a stronger evidence base for the CCP's contribution to its intermediate and long-term outcomes.

MONITORING

Implement a systematic monitoring of high value/risk projects

ATTENDANCE

Include an estimate of attendance in the site visit reports from the periodic monitoring of Celebrate events by Regional staff, and make it available to PCH HQ staff in order to verify trends in attendance

MEASURES

Develop a measure of the geographic reach “across Canada” to complement the CCP medium-term result for Celebrate of “Canadians across Canada have opportunities to participate in community events that are open to the public and free of charge”

PROCESS