

2022–2025 Strategic Plan

A UNIQUE HERITAGE, A DYNAMIC SPACE



Government of Canada

Gouvernement du Canada

The National Battlefields
Commission

Commission des champs
de bataille nationaux



On March 17, 1908, the Canadian government passed an act to create the National Battlefields Commission (NBC) with a mandate to preserve, conserve, and develop the Battlefields Park.

The NBC, as a Canadian Heritage organization, has provided Canadians with the benefits of their country's first national historic park and one of the world's most prestigious urban parks. The Battlefields Park encompasses the Plains of Abraham and Des Braves Park, where major battles were fought in 1759 and 1760.

Values and principles that guide Canadian Heritage organizations

Equity

Diversity

Inclusion

Accessibility

Justice

Fight against climate change

Truth and reconciliation



Through this plan, the NBC affirms its willingness to encourage pride in our heritage and provide a space for new events and experiences.



OUR MISSION

As the guardians of a historic urban park with a **unique heritage**, we strive to make it a **welcoming, inspiring, and inclusive space**.

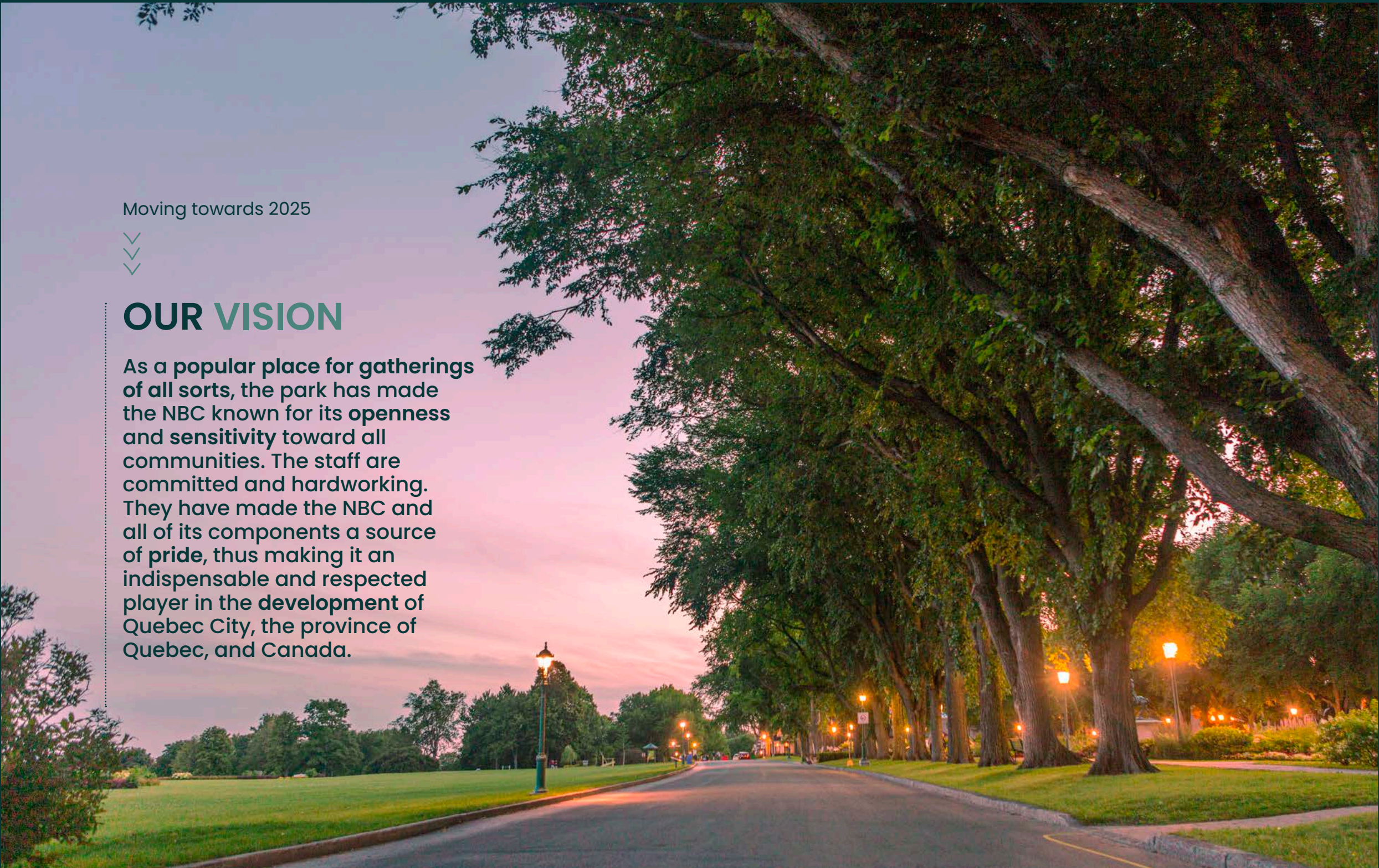


Moving towards 2025



OUR VISION

As a popular place for gatherings of all sorts, the park has made the NBC known for its openness and sensitivity toward all communities. The staff are committed and hardworking. They have made the NBC and all of its components a source of pride, thus making it an indispensable and respected player in the development of Quebec City, the province of Quebec, and Canada.



OUR VALUES

RESPECT AND GOODWILL

We're respectful and considerate in all of our relationships, whether dealing with each other or with outsiders. We foster harmony and well-being by being receptive, open, and friendly.

ENVIRONMENT

(eco-responsibility and sustainable development)

We learn, integrate, and apply exemplary practices of sustainable development at all levels of our organization.

C R E A T I V I T Y

CREATIVITY

We encourage a culture of creativity, and we support and promote innovative projects. Thinking differently is integral to our practices.

TEAMWORK

We always work together in a spirit of closeness and openness. We're moving forward with sincerity, and we're driven by our shared achievements.

RIGOUR

Our work is professional, clearly defined, meticulous, and consistent. We make commitments and fulfill them.

OUR STRATEGIC PILLARS

for the next three years

01

Develop our human capital and bring our talents to the fore

02

Affirm our unique positioning and improve customer experiences

03

Improve and diversify significantly our financial capacity

04

Engage actively in a process of reconciliation

05

Make sustainable development central to our actions

PILLAR

01

TO DEVELOP OUR
HUMAN CAPITAL
AND BRING OUR
TALENTS TO THE FORE,
WE WISH TO:

Create a culture of working
together and communicating

Encourage a dynamic of committing to our
mission and mobilizing our human resources

Ensure we prepare the next generation
in all sectors

Bring our human capital into line with
the needs and growth of our organization



PILLAR

02

TO AFFIRM OUR
UNIQUE POSITIONING
AND IMPROVE
CUSTOMER EXPERIENCES,
WE WISH TO:

Increase and improve the visibility
of the organization and its components

Define customer experiences
and innovate when putting them into action

Complete our shift to digitization

Increase our influence with the
various authorities that revolve around our
organization (in such areas as the economy,
tourism, history, culture, society, etc.)



PILLAR

03

TO IMPROVE AND DIVERSIFY
SIGNIFICANTLY OUR
FINANCIAL CAPACITY,
WE WISH TO:

Ensure adequate public funding
for the development of our organization

Keep a balance between investing
in our mission and maintaining our assets

Optimize own-source revenues
that have growth potential

Develop the full potential of philanthropy
to provide our mission with active support
and ensure its long-term future



PILLAR

04

TO ENGAGE ACTIVELY
IN A PROCESS OF
RECONCILIATION,
WE WISH TO:

Make room for Indigenous communities
in our organization, activities, and actions

Become a significant player in recognizing
the history of Indigenous communities that
are part of our organization's heritage

Educate and inform our staffs, visitors,
and partners about the place of Indigenous
communities in our heritage



PILLAR

05

**TO MAKE SUSTAINABLE
DEVELOPMENT CENTRAL
TO OUR ACTIONS,
WE WISH TO:**

Inform, train, and involve all of our employees as players in achieving this goal

Become a living laboratory for community-oriented sustainable development

Adopt the best environmental practices and standards



MISSION

As the guardians of a historic urban park with a unique heritage, we strive to make it a welcoming, inspiring, and inclusive space.

VISION

As a popular place for gatherings of all sorts, the park has made the NBC known for its openness and sensitivity toward all communities. The staff are committed and hardworking. They have made the NBC and all of its components a source of pride, thus making it an indispensable and respected player in the development of Quebec City, the province of Quebec, and Canada.

VALUES

- CREATIVITY
- RESPECT AND GOODWILL
- TEAMWORK
- ENVIRONMENT
- RIGOUR

PILLARS

01. Develop our human capital and bring our talents to the fore
02. Affirm our unique positioning and improve customer experiences
03. Improve and diversify significantly our financial capacity
04. Engage actively in a process of reconciliation
05. Make sustainable development central to our actions

THE NATIONAL BATTLEFIELDS COMMISSION 2022-2025

