



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

2009

## ANNUAL REPORTS TO PARLIAMENT

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### ***Access to Information Act and Privacy Act***

Canada 

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## **Part I – Access to Information Act**

### **Preface**

The *Access to Information Act* (Revised Statutes of Canada, Chapter A-1, 1985) was proclaimed on July 1, 1983.

*The Access to Information Act* gives Canadian citizens and permanent residents a broad right of access to information contained in government records subject to certain specific and limited exceptions.

According to Section 72 of the *Access to Information Act*, the head of every government institution shall prepare for submission to Parliament, an annual report on the administration of the Act within the institution during each financial year.

This annual report describes how the Canadian Tourism Commission administered its responsibilities under the *Access to Information Act* in its ninth year of operation as a Crown corporation. The Commission's fiscal year-end is December 31, 2009.

## Overview of the Canadian Tourism Commission

### Who We Are and What We Do

The Canadian Tourism Commission (CTC) is Canada's national tourism marketing organization. A Crown corporation wholly owned by the Government of Canada, we lead the Canadian tourism industry in marketing Canada as a premier four-season tourism destination. Reporting to Parliament through the Minister of Industry, our legislative requirements are outlined in the *Canadian Tourism Commission Act*.

Through collaboration and partnerships with the private sector, as well as with the governments of Canada, the provinces and territories, we work with the tourism sector to maintain its competitiveness and position Canada as a destination where travellers can create "extra-ordinary" personal experiences.

#### **Our goal:**

Grow tourism export revenues for Canada.

#### **Our vision:**

Inspire the world to explore Canada.

#### **Our mission:**

Harness Canada's collective voice to grow tourism export revenues.

#### **Our legislated mandate:**

- Sustain a vibrant and profitable Canadian tourism industry;
- Market Canada as a desirable tourism destination;
- Support a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and,
- Provide information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

#### **CTC core values:**

- Innovation
- Collaboration
- Respect

Our approach focuses on those global markets or consumer market segments where there is the highest potential for return on investment. We lead international tourism marketing efforts by leveraging Canada's tourism brand in the United States (U.S.), the United Kingdom (U.K.), Germany, France, Mexico, Japan, China, South Korea, Australia, India, Brazil and in Canada.

#### **Our leadership role:**

- Promote Canada's tourism brand "*Canada. Keep exploring*"
- Achieve world-class research capacity
- Leverage technology and the Internet (social media)
- Seize opportunities for Canada's visitor economy (e.g. 2010 Winter Games) and provide pan-Canadian leadership
- Establish a global leadership position in accountability, performance management for publically-funded destination marketing organizations

## **The CTC Organization**

### ***Board of Directors***

A 26-member Board of Directors manages the affairs and business of the CTC, which operates in partnership with the public and private sectors. The Board of Directors provides strategic leadership and stewardship, and approves the Corporate Plan and allocation of resources.

The Chair of the Board and the President & CEO are appointed by the Governor-in-Council. The remaining directors are appointed by the Minister of Industry with the approval of the Governor-in-Council. The Deputy Minister of Industry Canada is an ex-officio director. Appointments are made to reflect the private/public sector nature of the industry, the various regions of Canada and the composition of its population.

The President & CEO is accountable to the Board of Directors for the management and performance of the organization. The Board is accountable to Parliament through the Minister of Industry. The primary vehicles for reporting to the Crown are the Annual Report and the five-year Corporate Plan.

### ***Overall Staff***

The Commission has 154 permanent positions throughout the entire organization. Ninety-five positions (62%) are located at our head office in Vancouver and are engaged in marketing, communication and research activities, as well as providing corporate and information services. We also have a small corporate office in Ottawa with three positions.

### ***International Staff***

The Commission has 59 permanent international marketing and sales positions (38%) and operates international offices in the U.S., Mexico, the U.K., France, Germany, China, Japan, South Korea and Australia. We maintain our strongest presence (23 positions) in various U.S. cities.

### ***Budget 2009: Canada's Economic Action Plan***

In the spring of 2009, additional CTC staff was added on a temporary basis to support the stimulus projects announced in Budget 2009. Incremental staff resources support the Canada domestic advertising program, as well as new initiatives in the U.S., emerging markets and International MC&IT. Additional support resources in procurement, finance, e-marketing, and corporate communications continue to help manage this significant two-year project.

Further information on the Commission is contained on its business Web site at [www.corporate.canada.travel](http://www.corporate.canada.travel)

## Administration of the *Access to Information Act*

Implementation of the *Access to Information Act* (the Act) at the CTC is within the division of the Senior Vice-President, Corporate Affairs and Corporate Secretary. The Manager, Government Relations, who also acts as the Coordinator for activities under the Act, processes all formal requests.

### Delegation of Authority

Under Section 3 of the *Access to Information Act*, the President and CEO of the CTC is the designated head, and has retained full authority pursuant to Section 73. Note, however, that officials of the CTC are responsible for the daily activities related to the administration of the *Access to Information Act*.

### CTC's Official Vehicles of Communication

Besides formal Access to Information requests, information on the CTC is available to Canadians through its official vehicles of communication as follows:

**[www.canada.travel](http://www.canada.travel) – the CTC's official Web portal – is the call to action for all of the CTC's Web site activities, including:**

**[www.explore.canada.travel](http://www.explore.canada.travel)** features Canadian destinations, experiences and getaway ideas for the traveler.

**[www.corporate.canada.travel](http://www.corporate.canada.travel)** houses corporate reports, research publications, and market information. *CTC News* is also available on this Web site; subscribers receive regular updates on CTC research and statistics, marketing programs, tourism issues and industry trends.

**[www.mediacentre.canada.travel](http://www.mediacentre.canada.travel)**, a site where journalists and tourism industry partners can find travel stories and information about Canada's tourism industry.

**[www.meetings.canada.travel](http://www.meetings.canada.travel)** contains information on planning meetings, conventions, or incentive travel, in Canada.

### Info Source

Additional information on the CTC may be found in the annual federal government publications: *Info source – Sources of Federal Government Information*; and, *Info Source – Sources of Federal Employee Information*.



## **Education and Training**

Two staff members jointly participated in a total of five training sessions offered by the Chief Information Officer Branch of the Treasury Board Secretariat in this reporting period.

## Summary of Key Activities

During the period under review, the CTC received five requests under the *Access to Information Act* – the same number of requests as received for the previous reporting period.

### **I. Exemptions Invoked**

Of the five requests received during this period, one was completed with exemptions invoked pursuant to the following sections of the Act:

- Section 19(1) - Personal Information
- Section 20(1) - Third Party Information, sub-sections (b) and (c)
- Section 21(1) - Operations of Government, sub-sections (a) and (b)
- Section 23 for records qualifying as *Solicitor-client privilege*.

The Commission was unable to process the remaining four requests as no records were available.

### **II. Completion Time**

Pursuant to Section 9(1), paragraphs (a), (b) and (c) of the Act, an extension of 90 days was necessary to process the one request that was completed.

### **III. Fees**

The fees collected during this reporting period totaled \$255.00 which included application fees (\$15.00), and reproduction costs (\$240.00).

### **IV. Costs**

Total salary costs associated with *Access to Information Act* activities are estimated at \$6,900.00 for the period of this review. Associated staff resources are estimated at .10 of a Full Time Equivalent (FTE). In addition, legal advice was provided by the CTC's in-house legal services unit.

## **Other Business**

In 2009, the CTC responded to 12 consultations received from other government institutions.

## **Complaints**

None

## **Part II - *Privacy Act***

### **Preface**

The *Privacy Act* (Revised Statutes of Canada, Chapter A-1, 1985) was proclaimed on July 1, 1983.

The *Privacy Act* protects individuals' privacy with respect to personal information held by federal government institutions, and it gives individuals substantial control over its collection and use.

According to Section 72 of the *Privacy Act*, the head of every government institution shall prepare for submission to Parliament, an annual report on the administration of the Act within the institution during each financial year.

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### **Privacy Impact Assessment Policy (PIA)**

No privacy impact assessments were carried out during this reporting period.

### **New Privacy Related Policies and Procedures**

The implementation of new Privacy and Information Management policies, including enhanced procedures for ensuring privacy compliance and information management, are ongoing.

### **New Data Matching and Data Sharing Activities**

The CTC's Customer Relationship Management (CRM) system is used for the collection and management of consumer and contact information. Data matching is not performed at the CTC since we provide sign-up, login and edit profile facilities. The CTC does share with its partners basic consumer data (name, address, email) when expressly given permission by the consumer to do so. Collection of new consumer records is on-going.

### **Training and Education**

In 2009, a training program was developed for all CTC employees. Entitled "Get with the Program!", and organized on a quarterly basis, these sessions are used to disseminate information on the CTC's policies and code of conduct. One such session covered the issue of Privacy in the work place, in particular the *Personal Information Protection and Electronic Documents Act* (PIPEDA). Ninety-one staff members participated either in person or by Web Conference.

## **Records Management Program**

In 2009, the CTC Records Management (RM) Policy was approved by its Board of Directors, which formally established the CTC RM program. The RM program then started to develop a function-based records classification system with personal information being identified and records aligned with business activities. The development and implementation of the classification system and other RM-related activities are ongoing.



## **Summary of Key Activities**

During the period under review, no requests were received by the CTC under the Privacy Act.

## **Complaints**

None