



## 2017 Annual Public Meeting

<b>TO:</b>	1. Communications and Stakeholder Relations Committee 2. Board of Directors
<b>MEETING:</b>	June 21 & 22, 2016
<b>FROM:</b>	Alex Johnston, Vice-President, Strategy and Public Affairs
<b>DECISION SOUGHT:</b>	Approval to hold the Annual Public Meeting in Ottawa in the fall of 2017
<b>Next steps:</b>	Share final decision
<b>DATE:</b>	June 3, 2016

### 1. CONTEXT

- The Annual Public Meeting gives CBC/Radio-Canada the opportunity to engage in a 2-way conversation with Canadians. As the national public broadcaster, CBC/Radio-Canada takes very seriously its obligation to be transparent and accountable to Canadians.
- We recommend that the Annual Public Meeting be held in Ottawa in the fall of 2017. This location offers an opportunity for CBC/Radio-Canada to celebrate Canada's 150<sup>th</sup> anniversary in the nation's capital, and also take a leadership role to mark a wrap-up to this momentous year. This would be an opportunity for political leaders, community representatives, stakeholders and many major organizations who played a pivotal role in the 2017 celebrations to come together and reflect on the year that is coming to an end.

### 2. KEY DECISION ELEMENTS

- In 2017, Canada will celebrate its 150<sup>th</sup> anniversary of Confederation. It's a great time to take a leadership role surrounding this national milestone year, connect individuals in new ways and demonstrate the value of Canada's national public broadcaster. CBC/Radio-Canada will be the public space at the heart of the celebrations and conversations with its special 2017-themed multiplatform programming and outreach activities across Canada with increased visibility in Ottawa, the nation's capital.

- The last Annual Public Meeting to be held in Ottawa was back in 2011. Since then, the APM was in St. John's (2012), Toronto (2013), Montreal (2014), Winnipeg (2015). The 2016 APM will be in Moncton.

### **3. KEY BENEFITS, IMPACTS & RISKS**

We recommend holding the 2017 APM in Ottawa for the following reasons:

- Demonstrate CBC/Radio-Canada's active role and commitment towards celebrating Canada's 150<sup>th</sup> anniversary
- Ottawa is the nation's capital, at the centre of the 2017 celebrations
- The City of Ottawa is creating excitement around 2017, with a number of special events
- Canadians will want to hear CBC/Radio-Canada's stories around 2017 – take stock of our accomplishments, look forward, etc.
- Some of the major stakeholders, community leaders and influencers are in Ottawa
- Many of our partners are in the national capital region

#### **IMPACT**

- As it is done every year, the 2017 Annual Public Meeting will provide a public platform for CBC/Radio-Canada to report back to Canadians on its business. In addition, it allows us to look back at all of the 2017 programming and activations that CBC/Radio-Canada broadcast, led or participated in since summer 2016. This provides an opportunity for the Corporation and its board of directors to reflect on its accomplishments while looking forward at the years come.

### **4. OTHER OPTIONS CONSIDERED**

- Vancouver and Edmonton were considered, but given Canada's 150<sup>th</sup> anniversary, we felt Ottawa was the best option.

### **5. SUCCESS MEASURES**

- Great participation on-line and in person.

### **6. RESOLUTION**

The Board of Directors agrees to hold the 2017 Annual Public Meeting in Ottawa.