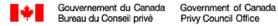


### TRENDS the Public Environment

## TENDANCES de ENVIRONNEMENT PUBLIC

November / novembre 2004 Volume IV, No 3





#### November, 2004

PCO's Communications and Consultation Secretariat is pleased to present the latest edition of *Trends in the Public Environment*.

For more information, to make comments and suggestions or to obtain a .PDF version of this document, call the Research and Analysis Group at 957-5486.

This document will soon be available, in both French and English, on the Publiservice site of the Communications and Consultation Secretariat at publiservice.pco-bcp.gc.ca/comcon

...

#### Novembre 2004

Le secrétariat des Communications et consultation du BCP vous présente la plus récente édition de *Tendances de l'environnement public*.

Pour un complément d'information, pour transmettre vos commentaires ou suggestions ou pour obtenir une version .PDF de ce document, veuillez communiquer avec le Groupe de l'analyse et de la recherche au 957-5486.

Ce document sera bientôt disponible, <u>en français et</u>
<u>en anglais</u>, sur le site Publiservice du

Secrétariat des communications et de la consultation au
<u>publiservice.pco-bcp.gc.ca/comcon</u>

# Look for the next issue of TRENDS IN THE PUBLIC ENVIRONMENT in Winter 2005.

Le prochain numéro de **TENDANCES DE L'ENVIRONNEMENT PUBLIC** sera publié à hiver 2005.

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#### THE MEDIA ENVIRONMENT

July - October 2004

#### **CALENDAR OF EVENTS**

December 2004 - February 2005

#### **OPINION PUBLIQUE**

Gouvernement du Canada : priorités et performance

L'Économie

Soins de santé et santé publique

Sécurité et respect de la vie privée

Relations entre le Canada et les É-U

Diversité

Énergie nucléaire

#### L'ENVIRONNEMENT MÉDIATIQUE

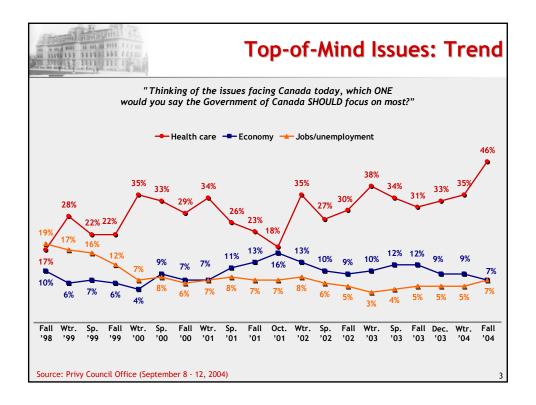
De juillet à octobre 2004

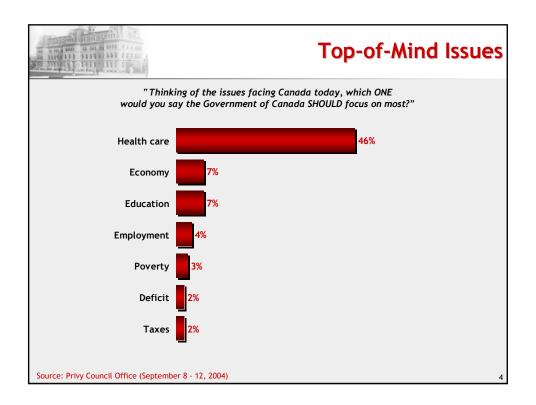
#### CALENDRIER D'ÉVÉNEMENTS

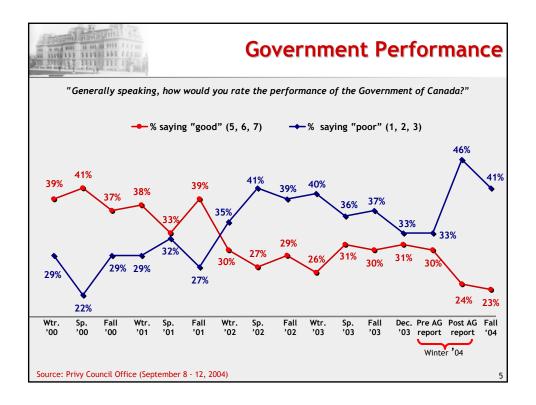
décembre 2004 à février 2005

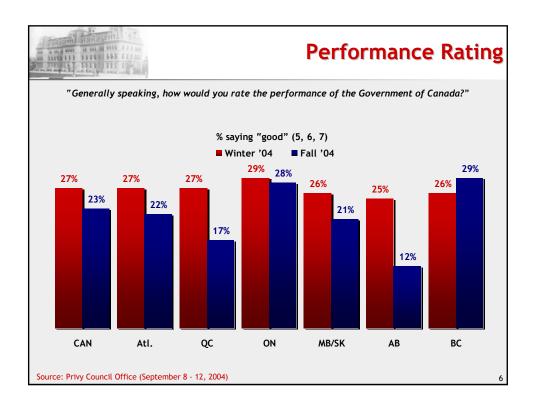


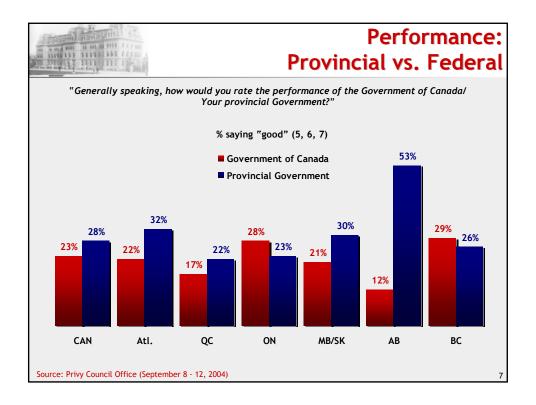


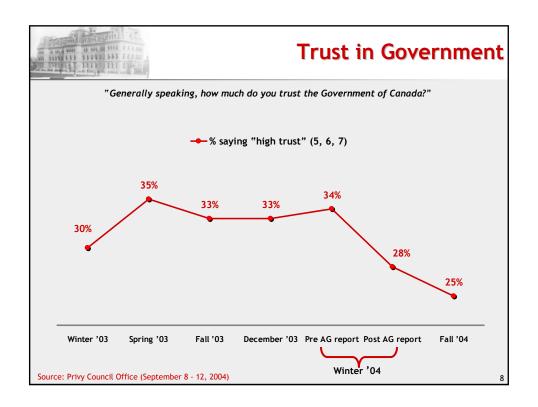


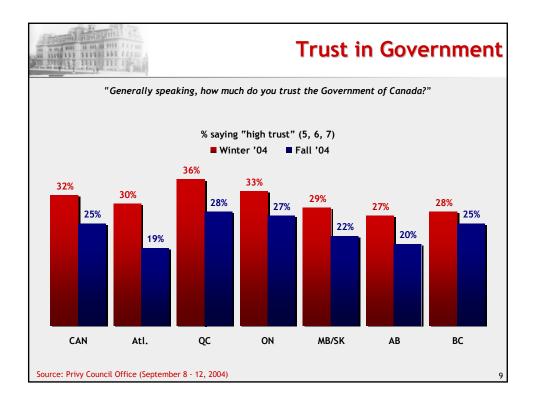


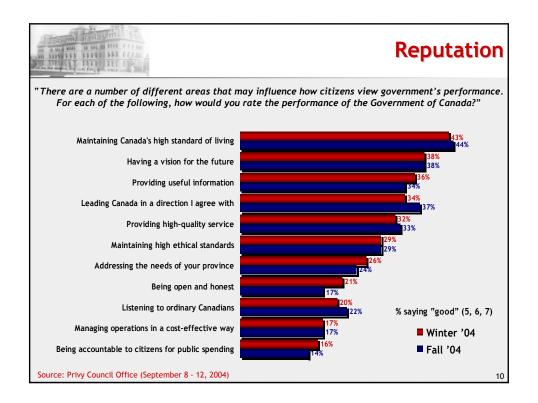




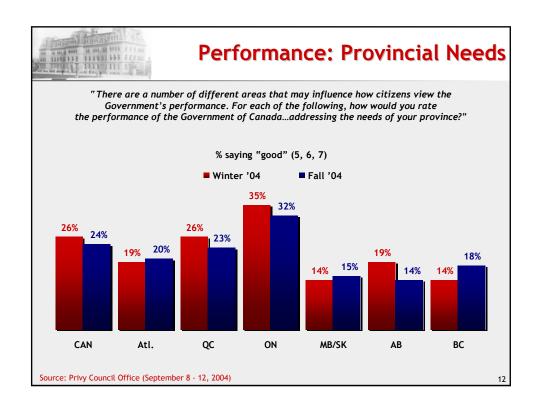


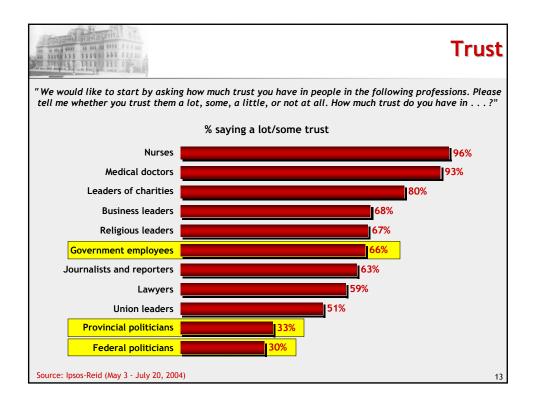


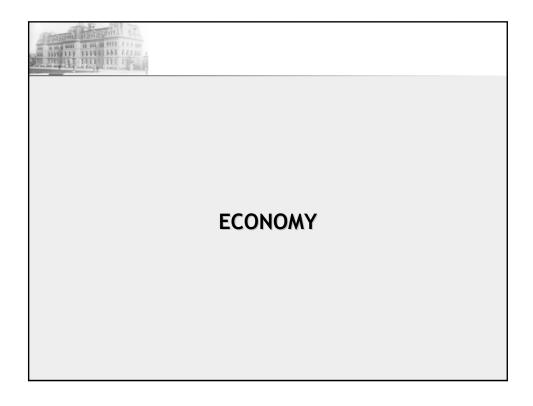


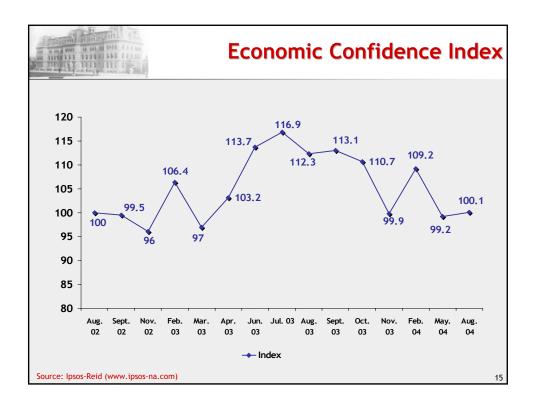


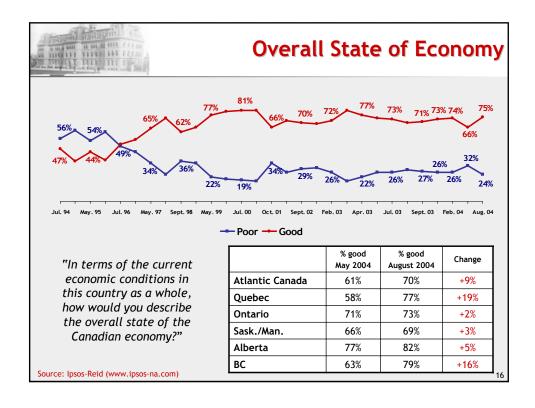
% saying good (5, 6, 7)	Sep - 01	May- 02	Sep - 02	Jan - 03	May- 03	Sep - 03	Dec- 03	Feb- 04	Sep-
Having a vision for the future	N/A	42%	37%	37%	38%	38%	40%	38%	38%
Leading Canada in a direction I agree with	46%	37%	35%	31%	35%	35%	36%	34%	37%
Maintaining high ethical standards	N/A	N/A	31%	29%	34%	31%	33%	29%	29%
Addressing the needs of your province	N/A	N/A	N/A	N/A	N/A	24%	24%	26%	24%
Being open and honest	N/A	26%	21%	21%	24%	23%	22%	21%	17%
Listening to ordinary Canadians	31%	25%	21%	20%	22%	22%	22%	20%	22%
Managing operations cost-effectively	29%	22%	22%	18%	22%	20%	21%	17%	17%
Being accountable for public spending	27%	20%	19%	15%	18%	18%	18%	16%	14%

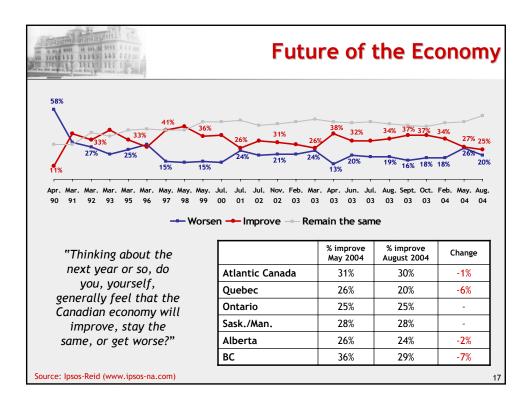




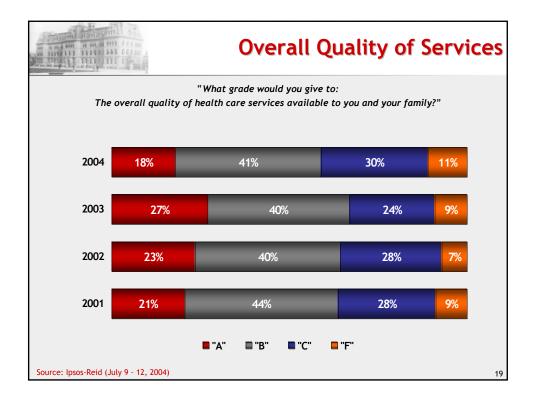


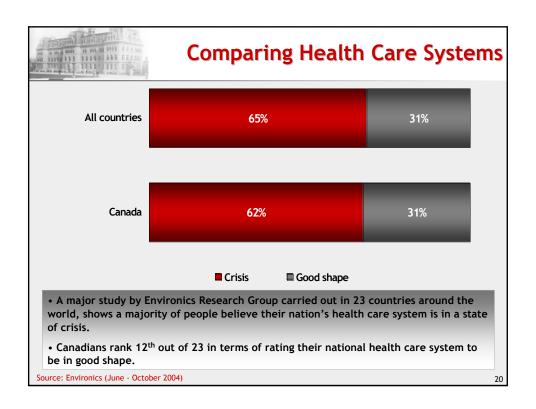


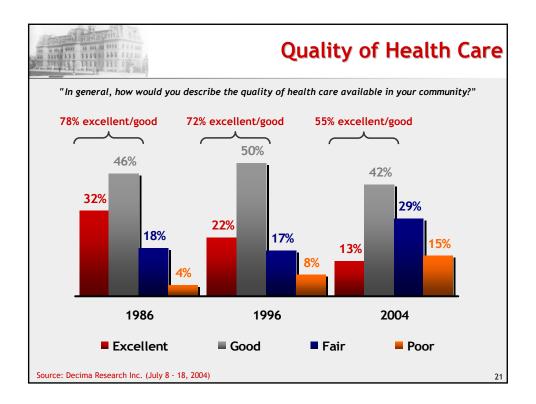


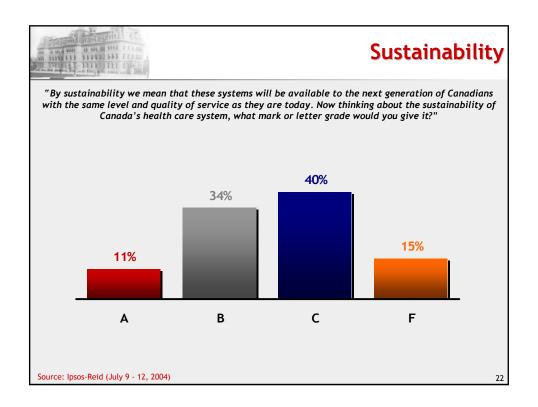


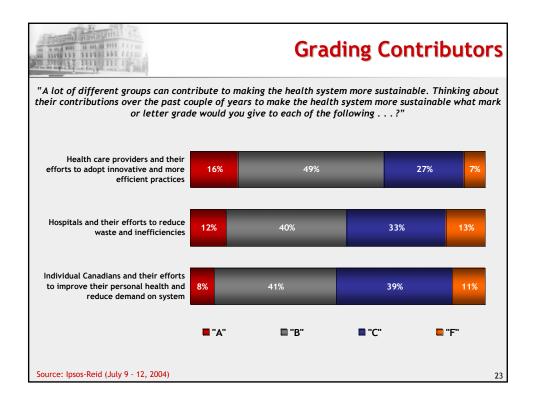


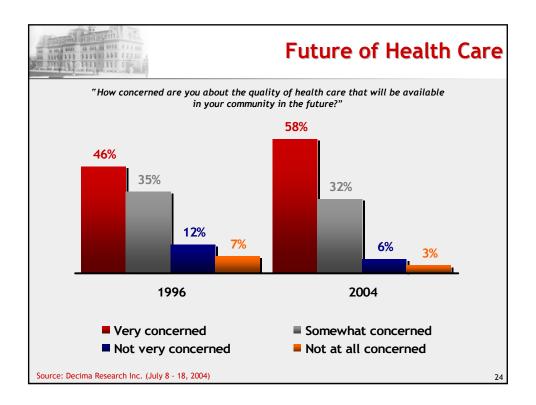


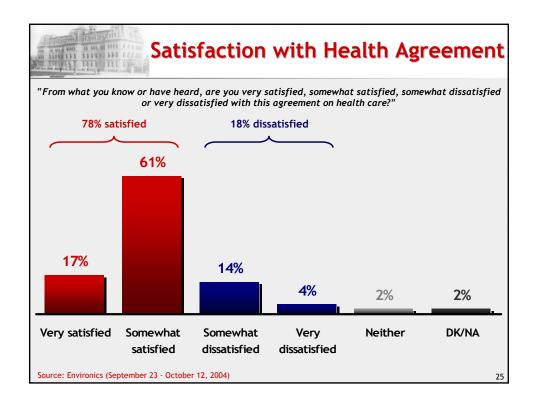


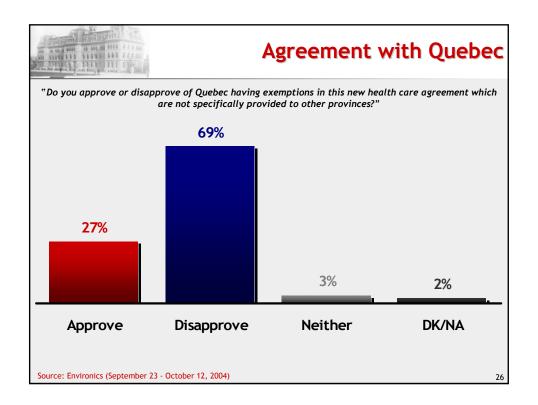


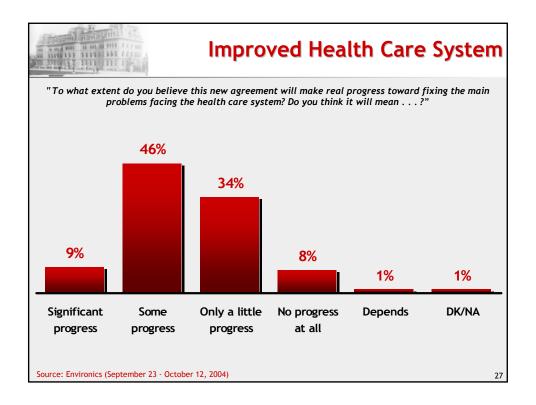


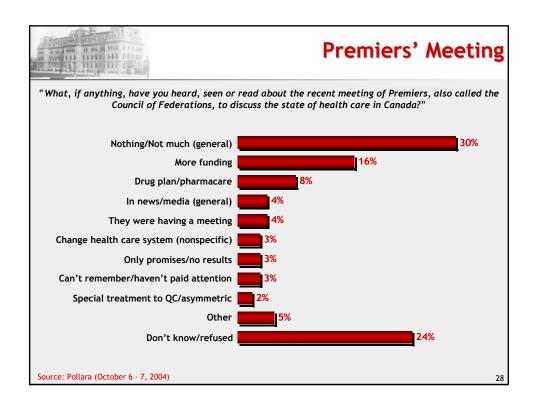


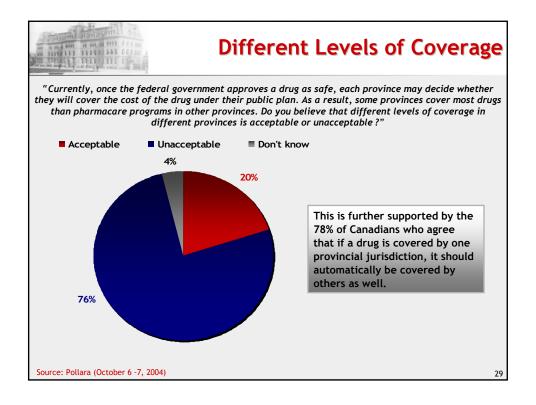


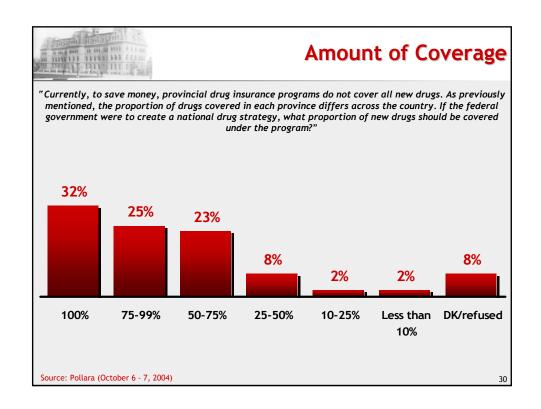


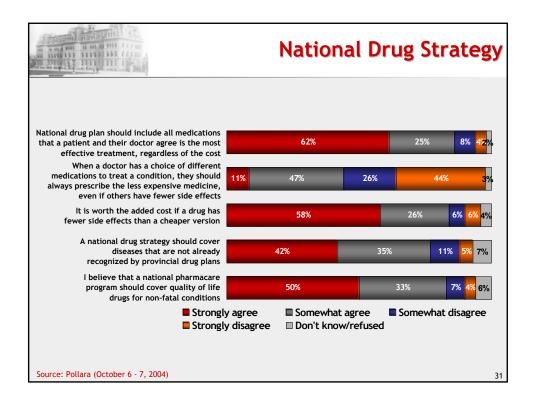


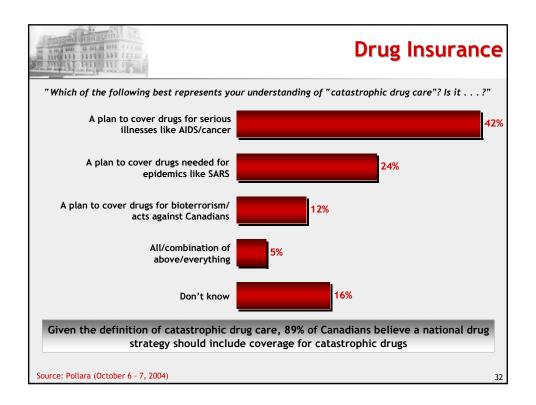


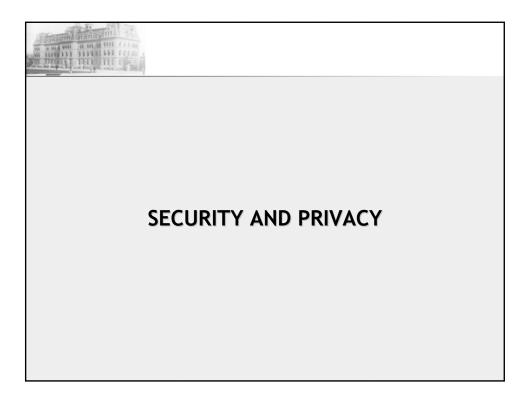


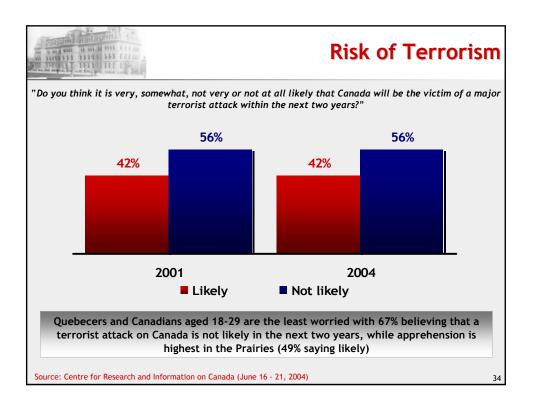


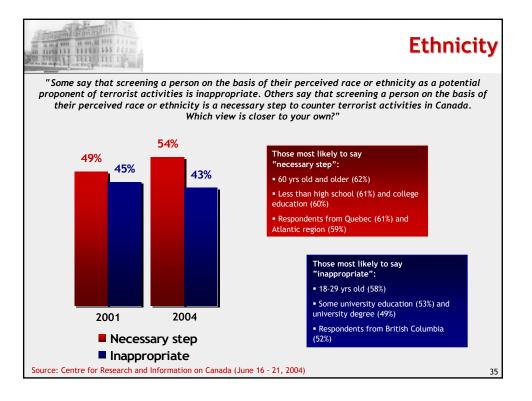


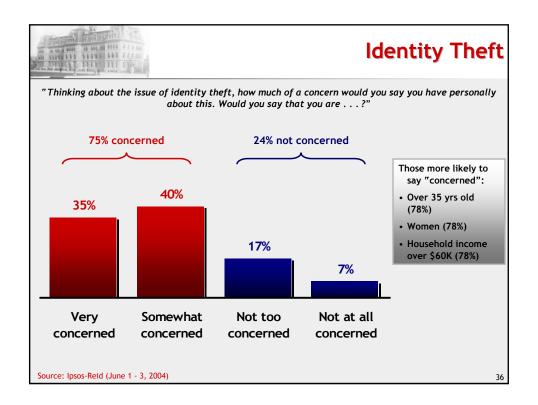


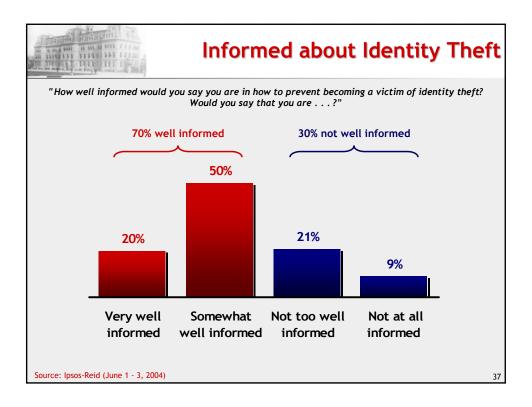


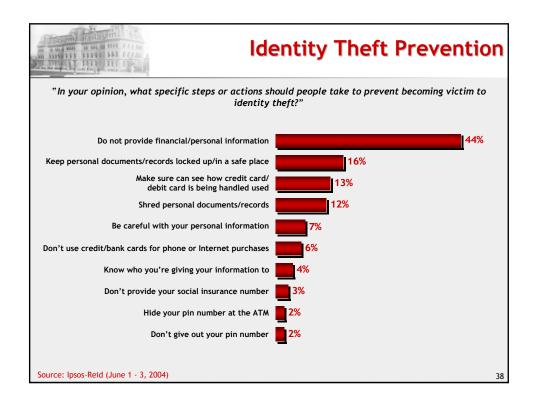


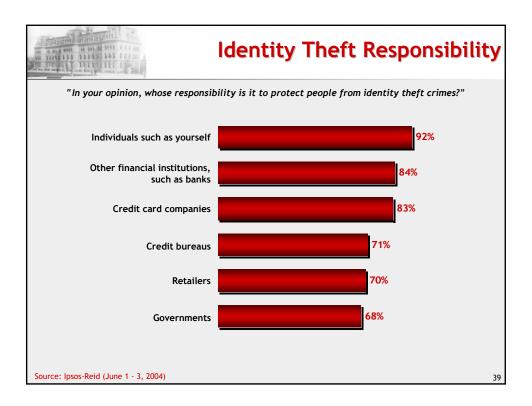




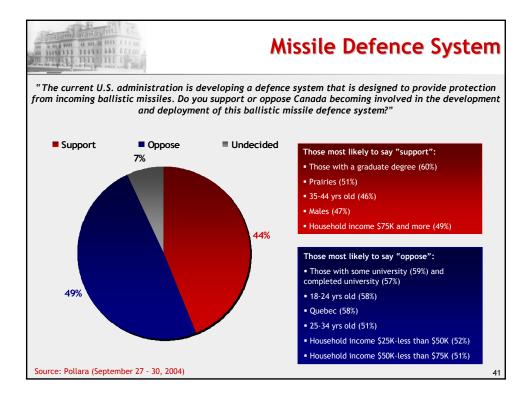


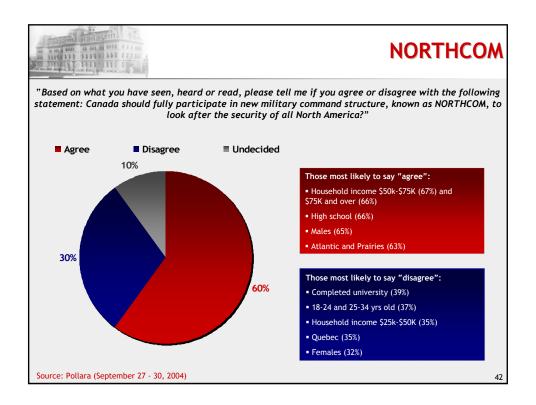


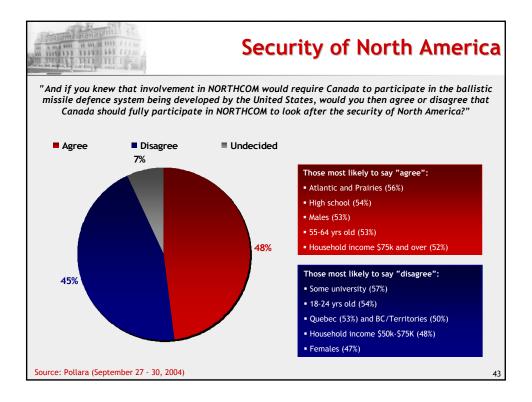


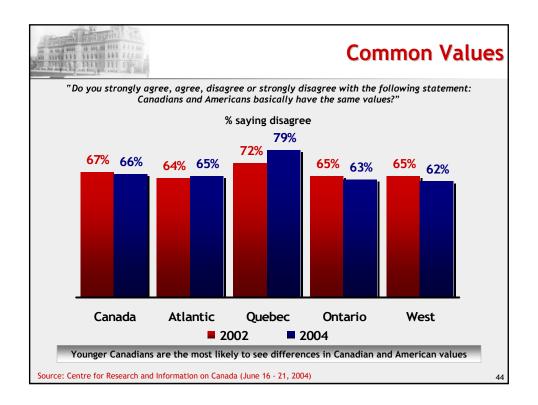


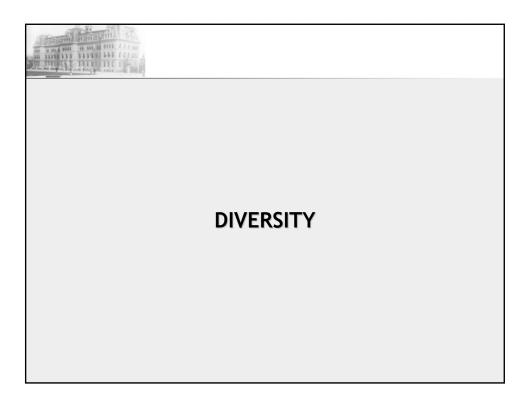


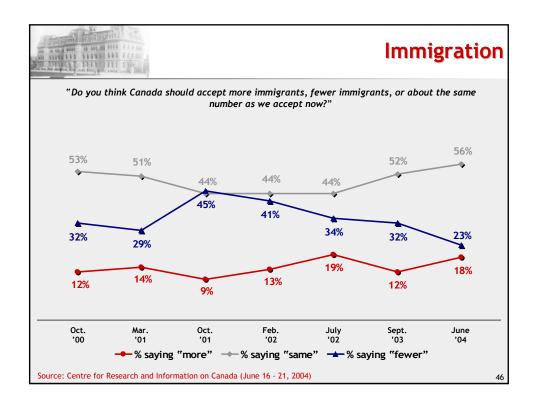


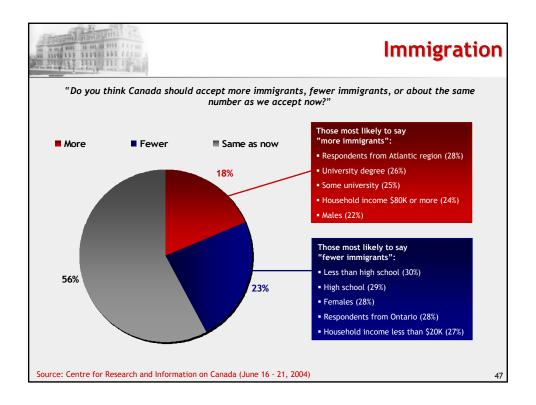


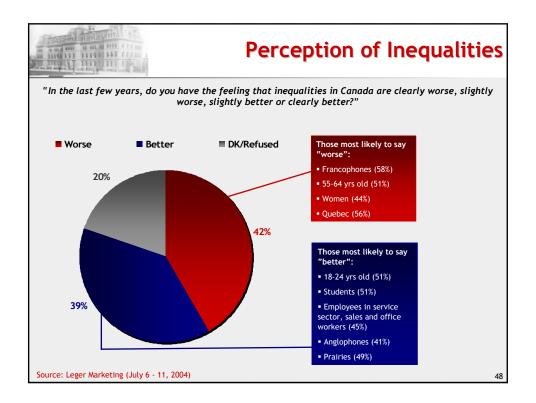


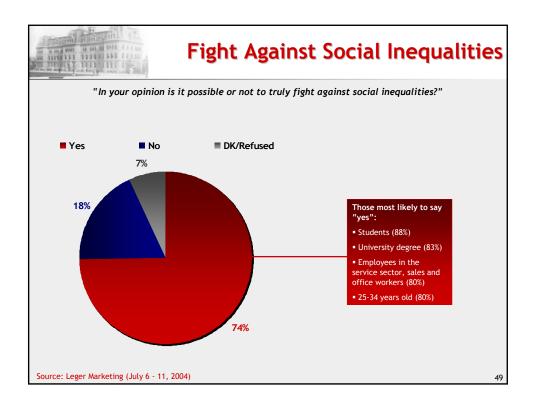


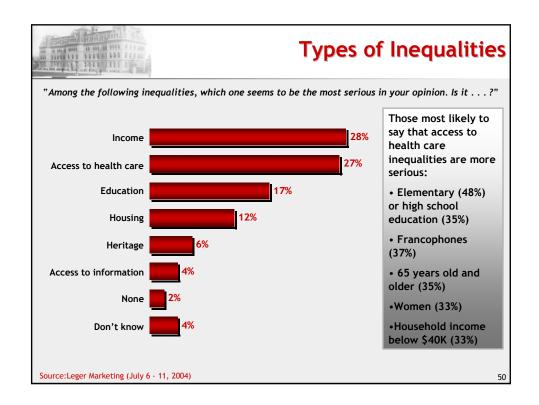


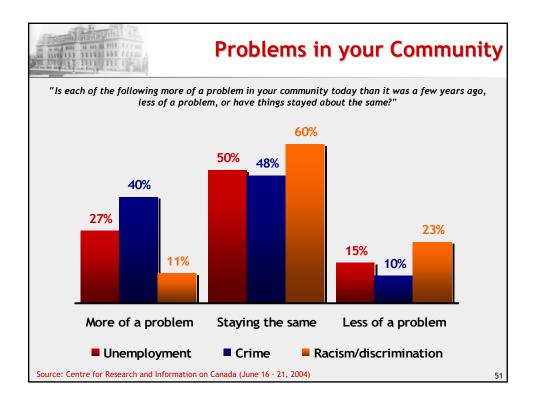


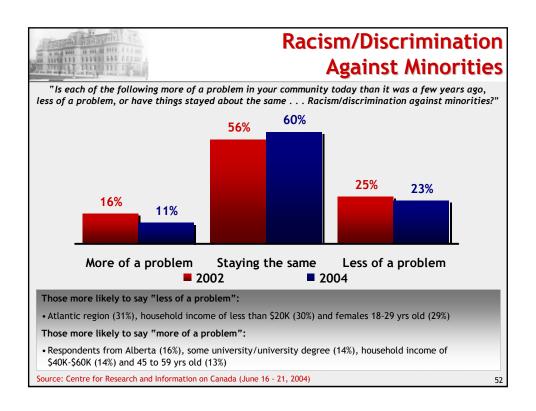


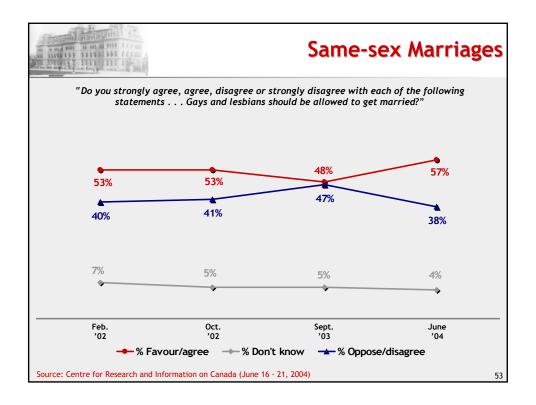


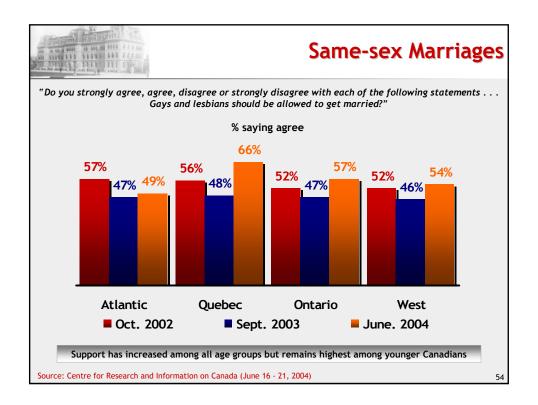


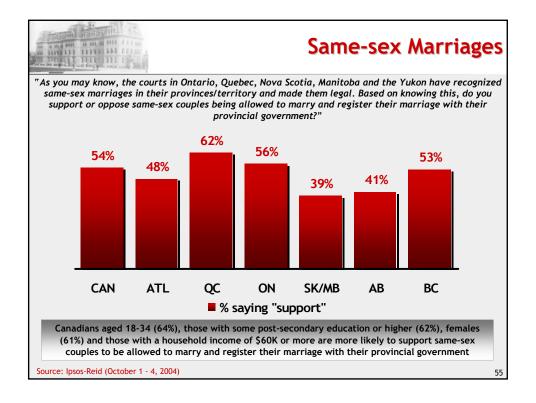


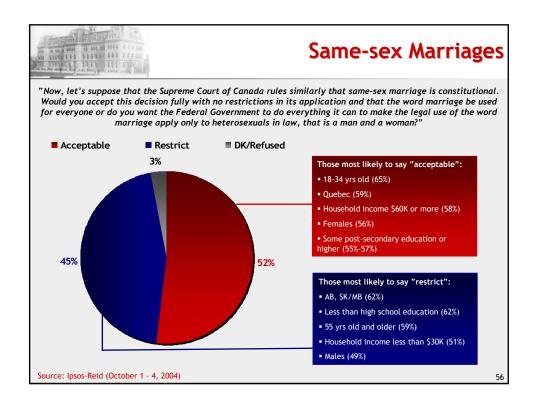


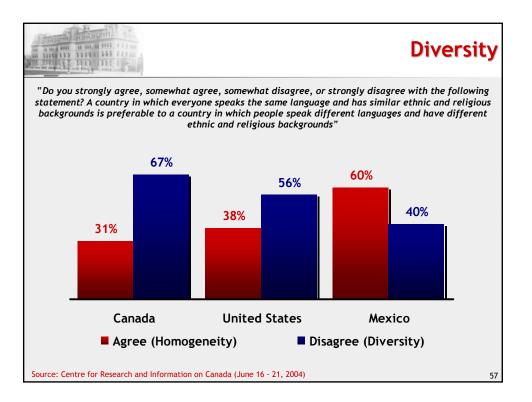


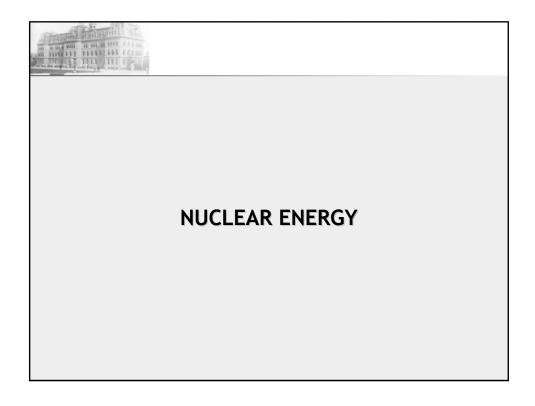


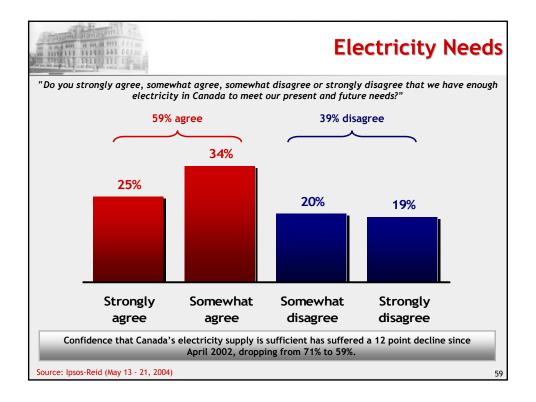


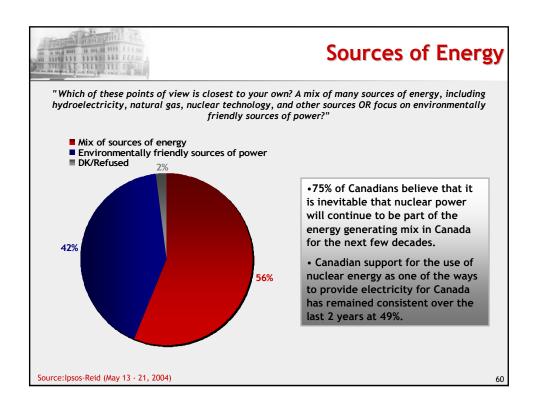


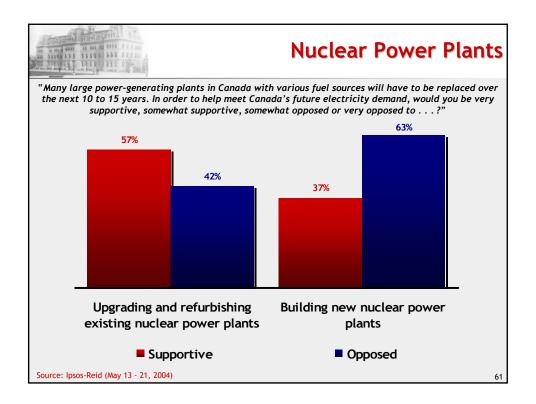












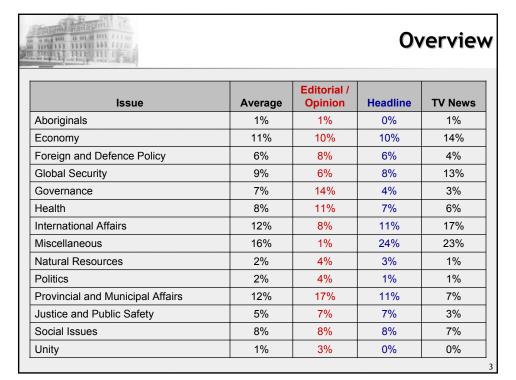


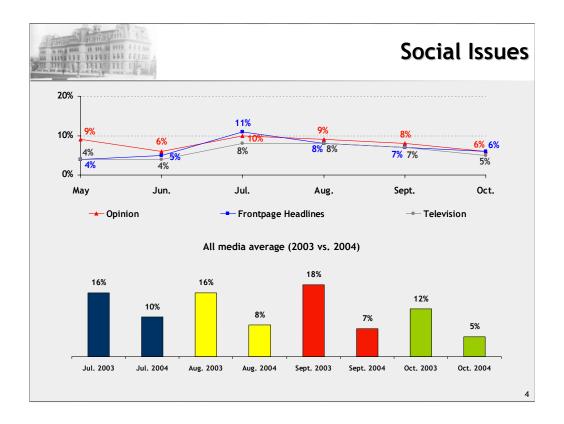
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#### Methodology

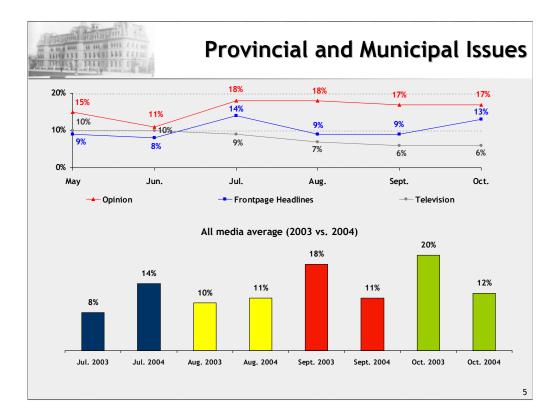
- Data on newspaper headlines, editorial content and television newscasts were collected between July and October 2004, and coded according to pre-determined categories.
- A list of the sources that make up the sample and a list of the categories can be found at the end of this section.

2

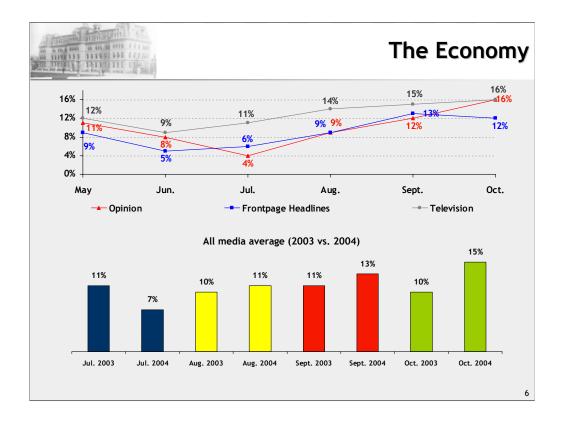




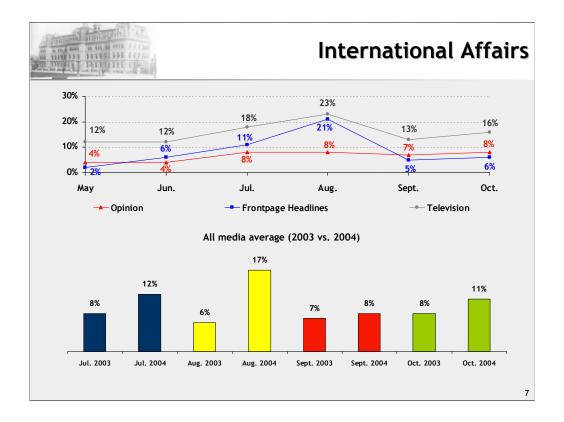
- Aug 15: Third Congrès mondial acadien closing ceremonies
- Aug 19: Welfare cases decline from 3.1 million to 2 million between 1994-2000
- Aug 25: CHOI FM granted reprieve
- Aug 29: Canada's performance at Olympics under scrutiny
- Sept 02: News reports highlight rising tuition fees
- Sept 07: Swim Canada fires head coach
- Sept 10: Minister Owen announces \$10.1 million increase in funds for carded athletes
- Sept 16: Karen Cain appointed Chair of Canada Council for the Arts
- Sept 23: Minister Frulla suggests that Quebec Culture Minister Beauchamp could speak on behalf of Canada at UNESCO when she cannot make it to meetings
- Oct 06: Supreme Court holds hearing on legality of same-sex marriage
- Oct 12: Government invests \$19 million in high performance sport
- Oct 25: OECD releases report critical of Canada's early childhood education



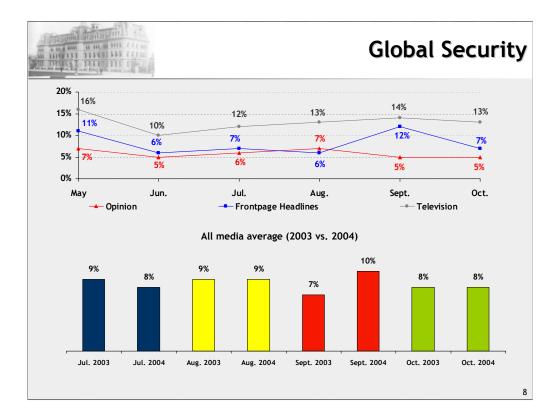
- Aug 16: Premier McGuinty proposes a federally funded pharmacare program
- Aug 18: Ontario budget health premium to raise \$2.4B
- Aug 27: Pauline Marois calls for a PQ leadership vote
- Sept 02: Premiers meet in Toronto before meeting with Prime Minister
- Sept 17: Premier McGuinty pledges to give city of Toronto more powers
- Sept 18: John Tory wins the Ontario Progressive Conservative leadership
- Sept 20: Four Quebec by-elections: ADQ 1; Liberals 2; PQ 1
- Oct 01: Manitoba and New Brunswick go totally smoke-free
- Oct 02: Bernard Landry predicts Quebec will be an independent country in five years
- Oct 09: Quebec sends aid workers to Haiti to assist storm victims
- Oct 12: Premier Klein says the Alberta Alliance party has "a radical right-wing agenda"
- Oct 13: Premier Charest will join French Prime Minister Jean-Pierre Raffarin on a trade mission to Mexico Nov. 17-18
- Oct 16: Premier Williams predicts accord deal will be done within 10 days
- Oct 17: Landry promises referendum during first half of next PQ government's mandate in 10-point plan for sovereignty
- Oct 20: British Columbia lowers sales tax / Ontario proposes removing junk food from schools
- Oct 21: Premier McGuinty announces increase in police presence in province and plan to hand over gas taxes to municipalities
- Oct 23: Bloc-PQ cost sharing deal leaked to news outlets / Duceppe rejects proposed deal
- Oct 25: Premier Klein calls provincial election for November 22
- Oct 28: NDP wins British Columbia by-election



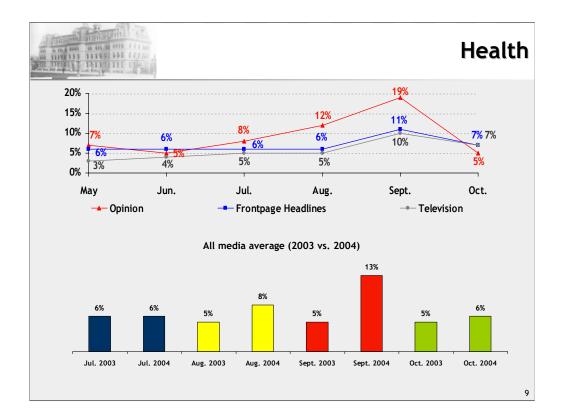
- Aug 16: Gov't rejects PSAC labour deal as too rich / RCMP launch probe of Nortel
- Aug 19: Goodale rejects premiers' proposal for pharmacare
- Aug 26: Goodale says spending review is about "priorities", not downsizing
- Sept 03: Alliant strike ends
- Sept 17: Summit of 10 big-city mayors meet in Toronto request \$10-billion over 5 years
- Sept 20: Minister Brison proposes \$3 billion office sale
- Sept 30: Air Canada emerges from bankruptcy protection / Nortel cuts 3,250 employees
- Oct 01: Goodale announces Petro-Canada sale net profit of \$2.6 Billion
- Oct 07: Bombardier announces 2000 lay-offs
- Oct 08: Canadian dollar nudges 80 cents US
- Oct 13: Goodale announces \$9.1-billion surplus
- Oct 14: British-based MK Airlines 747 cargo plane crashes at the Halifax Airport
- Oct 15: Government and PSAC reach tentative agreements to end strike
- Oct 19: Bank of Canada raises key interest rate / Air Canada launches new look
- Oct 20: Dollar closes above 80 cents US for first time in a decade/ PM explains why Desjardins was left out of \$3.2-billion Petro-Canada privatization
- Oct 22: Proposed Chinese takeover of Noranda / Saskatchewan turns on Synchrotron
- Oct 26: PM announces \$33 billion over ten years in new equalization and territorial funding formula framework/Premier Williams leaves meeting on Equalization
- Oct 28: Ford invests \$100m in Ford Oakville expansion and provides loan guarantees to Bombardier



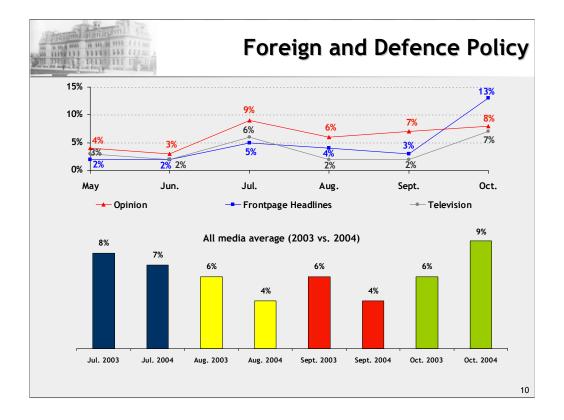
- Aug 01: WTO members approve the plan to end export subsidies on farm products
- Aug 13: 2004 Olympic games open in Athens
- Aug 15: President Bush vows quick relief for victims of hurricane Charley
- Aug 20: Bird flu returns to Asia
- Aug 27: Powell cancels trip to Athens
- Aug 29: Athens 2004 Olympics closing ceremony / Republican convention begins in NY
- Aug 31: Panel rules Canadian Softwood imports do not harm American producers
- Sept 02: Bush accepts party's nomination / Sudan criticises UN
- Sept 03: Pope calls on Canada to stop recording same-sex marriages
- Sept 16: Annan condemns US-led war on Iraq
- Sept 30: First US Presidential debate
- Oct 05: Crisis in Darfour / US Flu vaccine shortage / US Vice-Presidential debate
- Oct 08: Second US Presidential debate / Maathai awarded Nobel Peace Prize
- Oct 09: Australia's Howard wins fourth straight election
- Oct 13: Third US Presidential debate
- Oct 17: Humanitarian catastrophe in Sudan
- Oct 22: Japan to reopen Border for American beef
- Oct 30: US Presidential Election campaign viewed as "too close to call"



- July 31: Iran resumes nuclear program
- Aug 16: Bush announces sweeping redeployment of US troops overseas
- Aug 17: Khadr alleges "a lot" of Canadians trained at al-Qaeda camps in Afghanistan
- Aug 21: Al-Sadr's militia negotiates handover of holy site in Najaf
- Aug 31: French government attempts to free French hostages in Iraq
- Sept 01: Terrorists hold 1,300 school children hostage in Beslan, Russia
- Sept 03: Russian commandos end hostage crisis in Beslan
- Oct 01: Israeli forces intensify military operations in Gaza Strip
- Oct 03: Three terrorist explosions hit resort area of Egypt
- Oct 08: First elections in Afghanistan / British hostage Kenneth Bigley murdered in Iraq
- Oct 10: Pakistan suffers deadly bombing
- Oct 11: "Passport to terror" CBC TV documentary airs / Minister Graham says Canada and Britain will work out submarine issue
- Oct 14: National Security Advisor Wright says it would be "absurd" not to fear terror
- Oct 19: Aid worker Hassan kidnapped in Iraq
- Oct 21: British troops redeployed in Iraq
- Oct 26: Israeli Parliament votes in favour of Sharon's withdrawal plan
- Oct 28: Arafat flown to France for medical treatment
- Oct 29: Osama bin Laden videotape released



- July 30: Premiers call on Ottawa to establish a national drug plan
- Aug 15: CMA poll says confidence in health system eroding / want GST to pay for health
- Aug 16: Minister Dosanjh rejects pharmacare program / Canadian Medical Assoc. calls for use of the GST to fund health care
- Sept 13: First Ministers' Meeting in Ottawa starts
- Sept 15: First Ministers and Aboriginal Leaders agree on the need for an action plan to improve health services for all Aboriginal peoples
- Sept 16: PM and Premiers reach 10-year plan to strengthen health care
- Sept 24: David Butler-Jones appointed to head Public Health Agency of Canada
- Sept 30: Health Canada advises Canadians of Vioxx withdrawal by Merck & Co.
- Oct 05: Public Health Agency releases report on the health of young Canadians
- Oct 13: Hepatitis C compensation package could be revised
- Oct 17: F/P/T Health Ministers meet in Vancouver
- Oct 18: Health coalition calls for end of online drug sales to Americans
- Oct 20: C. difficile outbreak in Montreal



July 06: PM announces 100 police officers as part of UN Stabilization Mission in Haiti

Aug 20: Media report claims new 5,000 troop peacekeeping brigade "could gut military"

Aug 23: CDS Henault rejects story that cutbacks are needed to pay for new peacekeepers

Aug 24: DND releases final investigation into death of two CF members in Afghanistan

Sept 22: PM addresses the UN General Assembly

Sept 28: Minister Graham says he's a strong proponent of continental defence with US

Oct 05: HMCS Chicoutimi sends distress signal stranded at sea

Oct 06: Sailor aboard HMCS Chicoutimi dies

Oct 07: HMCS Chicoutimi being towed to Scotland

Oct 08: HMCS Windsor ordered back to port

Oct 10: HMCS Chicoutimi arrives in port / Body of Canadian sailor arrives in Halifax

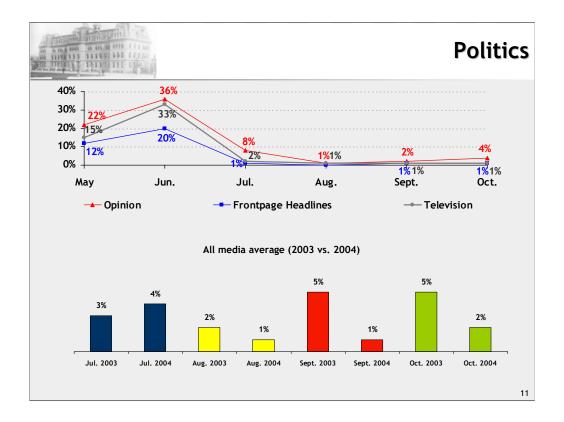
Oct 11: Military funeral for Chris Saunders

Oct 12: PM meets with Russian President Putin in Moscow

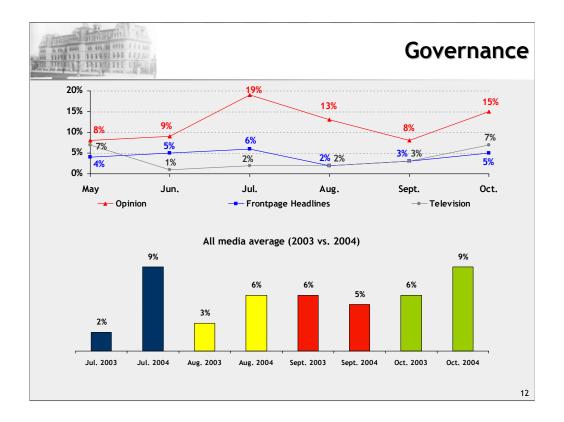
Oct 20: CDS Henault defends submarine purchase before Parliamentary Committee

Oct 21: 60th Anniversary of Italian Campaign of World War II

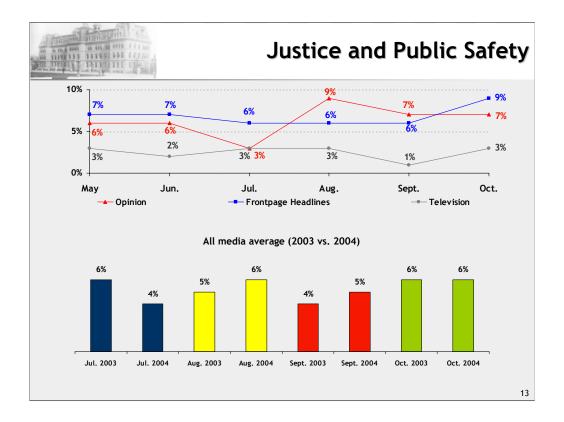
Oct 25: Vicente Fox, President of Mexico, visits Canada



- Jun 28: Duceppe pledges to act responsibly should Bloc hold the balance of power
- Aug 20: Three Opposition leaders meet in Montreal
- Aug 24: Conservative Leader Harper pledges not to topple minority at first opportunity
- Aug 23: PM holds meetings with Jack Layton and Steven Harper
- Aug 25: Liberal MP Parrish refers to supporters of US BMD as "coalition of the idiots"
- Sept 02: PM meets with Gilles Duceppe to discuss new Parliament
- Sept 08: Harper announces Conservative Party policy convention for March 2005
- Sept 09: Three Opposition leaders announce a joint position on how the minoritygovernment Parliament should operate
- Oct 06: Layton accuses Conservatives and Bloc of trying to install Harper as PM
- Oct 15: Harper speech in Quebec says it's time federalism adapted to the new Canadian reality -- something more like Belgium
- Oct 22: Sheila Copps memoirs attack PM



- June 27: Liberal minority victory: Canada's ninth minority gov't and the first in 25 years
- July 14: PM announces opening of Parliament for October 4, 2004
- July 20: PM announces new ministry
- July 21: PM invites Premiers to First Ministers' Meeting in Ottawa for Sept.13, 2004
- Aug 12: Andre Ouellet resigns as head of Canada Post
- Sept 07: PM holds two-day cabinet retreat in Kelowna
- Sept 08: Gomery Inquiry begins
- Sept 16: PM announces First Ministers' meeting for Oct. 26 to discuss Equalization, Territorial Formula Financing (TFF)
- Sept 30: PM stops raise for MPs / GG Clarkson to stay on for one more year
- Oct 05: Speech from the Throne
- Oct 07: Confidence vote crisis in House averted on Bloc sub-amendment
- Oct 08: Eleven new bills tabled in the House of Commons
- Oct 18: Valeri announces agreement on Conservative amendment to hold vote on missile shield, but final decision rests with cabinet
- Oct 20: Gomery Inquiry budget reported as \$20 million
- Oct 26: PM to testify at Gomery Sponsorship Inquiry
- Oct 29: Chuck Guité testifies at Sponsorship Inquiry



- Aug 16: Cotler open to a full review of anti-terrorism legislation this fall / Ottawa will no longer contest gay unions
- Aug 23: Police want wiretap laws amended to cover Internet
- Aug 24: Louise Charron, Rosalie Abella nominated to Supreme Court
- Aug 25: First public hearings on Supreme Court appointments
- Aug 26: Parliamentary Committee satisfied with new judges / Police say parole system needs overhaul
- Sept 13: Arar inquiry private hearings start
- Oct 02: Toronto's Muslim community stage protest at CN Tower
- Oct 13: Minister Cotler announces plans to reintroduce marijuana bill
- Oct 28: Minister Cotler's Truscott announcement / Supreme Court ruling on pay equity



### Frontpage Coverage by Region

Issue	Atlantic	Quebec	Ontario	Prairies	ВС
Aboriginals	1%	0%	0%	1%	1%
Economy	13%	9%	8%	10%	8%
Foreign and Defence Policy	6%	4%	9%	4%	3%
Global Security	3%	11%	11%	6%	5%
Governance	2%	4%	5%	1%	4%
Health	7%	4%	7%	7%	12%
International Affairs	4%	21%	12%	10%	6%
Miscellaneous	30%	23%	22%	28%	24%
Natural Resources	5%	1%	1%	3%	3%
Politics	0%	1%	1%	1%	1%
Provincial and Municipal Affairs	15%	11%	8%	16%	10%
Justice and Public Safety	6%	3%	8%	7%	12%
Social Issues	9%	6%	8%	8%	11%
Unity	0%	1%	0%	0%	0%

Note: Totals exclude Globe & Mail and National Post

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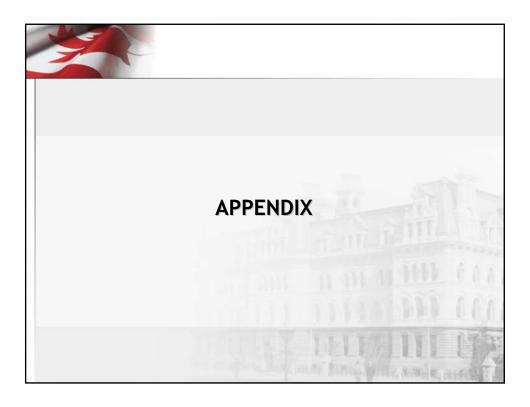


### **Editorial Coverage by Region**

Issue	Atlantic	Quebec	Ontario	Prairies	вс
Aboriginals	0%	1%	1%	2%	2%
Economy	12%	9%	11%	12%	9%
Foreign and Defence Policy	5%	5%	8%	9%	8%
Global Security	2%	5%	7%	5%	5%
Governance	12%	16%	15%	9%	19%
Health	13%	7%	9%	13%	12%
International Affairs	2%	13%	8%	7%	2%
Miscellaneous	2%	0%	1%	1%	1%
Natural Resources	9%	1%	3%	5%	4%
Politics	4%	4%	3%	4%	6%
Provincial and Municipal Affairs	22%	27%	16%	19%	11%
Justice and Public Safety	6%	0%	7%	7%	9%
Social Issues	9%	8%	8%	7%	9%
Unity	2%	4%	2%	2%	3%

Note: Totals exclude Globe & Mail and National Post

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111 111 (1 m)		Sources	s and Sa	ample De	
National		Ontario	7	Television News	
Globe and Mail		The Toronto Star	C	CBC News	
National Post		The Ottawa Citize	n (	CTV News	
			5	SRC - Le Téléjournal	
Atlantic		Prairies	1	TVA Réseau	
Charlottetown Guardia	an	The Calgary Heral	d		
Halifax Chronicle Herald		The Winnipeg Fre	e Press		
New Brunswick Telegraph Journal St. John's Telegram		The Regina Leader Post			
Quebec		British Columbia			
La Presse		The Vancouver Sun			
Le Journal de Montréal					
Sample Sizes	July 2004	August 2004	September 200		
Frontpage Headlines	1852	1831	1772	1715	
Editorial	524	544	534	576	
Television	1845	1844	1816	1660	



### **Media Categories**

Aboriginals First Nations politics / Governance / Land Claims / Residential Schools

The Economy Economy / Jobs / Fiscal issues / Taxes / Innovation & Skills / R&D / Industry /

Transportation and Infrastructure

Foreign Policy / International Assistance / Immigration / Defence (including preparedness) Foreign Policy

Terrorism / War in Iraq / Canada -US border **Global Security** 

Governance Governance / Parliament / Ethics / Appointments / ATIP Health Health care services / Renewal / SARS / West Nile

International Affairs International events that are political in nature or that have public policy implications (other than Terrorism and Iraq)

Miscellaneous Miscellaneous

**Natural Resources** Natural Resources / Environment / Climate Change / Energy / Fisheries / Agriculture

**Party Politics** Partisan politics at federal level

Prov. & Munic Provincial and municipal affairs / politics

**Public Safety** Public safety / Justice / Organized crime / Security Social issues Social issues / Education / Culture / Same-Sex marriage Unity

Unity / Federal-provincial relations / Fiscal federalism



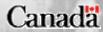
## **CALENDAR OF EVENTS**

December 2004 - February 2005

# CALENDRIER D'ÉVÉNEMENTS

Décembre 2004 à février 2005





Monday	Tuesday	Wednesday	Thursday	Friday	Saturday - Sunday
Decembe	r 2004				
		International AIDS Day	2. • Tabling of Cda's Performance Report 2004 - Ottawa • International Day for the Abolition of Slavery	International Day of Disabled Persons	<ul> <li>4/5.</li> <li>6th Cdn Immunization Conference – Montreal (5-8)</li> <li>14th Board Meeting of GAVI – Abuja, Nigeria (4-5)</li> <li>UN/International Volunteer Day for Economic &amp; Social Development (5)</li> </ul>
OSCE Ministerial Meeting     Sofia, Bulgaria (6-7)     National Day of     Remembrance & Action on     Violence Against Women:     Commemoration of the     15th anniversary of     Montreal Massacre	7. • Bank of Cda to announce its decision on interest rates	8. • Earth Sciences Information Centre's 150th anniversary - Ottawa	9. • Global Public Health Security Min Meeting – Paris (9-10) • NATO Ministerial Meeting – Brussels, Belgium (9-10)	<ul> <li>10.</li> <li>Conference on Haiti - Montreal (10-12)</li> <li>Forum of the Future - Morocco (10-11)</li> <li>World Human Rights Day</li> </ul>	11/12. • International Conference on Water and Disasters – University of Western ON (11-13)
13. • Release of the International Energy Agency publication entitled 'Energy Policies of IEA Countries: Cda 2004 Review' – Ottawa (T)	14. • 16th UNAIDS Program Coordinating Board – Jamaica (14-15)	<ul> <li>15.</li> <li>10th Session of the Conference of the Parties (CoP10) (Climate Change) – Buenos Aires, Argentina (15-17)</li> </ul>	16.	<ul> <li>17.</li> <li>Parliament rises for holidays</li> <li>Release of Cda Pension Plan Disability Vocational Rehabilitation Evaluation Report</li> </ul>	18/19. • International Migrants Day (18)
20.	21.	22.	23.	24.	25/26. • Christmas Day (25) • Boxing Day (26)
27.	28.	29.	30.	31.	

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday - Sunday
January 20		1/2. • New Year's Day (1) • Alberta & Saskatchewan Centenary Celebrations begin			
3.	4.	5.	6.	7.	8/9.  • Palestinians to elect Arafat's successor (9)
<ul> <li>10.</li> <li>International Conference on Small Island Developing States</li> <li>Mauritius (10-14)</li> </ul>	11.	12.	13. • Senior Level Forum on Development Effectiveness - London, UK	14.	15/16.
17.	18.	19.	20. • US Presidential Inauguration – Washington, DC	21.	22/23.
24. • F/P/T Jus Min meeting – Ottawa (24-25) • F/P/T Emergency Management Min meeting – Ottawa (24-25) • Joint meeting of F/P/T Justice & Emergency Management Min – Ottawa (24-25)	25.	26. • F/P/T Labour Min meeting – Toronto (26-28) (TBC) • World Economic Forum – Davos, Switzerland (26-30)	27.	28.	29/30. • Iraq presidential & legislative elections (30)
31. • Parliament resumes					

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday - Sunday
February 2					
	1.	2.	3.	4.	5/6.
7. • Phase 1-B of the public hearings of the Commission of inquiry into the Sponsorship Program & Advertising Activities – Ottawa (Feb 7-Apr 30)	8.	9.	10.	11.	12/13.
14. • Valentine's Day	<ul><li>15.</li><li>National Flag of Canada Day</li></ul>	<ul> <li>16.</li> <li>3rd Summit on Earth Observation - Brussels, Belgium</li> <li>Kyoto Protocol comes into force</li> <li>Heritage Day</li> </ul>	17.	18.	19/20. • Atlantic Energy Roundtable - Halifax (19)
21.	22.	23. • 2 <sup>nd</sup> Annual Conference on Climate Change – Montreal	24.	25. • National Aboriginal Youth Entrepreneur Symposium 2005 - AB	26/27.
28. • Infrastructure Renewal & Financing Conference – Toronto (Feb 28-Mar 1)					