

## **MCCRAE STATUE PROJECT SITREP – 19 SEPTEMBER 2014**

**AIM:** To update the Senate on the state of planning for the McCrae Statue Project.

### **THE STATUE AND SITE**

**Production and Emplacement of the Statue.** The statue is being created by Ruth Abernethy the renowned Canadian artist whose works are on display in a variety of Canadian cities. The statue shows McCrae in his uniform, his medical bag at his feet and pencil in hand. The contract for production of the statue has been signed. Her initial wax mould work (sculpting) is complete and the various parts are now with the foundry.

### **Site Development and Emplacement**

The project will be undertaking the required environmental assessment, site development and construction of the site. Emplacement is being coordinated with Heritage Canada, the National Capital Commission and Public Works and Government Services Canada. The McCrae Statue Site Proposal has been received from the landscape architect (**Attachment 14A**). It shows the positioning of the statue and the plaques plus the general landscaping. The plan is to adopt the pedestal type plaque mount, as used in front of the Terry Fox statue (**Attachment 14B**).

### **Plaques**

The initial wording for the plaques was developed by the project committee and revised by the senior leadership. This was submitted to Heritage Canada who proposed some significant changes. After some negotiation the plaques read as follows:

#### **Lieutenant-Colonel John McCrae (1872-1918)**

John McCrae was a Canadian gunner, physician and poet of the First World War. In May 1915, he was moved to write the well-known poem *In Flanders Fields* following the death of comrades during the Second Battle of Ypres. McCrae's poem came to symbolize the sacrifice of all who fought and died in the First World War and is the inspiration for the poppy as the symbol of remembrance in Canada and abroad.

This statue was erected on May 3, 2015 by The Royal Regiment of Canadian Artillery with support from the Government of Flanders

### **National Artillery Memorial**

This memorial, featuring a 25-pounder field gun, symbolizes the enduring pride of the members of The Royal Regiment of Canadian Artillery in the service of our predecessors, and our eternal gratitude, and that of all Canadians, for the sacrifice made by the Regiment's fallen.

Ubique means everywhere. The Artillery has participated in every major conflict in Canada's history. It is a vital combat capability of the Canadian Armed Forces and Gunners today continue to contribute to the success of missions around the world.

The layout of the plaques is under development and a final review will be done once the layout design has been completed. The plaques will be bilingual and include a gun crest.

### **CEREMONIAL**

**Unveiling Ceremony.** The statue will be unveiled on May 3, 2015, the 100<sup>th</sup> anniversary of the writing of the poem. A ceremony will be held following a remembrance format. The troops on parade will include Artillery and Medical Service soldiers, representing McCrae's two professions, veterans and a band. There will also be gun salute.

The Governor General has been invited to unveil the statue. Attendance is expected by representatives of the Government of Flanders, senior government officials, senior members of the Canadian Armed Forces, representatives of the Royal Canadian Legion and the Clan McCrae. The ceremony will be open to the public and it is intended to advertise the event starting around Remembrance Day 2014.

**Commemorative Dinner.** A Commemorative dinner will be held on the evening of May 2, 2015 at the Museum of History. Guests will include the Governor General, the representatives of the Government of Flanders, senior government officials, senior members of the Canadian Armed Forces, representatives of the Royal Canadian Legion and the Clan McCrae.

Cost per plate is estimated to be \$150 for a three course meal and two glasses of wine plus canapés and one pre-dinner cocktail. Attendance will be user pay, less a select number of non-paying guests. The plan is for 300 attendees but space will allow for up to 400.

**Post Ceremony Reception.** Following the ceremony, there will be a reception for approximately 400 invited guests in the Victoria Hall in the Diefenbaker Building across the street from the memorial site. Total cost is estimated at \$11,651 for an open bar, based on two drinks per person, and served canapés.

### **COORDINATION**

#### **The Royal Canadian Medical Service**

The Royal Canadian Medical Service (RCMS) has agreed to collaborate with the Royal Regiment on the project. The Surgeon General has agreed to the project approach as an Artillery project, with appropriate recognition of McCrae's medical profession. A Surgeon General representative sits on the Project Committee and the RCMS is undertaking advertising and fund

raising within the medical community. The Canadian Medical Association has already donated \$10,000. The RCMS will participate in all aspects of the unveiling ceremony.

### **Heritage Canada**

The Government of Canada is planning a broad range of significant commemorative events under the banner “The Road to 2017”. Heritage Canada (PCH) is responsible for coordinating all domestic commemorations. PCH has identified the 100<sup>th</sup> Anniversary of the poem “In Flanders Fields” as a major event in its commemorative program. Senior PCH staff have been briefed on the project, as has the World Wars Working Group, representing most government departments and agencies. All are supportive of the project.

### **DND Support**

The DND support to the Road to 2017 is published under Operation DISTINCTION and is coordinated by the Canadian Joint Operations Command (CJOC). The CJOC tasking order has identified the McCrae Statue Project as a major event to support the 100<sup>th</sup> Anniversary of the Battle of Ypres (Domestic) in 2015. This tasking order identifies funding and personnel to support the event. To date, coordination with CJOC and other key agencies within DND indicate the provision of the planned support to the project. However, the details are still to be coordinated. The Army Commander has been briefed and the CDS will be briefed this fall. Coordination with the VCDS office which is overall responsible for the tasking is pending.

### **Veterans Affairs Support.**

Veterans Affairs Canada (VAC) is responsible for coordinating all international commemorations under the Road to 2017. In that regard they have no direct involvement in project coordination. However, application has been made to Veterans Affairs Canada for financial support under the Community Engagement Partnership Fund. It is anticipated a decision will be made mid October 2014.

### **The Royal Canadian Legion**

It is intended that a contingent of veterans will parade at the unveiling ceremony and initial discussions have taken place with The Royal Canadian Legion (RCL) on the coordination of veteran involvement. The RCL now has a member on the project committee.

### **The Government of Flanders**

The Government of Flanders has offered to donate \$50,000 to the project on the basis that certain recognition is granted to them. Negotiations are ongoing on the basis of the following:

- **The Plaque.** The proposed plaque inscription (shown above) includes recognition of support from the Government of Flanders
- **The Ceremony.** The Government of Flanders will be invited to speak during the unveiling ceremony at a suitable time and a duration corresponding to that of Canadian Government officials. The focus being the commemoration project of the Government of Flanders in general, the link to John Mc Crae and Flanders Fields specifically and the reason the Government is supporting the project.
- **Communications.** Communications on the McCrae Statue Project will include recognition of the support received from the Government of Flanders.

- **Events.** Officials of the Government of Flanders will be invited to the Commemorative Dinner and the Post Ceremony Reception. Details to be negotiated.

## COMMUNICATIONS

Communications is focused on improving the website and developing video coverage to support our general advertising and fund raising. RHQ has been working on improvements to the website to include the incorporation of social media. A proposal has been sought for video development to produce a professional quality piece on the project, plus sufficient B roll supporting imagery and still photos to support our communications efforts. The initial proposal was for \$13,644 which is considered too rich for our budget. The team has been asked to try a counter proposal that would focus on a smaller polished product for use in advertising the project plus sufficient B Roll to support our overall activities. In terms of cost, we are looking at something in the \$5-6K range. Should additional funding become available, we can consider expanding the coverage.

## FINANCES

**Project Budget.** A summary of the project budget is shown at figure 1. A detailed budget is attached (**Attachment 14C**).

Item	Totals	Funding Source			
		Public		Non-Public	
		DND	VAC	Donations	User Pay
<b>Costs</b>					
Statue Production and Emplacement	242,000			242,000	
Communications and Public Relations	18,000		18,000		
Unveiling Ceremony	136,636	128,136	8500		
Commemorative Dinner Reception	43,671		6851	4800	43,671
	11,651				
<b>Total Project Costs</b>	<b>451,958</b>	<b>128,136</b>	<b>33351</b>	<b>246,800</b>	<b>43,671</b>
<b>Revenue</b>					
Government (TBC)	161,487	128,136	33351		
Donations (as of 18 Sep)	216,055			216,055	
Pledges	30,000			20,000	10,000
Flanders (TBC)	50,000			50,000	
<b>Total Potential Revenue</b>	<b>457,542</b>	<b>128,136</b>	<b>33351</b>	<b>286,055</b>	<b>10,000</b>

At this stage, costs estimates vary in fidelity. The production of the statue is under contract and costs are firm. Tenders for all Emplacement activities have been sought and the figures are solid estimates based on initial negotiations. Communications costs are initial estimates. Contract negotiations are underway for the Commemorative Dinner and the Reception and the costs stated are based on initial negotiations with the service providers. Costs for the Unveiling Ceremony are estimates based on standard DND costing factors.

## **Donations**

Fund raising for the McCrae Statue Project has been undertaken by the RCA Heritage Programme. To date, the funds raised total \$216015.55 with pledges for an additional \$30,000. It is anticipated additional funds will be raised in the coming months. The major sources of greatest concern are support from the Government of Flanders (\$50,000) and support from PCH (\$33,351).

## **Financial Risk Assessment**

While the best case scenario sees the project with ample funding, we face risk in a number of areas as we have no confirmation of the funds being forthcoming in the following areas:

- VAC Funding under the Community Engagement Partnership Funding (CEPF) (\$33,351) is on a competitive basis and will not be known until mid October;
- The funding from the Government of Flanders (\$50,000) depends on us meeting their expectations in terms of suitable recognition and is under negotiation;
- DND funding is not assured but, given the initial coordination, it is not anticipated do be a problem.

Failure to secure funding in these areas will impact the project and require us to look for flexibility, primarily in the areas of communications, ceremony support to veterans and the reception.

## **Summary**

The McCrae Statue Project is advancing well, albeit we are late to need in a number of areas. Our focus going forward is to ensure the site preparation is complete before the snow fly's, the communications plan is implemented effectively and implementation of invitation planning is started. We also need to develop the detailed unveiling ceremony plan to ensure key participants are identified and secured.