

Doug Davidge

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Profile

- 30 years experience in partnership, marketing and heritage interpretation
- Founder and Principal, *Davidge & Associates*, an Ottawa-based consultancy which helps organizations manage their partnerships and build capabilities in this area (2011)
- A recognized leader in public sector sponsorship and partnership development
- Sponsorship Leader for Government of Canada national programs and events at Canadian Heritage and Parks Canada including Canada Day, the One in a Million Flag Challenge, the Parks Canada / Canadian Parks Partnership Cause-Marketing Campaign and the Canada Pavilion at Expo 2010, Shanghai
- Partnership advisor and coach to Government of Canada ministers, senior managers, program directors and officers. Range of activities: Partnering Ethics, the Gomery Commission, Prime Ministers Awards for Teaching Excellence, the former Portrait Gallery of Canada, G8 Summit (2002), Canada Remembers – November 11 and numerous Government of Canada advertising campaigns, e.g. *72 Hours: Is your family prepared?* ; *Home Renovation Tax Credit* (2009)
- Founder and Manager of the centre of expertise for Government of Canada partnering and collaborative arrangements
- Founder and Chairperson of *PartnerNet*, the Government of Canada partnering community of practice
- Experienced negotiator in handling complex win-win-win partnership arrangements among the public, private and non-profit sectors. Skilled at integrating foundation and corporate partnerships; assisted non-profit partners in securing foundation and corporate gifts
- Program developer, manager and advisor for special government grants and contribution programs, e.g. the *reformed* Government of Canada Sponsorship Program, Government of Canada Tourism Marquee Program
- Guest lecturer on Government of Canada partnerships and collaborative arrangements at McGill University, University of Ottawa and Carleton University
- Effective conference presenter, trainer and communicator
- Energetic, strategic and resourceful, enjoy generating new ideas and initiatives

Experience & Accomplishments

***Canadian Heritage
International Expositions
Ottawa***

Dec 2009 – May 2010

Special Advisor on Partnerships

- Responsible for all aspects of corporate alliances in collaboration with the Cirque du Soleil (CDS) for the Canada Pavilion at Expo 2010(Shanghai) with RIM, Tim Hortons, Power Corporation of Canada and Bombardier (\$1.5 million each) including:
 - Develop and present sponsorship business cases for potential partners;
 - Negotiate complex legal agreements with CDS and partners outlining rights and benefits;
 - Manage all aspects of the relationships with corporate partners.

***Public Works and Government Services Canada
Advertising Coordination & Partnerships Directorate
Ottawa***

2004 - 2009

***Manager, Partnerships (2004-2008)
Manager, Advertising and Partnerships (2008-2009)***

- Created and managed the federal government centre of expertise for partnering and collaborative arrangements;
- Provided policy and operational advice to public servants at all levels in analyzing and developing partnerships;
- Provided advice and coaching to the Sponsorship Review Team and the Gomery Commission in the Government of Canada civil lawsuits against Groupe Action, Groupe Polygone and Group Everest;
- Developed ***A Statement of Partnering Values for Federal Public Servants, An Ethical Framework for Government of Canada Partnering (2005) and An Ethical Framework for Government of Canada Advertising (2006)***;
- Developed the six publications in the ***Best Practices in Government of Canada Partnering Series*** to guide public servants in corporate partnering activities (2006-2008);
- Founder and Chairperson, ***PartnerNet*** (over 350 members and 52 participating departments), the Government of Canada community of practice for partnering;
- Led a team of advertising specialists in planning and coordinating Government of Canada advertising (\$70 million in f/y 2008/09);
- Managed the Agency of Record for the placement of all Government of Canada advertising (contract value \$26 million);
- Contributed, as part of the Working Group at the Treasury Board Secretariat, to the development of the ***Communications Policy for the Government of Canada, 2008***.

**Communication Canada
Ottawa**

Senior Advisor, Strategy & Policy

2002 -2004

- In three months following the media probes, authored and helped deliver the *reformed* Government of Canada Sponsorship Program from start to finish - new Policy Framework, Implementation Strategy, Program Criteria, Treasury Board Submission, Application Review Process and Evaluation. Initiated and conducted high-level consultations with stakeholders in the private and non-profit sectors. Served on the Sponsorship Review Committee with the Assistant Deputy Minister, Director General and Director for assessment of proposals for this \$40 million program. Provided on-going advice to senior managers and Minister Ralph Goodale.

**Canadian Heritage,
Ottawa**

Communications Branch

Manager, Partnerships & Collaborative Arrangements,

2000 – 2002

Canadian Identity Directorate

Manager, National Strategic Alliances

1996 - 2000

- Established and managed the centre of expertise for partnering arrangements at Canadian Heritage;
- Developed landmark policy framework and tools to help staff at all levels design, manage and evaluate partnership marketing initiatives: **Canadian Heritage Partnering Framework, The Corporate Sponsorship Tool Box** and **Effective Partnerships with Corporate Canada**. Served as model for other government departments in their partnering activities (RCMP Musical Ride, Health Canada);
- Provided hands-on practical partnering and sponsorship guidance for Canadian Heritage programs, e.g. **March 21 Anti-Racism Campaign, the Canadian Magazine Publishers Marketing Campaign, World Conference for Women in Sport 2002 (Montreal), Portrait Gallery of Canada, Prime Minister's Awards for Teaching Excellence, School Net, Virtual Museum of Canada and G-8 Summit 2002** at Kananaskis;
- Contributed, as part of national teams at the Treasury Board Secretariat, to the development of the **Communications Policy for the Government of Canada 2002, and Guidelines for Partnering and Collaborative Arrangement;**
- Initiated and managed the **Tomorrow Starts Today/ RCMP Musical Ride** partnership event among Canadian Heritage, the RCMP and corporate sponsors on Parliament Hill (2000);
- Managed the complex partnership negotiations with McClelland and Stewart, Chapters, History Television, Life Network and PBS Television for the production of the book and television special, **A Diary Between Friends** (\$950,000 value to Canadian Heritage). The Prime Minister and the American Ambassador launched the book on Parliament Hill, post 9/11, as a symbol of cooperation between Canada and the United States. Books were given as gifts from the PM to President Bush and Members of Congress. Sold in both the US and Canada (a best seller);
- Led the national sponsorship team, providing on-going advice to senior managers and Deputy Prime Minister Shelia Copps, for the **One in a Million Flag Challenge** campaign, 1997-1998. Negotiated, at senior management level, mutually beneficial alliances with 12 Canadian corporations and national

non-profit organizations providing a financial benefit to the *Flag Challenge* of \$2.1 million and reaching five million Canadians through the sponsors' networks;

- Led the national corporate sponsorship team in collaboration with Canada Day Committees for *Canada Day, the Canada Day Poster Challenge* and, *National Flag of Canada Day* sponsorships. Corporate sponsors included Air Canada and Hostess Fritos-Lay, RBC, Maple Leaf Foods and The Bay.

Parks Canada

Ottawa, Halifax and Baddeck

Chief, National Partnership Projects

1989 - 1996

Interpretation Officer; Project Manager, Head, Visitor Activities

1980 - 1989

- Pioneered the Parks Canada / Canadian Parks Partnership cause-related marketing program to create awareness and generate revenue for national parks and historic sites. The program produced a national heritage product line for sale, marketing promotions and corporate sponsorships of events. Negotiated and guided partnerships at the senior management level with more than 25 corporations including Kodak Canada, Hallmark Cards, Post Cereal and Hi-Tec Sports. Generated \$850,000; reached seven million Canadians with heritage messages. This was done in collaboration with the Canadian Parks Partnership, the national umbrella group for all the 'Friends' groups' in support of parks and historic sites. Became a model for integrating individual donations to the Canadian Parks Partnership with the corporate sector, using the Parks Canada brand;
- Developed and implemented heritage interpretation programs for more than 12 national historic sites including Halifax Citadel, L'Anse aux Meadows and Louisburg. Included managing consultants, forecasting expenditures and managing budgets;
- Led multi-disciplinary teams of curators, historians, interpreters and designers in producing exhibits, publications, films, audiovisual, outreach and living history programs for Atlantic Region National Historic Sites. Managed over 55 projects;
- Managed education, visitor activities and marketing programs for 200,000+ yearly visitors at Alexander Graham Bell National Historic Site. Managed a staff of 30 seasonal guides;
- Created the Atlantic Regional Heritage Product Line for sale at national historic sites. Included reproduction artefacts, art cards, and historic prints.

Awards

Deputy Minister's Award of Distinction, 2002, Department of Canadian Heritage

Masters of Marketing Award, 1995, American Marketing Association

Deputy Minister's Award of Distinction, 1995, Department of Canadian Heritage

Citation of Excellence, 1992, Parks Canada

Recent presentations

Strategic Collaborative Marketing: How to Increase the Impact of your Advertising Campaign,
Guest Lecturer, Communications Department, Graduate Program, University of Ottawa, 2011

The Anatomy of a Successful Partnership, MARCOM, Ottawa, June 2010

Creating Government of Canada Marketing Partnerships, Guest Lecturer, Communications Department,
University of Ottawa, 2010

Effective Government of Canada Partnerships - Trends and Best Practices, 2009
Canada School of Public Service, Ottawa, November 2009

Media Partnering Trends in the Government of Canada, Guest Lecturer, Communications Department,
University of Ottawa, 2008

**Ethical Considerations, Pitfalls and Opportunities of the Canadian Institutes of Health Research
Partnerships with the Private Sector**
Canadian Institutes of Health Research, Ottawa, March, 2007

The Ins and Outs of Government of Canada Partnering, Guest Lecturer, Carleton University's Sprott
School of Business, Professional Certificate in Public Sector and Non-Profit Marketing in 2006 and 2007

PartnerNet sessions 2009-2010

Chair and Panel Moderator:

The Canada Council for the Arts' Approach to Partnership: Expanding Impact beyond Resources

Export Development Canada's Framework and Measurement Strategy for Partnership Investment

Navigating Partnerships: CIHR's Plan for Successful Collaborations

Public/Private Partnerships: A P3 Primer

Parks Canada: A Corporate Engagement Approach

Veterans Affairs Canada: Partnering with the Private Sector, A Corporate Engagement Framework

Partnering by Design at the International Development Research Centre

Education

University of New Brunswick, B.A., History, 1971

McGill University, Honours B.A. (equivalent), Art History, 1975