

Anime unveiled
Episode 1- The greatest Canadian

In this episode of Anime Unveiled, follow Meg Birrell on her journey to discovery who the greatest Canadian is and why. How do we determine who is great and who is not? And how does anime factor into the tourism agency? Find out in this episode of anime Unveiled.

Opening music *original*

Meg: Hello, and welcome to Anime Unveiled a podcast dedicated to talking about anime in all its glory. I'm your host Meg Birrell. Have you ever moved? Immigrated somewhere? Or know someone who's immigrated? In this episode we will be focusing on some of the Canadians involved in anime and how that has impacted both the tourism agency, the Asian image and immigration. Well let me introduce you to the greatest Canadian Martha Walden. Martha Walden is a Canadian who changed tourism forever. With her great leadership skills and enthusiasm, she is a politician who is the CEO of Destination Canada as of 2020. Destination Canada is a government run, Crown corporation, tourism agency which focuses on improving tourism, and bringing people to Canada. Her career started off, like most politicians, in school. She graduated from West Point grey high school as well as Harvard Business school. Martha also went to the University of B.C. with plans to become a journalist, however instead she took to law and received a bachelor in commerce degree. After she graduated in 1980, she took a job at Baker Lovick, an advertisement agency where she worked for 17 years. While there she put her skills to the test and received many awards for her work, namely one from the Yellow pages group. Despite being successful in the industry, Walden decided to quit in 1997 in order to spend time being a mother to her 3 children, ages 5, 7, and 9

Ambience of children laughing and playing

Meg: Even while raising 3 children Martha found ways to volunteer and help the community. Combining both her love for being a parent and her strong passion to help and improve lives for others, Walden constantly found things to do such as helping run a reading program for her children's school

End ambience of children laughing, insert ambience of hockey playing

Meg: It was 1998, and people were in high spirits. The Olympics had just ended and Canada had just won the first silver medal ever awarded in women's hockey. People were ecstatic. // Martha Walden and her children were no different. // Martha's daughter, caught up in the rush of the victory, had taken an interest in hockey and of course, Martha wasn't far behind her with a helping hand. Partnering up with the founder of the North Shore girls Hockey Team, Martha Walden turned it into a league.

Dozens of new teams formed all across Metro Canada. Truly, wherever Walden went change and improvement followed. She had taken her shot and scored.

(End ambience)

Fade out here, to silence, and fade in next scene.

Meg: Martha, having left her mark in the hockey decided it was time to head back. She became the marketing and communications director at British Columbia Lottery Corporation or BCLC for short. At BCLC Walden learned about how people perceive information, what risks they are willing to take, and strategy, which became skills that set her apart from her peers when she became CEO. Climbing the ranks, Walden soon became Vice President of strategy, transformation and social responsibility at BCLC.

Fade out, music change slower more suspenseful

Meg: Finally Martha Walden, having taken up a job opportunity given to her through a email one afternoon, became CEO of destination British Columbia in 2014. “Career paths are not linear” Martha Walden would say. You never know what works until you try and try she did. Martha Walden was ahead of the times with her pragmatist ideals. she was reliable and knew how to get things done. She helped improve financial streamlining, produce world class destinations, and tourism packages, and marketed Canada as a 4 season tourist destination, taking advantage of Canada’s already beautiful scenery. Just within a year of her employment, Martha Walden was already making huge changes in BC. the tourism industry incomes peaked at 15.7 billion dollars in revenue in 2015 which was a 5.3% increase from the year before. The tourism industry contributed 1.1 billion in provincial takes, increasing 8.9 from 2014 and generated contribution to BC gross domestic product with 7.4 billion dollars, an increase in 5.6%.

Music change, Warm transition

Rhiann (just to readout): *“The tourism agency supports good jobs in rural area, small towns, indigenous communities and big cities from coast to coast”*

Meg: Said Melanie Joly, Canada’s Minister of Economic development and official languages.

Rhiann: *“ Martha Walden, whose excellent track record in this sector will be a tremendous asset that will help steer DC throughout the recovery of our country’s visitor economy”.*

Meg: Melanie Joly appointed Martha Walden CEO of Destination Canada in 2020. Destination Canada, a Crown cooperation tourism agency, works to provide research and industry data to partners, equipping them to optimize business. Even during a global pandemic Walden strives to make change and help, after her appointment as

CEO of DC, DC has partnered with provincial and territorial marketing organizations to invest 30 million to support recovering communities. By May 31 2020. DC new partnerships with provincial and territorial marketing organizations has led to delivering locally led marketing and programs encouraging Canadians to discover their own backyard.

Holly: *“my dads super huge, big climber, I am to, and Canada, especially bc is quite literally a global hotspot for climbing, Squamish is one of the top destinations in the world and my dad wanted to live 30min from there.”*

Meg: This is Holly Robinson, her and her family immigrated here from Ireland thanks to Martha Walden. It also shows how amazing Canada is as a tourism destination as well as the Canadian culture.

“It’s opened us up to more of an outdoor way of living. Here we, hike, climb, we bike, we ski, we do it all. None of my family back home does any of that. They have to travel to other counties to even do to a ski slope, were as I live next to a mountain.”

Meg: now they are even making a advertisements using anime. It’s an advertisement for a fast food chain called Tim Hortons and focussed on showing off the Canadian scenery. Using the highest grossing anime film of all time, your name, Destination Canada shows off their ability to adapt and include a wider audience. The advertisement goes through some of Canada’s most popular tourist locations such as the Banff, the snowy mountains, Niagara Falls, and more.

Yuri: *Hi I’m Yuri Jin Talbot I’m half Bermudian half Korean I’m from Bermuda.*

Meg: This is Yuri, her and her family moved to Canada when she was 9.

Yuri: *Canada is already a really diverse country with many benefits. Canada seems to be one of the safest country.*

Meg: here she is talking about some of the reasons why people should immigrate to Canada. Tourism doesn’t always lead to immigration however, it promotes the image that others have of Canada giving people a reasons to immigrate. It also shows people why they should visit.

Yuri: *Canada is a very beautiful country, lots of places to visit, so this kind of advertisement helps our economy to with local businesses.*

Meg: Tourism support 1 in every 10 jobs across Canada. And thanks to Martha Walden, those jobs stay. Someone who can contribute so greatly to Canada’s economy, our image and relationship with other countries, and still be the embodiment

of being Canadian? That's Martha Walden. Thanks to the tourism agency, Canada is taking a second look at our environment, looking at endangered animals, dangerous locations, bad living conditions and finding different ways to support them. What's more amazing than that? Canada is a team when one of us falls were all there holding out our hands helping them get up. And if we can't see when one of us has fallen down, we disregard the minority. In that sense, the tourism agency is our image and our eyes, and Martha Walden is the one who leads them

Fade out, music change, calm and bells

Meg: You would be hard pressed to find, someone so devoted to letting others partake, in the amazing journey of experiencing another's culture. Someone who is able to face adversity and take up a challenge, and someone who know humility. Someone, who is one of us. Martha Waldens influence, isn't just within Canada, she impacts the world, changing the game, just like in hockey. Martha Walden is the greatest Canadian.

Fade out music silence start from silence intro music for outro

Meg: Thank you for listening to Anime unveiled. I am your host Meg Birrell. Special thanks to Yuri Jin Talbot and Holly Robinson for appearing in this episode. If you enjoyed this podcast make sure to share with your friends. If you would like to learn more about Martha Walden, Your Name or the advertisement, I would encourage you to check the links in the description. In our next episode we will be taking a look into how anime shows historical events and teaches viewers, as we take a deeper look into WW2.

Music fade out