



BUSINESS PLAN

2024-25

**Communities, Culture,
Tourism and Heritage**

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Budget 2024-25: Business Plan
February 2024
ISBN 978-1-77448-569-9

Communities, Culture, Tourism and Heritage

2024-25 Priority Actions in Support of Government's Business Plan

Introduction

The Department of Communities, Culture, Tourism and Heritage (CCTH) supports communities to thrive by promoting active living, tourism, and Nova Scotia's diverse culture, heritage, and languages. We prioritize listening to local voices, implementing evidence informed decisions, and applying a human-centred approach to our work.

Priority Actions

ACTIONS FOR HEALTHCARE

Address the Factors Impacting Community Health and Affordability

- Work with community to address food insecurity by delivering current food security programs and improving access to healthy foods.
- Through Let's Get Moving Nova Scotia, support Communities on the Move participants to expand implementation of their community-wide plans and create local cultures of movement.
- Work in partnership with departments to promote access to programs that improve community health, well-being and affordability through actions that aim to reduce child poverty, social isolation, health disparities and address systemic discrimination and anti-Black racism.

Support and Build Social Infrastructure in Communities

- Invest in community infrastructure programs such as the Rink Revitalization Fund, Recreation Trail Expansion Program and Community Facilities Improvement Program to support well-being.
- Create community asset maps that capture social and cultural infrastructure in communities, such as parks, playgrounds, community halls, libraries, and museums.
- Review library funding in consultation with municipalities, library boards and staff.
- Work with the Accessibility Directorate to implement Government of Nova Scotia's Accessibility Plan and expand supports for the culture, heritage, recreation, sport and tourism sectors.

A HEALTHY ECONOMY

Increase Economic Activity in the Arts, Culture and Tourism Sectors

- Collaborate with municipalities and rural communities to support events that celebrate Nova Scotia's diverse cultures and heritage; contribute to community economic well-being; bring people together and build social cohesion.
- Collaborate with the creative industries sector to identify ways to strengthen culture export regionally, nationally and in international markets.
- Provide tools and investment for culture, library, heritage, sport and recreation sector workforce training and renewal.
- Support the Gaelic Business Initiative in continuing to promote and encourage the inclusion of Gaelic language and culture in businesses.
- Update the African Nova Scotian community asset map that identifies cultural assets at the region/community level, including community centres, libraries, museums, and tourism assets.
- Collaboratively invest resources in support of culture organizations, community museums, and Nova Scotia Museums to support sector sustainability.
- Facilitate inclusion of African Nova Scotians in existing and new provincial housing programs to ensure affordable, sustainable and suitable housing opportunities.

- Attract visitors from markets of highest opportunity by leveraging Nova Scotia's unique cultural tourism products, including working with Mi'kmaq and African Nova Scotian communities to promote places and experiences.
- Support local tourism through the Compelling Tourism Communities initiative, including a focus on film production locations.
- Foster a competitive and resilient tourism industry through tourism digital adoption programming to enhance tourism businesses and organizations' online presence; and focus on initiatives that strengthen communities' ability to attract and host visitors during the fall and winter months.
- Expand partnerships with Acadian and francophone agencies at provincial, national and international levels with the objectives of increasing economic, linguistics, and cultural ties.

HEALTHY COMMUNITIES

Support Community Well-being

- Collaborate with Kings Volunteer Resource Centre to support online training for non-profit governance, succession planning, promotion of volunteerism, and further develop VolunteerNS.ca to be more responsive during hazardous events.
- Ensure that the needs of Acadian and francophone communities are addressed in the development of programs, policies and services and the contributions of these communities recognized.
- Fully integrate EDIA into CCTH's Climate Adaptation Strategy to support efforts to eliminate environmental racism.
- Complete fabrication and installation of the Pjila'si exhibit and develop new exhibits that celebrate Nova Scotia's diverse cultures, heritage and communities.
- Continue to lead safe sport efforts with a focus on investigating a restorative process for athletes under the age of eighteen.

Promote Inclusive Communities by Enhancing Access to Programs

- Improve program service delivery by creating a more equitable, simplified and consistent approach, building awareness about the online grant finder tool, collecting equity data about grantees, and promoting programs in communities.
- Foster relationships with Mi'kmaq communities to build awareness of programs and access to funding; support Mi'kmaq language preservation; and implement Treaty Education.
- Review actions outlined in Count Us In: Nova Scotia's Action Plan in Response to the International Decade for People of African Descent to make recommendations for future development.
- Create, promote and support an integrated approach within government on matters related to the recognition, celebration, growth and well-being of African Nova Scotian communities.
- Administer the Land Titles Initiative and provide faster and community responsive results for residents who need clear title to their land.
- Develop working relationships and partnership between African Nova Scotian Affairs – Land Titles Initiative and the Office of L'nu Affairs to support the reclamation of lands by both groups.
- Complete a review of the Nova Scotia Archives to develop recommendations for improving archival operations within government as well as public access.

Performance Measures

Outcome	Measure
Improved community infrastructure	\$ invested in community infrastructure
African Nova Scotians can exercise all landowner rights	% of land parcels cleared
Visitation to and within Nova Scotia is influenced by CCTH activities	Marketing investment ROI
Local tourism growth	# of communities engaged through Compelling Tourism Communities

Financial Summary

Departmental Expenses Summary (\$ thousands)			
	2023-2024	2023-2024	2024-2025
<u>Programs and Services</u>	<u>Estimate</u>	<u>Forecast</u>	<u>Estimate</u>
Office of the Minister and Deputy Minister	1,020	887	1,045
Culture and Heritage Development	67,459	103,761	65,056
Communities, Sport and Recreation	25,146	25,100	23,789
Archives, Museums and Libraries	39,629	40,996	41,505
Tourism Nova Scotia	23,283	22,634	23,318
Policy and Corporate Services	5,030	5,152	5,335
Office of Acadian Affairs and Francophonie	2,023	2,169	3,622
African Nova Scotian Affairs	4,104	3,255	4,127
Gaelic Affairs	373	377	377
Art Gallery of Nova Scotia	2,422	2,526	2,436
Amortization	1,520	1,455	1,235
Total - Departmental Expenses	<u>172,009</u>	<u>208,312</u>	<u>171,845</u>
Ordinary Recoveries	8,876	9,764	10,213
<u>Funded Staff (# of FTEs)</u>			
<u>Department Funded Staff</u>	347.3	315.7	347.3

Note:
 For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2
 For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1