



# **Business Plan**

**2023-24**

**Communities, Culture,  
Tourism and Heritage**

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Budget 2023-24: Business Plan  
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# Communities, Culture, Tourism and Heritage

## 2023-24 Priority Actions in Support of Government's Business Plan

### Introduction

The Department of Communities, Culture, Tourism and Heritage (CCTH) includes the following divisions: Archives, Museums & Libraries; Communities, Sport & Recreation; Culture & Heritage Development; Office of Gaelic Affairs; Office of African Nova Scotian Affairs; Office of Acadian Affairs & Francophonie; Policy & Corporate Services; and Tourism Nova Scotia.

Collaborating with diverse and creative communities, the department works to integrate tourism, the arts, culture, heritage, language, recreation, and sport to create a more vibrant, equitable, inclusive, and sustainable Nova Scotia for residents and visitors. Our work supports three strategic goals: sector growth and recovery, ending systemic racism and creating a more equitable province, and creating healthy communities.

### Priority Actions

#### Solutions for Healthcare: Supporting healthy living and celebrating diverse communities

##### Enable Infrastructure that Supports Culture & Communities

- Fund community infrastructure programs, including the Rink Revitalization Fund, Generator Fund, and the Community Facility Improvement Program.
- Implement the *Let's Get Moving Strategy* to promote physical activity, wellness, and healthy living.
- Work with the Accessibility Directorate to implement the 2022-25 Government of Nova Scotia Accessibility Plan, supporting communities, businesses, museums, archives, public libraries and Visitor Information Centres to develop and action accessibility plans.

##### Address the Social Determinants of Health

- Work with other Departments to address food insecurity by improving access to healthy foods, increasing food production, supporting economic development, and creating a more diverse and inclusive food system.
- Work with other Departments to address child poverty through actions that aim to reduce social isolation, reduce health disparities, support access to healthy food, address systemic discrimination and anti-Black racism, and improve quality of life.

#### Solutions for Economy: Growing the tourism, arts, culture, heritage, recreation, and sport sectors

##### Promote Assets, Cultivate Compelling Experiences, and Support the Tourism Industry

- Develop and implement a Tourism Sector Strategic Plan, a year-round tourism marketing strategy, an Integrated Airport Marketing Plan, African Nova Scotian Cultural Tourism Strategy and support Mi'kmaw cultural tourism.
- Support continued recovery within the tourism sector, grow regional tourism and foster a competitive and resilient tourism industry.
- Establish a Nova Scotia film marketing framework that leverages work in the film industry and can enhance Nova Scotia's tourism reputation and support the attraction of tourists.

## Invest in the Creative Economy & Artistic Excellence

- Work with the sector to explore opportunities to strengthen strategic culture export development and domestic activities
- Develop a community asset map that identifies cultural tourism assets at the region/community level, including libraries and museums.
- Invest in arts and culture organizations, community museums, and Nova Scotia Museums to support sector sustainability.
- Amplify current events and support event attraction and development across Nova Scotia.

## Solutions for our Future: Creating vibrant, equitable, inclusive, and sustainable communities

### Support Community Assets that Contribute to Community Well-being

- Implement the Department's Climate Adaptation Strategy.
- Develop new museum exhibits that celebrate Nova Scotia's diverse cultures and communities.
- Promote Gaelic's value and contribution through innovative language and culture programs.
- Develop approaches to increase awareness of Acadian and Francophone culture and heritage; promote the growth of Nova Scotia's Francophone population, and work with other departments and community to plan for the Congrès Mondial Acadien in August 2024.
- Collaborate with the sector to implement the Voluntary Sector Roadmap to support sustainability.
- Lead safe sport efforts to ensure physical, social and emotional welfare of everyone involved in sport.

### Address Systemic Racism and Inequities

- Work with the Office of L'nun Affairs to support implementation of the *Mi'kmaw Language Act*.
- Create and promote an integrated approach within government on matters related to the growth and well-being of African Nova Scotian communities; support cultural organizations and increase awareness of African Nova Scotian culture, heritage, and community issues; and celebrate and commemorate African Nova Scotians.
- Implement anti-racism initiatives and actions outlined in *Count Us In: Nova Scotia's Action Plan in Response to the International Decade for People of African Descent*.
- Improve program service delivery by creating a more simplified and consistent approach to grants administration and understand the impact of our investments through evaluation.

### Performance Targets

Outcome	Sample Measures	Data Source
Improved infrastructure	\$ invested in rinks \$ invest in Generator Program	Grants Management System Data
Growth in sport and culture sectors	Culture GDP # of jobs in sector	Culture Index Survey National Culture Indicators
Growth in tourism	Marketing investment ROI	Annual ROI Study
Improved access to community assets	Frequency of use and value of community assets	Quality of Life Survey Culture Index Survey
Increased number of opportunities to promote African Nova Scotian culture and heritage	# of events held during commemorative months	Grants Management System Data

## Financial Summary

<b>Departmental Expenses Summary</b>			
<b>(\$ thousands)</b>			
<b><u>Programs and Services</u></b>	<b><u>2022 -2023</u></b>	<b><u>2022-2023</u></b>	<b><u>2023-2024</u></b>
	<b><u>Estimate</u></b>	<b><u>Forecast</u></b>	<b><u>Estimate</u></b>
Office of the Minister and Deputy Minister	1,008	872	1,020
Culture and Heritage Development	45,086	147,471	67,459
Communities, Sport and Recreation	22,460	28,479	25,146
Archives, Museums and Libraries	35,854	36,916	39,629
Tourism Nova Scotia	23,450	24,395	23,283
Policy and Corporate Services	5,219	5,024	5,030
Office of Acadian Affairs and Francophonie	1,996	1,996	2,023
African Nova Scotian Affairs	2,486	2,317	2,587
Gaelic Affairs	448	346	373
Art Gallery of Nova Scotia	2,271	2,271	2,422
Amortization	1,673	1,611	1,520
<b>Total - Departmental Expenses</b>	<b><u>141,951</u></b>	<b><u>251,698</u></b>	<b><u>170,492</u></b>
<b>Ordinary Recoveries</b>	<b>8,088</b>	<b>8,653</b>	<b>8,876</b>
<b><u>Funded Staff (# of FTEs)</u></b>			
<b><u>Department Funded Staff</u></b>	<b>344.0</b>	<b>297.6</b>	<b>338.3</b>

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

