



# Accountability Report 2022–23

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Communities, Culture, Tourism & Heritage



**Communities, Culture, Tourism and Heritage 2022-23 Priority Results in Support of Government’s Accountability Report**

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## Accountability Statement

The Accountability Report of the Department of Communities, Culture, Tourism and Heritage for the year ended March 31, 2023, is prepared pursuant to the *Finance Act* and government policies and guidelines. The reporting of the Department of Communities, Culture, Tourism and Heritage outcomes necessarily include estimates, judgments, and opinions by Department of Communities, Culture, Tourism and Heritage management.

We acknowledge that this Accountability Report is the responsibility of the Department of Communities, Culture, Tourism and Heritage management. The report is, to the extent possible, a complete and accurate representation of outcomes relative to the goals and priorities set out in the Department of Communities, Culture, Tourism and Heritage 2022-23 Business Plan.

Original signed by

Honourable Pat Dunn  
Minister

Justin Huston  
Acting Deputy Minister

## Measuring Performance

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, languages, recreation, and sport to create a more vibrant, equitable, inclusive, and sustainable Nova Scotia for residents and visitors.

This report presents key accomplishments that supported implementation of the Department's 2022-23 Business Plan and has been organized into three Priority Areas:

1. Sector growth: Growing the tourism, arts, culture, heritage, recreation, and sport sectors
2. Addressing systemic racism: Promoting equity and celebrating diverse communities
3. Healthy communities & development: Creating vibrant, equitable, inclusive, and sustainable communities

### Priority Area: Sector Growth

*Focus: Growing the tourism, arts, culture, heritage, and community sectors*

#### Tourism Nova Scotia

- Completed research and engagement with Nova Scotians and visitors to deepen understanding of Nova Scotia's unique strengths as a vacation destination to inform programs and activities.
- Launched Compelling Tourism Communities programming including research, sector development and marketing initiatives that grow local tourism. This suite of programming meets the department's mandates to develop a province-wide identity program that markets existing assets, including national parks, winter sports, summer sports, food and culture; and work with local leadership, increase the tourism marketing budget with a focus on local operators and homegrown tourism, leveraging other markets as appropriate.
- Identified film visitor trends and productions with potential to attract visitation working with the Tourism Industry Association of Nova Scotia (TIANS) and Screen Nova Scotia.
- Established a working group including Halifax and Sydney airports, and the departments of Public Works, Economic Development and Intergovernmental Affairs to build an Integrated Air Marketing Plan to increase air capacity within the province.
- Created editorial content and marketing partnerships that reached an audience of 13.5 million people.
- Co-invested in digital marketing campaigns with 23 local partners, including Keppoch Mountain in Antigonish, as well as the Yarmouth and Acadian Shores Tourism Association.
- Identified and promoted compelling tourism products and experiences to attract visitors in the

fall and winter, featuring sports, food, and culture, including Ingonish, Liverpool, Sheet Harbour, and Windsor through the Emerging Winter Destination Pilot Program.

- Supported the tourism industry, working with TIANS, to identify, prevent, and eliminate accessibility barriers, so that travellers of all abilities can experience Nova Scotia.
- Hosted workshops, webinars and one-on-one coaching for the tourism industry and culture sector to support product development, digital adoption and marketing efforts.

#### Arts and Culture Sector Collaboration and Outreach

- Engaged arts, culture and heritage organizations in support of their post-covid recovery needs including digital transition, addressing supply chain challenges, and rebuilding audiences. Supports included opening the Community Engagement stream of the Culture Innovation Fund, investing over \$800 thousand in 41 organizations, as well as Creative Industries Fund assistance to creative industry companies for digital enhancement projects and to shift sales from wholesale to direct to consumer sales.
- Strengthened the creative industries labour force: Skills development to enhance technical, creative, and business skills is a top priority for creative industry enterprises. Further, many industry businesses experienced labour shortages following the COVID-19 pandemic. Working with the Nova Scotia Creative Leadership Council and sector associations such as Screen Nova Scotia, Music Nova Scotia, Atlantic Filmmakers Cooperative and the Nova Scotia Community College, the Department discussed and implemented responses to these challenges including investing in attraction and training new talent, with a special focus on the Black, Indigenous and People of Colour (BIPOC) community.
- Supported the Creative Nova Scotia Leadership Council to host an awareness raising session “Environmental Sustainability in the Culture Sector – In Conversation with the Department of Environment and Climate Change,” in Tatamagouche NS, with participation from local cultural organizations.
- Worked with the creative industries sector to explore opportunities to strengthen strategic culture export development and domestic activities. The development of a creative industry sector development plan is now scheduled for 2023-24.
- Improved grant programs, including the application of an Equity, Diversity, Inclusion and Accessibility (EDIA) lens on programs. EDIA is being integrated in grant lifecycles, including improving community outreach, understanding the impact of who the department funds, identifying barriers to EDIA applicants, and looking at how communities are being served by our programs.

#### Event Strategy

- Created online resources page for events, documenting supports from concept to execution.
- Featured events in the 2022 digital Doers and Dreamers Guide, as well as in a monthly Atlantic Canada newsletter which re-launched in August.

## Museums and Libraries as Economic Drivers

- After being closed to the public due to COVID-19 restrictions, the Bluenose II Schooner completed a full 2022 season of ports of call in Nova Scotia, including opportunities for Nova Scotians and visitors to come aboard in 14 locations around the province.
- Hosted waterfront experiences at the Maritime Museum of the Atlantic, including CSS Acadia interpretation.
- Opened six Nova Scotia Museum online stores to meet growing visitor demand for experience related products.
- Increased Nova Scotia Museum video and photo content and leveraged NovaScotia.com and Visitor Information Centres to promote museums as regional tourism assets.
- Nova Scotia Public Library worked with the Atlantic Publishers Marketing Association and Nova Scotian publishers to increase availability of local materials available at public libraries.
- Launched 'Same Page', a partnership of eight regional libraries, to improve library experiences by giving Nova Scotians access to more items to borrow and making the catalogue system easier to use.

## Voluntary Sector Planning

- Created a voluntary sector roadmap to identify priorities.
- Collaborated with Sport Nova Scotia to adopt a mandatory Enhanced Policy Information Check, serving as a pilot for the larger voluntary sector.

## Art Gallery of Nova Scotia

- Updated the Art Gallery of Nova Scotia's legislation to modernize governance and operations and appointed a new board.

## Key Facts and Figures

- Invested \$2 million working with more than 118 local tourism businesses and organizations to help increase their capacity to attract visitation.
- Invested \$109 thousand in 37 festivals and events across the province. The Festival and Community Events program funded small to medium size community-based events including the Lunenburg Folk Harbour Festival, St. Peter's Pirate Days, Plein Air Festival, Truro Pride, and the East Coast Kite Festival.
- Arts Nova Scotia received funded 226 projects from artists and arts organizations.
- More than 333 arts, culture and heritage recipients received a total of \$4.2 million in Support4Culture funding to help with growth and recovery.
- Launched the Publishers Assistance Fund which invested \$700,000 to 13 Nova Scotia book publishers with the aim of increasing the capacity, financial viability and marketplace growth of the publishing sector in Nova Scotia.
- Invested \$1.84 million to 121 recipients focused on developing export opportunities for Nova Scotian artists, makers and cultural content producers.

- The NS Film Production Incentive Fund approved 90 projects for a total investment of \$39.85 million.
- New online Nova Scotia Museum gift shops positioned museums for future revenue growth while making the purchase of admission tickets and gifts easier than ever. For example: Highland Village's digital gift shop netted sales of \$7,746 for November and December.
- The launch of the Nova Scotia Libraries new Same Page service had a significant impact on library usage outside of Halifax. The 8 participating library regions saw:
  - Checkouts rise to 2,188,802 items (a 51% increase over 2021-22),
  - Items loaned between regions increase to 403,975 (a 940% increase over 2021-22),
  - Active registered users rise to 115,071.

### Priority Area: Addressing Systemic Racism

*Focus: Promoting equity and celebrating diverse communities*

#### African Nova Scotian Affairs Mandate Priorities

- Worked with community organizations, regional centres for education, and municipalities on African Heritage Month and Emancipation Day proclamations.
- Funded the annual African Heritage Gala in Cape Breton as well as new celebrations in the Southwest and Preston Regional Areas. Represented the interests of African Nova Scotians with various departments, including Agriculture, Community Services, Municipal Affairs and Housing, Seniors and Long-Term Care, Justice, Health and Wellness, Service Nova Scotia, Public Works and Labour Skills and Immigration. Work included the Bridge into Agriculture Program, Nova Scotia Geographic Naming Process, and the African Nova Scotian Justice Institute.
- Collaborated with the Office of Intergovernmental Affairs to explore the French/Francophonie connection with African Nova Scotians.
- Invested in strategic African Nova Scotian initiatives including African Nova Scotian Music Association, Black Cultural Centre, Richard Preston Centre for Excellence, Africville Museum, Africville Genealogical Society, Jordantown-Acaciaville-Conway Betterment Association Centre of Excellence, Africadian Empowerment Academy.
- Expanded government services in African Nova Scotian Communities by establishing three new regional African Nova Scotian Affairs offices (Northeastern, Preston Area and Southwestern/Annapolis). There are now a total of 7 regional offices across Nova Scotia.
- Three new African Nova Scotian Affairs Program Administration Officers were hired to increase access to services for African Nova Scotian communities from one end of the province to the other.

#### Count Us In

- Funded the African Nova Scotian Decade for People of African Nova Scotian Descent Coalition to host initiatives on behalf of African Nova Scotians across the province. For example, the International Black Health Conference, the purpose of which is to improve Black health outcomes, and the National Black Canadians Summit, where sessions were inspired from the

three pillars of the International Decade for People of African Descent (2015-2024): Recognition, Justice, and Development, as proclaimed by the United Nations.

#### Anti-Racism Initiatives

- Partnered with Dalhousie University, co-presenting on the history of slavery in Atlantic Canada with research on under-represented African Nova Scotia researchers such as Charles Fletcher, as part of work to expand anti-racism related curatorial research available to the public.
- Launched Emancipation Day Exhibits at the Museum of Natural History in partnership with Beechville community members to featuring artifacts that document the lives of Black Refugees, as well as with the Maritime Museum of the Atlantic in collaboration with Auburn High School to showcase connections between Nova Scotia and Sierra Leone.
- The Culture Innovation Fund invested in 41 projects that leverage the creative strengths of diverse communities to address social issues and create opportunities for communities. For example, Visual Arts Nova Scotia received funding to support a leadership program for diverse emerging leaders in the culture sector.
- Conducted surveys to understand how African Nova Scotians are represented within government supported programs, such as sports, immigration, health, COVID response, etc.
- Worked with the Department of Education and Early Childhood, to launch the first annual provincial Black Excellence to recognize and celebrate Black student achievements, stories, art, innovations, and people and communities.

#### Equity, Diversity, Inclusion and Accessibility Training for CCTH Agencies, Boards and Commissions

- Provided Equity, Diversity, Inclusion and Accessibility training to culture and heritage stewardship boards of directors including the Cumberland Geological Society, Lunenburg Maritime Museum Society, Pictou County Genealogical and Heritage Society and the Council of Nova Scotia Archives.
- Completed an Equity, Diversity, Inclusion and Accessibility Framework at the Nova Scotia Museum to develop a plan of how sites will become accessible.

#### Human Resource Planning

- Expanded the pool of diverse employees serving on hiring panels for Department positions.
- Surveyed Department staff to identify ways to reduce barriers and improve employment experiences, especially for those from equity-seeking backgrounds.

#### Equity, Diversity, Inclusion and Accessibility Support for Sport and Recreation

- Partnered with the Canadian Sport Institute Atlantic, Sport Nova Scotia, Recreation Nova Scotia, the Recreation Facility Association of Nova Scotia and Mi'kmaw Kina'matnewey, to launch the first Anti-Racism in Sport and Recreation Week.
- Worked with partners at Sport Nova Scotia and the Canadian Sport Institute Atlantic to deliver the Black and Indigenous Coach mentorship program.



- Engaged with sport bodies to support development of a system that will review policies to address the inequities experienced by African Nova Scotians and athletes of African descent.
- Collaborated to increase representation of Indigenous, African Nova Scotians, and newcomers in sport recreation and the physical activity sector.
- Advanced gender equity in Nova Scotia sport, recreation and physical activity with Canadian Women and Sport and the YWCA.
- Implemented an Equity, Diversity, Inclusion and Accessibility framework in professional development opportunities for mission team, athletes, coaches and managers for both the 2022 Canada Summer Games and the 2023 Canada Winter Games.

### Key Facts and Figures

- African Nova Scotian Affairs has staff across the province in 7 regional offices.
- Arts Nova Scotia's Arts Equity Initiative invested \$369 thousand in 37 projects assisting artists from communities who have historically faced barriers to accessing funding support.
- The Mi'kmaq Arts Program, invested \$66 thousand in 8 projects to support development and continuation of Mi'kmaq art forms.
- 19 coaches participated in the Black & Indigenous Coach program coming together for two face to faces and 18 digital sessions. Mentors met with mentees on a monthly basis.
- Tourism Nova Scotia's core tourism marketing campaign required video and photography to cast talent from racialized and/or underrepresented communities. This resulted in 100% of new campaign assets featuring diverse talent.
- The Nova Scotia Public Library worked with publishers and Halifax Public Libraries to make the eBook and audiobook of the Song of Rita Joe available to Nova Scotians for the month of February 2023, in honour of Heritage Day. The eBook and audiobook were checked out 387 and 417 times respectively during the month.
- Regional Libraries built a collection of 308 titles focusing on equity, diversity, inclusion and accessibility with assistance from TD Bank and the Nova Scotia Library.
- 25 Canada Games Team Nova Scotia Mission Staff participated in Truth and Reconciliation training. All athletes, coaches, managers learned about Team Nova Scotia's Inclusion, Diversity, Equity and Accessibility Framework and its importance.
- Conducted preliminary research with 32 provincial sport organizations to understand policies in place to address and respond to Anti-Black racism in sports.
- African Nova Scotian Affairs collaborated with other government departments to leverage over \$5 million in funding to invest in strategic planning, community development and to address pressing needs within community.

### Priority Area: Healthy Communities & Development

*Focus: Creating vibrant, equitable, inclusive and sustainable communities.*

#### Community Infrastructure

- Invested in more efficient and sustainable community infrastructure, leveraging federal Green

and Inclusive Community Buildings funding, for the DeCoste Centre, Glace Bay Youth and Community Center, the Cape Breton Centre for Craft and Design, and the Mi'kmaw Centre for Healing and Resilience.

- Invested in community recreation infrastructure helping municipalities, Mi'kmaq band councils, schools, and universities to increase public participation in sport, recreation, and physical activity.

### *Let's Get Moving*

- Launched the *Make your Move at Work* campaign, in partnership with Doctors Nova Scotia's Healthy Tomorrow Foundation, to encourage people to include small amounts of movement in their daily routines.
- Implemented the *Let's Get Moving Action Plan* to promote movement and physical activity.
- Supported leaders in equity seeking communities including the YWCA, and Canadian Women and Sport, to advance physical activity for women and girls, as well as Easter Seals to support physical activity among Nova Scotians living with a disability.
- Supported over 75 organizations such as municipalities, non-for-profits and First Nations communities, through the Active Communities Fund, to encourage low barrier, less structured movement including a community garden initiative in Millbrook and a cycling skill building project in Barrington.
- Active Communities funding supported the communities of Antigonish, Yarmouth, Lockeport and Wagmatcook to establish leadership committees, engage partners, and develop comprehensive plans to raise activity levels.

### *Stewardship and Language Preservation*

- Finalized the Department's Climate Adaptation Strategy through the Climate Adaptation Leadership Program in partnership with the Department of Environment and Climate Change.
- Supported the repatriation of Chief's regalia from Australia to Millbrook.
- Completed design for the Pjila'si exhibit at the Museum of Natural History with ongoing collaboration with a Mi'kmaq advisory group. Pjila'si, meaning "welcome" in Mi'kmaw, will be a new, long-term exhibit celebrating the history and lives of the Mi'kmaq People in Nova Scotia.
- In partnership with Colaisde na Gàidhlig | The Gaelic College, launched Bun is Bàrr, Daltachas and Na Gaisgich Òga mentorship programs, and provided *Intro to Gaels* presentations across the public service, sharing voices from the Gaelic community to introduce Gaelic language and culture.
- Funded Acadian and French language community events/projects through three programs with projects focusing on education, culture, language, health and community engagement.
- The Office of Acadian Affairs and Francophonie also engages in ongoing consultations with community groups, and ensures topics discussed are communicated with leadership of the appropriate departments.
- In partnership with Réseau Sante Nouvelle-Ecosse, launched a three-year pilot Scholarship for Francophone Students in Health.

- Collaborated with the Department of Labour, Skills and Immigration on Government’s plan “Growing Nova Scotia’s Francophone Population – An Action Plan for Success (2022-25)” and signed a memorandum of understanding with the State of Louisiana to increase culture and economic ties.
- Implemented the Collections Inventory Plus (CI+) project which further builds the security of stored archaeology and paleontology resources.

### Accessibility

- Worked with partners across government developing accessibility standards for trails, parks and recreation facilities to increase accessibility of outdoor recreation assets.
- Improved accessibility of department web content including implementing best practices for fonts, colour contrast, language clarity and alternative image descriptions, and providing information in multiple formats.
- Completed a facility needs study for the Maritime Museum of the Atlantic, supporting accessibility and identifying opportunities to tell inclusive and diverse stories.
- Assisted public libraries to complete and implement accessibility plans, and supported libraries to purchase accessible format books and media.
- Assisted businesses and community groups to invest in accessibility through the Business and Community ACCESS-Ability Grants which support removing physical barriers, providing accessible communication and information, purchasing assistive devices, accessible transportation and education and training programs.
- The Bluenose II Accessibility Committee fabricated ramp prototypes as it works to allow persons who use wheelchairs to independently access the schooner. Participation in the 2022 Mobility Cup allowed for the Bluenose II Accessibility Committee to evaluate these prototypes and assist crew to also improve mobility on the main deck.

### Key Facts and Figures

- Supported large-scale community infrastructure projects, and leveraged federal funding, building healthier communities including:
  - \$300 thousand for the Gaelic College – Beinn Mhabu Mabou satellite campus,
  - \$2 million for the New Glasgow Destination Centre project (AML),
  - \$4.652 million toward DeCoste Centre/Pictou-Antigonish Regional Library cultural hub, and
  - Completion of Highland Village Welcome House Cultural Centre.
- Supported mid-sized sport and recreation facility development including:
  - \$820 thousand for 56 projects through the Community Facilities Improvement Program,
  - \$875 thousand over 23 projects through the Rink Revitalization Program,
  - \$1.79 million over 100 projects through Business and Community ACCESS-Ability Grants.
- Funded 340 public sector employees from across government to take French-language training supporting increased capacity to provide services in French.

- Provided funding for over 40 community projects that supported the Acadian and Francophonie community.

## Financial Results

### Departmental Expenses Summary (\$ thousands)

<u>Programs and Services</u>	<u>2022-2023 Estimate</u>	<u>2022-2023 Actuals</u>	<u>2022-2023 Variance</u>
Office of the Minister and Deputy	1,008	858	(150)
Culture and Heritage	45,086	146,819	101,733
Development			
Communities, Sport, and Recreation	22,460	27,217	4,757
Archives, Museums and Libraries	35,854	37,390	1,536
Tourism Nova Scotia	23,450	23,912	462
Policy and Corporate Services	5,219	5,014	(205)
Acadian Affairs and Francophonie	1,996	1,969	(27)
African Nova Scotia Affairs	2,486	2,272	(214)
Gaelic Affairs	448	346	(102)
Art Gallery of Nova Scotia	2,271	2,274	3
Amortization	1,673	1,540	(133)
<b>Total - Departmental Expenses</b>	<b>141,951</b>	<b>249,611</b>	<b>107,660</b>
<b>Additional Information:</b>			
Ordinary Revenues	0	9	9
Fees and Other Charges	903	2,406	1,503
Ordinary Recoveries	8,088	8,350	262
<b>Total: Revenue, Fees and Recoveries</b>	<b>8,991</b>	<b>10,765</b>	<b>1,774</b>
TCA Purchase Requirements	400	703	303
<b>Funded Staff (# of FTEs)</b>			
<b>Department Funded Staff</b>	<b>344.0</b>	<b>297.6</b>	<b>(46.4)</b>

### Departmental Expenses Variance Explanation:

The Department of Communities, Culture, Tourism and Heritage expenses were \$107.7 million or 76 per cent higher than Estimate, primarily due to \$68.3 million for various community support grants, \$13.9 million in Green and Inclusive Community Buildings (GICB) program projects, \$13.7 million in Investing in Canada Infrastructure Projects (ICIP), \$5.7 million for the Community Generator Program, \$2.6 million for Tourism Marketing, and \$2.2 million for the Nova Scotia Film and Television Production Incentive Fund.

**Revenue, Fees and Recoveries Variance Explanation:**

The Department of Communities, Culture, Tourism and Heritage revenue, fees and recoveries were \$1.8 million or 20 per cent higher than Estimate, primarily due to \$1.1 million for museum fees, \$300 thousand for the Support4Culture recovery, \$242 thousand for Film application fees, and \$183 thousand for Tourism fees.

**TCA Purchase Requirements Variance Explanation:**

TCA Purchase Requirements were \$303 thousand, or 76 per cent higher than Estimate due to cost escalations for the CSS Acadia Restoration Project.

**Provincial Funded Staff (FTEs) Variance Explanation:**

Provincially funded staff were 46.4 FTEs lower than estimate due to temporary staff vacancies.

[Public Interest Disclosure of Wrongdoing Act](#)

The following is a summary of disclosures received by the Department of Communities, Culture, Tourism and Heritage:

<b>Information Required under Section 18 of the Act</b>	<b>Fiscal Year 2022-2023</b>
The number of disclosures received	0
The number of findings of wrongdoing	0
Details of each wrongdoing	N/A
Recommendations and actions taken on each wrongdoing.	N/A