



Nova Scotia's **Culture Action Plan**

Creativity and Community

Executive Summary

The Department of Communities, Culture and Heritage presents Nova Scotia's first truly comprehensive Culture Action Plan. We have adopted a broad, inclusive perspective, because culture touches every aspect of our lives. We may not be able to define each strand of our culture, but we know what it feels like, how it moves us, how it shapes our lives.

While a vibrant culture has its own rewards, it also plays a role in economic growth and prosperity. At the heart of this plan is the desire to do more for our cultural sector, more to celebrate and share our culture, and more for our diverse communities. It imagines what culture can be with more focus, more engagement, and more people moving forward together.

This plan brings life to our department's mandate of contributing to the well-being and prosperity of Nova Scotia's diverse and creative communities through the promotion, development, preservation, and celebration of the province's culture, heritage, identity, and languages.

This action plan will also guide the Government of Nova Scotia's decision-making process, providing actions, strategic priorities, and criteria. Just as culture seeps into every aspect of our lives, it is also shared across government departments. We will rely on cooperation, commitment, and mutual support from our colleagues throughout government to translate these words into real actions.

This action plan also relies on the people of Nova Scotia—to help shine a brighter spotlight, to drive both innovation and preservation, to build and export and share our thriving culture. An inclusive, vibrant culture contributes to our way of life, our communities, our shared heritage, and our prosperity. We need all hands, all voices, creating and sharing their culture.

*"One needs poetry,
passion, people
and a plan."*

*George Elliott Clarke,
Canada's Parliamentary
Poet Laureate and
Nova Scotian*

Why a Culture Action Plan?

- Culture speaks to our identity, our pride and our well-being as individuals, families, communities, a province. It is a part of who we are as Nova Scotians.
- Our view of culture is broad and inclusive. Nova Scotia's culture includes the arts, heritage, museums, libraries, archives, languages, cultural identity, creative industries, food, traditions, spirituality and how we interact with the natural environment.

Economic Impact

- Almost 14,000 Nova Scotians work in the culture sector, contributing \$949 million to the provincial economy in 2015. Up from \$823 million in 2010.
- On top of the intrinsic benefits of living and working in a place with a diverse, thriving culture, our culture holds enormous economic promise, both here at home – and also beyond our borders – in the export sector.

Six Themes, Many Actions:

There are many action items listed in the comprehensive Culture Action Plan document, at novascotia.ca/culture. Some of these are already underway in government; others will begin in 2017 and continue for many years. Below are highlights from the complete document:

Promote Mi'kmaw Culture

- Acknowledge and support Mi'kmaq interpretation and ownership of Mi'kmaw culture - enabling Mi'kmaq telling Mi'kmaw stories.
- Work with Mi'kmaw educational and other organizations to foster revitalization and recognition of Mi'kmaq language.
- Enhance the visibility and appreciation of Mi'kmaw culture.

Promote Creativity and Innovation

- Create a Culture Innovation Fund that recognizes and supports innovative cultural initiatives that address social priorities and opportunities.
- Explore creativity districts and "culture sandboxes" as incubators for innovative new ways to problem solve and use culture for the benefit of Nova Scotians.
- Support the not-for-profit and voluntary sectors recognizing the essential role of volunteers in community and culture activities.

Strengthen Education, Partnerships, and Understanding

- Work with post-secondary institutions to enhance the entrepreneurial and export development skills of creative workers.
- Work to strengthen and expand culture education in the public school system, from grades primary to 12.
- Promote cultural awareness and equity through classroom teaching and learning resources.

Advance Cultural Diversity

- Collaborate with the community, government departments and agencies and others to continue to address racism and discrimination.
- Work to support the various cultural communities and identities in the province, including new and emerging cultural communities and build awareness and understanding among all cultures.
- Update the province's Multiculturalism Act of 1989 to better reflect and support the Nova Scotia of today and tomorrow.

Excellence in Cultural Stewardship

- Position the Nova Scotia Museum system to tell the province's story while increasing relevance and attractiveness for visitors.
- Enhance effectiveness and transparency of funding programs supporting cultural, sport and recreation organizations and facilities with a focus on rural Nova Scotia.
- Work on the development of a Trails Strategy for Nova Scotia.

Drive awareness and economic growth of the culture sector

- Create a more comprehensive "Buy Nova Scotia Culture" marketing program, building on Taste of Nova Scotia and Select Nova Scotia models.
- Use the existing Creative Industries Fund to help businesses and non-profits export globally, targeting the music, book publishing, craft, film, design, visual and performing arts sectors.
- Work with Screen Nova Scotia and industry organizations to strengthen the film and TV industry with a focus on developing Nova Scotian filmmakers, writers, and producers of local content and to encourage diversity and gender parity.
- Create a strategic, government-wide approach to the development, attraction and funding of events.

Consultation and Input into the Plan

- Fall 2016: a formal consultation with the Mi'kmaq Rights Initiative Negotiation Office, representing the Assembly of Nova Scotia Mi'kmaq Chiefs, gathering the perspectives of Nova Scotia's first peoples.
- May through September 2016: More than 800 Nova Scotians provided input through public events, phone surveys, and an online portal.
- Between December 2015 and March 2016: workshops in 14 communities with 188 stakeholder groups; online survey of more than 1,000 responses.

To read the complete plan go to: [**novascotia.ca/culture**](http://novascotia.ca/culture)

Our Vision

Nova Scotia is an acknowledged leader in Canada as a place where cultural identity, expression, and economy prosper. A place where all people honour and embrace diversity and heritage, and thrive through unbridled creativity and community cohesion.

