



# Accountability Report 2020–21

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Communities, Culture and Heritage

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Accountability Report 2020–2021

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Communities, Culture and Heritage  
Accountability Report for 2020-21

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## Accountability Statement

The Accountability Report of the Department of Communities, Culture and Heritage for the year that ended March 31, 2021, is prepared pursuant to the Finance Act and government policies and guidelines. These authorities require the reporting of outcomes against the Department of Communities, Culture and Heritage Business Plan for the fiscal year just ended. The reporting of the Department of Communities, Culture and Heritage outcomes necessarily includes estimates, judgements and opinions by Department of Communities, Culture and Heritage management.

We acknowledge that this Accountability Report is the responsibility of Department of Communities, Culture 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 and Heritage 2020-2021 Business Plan.

Honourable Pat Dunn  
Minister

Justin Huston  
Deputy Minister

## Message from Minister

We are pleased to present the 2020-2021 Accountability Report for the Nova Scotia Department of Communities, Culture and Heritage. This report highlights last year's progress in meeting our Business Plan objectives and outlines our strategic priorities for the year ahead.

The mandate and work of CCH is fundamentally about investing in the people of Nova Scotia – in their communities, their businesses, ideas, culture and heritage, health and wellbeing, and the ties that bind us together.

Our goal is for Nova Scotia to be a place where cultural identity, expression and economy prosper. A place that is known for strong, empowered, healthy and vibrant communities, and a strong creative economy. Where more Nova Scotians have access to opportunities for healthy, active living. We are working to address systemic racism; advance cultural diversity; and increase initiatives to promote and preserve Mi'kmaw culture and heritage.

As the fiscal year ended, we continue to work with our sectors, helping them to pivot, adapt and rebuild as our society and economy emerges from dealing with the profound challenges of COVID-19.

Honorable Pat Dunn

Minister

## Financial Results

Departmental Expenses Summary (\$ thousands)			
<u>Programs and Service Area</u>	<u>2020- 2021 Estimate</u>	<u>2020- 2021 Actual</u>	<u>2020- 2021 Variance</u>
Departmental Expenses:			
Office of the Minister and Deputy Minister	907	756	(151)
Culture and Heritage Development	19,400	30,644	11,244
Communities, Sport and Recreation	27,938	38,486	10,548
Archives, Museums and Libraries	35,756	35,347	(409)
Policy and Corporate Services	4,012	3,903	(109)
Office of Acadian Affairs and Francophonie	2,009	1,872	(137)
African Nova Scotia Affairs	2,243	2,404	161
Gaelic Affairs	436	366	(70)
Art Gallery of Nova Scotia	2,237	2,594	357
Amortization	1,952	1,571	(381)
Total: Departmental Expenses (Note 1)	<u>96,890</u>	<u>117,943</u>	<u>21,053</u>
Additional Information:			
Ordinary Revenue	1,110	251	(859)
Fees and Other Charges	1,996	405	(1,591)
Ordinary Recoveries	6,326	12,622	6,296
Total: Revenue, Fees & Recoveries (Note 2)	<u>9,432</u>	<u>13,278</u>	<u>3,846</u>
TCA Purchase Requirements (Note 3)	1,980	80	(1,900)
Provincial Funded Staff (FTEs) (Note 4)	249.6	233.0	(16.6)

Significant Variance Explanations: 2020-2021 Estimate to 2020-2021 Actual

Note 1: Total Departmental Expenses  
Expenses were \$21.1 million or 21.7% higher than estimate primarily due to funding of

\$6.8 million for various community infrastructure projects, \$5 million investment in sport equity initiatives, \$1 million in support to the Lebanese Red Cross, and COVID-19 related increases including \$3.8 million in fully recoverable Sport Canada Bilateral Agreement support, \$2.4 million for Meals on Wheels and the Atlantic Compassion Fund fully recoverable from Efficiency Nova Scotia, \$2.1 million for emergency funding for Arts and Culture Organizations, and \$1.1 million in personal protective equipment (PPE) for public transit. These increases were partially offset by \$1.4 million in COVID-19 related savings.

#### Note 2: Revenue, Fees and Recoveries

Revenue, Fees and Recoveries were \$3.8 million or 40.8% higher than estimate primarily due to \$3.8 million investment in sport equity initiatives recovered from Sport Canada, and \$2.4 million for Meals on Wheels and the Atlantic Compassion Fund fully recoverable from Efficiency Nova Scotia, offset by decreased museum admissions (\$1.6 million), and decreased TCA revenue due to project delays (\$859 thousand).

#### Note 3: TCA Purchase Requirements

TCA Purchase Requirements were \$80 thousand, or 96.0% lower than estimate due to delays in the CSS Acadia Restoration Project.

#### Note 4: Provincial Funded Staff (FTEs) – Net

Provincially-funded staff were 16.6 FTEs lower than estimate due to temporary staff vacancies.

## COVID-19 Impact

COVID-19 had a profound and unprecedented impact on all sectors under the mandate of CCH, in particular on marginalized communities. The public health measures that were successful in flattening the COVID-19 curve impacted Nova Scotia arts, culture, sport, recreation, and community organizations. CCH worked to bridge gaps between programs and help organizations navigate the effects of COVID-19 while continuing to administer programs and initiatives.

CCH took measures and made investments to assist these sectors to sustain services, programs, and operations during the pandemic. Examples include:

- Distributing \$2.1 million in emergency provincial support for arts and culture organizations in January 2021 to help organizations adapt and maintain operations through this difficult time.
- Helping the creative sector go digital as organizations turned to technology to find new customers by investing \$913,526 in 56 projects for digital tools.

- Administering \$3.75 million in federal COVID-19 emergency funding from Sport Canada to 185 provincial sport and recreation organizations in Nova Scotia.
- Distributed reusable, cloth masks free at all provincial libraries and 24 museums during the first wave of the pandemic.
- Enhancing VolunteerNS.ca to recruit essential service volunteers through COVID-19.

COVID-19 resulted in many new opportunities including: the expansion of digital services and networks, increased engagement with stakeholders through technology, transformation of organizations as they worked to meet changing needs and address gaps, and the development of more culturally-responsive communication tools related to COVID-19 to ensure reach to marginalized communities.

## Measuring Our Performance

### Mandate letter

The Department of Communities, Culture and Heritage is responsible for contributing to the well-being and prosperity of Nova Scotia's diverse and creative communities through the promotion, development, preservation and celebration of our culture, heritage, identity, and languages, and by providing leadership, expertise, and innovation to our stakeholders.

### Nova Scotia's Culture Action Plan: Creativity and Community

The *Culture Action Plan* guides the delivery of the department's mandate. With the support of other departments, Communities, Culture and Heritage is working on actions that will promote, develop, preserve, and celebrate the province's culture, heritage, identity, and languages.

Initiatives will be reported on as per the themes for the Culture Action Plan as in previous years. Initiatives for 2020-21 are organized as follows:

Theme 1 – Promote Mi'kmaw Culture	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
CCH will support the North American Indigenous Games (NAIG) Host Society in the execution of the games in Halifax and Millbrook in 2020. NAIG will bring significant economic and social opportunities to our province, leaving a	NAIG was cancelled in 2020 due to COVID-19, but CCH has successfully worked with the NAIG Host Society and NAIG Council to secure the Games for July 2023 in Nova Scotia. CCH worked with the Office of Aboriginal Affairs

Theme 1 – Promote Mi'kmaw Culture	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
lasting legacy of development and growth for Indigenous people in Nova Scotia.	(renamed Office of L'Nu Affairs) and the NAIG Host Organizing Committee to develop cultural training for volunteers.
As a member of the Tripartite Sport and Recreation Committee, CCH will help create a strategy to increase participation and leadership opportunities for Mi'kmaw women and girls.	Continued to support the indigenous community in the development of the strategy. The Tripartite Sport & Recreation Committee will continue to be engaged in this work.
Continue to support the Mi'kmaq Language Initiative Committee and Mi'kmaw Kina'matnewey with direction to increase its capacity to deliver Mi'kmaq language initiatives that promote revitalization, reclamation, and recognition of the language throughout Nova Scotia.	Advanced discussions with the Mi'kmaw Kina'matnewey.
In 2020-21 CCH will create a Mi'kmaw Cultural Liaison position for the department to build stronger direct relationships with the Mi'kmaq community.	Created and staffed a Mi'kmaw Cultural Liaison position.
The Nova Scotia Archives will be working with Treaty Education Nova Scotia to explore uses for archives resources in curriculum development.	Significant progress was made on internal development of an online template for curriculum offerings to be launched in 2021.
The Nova Scotia Museum continues to work with the Mi'kmaq Working Group to create a new indigenous exhibit at the Museum of Natural History.	Work continued with the Mi'kmaq Advisory Group on the development of an indigenous exhibit tentatively titled Pjila'si. A contract for design work in conjunction with the Mi'kmaq Advisory Group was awarded.
CCH will continue to support a trail coordinator position with the Confederacy of Mainland Mi'kmaq. This person is working with the Confederacy of Mainland Mi'kmaq and their member communities to determine the state of trails and	Funded a trail coordinator position with the Confederacy of Mainland Mi'kmaq. This position assisted member - communities with completing community trail assessments, community trail

Theme 1 – Promote Mi'kmaw Culture	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
develop trail operational and maintenance plans for each community.	maintenance and development plans, multi-year community strategic trails plan, and created a lesson plan for use in outdoor education programming.

Theme 2 – Promote Creativity and Innovation	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
Partner with businesses, post-secondary institutions, and cultural organizations to explore innovation and collaboration through the development of cultural hubs.	<p>In discussion with NSCC about the development of Creative Industries training and increasing the number of students from underrepresented communities.</p> <p>Worked with NSCC, NSCAD, St. Mary's University and Techstar to organize a virtual weekend for students to address ways through culture to encourage international students to remain in Nova Scotia.</p>
The Culture Innovation Fund will continue to be a significant driver in 2020-21 for community capacity building and innovation.	The Culture Innovation Fund assisted communities in 2020-21, by mitigating some of the impacts due to COVID-19. Funds were also reallocated toward projects such as an artist mental health research project conducted by Visual Arts Nova Scotia and support for NSCAD University's <i>The Institute of Transatlantic Slavery (Canadian) &amp; Black Diaspora Art and Community Engagement Research on Canadian Slavery</i> .
In recognizing the crucial role volunteers play in Nova Scotia, a partnership with Kings Volunteer Resource Centre was made in 2017 to develop a volunteer matching website and database, <a href="http://VolunteerNS.ca">VolunteerNS.ca</a> . It has become the go-to place for volunteer recruitment for hundreds of community non-profit	<p>Together with Kings Volunteer Resource Centre, CCH updated VolunteerNS.ca to create a central portal for volunteer opportunities at major events.</p> <p>During COVID-19, the site provided information about volunteering safely during a pandemic and included</p>

**Theme 2 – Promote Creativity and Innovation**

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
organizations. In 2019, this tool merged with the previous major event volunteer database to create a central portal for volunteer opportunities at major events in Nova Scotia.	information on how to volunteer from home.
The Nova Scotia Archives is partnering with African Nova Scotia Affairs for the launch of a pilot project, Home Movies from Communities. This will include the collection and digitization of home movies from African Nova Scotian communities to preserve and develop public programming.	The Public Archives purchased equipment for the digitization of common home movie formats in preparation of the work continuing in 2021.
CCH will undertake a program improvement initiative, working within our department and engaging with culture organizations to review funding programs to ensure they are meeting the needs of the culture sector.	<p>Initiated and completed Program Improvement Phase One in 2020-21:</p> <ul style="list-style-type: none"> <li>• Engaged a cross-departmental team</li> <li>• Reviewed program processes and structures</li> <li>• Identified areas for simplification and improved consistency related to program management and evaluation</li> <li>• Identified changes to broadened capacity, allowing resources to shift toward community engagement and client support</li> <li>• Applied an equity, diversity and inclusion lens to better design and manage programs</li> <li>• Identified gaps in data regarding audiences that may be overlooked or underserved</li> </ul> <p>Phase 2 under way in 2021.</p>
Arts Nova Scotia has developed a strategic framework to increase	Arts Nova Scotia reviewed application criteria, processes, and procedures to

Theme 2 – Promote Creativity and Innovation	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
engagement of all artists through increased accessibility of programs. The term accessibility is used in a broader sense, encompassing cultural, physical and programming accessibility.	<p>reduce barriers to applicants and best accommodate the diversity of artistic activity in Nova Scotia.</p> <p>In 2021-22, Arts Nova Scotia will continue this process by engaging in a strategic planning process with goal of developing a new strategic plan.</p>

Theme 3 - Strengthen Education, Partnerships and Understanding	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
Expand and build on existing educational partnerships related to culture, such as working with the book publishing industry, to promote Nova Scotia content in teaching resources.	Continued to support Arts Nova Scotia’s Artists in the School programs.
Together with Education and Early Childhood Department, continue to support before and after school programming for children enrolled in the pre-primary program. The program incorporates elements of Nova Scotia’s Let Get Moving Action Plan, with delivery standards focused on movement, outdoor play, and physical literacy.	<p>Respecting COVID-19 protocols, operated the Nova Scotia Before &amp; After Program in 28 schools across the province serving approximately 400 students.</p> <p>Developed and provided mandatory online training for service providers (three modules). Certified approximately 60 staff through this training.</p>
Collaborate with Sport Nova Scotia and Recreation Nova Scotia to develop and launch an assessment tool for provincial organizations. The areas of priority will be women and girls and providing safe spaces and places.	<p>Launched the Sport Development Tool with targeted measurements relating to women and girls, Indigenous and other visible minorities.</p> <p>Initiated development of Safe Sport measures and resources including a safe sport tracking mechanism of provincial sport organizations. Safe sport policies are being developed to be part of eligibility for funding.</p>
Continue to support immigrant and newcomer families and organizations to increase their understanding of, and	Supported 17 immigrant and newcomer projects through the Diversity and Community Capacity Fund. Community

Theme 3 - Strengthen Education, Partnerships and Understanding	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
engagement with, the public school system through the Diversity and Community Capacity program.	initiatives included the opportunity to increase cultural awareness and enhance confidence.
<p>Continue to implement Let's Get Moving Nova Scotia: an action plan for increasing physical activity. Areas of focus:</p> <ul style="list-style-type: none"> <li>• Develop and implement an engagement, education and public awareness initiative that will encourage people to include small sessions of movement in their daily routines</li> <li>• Support the implementation of a Physical Activity Framework for the education system based on the principles of Healthy Promoting Schools</li> <li>• Create and launch a toolkit for employers to encourage daily movement in workplaces for their teams, through partnership with Acadia University and Workers' Compensation Board and the Public Service Commission</li> <li>• Support sport and recreation organizations to help families with financial barriers that prevent their participation</li> <li>• Support our community partners to create and implement their community-wide strategies</li> </ul>	<p>Launched the Make Your Move public awareness initiative that focused on small sessions of movement targeting low-active, middle-aged women.</p> <p>Developed a toolkit for physical activity in the workplace. Initiated integration with Make Your Move campaign however COVID-19 deferred the launch until 2021.</p> <p>Continued annual funding to the KidSport program which directly supports families with financial barriers to participation.</p> <p>Continued to fund Gymnastics Nova Scotia to deliver Tumblebugs program to build capacity in the early childhood and recreation sectors.</p> <p>Due to COVID-19 restrictions, communities shifted their planned implementation of strategies.</p> <p>Continued coordination of the multi-year expansion of the Active Smarter Kids program.</p> <p>Continued to support local governments in the creation and implementation of physical activity plans.</p> <p>Improved coordination with the Mi'kmaq Physical Activity Leadership program, regarding role clarity and outcomes in Mi'kmaq communities.</p>

Theme 3 - Strengthen Education, Partnerships and Understanding	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
	Signed a three-year contract with Recreation Nova Scotia to host six regional physical activity consultants.

Theme 4 - Advance Cultural Diversity	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
<i>Count Us In: Nova Scotia's Action Plan in Response to the International Decade for People of African Descent, 2015-2024</i> , is a guiding document that provides government with specific actions to help eliminate the many challenges facing African Nova Scotians.	Advanced the work of <i>Count Us In: Nova Scotia's Action Plan in Response to the International Decade for People of African Descent, 2015-2024</i> through a Committee of Deputy Ministers for African Nova Scotian issues.
African Nova Scotia Affairs will continue to advance work of the Land Titles Initiative for African Nova Scotians.	The Land Titles Initiative successfully helped clear approximately 194 land parcels to date. Beginning in 2021-22, responsibility for the Land Titles Initiative has been transferred to the Office of Equity and Anti-Racism.
Continue to support our sport and recreation stakeholders to address racism and discrimination. CCH will also develop a resource for recreation and sport clients and stakeholders on inclusion and access for the Recreation Facilities Development program.	Supported the Recreation Facilities Association of Nova Scotia to execute trend reports on Accessibility (complete) and Anti-Racism (in progress).  Developed a self-assessment tool on Gender Equity in facilities which is being piloted in facilities on the South Shore, in Cape Breton and in Halifax.  Invested \$5 million in Sport Nova Scotia to make the sport system more inclusive and accessible, allowing more Nova Scotians to have the opportunity to lead healthy, active lives through sport and recreation.  Worked with Sport Nova Scotia to fund the Black & Indigenous Coach Mentorship

**Theme 4 - Advance Cultural Diversity**

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
	<p>program. Twenty mentees are enrolled in the two-year initiative to enhance the skills required to become confident and competent coaches.</p>
<p>Administer the Small Business ACCESS-Ability and Community ACCESS-Ability programs, working towards making Nova Scotia’s businesses, workplaces, and community facilities more accessible and equitable for all. CCH will continue to provide resources to expand the work in the area of accessible standards for parks, trails and recreation facilities.</p>	<p>Funded 94 projects across Nova Scotia totalling \$1.05M for the Community ACCESS-Ability Program.</p> <p>Funded 29 projects across Nova Scotia totalling \$660k for the Business ACCESS-Ability Program.</p> <p>Funded the Northern Zone Inclusion and Access Consultant.</p> <p>Continued contribution to interdepartmental committees developing built environment accessibility standards for parks, trails, and recreation facilities.</p>
<p>Continue to support the capacity of organizations to mentor communities and leverage strength across the province. For example, support the 2SLGBTIQ2+ community through various PRIDE organizations across the province, including those who serve diverse communities, and share the model of the Mobile Food Market for improving food accessibility and affordability.</p>	<p>Invested \$134,000 to further help improve access to affordable and healthy food. Community organizations received funding for programs focused on food access, meal planning, food education, budgeting skills and community garden building and maintenance.</p>
<p>Support new and emerging cultural communities and organizations to pass on traditions that empower youth and involve elders through intergenerational learning and increase economic opportunities through programs such as Cultural Communities and Identities.</p>	<p>Worked with the Alnaas Community and Youth Development Association in Halifax on culturally appropriate youth leadership, education, development, and engagement initiatives. Through a Diversity and Community Capacity Fund grant, the group organized mentorship and sewing workshops. Youth learned to sew clothing and bags, as well as masks which they donated to Northwood.</p>

Theme 4 - Advance Cultural Diversity	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
Continue to work with community serving organizations through their strategic planning processes to better align and serve the needs of our diverse Nova Scotian communities.	Continued to develop an Action Plan for Women in Sport, Physical Activity and Recreation. The plan is a response to federally- and provincially-approved recommendations for women and girls in sport. The plan will support internal and external stakeholders with a focus on education, leadership development and networking.  Partnered with Canadian Women & Sport to increase capacity at the provincial, regional and community level in matters relating to gender equity.

Theme 5 - Excellence in Cultural Stewardship	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
The Nova Scotia Archives will prepare for an upgraded platform for the delivery of Historical Vital Statistics Online (research and e-commerce tool).	Completed the migration of all historical vital statistics to the Archives website. These are now fully accessible without fees.
The Nova Scotia Museum will continue to advance work on institutional transformation by developing the Board of Governor's role and continue our work to make the Nova Scotia Museum more sustainable for future generations.	Reviewed and updated the policies and committee structure.  Completed three sessions of equity, diversity and inclusion training. The board also played a pivotal role in deaccessioning materials that are stored in the Mines Building in Stellarton.
Our libraries provide an important service and, in many areas, play a broader role in communities. We are investing more to ensure libraries' sustainability and continued relevance. <ul style="list-style-type: none"> <li>The One Library Card initiative is underway with the feasibility study</li> </ul>	Continued work on the One Library Card Initiative; name of initiative changed to "Same Page".  Invested \$241,680 in the One Library Card initiative from the Culture Innovation Fund. Nova Scotian library patrons in rural communities will soon have access to a greatly expanded collection across the

Theme 5 - Excellence in Cultural Stewardship

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
<p>being completed this past year. Implementation work continues into 2020-21 as Nova Scotia Public Library engages with the eight rural regional library systems. The initiative will simplify, unify and modernize how Nova Scotians use their libraries; making materials accessible to all library users.</p> <ul style="list-style-type: none"> <li>• Nova Scotia Public Library (NSPL) is working with the Accessibility Directorate and the regional library systems to create a joint Regional Library Accessibility Framework. The framework will assist the library systems to develop their accessibility plans as prescribed public sector bodies under the Accessibility Act.</li> </ul>	<p>province. When complete a user in an area such as New Glasgow will be able to search from a provincewide catalogue and borrow from libraries as far away as Sydney or Yarmouth. The materials will be sent to the borrower's preferred home library.</p> <p>Completed work on the Library Accessibility Framework, and shared the information with the regional public library systems and library boards.</p> <p>Nova Scotia Public Library Director and the Communities Librarian provided input to the Compliance and Enforcement Working Group which is responsible for developing a framework for enforcing the Accessibility Act.</p>
<p>Nova Scotia Museum will work in partnership with Transportation and Infrastructure Renewal to oversee Phase II of the CCS Acadia's refit and maintenance project; during which the ship will be drydocked.</p>	<p>Work continued on the CCS Acadia, however drydocking was postponed until summer 2021.</p>
<p>Continue consulting with community museums on the Community Museum Assistance Program with the goal of further refining guidelines that will better address the needs of eligible community museums.</p>	<p>Consulted with community museums on the Community Museum Assistance Program with the goal of further refining guidelines to meet their needs.</p>
<p>Work with federal and municipal governments to explore creative ways to incentivize the adaptive re-use of heritage buildings.</p>	<p>Continued work with federal and municipal governments through the Federal, Provincial and Territorial (FPT) Culture Table to explore innovative ways to support the Heritage Sector.</p>
<p>Continue to work with stakeholders to promote and increase awareness of Nova</p>	<p>Worked to enhance and develop guidelines around the management of</p>

Theme 5 - Excellence in Cultural Stewardship	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
Scotia's rich built heritage and its value to our province and identity.	archaeological resources.
Continue to work with community partners to implement the Shared Recreation Strategy to foster active healthy living and increase inclusion and access to recreation for all Nova Scotians.	Continued work with Recreation Nova Scotia and community partners, to advance the goals of the Shared Strategy for Recreation in NS. The Inclusion & Access Task Team is working on tools and resources for the sector and the Nova Scotia Outdoor Network continues to advance priorities around recreation in the outdoors.

Theme 6 - Drive Awareness and Economic Growth of the Culture Sector	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
In 2020-21, Nova Scotia will continue to explore culture export trade through initiatives such as development of culture trade mission strategies to Europe. We will continue to seek cultural exchange opportunities and identify new global markets for Nova Scotia's culture products. Key to this will be the opportunities for publishers and craft exporters at the Frankfurt Book Fair in 2020 hosted by Canada.	COVID-19 restrictions resulted in the cancellation of travel to the Frankfurt Book Fair however, Nova Scotia showcased digital culture, including Celtic Colours, at the online fair.
Continue to use the Creative Industries Fund to help Nova Scotia cultural businesses expand their markets and develop export potential. The Creative Industries Fund is specifically designed to help cultural industries including craft, artists, music, publishing export their products.	Supported alternate approaches to this fund's reach through COVID-19. While the fund generally supports export activity, there was a pivot in focus to support the use of digital tools and web-based solutions.  Invested \$913,526 in 56 projects for digital tools and approaches to manage the impacts of COVID-19.

**Theme 6 - Drive Awareness and Economic Growth of the Culture Sector**

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
<p>Continue to support Screen Nova Scotia and the Screenwriters Development Fund to strengthen the Nova Scotian film and television sectors, with a focus on gender parity.</p>	<p>Continued to support Screen Nova Scotia and the Screenwriters Development Fund to strengthen the Nova Scotian film and television sectors, with a focus on gender parity.</p>
<p>The Nova Scotia Event Strategy will focus on working with communities to build a calendar of major event opportunities. This work includes assessing current regional capacity and investing in programs to build and increase growth. Work will also begin to develop a measurement plan to ensure consistent measurement of economic and social impacts of major events across Nova Scotia.</p>	<p>In its third year of implementation, COVID-19 changed the event hosting landscape significantly. However, the strategy provided the necessary focus and framework to bring the industry together and support it through the Events NS team at CCH.</p> <p>Staff developed a variety of tools to continue to engage communities, event organizers and other key stakeholders, vitally important through the pandemic.</p> <p>Staff successfully rebooked the North American Indigenous Games for 2023, postponed by the pandemic.</p> <p>As a result of work with partners, CCH also secured:</p> <ul style="list-style-type: none"> <li>• The 2022 Canoe Sprint World Championships</li> <li>• The 2022 49'er, 49FX &amp; Nacra17 World Sailing Championships</li> <li>• The 2024 Congress Mondial</li> </ul>

Theme 6 - Drive Awareness and Economic Growth of the Culture Sector	
PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
Continue working across government to support projects focused on addressing poverty, increasing economic prosperity, and improving the social well-being of families with children living with lower employment income.	<p>Under Nova Scotia's Poverty Reduction Blueprint, CCH invested \$1,200,000 in 2020-21 as part of the department's commitment to in 2020-21 as part of the department's commitment to reduce poverty in communities across Nova Scotia, helping 42 organizations.</p> <p>Provided free National Coaching Certification Program (NCCP) education online during COVID-19, available to all Nova Scotians.</p> <p>Held sector lead meetings, and community stakeholder "town halls" during COVID-19 to stay in touch and hear about challenges created for recreation and sport during the pandemic.</p>
Work with the Department of Business to support the province as it welcomes the 2020 Social Enterprise World Forum in fall 2020. The department will help plan and organize cultural events, speakers and other opportunities that help to showcase the diversity of Nova Scotia to the world.	Due to COVID-19, the Social Enterprise World Forum was postponed to the fall of 2021.

CCH plays a significant role in the following broad government initiative. Each year, CCH reports, at a high level, on contributing work.

SHIFT: Nova Scotia's Action Plan for an Aging Population

This is a government-wide initiative led by the Department of Seniors. In collaboration with other government departments, the Department of Communities, Culture and Heritage delivers on initiatives that support Nova Scotia's aging population. In 2020-21, CCH co-led an eight-week pop-up committee to advance work on ageism, intergenerational food security and digital inclusion for the second iteration of SHIFT.

## Acadian Affairs and Francophonie

### Overview and Mandate

The Office of Acadian Affairs and Francophonie works with government departments, agencies, offices and Crown Corporations, to assist in the delivery of services in French. In addition to enabling the delivery of French-language services, the Office of Acadian Affairs and Francophonie promotes Acadian and Francophone culture and heritage, celebrates accomplishments and supports community initiatives and projects, as well as maintains ongoing dialogue with the Acadian and Francophone community, other provincial and territorial governments and the Government of Canada.

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
<p>Support the development, planning, and delivery of French-language services to the public. Provide funding and advice to help increase the prevalence and awareness of French-language services through active offer, communications, printed and electronic materials, and by increasing the capacity of the public service to offer services in French.</p>	<p>Provided an environment for exchanging best practices, building awareness of the Acadian and Francophone community's needs, and developing standards and policies for the delivery of French language services.</p> <p>Invited members of the community to share and discuss a variety of significant themes such as the French minority language education system in Nova Scotia, Coup d'oeil sur l'Acadie presented by the OAAF on Acadian History, Language and Culture, as well as a presentation to FLSCC on Acadian archeological digs in Grand Pré.</p> <p>Partnered with Université Sainte Anne and the Public Service Commission to offer over 525 French language course spaces. Courses were available online due to COVID-19.</p>
<p>Support community consultation, engagement and outreach. Encourage the participation of the Acadian and Francophone community in the development of government policies with a view to improving the delivery of services in French.</p>	<p>Continued to build and nurture ongoing relationships with the Acadian and Francophone community by meeting with the Fédération acadienne de la Nouvelle-Écosse and the 27 constituent organizations.</p> <p>Collaborated with the Fédération acadienne de la Nouvelle-Écosse to</p>

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
	<p>develop a parallel approach to the organization's two-year initiative to raise awareness of government services available in French.</p> <p>Conducted virtual consultations with Acadian and Francophone community organizations to discuss issues, challenges and opportunities and collaborate on identifying solutions.</p> <p>Consulted with more than 40 different organizations (e.g. youth, seniors, health, municipalities, culture, health and education).</p>
<p>Support cultural projects in the Acadian and Francophone community. The Office will continue to work with Acadian community groups to further promote and showcase Acadian artists and musicians on a national and international level - specifically with Quebec, Louisiana and France. Work will also be conducted in assisting community groups to develop strategic plans.</p>	<p>Provided over \$240,000 in funding to assist Acadian community organizations develop business and marketing plans for virtual cultural events. These included sector groups for seniors, artists, youth, Acadian women, the Francophone Health Network, cultural associations and municipalities.</p> <p>Provided \$150,000 in funding to assist the Conseil de développement économique de la Nouvelle Écosse's development of business and marketing plans for Acadian and Francophone entrepreneurs.</p> <p>Collected \$45,000 from the purchase and renewal of Acadian flag licence plates as part of the Vive l'Acadie Community Fund. This Fund directly supported cultural projects in 11 Acadian and francophone communities across the province.</p>
<p>Continue to work closely with the Nova Scotia Office of Immigration and engage community groups in Acadian regions to identify labour market needs. This will be achieved through continued stakeholder engagement, marketing, attraction,</p>	<p>Collaborated with Nova Scotia Office of Immigration to launch and implement the Nova Scotia Francophone Immigration Action Plan, which aims to increase the number of French speaking immigrants choosing to settle in Nova Scotia.</p>

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
<p>retention and integration, research and measuring progress to encourage and support francophone immigration to the province. International missions in francophone countries for recruitment purposes remains a priority.</p>	<p>Participated in promoting immigration virtually at Francophone international events with NSOI and Immigration, Refugees and Citizenship Canada.</p> <p>Assisted in developing marketing collateral and program information as part of the digital campaign with L'Express de France.</p> <p>In 2020, there were 161 landings of Francophone immigrants and 203 applications for Francophone candidates.</p>
<p>In addition to the existing Québec–Nova Scotia Agreement for Cooperation and Exchange, the Office will be seeking additional agreements in order to further strengthen and promote French-language exchanges and activities between community organizations in Nova Scotia and other Francophone regions in Canada, in Europe and in Louisiana.</p> <p>Work continues on the development of a Nova Scotia submission for membership to the Organization on International Francophonie (OIF) to explore potential economic development, education, health and environmental opportunities.</p>	<p>Administered the Agreement for Cooperation and Exchange between the governments of Québec and Nova Scotia, which supported community development activities jointly totalling just over \$54,000.</p> <p>Finalized work on the applications and development of a Nova Scotia submission to the Organization on International Francophonie to explore potential economic development, education, health and environmental opportunities. Applications will be accepted in 2021.</p>

## African Nova Scotia Affairs

### Overview and Mandate

African Nova Scotian Affairs (ANSA) works with government departments and the African Nova Scotian community to enhance understanding and assist in the delivery of services that meet the unique needs of African Nova Scotians. It is the connecting point to the community, promoting African Nova Scotian priorities while contributing to

government decision-making. ANSA facilitates positive change on behalf of African Nova Scotians. It also works in partnership with departments, agencies and other organizations to develop solutions that support the ongoing well-being of African Nova Scotians.

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
<p><i>Count Us In: Nova Scotia's Action Plan in Response to the International Decade for People of African Descent, 2015-2024.</i> It is a guiding document that provides government with specific actions to help eliminate the many challenges facing African Nova Scotians. A Committee of Deputy Ministers for African Nova Scotian issues set up to monitor the implementation and delivery of the plan has commenced its work.</p>	<p>Established a Committee of Deputy Ministers for African Nova Scotian issues. A Senior Government roundtable to support this work had its first meeting in May 2021.</p> <p>The Committee of Deputy Ministers for Nova Scotian issues began meeting in 2020.</p>
<p>African Nova Scotia Affairs will continue to advance work of the Land Titles Initiative for African Nova Scotians.</p>	<p>The Land Titles Initiative successfully helped clear approximately 194 land parcels to date. Beginning in 2021-22, responsibility for the Land Titles Initiative has been transferred to the Office of Equity and Anti-Racism.</p> <p>Transferred responsibility for Land Titles Initiative to the Office of Equity and Anti-Racism Initiatives</p>
<p>Enhance access to training, development and workforce opportunities. Work continues with various partners such as Nova Scotia Community College and the Nova Scotia Apprenticeship Agency to increase education and employment opportunities for youth.</p>	<p>In partnership with the Nova Scotia Apprentice Agency, ANSA completed a series of regional community information/workshops (Yarmouth, Truro, Sydney) designed to increase education, training, and apprenticeship opportunities for ANS youth.</p> <p>Assisted in several educational recruitment campaigns including Imhotep Legacy Academy, PLANS and Business is Jammin.</p>
<p>Support community conversations for healing following the Restorative Inquiry - Nova Scotia Home for Colored Children.</p>	<p>ANSA continued to encourage the human-centered approach as described in the <i>Final Report of the Restorative Inquiry – Nova Scotia Home for Coloured Children.</i></p>

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
The Restorative Inquiry advocates a human centered approach and system reorientation for family- led decision-making in community.	The community dialogue for healing began under a partnership with the African United Baptist Association (AUBA).
Assist community groups and organizations in developing and sustaining capacity, as well as re-engage the African Nova Scotian Community Action Partnerships and community engagement programs.	Supported 30 African Nova Scotian organizations.  Provided leadership to establish two Regional Community Networks in the Southwest & Northern regions. (The initiative was formerly listed as Community Action Partnerships).

## Gaelic Affairs

### Overview and Mandate

Gaelic Affairs works with government departments and communities to support reclamation of Gaelic language, culture and identity and to build positive social and economic outcomes. This work contributes to individual and collective self-confidence, fosters innovation and creativity and keeps individuals engaged, connected and working in our communities.

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
Continue to work with our community and government partners on Gaelic Nova Scotia Month (May), highlighting the theme Slàn Building a Healthy and Whole Gaelic community in Nova Scotia; and offering Intro to Gaels in Nova Scotia sessions for public servants. Expanded opportunities for Gaelic language learning sessions will be explored in 2020-21.	Due to the COVID-19 restrictions, Mìos nan Gàidheal  Gaelic Nova Scotia Month 2020 was cancelled.  The Office engaged in a social media campaign aimed at raising awareness of the Gaelic language and its cultural significance.  Delivered the Intro to Gaels in Nova Scotia course to Public Service Commission (PSC) employees to promote greater awareness of Gaelic language, culture and identity. There were three Intro to Gaels in Nova Scotia sessions and three Gaelic language learning sessions provided

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
<p>Enhance cross-cultural awareness by identifying common language, culture and historical narratives among Mi'kmaq, Acadians, African Nova Scotians. One example of this work is the Office's continued support for the community group called MAGIC (Mi'kmaq, Acadians and Gaels in Inverness County).</p> <p>Work with the Gaelic community members on the Minister's Advisory Council at Education and Early Childhood Development to promote Gaelic education including Gaelic Nova Scotia: A Resource Guide launched in 2019 for teachers' use.</p>	<p>online.</p> <p>Completed the following initiatives specific to cross-cultural awareness:</p> <ul style="list-style-type: none"> <li>• Translated Gaelic Nova Scotia: A Resource Guide into French for access in the province's public schools</li> <li>• Created a Facebook page for MAGIC (Mi'kmaq, Acadians and Gaels in Inverness County) highlighting events that took place in the three communities since 2017</li> <li>• Initiated work with Black Cultural Centre to discuss collaboration between the Office and Centre</li> </ul>
<p>Strengthen partnerships with community groups.</p>	<p>Continued partnership with the Office and Comhairle na Gàidhlig   The Gaelic Council of Nova Scotia.</p> <p>Promoted the Gaelic licence plate initiative via the Gàidheil Air Adhart   Gaels Forward Fund.</p> <p>Initiated planning with Baile nan Gàidheal   Highland Village Museum to develop a framework for a Gàidhlig aig Baile   Gaelic in Community Institute.</p> <p>Supported Colaisde na Gàidhlig   Gaelic College's Youth Mentorship program Na Gaisgich Òga.</p> <p>Continued collaboration on Air Chéilidh   On a Visit: The Gaelic Narrative Project – How We Thrive.</p>
<p>Foster awareness of international Gaelic events including the initiative CalumCille1500 in 2020-21 which celebrates the 1500<sup>th</sup> anniversary of the birth of Columba, the Saint of the Gaels of</p>	<p>Participated in an international Pan-Gaelic committee to plan for the 1500<sup>th</sup> anniversary of the birth of Calum Cille   St. Columba.</p>

PROPOSED STRATEGIC INITIATIVES	ACTIONS TAKEN IN 2020-21
Nova Scotia, Scotland, Ireland and the Isle of Man.	

## Measures

CCH has two significant tools which provide information on the importance of culture to Nova Scotians and their communities, from an economic and social perspective, and allow us to track its impact. Measures and data from the Culture Satellite Report and the Nova Scotia Culture Index Survey will be included in this report.

### Culture Satellite Account (CSA)<sup>1</sup>

The CSA is an accounting framework and statistical tool that provides up to date data on the economic contribution of culture and sport to the economy of each province and territory in Canada, through estimates of GDP (Gross Domestic Product), output and jobs. It also reveals trends in arts, cultural industries, heritage and sport, and provides further economic information about trade and tourism.

Provincial/Territorial Culture Indicators (PTCI) from the CSA show that in 2019, Culture contributed \$955 million to our provincial GDP and 13,076 Nova Scotians worked in the culture sector, while sport contributed \$144 million and provided 2,518 jobs. We will continue to use the PTCI data from the CSA to measure the economic importance of the culture and sport sectors. Trade figures released in 2020 demonstrated that the export of culture products grew 41.5% from 2010 to 2018. Exports of sport products grew 37% over the same period. In 2018, Nova Scotia exported \$124.1 million in culture products and \$27 million in sport products.

### The Nova Scotia Culture Index Study

The Nova Scotia Culture Index Study provides data on how Nova Scotians participate in, are aware of, and value major aspects of culture in the province. It is a research tool created to gauge the social importance of culture in the province and to demonstrate how Nova Scotians interact with culture. The Nova Scotia Culture Index Study measures, tracks, compares and analyzes residents’ responses to culture over time. This year, new questions were added regarding seniors, children, diversity and physical movement. The most recent survey was administered in February 2020. Data was collected based on

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<sup>1</sup> Statistics such as these are subject to revision each year as more complete economic information becomes available to Statistics Canada. Culture indicators from 2015 onward represent a new methodology that has undergone significant changes and revisions. These statistics are not comparable to statistics released prior to 2015.

randomized telephone interviews conducted with 1,000 residents of Nova Scotia<sup>2</sup>.

The 2020 survey highlights include:

- 83 per cent of respondents agree that “engaging with other cultures reduces racism and discrimination”
- 74 per cent of Nova Scotians believe that, “culture helps connect people from different communities and backgrounds”
- 72 per cent of respondents agree that, “there should be more learning opportunities regarding Mi’kmaq and African Nova Scotian culture and history”
- When asked if, “culture helps create community identity,” 79 per cent of respondents agreed that it does
- 79 per cent of respondents agree that, “engaging seniors in culture is an important part of a healthy lifestyle”

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<sup>2</sup> A sample of 1,000 drawn from the general population of Nova Scotia provides overall results that can be extrapolated to the overall population of Nova Scotia with a 95 percent confidence level.

## Public Interest and Wrongdoing Act

Information Required under Section 18 of the Act	Fiscal Year 2020-21
The number of disclosures received	0
The number of findings of wrongdoing	0
Details of each wrongdoing	N/A
Recommendations and actions taken from each wrongdoing	N/A