



Accountability Report 2021–22

Communities, Culture, Tourism & Heritage



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Accountability Report 2021–2022

ISBN: 978-1-77448-390-9

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Accountability Statement

The Accountability Report of the Department of Communities, Culture, Tourism and Heritage for the year ended March 31, 2022, 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, Tourism and Heritage Statement of Mandate for the fiscal year just ended. The reporting of the Department of Communities, Culture, Tourism and Heritage outcomes necessarily includes estimates, judgments and opinions by Department of Communities, Culture, Tourism and Heritage management.

We acknowledge that this Accountability Report is the responsibility of 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 2021-2022 Business Plan.

Original signed by:

Honourable Pat Dunn
Minister

Original signed by:

Justin Huston
Deputy Minister

Message from Minister

We are pleased to present the 2021-22 Accountability Report for the Nova Scotia Department of Communities, Culture, Tourism and Heritage (CCTH). This report highlights last year's progress in meeting our Business Plan objectives and outlines our priorities for the year ahead.

The work of CCTH supports communities across the province to be welcoming, inclusive, and accessible, providing a great quality of life for Nova Scotians and a memorable experience for visitors. We value the collective diversity of our heritage and our people, and we believe this rich culture helps create healthy, active, growing communities.

In the past fiscal year, we welcomed Tourism into the department, a transition that was formally completed on January 1, 2022. CCTH also assumed responsibility for the Nova Scotia Film and Television Production Incentive Fund. We are excited about these new areas of focus, as they align with the department's work to support and showcase the best that Nova Scotia's communities have to offer. We see so many opportunities in tourism and film that will grow our economy and mark Nova Scotia as a prime destination to visit, work and live.

Over the past year, we continued to work with our sectors—from arts and culture to community and heritage organizations, to sport and recreation—to help them adapt and rebuild from the impact of the COVID-19 pandemic. We are focused on helping our sectors grow and thrive, continuing to address systemic racism, and supporting healthy communities and development across the province.

Hon. Pat Dunn
Minister of Communities, Culture, Tourism and Heritage

Financial Results

	2021-2022 Estimate	2021-2022 Actual	2021-2022 Variance
Program and Service Area	(\$ thousands)		
Departmental Expenses:			
Office of the Minister and Deputy Minister	778	764	(14)
Culture and Heritage Development	45,294	119,711	74,417
Communities, Sport, and Recreation	21,885	21,804	(81)
Archives, Museums and Libraires	35,749	35,419	(330)
Tourism Nova Scotia	20,671	55,459	34,788
Policy and Corporate Services	4,342	4,135	(207)
Acadian Affairs and Francophonie	2,018	1,996	(22)
African Nova Scotia Affairs	2,582	1,879	(703)
Gaelic Affairs	443	346	(97)
Art Gallery of Nova Scotia	2,256	2,374	118
Amortization	1,751	1,341	(410)
Total: Departmental Expenses	137,769	245,228	107,459
Additional Information:			
Ordinary Revenue	1,886	1,866	(20)
Fees and Other Charges	346	721	375
Ordinary Recoveries	6,379	7,628	1,249
Total: Revenue, Fees, and Recoveries	8,611	10,215	1,604
TCA Purchase Requirements	1,170	756	(414)
Provincial Funded Staff (FTEs)	250.9	232.9	(18.0)

Departmental Expenses Variance Explanation

Expenses were \$107.5 million or 78% higher than estimated, primarily due to funding of \$34.8 million for Tourism Nova Scotia (including restart initiatives and marketing investments, of which \$23.6 million is related to COVID-19 recovery), \$31.5 million for various community infrastructure projects, \$16.3 million for film productions through the Nova Scotia Film and Television Production Incentive Fund (of which \$8.1 million is related to projects delayed due to COVID-19), \$15.0 million for the Content Creator Fund through Screen Nova Scotia, \$5.0 million for youth access and accessible equipment through Sport Nova Scotia, and \$800 thousand for emergency COVID-19 support for recreation organizations.

Revenue, Fees, and Recoveries Variance Explanation

Recoveries were \$1.2 million or 20% higher than estimated, primarily due to \$638 thousand for Tourism Nova Scotia's Atlantic Canada Agreement on Tourism, and \$300 thousand for the Support4Culture recovery from the Gaming Commission.

Fees and Other Charges were \$375 thousand or 108% more than estimated, primarily due to \$310 thousand for the Nova Scotia Film and Incentive Fund application processing fees.

TCA Purchase Requirements Variance Explanation

TCA Purchase Requirements were \$414 thousand or 35% lower than estimated due to delays in the CSS Acadia Restoration Project.

Provincially Funded Staff (FTEs) Variance Explanation

Provincially funded staff were 18.0 FTEs lower than estimated due to temporary staff vacancies.

COVID-19 Impact

COVID-19 continued to impact all sectors under the mandate of CCTH including arts, culture, sport, recreation, community organizations and tourism. CCTH maintained flexibility in programs and investments to assist these sectors in adjusting and sustaining programs and services during the pandemic.

Examples included:

- Investing in music, publishing, craft and performing arts industries, and creative businesses and not for profit organizations to sustain and enhance their use of technology.
- Providing flexibility in program requirements to:
 - Support virtual initiatives
 - Adjust timing or postpone initiatives
 - Identify and support emerging industry needs

Advancement of Accessibility Initiatives

Over 30% of Nova Scotians aged 15 and older identify as having a disability (Canadian Survey on Disability, 2017, Statistics Canada). By considering accessibility in programs and service delivery, we improve the health, well-being, and independence of persons with disabilities and create supportive and inclusive communities for all.

Nova Scotia has made a commitment to be a more equitable and accessible province for all residents. In 2017, Nova Scotia was the third province to pass accessibility legislation and set a goal to be an accessible province by 2030. The Department will

continue to actively partner with communities to achieve this goal and implement Access by Design 2030.

Examples of CCTH's accessibility initiatives for 2021-22 include:

- Supporting 103 community projects and 38 business projects to improve accessibility in Nova Scotia.
- Finalizing the Nova Scotia Public Libraries Joint Accessibility Framework.
- All Nova Scotia Museum sites completing accessibility self-assessments and will continue to work with Department of Public Works on accessibility audits.

For 2021-22, Tourism Nova Scotia (TNS) was part of a cross-Crown corporation accessibility group that:

- Established the Crown Accessibility Advisory Committee, a joint initiative with the five economic development Crown corporations to develop a joint accessibility plan.
- Recruited members from the community who identify as having a disability to provide first voice input on reducing barriers in the Crown corporations' activities.

Measuring Our Performance

Department Mandate

CCTH 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.

Culture Action Plan

In 2021-22, CCTH continued to focus on addressing systemic racism and collaborating in and outside of government to deliver on strategic initiatives – guided, in part, by the *Culture Action Plan* (CAP).

Since 2017, CAP provided a comprehensive strategy for the province to celebrate and share our cultures, our creative sectors, and our diverse communities.

While much has changed since 2017, CCTH remains committed to supporting the culture sector. In early 2021, the Department supported the Arts Nova Scotia Board and Creative Nova Scotia Leadership Council to engage stakeholders on envisioning a post-COVID-19 future for the culture sector. The resulting *Building Back Better - A Vision for Culture Sector Recovery in Nova Scotia* report identifies overarching redevelopment themes and provides recommendations to revitalize and revision the future of the sector.

Outcomes of 2021-22 Initiatives

1. Sector Stabilization through COVID-19

STRATEGIC INITIATIVE	OUTCOME
<p>a. Expand support for digital tools and approaches for the creative sector to manage the impacts of COVID-19.</p>	<p>Expanded the Creative Industries Fund (CIF) to include eligibility for projects to support industries to sustain and enhance their use of technology.</p>
<p>b. Expand stakeholder and partner networking (with additional sector collaboration via organizations such as the Creative Nova Scotia Leadership Council and Arts Nova Scotia).</p>	<p>Participated in online engagement sessions, virtual meetings, and consultations to shape pandemic support programs.</p> <p>Worked interdepartmentally and with federal and municipal funding partners to expand stakeholder networks.</p> <p>Participated on the Funders Roundtable Discussion Panel to increase collaboration - with a focus on stability for the arts and culture sector.</p>
<p>c. Support communities and the hospitality and tourism sectors through event and festival planning as part of the <i>Nova Scotia Event Strategy</i>.</p>	<p>Through the Festival and Community Events Development program, funded 37 community festivals.</p> <p>Worked with partners on bids to host major events.</p> <p>Secured the World Junior Hockey Championships for December 2022/January 2023.</p> <p>In partnership with the Events NS Advisory Group, worked on a long-term sport hosting plan to ensure major sport events are planned into the future.</p>

<p>d. Support sport and recreation stakeholders through increased communication, collaboration and planning as these sectors make changes to how they deliver services.</p>	<p>Partnered with stakeholder organizations (Sport NS, Recreation NS, Recreation Facilities Association of NS) to support members through education, engagement sessions and communication.</p> <p>Developed guidelines for sport and competitions, recreation programming and facilities, day camps, after school programs, and overnight camps with the sector and Public Health. Supported sectors to navigate implementation of the guidelines.</p> <p>Provided multi-sport coaching education at no cost and offered courses in virtual and home study formats.</p>
<p>e. Support Nova Scotia Museum sites and public libraries as economic drivers and service providers (including internet access and electronic resources) for community-level economic recovery in rural areas.</p>	<p>Provided community access to internet and WiFi through libraries and museums:</p> <ul style="list-style-type: none"> • Completed installation of high-speed internet and WiFi at Perkins and Lawrence House Museums. • Upgraded internet and WiFi equipment at libraries through a federal grant of \$500 thousand administered by Community Services. • Invested in additional eResources including LinkedIn Learning. <p>Enhanced public access to locally managed Nova Scotia Museum sites by offering free admission in summer 2021.</p> <p>Launched an online Shopify Museum store pilot with 6 locally managed NSM sites and finalized a marketing plan for the sites.</p> <p>Developed a NSM and Tourism Nova Scotia Collaborative Workplan.</p>

2. Address Systemic Racism

STRATEGIC INITIATIVE	OUTCOME
<p>a. Collaborate with the Department of Health and Wellness to initiate a voluntary collection of race-based data through a Medical Services Insurance (MSI) initiative to understand health outcomes for racialized communities. This information will inform a better understanding of what equity-seeking populations need to be healthy, receive better care and treatment.</p>	<p>ANSA provided ongoing support towards the initiative through committee participation and province-wide outreach in African Nova Scotian (ANS) communities.</p> <p>The initiative was transferred to the Office of Equity and Anti-Racism (OEA) in 2021.</p>
<p>b. Continue to provide services to ensure clear title is given to residents in the five African Nova Scotian communities identified in the <i>Lands Titles Clarification Act</i>.</p>	<p>ANSA provided ongoing support towards the initiative through committee participation and province-wide outreach in ANS communities.</p> <p>The initiative was transferred to OEA in 2021.</p>
<p>c. Support culturally appropriate communications and continue to work with African Nova Scotian communities for the delivery of anti-Black racism support and education.</p>	<p>ANSA helped build important relationships between community and government departments. By connecting ANS with the appropriate departments, ANS communities received inclusive and culturally appropriate information, programs, and services.</p> <p>ANSA continues to participate and provide recommendations on various committees and collaborates on educational programs including the <i>African Nova Scotians: Historical and Contemporary Realities</i>.</p>

<p>d. Foster the growth of Nova Scotia’s diverse and inclusive creative sector.</p> <ul style="list-style-type: none"> • Assist emerging and professional artists from designated communities who have historically faced barriers to accessing funding (e.g., Arts Nova Scotia Arts Equity Program). 	<p>Through the Creative Industries Fund, invested in projects with a goal to advance the development of an equitable, diverse, and inclusive creative sector. The fund provided investment in 17 projects focused on mentorship, training, and Equity, Diversity, and Inclusion (EDI).</p> <p>Through the Screenwriters Development Fund, supported 11 projects focused on development of NS filmmakers, writers and producers which helps advance and promote equity, diversity, and inclusion in the sector.</p> <p>In recognition of <i>Count Us In: Nova Scotia’s Action Plan in Response to the International Decade for People of African Descent</i>, a portion of the Culture Innovation Fund is allocated each year in a stream for projects that further the goals of the <i>Action Plan</i>. In 2021-22, the fund supported 6 projects totaling \$270,800.</p> <p>Arts Nova Scotia supported 21 projects through the Arts Equity funding initiative.</p> <p>Arts Nova Scotia supported 7 projects through the Mi’kmaq Arts Program to support the development and continuation of Mi’kmaq art forms.</p> <p>Arts Nova Scotia provided grants for 10 projects through Access Support. The grants support applicants who self-identify as deaf, having disabilities or living with mental illness, as well as organizations that want to increase the accessibility of their presentations and productions.</p> <p>In 2021, the inaugural Black Artist Recognition Award was launched, honoring established artists of African descent.</p>
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<p>e. Support the Mi'kmaw community through Treaty Education initiatives and partnerships with the Office of L'nu Affairs and the Department of Education and Early Childhood Development.</p>	<p>Provided policy support to the Office of L'nu Affairs in formally recognizing Mi'kmaw as the first language of Nova Scotia. The <i>Mi'kmaw Language Act</i> was passed on April 22, 2022.</p> <p>Through Treaty Education, collaborated with the Office of L'nu Affairs, Education and Early Childhood Development, Mi'kmaw Kina'matnewey and the Public Service Commission (PSC) to invested in and support the planning, advertisement, and outreach to have Knowledge Keepers participate in the National Centre for Truth and Reconciliation's 5-day Truth and Reconciliation Week. The online event offered educators and students access to Indigenous resources to help include equity, diversity, and inclusion in classrooms.</p>
<p>f. Deliver equity, diversity, and inclusion training to increase education and awareness to deliver programs and to support recruitment initiatives for a more diverse workforce and diverse representation on government agencies, boards, and commissions.</p>	<p>Delivered EDI training to library boards, Nova Scotia Museum Board of Governors and Chairs, and the Nova Scotia Creative Leadership Council (CNSLC). Provided them with a toolkit for ongoing learning and application.</p> <p>Provided EDI training to CCTH staff as part of the Program Improvement Initiative courses offered through the PSC. The Equity, Diversity, Inclusion and Leadership Committee, offered several learning opportunities via book club presentations, Table Talks, and webinars.</p>

<p>g. Support the development of museum exhibits and programs that highlight diversity in Nova Scotia, including the launch of <i>Pjila'si</i> at the Museum of Natural History during Winter 2021-22, and <i>How Unique We Still Are</i> which opened at the Maritime Museum of the Atlantic in June 2021.</p>	<p>Launched the <i>Ta'n me'j Tel-keknuo'ltiek (How Unique We Still Are)</i> exhibit at the Maritime Museum of the Atlantic (MMA) and a virtual exhibit.</p> <p>Deferred launch of <i>Pjila'si</i> to 2023 and continued work with the Mi'kmaq Advisory Group.</p> <p>Launched exhibits in recognition of Emancipation Day 2021 at Museum of Natural History and MMA.</p> <p>MMA's <i>Building Boats, Changing Lives</i> launched new programs (Two Eyed Seeing with Mi'kmaq Youth and Options and Opportunities with Citadel High School), and offered 3 regular programs.</p> <p>Launched an EDI survey of museums in partnership with ANSA and the Association of NS Museums to inform interpretation and support sector training and development. Training resulted in:</p> <ul style="list-style-type: none"> • Wayfinding and interpretive signage for Highland Village. • EDI research on interpretation / storytelling for Haliburton House. • African NS Seafaring Youth research project through the Black Loyalist Heritage Centre. • Heritage trail and interpretation project at Ross Farm Museum. • Use of iPads and wall mounts for Mi'kmaw Phonetic / Safe at Sea Exhibit videos/ Salt Seas & Sailors Exhibit images at the Fisheries Museum of the Atlantic. • Use of iPads to incorporate EDI into storytelling and tours at Perkins House Museum.
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<p>h. Continue participating in the Canada-Nova Scotia-Mi'kmaq Tripartite Forum to commemorate activities, which recognize the Indian Residential School in Shubenacadie, and its history and legacy for survivors and descendants.</p> <ul style="list-style-type: none"> • Nova Scotia libraries will collaborate with Treaty Education to increase awareness of Mi'kmaw culture and equity, diversity, and inclusion practices in library services. 	<p>Participated in the Mi'kmaq-Nova Scotia-Canada Tripartite Forum.</p> <p>Supported Sipekne'katik community members and leadership during investigation of the former Indian Residential School (IRS) site, following discovery of unmarked graves at the IRS site in Kamloops, BC.</p> <p>Worked with Parks Canada to install National Historic Site plaques at the site of the former IRS and hosted a commemorative ceremony to mark the installation.</p> <p>Through the Culture and Heritage Committee, organized an artist-led gathering of survivors and Elders to inform the design of commemorative activities to mark the legacy of the school.</p> <p>Coordinated submissions from regional libraries for Treaty Education's 2021/2022 Year-end Community Report.</p> <p>Delayed library staff training on Treaty Education due to the pandemic. Work to be complete in 2022-23.</p> <p>EDI initiatives included</p> <ul style="list-style-type: none"> • Launched a toolkit, Creating Inclusive Communities, for regional libraries. • Provided funding for regional library staff to complete Evaluating, Auditing and Diversifying Your Collections e-course. • Identified and corrected subject headings previously used in categorization systems. <p>Facilitated a session at the 2021 Libraries, Archives & Museums Nova Scotia conference to discuss approaches to attract</p>
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	Black, Indigenous, and People of Colour candidates to librarianship and allied fields.
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3. Community Development

STRATEGIC INITIATIVE	OUTCOME
<p>a. Evaluate CCTH programs, funds, and grants through the Program Improvement initiative to ensure that the programs and application processes are modernized and are more inclusive as we meet the needs of the communities we serve:</p> <ul style="list-style-type: none"> • Improve and simplify CCTH programs through an equity and accessibility lens to meet the needs of the department’s diverse partners. • Communicate directly with communities on the breadth of our programs. 	<p>Through its Program Improvement Initiative, CCTH engaged stakeholders about how to improve our grant programs.</p> <p>Implemented phase two of Program Improvement:</p> <ul style="list-style-type: none"> • Provided unconscious bias training to working group members. • Using an EDI lens, engaged stakeholders (applicants, non-applicants, and unsuccessful applicants) in discussions about what barriers might exist and how the department’s grant programs could be improved. • Began to implement changes across grant programs, allowing for more equitable access. • Developed and tested a risk assessment tool for grant programs. • Prepared communication materials to support accessibility and sharing information with communities on our programs.
<p>b. Define program funding priorities for 2021-22 Business ACCESS-Ability and Community ACCESS-Ability programs to support accessibility in businesses, workplaces, and community facilities in alignment with government’s <i>Access by Design 2030: Achieving an Accessible Nova Scotia</i>.</p>	<p>Supported organizations and groups to make accessibility upgrades and offer accessibility training and education opportunities.</p>

<p>c. Continue to support sector organizations to enhance the use of technology and implement digital tools to grow the arts and culture sector.</p> <ul style="list-style-type: none"> • Support cultural organizations to educate and strengthen creativity and innovation in the sector through the Creative Industries Fund. 	<p>Through the Creative Industries Fund, invested in music, publishing, craft and performing arts industries and creative businesses and not for profit organizations to sustain and enhance their use of technology.</p> <p>Funding helped facilitate digital transformation, including support for livestreaming, e-commerce solutions and online exhibitions.</p>
<p>d. Support vulnerable citizens by working across government and within communities to strengthen and support initiatives focused on addressing poverty, increasing economic prosperity, and improving social well-being of families with children living with lower employment income. This includes accessibility, food security and digital skills and training. CCTH's COVID-19 recovery work and delivery of the Building Vibrant Communities program with Department of Community Services are examples of this support (e.g., supporting meal delivery and providing services to the most vulnerable in our communities).</p>	<p>Concluded the administration of the Building Vibrant Communities grant program. Invested \$5,282,596 in 210 projects across the province over five years to improve the lives of low-income Nova Scotians. In 2021-22, invested \$600,000 in 24 projects.</p> <p>Through Food Security Initiatives, Community Food Access and Literacy, and Cultural Communities and Identities Funds, invested \$1,235,000 in food security initiatives (e.g., Farmers Market Association of NS' Nourishing Coupons program, the Mobile Food Market, and the Tri-County Women's Centre's Take Out Tuesdays program).</p>

<p>e. Continue to implement <i>Let's Get Moving Nova Scotia: Action Plan for Increasing Physical Activity</i> and work with partners to minimize the effects of chronic disease (e.g., Healthy Tomorrow Foundation, Nova Scotia Health Authority, Dalhousie University):</p> <ul style="list-style-type: none"> • Implement an awareness campaign to increase the activity level of women ages 50 to 70. • Provide a toolkit for employers to encourage daily movement in the workplace. 	<p>Funded the Healthy Tomorrow Foundation to implement Make Your Move public awareness campaign. The Foundation worked with pilot communities to develop "Make Your Move in a Box" toolkit.</p> <p>The Foundation released a workplace movement toolkit as part of Make Your Move and worked with workplaces to capture their experiences with toolkit.</p> <p>Other highlights from implementation of the <i>Let's Get Moving Nova Scotia Action Plan</i> include:</p> <ul style="list-style-type: none"> • Nova Scotia Health Authority reviewed research, investigated opportunities and created a multi-faceted plan to advance physical activity counseling in the health care system. • Four communities participated in the Communities on the Move demonstration initiative to increase intensity and focus on encouraging physical activity and movement through funding, access to learning networks and support of a research and evaluation team. • 28 local programs were offered across the province through the Nova Scotia Before and After Program with approximately 672 spaces available for students (400+ registered).
<p>f. Support innovative local initiatives tailored to community needs through the new Library Development Fund, administered by the Nova Scotia Provincial Library.</p>	<p>Nova Scotia Provincial Library (NSPL) awarded \$500,000 to support projects including</p> <ul style="list-style-type: none"> • Community engagement workshop on solutions to affordable housing. • Website redesigns (including accessibility features). • Review of library programming practices post-pandemic. • Repurposing a bookmobile to provide library service in underserved communities.

4. Infrastructure that Supports Culture and Communities

STRATEGIC INITIATIVE	OUTCOME
<p>a. Support the final design, community engagement and first stages of construction of the new Art Gallery of Nova Scotia with the Department of Infrastructure and Housing, ensuring that the new public gathering space is inclusive and reflects all Nova Scotians.</p>	<p>Supported Public Works and the AGNS planning for the new gallery.</p> <p>Participated on several committees related to the design/build and future operations of the AGNS.</p>
<p>b. Support community spaces where people can gather, celebrate, and connect:</p> <ul style="list-style-type: none"> • Continue to invest in not-for-profit projects that improve new and existing cultural and community facilities. • Support libraries and museums as community and cultural hubs across Nova Scotia throughout the pandemic (e.g., mask distribution, COVID-19 pop-up testing). 	<p>Provided pandemic support to libraries and museums acting as a liaison with Nova Scotia Public Health.</p> <p>Positioned libraries and museums as integral community resources for the distribution of masks and sanitizer.</p> <p>Facilitated distribution of rapid antigen test kits through libraries working in close partnership with Nova Scotia Health Authority's Testing Strategy Team.</p> <p>Collaborated with Primary Care (Nova Scotia Health Authority) to have libraries serve as drop-off locations for pulse oximeters.</p>

<p>c. Continue to fund community infrastructure through a variety of programs, including the Recreation Facility Development grant program, the Legion Capital Assistance Program, Business ACCESS-Ability and Community ACCESS-Ability.</p>	<p>Invested \$100,000 through the Legion Capital Assistance Program for 16 projects recommended by Nova Scotia Nunavut Command.</p> <p>Invested in 103 projects (\$1,077,050) through the Community ACCESS-Ability Program and 38 projects (\$759,582) through the Business ACCESS-Ability Program.</p> <p>Examples of supported projects included:</p> <ul style="list-style-type: none"> • Center for Equitable Library Access received funding to convert print media into accessible formats. • Parker Street Food and Furniture Bank received funding to install new ramps, doors with automatic opener. • Northern Yacht Club received funding to make their docks and facilities fully accessible.
<p>d. Continue to invest in repairs and updates at 28 Nova Scotia Museum sites across the province.</p>	<p>Invested in repairs and upgrades, including:</p> <ul style="list-style-type: none"> • Replaced front wall shingles at Barrington Woolen Mill. • Completed design plans for new washroom at Fisherman’s Life Museum. • Repaired windows, back barn wall, facial and gutters at Haliburton House. • Replaced verandah and repaired facia and gutter at Shand House. • Continued work on new visitor centre at Highland Village. • Completed exterior painting at MMA. • Completed archeological work to facilitate construction of amphitheater at Le Village Acadien. • Completed installation of new roof at McCulloch House. • Replaced dam at Wile Carding Mill.

<p>e. Develop accessibility plans for Nova Scotia libraries, in partnership with government’s Accessibility Directorate, to increase access to public spaces and services for Nova Scotians of all abilities. Nova Scotia Museum will also conduct an accessibility review of provincial museum sites.</p>	<p>NSPL, Accessibility Directorate, and the regional library system completed the NSPL Joint Accessibility Framework. Regional accessibility plans are under development.</p> <p>Completed an accessibility self-assessment for all 28 NSM sites.</p> <p>Created terms of reference for the Accessibility Advisory Committee to support accessibility plans at the NSM.</p> <p>Established a Bluenose II Accessibility Advisory Committee with targets defined through stakeholder engagement.</p>
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5. Stewardship

STRATEGIC INITIATIVE	OUTCOME
<p>a. Promote online content and digitalization to increase public access and awareness to museum and archives programs. This includes the launch and implementation of a new museum collections management system and the migration of over one million historic vital records to the NS Archives’ website.</p>	<p>Migrated more than one million historical Vital Statistics records to free access on the NS Archives website.</p> <p>Added Vital Statistics records to the “transcribe” tool for public crowdsourced indexing allowing for indexing to include all data fields within the historical records.</p> <p>Completed the acquisition of a new Museum Collection Management System (Collections Index+) to support the care of the provincial collection and the management of the Special Places program including the migration of over 1 million artifact and specimen records.</p> <p>Created guidelines for the production and posting of video on NSM social media channels and produced nine separate curatorial videos.</p> <p>Enhanced social media support for exhibits and programs including separate highly successful campaigns for the Titanic, Halifax Explosion and Egypt.</p>

<p>b. Provide leadership and support to Nova Scotia’s regional libraries to optimize access to library literacy and learning resources for all citizens (e.g., shared library catalogue, public library impact evaluation framework and digital collection enhancement).</p>	<p>Reached the final stages of migrating 8 regional libraries to the new <i>Same Page</i> system.</p> <p>Updated regional library reporting requirements to better align with priorities and illustrate library impacts in communities.</p>
<p>c. Continue to participate in the provincial Climate Adaptation Leadership Program (CALP) and support strategies to mitigate the impacts of climate change in Nova Scotia:</p> <ul style="list-style-type: none"> Assess and develop a monitoring program to better understand impacts of coastal erosion on significant heritage sites. 	<p>Completed data analysis and prepared draft Adaptation Strategy identifying assets and functions most at risk and actions to address the risks.</p> <p>Completed data analysis and prepared draft strategy for the archaeology sector to prioritize vulnerable coastal heritage sites and establish a monitoring program.</p>

6. New Initiatives

In 2021-22, the Department implemented several new initiatives in addition to those outlined in the 2021-22 Business Plan, including:

STRATEGIC INITIATIVE	OUTCOME
<p>a. Transition the Tourism Nova Scotia Crown agency to a division of Communities, Culture, Tourism and Heritage.</p>	<p>Transferred TNS staff to the civil service and transferred property and liabilities to CCTH. TNS became a division of CCTH.</p>
<p>b. Develop a province-wide identity program that markets our existing assets, including: national parks, winter sports, summer sports, food and culture.</p>	<p>Conducted initial research and planning (financial support included in the 2022-23 budget).</p>
<p>c. Work with local leadership, increase the tourism marketing budget with a focus on local operators and homegrown tourism, leveraging other markets as appropriate.</p>	<p>Conducted initial research and planning (financial support included in the 2022-23 budget).</p>
<p>d. Work with local air authorities, including Sydney, to develop an integrated airport marketing plan, using an upgraded, world-class Halifax International Airport as the hub.</p>	<p>Conducted initial research and planning (financial support included in the 2022-23 budget).</p>

<p>e. Leverage the work of the film industry to showcase Nova Scotia.</p>	<p>Initiated discussions and planning to develop a Film Tourism Strategy by exploring opportunities for new collaborations with the film and tourism sectors, with a working group to be established.</p>
<p>f. Implement a Rink Survival Fund.</p>	<p>Developed and launched the Rink Revitalization Program, a \$1 million investment supporting 33 rinks. Funding assisted revitalization or upgrading of capital infrastructure.</p> <p>Integrated the Rink Revitalization Program into the Recreation Facility Development Infrastructure program.</p>
<p>g. Support the creative industries by considering industry recommendations in <i>Building Back Better - A Vision for Culture Sector Recovery in Nova Scotia</i>.</p>	<p>Focused on exploring options for increasing support for operational funding as recommended in the report.</p> <p>Identified program improvement opportunities with a focus on EDI.</p> <p>Collaborated with Labour Skills and Immigration, Education and Early Childhood Development, and Nova Scotia Community College to improve training opportunities.</p> <p>Continued to support digital expansion through the Creative Industries Program.</p>
<p>h. Expand regional access to ANSA.</p>	<p>Secured funding and began work to establish three new regional offices in Digby, New Glasgow and the Preston area to provide ANS communities increased access to government services.</p>
<p>i. Support the construction of a centre of excellence for the Black communities of the Digby area.</p>	<p>Invested \$3 million to support construction of the Jordantown-Acaciaville-Conway Betterment Association (JACBA) Center of Excellence. JACBA will promote collaboration among community, education, and economic institutions.</p>
<p>j. Transition the Film Fund to CCTH.</p>	<p>Transferred the administration and budget for the Nova Scotia Film and Television Production Incentive Fund from NSBI to CCTH.</p>

7. Tourism Nova Scotia

In November 2021, the House of Assembly passed legislation to repeal the Tourism Nova Scotia Act (2015) and transition Tourism Nova Scotia from a Crown corporation to a division of CCTH. The following initiatives were in TNS' Business Plan as a Crown corporation for 2021-22.

STRATEGIC INITIATIVE	OUTCOME
<p>a. Provide support for mitigation programming in response to the immediate short-term needs of tourism and hospitality businesses and help increase demand across the province (Industry Support).</p>	<p>Supported tourism businesses and organizations through the following financial support programs:</p> <ul style="list-style-type: none"> • The Tourism Accommodations Restart Customer Attraction Program (TARCAP) distributed \$8.85 million to 484 accommodations operators to develop and implement marketing activities to encourage overnight stays in 2021. • The Small Tourism Operator Restart Program (STORP) distributed \$1.05 million to 212 tourism businesses for advertising and other restart activities. • The Tourism Marketing Assistance Program distributed \$9.2 million to 486 accommodations operators to implement marketing activities and build tourism demand. • The Tourism Marketing Assistance Program distributed \$1.8 million to 13 regional tourism marketing organizations to inspire travel to specific areas of Nova Scotia.

<p>b. Generate local and regional tourism demand, and implement strategic marketing initiatives to support industry recovery from COVID-19</p>	<p>Supported by an increased budget, Tourism Nova Scotia implemented consumer marketing campaigns to inspire interest in travelling to/within the province in 2021 and 2022. These campaigns included:</p> <ul style="list-style-type: none"> • Launched the “Rediscover Nova Scotia” campaign to encourage Nova Scotians to explore the province. • Launched the “Do More” campaign in the Atlantic, Ontario, Québec, and Boston markets. • In February and March 2022 launched marketing campaigns in Ontario, Québec, the northeastern United States, United Kingdom, and Germany. <p>The return on investment for the 2021 marketing campaigns exceeded expectations: each dollar invested in media buys for the Nova Scotia and Atlantic Canada campaigns influenced \$54 in spending by Nova Scotians, and \$32 in spending by Atlantic Canadians at tourism businesses and attractions.</p>
<p>c. Attract remote workers, both permanent (lifestyle migrants) and transitory (digital nomads) in support of the provincial government’s population growth priority.</p>	<p>Continued the remote worker/digital nomad attraction marketing campaign, launched in 2020-21.</p>
<p>d. Increase digital readiness among tourism businesses to attract customers and increase revenues.</p>	<p>Helped 333 tourism businesses increase digital capacity through the Tourism Digital Adoption initiative.</p> <p>Facilitated 22 digital adoption webinars with more than 1,300 attendees.</p>
<p>e. Work to expand the inventory of experiences that reflect the province’s rich cultural heritage.</p>	<p>The RADIATE tourism program worked with 69 tourism businesses to create 117 tourism packages. Packages showcase the diversity of experiences, reflect the province’s rich cultural heritage, and feature fall and winter activities.</p>

<p>f. Provide research for strategic decision making, including remote worker attraction and alternate customers/markets.</p>	<p>Launched a bi-weekly industry-focussed <i>Recovery Signals</i> digest with up-to-date information from around the world.</p> <p>Conducted a market review to identify key geographic and psychographic targets for 2022 and beyond.</p>
<p>g. Share information and opportunities with Nova Scotia tourism businesses to assist in their recovery efforts, engage with stakeholders to help them understand and align with provincial government priorities, and help to rebuild Nova Scotia's tourism confidence.</p>	<p>Updated the corporate website (TourismNS.ca) to reflect pandemic conditions and requirements.</p> <p>Communicated with stakeholders through the newsletter, social media channels and webinars.</p>
<p>h. In collaboration with Develop Nova Scotia, work to innovate and update the visitor servicing model.</p>	<p>Due to the pandemic, Tourism Nova Scotia focused visitor servicing resources to support COVID-19 efforts.</p>

Acadian Affairs and Francophonie

Overview and mandate

The Office of Acadian Affairs and Francophonie (OAAF) 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 promotes Acadian and francophone culture and heritage and supports community initiatives and projects; it also maintains ongoing dialogue with the Acadian and francophone community, other provincial and territorial governments, and the Government of Canada.

Performance measures – Acadian Affairs and Francophonie

STRATEGIC INITIATIVE	OUTCOME
<p>a. 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 guidance and built awareness of the Acadian and francophone communities' needs.</p> <p>Began review of curriculum in partnership with EECD (ongoing).</p> <p>Provided support and advice on community consultations related to vital statistics, seniors and long-term care, open records adoption.</p>

	<p>Advised stakeholders on requirements of active offers and collaborated on developing associated resources for the Department of Justice (<i>Divorce Act</i> – active offer) and the Nova Scotia Utility Board.</p> <p>Worked with the Department of Intergovernmental Affairs to build and support relationships with inter-government partners to preserve and promote the French language and Acadian culture, including with the State of Louisiana, France, and Québec.</p> <p>Funded 464 seats in French-language training for government employees including specialized training for healthcare providers and tutoring for Deputies and Ministers.</p> <p>Funded 23 French-language services projects which include 20 positions in government that will provide or support the delivery of French services through the Canada/Nova Scotia Agreement.</p>
<p>b. Support community consultations, 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 <i>Fédération acadienne de la Nouvelle-Écosse</i> quarterly.</p> <p>Prepared consultations with Acadian and francophone organizations to discuss issues, challenges, and opportunities.</p>
<p>c. 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 culture on a national and international level - specifically with Québec, Louisiana and France. Work will be conducted in assisting</p>	<p>Provided funding to Acadian and francophone community groups to deliver key projects and events including:</p> <ul style="list-style-type: none"> • 11 community projects that contribute to the social, economic, educational, and spiritual life of Acadian and francophone communities. • 32 projects related to culture and heritage, immigration, health and education.

<p>community groups to develop strategic plans.</p>	<ul style="list-style-type: none"> • 3 projects to build capacity in community groups. • 2 projects related to culture and heritage through the Quebec – Nova Scotia Agreement. • 1 strategic plan. • 3 Nova Scotian artists to perform at the <i>Festival International de la Louisiane</i>. <p>COVID -19 had an impact on the number of funding requests received as many of these initiatives are normally provided in-person. OAAF actively worked with applicants to identify projects that could proceed during the pandemic, whenever possible.</p>
<p>d. Continue to work closely with the Nova Scotia Office of Immigration and Population Growth and engage community groups in Acadian regions to identify labour market needs. This will be achieved through continued stakeholder engagement, marketing, attraction, retention and integration, research and measuring progress to encourage and support francophone immigration to the province.</p>	<p>Established and launched 2 working groups to identify labour market needs within Acadian regions in collaboration with the Department of Labour, Skills and Immigration.</p> <p>Began working on the development of a Francophone Immigration Strategy, aligned with the Nova Scotia Francophone Immigration Action Plan.</p>
<p>e. In addition to the existing Québec–Nova Scotia Agreement for Cooperation and Exchange, the Office will seek additional agreements 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. Work continues on the development of a Nova Scotia submission for membership to the Organization on International Francophonie to explore potential economic development, education,</p>	<p>Worked to establish a Memorandum of Understanding (MOU) between the Province of Nova Scotia and the State of Louisiana to foster business development, trade opportunities and to promote cultural exchanges.</p> <p>Working with the Council for the Development of French in Louisiana to establish collective goals, OAAF provided internal and external engagement, led negotiations for the province and finalized the MOU.</p> <p>Administered the Agreement for Cooperation and Exchange between the governments of Québec and Nova Scotia</p>

<p>health and environmental opportunities.</p>	<p>and planned for begin community consultations and renegotiations of the agreement.</p> <p>Continued discussions with France to identify a twinning region with the Province.</p> <p>Shared best practices through the Intergovernmental Network on the Canadian Francophonie, a national committee of representatives responsible for French-language services.</p> <p>Worked with the Federal government to discuss common files, best practices and upcoming projects.</p>
<p>f. Ensure that Acadian and francophone needs are addressed in the development of programs, policies and services and recognize the contribution of the Acadian and francophone community</p>	<p>Recognized the contribution of Acadian and Francophone community through the Lieutenant Governor’s Award of Excellence for Acadie and Francophonie and <i>Réseau Santé Nouvelle-Écosse</i> bursary program.</p> <p>Launched a Bilingual Stop Signs program to replace current stop signs on provincial roads in eligible communities with new bilingual stop signs.</p> <p>Worked with the <i>Fédération Acadienne de la Nouvelle-Écosse</i> to develop recommendations to update the French-language Act.</p>

African Nova Scotian Affairs

Overview and mandate

The Office of African Nova Scotian Affairs (ANSA) works with government departments and the African Nova Scotian community to enhance understanding of the community and assist government in the delivery of services that meet the needs of African Nova Scotians. ANSA connects government to the community by promoting African Nova Scotian priorities while contributing to government decision-making. ANSA also partners with departments, agencies, and other organizations to develop solutions that support the well-being of African Nova Scotians.

Performance measures – African Nova Scotian Affairs

STRATEGIC INITIATIVE	OUTCOME
<p>a. <i>Count Us In: Nova Scotia’s Action Plan in Response to the International Decade for People of African Descent, 2015-2024</i>. This guiding document provides government with specific actions to help eliminate the many challenges facing African Nova Scotians. The actions are categorized under the three pillars identified by the United Nations: recognition, justice, and development.</p> <p>ANSA will champion <i>Count Us In</i> to address systemic racism related to all three pillars by engaging other departments, the African Nova Scotian community, and organizations. A Committee of Deputy Ministers for African Nova Scotian issues will continue to monitor the implementation and delivery of the plan.</p> <p>In 2021-22, staff from across government will begin the work of actioning various government initiatives. Work will include developing a framework which will examine the effectiveness and outcomes of these initiatives.</p>	<p>Emancipation Day Act was passed on August 1 to recognize the history and impacts of slavery in the province. Emancipation Day is an opportunity to learn more about the history of ANS people and communities, and to continue to address and eradicate systemic anti-Black racism.</p> <p>Collaborated with the Department of Justice to establish a new community led ANS Justice Institute that supports African Nova Scotians in contact with the law and helps address overrepresentation and anti-Black racism in the justice system.</p> <p>In partnership with the Lieutenant-Governor, launched African Heritage Month 2022. The African Heritage Month Information Network (a partnership with community) selected the theme, <i>Through Our Eyes: The Voices of African Nova Scotians</i>, produced educational posters, and supported the various virtual and in-person events across the province.</p> <p>Developed an anti-Black racism assessment and accountability tool for departments to address anti-black racism within government.</p> <p>Invested \$1.7 million to support the expansion of the Richard Preston Centre of Excellence - important community hub serving the ANS community of Halifax’s north end. The project provides additional spaces for tutoring and mentoring programs, youth programming, community services and gatherings.</p>

	<p>Invested \$3 million to support construction of the JACBA Center of Excellence which will serve the African Nova Scotian communities in Digby and surrounding rural areas.</p> <p>The DM Committee was not initiated.</p>
<p>b. As part of advancing <i>Count Us In</i> commitments, ANSA, in partnership with the Department of Health and Wellness, will begin to collect race-based data for understanding and improving health outcomes for racialized communities. This will inform a better understanding of what diverse populations need to be healthy, receive better care and treatment.</p>	<p>Established a community-based working group to support the collection of race-based data in the health system. The working group with representatives from several racialized populations in Nova Scotia began work to lead community consultations and develop a community-based approach to supporting data collection.</p> <p>Leadership of this initiative was transferred to the OEA in 2021.</p> <p>Provided ongoing support towards the initiative through committee participation and outreach in ANS communities.</p>
<p>c. ANSA will advance work of the Land Titles Clarification Initiative for African Nova Scotians. Together, Communities, Culture, Tourism and Heritage, Natural Resources and Renewables, Justice, Service Nova Scotia and Internal Services, and Municipal Affairs and Housing will continue to work with five communities: North Preston, East Preston, and Cherry Brook / Lake Loon, Lincolnville and Sunnyville to address the land clarification issues affecting African Nova Scotian residents.</p> <p>A new Community Liaison committee will ensure community perspectives are heard. A Land Titles Clarification evaluation report will also be submitted.</p>	<p>Continued to advance work on the Land Titles Clarification Initiative in partnership with the Departments of Natural Resources and Renewables, Justice, Service Nova Scotia, Municipal Affairs and Housing and OEA.</p> <p>Provided ongoing support towards the Land Titles Clarification Initiative through committee participation and province-wide outreach in ANS communities.</p> <p>Leadership of this initiative was transferred to OEA in 2021. The Community Liaison committee and <i>Land Titles Clarification Evaluation Report</i> were a part of this transfer.</p>

<p>d. ANSA will continue to encourage the human-centered approach as described in the Final Report of the Restorative Inquiry – Nova Scotia Home for Coloured Children. The community dialogue for healing will continue in partnership with the African United Baptist Association and the educational initiative with the Black Cultural Centre (and other key stakeholders) for the Digital Oral Histories for Reconciliation (DOHR) Project.</p>	<p>Provided ongoing support towards the initiative through committee participation and province-wide outreach in ANS communities.</p> <p>The initiative was transferred to OEA in 2021.</p> <p>Due to COVID-19 restrictions and capacity, the Digital Oral Histories for Reconciliation (DOHR) Project was postponed until 2022. ANSA will work in partnership with the Black Cultural Centre and African United Baptist Association will be archiving historical documents.</p>
<p>e. Support for African Nova Scotian Community Action Partnerships, known as Regional Networks, will advance. These networks allow community organizations in a region to gather, share services, exchange information, and explore potential partnership projects.</p>	<p>Confirmed the locations of the regional network (Cape Breton, Northern, North Eastern, Southwest, Southshore, Preston).</p> <p>Began developing a community engagement strategy which will be launched in 2022.</p>
<p>f. In 2021-22 specific evaluation tools for the work of ANSA will be implemented to establish outcomes and measures. As well, work will begin on several data collection projects for African Nova Scotians.</p>	<p>To address anti-Black racism within government, began developing an assessment and accountability tool for departments.</p> <p>Launched a Cluster Report Tool to capture the activities in ANS communities.</p> <p>Funded the Board of Trade within Preston.</p> <p>Developed an anti-Black racism in sports evaluation tool in partnership with community.</p>

Gaelic Affairs

Overview and mandate

The Office of Gaelic Affairs works to tell the story of Nova Scotia Gaels by supporting the reclamation of Gaelic language, culture and identity in the province, and assisting in

the building of capacity in Gaelic heritage communities to enhance social and economic contributions. The Office’s work honours, acknowledges, and archives Nova Scotia’s remaining Gaelic tradition bearers. The Office creates and facilitates learning, awareness and sensitivity programs that build greater appreciation and understanding of Gaelic language, culture and identity, and provides expertise, resources and support to strengthen partnerships with Gaelic community stakeholder groups and members, government departments and agencies, and international partners in other Gaelic regions.

Performance measures – Gaelic Affairs

STRATEGIC INITIATIVE	OUTCOME
<p>a. Develop a framework for a <i>Gàidhlig aig Baile</i> (Gaelic in Community) Institute, actioning Adult Gaelic Learner research survey and findings specific to a Pathway for Gaelic Language Learning in Nova Scotia.</p>	<p>Created a draft framework that will guide the future creation of <i>Gàidhlig aig Baile</i> Institute.</p>
<p>b. Advance the Gaelic Nova Scotia Impact Study, which uses recognized social and economic impact measurement tools to quantify and qualify Gaels’ language and cultural impact in Nova Scotia life.</p>	<p>Established a project lead and engaged a chief consultant. Awarded \$98,600 to support the delivery of a Gaelic Language and Culture in Nova Scotia Impact Study.</p>
<p>c. Partner with How We Thrive to launch the Gaelic Narrative Project, a series of facilitated, online Narrative sessions. Storytelling, reflection and collective meaning-making narratives will be co-authored to incorporate diverse perspectives, voices and stories of the Gaelic cultural community.</p>	<p>Delivered a series of 6 online sessions and an average of 80 Gaelic community members attended. A summary video of themes was created and shared via social media channels. A survey was sent to attendees with positive responses received from all who completed the survey.</p>
<p>d. Strengthen partnerships and build greater capacity with community groups, including <i>Comhairle na Gàidhlig</i> The Gaelic Council of Nova Scotia, <i>Colaisde na Gàidhlig</i> The Gaelic College and <i>Baile nan Gàidheal</i> Highland Village Museum.</p>	<p>Provided \$36,500 in funding for administrative work for the Gaelic Council of Nova Scotia.</p> <p>The Gaelic Language and Culture in Community (GLIC) program provided \$21,718 to fund 11 Gaelic community organizations in delivering 14 Gaelic language and cultural expression related projects.</p>

	<p>Supported the Gaels Forward Fund which awarded \$14,350 to the Gaelic Council of Nova Scotia for donations made via Gaelic license plate purchases at Access Nova Scotia during 2020 calendar year. Gaelic Council awarded funding to 5 community-based projects.</p> <p>Provided the Gaelic College with \$6,000 for the annual Gaelic immersion course supporting 12 intermediate/advanced Gaelic speakers, and \$20,500 for the Young Heroes mentorship program, support 20 youth from communities across the province in learning Gaelic language and engaging in Gaelic cultural expression.</p> <p>Funded \$1,900 to the Highland Village Museum’s Gaelic Folklife School.</p>
<p>e. Plan and launch <i>Mios nan Gàidheal</i> Gaelic Nova Scotia Month 2021.</p>	<p>Due to COVID19, Gaelic Nova Scotia Month 2021 launch was delayed</p> <p>Launched the month with a virtual event, announcing the theme “Forward Together”.</p> <p>Virtual gatherings, talks and workshops were held throughout the month.</p>
<p>f. Work with the Atlantic School of Theology partnership to deliver four walks/pilgrimages as part of Camino Nova Scotia: <i>Slighe nan Gàidheal</i> The Gaels Trails initiative. This work promotes Gaelic language, culture and identity and celebrates the 1500th anniversary of the birth of <i>Calum Cille</i> St. Columba, the Saint of the Gaels. The initiative supports the promotion of cross-cultural diversity and connections with Nova Scotia as part of international Gaeldom with Scotland, Ireland,</p>	<p>Funded Atlantic School of Theology to support the development of Camino Nova Scotia: The Gaels’ Trail initiative.</p> <p>Provided support to create a guidebook highlighting Gaelic language and cultural heritage of the Trail and the diverse peoples that influence the area such as Mi’kmaq and French Acadians.</p> <p>Held 4 walks in September and October 2021 with an average of 15 participants per walk with positive feedback from participants on resources developed and Gaelic language and cultural sharing.</p>

Northern Ireland and the Isle of Man.	
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Measures

CCTH uses several research tools. The Culture Satellite Account (CSA) and the Culture Index provide information on the importance of the culture sector from both an economic and a social perspective.

Culture Satellite Account (CSA)

The Culture Satellite Account (CSA) is maintained by Statistics Canada and funded by the Federal-Provincial-Territorial Table on Culture and Heritage.

Newly released data shows the impact that COVID-19 has had on these sectors. In 2020 culture and heritage GDP for 2020 was \$904.2 million, a 7% decrease from 2019. Nova Scotia's sport GDP was \$140 million, a 4% decline from 2019. Likewise, from 2019 to 2020, culture jobs in Nova Scotia decreased by 9% to 11,335, while sport jobs declined by 8% to 2,282.

Culture Index

In 2018, Culture GDP contributed \$943 million and more than 13,116 jobs to Nova Scotia's economy. The Nova Scotia Culture Index measures the social benefits of culture in the province. It provides data on how a representative sample of Nova Scotians participate in, are aware of, and value culture. Based on the 2020 Culture Index Survey, 72 per cent of Nova Scotians agree there should be more learning opportunities regarding Mi'kmaw and African Nova Scotian culture and history.

Tourism Revenues

Tourism revenues are a measure of the economic impact of tourism. They include all tourism-related spending within Nova Scotia by non-resident visitors and Nova Scotians travelling within the province, in categories such as accommodations, transportation, food and beverage, cultural services, recreation and entertainment, and travel agency and other reservation services. In 2019, Nova Scotians and non-resident visitors generated approximately \$2.6 billion in tourism revenues. The COVID-19 pandemic had a significant and negative impact on travel and associated tourism spending; tourism revenues for 2020 and 2021 are estimated to be approximately \$1 billion annually.

Tourism Research

Tourism research includes:

- Monthly tourism indicators, including estimates of non-resident visitation, accommodations demand, and other indicators of tourism activity in the province

- Primary research, including an annual tourism stakeholder survey, research to assess traveller interest in various tourism products and experiences, and the Visitor Exit Survey that provides profiling information about non-resident visitors to Nova Scotia, and Nova Scotia resident perceptions of tourism in the province
- National research tools, including Statistics Canada's National Travel Survey and Destination Canada's Global Tourism Watch Studies

Performance Measures

There are also measures that assess Tourism Nova Scotia initiatives:

Marketing Campaign ROI

Tourism Nova Scotia's annual advertising campaigns influence visitation to/within Nova Scotia from key target markets. The impact of Tourism Nova Scotia's advertising campaign on target markets can be evaluated by estimating the tourism spending attributable to each \$1 spent on the media buy. The ROI for the 2021 marketing campaigns was exceptional; each dollar invested in the media buys for the Nova Scotia and Atlantic Canada campaigns influenced \$54 in spending by Nova Scotians, and \$32 in spending by Atlantic Canadians at tourism businesses and attractions across the province.

Satisfaction with TNS Programming

Tourism Nova Scotia acts as a provincial tourism marketing organization with a strategic focus on fostering a competitive, resilient tourism industry that contributes to broader economic growth through research, sector development, marketing, and stakeholder relations. An important measure is satisfaction with Tourism Nova Scotia's programming. In the 2021-22 Tourism Stakeholder Survey, 92% of respondents that participated in TNS programming indicate the programming was helpful.

Engage Nova Scotia

With operational funding from Communities, Culture, Tourism and Heritage, Engage Nova Scotia delivered the province's first quality of life index, surveying over 12,000 residents. The model, developed in partnership with the Canadian Index of Wellbeing, considers living standards, time use, leisure and culture, healthy populations, environment, community vitality, education, and democratic engagement. The results are available online using interactive data visualization. Engage is working with several departments, municipalities, and organizations to provide insights using the data.

Other tools used in 2021-22 included:

- Land Titles evaluation to inform measurement and program implementation.
- The department collects data through its grant processes and facilities statistics for museums, libraries, archives, and visitor information centres.

- The Community Sector Council of Nova Scotia (CSCNS) 2020 surveys on the impact of COVID-19 on the non-profit sector in Nova Scotia. Nova Scotia's volunteer rate is the highest rate in Canada at 44.6%

Appendix A: Public Interest Disclosure of Wrongdoing Act

Information Required under Section 18 of the Act	Fiscal Year 2021-22
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