



**African Nova Scotian Affairs**

# **Annual Accountability Report**

**Reporting for the Fiscal Year 2010 – 2011**

Issued by: African Nova Scotian Affairs

Date: July 26, 2011

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## Accountability Statement

The accountability report of African Nova Scotian Affairs for the year ended March 31, 2011 is prepared pursuant to the Finance Act and government policies and guidelines. These authorities require the reporting of outcomes against the African Nova Scotian Affairs Statement of Mandate for the fiscal year 2010-2011. The reporting of African Nova Scotian Affairs outcomes necessarily includes estimates, judgments and opinions by African Nova Scotian Affairs management.

We acknowledge that this accountability report is the responsibility of African Nova Scotian Affairs 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 African Nova Scotian Affairs 2010-2011 Statement of Mandate.



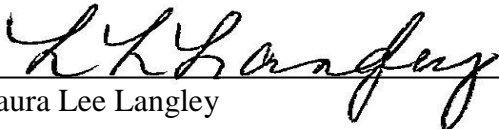
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Honourable Percy A. Parris  
Minister of African Nova Scotian Affairs

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July 26, 2011

Date



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Laura Lee Langley  
Deputy Minister of Communities Culture & Heritage

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July 26, 2011

Date



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Wayn Hamilton, Chief Executive Officer  
African Nova Scotian Affairs

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July 26, 2011

Date

## **Message from the Minister**

It is my pleasure to present the 2010-2011 Accountability Report for the Office of African Nova Scotian Affairs (ANSA). This document highlights the work undertaken this fiscal year to further our vision to build on government and community successes, and promote and facilitate positive change on behalf of Nova Scotians of African descent.

The year 2010-2011 offered opportunities for ANSA to advance its mission to assist, support, and enhance the provincial government's delivery of services to African Nova Scotians. The Office serves as a partner in developing innovative solutions that lead to self-reliance and sustainable development for African Nova Scotians and their communities. Our success is rooted in a belief that these goals are best achieved through partnerships. We reach our objectives when communities, organizations and governments work together to make life better for African Nova Scotian families in every region.

During the 2010-11 fiscal year, we undertook several key initiatives in partnership with the African Nova Scotian community and government. ANSA continues to work with other departments and community organizations on key projects that are developing community capacity. We continue to establish landmark institutions which will benefit African Nova Scotian communities—and the Province as a whole—for years to come.

These projects include support to the Africville Heritage Trust as it establishes a fitting memorial on the Africville site at Seaview Park; support to the Black Cultural Society of Nova Scotia as it undergoes a Museum Refresh Initiative and develops a forward-looking strategy; and support to the Black Loyalist Heritage Society in Birchtown as it implements a five-year plan to develop an interpretive centre and join the Nova Scotia Family of Museums.

ANSA also played a key role this fiscal year in enhancing awareness of African Nova Scotian culture and experiences within government, to all Nova Scotians and beyond. ANSA staff participated in a best-practice mission to Virginia, which was a key step in developing a niche market tourism initiative promoting Nova Scotia as a destination for national and international visitors interested in culture and heritage of African origins.

ANSA also began the work of preparing to host the 7<sup>th</sup> International African Diaspora Heritage Trail Conference, which will draw researchers, government officials, tourism professionals and other visitors from around the world to Halifax in September 2011. The Office has played a leading role in the Province's efforts to celebrate 2011 as the United Nations International Year for People of African Descent.

Progress continued on establishing an African Nova Scotian Community Action Partnership (ANSCAP) devoted to health issues in African Nova Scotian communities. In 2010-2011 ANSA partnered with government and community partners on initiatives related to health, justice, education and transportation in African Nova Scotian communities. ANSA continues to work with organizations across the province and foster deeper awareness about ANSA and the community within government.

These are simply a few of the activities detailed in this 2010-2011 Accountability Report. I hope you will take the time to read about what we have been able to accomplish together through the dedication and effort of the African Nova Scotian community, numerous government departments, and the ANSA staff team.



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Honourable Percy A. Parris  
Minister of African Nova Scotian Affairs

## **Introduction**

The 2010-2011 fiscal year marks the sixth accountability report submitted by the Office of African Nova Scotian Affairs (ANSA). ANSA, within the context of fiscal sustainability, aligned its efforts within the priorities of the Government of Nova Scotia and its three strategic goals.

This accountability report is based upon ANSA's strategic goals, priorities and performance measures described in our 2010-2011 Mandate/Operations Plan. It is intended to inform and update both government and the public of ANSA's achievements and progress as well as those areas where work continues.

Given its legislative mandate in September 2004, the creation and work of ANSA demonstrates government's intention to address the issues facing the African Nova Scotian community through the establishment of culturally competent services and initiatives that effectively meet the unique need of African Nova Scotians. This fiscal year, ANSA continues to work with African Nova Scotian communities, all levels of government, and the private sector to coordinate initiatives and sustainable strategies to improve government services to and well-being of African Nova Scotians.

It is recommended that this report be read in conjunction with our 2010-2011 Mandate/Operations Plan, which may be found at [www.gov.ns.ca/ansa](http://www.gov.ns.ca/ansa).

## **Progress and Accomplishments**

The Strategic Goals of African Nova Scotian Affairs (ANSA) continue to support and advance the commitments of the Government of Nova Scotia. This Accountability Report provides an overview of the progress and achievements of ANSA during the 2010-2011 fiscal year. These achievements are organized around ANSA's Strategic Goals and Priorities, as outlined in the 2010-2011 Statement of Mandate as well as aligned with the Government's priorities.

### **Strategic Goal 1:**

*To facilitate and support an integrated approach within government on matters related to African Nova Scotian issues and provide corporate policy, strategic advice and support to departments in order to build a sustainable framework for African Nova Scotian government relations.*

#### Priorities:

- Present African Nova Scotian issues to government departments for partnership and collaboration.
- Act as a resource to the African Nova Scotian community and government.

### **Strategic Goal 2:**

*To work collaboratively with the African Nova Scotian Community to foster development and capacity building.*

#### Priorities:

- Create and maintain African Nova Scotian Community Action Partnerships.
- Collaborate and partner with African Nova Scotian community groups to implement community development projects and increase the number of initiatives undertaken.
- Encourage African Nova Scotians to apply to participate on government Agencies, Boards and Commissions (ABCs) and other ministerial appointments.

### **Strategic Goal 3:**

*To enhance awareness and understanding of African Nova Scotian experiences to government.*

#### Priorities:

- Deliver presentations to government entities on African Nova Scotian Affairs.
- Implement a communications strategy that continues to link African Nova Scotian Affairs to the government and increases the level of communication with African Nova Scotians.
- Act as a referral/repository of information related to African Nova Scotians, enabling a more corporate approach to government's relationship with the African Nova Scotian community.

## **Progress and Accomplishments**

### **Strategic Goal 1:**

*To facilitate and support an integrated approach within government on matters related to African Nova Scotian issues and provide corporate policy, strategic advice and support to departments in order to build a sustainable framework for African Nova Scotian government relations.*

Activities to advance the strategic goal of building a sustainable framework for African Nova Scotian government relations are focused on creating opportunities for linkages between the African Nova Scotian community and government's agenda. Efforts in this strategic area continue to position ANSA as a key resource with the ability to utilize our expertise and connections locally, nationally and internationally.

Based on the priorities for this strategic goal, listed below is a summary of ANSA's accomplishments for the Fiscal Year 2010 – 2011.

### ***African Diaspora Association of the Maritimes (ADAM)***

The African Diaspora Association of the Maritimes (ADAM) is a non-profit, community-based organization dedicated to encouraging and fostering successful participation and integration of African Canadian's from the Diaspora in the educational, social, political, civic, and economic activities in Nova Scotia and in the Maritimes. ADAM is a welcoming and integrating organization, and will strive to provide the tangible and intangible infrastructures that are needed to resettle and motivate new immigrants of African descent to stay in Nova Scotia.

ANSA continues to support the work of ADAM by acting as a resource to its board of directors. This past year saw the ADAM group re-model its organizational structure with the election of a new board of directors. To assist the new board of directors, ADAM with the assistance of ANSA, provided board development training for the new board.

### ***African Heritage Month - Celebration Gala***

The African Heritage Month - Celebration Gala is an annual event which is hosted by the ANSA - Cape Breton Office in partnership with a Cape Breton community group. The 2011 AHM Celebration Gala was held in partnership with the Glace Bay UNIA. The annual gala is held at Membertou Trade & Convention Centre and it has sold out to capacity every year. The gala is a special evening that the community both on and off Cape Breton Island look forward to taking part in. It is a memorable evening where a great sense of historical and cultural pride is showcased.

### ***African Nova Scotian Employees of Justice Committee (ANSEJC)***

ANSA is assisting the ANSEJC group to develop a proposal and supporting materials for an inclusive strategy for African Nova Scotian justice staff and offenders. The goal of ANSEJC is to launch a pilot project to research issues affecting African Nova Scotian justice staff and African Nova Scotian offenders and how to incorporate an Afrocentric framework into the justice system. The ANSEJC group is made up of 4 African Nova Scotian Correctional Services Staff, ANSA, NSGEU and the Dept. of Justice

### ***African Nova Scotian Service Providers Network of Cape Breton***

ANSA acts as a resource and coordinator for the African Nova Scotian Service Providers Network of Cape Breton. The group's main focus is to target all groups, organizations and government that provide services the African Nova Scotian communities. The group shares information and supports each other on projects and initiatives.

### ***Agriculture Initiative: ThinkFarm***

ANSA is part of the working group led by the Black Business Initiative in partnership with the Dept of Agriculture on an initiative to help inform urban and rural (small scale) farmers and gardeners in the African Nova Scotian and Aboriginal communities of the ThinkFarm Program.

### ***Culture and Heritage***

ANSA continues to build and maintain a collaborative partnership with the African Nova Scotian communities, the Black Business Initiative (BBI) and other government partners to ensure the awareness, preservation, promotion and protection of African Nova Scotian culture and heritage is fostered. This work builds on a community forum held in 2009 "*Cultural Expressions*" to create dialogue amongst key African Nova Scotian culture and tourism stakeholders and to begin to map out a provincial African Nova Scotian niche market, tourism and heritage framework. The following items highlight some of the work ANSA has done to create awareness, preserve, promote and protect African Nova Scotian culture and heritage.

- African Diaspora Heritage Trail (ADHT) Conference

In October 2010, ANSA attended the 6<sup>th</sup> International African Diaspora Heritage Trail Conference, "*Evolution of the Trail – History, Culture, Global Communities, Economic Empowerment*", hosted by the Government of Bermuda. The gathering had talented and experienced delegates from throughout the African Diaspora who are committed to the authentic research, documentation, promotion and development of African Diaspora Heritage sites/venues, museums, monuments and cultural expressions.

It was announced at the conference in Bermuda that ANSA, on behalf of the Province of Nova Scotia was selected to host the 7<sup>th</sup> International African Diaspora Heritage Trail (ADHT) Conference. The ADHT annual conference (scheduled for September 22 – 24, 2011) will create a unique and inspiring learning environment for all committed to the development of African Diaspora heritage destinations. It is anticipated that visitors from around the globe and locals will gather to explore trends, experience cultural expression, participate in professional development sessions, examine model heritage trail programmes and enjoy establishing viable international networks.

- African Nova Scotian Music Association (ANSMA)

ANSA continues to support the work of ANSMA by endorsing its relations with the East Coast Music Association (ECMA) festivities and the Department of Communities, Culture and Heritage. ANSA also supports the ANSMA Annual Awards Show and collaborated with ANSMA to ensure participation at the ECMA weekend, hosting its annual Black Vibes Showcase. ANSMA is primed to host the Natal Day Freedom Festival in July 2011 and the Arts & Cultural Freedom Festival on Sept 2, 3, 4, 2011.

- Africville Heritage Trust – A Fitting Memorial for the former residents of Africville

Africville was a small African Nova Scotian community located on the shores of the Bedford Basin in Halifax. In the 1960s, the City of Halifax expropriated the land. The community and the Church were destroyed and families evicted. The area is now known as Seaview Park, named after the Seaview African United Baptist Church.

In 2010, Mayor Peter Kelly, on behalf of Halifax Regional Council and Halifax Regional Municipality (HRM), apologized for the loss of the historic Halifax community of Africville in the 1960s. In addition to HRM's apology the Province of Nova Scotia will contribute \$1.5 million over two years to help construct a church and interpretive centre on the former site of Africville. Other provisions made by HRM include: \$3 million, provide 2.5 acres of land at Seaview Park to the Africville Heritage Trust Board; establish a park maintenance agreement between Africville Heritage Trust and HRM for the lands known as Seaview Park; renaming Seaview Park back to Africville, and, establish an African Nova Scotian Affairs function within HRM, which is to be included in the municipality's business plans for the fiscal year 2011/12.

ANSA continues to work with the Africville Heritage Trust and Africville Genealogy Society as members of an intergovernmental steering committee to ensure that a fitting memorial is built on the former site of the historic African Nova Scotian community and the other provisions of the apology are implemented.

- Black Cultural Centre (BCC) for Nova Scotia

The mission of the Black Cultural Society is for the protection and preservation of Black culture in Nova Scotia. The Black Cultural Society is made up of a volunteer board and is responsible for planning and operating the Black Cultural Centre.

ANSA continues to support the work of the BCC as it undergoes several changes. Firstly, the BCC is renovating and re-designing the first floor exhibit space in a "Museum Refresh Initiative". Secondly, ANSA is assisting the BCC Society in the development of a forward looking implementation plan and strategy.

- Black Loyalist Heritage Society Museum

Black Loyalists settled in the province 225 years ago, predominantly in Birchtown, Shelburne County. For close to two decades, the BLHS has preserved the history of those early settlers and are working toward building a museum to fill a gap in the interpretation of Nova Scotians history in relation to the heritage of settlers. There is no other site in Nova Scotia that tells the story of these early settlers to the Province.

ANSA continues work with the Departments of Economic and Rural Development and Tourism, Communities, Culture and Heritage, Citizenship and Immigration Canada, Heritage Canada, and the Atlantic Canadian Opportunities Agency as the steering committee to support the Black Loyalist Heritage Society (BLHS) as it implements its 5-year business plan to build an interpretative centre. Once built, the goal of the centre is to establish the Birchtown museum as a member of the Nova Scotia family of museums.

- Fortress Louisbourg National Historic Site of Canada  
ANSA's Cape Breton office partnered with the management of the Fortress to hire four African Nova Scotian Interpreters as part of a summer project for the Fortress. The Fortress of Louisbourg continues to hire African Nova Scotian Interpreters as part of its summer project for the Fortress. They also are willing to support and partner with other initiatives in the African Nova Scotian community.
- Glace Bay Universal Negro Improvement Association (UNIA)  
The Glace Bay's UNIA is a non-for profit organization in Cape Breton whose objective is to promote the heritage of African Nova Scotians, and acknowledge the role Blacks played in the growth and development of Glace Bay. ANSA acts as a resource to the volunteer board of directors, as they continue to find ways to remain sustainable.
- Cultural Heritage and Tourism Initiative  
ANSA continues to work with cultural tourism groups and organizations like the Black Cultural Centre, Black Loyalist Heritage Society, Africville Genealogy Society, Glace Bay UNIA, African Nova Scotian Music Association, and the Valley African Nova Scotian Development Association to build and maintain a collaborative approach in the preservation, promotion and protection of African Nova Scotian culture and heritage as a tourism initiative.

The Black Business Initiative completed a study entitled "The Nova Scotia Black Cultural Tourism Study: Market Readiness and Tourism Assessment Analysis" (2009), of which ANSA, the Departments of Tourism, Heritage and the Atlantic Canada Opportunities Agency (ACOA) provided input into the recommendations for advancing tourism within the African Nova Scotian community. The community groups/organizations listed above as well as the government departments participated in a best practice mission to Virginia (United States) to share best practices and to have dialogue with leaders in African American cultural heritage tourism.

### ***Delap's Cove Black Indian Pioneer Society (DCBIPS)***

The DCBIPS has done preliminary research on issues related to land, fishery, forestry and mineral claims decreed to families of Delap's Cove that pre-dates the treaties between the Aboriginal First Nations and the British Empire. ANSA is working with DCBIPS in partnership with Aboriginal Affairs to assist in the design of a continuous research strategy for the group so they can authenticate their claims based on lineage.

### ***Domestic Violence Advisory Committee***

ANSA is part of Domestic Violence Advisory Committee with Departments of Justice, Health & Wellness and Community Services. The focus of the Advisory Committee is to review current policies and recommend ways to include cultural aspects for victims of domestic violence in the African Nova Scotian community.

### ***Guysborough County Transportation Network***

The African Nova Scotian communities within The Municipality of Guysborough (Sunnyville, Lincolnville and Upper Big Tracadie) are investigating the possibility of developing a shared transportation network that will enable its members to more actively participate in social and community development in the area.

ANSA acts as a resource to the Guysborough County Transportation Network along with the Guysborough and Antigonish Regional Development Authorities and the Guysborough Black Development Association as the group worked towards developing and completing a transportation survey to the residents of the various areas.

### ***Health Association of African Canadians (HAAC)***

HAAC is a non-profit organization dedicated to promote and improve the health of African Canadians in Nova Scotia through community engagement, education, policy recommendations, partnerships, and research participation.

ANSA continues to work with HAAC to bring improved health and wellness, education and awareness to African Nova Scotian communities. HAAC is currently in the process of developing a business plan to sustain HAAC's activities.

ANSA's Cape Breton office works very closely with HAAC's satellite office in Cape Breton. Working collaboratively on various initiatives and projects, this past year they were successful in securing two (2) workers through a Job Creation Partnerships Program and securing funding for a Positive Ageing Program.

### ***Imhotep's Legacy Academy***

Imhotep's Legacy Academy (ILA) is an innovative university-community outreach partnership that uniquely mobilizes university/college students, faculty and community leaders to help improve student success and bridge the achievement gap for Grade 7-12 students of African heritage in Nova Scotia. Program sponsors are ANSA, the Department of Education - African Canadian Services Division, and the Black Student Advising Centre of Dalhousie University in partnership with Dr. Kevin Hewitt of the Physics Department at Dalhousie University and Cape Breton University who also provide faculty support.

The ILA is a conduit of support programs that blend real-world learning projects with rigorous academic enrichment, skill-building, and leadership development activities. The programs are designed to prepare students for success in junior high school, high school, university, the workforce, and civic life.

- **Imhotep's Legacy After-School Program (ILASP)**

The ILASP is a weekly mathematics and science enrichment and mentorship program for junior high school learners. The program sites are Cape Breton Memorial Junior High in Whitney Pier, Truro Junior High, St. Patrick's Alexandra School (Halifax) and Caledonia Junior High (Dartmouth). This year saw the addition of another regional site in Antigonish.

- ILA's Virtual School Project

ILA's Virtual School Project is a daily online, interactive tutoring and supplemental learning service for high-school math and science students. The project is tailored to provide tutoring and supplemental education service to high-school students of African descent. The program was designed so that every participant has access to a tutor, while also benefitting from the opportunity to work independently. This program is offered at different sites across the province: Cobequid Educational Centre (Truro), Citadel High School (Halifax), Cole Harbour District High School (Dartmouth), Yarmouth Consolidated High School (Yarmouth), Sydney Academy and Holy Angels (Sydney).

***International Partnership – African Diaspora Heritage Trail Foundation – Bermuda***

Since 2008, ANSA has been involved with the African Diaspora Heritage Trail Conference. This past year ANSA on behalf of the Province of Nova Scotia was awarded the hosting privileges for the 7<sup>th</sup> International conference. In addition to hosting the annual conference, ANSA is now part of the International ADHT Foundation board of directors. ANSA will be able to build on the Memorandum of Understanding the Province of Nova Scotia (Economic Development) signed with Bermuda in January 2009 to strengthen Nova Scotians ties with Bermuda and enhances service export opportunities, tourism, transportation and health links in both jurisdictions.

***Legal Enrichment and Decision Making Program (Project LEAD)***

Project LEAD is a law-related education program developed in 1993 by the Office of the District Attorney of Los Angeles County for African American youth. Project LEAD is designed to create experiences that would motivate youth and provide them with the skills to avoid risky or illegal behavior. It also provides students with tools and knowledge required to assess difficult situations and make appropriate decisions with an understanding of the consequences/repercussions of poor choices.

Project LEAD Nova Scotia will use an Afrocentric engagement approach in its delivery and will be delivered in four areas: New Glasgow, Digby, Glace Bay and Whitney Pier. The program will be delivered in a 25 week format and is designed to give students the motivation and skills needed to exhibit positive behaviors.

***Nova Scotia Brotherhood Initiative***

The Nova Scotia Brotherhood Initiative is modeled after "Project Brotherhood", a cultural and gender specific, community-based, comprehensive health project that includes clinical services, health education, information and social services for African American men in Chicago. ANSA is working with the Department of Health and Wellness in adapting the American "Project Brotherhood" primary health care model for Nova Scotia particularly for African Nova Scotian men.

***Skills Up! - Labour Market Agreement (LMA)***

Skills Up is an employment program of Employment Nova Scotia that provides financial assistance to eligible individuals to help them obtain the skills training they need to obtain good jobs. African Nova Scotians who require skills training may be eligible for financial assistance,

which can include tuition, living allowance, transportation and other costs associated with the training.

Building on previous work with an interdepartmental team, ANSA worked with Employment Nova Scotia and the various Black Employment agencies across the province to promote the program.

### ***Act as a Resource to the Community and Government***

Through presentations and work with other government entities on a range of initiatives, ANSA assists with coordination of, and provides input to, other government departments and agencies on matters pertaining to African Nova Scotians. Part of this work is fostering positive working relationships with government departments and agencies, and as such, ANSA staff once again participated on more than twenty-eight (28) interdepartmental or ad-hoc committees.

This year saw ANSA act as a resource to various community groups in a more collaborative way based on the needs of the particular group. ANSA sits as a resource member on several non-profit community boards providing advice and guidance in a variety of areas.

ANSA acts as a resource to both government departments as well as various African Nova Scotian communities in assisting with analysis and strategically positioning itself on ways to best approach government, and likewise, we assist government to strategize on ways to best approach the African Nova Scotian communities.

This year saw an increase in the number of inquires received by the office for information, advice and referrals from government and African Nova Scotians and their communities. In addition, ANSA continues to receive and act upon requests from outside of the province (i.e. Ontario, New Brunswick, British Columbia and California).

This past year ANSA has been working with the Halifax Regional Municipality as they develop the strategy for the establishment of an African Nova Scotian Affairs function within HRM. This position is a direct deliverable that comes out of key terms and conditions for the settlement that was part of the official apology delivered from HRM to the residents of Africville. This position is to be included in the municipality's business plans for the fiscal year 2011/12.

### **Strategic Goal 2:**

*To work collaboratively with the African Nova Scotian community to foster development and capacity building.*

### ***African Nova Scotian Community Action Partnerships (ANSCAP)***

A key step to encourage African Nova Scotians to become involved in the province's agencies, boards and commissions is the establishment of primary reference groups, known as African Nova Scotian Community Action Partnerships (ANSCAPs).

An ANSCAP is made up of volunteer members who bring their insight and expertise on a variety of issues related to African Nova Scotians and their communities. Their work contributes to the discussion and analysis of a variety of issues and future projects from a grassroots, capacity-building perspective. The goal is to bring solutions and recommendations to government. Over the years these groups have developed a wide range of discussion papers, project proposals, community initiatives and reports. In each case, there are strong opportunities for ANSA, community and government to collaborate and/or implement these initiatives.

Currently there are two ANSCAPs – Youth Leadership and Community Engagement plus two new ANSCAPs were introduced this past year - Health and Wellness and Culture and Tourism.

Building on the work the ANSCAPs produced (discussion papers, recommendations, project proposals and community initiatives) the following provides an update for the past year.

- Youth Leadership
  - An African Nova Scotian Youth Summit - ANSA is working with the Africentric Learning Institute to plan a youth Summit
  
- Community Engagement
  - Equitable representation of African Nova Scotians on local and provincial Agencies, Boards and Commissions – ANSA actively promotes participation of African Nova Scotians to apply for the positions as they arise.
  - Renovations and revitalization of African Nova Scotian community halls – ANSA has assisted some of the African Nova Scotian community halls with their revitalization strategy.
  
- Culture and Tourism

Preliminary meetings have been held regarding this ANSCAP, building on a study completed in 2008 by the Black Business Initiative, entitled the *Nova Scotia Black Cultural Tourism Study: Market Readiness and Tourism Assessment Analysis*. The goal is to provide recommendations for advancing tourism within the African Nova Scotian communities.
  
- Health & Wellness

Preliminary meetings have been held with the Health Association of African Canadians to discuss the formation of a Health and Wellness ANSCAP, lead by HAAC.

### ***Agencies, Boards and Commissions (ABCs) and other ministerial taskforces***

ANSA recognizes the need to for greater participation by African Nova Scotians on ABCs and other government taskforces and as such, ANSA actively encourages African Nova Scotian participation.

In addition, ANSA was contacted by several departments who wished to increase the awareness of opportunities available for African Nova Scotians to contribute their expertise.

### ***Community Engagement with African Nova Scotian Community groups***

This fiscal year, ANSA was able to provide support to more than 79 African Nova Scotian community groups, community-based programs and activities. Major initiatives were undertaken in partnership with, or assistance provided to the following organizations. This is not a comprehensive list, but a sampling of ANSA's regional outreach.

- African Canadian Service Division – Cape Breton
- African Diaspora Association of the Maritimes (ADAM) – Halifax
- African Heritage Month Information Network – Provincial Network
- African Nova Scotian Employees of Justice Committee (ANSEJC) – Halifax
- African Nova Scotian Music Association (ANSMA) - Halifax
- Africville Heritage Trust (AHT) - Halifax
- Agriculture Initiative: ThinkFarm - Halifax
- Apex Invitational Golf association - Truro
- Association of Black Social Workers (ABSW) - Halifax
- Association of Nigerians in Nova Scotia - Halifax
- Black Cultural Society of Nova Scotia - Halifax
- Black Educators Association/Regional Educators (BEA) - Provincial
- Black Employment Resource Centre – Yarmouth & Shelburne
- Black Ice Hockey and Sport Hall of Fame Society - Halifax
- Black Loyalist Heritage Society (BLHS) – Shelburne
- Cancer Care Nova Scotia – Cape Breton
- Cape Breton Service Provider Network – Cape Breton
- Cape Breton University Small Business Development Centre – Cape Breton
- Community Enhancement Association - Truro
- Community Justice Society - Halifax
- Community United for Black Education – Cape Breton
- Community Y - Halifax
- Concerned Citizens of Lincolntonville (CCL) - Lincolntonville
- Congress of Black Women - Halifax
- Cornwallis Street Baptist Church - Halifax
- Cumberland African Nova Scotian Association - Cumberland
- Dalhousie Black Student Advisory Centre - Halifax
- Delap's Cove Black Indian Pioneer Society - Annapolis County
- Digby Parent Resource Centre - Digby
- Fortress of Louisbourg National Historic Site - Louisbourg, Cape Breton
- Guysborough County Transportation Network - Guysborough
- Health Association of African Canadians (HAAC) – Provincial
- Imhotep Legacy Academy – Cape Breton
- Junior Achievement – Cape Breton
- Ladies Auxiliary of Cherry Brook – Cherry Brook
- Menelik Hall Association – Cape Breton
- Multi Cultural Association of Cape Breton – Cape Breton
- North Preston Community Advisory Committee - North Preston

- Nova Scotia MASS Choir- Halifax
- Pierscape – Cape Breton
- Shannon School African Drum/Dance Musical - Dartmouth
- Sharon Assembly Gospel Church - Yarmouth
- St.Philip's African Orthodox Church – Cape Breton
- Sydney Toronto Reunion Committee – Cape Breton
- United African Canadian Women Association - Halifax
- Universal Negro Improvement Association – Glace Bay
- Vale Quilters Association – New Glasgow
- Valley African Nova Scotian Development Association (VANSDA) – Kentville
- Whitney Pier Youth Club/Boys & Girls Club of Cape Breton – Cape Breton
- Word Iz Bond - Halifax

### ***Communications***

A critical aspect of ANSA's work is a communications strategy that links African Nova Scotian Affairs to both government and the community. ANSA is focused on increasing communication and building relationships and understanding with and between this office, government, and the African Nova Scotian community.

The activities undertaken to increase communications with the African Nova Scotian community during the fiscal year 2010-2011 were also successful in enhancing the awareness and understanding of African Nova Scotian experiences to government. Highlights of these initiatives are listed below:

- African Heritage Month

African Heritage Month, February, is an opportunity to reflect upon and celebrate the valuable contributions made by African Nova Scotians to the rich social and cultural fabric of the province. It is also a chance to look toward a strong future with participation by African Nova Scotians in all facets of the economic, social, legal, educational and political life of the province.

The theme of African Heritage Month in February 2011 was *We are Connected*, which highlighted Nova Scotians connections to the wider African Diaspora during this United Nations International Year for People of African Descent.

ANSA continues to expand its work in collaboration and build a province-wide calendar of events. ANSA partnered with the African Heritage Month Information Network to coordinate opening ceremonies throughout Nova Scotia. The provincial launch took place January 24 in the Red Chamber of Province House and featured a performance from students of Shannon Park School. Regional launches were held in Halifax, Sydney, Yarmouth, New Glasgow and Springhill.

Community members were able to submit their events in advance to be included in the annual events brochure, on the ANSA website and recorded on the ANSA African

Heritage Month events line. The online calendar featured 69 community events in February.

2,000 posters and 3,000 brochures were distributed to schools, communities, public institutions and businesses across the province. ANSA distributed four short features on African Nova Scotian history to all government employees in February 2011, and collaborated on presentations at schools, museums and libraries during African Heritage Month.

- Website

The ANSA website was launched in 2005 and continues to serve as a key source of information for and about the African Nova Scotian community, as well as ANSA's programs, achievements and future goals. During the fiscal year 2010-11 the site generated more than 300 inquiries via our [ANSA\\_newletter@gov.ns.ca](mailto:ANSA_newletter@gov.ns.ca) email address, General Feedback Form and mailing list addition form. The website also features a community events page, which fosters interaction and communication throughout African Nova Scotian communities across the province. The events page featured approximately 260 listings in 2010-11.

- Passages & Prosperity

During the 2010-2011 fiscal year, ANSA produced two issues of the Passages & Prosperity newsletter, distributing 1,200 printed copies to our stakeholders. This newsletter is a critical tool that ANSA uses to share information with the community on topics such as government activities, new and updated initiatives, and upcoming events.

- News releases and features/newsletter articles

This fiscal year, ANSA published 10 news releases that promoted ANSA's programs and initiatives in the community, acknowledged community partnerships, expressed condolences, and highlighted the details of African Heritage Month. ANSA also produced two social media releases which made photo, audio and video available to a wide online audience.

- March 25, 2011 – New Training Funding for African Nova Scotians
- March 15, 2011 – Province to Consult African Nova Scotian Communities on Recognition
- February 2, 2011 – Museum of Atlantic Celebrates African Heritage Month
- February 1, 2011 – Order of Nova Scotia Recipient Featured on Postage Stamp
- January 31, 2011 – Province Launches Recognition Program for African Nova Scotians
- January 24, 2011 – February Proclaimed African Heritage Month in Nova Scotia (*with social media release*)
- December 15, 2010 – Nova Scotia Celebrates U.N. International Year for People of African Descent (*with social media release*)
- October 28, 2010 – Nova Scotia to host 2011 African Diaspora Heritage Trail Conference

- August 9, 2010 – Minister Extends Condolences to Family, Friends of Rev. Dr. Donald Fairfax
- April 8, 2010 – Spring Community Information Sessions
- Recognition Program  
In January 2011 ANSA launched a new recognition program highlighting milestone achievements by individuals and community organizations within African Nova Scotian communities. The first 14 recipients were honoured in March with certificates, letters of congratulation and a token item of appreciation.
- Social Media  
In 2010-11 ANSA began to utilize social media tools including Facebook and Twitter to share news, information about programs and initiatives, and community events with a wider online audience. From its launch in August 2010 to March 31, 2011, ANSA’s Facebook page generated 20,954 post views and amassed 216 “likes”, or regular followers.

***International Year for People of African Descent (IYPAD)***

The United Nations has designated 2011 as the International Year for People of African Descent. It is a year to promote education and respect for the diverse cultures of people of African descent, and to increase inclusion in all areas of society. In December 2010, ANSA officially launched the International Year for People of African Decent at Province House with a proclamation and ceremony.

As part of its celebrations, Nova Scotia will host the African Diaspora Heritage Trail (ADHT) Conference in Halifax, Sept. 22-24, 2011.

In recognition of the International Year for People of African Descent, ANSA is hosting the IYPAD Creative Writing Contest for writers age 13-22. The contest is open to young Nova Scotians of all backgrounds, but entries must express a connection to the culture, heritage and/or experiences of people of African descent. The winner is to be announced during the ADHT Conference in September 2011.

**Strategic Goal 3:**

*To enhance awareness and understanding of African Nova Scotian experiences to government.*

***Presentations to government departments***

This fiscal year ANSA has been active in terms of presentations to other government entities. Presentations were delivered to eleven (11) other government departments.

### ***Central Registry***

It is the policy of African Nova Scotian Affairs to ensure that ANSA maintains the records in its custody and under its control as an asset and resource. This is done in accordance with the Government Records Act and the Public Archives Act.

The Nova Scotia Archives and Records Management (NSARM) provides advice to ANSA concerning records management and set policies, standards and guidelines for the office to follow in our records management program. This fiscal year ANSA is expanding its central registry to incorporate the new records in InMajic.

### ***Client Relations Management (CRM) Software System***

One of ANSA's key goals is to effectively serve as a resource to both the African Nova Scotian Community and the government of NS, providing information on and to both groups. In 2007, staff began exploring options to create a dynamic software system that would house contact information and provide valuable statistics, in accordance with the *Freedom of Information and Protection of Privacy Act*. Further, it is important that ANSA implement systems that are consistent with other government departments & entities.

The software is designed to create, maintain, count and categorize contact information, remove duplicates, categorized or group individuals and organizations to enable various reports (i.e. run "reports" - how many contacts does ANSA have in Kentville, in the area of education?). Another key goal of the system is to generate up-to-date mailing lists (labels) – critical for communicating economically and efficiently with our stakeholders (i.e. Newsletter distribution). Currently ANSA is working with the Department of Finance to finalize the CRM system so that it can meet these needs.

### ***Referral/repository of information related to African Nova Scotians***

Throughout the year, ANSA staff acted as a resource to other government entities for information about the African Nova Scotian community. Particularly important was ANSA's ability to provide African Nova Scotians with the opportunity to participate in consultations and/or conversations when departments were developing and/or reviewing policies and programs. To highlight two of the consultations that happened during the last fiscal year were:

- Reality Check - with Minister of Education and Minister of African Nova Scotian Affairs and the Black Educator's Association
- African Nova Scotian Day of Recognition – consultations held across the province to seek community input on what they would like to see regarding recognizing African Nova Scotian contributions and achievements.

## Financial Results

### Accountability Report – Fiscal 2010-11

Office of African Nova Scotian Affairs			
	2010-2011 Estimate	2010-2011 Actual	Variance
Program & Service Area	(\$thousands)	(\$thousands)	(\$thousands)
<b>Total Program Expenses</b>	1,112	1,140	28
<b>Ordinary Recoveries</b>	(86)	(142)	(56)
<b>Provincial Funded Staff (FTEs) Net</b>	10.0	8.0	(2.0)

#### **Significant Variance Explanations: 2010-11 Estimate to 2010-11 Actual**

1. Revenues were \$56 thousand over budget, primarily due to additional Federal Government recoveries related to the Crime Prevention project.

## Reporting on Outcomes

### Measuring Our Performance

Outcome measures have been developed to assess ANSA's progress in meeting its strategic goals as outlined in ANSA's Statement of Mandate for Fiscal Year 2010-2011. The following section of this report provides an overview of ANSA's outcome measures for the fiscal year 2010-2011. These measures relate specifically to ANSA's three strategic goals and serve as qualitative measures of ANSA's progress toward achieving our goals. Work continues to be dedicated to the collection of data and the further development of our targets.

#### **Key Performance Areas:**

##### **Strategic Goal 1 (SG1):**

*To facilitate and support an integrated approach within government on matters related to African Nova Scotian issues and provide corporate policy, strategic advice and support to departments in order to build a sustainable framework for African Nova Scotian government relations.*

### ***Expected outcome***

Improve government's:

- (1) understanding of African Nova Scotian issues and concerns;
- (2) level of collaboration with the African Nova Scotian community;
- (3) delivery of services to African Nova Scotians; and
- (4) delivery of an appropriate and timely response to matters affecting African Nova Scotians

### ***SG1 - Measure 1: - inquiries***

#### ***What does this measure tell us?***

The number of inquiries received each fiscal year indicates the awareness of African Nova Scotian Affairs by both the African Nova Scotian community and government.

#### ***Where are we now?***

This year we saw another increase in the volume of inquiries made to the office via phone, website, walk-ins and letters. Collectively, more than 700 inquiries were received by the ANSA offices in both Halifax and Cape Breton. This exceeded the 620 inquiries from last year and surpassed our target goal of 650.

#### ***Where do we want to go/be in the future?***

Over the next year ANSA will continue its efforts to improve the Client Relations Management (CRM) software.

### ***SG1 - Measure 2: – presentations to government***

#### ***What does this measure tell us?***

The opportunity to meet with and discuss African Nova Scotian experiences and issues with government departments is an important component of developing innovative solutions that will lead to self-reliance and sustainable development for African Nova Scotians and their communities.

#### ***Where are we now?***

During the fiscal year ANSA delivered fifteen (15) presentations to other provincial government entities. Although this was an increase from last year's eight (8) presentations, ANSA did not meet its target of twenty one (21) due mainly to time constraints and scheduling.

#### ***Where do we want to go/be in the future?***

ANSA will make every attempt to increase the level of awareness and understanding of issues related to African Nova Scotian within government. It is important that ANSA continue to build on each of these relationships and opportunities.

***SG1 - Measure 3: – meetings, interdepartmental committees, subcommittees and action teams***

***What does this measure tell us?***

Participation with interdepartmental initiatives is a critical way to build relationships and ANSA is committed to enhancing provincial departmental understanding of African Nova Scotian issues and bringing forward African Nova Scotian perspectives.

***Where are we now?***

This year there was a continued increase in the number of interdepartmental committees and initiatives with which ANSA participated. The range of subject areas was broad and included both departmental and corporate initiatives. Although, slightly below our target of 30, ANSA was able to participate in 28 interdepartmental meetings, some of which were one-to-one, or across all of government.

***Where do we want to go/be in the future?***

ANSA will continue to participate in interdepartmental and corporate initiatives to ensure the interests of African Nova Scotians are understood and acknowledged. ANSA will seize these opportunities to foster working relationships and partnerships with other government departments.

***SG1 - Measure 4 – African Nova Scotian groups collaborating with ANSA and government entities***

***What does this measure tell us?***

As the number of African Nova Scotian groups collaborating with government increases, so does the level of trust for future partnerships. In addition, this measure takes into consideration building the capacity of each organization.

***Where are we now?***

During the 2010-2011 fiscal year the number of key African Nova Scotian stakeholder groups increased 26, which is a slight increase from our targeted goal of 25.

***Where do we want to go/be in the future?***

ANSA continues to strengthen its relationship with African Nova Scotian stakeholder groups and promotes the Service Providers Network model, developed by our Cape Breton office. The Service Providers Network is a forum where Service Providers servicing the African Nova Scotian community meet on a monthly basis to network and share information for the betterment of the African Nova Scotian Community.

**Strategic Goal 2 (SG2):**

*To work collaboratively with the African Nova Scotian Community to foster development and capacity building.*

***Expected outcome***

Increase:

- (1) the understanding of government by the African Nova Scotian community;
- (2) the number of partnerships between government and the African Nova Scotian community; and
- (3) the opportunities for input by the African Nova Scotian community.

***SG2 - Measure 1: – African Nova Scotians involved with ABCs & Taskforces (Ministerial Appointments)***

***What does this measure tell us?***

It is essential for African Nova Scotians to participate as active members of the province's ABCs given the various roles, diverse functions, and broad scope of influence ABCs play in the decisions of government and society.

***Where are we now?***

ANSA actively encourages African Nova Scotians to participate on the various ABCs, but understand the personal balance between work and life therefore ANSA continues to promote the various ABC's looking to expand their members. Again, this fiscal year, ANSA was please to partner with other government agencies to deliver community presentation.

***Where do we want to go/be in the future?***

ANSA will continue to encourage participation from the African Nova Scotian communities to participate on the ABCs.

***SG2 - Measure 2: – Community presentations***

***What does this measure tell us?***

A key activity for ANSA is to deliver community information sessions to a number of African Nova Scotians each year. Each session affords ANSA the opportunity to share information on the work of ANSA and government. It also provides the community the opportunity to raise issues of concern or items for consideration.

***Where are we now?***

This fiscal year ANSA delivered thirteen (13) community information sessions to African Nova Scotian communities across the province. Building on our partnerships with other government officials, at the same time, the number of government departments delivering presentations during these sessions increased.

***Where do we want to go/be in the future?***

In the year ahead, ANSA will establish a schedule of information sessions which will allow presentations to be held regionally across the province in African Nova Scotian communities.

## ***SG2 - Measure 3: – Activities and groups supported***

### ***What does this measure tell us?***

Building the capacity of African Nova Scotian communities and working collaboratively with key African Nova Scotian stakeholder groups is a critical component of ANSA's mission to assist, support, and enhance the provincial government's delivery of services to African Nova Scotians and be a partner in developing innovative solutions that lead to self-reliance and sustainable development.

### ***Where are we now?***

During the fiscal year 2010-2011, ANSA supported 79 African Nova Scotian community groups, community-based programs and activities. This is higher than our targeted amount of 61.

### ***Where do we want to go/be in the future?***

Working collaboratively with the African Nova Scotian Community groups to foster development and capacity building, ANSA is positioned to engage African Nova Scotia Service Providers to network and share resources that lead to an increase in the number of sustainable community development projects and initiatives undertaken by African Nova Scotian communities.

## ***SG2 - Measure 4: - inquiries***

**(Please refer to SG1 - Measure 1: - inquiries on page 19)**

## ***SG2 - Measure 5 - African Nova Scotian Community Action Partnerships (ANSCAPs)***

### ***What does this measure tell us?***

The goal of ANSCAPs is to develop long-term plans to address a number of issues related to African Nova Scotians and encourage civic participation.

### ***Where are we now?***

This year ANSA was successful in starting two additional ANSCAPs in the areas of Health and Wellness and Culture and Tourism. These are in addition to the two ANSCAPs already created: the community engagement and youth leadership for a total of four ANSCAPs.

### ***Where do we want to go/be in the future?***

In the next fiscal year, ANSA plans to work with all four ANSCAPs to continue to develop discussion papers, recommendations, project proposals and community initiatives that would benefit the African Nova Scotian communities.

## **Strategic Goal 3 (SG3):**

*To enhance awareness and understanding of African Nova Scotian experiences to government.*

***Expected outcome***

Provide:

- (1) opportunities for African Nova Scotian groups to articulate their concerns to government; and
- (2) government entities with relevant information related to African Nova Scotians.

***SG3 - Measure 1: – Communication plans developed and implemented for significant ANSA initiatives.***

***What does this measure tell us?***

The objectives of ANSA communication plans is to keep ANSA and the role of the African Nova Scotian community as a founding culture of this province on the minds of African Nova Scotians, government and the general public.

***Where are we now?***

This year ANSA produced 10 communication plans, the same number as last fiscal year.

***Where do we want to go/be in the future?***

ANSA plans to maintain the number of communication plans, which are developed and implemented for significant ANSA initiatives.

***SG3 - Measure 2 – African Nova Scotian Community Action Partnerships (ANSCAPs)***  
**Please refer to SG2 - Measure 5: African Nova Scotian Community Action Partnerships (ANSCAPs) on page 22.**