



The Way Forward

# cultural action plan

Newfoundland  
Labrador







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Mary Ann Penanshue. Kapempant (Airplane). 2018.

Photo: Provincial Art Bank, The Rooms

Mary Ann Penanshue is an Innu artist who lives in Sheshatshiu, Labrador. Raised by her grandparents in a small village called Mud Lake, Mary Ann learned from them Innu culture and traditions. Her work has been exhibited and collected throughout Newfoundland and Labrador, Quebec and Ontario.





“Our culture is our voice, our way of announcing ourselves in the world. It is the beating heart of this place, ever evolving, diversifying, and strengthening. Born of the past and with a welcoming eye on the future, it is a beautiful song we all sing together. Now is the time to turn up the volume.”

– Robert Chafe, Playwright and Actor

## Introduction

**A strong cultural identity lies at the foundation of a society’s ability to prosper, grow, and adapt to global change.**

It’s a measure of the quality of life, vitality, and health of a society. Through The Way Forward, government is celebrating the fundamental role our artists, heritage practitioners, and cultural entities play in creating, nurturing, and safeguarding this rich, cultural mosaic.

If a single word could be used to capture the unique essence of Newfoundland and Labrador, it is culture—a culture that reflects nearly 9,000 years of Indigenous presence, more than 1000 years of European contact, 500 years of European settlement, and the influences of the many new Canadians who have since come to call this province home. Our multi-faceted culture is expressed and celebrated every day in our art, literature, music, traditions and practices, built heritage, languages, food, oral histories and story-telling.

Culture empowers our communities. Every resident of Newfoundland and Labrador should have access to cultural resources and activities. Participation in cultural activities enriches individual and community life and promotes social inclusion, while cultural networks lead to opportunities and successes.

The preservation and sustainability of our cultural resources requires a strong community of heritage experts, professional artists, and dedicated volunteers. Working with our stakeholders and Indigenous communities, government will continue to foster a supportive environment to encourage opportunities necessary for us all to work together to develop, protect, govern, and manage the province’s cultural resources.





Our cultural industries have a solid track record of contributing to economic growth. For decades, artists have successfully brought our culture to the national and international stage, allowing us to celebrate their achievements and take pride in what sets us apart.

Arts and heritage resources have become significant economic drivers, building social capital through increased networks and creating successful social enterprises. Artistic quality, cultural integrity, sustainability and market access, are integral to ensuring economic stability in this sector.

The 2019 Cultural Action Plan builds on the 2006 Creative Newfoundland and Labrador cultural strategy. It underscores government's continued support for arts and heritage, as well as its commitment to working closely with stakeholders and Indigenous communities on the development of initiatives to address the challenges and opportunities facing the cultural sector over the next five years.

Government has a special responsibility to protect and preserve our cultural resources and support development and promotion. Together, we must ensure our culture remains strong, vibrant, and adaptive to maximize its potential.

Jean Wills. Capelin. 2018.  
Oil on canvas

Photo: Provincial Art Bank,  
The Rooms

Jean Wills has studied at the University of King's College and the Nova Scotia College of Art and Design. Her work includes various painting and drawing media. She currently lives in Corner Brook.



## Consultation and Outreach

A steering committee was established in 2018 to guide the development of the Cultural Action Plan. This committee consisted of representatives from the Department of Tourism, Culture, Industry and Innovation, ArtsNL, HeritageNL, Newfoundland and Labrador Film Development Corporation, The Rooms, and the Department of Canadian Heritage.



A province-wide consultation process was undertaken over an eight-month period. Between April to December 2018, 280 cultural stakeholders participated in the development of the Cultural Action Plan through 15 facilitated sessions, written submissions and one-on-one interviews. The participants represented:

- sector organizations,
- cultural practitioners,
- museums, archives, and art galleries
- Indigenous partners,
- Fédération des Francophones de Terre-Neuve-et-Labrador,
- the Association for New Canadians,
- Representation from the LGBTQ community,
- related non-profit organizations,

- post-secondary institutions, and
- Premier's Youth Council.

In addition to the consultations, a review of cultural plans from across Canada was completed and discussions with specific jurisdictions to learn more about their processes and best practices.

## What We Heard

The fundamental message we heard from our stakeholders was the cultural sector has endless potential and its ongoing success requires a number of essential components. Participants also emphasized the importance of government support – funding and other resources – to realizing this potential.

Some of the other messages received from across the province included:

- Operational funding remains critical to supporting the ongoing development and sustainability of our cultural institutions and sector organizations, and the cultural community as a whole.
- The success of the cultural sector is heavily dependent on the work of dedicated volunteers, many of whom are experiencing fatigue and would like to see more involvement in their communities from youth and young adults.
- Partnerships and communications between government and the sector, and within the sector, are critical to achieving potential.
- The importance of developing and supporting culture at the community level and the role government could play.





Heart's Content  
Cable Station

Provincial Historic Site

- Culture is created, nurtured, and experienced in communities throughout Newfoundland and Labrador.
- There are untapped opportunities for regional partnerships and coordination in support of cultural development, celebration, and sustainability.
- Indigenous communities would like guidance in planning and development of their cultural resources.
- Participating and engagement in cultural activities is important to enrich our lives, strengthens our communities and supports the economic growth of cultural industries.
- Multicultural groups and new residents to the province require support and opportunities to enhance their contribution to our communities.
- It was suggested that an examination is required of the barriers to cultural participation such as socio-economic, language, physical infrastructure and transportation needs.
- Government has a fundamental role in ensuring built heritage can be preserved in communities through financial and other supports to raise awareness of recognized guidelines and standards.
- The important role of museums, archives, art galleries, and historic sites across the province to preserve, research, interpret, and display local, regional and provincial cultural resources was highlighted by our many stakeholders.
- Newfoundland and Labrador is a national leader in intangible cultural heritage and we must continue to safeguard our language, traditions, and stories.
- Government plays a critical role in supporting, fostering, promoting, preserving and protecting culture throughout Newfoundland and Labrador. For this support to be truly effective, it requires ongoing partnerships with the many stakeholders and Indigenous communities that are impacted by the cultural sector. It is important that government continue to invest in culture and recognize the future requires continued support.





# Implementation

The Cultural Action Plan has three themes that emerged from the consultation and research process:

- Culture in Communities
- Cultural Stewardship
- Creative Economy

## Timeframe

Each theme has a goal and actions for the next five years. They reflect the significant contribution culture makes to the lives of Newfoundlanders and Labradorians and the importance of supporting our artists, cultural practitioners and sector organizations in developing a prosperous sector.

This Action Plan will be implemented over the next five years using a phased approach as follows:

- Seven actions will commence and aim to be completed within year one (by March 2020).
- Twenty-two actions will commence and aim to be completed within years two to five (by March 2024).





Janet Peter. Papier maché mummer. St. John's.



Isabella St. John. Pottery. St. John's.

## Building on Government Support for Culture

Over the next five years, government will continue its core support to the protection, development, promotion, and celebration of Newfoundland and Labrador's vibrant culture. This will include:

- Legislative protection and management (Historic Resources Act, Rooms Act, Arts Council Act, Status of Artist Act),
- Sector liaison and development (creation, trade),
- Maintenance and operation of our Provincial Historic Sites,
- Operation of our Arts and Culture Centres,
- Regulatory protection and oversight of archaeological and paleontological resources through the Provincial Archaeology Office,
- Support for non-profit cultural facilities and organizations (and associated activities) through funding programs and advisory expertise,
- Funding support for community cultural activities and events,
- Funding support for Indigenous cultural heritage,
- Operational funding support to The Rooms,
- Continuation of the Art Procurement Program,
- Support for professional and community arts through ArtsNL,
- Support for the provincial film industry through the Newfoundland and Labrador Film Development Corporation,



- Protection and oversight of built heritage, safeguarding and celebration of intangible cultural heritage through the HeritageNL,
- Support for cultural tourism initiatives,
- Identifying ongoing opportunities for the Department of Tourism, Culture Industry and Innovation to collaborate with other provincial, federal and municipal partners on cultural files/projects.

## Cultural Partnerships

The time, effort, and dedication of volunteers, professionals and organizations ensure our culture continues to thrive while preserving our rich history. Our cultural sector is built on partnerships among arts and heritage organizations, Indigenous groups, private sector, communities, individuals and municipal, provincial, and federal levels of government. Government is committed to working with all its partners to ensure the effective delivery of this cultural action plan.



Eastern Owl performing at Beothuk Interpretation Centre Provincial Historic Site in Boyd's Cove.



# Themes and Actions



Labrador Interpretation  
Centre, Northwest River.  
Photo: The Rooms



# Culture in Communities



St. Gabriel's Hall in  
Marystown.

Photo: Colin Pittman



**Communities are where culture is born, where it comes to life, where it is celebrated, and where it is passed on to future generations.**

The inherent value of culture is the basis for the various ways we create, preserve, and promote cultural expression.

Culture continues to flourish in our cities and towns, kept alive by community, volunteer and professional organizations, Indigenous groups, the Francophone community, and various multicultural groups. These are the places where the core values inside this Cultural Action Plan are practiced and take meaning every day. Collectively, we must ensure that cultural activities continue to shape and enhance our communities both socially and economically.

Government plays a key role in assisting communities to preserve, create, present, and promote culture through advisory and partnership activities via the Arts and Culture Centres, Provincial Historic Sites, Provincial Archaeology Office, the Arts and Letters Program, The Rooms, ArtsNL and HeritageNL.

Government also directly assists communities to develop, promote and celebrate culture through funding programs. The Cultural Economic Development Program provides essential support to cultural events, local museums and archives, arts organizations, and assists in safeguarding Indigenous and intangible cultural heritage, and built heritage maintenance.

**“Members of the cultural sector are continually working together in the creation, preservation, presentation, and promotion of the province’s cultural heritage. All of this is done in an effort to preserve what we’ve gathered by passing it on – to members of the community, new Canadians, and future generations. As the narrators of Newfoundland and Labrador’s evolving story, the significance of this role is not lost on us.”**

Sarah Wade

Manager, Admiralty House Communications Museum – Mount Pearl






Tartuffe, performed at the Arts and Culture Centre, St. John's

Photo: Arts and Culture Centre





## Goal: Strengthen our collective ability to create, present, promote and celebrate culture in communities.

- Enhance the Department of Tourism, Culture, Industry and Innovation's role in cultural development.
- Increase communication regarding cultural programs.
- Provide relevant and effective funding programs that support cultural development and sustainability.
- Improve cultural planning and coordination.



## Actions

### In Progress

- 1.1 Support the ongoing development and delivery of cultural activities in communities.
- 1.2 Collaborate with provincial and federal partners to provide cultural stakeholders and Indigenous communities with expertise and advice, and identify potential partnerships and funding opportunities.

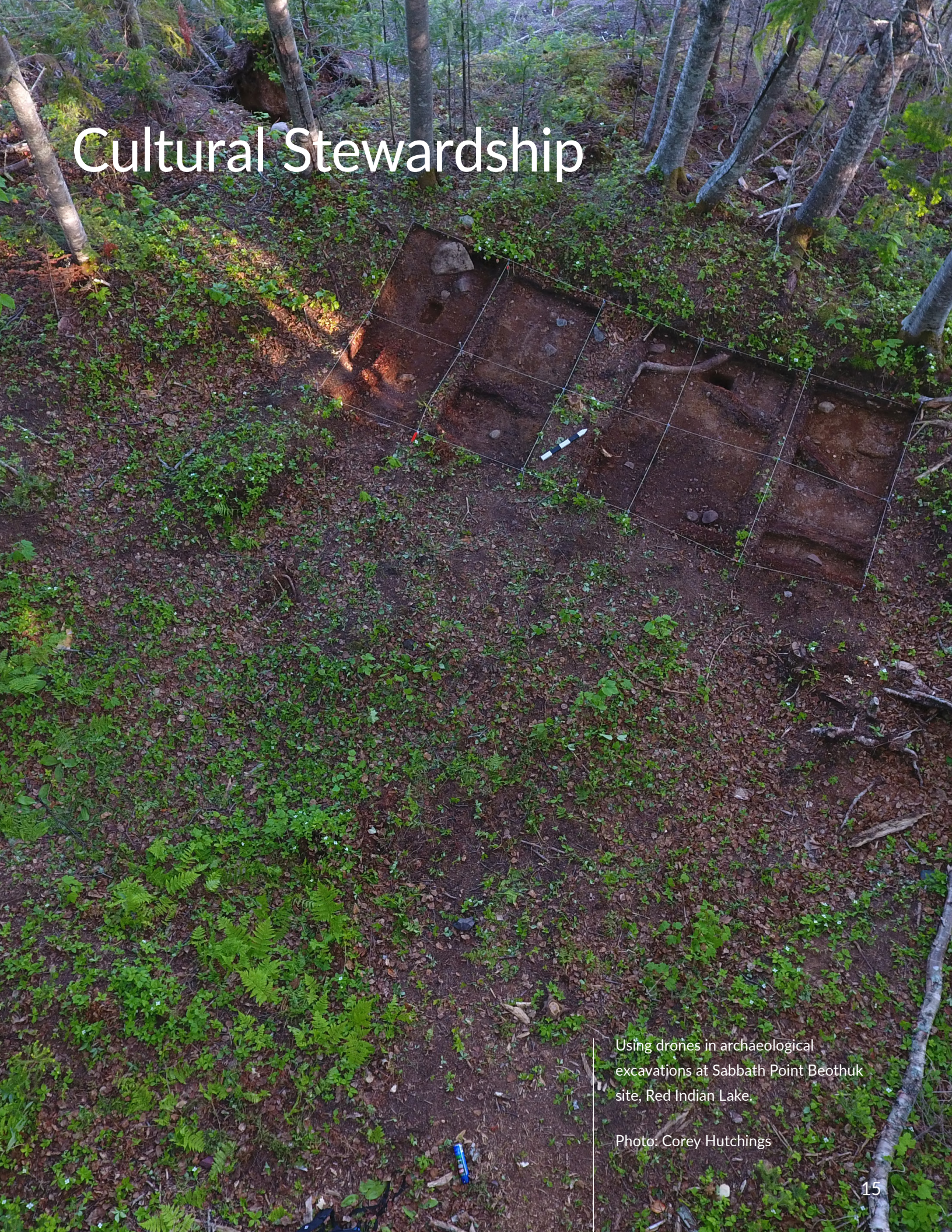
- 1.3 Initiate a review of cultural funding programs within the Department of Tourism, Culture, Industry and Innovation and its entities.

### Years Two to Five

- 1.4 Develop tools to help stakeholders navigate available resources.
- 1.5 Support the development of cultural plans and activities in Indigenous communities.
- 1.6 Identify opportunities to preserve and celebrate the Francophone culture in collaboration with the Office of French Services.
- 1.7 Collaborate with the Office of Immigration and Multiculturalism to facilitate ongoing engagement with cultural communities on their representation in the cultural sector.
- 1.8 Support the Department of Education and Early Childhood Development's policies around promoting culture in schools.
- 1.9 Collaborate with municipalities and regional stakeholders in the development of their cultural plans and maximize the use of community cultural facilities.
- 1.10 Explore options with cultural stakeholders to recognize groups and individuals that demonstrate leadership and excellence in community cultural development.
- 1.11 Support increased mentorship opportunities for the cultural sector.



# Cultural Stewardship



Using drones in archaeological excavations at Sabbath Point Beothuk site, Red Indian Lake.

Photo: Corey Hutchings



## The ongoing protection and management of the province's cultural resources is essential to preserving the foundations of our culture and to the creation of a vibrant, sustainable and creative society.

Cultural stewardship is a broadly-focused endeavor that strives to support, enrich and celebrate the innumerable components of a complex and ever-changing mixture of social customs, traditional knowledge, language, art, heritage and our relationship with the natural environment. Bound together, these elements are the basis of culture.



A Provincial Registered Historic Structure in Petites.

Photo: Petites Church Board

Government plays a key role in cultural stewardship of the province's tangible and intangible culture heritage. The **Historic Resources Act** is fundamental in this capacity by providing legislative protection for archaeological sites/objects, fossils, and historic resources. It also directs the research mandates of Provincial Historic Sites, Provincial Archaeology Office, and HeritageNL. The **Rooms Act** provides legislative guidance for the collection mandate of the provincial museum, archives and art gallery, and protection of its various collections.

Government actively supports cultural stewardship through our Provincial Historic Sites, Provincial Archaeology Office, Arts and Culture Centres, Intangible Cultural Heritage Program, HeritageNL Heritage Structure Designation Program, ArtsNL Awards, Art Procurement Program, and Arts and Letters Program.

Government also directly assists communities with the stewardship of its cultural resources. The Department of Tourism, Culture, Industry and Innovation funding programs provide support to facility operations and for the management of artifact, archival, and art collections. Funding programs also support artistic activity, safeguard intangible cultural heritage, and enable designated built heritage maintenance.

**"At Them Days Archives, we are keeping Labrador's heritage alive and sharing our stories with the world. Not only are we preserving documentary heritage in our archives for generations to come, we are also making it accessible to the public through our oral history magazine and our online portals. Without Them Days, many documents and photos important to our history and our cultures would be forgotten and deteriorating in attics - unknown to the people of Newfoundland and Labrador."**

Aimee Chaulk, Executive Director

Them Days Archives – Happy Valley-Goose Bay






Newman Wine Vaults

Provincial Historic Site





## Goal: Enhance the stewardship of the province's tangible and intangible cultural heritage.

- Update government's cultural related policies and legislation.
- Promote the benefits of cultural stewardship.
- Preserve, protect and operate government's cultural infrastructure.



## Actions

### In Progress

- 2.1 Support the ongoing protection and preservation of Newfoundland and Labrador's heritage assets.
- 2.2 Promote the community benefits of cultural stewardship.

### Years Two to Five

- 2.3 Update the Historic Resources Act to reflect recent developments in best practices in heritage resource management.
- 2.4 Collaborate with the Department of Transportation and Works to develop guidelines regarding Government-owned heritage buildings, cultural spaces, monuments, and public art on government property.
- 2.5 Update the Provincial Historic Sites Multi-Year Development Plan.
- 2.6 Collaborate with federal, provincial and territorial partners for the ongoing protection of artist's rights, stemming from Newfoundland and Labrador's Status of the Artist Act.
- 2.7 Work with our partners in Ireland and Parks Canada to advance the serial UNESCO World Heritage nomination of the Heart's Content and Valentia Cable Stations.
- 2.8 Explore recognition for groups and individuals who are cultural stewardship leaders in their communities.
- 2.9 Collaborate with federal partners to support the province's various cultural spaces.



# Creative Economy



Kellie Loder performing at  
MuisCNL Week 2018/Awards Gala



## In a place where culture is so profoundly part of daily life, it is no surprise that arguably our most recognized national and international exports come from our cultural sector.

The ability of the individuals and organizations within the cultural sector to maximize the value of their creative talents through the generation of intellectual property, exchange of reputational value, and stimulation of innovation has become a significant economic generator, not just for individual artists, but for the provincial economy as a whole. The extended reach of the creative economy is rapidly growing. With increased globalization, the melding of culture and commerce has the ability to provide a distinct image of a city, a region, a province.

The creative economy brings with it a significant social component. Artists and arts and heritage organizations have created powerful and successful networks, increased business supports, and use their creativity for social change. They are building social capital and creating successful social enterprises.

Government plays a key role in assisting professional artists and cultural organizations to maximize economic value from cultural activities. Artistic quality, cultural integrity, sustainability, market access, and professionalism are integral to maintaining economic stability in this sector.

The **Status of the Artist Act** recognizes the important contribution professional artists make to the economic and social well-being of our province and that fair compensation of professional artists is fundamental for the creation and use of their artistic works.

Government actively supports the creative economy through the provincial Arts and Culture Centres, the Department of Tourism, Culture, Industry and Innovation funding programs, ArtsNL funding programs, the Newfoundland and Labrador Film Development Corporation Equity Fund and tax credits, HeritageNL funding programs, the Art Procurement Program, as well as cultural tourism development and marketing support.

### “Culture is why we live here.”


– Paul Pope, Filmmaker and Producer



Hudson and Rex shoot.

Photo: Duncan de Young, Shaftesbury





## Goal: Ensure professional artists and cultural organizations in Newfoundland and Labrador have the ability to maximize economic value from cultural activities.

- Improve the promotion of professional artists.
- Promote private sector support for the cultural sector.
- Grow the opportunities for cultural products and export.



## Actions

### In Progress

- 3.1 Provide artists with financial, technical and other necessary resources to further develop new work and create meaningful connections with potential audiences.
- 3.2 Identify and support cultural tourism opportunities with tourism partners.

## Years Two to Five

- 3.3 Recognize and support the economic contributions of the culture sector through the Social Enterprise Partner Network and the Community Sector Working Group.
- 3.4 Identify and implement initiatives with our federal, provincial, and territorial partners, regarding domestic and international export opportunities for cultural products, digital content, artists and organizations.
- 3.5 Identify and support professional development opportunities for the cultural sector.
- 3.6 Collaborate with stakeholders to encourage more private sector support for culture.
- 3.7 Explore recognition for groups and individuals that show outstanding cultural innovation leadership in their communities.
- 3.8 Investigate the feasibility of an artist in residence program in Government.
- 3.9 Encourage partnerships with municipalities, the private sector, post-secondary institutions, and creative entrepreneurs to establish creative hubs and incubators.



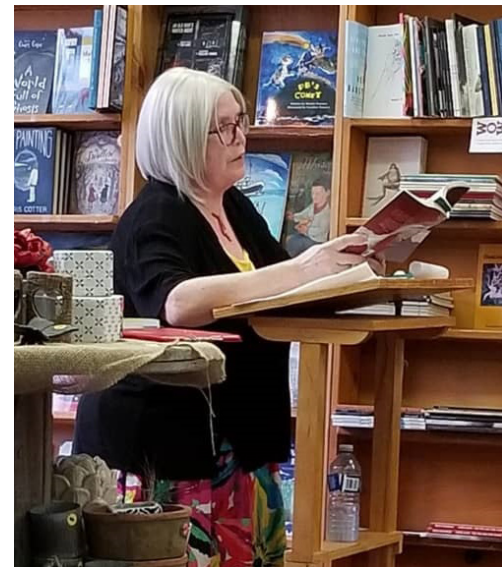
# Continued Collaboration

The effective implementation of this Cultural Action Plan over the next five years requires a collaborative approach between Government (including its crown entities), cultural sector organizations, community cultural organizations, artists, and the residents of Newfoundland and Labrador.

Government will take the lead where appropriate and actively engage cultural stakeholders and Indigenous communities in the implementation of the plan.

The Steering Committee will continue to oversee the implementation of the Cultural Action Plan, including representatives from:

- Department of Tourism, Culture, Industry and Innovation
- ArtsNL
- HeritageNL
- Newfoundland and Labrador Film Development Corporation
- The Rooms
- Canadian Heritage
- Memorial University
- Two rotating community reps: (arts and heritage)



Sub-committees will be established by the Steering Committee to provide advice as required, on the implementation of specific actions in the plan. Sub-committee members will be drawn from the cultural community, including sector organizations, and determined by the content of the action items. This enables us to focus the conversations and directly involve sector stakeholders in the process of achieving the identified outcomes.

A standing committee will be established with Indigenous communities/governments to implement Indigenous-related action items.





This page: DanceNL.

Opposite: Book reading by Mary Dalton.  
Photo: Writers Alliance of Newfoundland and  
Labrador



#### Cover

Lady of the Falls puppetry play by Tara Manuel. A partnership project with the Arts and Culture Centre – Corner Brook and the Barachois Pond Provincial Park.

Photo: Arts and Culture Centres

#### Inside Cover

Louise Markus. Rock N Roll Forever. 2014.

Photo: Provincial Art Bank, The Rooms

Louise Markus studied at Concordia University. Her work has been exhibited across Canada and the United States, and in 2012 she also exhibited and taught a workshop in Istanbul, Turkey. She currently lives in Pouch Cove.

#### Back Cover

Jonathan Howse. Icon. 2017. Oil acrylic and spray paint on canvas.

Photo: Provincial Art Bank, The Rooms

Jonathan Howse has studied at Pearson College (BC), San Francisco Art Institute, Nova Scotia College of Art and Design, and Memorial University. He currently spends his time between Bonavista and St. John's.



