



CREATIVE
NOVA SCOTIA
LEADERSHIP
COUNCIL

Annual Report

2018- 2019

Letter to the Minister of Communities, Culture and Heritage

Dear Minister Glavine:

I am happy to present you with an Annual Report detailing the activities of the **Creative Nova Scotia Leadership Council** in 2018 and 2019 (April 1 to March 31). Outlined are highlights of our work to continue elevating the profile of culture in Nova Scotia – a fulfillment of our long-standing partnership with your department.

In this, my first term as Chair, I was thrilled to oversee the official launch of our paper titled ***Culture in Action: Demonstrating the Social Benefits of Culture***. The result of several years of research and outreach by our council, it presents stories that expand the understanding of culture's importance in the Nova Scotia. Three years into the province's commitment to the Culture Action Plan (CAP), we are certain this document will invigorate the ongoing conversations about the vitality of this crucial sector.

In addition to the release of this paper, the CNSLC undertook two other key initiatives this year: strengthening the relationship between the culture and tourism sectors, and re-evaluating the internal structures and policies of our council – particularly around the issue of diversity. In both regards, the work has been fruitful, but it certainly continues.

We were heartened to receive new data from Statistics Canada on economic trends in Nova Scotia culture and sport, showing increases to culture's contribution to the provincial GDP as well as to the job market. Our council's subcommittee on the Status of the Artist (a joint committee with Arts Nova Scotia) also delivered encouraging updates on proposals to impart benefits for mature and elder artists in the province under the Status of the Artist Act.

It is my pleasure to acknowledge the contributions of all Council members, whose collective passion for a shared vision of culture as a pillar of sustainability is the main driver of our work. This year we welcomed two new members: **Evelyn White** and **Nancy Oakley** who have energized our conversations with new outlooks and experiences. Continuing members **Margie Beaton, Robert Bernard, Laurie Dalton, Martine Durier-Copp, Troy Greencorn, Scott Long, Laura Mackenzie, Marcel McKeough, Pamela Scott-Crace, Peggy Tibbo-Cameron, Virginia Stephen,** and **Rose Zack** remain enthusiastically committed to our work together and their contributions are invaluable. I extend special recognition to Margie, Martine, Troy, Marcel, Peggy, Virginia, Pamela and Peter Dykhuis for the tremendous amount of work and energy they contributed to the *Culture in Action* paper.

Council continues to value its active partnership with CCH staff. We offer endless appreciation for the contributions of **Andrew Sare**, who skillfully steers our annual work planning; and for **Chelsea Prime**, who masterfully coordinates logistics, requests, and reminders. The support of these individuals elevates and enhances our work immeasurably.

As she prepares to take on a new role, we must also acknowledge the energetic participation of Deputy Minister **Tracey Taweel** over the past three years. We wish her well in her new position, and look forward to working with incoming Deputy Minister **Justin Huston** and Associate Deputy Minister **Melissa MacKinnon**. And - as always, Minister - we are grateful for the opportunities we have had to engage directly with you this year.

Sincerely,



Trevor Murphy, Chair

Who We Are

The Creative Nova Scotia Leadership Council (CNSLC) is a partnership between the cultural sector and the Department of Communities, Culture and Heritage. In consultation with the cultural community, the CNSLC facilitates the development, preservation and promotion of arts and culture.

The CNSLC reflects a broad cross-section of the culture sector in Nova Scotia. The Council is a primary advisor to the Minister of Communities, Culture and Heritage, the Department and government on issues related to cultural development in Nova Scotia. The Council also provided leadership on the development of the province's *Culture Action Plan*, and works with government to support the underlying purpose and intention of the *Status of the Artist* legislation.

Members of CNSLC are selected through a sector call for interest and an open nominations and approval process. CNSLC is composed of fifteen individuals who collectively represent interests from Nova Scotia's culture sector. Thirteen are nominated by the Council itself from a list of individuals who have applied to sit as sector members, and then appointed by the Minister.

- One (non-voting) member is appointed by ArtsNS to represent them at the Council table.
- Two members are representatives from the Department of Communities, Culture and Heritage.
- Thirteen sector members are appointed for three-year terms and may only serve two consecutive terms.

Selection of members includes the following criteria; education, skills and background; relative experience within Nova Scotia's arts and culture sector; creation of a balance of representation by geographic region, the arts, cultural industries and cultural diversity; commitment to the process and ability to attend meetings.

What We Do

- *Vision*
Nova Scotia is where creativity and cultural expression thrive as the fourth pillar of sustainability.
- *Mission*
Provide leadership to the creative community and counsel to the Nova Scotia government on the development of policy that elevates culture and creative expressions within the provincial government and the province.
- *Values*
Creativity, Excellence, Growth and Development, Inclusion, Partnership and Collaboration, Transparency, Fairness

CNSLC Membership (as of June 6, 2019)

Trevor Murphy (Chair) of Halifax is an award-winning publicist (Pigeon Row), radio host (Halifax Is Burning), industry professional (Acadian Embassy), and musician (Quiet Parade). A devoted member of the East Coast's vibrant music community for fifteen years, Trevor works tirelessly to champion Nova Scotian music, art, and cultural history. His profound relationship with the south shore and his Acadian roots are steadfast drivers of his passion for sharing our stories.

Robert Bernard (Vice-Chair) of We'koqma'q Mi'kmaq Nation of Unama'ki (Cape Breton) is the President & CEO of Diversity Management Group (DMG), a consulting firm specializing in Indigenous engagement, facilitation & capacity development. His interest is in promoting all cultures through innovative support frameworks for the arts, crafts and cultural tourism industries that will work towards producing sustainable and meaningful initiatives. His involvement in cultural tourism provincially has also led to his previous appointment to the national board for the Indigenous Tourism Association of Canada (ITAC) and currently works on contract as the Atlantic Region Coordinator for the national body.

Pamela Scott-Crace (Secretary) of Halifax is a former magazine professional, and produced editorial content and events focusing on entrepreneurship, creativity, and innovation. She began her career in the late 1980s at *Atlantic Insight* and *Atlantic Books Today*, before spending 18 years with *Progress* magazine. As a community-minded volunteer, Pamela is the chair of the board of Mocean Dance and chair of board of the Discovery Centre. Currently, she is a freelance Design Thinking facilitator and a sessional instructor of magazine publishing at University of King's College School of Journalism.

Margie Beaton of Baddeck has taken on active roles with groups like Stòras na h-Òigridh/Treasures of Youth, an endowment fund dedicated to youth seeking financial aid in Gaelic development, and the Celtic Heart of North America, a cultural tourism-based marketing cooperative. It's through her work at Colaisde na Gàidhlig/the Gaelic College where her passions ignite, both within her chosen field of marketing and grassroots cultural learning, especially with youth. The unique, non-profit institution also runs an island-wide music festival, KitchenFest!, fueling the local traditional music scene, fostering relationships with on-island partners, and creating economic impact for the whole of Cape Breton Island. Additionally, Margie keeps busy within her work and voluntary contributions as a graphic designer.

Dr. Laurie Dalton of Wolfville is Director/Curator, Acadia University Art Gallery and Adjunct Professor, Dept. of History and Classics, Acadia University. She serves on the art in public spaces committee for the town of Wolfville and on the board of directors for the Lieutenant Governor of Nova Scotia *Masterworks Arts Award*. Her research is cross-disciplinary with a focus on museums, display and audience within transnational frameworks.

Dr. Martine Durier-Copp of Halifax is a professor at Dalhousie in the Faculty of Management (Public Administration), and the Director for the Centre for Executive and Graduate Education. She has a comprehensive understanding of government policy and political science aspects of governance, as well arts and cultural administration. Originally from Quebec, she has a Master's of Musicology. She is a strategic thinker with an arts background in the field of dance, particularly flamenco. Her company, *Flamenco en Rouge*, performs nationally and is supported by the Canada Council for the Arts. She also serves on the board of various arts organizations locally.

Mhiran Faraday (Arts Nova Scotia) of Halifax is a Nova Scotia-based Arts Administrator currently working with the Banff Centre. Previously, she was Executive Director of Debut Atlantic and has worked with Symphony Nova Scotia and in the theatre sector.

Troy Greencorn of Canso is the Artistic Director and Founder of the Stan Rogers Folk Festival, an international festival of songwriters in its 18th year. Troy is also the Executive Director of the deCoste Centre in Pictou. His career has spanned numerous aspects of the sector as well as ECMA and countless community development organizations.

Scott Long of Halifax is the Managing Director and Executive Producer of the Royal Nova Scotia International Tattoo. Scott also serves as the Chair of the Link Performing Arts Society and Treasurer of the Dartmouth and District Pipe Band Association. Scott is a long-time highland bagpipe player and competes with the 78th Highlanders Halifax Citadel Pipe Band (Grade I).

Laura Mackenzie of Halifax is the Executive Director of Screen Nova Scotia. An experienced programming consultant and industry market director, Laura offers a demonstrated history of activating growth for non-profit film industry organizations across Canada, this includes creating the vision for and executing FIN Atlantic International Film Festival's Strategic Partners event, an international film and television co-production/co-financing market, from 2013-2017. In addition to her Nova Scotia based roles, she has served, for the past three years as the Programming Consultant for the Canadian Media Producers Association's annual conference, Prime Time in Ottawa.

Marcel McKeough of Halifax is a staff appointment with the Department of Communities, Culture, and Heritage and a member of Council's Executive. Marcel is the Executive Director of the department's Culture and Heritage Development Division. He has extensive experience in Nova Scotia's cultural sector and is former Chair of the East Coast Music Association.

Nancy E. Oakley of Eskasoni is a first nation artist of Mi'kmaw and Wampanoag descent. Nancy creates culturally significant vessels that imbue her spiritual and traditional knowledge and honour her role as a mother. She creates her pieces by using a wheel or by hand, building larger sculptural vessels that find inspiration in nature and the creation of life. She incorporates traditional practices in her creations, such as stone polishing and smoke firing and later embellishes each piece with traditional Mi'kmaw black ash basketry, intricate beadwork and/or the spiritual element of sweetgrass.

Virginia Stephen of Lunenburg is an educator, gallery director, consultant and arts facilitator. Virginia has engaged people of all ages with art, with her own art practice working in mixed media and fibre underlying her education endeavors. She is actively engaged in volunteer leadership and has served on the boards of the Canadian Museums Association, the Canadian Art Gallery/Museum Educators, the Edmonton Arts Council, the Alberta Premier's Council on Culture, the Edmonton Heritage Council, and the board of artist run centres and community arts organizations in Edmonton and Nova Scotia.

Peggy Tibbo-Cameron of Halifax is a staff appointment with the Department of Communities, Culture and Heritage, and a member of Council's Executive. Peggy is the Department's Director of Research and Government Relations. Prior to joining culture, Peggy was the lead staff member in the Tourism Division during the visioning, development, and implementation of the Tourism Partnership Council and its first Tourism Strategy. She has extensive experience in both the private and public sector.

Rose Zack of Halifax is a community and cultural organizer. Rose’s passion for art, culture, and community has fueled her involvement in cultural and heritage organizations across Canada. Prior to moving to Halifax in 2007, Rose was a Public Programmer at Calgary’s Glenbow Museum. She is currently External Relations Manager with FIN Atlantic International Film Festival in Halifax. Rose is actively engaged in her community and has served on the boards of several local and national arts organizations including Youth Arts Connections, Linda Joy Media Arts Society, ArtCity Calgary, Centre for Art Tapes, Business for the Arts – ArtScene Halifax, Youth Art Connection (YAC) and as a founding organizer and past chair of Nocturne: Art at Night.

Evelyn C. White of Halifax is a former reporter for the *San Francisco Chronicle*, White is the author of *Alice Walker: A Life*. Her articles, essays and reviews have also appeared in such publications as The Chronicle Herald, The Halifax Examiner, The Nova Scotia Advocate, The Coast, The Globe and Mail, The Vancouver Sun, The Wall Street Journal, The Washington Post, The Arizona Republic, The Philadelphia Inquirer, The Seattle Times, and Adventure Journal, Essence, Herizons, Canadian Immigrant and Smithsonian magazines. Ms. White is a graduate of the Columbia University Graduate School of Journalism and she also holds degrees from Harvard University and Wellesley College.

Council Structure

To effectively manage workload, Council is divided into committees that, under the guidance of the executive and Council as-a-whole, strive to carry out council's priorities in a timely and efficient manner. Committees meet and work independently and provide support to each other, according to their specialty and skill set, as needed. Communications continuously flow within council, between members and committees

Committees of the Council include:

- **Executive**
Drives Council’s overarching direction and ensures that decisions made at council meetings are acted upon in a timely manner.
- **Initiatives**
Completes projects and special initiatives for the council.
- **Operations**
Outlines and operationalizes Council’s work and processes.
- **Communications**
Develops frameworks for Council’s interface with the sector and the public; develops strategy for dissemination of information.
- **Nominations**
Provides direction in developing and maintaining Council’s human resources including, but not limited to, the annual process of soliciting and appointing new members. A sub-committee is focusing on reaching diverse members of the cultural community.

CNSLC members also participate in joint committees with counterparts from ArtsNS. These committees include:

- **Arts Investment Joint Committee**
Considers and provides recommendations to the CNSLC and ArtsNS regarding opportunities for new investment-support directions, as well as use of the Arts Endowment Fund.
- **Creative Awards Gala Joint Committee**
Provides long-term direction and annual decision-making in the planning of the Creative Awards Gala.
- **Status of the Artist Joint Committee**
Works to advance and report on government's Status of the Artist Legislation.

2018/19 Highlights and Accomplishments

The Creative Nova Scotia Leadership Council reports to government on its operations over the fiscal year April 2018 to March 2019. Over this period the Council met six times with five meetings in Halifax and a community event and AGM held in Yarmouth. Council's priorities in 2018/19 included finalizing and delivering its report about the social benefits of culture, examining internal council structures to better reflect diversity and inclusion, and engaging partners to strengthen relationships between the culture and tourism sectors by putting a renewed focus on cultural tourism.

Culture in Action: Demonstrating the Social Benefits of Culture

Building from community engagement in 2017/18 the Council invited community to meet with it June at the deCoste Performing Arts Centre in Pictou for an event called "**Culture Talks.**" The public event served to discuss with community representatives the social impacts of culture, reflecting a growing understanding of not only its economic impact, but also how culture can foster healthier and resilient communities with more vibrancy and social cohesion. Three panels were convened at the event: *Social Benefits of Culture, Established Models and New Dynamics, and Emerging Projects and Informal Networks.*

The first panel – "Social Benefits of Culture" – consisted of **Steve Ashton**, Vice President of People and Organization Development at the IWK Health Centre, **Heather MacDonald**, Executive Director of the MacPhee Centre for Creative Learning, and **Ian Grant** a music educator, musician and Event Coordinator for New Glasgow's Art at Night.

The second panel – "Established Models and New Dynamics" – included scholar, activist and producer **Dr. Mary Elizabeth (M.E.) Luka**, CNSLC member **Virginia Stephen**, **Alyce MacLean**, Special Projects Manager at the Purdy Crawford Chair in Aboriginal Business Studies at Cape Breton University, and **Michael Fuller**, Chairperson of the Board of Directors of Parrsboro Creative.

The final panel – “Emerging Projects and Informal Networks” - included CNSLC members **Rose Zack** and **Troy Greencorn** as well as **Eric Stackhouse**, Chief Librarian of the Pictou-Antigonish Regional Library, and **Paula Davis**, Marketing and Events Manager and Recreation Director at the Port Hawkesbury Civic Centre.

Culture Talks 2018 greatly informed Council’s ***Culture in Action: Demonstrating the Social Benefits of Culture*** report ([released in June 2019](#)), which has been a predominate focus of Council’s work in both 2017/18 and 2018/19. Research and stories related in this report include the following themes:

- the importance of cultural expression to foster understanding
- the dynamics of hubs and clusters
- the conditions that spark creativity

This work serves to further support ongoing with Nova Scotia’s *Culture Action Plan* (Province of Nova Scotia 2017) as well as Council’s 2014 report *Culture: Nova Scotia’s Future*, which recommends approaches to sustain the economic importance of culture.

Diversity and Inclusion

At our final business meeting in June 2018, Council identified a priority to embolden more robust practices and policies to enhance diversity and inclusiveness both in the makeup of the advisory board and in its thinking.

As the outset of the new term in September 2018, Council began this work by ensuring place protocol practices were built into every agenda. In January 2019, the Council met with **Anne-Marie Delorey** and **Danielle Elias** from the Nova Scotia Public Service Commission to deepen understandings surrounding these issues and also to identify avenues through which we could further these initiatives internally. One recommendation stemming from this conversation was to hold CNSLC meetings in physical places that better represented Nova Scotia’s vibrant communities. In March 2019, Council held its business meeting at the Delmore Buddy Daye Learning Institute in Halifax (DBDLI). A further recommendation included creating space on business meeting agendas for topics representing diverse perspectives. For example, we hosted presentation on the International Decade for People of African Descent, a history of the DBDLI, and a backgrounder on Neptune Theatre’s production of musical adaptation of Alice Walker’s *The Colour Purple*. Earlier in the year, councillor Robert Bernard provided a very brief overview of Treaty Education to foster better understanding of the cultural values that inform land acknowledgements.

Moving into next year, Council seeks to continue to build on practices to enhance diversity and inclusiveness. We also endeavour to develop recommendations for future outreach specific to attracting and retaining members that serve to best represent Nova Scotia’s rich and diverse population.

This work is continuous and evolving.

Cultural Tourism

Council adopted a 'work-back' strategy in planning its 2018/19 business meetings, using the location of our year-end AGM and annual public outreach forum to inform discussions and guests. Identifying Yarmouth as the host region for these events, we adopted a focus on cultural tourism. This focus also gave us the impetus to strengthen relationships between the culture sector and the tourism sector.

In March, the council met with **Judy Saunders** and **Darlene Grant Fiander** from the Tourism Industry Association of Nova Scotia (TIANS), and **Michelle Saran** and **Danny Bartlett** from Tourism Nova Scotia (TNS) regarding how the two sectors might work in areas of common interests. Topics of discussion included:

- A presentation on the economic impact of culture
- The Department of Communities, Culture and Heritage's Creative Industries Fund
- Nova Scotia's Events Strategy
- KitchenFest, an 8-day, language and music-based festival
- How the Canada 150 Fund used culture to promote Nova Scotia and its diverse cultures.
- the UN Decade for African Decent, which was proclaimed in Nova Scotia on May 8, 2018.
- The Tourism Strategy and work taking place within the tourism industry.

There was mutual agreement with TIANS and TNS that increased collaboration between the three councils would be beneficial for both sectors, and the CNSLC invited members of the tourism community attend the CNSLC AGM in June in Yarmouth.