

cultural professionals

communities
everyday life

Cultural Policy for New Brunswick

culture
and economy

collective
heritage

professional artists

Cultural Policy for New Brunswick

Cultural Policy for New Brunswick

Published by:

Wellness, Culture and Sport (formerly Culture and Sport Secretariat)

P.O. Box 6000
Fredericton, New Brunswick
E3B 5H1
Canada

First printing February 2002
Reprint May 2007

ISBN 1-55236-730-4

Printed in New Brunswick

CNB 4385

Acknowledgements

The Province of New Brunswick acknowledges with gratitude the participation of its many stakeholders and employees who contributed to the development of a Cultural Policy for New Brunswick.

The Province of New Brunswick extends its sincere appreciation to the members of the Working Group who dedicated considerable time and effort in the development of a document that reflects the trust and aspirations of their communities. The Province recognizes the commitment and vision of the following members who represent a cross-section of the Province's Arts and Heritage organizations:

Anne Allain	Department of Education
Wayne Burley	Heritage Branch, Culture and Sport Secretariat
Zénon Chiasson	Post-secondary education
Jeanne-Mance Cormier	Association Museums New Brunswick
Marie-Paule Doucet	Arts Development Branch, Culture and Sport Secretariat
Jeanne Farrah	Coalition acadienne pour le financement des Arts
Jane Fullerton	New Brunswick Museum
Carmen Gibbs	Association acadienne des artistes professionnel.le.s du NB
Charlotte Glencross	Fredericton Arts Alliance
Richard Hornsby	New Brunswick Arts Board; New Brunswick Arts Council
Mark Kristmanson	New Brunswick Arts Board
Brenda Orr	Moncton Museum
Aline Saintonge	Culture and Sport Secretariat
Paulette Thériault	Cultural sector consultant
Caroline Walker	Culture and Sport Secretariat
Fran Ward-Francis	New Brunswick Arts Board

Table of Contents

- Acknowledgements iii
- Introduction 1
- Cultural Policy Framework 2
- Definitions 3
- Policy Context 5
 - Vision 5
 - Mission. 5
 - Beliefs 6
 - Guiding Principles 7
- Policy Goals and Strategies 9
 - A. Culture in Everyday Life 10
 - B. Professional Artists and Cultural Professionals 13
 - C. Our Collective Heritage. 15
 - D. Culture and the Economy 16
- Roles and Responsibilities of the Province and its Cultural Partners 18
- Conclusion 22

Introduction

Culture is a broad concept that comprises many spheres of activity. It can be defined as the way of life of a people, and in fact, it incorporates all the traits and elements that distinguish a given society as it evolves over time, including its identity and its vision of the world. Culture also includes the values, beliefs, customs, languages, and traditions of a society. Culture permits members of a group to relate to each other and to the world, and to communicate and develop their creative potential. In other words, culture is a complex set of solutions that a human community inherits, adapts, or invents in order to cope with the challenges of its natural and social environment.

While the concept of culture as defined in its broadest sense encompasses most aspects of our everyday lives, the focus of this policy will be on the cultural areas of natural and human heritage, arts, cultural industries, and cultural enterprises of New Brunswick.

Culture permeates the daily lives of New Brunswickers in many ways. Visits to museums and art galleries, public displays of artwork, theatrical, musical and dance performances, community festivals and heritage fairs, and appreciation of natural heritage are all examples of how culture touches our lives.

Everyone in society shares the responsibility for encouraging and supporting culture. Serving as a representative of the people, the Government of New Brunswick is entrusted with the task of nurturing culture, sustaining it, and preserving it for succeeding generations.

The provincial government has a leadership role to play in fostering multifaceted partnerships and coordinating the actions of the different levels of government, as well as various provincial departments and agencies.

The successful implementation of this cultural policy relies on the leadership of Government, the strength and vitality of partnerships, and more specifically, the significant contributions of our artists, cultural professionals, volunteers, private-sector organizations, and community groups.

Every day, the cultural lives of New Brunswickers are enriched by the significant contributions of our artists, cultural professionals, volunteers and community groups. In turn, the growth, development and quality of cultural activities, programs and infrastructure inspire pride and further commitment from the community.

Cultural Policy Framework

The provincial government has taken responsibility for protecting and enhancing the cultural heritage and artistic expression of its residents. The lead responsibility for the development and coordination of cultural policy within the province of New Brunswick rests with the Minister responsible for the Culture and Sport Secretariat. In order for the Government of New Brunswick to play a consistent and valuable role in the cultural sector, it must have broad cultural policy objectives and priorities through which it can formulate specific initiatives.

The cultural policy provides a framework to clarify government's mandate and priorities by addressing the following:

- Vision
- Mission
- Beliefs
- Guiding principles
- Policy goals and strategies
- Roles and responsibilities of the province and its cultural partners

The vision, mission, beliefs, and guiding principles describe the foundation upon which the goals and strategies are established. The goals and strategies, in turn, identify the province's mandate with respect to culture and the general directions to be pursued. A description of the roles and responsibilities of the key cultural partners provides a structure within which action will be taken to pursue the cultural policy mandate.

The goals and strategies are developed within four interdependent themes:

- A. Culture in everyday life
- B. Professional artists and cultural professionals
- C. Our collective heritage
- D. Culture and the economy

The Cultural Policy for New Brunswick is not a static document; it will evolve over time. What will not change is government's commitment to the ongoing development of culture in our province. With this in mind, the Government will establish a process for the periodic review of its cultural policy.

Definitions

Arts

Art: A process of human creation/invention of an original idea with aesthetic content. For the purposes of this policy, the arts are defined as including the visual arts, the literary arts, crafts, music, theatre, dance, performance, media arts and interdisciplinary arts. A work of art is produced by the transformation of an original idea through the artist's skill, technique and knowledge.

Professional artist: An individual who practises an art and aspires to earn a living thereby, who offers his or her services as a creator or performer in one or more arts disciplines in return for remuneration, and who is recognized by his or her peers.

Professional arts association: A nonprofit organization whose aim is to improve the professional lives of artists by directly furthering the interests of artists, creators, arts organizations, and members of the arts community through activities related to policy development and delivery of professional services, including public awareness and arts advocacy.

Professional arts organization or company: A non-profit organization dedicated to the creation and/or production and/or dissemination of art on a professional basis.

Heritage

Heritage: The tangible and intangible aspects of our natural and cultural past, from prehistory to the present. Tangible aspects include buildings and structures, archaeological sites, cultural landscapes, cemeteries, sacred places, monuments, artifacts, specimens and collections. Intangible aspects include beliefs, ideas, customs, language, religion, stories and many others.

Professional heritage association: A non-profit organization whose aim is to improve and support those working in the areas of museums, historic sites, archaeology, heritage preservation and archives, through activities related to policy development, professional development and standards, information sharing and heritage advocacy.

Generic

Cultural development organization: Non-profit organization that fosters cultural development in the community by offering cultural programming that cultivates and promotes the talent of young artists and supports members of the cultural community by raising public awareness of arts and/or heritage.

Cultural enterprise: Private company, commercial or non-profit organization engaged in the distribution, promotion or sale of cultural products.

Cultural industry: Activities dealing largely in symbolic goods whose primary economic value is derived from their cultural value. For the purpose of this policy, the term cultural industry refers, for the most part, to broadcast media, film and video, publishing, recorded music, design, architecture, and new media. In addition, the policy recognizes that the traditional arts such as visual arts, crafts, theatre, music, dance, concerts, performances, literature, museums and galleries, whose activities have been eligible for public funding as art, are contingently implicated in the success and vitality of the cultural industries.

Cultural product: Physical or experiential result of artistic or heritage endeavours available for purchase or consumption. It includes festivals, performances (theatre, dance, music) visual arts, fine crafts, museums, historic sites, libraries and all the products that result from the cultural industries.

Cultural professional: An individual whose education or experience qualifies him/her to work in the creation, research and understanding, management, dissemination, and/or promotion of arts and/or heritage.

Cultural resource: The tangible or intangible component of art and heritage, as well as the infrastructure and financial support required to create, develop and maintain the component.

Cultural tourism: Tourism motivated by an interest in other peoples, other places, and other cultures. Typically, this interest focuses on museums and art galleries, arts events and cultural festivals, historic sites, authentic cultural attractions, heritage attractions, architecture, and local customs and cuisine.

Culture: In the broad sense, everything that relates to the way of life of a people, a particular group, or a civilization. It may include language, beliefs, customs, traditions, artistic expression, etc., but is not limited thereto. For the purpose of this cultural policy, the word “culture” comprises natural and human heritage, the arts, and cultural industries and enterprises.

Infrastructure: Resources that support and/or provide public access to the arts and heritage, including access for artists and others working in culture, for the creation, production, dissemination and promotion of arts and cultural products. These resources include:

- a) arts, heritage, and cultural facilities and equipment;
- b) organizational structures;
- c) human resources; and
- d) training and educational structures.

Policy Context

Vision

New Brunswick takes pride in its roots, its natural environment, its rich cultural heritage built by its past generations, the diversity of its contemporary cultures, and the creative work of its artists.

New Brunswick is blessed with the presence of its two official languages, which gives it a privileged position within Canada. Furthermore, the province is enriched by the achievements of the various First Nations communities, the French, the Acadians, the English, the Scots, the Irish, and the many other cultural groups that have chosen New Brunswick as their home.

New Brunswick wants to ensure that its residents and future generations can benefit from a healthy, stimulating, and unique cultural environment, one that fosters a sense of pride, identity, belonging and openness to the world.

New Brunswick is determined to promote and value the rich diversity of its many cultures, its artistic and heritage resources, and the excellence of all forms of artistic expression found within its borders, all of which gives the province an enviable quality of life.

Mission

The Government of New Brunswick will provide leadership and work with other levels of government, communities, stakeholders, and the private sector to ensure that culture in the province continues to grow in a spirit of respect for various languages and cultures. New Brunswick will encourage cultural development by promoting such things as artistic excellence and intercultural dialogue and exchange. The Government of New Brunswick intends to invest resources to recognize and appreciate its heritage, to foster excellence in the work of its artists, and to promote the cultural diversity that flourishes on its soil. It also intends to take steps to develop a wider audience and improve access to cultural resources for its residents.

Beliefs

This Cultural Policy is based on the following fundamental beliefs held by the Government of New Brunswick.

The Government of New Brunswick believes:

- That culture substantiates our society, helping us to define who we are as a people.
- That its two official linguistic communities constitute a strength that must be preserved and promoted, thereby reinforcing New Brunswick's unique cultural identity within Canada.
- That it is vital that Maliseet and Mi'Kmaq cultures survive and prosper.
- That New Brunswick is enriched by the presence of a dynamic Acadian culture that is contemporary and open to the world.
- That multiculturalism stimulates new ideas and challenges us to look at life in other ways, and that the contributions of the Anglophone, Francophone and other cultures living in the province enhance the lives of all New Brunswickers.
- That, beginning early in life, culture has a profound beneficial effect on the development of the individual, and that this needs to be supported by education and lifelong learning opportunities.
- That the expertise of professional artists and heritage professionals must be valued and recognized.
- That artistic independence, professional integrity, the pursuit of excellence and freedom of expression must be encouraged and supported.
- That culture, including cultural industries and enterprises, plays an important role in the economic prosperity of our province and our country.
- That heritage resources are important, and that heritage stewardship encompasses our cultural and natural environment, inherited from the past, contributed to by the present, and handed on to the future.
- That it has a responsibility, in partnership with others, to protect and enhance the cultural heritage resources and artistic expression of New Brunswickers.

Guiding Principles

The following principles will serve to guide the Government of New Brunswick in establishing goals, developing broad strategies and new initiatives, and reviewing existing programs.

Quality of Life

Culture is a measure of the vitality, quality of life and health of a society. Cultural heritage and artistic activities play a significant role in sustaining and enhancing the social, educational, economic, and intellectual life of each New Brunswicker.

Official Languages

New Brunswick takes pride in being the only officially bilingual province in Canada. The New Brunswick Legislature and Government are committed to preserving and promoting that status.

Diversity

The cultural expression and heritage of New Brunswick's diverse communities contribute to its cultural fabric and weave a unique cultural identity within Canada. Each New Brunswicker should be proud to share with others the richness of his or her cultural background and celebrate the province's diversity.

Access

Residents of New Brunswick need access to cultural resources and activities, given the many benefits derived from exposure to them. New Brunswickers living both in rural and urban communities should have fair access to cultural resources and activities.

A Competitive New Brunswick

The economic benefit of cultural products and activities, as well as the associated employment opportunities, are of growing importance to New Brunswick. A supportive environment for the growth of the province's cultural sector is a sound investment that will help position New Brunswick competitively within global markets.

Leadership

Cultural resources and infrastructure are essential to the vitality and growth of culture. Developing them is a shared responsibility, requiring the leadership of Government, the establishment of partnerships, and consultations with artists and cultural professionals in areas of cultural policy.

Creativity and Excellence

Creativity is a source of well-being. However, it cannot develop in a vacuum; it needs a nurturing environment. Creativity and excellence can best be nurtured in an environment supported by appropriate infrastructure, where there are opportunities to acquire the necessary knowledge and competencies, where creativity can be freely expressed, where the pursuit of a career in a chosen discipline is encouraged, and where excellence is rewarded.

Critical, Creative and Independent Thinking

Creative, critical and independent thinking are essential for a healthy and flourishing society. These skills, acquired through education and lifelong learning opportunities, are fundamental to the development of a vibrant culture.

Stewardship

Our natural and cultural heritage establishes the foundation upon which our society is built, and must be passed with care from generation to generation. New Brunswickers must respect the integrity and take responsibility for the stewardship of our natural and cultural resources to ensure their preservation and enhancement for future generations.

Valuing the Cultural Community

The contribution of the cultural community is valued. The need for balanced recognition among cultural sectors and arts disciplines is acknowledged.

Sustainability

The strength of organizations supports artistic creation and excellence. New Brunswick arts and heritage organizations require the skills and resources to thrive in a changing environment and to achieve long-term viability.

Policy Goals and Strategies

The policy goals and strategies identified below establish the general direction that will be pursued by the Province regarding arts and heritage, in order to move New Brunswick toward the ideal described in the Vision for this policy.



The goals and strategies are developed within four interdependent themes:

- A. Culture in Everyday Life;
- B. Professional Artists and Cultural Professionals;
- C. Our Collective Heritage; and
- D. Culture and the Economy.

These subtopics help to focus our efforts, with the understanding that many of the strategies listed in one section will have an effect on the successful attainment of goals in other sections. As depicted here, the four themes are pieces of a puzzle that can be seen to describe culture in New Brunswick. All of the pieces are needed to create the whole. The success of each part depends on the strength of the others, and the strength of culture in New Brunswick as a whole depends on the successful management and coordination of the four parts.

A. Culture in Everyday Life

Culture defines the identity of a people and draws them together, creating a sense of cohesion. Access to cultural experiences, activities and education influences our personal and collective development.

Social Development

A vibrant culture is part of daily life and contributes to personal development, as well as to that of the whole community. Living and learning the traditions of our own heritage instills a sense of pride in who we are and the achievements of our ancestors. Opportunities to experience and learn about the way of life and traditions of others encourage understanding, appreciation, and respect for other people. Our lives are enriched and mutual understanding is increased through opportunities to experience our neighbours' traditions and cultures, including their contemporary works of art. In New Brunswick, we seek to ensure the continuation of an open-minded society built on mutual respect between our cultural communities.

Education

Culture contributes to our quality of life and enhances our personal well-being by providing opportunities for lifelong learning. A balanced education that includes the arts and history (as well as prehistory) develops the full range of human potential.

Children, before learning to read or write, communicate instinctively through visual expression, movement, and music. It is essential that New Brunswick's children be encouraged and provided with opportunities to express themselves and take part in the creative process at the earliest possible age and throughout every stage of their formal education. Through education in the arts, children not only acquire an appreciation and knowledge of the arts, but also learn to think creatively and critically. Those who gain competency in an art form do so by developing self-discipline and learning important life skills about what can be achieved by perseverance, focus and daily practice.

A school curriculum that encourages arts literacy gives students a lifelong appreciation for the arts and ensures a knowledgeable audience for the work of professional artists in the future. Furthermore, encouraging children to be creative from the time they are very young is one of the best guarantees of self-fulfillment, self-respect, and respect for others, all essential components of a culture of tolerance and peace.

A curriculum that addresses the history of New Brunswick also provides children with knowledge and fosters pride in our province's achievements, as well as respect for our component cultures. A proper recognition of the contemporary challenges facing a community requires an understanding both of past events – how we got to where we are – and of what is going on in the world around us. Education in the history of New Brunswick is the basis on which to build understanding among this province's diverse cultures and backgrounds. New Brunswick's history – with all its passions and complexities – echoes in the evolving dynamics of our present and will resonate in our future.

Accessing Culture

Fundamentally, the work of artists, cultural professionals, and arts and heritage groups active at the community level provides cultural opportunities for New Brunswickers from all walks of life. Availability of facilities for arts and heritage in all regions of the province will ensure that residents have access to cultural resources and activities.

Goal #1 (a): To improve access to and awareness of culture in New Brunswick and to increase participation in cultural activities.

Strategies to support the goal:

1. Increase public awareness of the importance of culture and improve access to cultural activity;
2. Promote and support cultural lifelong learning opportunities and experiences for the general public;
3. Increase cross-cultural awareness and appreciation of our cultural heritage, including the Mi'Kmaq, Maliseet, Francophone, and Acadian cultures, the various components found in Anglophone cultures, and the diversity of all other cultures in contemporary New Brunswick;
4. Strengthen the capacity and support the development of arts, heritage and cultural organizations and associations at the provincial and community levels.

Goal #1 (b): To increase the cultural educational opportunities within New Brunswick's education system.

Strategies to support the goal:

1. Enhance the school curriculum in history and the arts and provide adequate resources for curriculum delivery province-wide;
2. Implement existing standards and develop evaluation methods for the province-wide delivery of the history and arts curriculum;
3. Use new technologies to complement existing school programs and to help reach rural areas;
4. Support and enhance post-secondary (university and college) programs in history and the arts;
5. Ensure that New Brunswick students learn the history and cultures of their province;
6. Introduce additional educational materials that will offer opportunities for students to experience New Brunswick works of art and heritage first-hand;
7. Reinforce existing protocols between the Department of Education, universities and other stakeholders regarding teacher education programs in the areas of art, music, culture and history;
8. Develop opportunities for discussion and consultation between cultural and educational stakeholders.

B. Professional Artists and Cultural Professionals

The status of the artist in our society is a measure of its quality of life, and professional artists must be free and able to earn their living with dignity. The work of the professional artist is central to contemporary culture.

Cultural professionals work to promote and disseminate cultural products and manage arts and heritage associations and organizations. Cultural professionals research, document, preserve and interpret cultural resources for the benefit of present and future generations.

Creative Environment

To reach their potential, artists need an environment in which freedom of expression is respected and honoured, and where new forms of creation and expression are appreciated. They need conditions that allow growth, including stable cultural organizations that develop knowledgeable and discerning audiences, as well as infrastructure, professional associations, cultural industries and cultural enterprises necessary to promote and disseminate their work.

Peer Evaluation

Freedom of expression, integrity of artistic expression, and autonomy of the artist are fundamental to a democratic society. The Government of New Brunswick upholds these principles and fosters excellence in the professional arts by providing funding for artists through the arm's-length funding body (the New Brunswick Arts Board) and the system of peer evaluation.

Partnerships

Partnerships between the various levels of government, the private sector, and cultural institutions and agencies support, encourage, and promote the value of the arts and heritage in New Brunswick. Working together, the partners help to develop an environment conducive to creativity and integrity in the work of artists and cultural professionals.

Sustainability

Artists and cultural professionals play a central role in providing opportunities and experiences for the public, and they represent an important human resource asset. Government recognizes the value of their work and, in partnership with stakeholders, supports cultural initiatives and infrastructure that build capacity and increase sustainability for cultural organizations.

Goal #2: To encourage excellence in the work of artists and cultural professionals and to uphold the principle of freedom of expression.

Strategies to support the goal:

1. Promote provincial, national and international exposure for New Brunswick artists;
2. Increase support for artistic creation and production;
3. Maintain and enhance commitment to the principle of arm's-length funding and peer evaluation for professional artists;
4. Support initiatives for professional development training and career enhancement for those working in the cultural sector;
5. Increase consultation and draw on the expertise of the cultural community;
6. Increase support for new, emerging artists;
7. Develop a province-wide plan to improve cultural infrastructure for the creation, production, promotion and dissemination of professional arts;
8. Develop strategies to help artists receive fair and reasonable compensation for their creative work and for the intellectual property rights vested therein.

C. Our Collective Heritage

A society's culture develops over a long period of time, through the diversity of the environment and the interaction of natural and human forces. As centuries pass by, our culture evolves and is transmitted from generation to generation.

Foundation

As we look back at this process of evolution and the elements that have formed our culture, we see our cultural heritage. It speaks to our values as a people and to our collective way of life. Looking at our cultural heritage helps us to understand our past and gives us a foundation upon which to build a future.

New Brunswick's Identity

Not only does our cultural heritage serve to inspire today's creators, it provides New Brunswickers with an identity, an understanding of our past, and an appreciation for the richness that our cultural diversity has brought to our province.

Preservation

Our cultural heritage instills self-awareness, self-knowledge and pride. Our cultural resources, both contemporary and historical, must be valued and preserved for current and future generations. It is also important to support the professional, technological and industrial specializations that are involved in heritage preservation and interpretation.

Goal #3: To preserve New Brunswick's culture and its cultural resources.

Strategies to support the goal:

1. Provide leadership for and stewardship of the cultural resources under the direct control of the Province;
2. Facilitate the application of stewardship principles and practices for local governments and the heritage sector;
3. Revise existing legislation and regulations to improve effectiveness and to provide better tools for heritage preservation;
4. Develop and implement a New Brunswick model for a museum network, clarifying the roles and responsibilities of provincial institutions and community partners.

D. Culture and the Economy

Investing in culture brings economic benefits to the province. Disseminating cultural products and promoting cultural tourism better position New Brunswick in the global market.

Positioning New Brunswick

The New Brunswick economy benefits from a vibrant culture. The cultural sector's significant contributions, direct and indirect, to the economy and to job creation are well recognized. Culture contributes to the profile of our province and enriches the quality of life, encouraging New Brunswickers to remain or return here to live, learn, work, and raise a family. As well, it is a major factor in attracting new residents.

As competition increases in the global economy, new and relocating businesses seek communities offering amenities for their employees, including cultural facilities, cultural events, quality education for their children, and natural environments, all of which provide opportunities to explore and learn. The availability of these cultural amenities depends on adequate infrastructure, strong cultural organizations, and prosperous cultural industries. To ensure that New Brunswick continues to attract talent, investment, and new business, it is essential that culture thrives in our province.

Disseminating and Promoting Culture

Businesses and cultural organizations that promote and disseminate the work of artists generate economic activity, create jobs, and attract investment to the province. They expose our artists and our culture to the world beyond our borders. The means by which artists' works are promoted and disseminated is central in our efforts to create a milieu that nurtures creativity and provides adequate earnings to enable artists to remain in New Brunswick. Cultural organizations, as well as cultural industries and enterprises, serve as the point of contact between the creator and consumer.

Another means of promoting and disseminating the arts and heritage of New Brunswick is cultural tourism. In our province, its benefits are both social and economic. Interregional cultural tourism encourages New Brunswickers to experience and appreciate our natural and cultural diversity. Visitors to our province discover how much we have to offer. In a rapidly growing global industry, cultural tourism is recognized as an especially profitable vector of economic development. Investment in cultural tourism enables both the province and the cultural community to reap the benefits of economic growth.

Valuing the Contribution of the Cultural Sector

The cultural sector's contribution to the economy is well established. The work performed by volunteers in the arts and heritage sectors complements the work of artists and cultural professionals and contributes to the economic well-being of the organizations. In addition, the not-for-profit organizations create jobs and economic spin-offs both directly, within the cultural sector, and indirectly, in the economy of the larger community.

The Province of New Brunswick acknowledges and values the benefits accrued to the economy through the efforts and expertise of artists, cultural professionals, volunteers, and not-for-profit organizations.

Goal #4: To maximize the economic benefits of culture in order to improve New Brunswick's position in the global economy.

Strategies to support the goal:

1. Develop markets and audiences for New Brunswick's natural, historical and contemporary cultural products within the province and worldwide;
2. Improve and increase cultural tourism products (including arts, heritage and cultural products) that are authentic and of high quality;
3. Promote and market the province's arts and heritage facilities and cultural events to residents and visitors;
4. Support strategic development and entrepreneurial initiatives in the cultural industries and enterprises;
5. Seek financial investment and job creation through the strategic development of heritage and arts resources;
6. Develop new infrastructure in cooperation with other Atlantic provinces;
7. Invest in the cultural sector to enable artists and cultural professionals to pursue their careers in New Brunswick.

Roles and Responsibilities of the Province and its Cultural Partners

The Government of New Brunswick plays an integral role in sustaining the growth and development of our province's cultural resources. These artistic and natural heritage resources are supported through programs and services administered by various provincial departments and agencies. In many cases, these activities are carried out in partnership through protocols and agreements with other levels of government, community groups, and the private sector.

Culture and Sport Secretariat

The Culture and Sport Secretariat was established in April 2000 with a mandate to provide direction in the areas of culture and sport. The Secretariat has the lead responsibility for the development and coordination of cultural policy within the Province of New Brunswick.

The Culture component of the Secretariat is comprised of the Arts Development Branch, the Heritage Branch, and two Crown agencies, the New Brunswick Museum and the New Brunswick Arts Board. These agencies are accountable to the Culture and Sport Secretariat.

The Secretariat provides leadership in the areas of cultural management, community cultural development, and establishment of partnerships for the promotion, development, and sustainability of culture in New Brunswick.

The roles and responsibilities of the cultural branches within the Secretariat are described below.

Arts Development Branch

The mandate of the Arts Development Branch is primarily to facilitate community cultural development in New Brunswick by providing leadership for the development, implementation and monitoring of government policies, strategies, initiatives and programs supporting the arts.

In partnership with other government departments and agencies, the Branch also coordinates arts-related activities such as arts education programs, cultural tourism strategies, and cultural agreements, in order to foster accessibility, awareness, participation, and learning of the arts. The Branch cooperates with the New Brunswick Arts Board to ensure that the programs of both organizations are conducive to the advancement of the arts and artists in New Brunswick.

The Branch supports arts organizations, associations, community groups, and cultural industries (sound recording and book publishing) by providing financial assistance and technical services. It also ensures a record of excellence in the visual arts by acquiring works of art and managing the New Brunswick Art Bank.

Heritage Branch

The Heritage Branch coordinates and supports activities designed to promote heritage awareness and understanding in the province and to protect and preserve heritage resources for future generations. To encourage these activities, the Branch provides leadership, financial assistance, planning and technical assistance, and expert advice for the province's archaeological, aboriginal, heritage and museum communities.

The Branch is responsible for developing the provincial policy and legislative framework for the preservation of heritage resources, including archaeological resources. It provides coordination for the promotion and interpretation of culture and heritage through research, exhibitions, site commemorations, cultural tourism initiatives, Heritage Week, Heritage Fairs, and Internet content development. For the benefit of the general public, it also operates a number of significant provincial historic sites as living museums and maintains the provincial artifact collection to support this program.

Through its legislative mandate, the Culture and Sport Secretariat is responsible for the following Crown agencies:

New Brunswick Arts Board

The New Brunswick Arts Board is the arm's-length Crown agency responsible for facilitating the creation, promotion and appreciation of the arts in New Brunswick, primarily at the professional level. The Arts Board members are appointed through a public nomination process, whereby the various arts disciplines, cultural communities, and regions of the province are given a voice.

Under juried programs for professional artists and arts organizations, the Board awards project grants on the basis of artistic merit. It also recognizes outstanding achievements in the arts through excellence awards.

The Board works to unify the arts community, to advise government on matters concerning the arts, and to encourage private-sector investment in the cultural sector.

New Brunswick Museum

The New Brunswick Museum, a Crown agency, is responsible for researching, collecting, preserving and interpreting the natural and human history of New Brunswick, including outreach to other museums and cultural facilities in the province. It is governed by a Board of Directors, which is responsible for the policy development, strategic directions, financial administration, and operation of the Museum.

The following stakeholders also contribute to the growth of culture in New Brunswick:

Federal Departments and Agencies

New Brunswick's strategic partners include federal departments and agencies that work in close cooperation with the Province to ensure the continuous growth and development of our culture. They include the Canada Council for the Arts, the Department of Canadian Heritage, the Parks Canada Agency, the Atlantic Canada Opportunities Agency, the Department of Indian and Northern Affairs Canada, and Human Resources Development Canada.

Provincial Departments and Agencies

Provincial departments such as Education, Supply and Services, Environment and Local Government, Natural Resources and Energy, Training and Employment Development, Tourism and Parks, Business New Brunswick, Intergovernmental Affairs, and the Aboriginal Affairs Secretariat share responsibility for the promotion and development of the cultural sector with the Culture and Sport Secretariat.

Under the provincial umbrella, the Provincial Archives, le Village Historique Acadien, and Kings Landing contribute significantly to the preservation and dissemination of New Brunswick's vibrant culture. The province's universities and community colleges, along with their traditional role of providing post-secondary education, are involved in a wide spectrum of cultural activities. The New Brunswick College of Craft and Design is the only post-secondary institution in the province that focuses on the study of fine craft. The Beaverbrook Art Gallery has been designated as the provincial art gallery, reflecting its unique situation in the province's cultural community. The New Brunswick Sports Hall of Fame has a mandate to preserve and promote the province's sport heritage.

Municipal and Local Governments

Local governments play a pivotal role in supporting and encouraging the cultural sector within their communities in both rural and urban New Brunswick. In partnership with the provincial government, municipalities provide New Brunswick residents with libraries and their accompanying programs and services. Some municipalities have developed cultural policies and have designated staff to work with their cultural community. These municipalities and others encourage and promote their cultural assets and activities in order to improve the quality of life of their residents.

Organizations and Associations

Various provincial, regional, municipal, local and community-based organizations carry out a wide range of activities, from operating cultural centres, historic sites, art galleries, museums and archives to promoting heritage preservation, hosting cultural festivals and events, and researching and publishing community history.

At the provincial level, professional associations are on the front line, advocating, delivering and encouraging cultural development in New Brunswick.

Foundations and the Private Sector

Foundations and the private sector provide essential support and funding for culture in New Brunswick, contributing their expertise and leadership. The participation of interested patrons has been and continues to be pivotal for the growth of New Brunswick's cultural sector.

Volunteers

The role that volunteers play in the cultural sector cannot be overstated. They are the lifeblood of community groups, supporting, promoting, encouraging, and donating their time. Their expertise and dedication to culture in New Brunswick is inspiring and highly valued.

Conclusion

The adoption of a Cultural Policy for New Brunswick is not an end in itself, but a starting point, a move toward the future, a sign of openness in a constantly changing world.

The Cultural Policy for New Brunswick is a tool that will enable the Government of New Brunswick and the other partners in the arts and heritage sectors to share a common vision for the development of culture in our province.

The Government is committed to continue its efforts to fulfill the mandate outlined in this document. In consultation with arts and heritage stakeholders, it will establish processes for updating the policy periodically.

The Government of New Brunswick intends to foster an environment conducive to creation and cultural vitality. It will continue to encourage individual and collective creativity, whether rooted in traditional culture, supported by new technologies, or bearing the bold stamp of contemporary culture.

New Brunswickers have tremendous creative potential; as individuals, they express themselves in different ways, as they seek to take part in the cultural life of the Province. The Government of New Brunswick is convinced that creativity, expressed in all forms and at all ages, is a good indicator of well-being, a powerful stimulus for social and economic prosperity, and an essential component of the culture of peace.

Thus, the Government of New Brunswick will continue to support cultural diversity and continue to value the unique features that enrich our province's culture.