



Tourism, Heritage and Culture

ANNUAL REPORT

2022-2023

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ANNUAL REPORT 2022-2023

Province of New Brunswick
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TRANSMITTAL LETTERS

From the Minister to the Lieutenant-Governor

**The Honourable Brenda Murphy
Lieutenant-Governor of New Brunswick**

May it please your Honour:

It is my privilege to submit the annual report of the Department of Tourism, Heritage and Culture, Province of New Brunswick, for the fiscal year April 1, 2022, to March 31, 2023.

Respectfully submitted,



Honourable Tammy Scott-Wallace
Minister

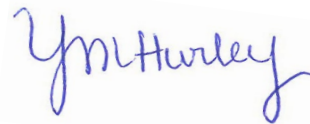
From the Deputy Minister to the Minister

**Honourable Tammy Scott-Wallace
Minister of Tourism, Heritage and Culture**

Madam:

I am pleased to be able to present the annual report describing operations of the Department of Tourism, Heritage and Culture for the fiscal year April 1, 2022, to March 31, 2023.

Respectfully submitted,



Yennah Hurley
Deputy Minister

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MINISTER'S MESSAGE

It has been a productive and rewarding year for the Department of Tourism, Heritage and Culture. Staff across the department have dedicated themselves to making our province a better place – for New Brunswickers and our visitors – through parks and tourism, sport and recreation, arts, heritage and culture.

Our employees have stepped up the department's tourism campaign, encouraging people from outside and within the province to explore our fairs, festivals and attractions; enjoy the natural beauty of our provincial parks; and experience our warm, friendly people. The ambitious *Always Inviting* campaign began during the International Ice Hockey Federation World Junior Championship and will stay in market during the full year, promoting New Brunswick as a premier tourism destination.

It was a busy year for the Arts and Culture Branch, which, among other things, continued work on several initiatives in response to the report of the Premier's Task Force on the Status of the Artist.

The Sport and Recreation Branch worked with partners to ensure opportunities for our athletes are free of violence and harassment, and that accountability is in place. The NB Safe Sport Dispute Resolution Program was launched, and safe sport policies became a requirement of core funding for provincial sport organizations. The branch also guided our province's participants at two Canada Games events, including hosting the Alpine/Para Alpine and freestyle skiing events at Crabbe Mountain.

I am proud of the Archaeology and Heritage Branch's work to continue ridding our province of derogatory place names. It is essential that all New Brunswickers feel valued and respected and that this is reflected in the names we assign to our natural features and communities.

The efforts made in all these areas enrich our lives as New Brunswickers. Seeing so many talented, thoughtful people collaborating to produce such satisfying results has been truly inspiring.

I sincerely thank and appreciate our department's employees, whose professionalism and tireless efforts continue to make our province a place we proudly call home.



Honourable Tammy Scott-Wallace
Minister of Tourism, Heritage and Culture

DEPUTY MINISTER'S MESSAGE

The Department of Tourism, Heritage and Culture demonstrated during 2022-2023 how it positively impacts virtually every facet of our way of life: from contributing to the economy to enriching our cultural and sports scenes. Staff have shown incredible dedication in their work, and it has been rewarding to participate in the many initiatives we have undertaken together.

The Sport and Recreation Branch supported hundreds of New Brunswick athletes, coaches and officials through the Canada Summer Games in Niagara, Ontario, and the Winter Games in Prince Edward Island. We now look forward to working closely with the Canada Games Council in the host selection process for the 2029 Winter Games in New Brunswick. The branch also invested \$4M in sport, physical activity and recreation activities, providing important opportunities for our residents to stay healthy and active.

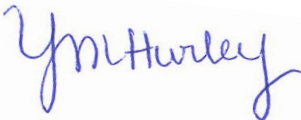
As the province emerged from pandemic restrictions, the Parks and Tourism Division created a festival and event development fund; a similar program supporting multi-day festivals has been implemented for 2023-2024.

Tourism staff oversaw the launch of the *Always Inviting* campaign – encouraging residents and visitors to appreciate our natural wonders and cultural attractions. And, as usual, provincial parks staff worked to make our campgrounds, trails, beaches, golf courses and other assets more enjoyable and accessible. They also oversaw the launch of our Learn to Camp program and facilitated educational climate change programming that involved more than 3,000 students.

The Arts and Culture Branch led the work toward an agreement that was reached, strengthening New Brunswick and Louisiana's cultural, artistic and heritage links.

In collaboration with other provincial government departments, the Archaeology and Heritage Branch laid the groundwork to remove derogatory names from communities and natural features. The renaming process is meant to reflect modern realities and ensure place names represent the values to which all New Brunswickers aspire.

These are only a few samples of our staff's outstanding work. As deputy minister, I thank them for their efforts and assure them the service provided to their fellow New Brunswickers is greatly appreciated.



Yennah Hurley
Deputy Minister

GOVERNMENT PRIORITIES

Delivering for New Brunswickers - One Team One GNB

One Team One GNB is our vision as an organization and a collaborative approach to how we operate. It is our path forward, and it represents a civil service that is working collectively across departments, professions, and sectors. Together, we are learning, growing, and adapting, and discovering new and innovative ways of doing business. It is enabling us to achieve the outcomes needed for New Brunswickers, and we are working more efficiently and effectively than ever before.

As *One Team One GNB*, we are improving the way government departments:

- communicate with one another,
- work side-by-side on important projects, and
- drive focus and accountability.

Strategy and operations management

The Government of New Brunswick (GNB) uses a Formal Management system built on leading business practices to develop, communicate, and review strategy. This process provides the Public Service with a proven methodology to execute strategy, increase accountability and continuously drive improvement.

Government priorities

Our vision for 2022-2023 is a vibrant and sustainable New Brunswick. To make progress towards this vision, we must focus on our government's priorities.

- Energize private sector
- Vibrant and sustainable communities
- Affordable, responsive and high-performing government
- Dependable public health care
- World-class education, and
- Environment

HIGHLIGHTS

During the 2022-2023 fiscal year, Tourism, Heritage and Culture focused on these government priorities through:

- Exceeding targets with 100,803 campsite nights sold in 2022, representing 101 per cent of 2019.
- Launching a Learn to Camp Program, which was very successful, especially with multicultural groups experiencing their first camping trip.
- Increasing campground revenue by 9.1 per cent.
- Investing more than \$1M in climate change services and programs in our provincial parks, which included 130,000 native trees being planted and more than 500 students participating in climate change programs.
- Allocating \$11M to support key tourism initiatives, including maintaining infrastructure in provincial parks and heritage sites.
- Providing financial assistance, heritage planning and leadership to the province's heritage and museum communities.
- Issuing 192 Archaeological Field research permits, 20 Archaeological Site Alteration permits, and four Provincial Heritage permits.
- Empowering, through legislative changes, the New Brunswick Museum Board of Directors to oversee the new museum infrastructure project.
- Providing funding to support the rehabilitation of 13 New Brunswick heritage sites.
- Awarding more than \$13M in arts and culture grants.
- Launching a brand image for #artsculturenb and @artsculturenb by creating official Facebook and Instagram pages.
- Establishing a memorandum of understanding with Louisiana and increased artist representation in France by establishing an export component of the strategic initiatives program.
- Investing nearly \$1M to develop and enhance festivals hosted in partnership with NB Parks and in locations across the province.
- Launching a fish and hunt strategy.
- Funding 265 local and regional and 60 provincial sport organizations supporting quality programming.
- Initiating, in collaboration with Sport NB, the Envisioning Sport Project towards a stronger, valued, better coordinated, and streamlined system that supports participation, athletes and those responsible for developing and delivering programs.

PERFORMANCE OUTCOMES

The information below outlines some of the department's priorities and how we measured our performance.

Outcome # 1 Accommodations room nights sold

Accommodation room nights are the number of hotel and motel rooms sold to travellers in New Brunswick.

Why is it important?

Accommodation room nights are a primary indicator of the number of visitors and New Brunswickers travelling in New Brunswick and the overall health of the tourism industry.

Overall Performance

The target was exceeded. Room night sales of 1,736,148 in 2022 were 94 per cent of 2019.

There were travel restrictions in the first quarter of 2022, including a lockdown in January. Restrictions were lessened in February and removed in March. In January and February, sales were 57 per cent of 2019.

In May and June 2022, room sales doubled compared to 2021.

Room sales exceeded 2019 in the last half of 2022.

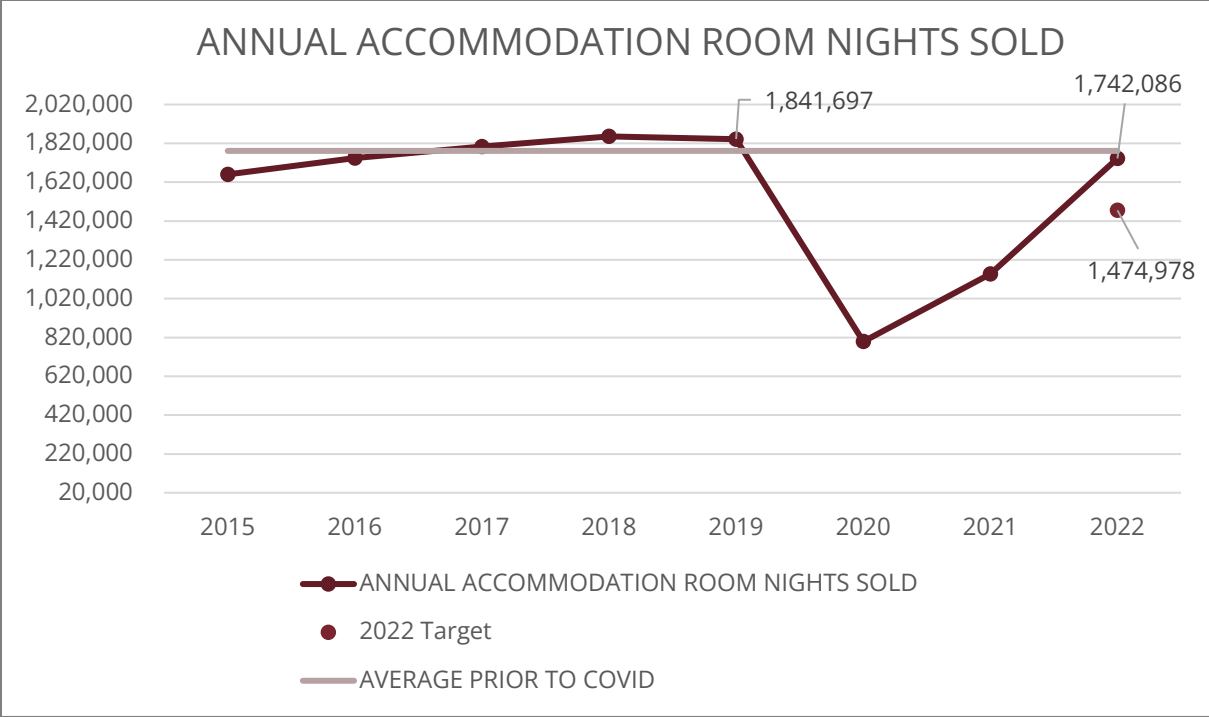
Initiatives or projects undertaken to achieve the outcome

- With all pandemic restrictions lifted, we were back in external markets in 2022, inviting visitors from Ontario, Quebec, Western Canada, the United Kingdom, Germany, and France to explore New Brunswick.
- Utilized exciting media outlets such as BuzzFeed, CBC, Spotify, TSN, CTV and NHL Network.
- External activations at the 2022 IIHF World Junior Championship in Edmonton
- Co-host of the 2023 IIHF World Junior Championship
- Increase the presence of Parks NB's social media
- Parks NB Learn to Camp Program

Baseline: 1,841,697 room nights in 2019

Target: The industry recovered to 80 per cent of pre-Covid 2019 room sales to 1,474,978 in 2021

Actual: Room night sales of 1,736,148 in 2022 were 94 per cent of 2019. Compared to 2021, room sales increased by 51 per cent.



Outcome # 2 Provincial Park Campsite Nights

This measure counts the number of campsite nights occupied in provincial parks.

Why is it important?

Provincial parks are an essential recreation and tourism destination. The importance and benefits of camping and getting outside have been elevated due to travel restrictions and pressures from the pandemic.

Campsite night sales also represent the most significant revenue source and are critical to financial performance.

Overall Performance

The target was exceeded. This was the first year without travel restrictions since the start of the COVID-19 pandemic. In 2022, we saw a significant increase in out-of-province visitors to parks. This also meant we saw a decline in New Brunswick campers over the previous two summers.

One of the largest campgrounds in the system, Campground 1, was also closed for renovations in 2022. Despite this closure, campsite nights booked were still up over the previous year.

Initiatives or projects undertaken to achieve the outcome

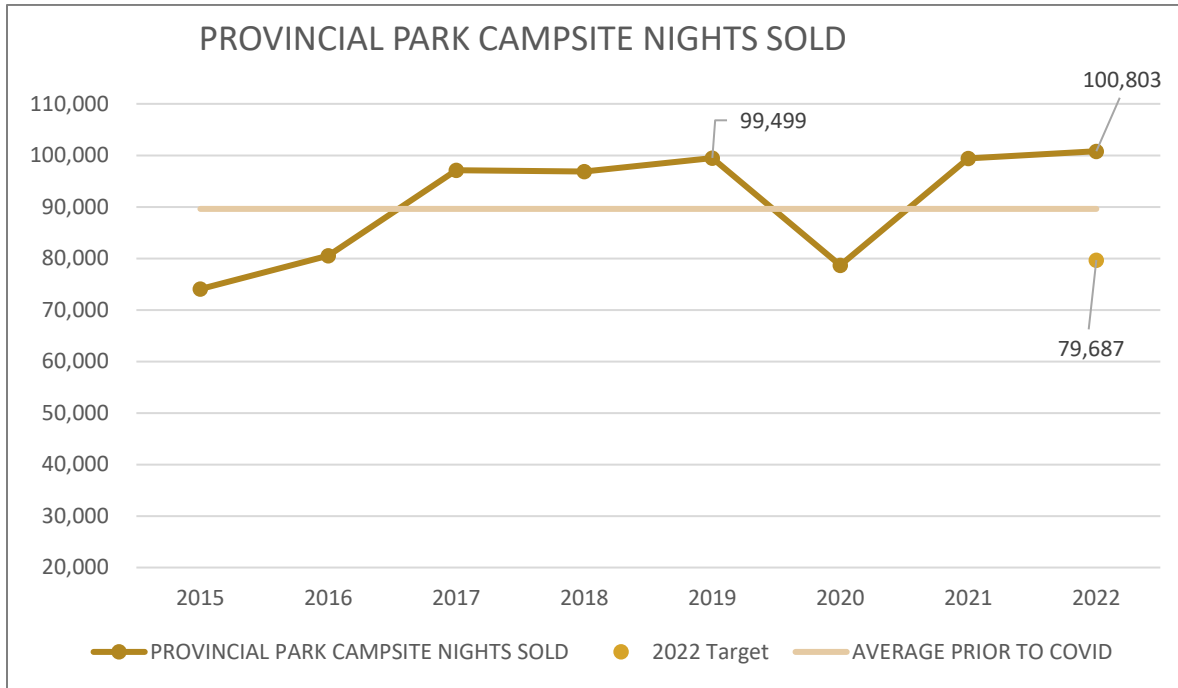
Parks marketing was increased to raise more awareness of our Parks, services and events like never before.

Investments into signature parks' events were in part supported through the Invitation Festivals Fund. This allowed parks to develop new events and or expand existing ones to attract additional visitors to the park.

Baseline: 99,499 campsite nights sold in 2019

Target: 80 per cent of pre-Covid level, representing 79,687 campsite nights.

Actual: There were 100,803 campsite nights sold in 2022, representing 101 per cent of 2019.



Outcome # 3 Tourism Sentiment Index (TSI)

TSI indicates travellers' perceptions of our province and its tourism offerings based on the positivity or negativity of their online conversations. It is an index that subtracts conversations that promote the province from detractors who do not. A higher index number indicates more positive than negative perceptions.

Why is it important?

We want people to enjoy their experience of travelling and visiting New Brunswick, and we want them to share that positive experience with other people. When guests share their positive experiences online, it gives credibility to the brand and destination.

Overall Performance

The target was met. There was a sustained increase in the positivity of conversations. These positive conversations were driven by four main categories: Festivals, Events and Concerts; Restaurant Dining and Takeaway; Accommodations; and Beaches.

Air Travel was a negative topic in Canada during this time. New Brunswick was not affected to the same degree by these negative conversations due to minimal air transportation.

This was the first year of in-person festivals & events post-pandemic, and our festivals & events received a high sentiment score of 35, compared to the overall average of 20 for New Brunswick.

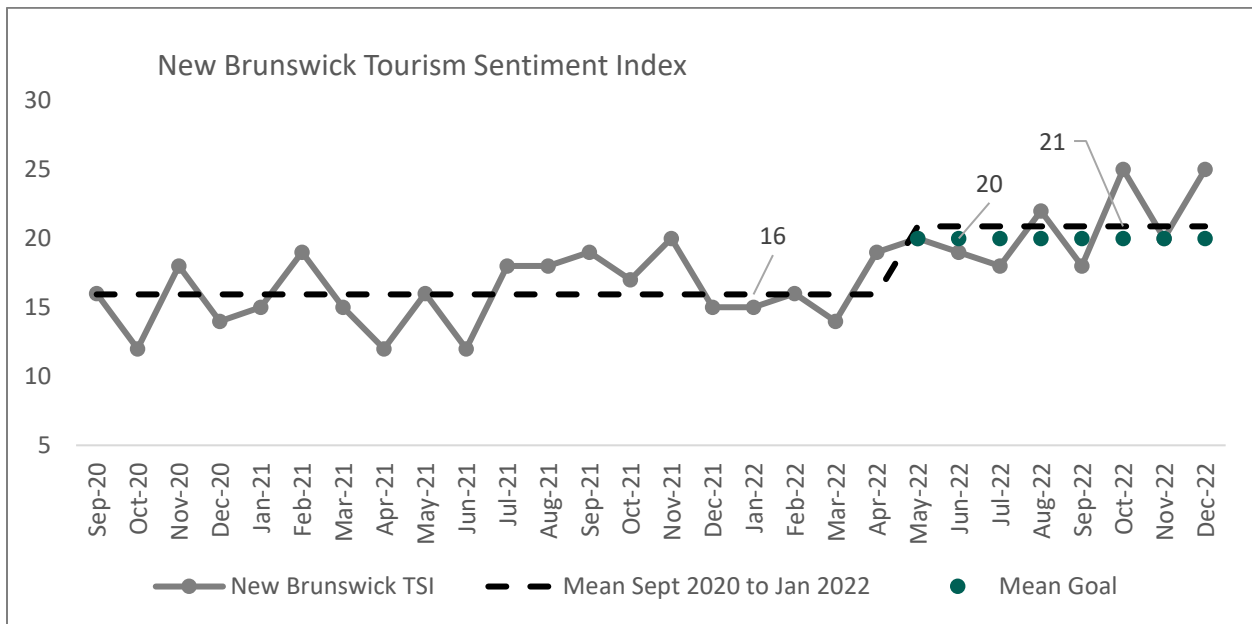
Initiatives or projects undertaken to achieve the outcome

- Creation of Parks NB signature events program
- Co-host of the 2023 International IIHF World Junior Championship
- Establish the Explore NB Street Team
- Launch of Always Inviting Campaign

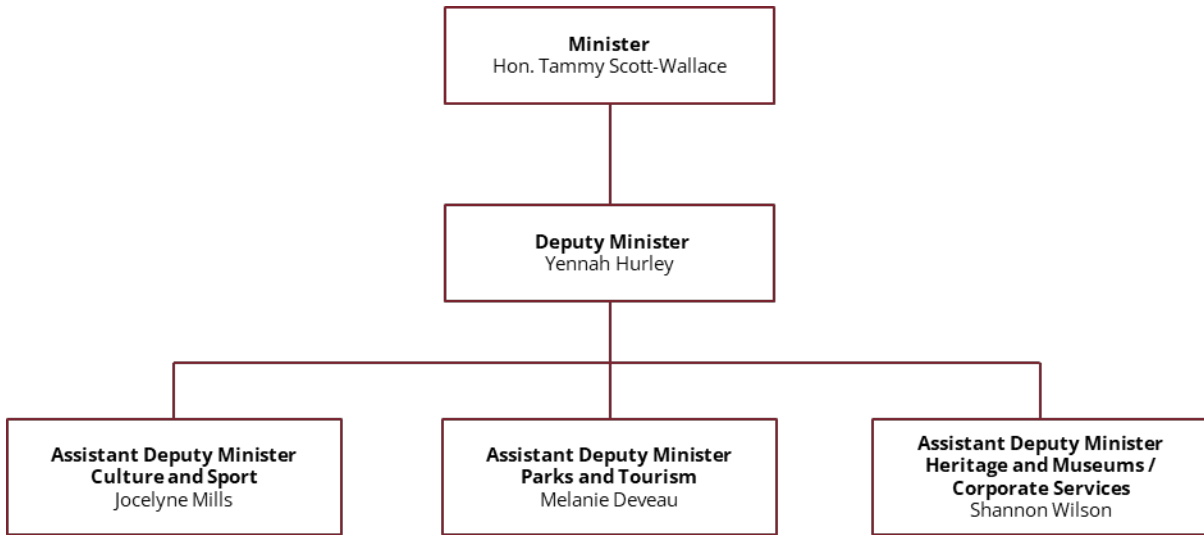
Baseline: The average index score from September 2020 to January 2022 was 16.

Target: To increase the average score, over a minimum of eight months, to 20.

Actual: The average score from May 2022 to December 2022 was 21.



OVERVIEW OF DEPARTMENTAL OPERATIONS



DIVISION OVERVIEW AND HIGHLIGHTS

Department's mandate

The mandate of the Department of Tourism, Heritage and Culture is to foster economic growth, pride of place, and the well-being of New Brunswickers through the conservation, development, and promotion of New Brunswick's natural, cultural, recreational and heritage resources.

The Invitation - Strategic vision

The department's strategic vision, "The Invitation," imagines New Brunswick as a top vacation designation and a top place to live in Atlantic Canada, with key indicators of success being growth in visitation, increases in tourism and resident sentiment, and recovery and growth in the tourism, arts, culture, heritage and sport sectors.

Indigenous relations

The Department of Tourism, Heritage and Culture is committed to establishing and maintaining mutually respectful and meaningful relationships with First Nations. The department works with the Department of Aboriginal Affairs to engage and collaborate with First Nations and to review services, projects, and initiatives to assess the potential adverse impacts on Aboriginal and treaty rights.

Parks and Tourism division

The division comprises four branches: Parks and Trails Branch, Destination Marketing Branch, Destination Development Branch, and Trade Sales and Partnership Branch.

PARKS BRANCH

The Parks and Trails Branch provides inclusive, protected natural and cultural destinations that inspire wellness, enjoyment, and education for all. With a vision that all people are stewards of New Brunswick's permanently protected natural and cultural destinations, the branch is responsible for the stewardship of 25 provincial parks and attractions. The branch manages and operates 11 provincial parks, a fishing lodge, and multiple day-use parks. The parks include camping, golf courses, bike parks, trails, beaches, marinas, and a ski hill. The branch also plays a significant role in supporting tourism entrepreneurs and not-for-profit organizations. The branch also develops the capital budget for the department and coordinates the implementation of all projects. In addition, it ensures that projects meet all legislative and regulatory requirements.

At the same time, the Trails, Fish and Wildlife Development unit works collaboratively with stakeholders and industry members to support, promote, and grow the motorized and non-motorized trails sector while encouraging residents and visitors to discover trail activities.

Highlights

- Provincial parks campsite reservations increased to 73,124 in 2021, from 59,970 nights in 2020 and more than the five-year pre-COVID-19 average.
- Parlee Beach day permit sales increased to 26,700 in 2022 from 24,269 in 2021.
- Park visitation was 870,782 (including campers/permits/ special events) in 2022, up from 775,682 in 2021.
- Campground revenue increased by 9.1 per cent in 2022.

- Hopewell Rocks visitation increased from 120,000 in 2021 to 240,000 in 2022. In 2019 (pre-pandemic), 284,000 people visited the Rocks.
- In 2021, Mactaquac Golf received \$780,805 in 2022 in revenue compared to \$709,000 in 2021.
- In 2022, Parks NB invested more than \$1M in climate change services and programs in our provincial parks, which included 130,000 native trees being planted and more than 500 students participating in climate change educational programming throughout the province. This work is in support of the Provincial Climate Change Action Plan.
- Allocated \$11M in funding to support key tourism initiatives, including maintaining infrastructure in provincial parks and heritage sites.
- Completed and launched a Fish and Hunt strategy.
- Provided funding from the Trails Infrastructure Fund: \$180,000 to Snowmobile Motoneige NB to support the purchase of groomers for six clubs that manage 8,000 kilometres of trails; \$180,000 to Quad NB to support eight infrastructure projects in their 10,000 kilometres of trails; and \$180,000 to 13 community-based non-motorized trail developments.
- Collaborated with various provincial government department stakeholders and industry leaders to develop an NB Trails Strategy plan to be launched in the summer of 2023.
- The Signature Trails Infrastructure program supports the development of trails with high tourism and recreational value.
 - \$ 217,580 to Southwest Regional Service Commission for the Coastal Link Trail.
 - \$7,500 to the Town of Hillsborough for the Shoreline Trail.
 - \$11,250 for Véloroute de la Péninsule Acadienne.

DESTINATION DEVELOPMENT

The Destination Development Branch is responsible for providing New Brunswick Tourism entrepreneurs with the vision and leadership around tourism experiences and business development. The branch is key in bringing a heightened level of entrepreneurship, quality, and innovation to the tourism industry. In addition, the unit assists, guides and facilitates discussions with government stakeholder departments and industry members to develop a trail network throughout the province. The department also provides financial support to industry members to sustain the trail network and develop new trails.

Highlights

- \$901,000 was spent against the \$1M budget of *The Invitation* Festivals Funding Program to develop and enhance festivals hosted in partnership with NB Parks and in locations across the province.

DESTINATION MARKETING

The work of the Destination Marketing Branch is to communicate with the target visitor through innovative, integrated, technology-driven solutions. It speaks to the potential visitors where they are, providing the information they need through a wide range of devices. This includes marketing campaigns and travel media efforts.

Highlights

- With all pandemic restrictions eased, Explore NB was back in market in 2022 with renewed vigour, including an increased media budget, extended in-market dates, expanded target audiences, and a two-year strategic marketing plan supporting *The Invitation* throughout all four seasons.
- Explore NB invited key travellers from Ontario, Quebec, and Western Canada to discover the abundance of incredible experiences in New Brunswick, either as first-time visitors or returning ex-pat New Brunswickers.
- To attract new audiences, exciting media additions included a larger-scale influencer strategy, significant sponsorships with networks such as BuzzFeed, CBC, and Spotify, and an external-marketed activation in Edmonton, Alberta, during the 2022 IIHF World Junior Championship.
- Consumer marketing efforts for 2022 culminated with the 2023 IIHF World Junior Championship, co-hosted by Moncton and Halifax, Nova Scotia. Between December 19, 2022, and January 5, 2023, Explore NB had a significant on-site presence in both provinces to act as the 'host' to visiting players, officials, and spectators and to invite them to return for vacation in the summer of 2023. This included title sponsorship of the IIHF Explore NB Fan Fest, showcasing a winter adventure theme in Moncton and a summer road trip theme in Halifax. Explore NB also launched the 2023 Invitation summer marketing campaign earlier than ever during the tournament, capitalizing on the millions of viewers watching the games across Canada and the United States. This included TV ads on TSN, CTV, and NHL networks, direct mail 'invitations' sent across Canada, a partnership with Food Network, advertisements in Quebec and Ontario movie theatres, and other digital tactics. During the games, the marketing campaign reached 13M Canadians (34 per cent of the population) on TSN and RDS.
- Immediately following the 2023 IIHF World Junior Championship, Explore NB continued awareness-building marketing tactics with a full-scale Invitation campaign in Canada and New England, U.S. This included major features in national media outlets such as the Globe & Mail, National Morning Show, and Ricardo.
- The Explore NB Cruiser and Street Team travelled around the province, visiting attractions, parks, communities, and special events. The team connected with thousands of locals and visitors to share tourism information, build awareness for the Explore NB brand, and align with the Staycation Campaign. Nearly 60 communities were supported by the Explore NB Street Team, which was also promoted through radio ads, digital marketing efforts and contest giveaways, which have been in-market for summer promotion.
- Partnership opportunities for cities, Destination Marketing Organizations (DMOs), and Regional Tourism Associations (RTAs) to buy into the campaigns with a matched investment by the department were made available through the 2022 Co-op Partnership Program. The program also provided the opportunity for tourism operators and sector organizations to enhance their websites and digital content offerings.

- During the 2022 season, New Brunswick welcomed more than 100 travel media/influencers from North America and Europe. Examples of key broadcast outlets on the ground were The Sportsman Channel, Snowmobile Television, World Fishing Network, RDS, PBS affiliates across the US; TVA Sports, Amazon Prime, and Outdoors Life Network. Other examples of key media outlets on the ground in New Brunswick were National Geographic, Globe and Mail, Southern New England Golfer, Enroute Magazine, and Canadian Cycling.
- Twenty-seven influencers were in New Brunswick, representing more than 2.6M followers, with interests focused on outdoor adventure, summer/family getaways, foodies, breweries, wilderness/wildlife, urban, cycling, and lifestyle.

TRADE SALES AND PARTNERSHIP

The Trade Sales and Partnership Branch is responsible for growing dollars to support market/program development, in North American and European markets, through government and private investment. This supports new opportunities to influence and enhance existing programming and develop new innovative initiatives, that drive awareness in and visitation to New Brunswick from highly competitive markets.

The branch worked closely with the NB Tourism Industry Advisory Committee, Federal/Provincial (FPT) committees, and relationships and initiatives on the provincial, Atlantic Canada and national front.

Highlights

- Fifty-nine customized New Brunswick and pan-Atlantic marketing partnerships were formed with North American and European-based Tour Operators and receptive tour operators in Canada.
 - These marketing partnerships were key in promoting, creating demand and selling NB packaged travel experiences in international markets, supporting the Invitation strategy. The department's efforts were in play to actively invite visitors from international markets back to the province.
- More than 1,200 travel agents, travel counselors and Canada specialist agents in target markets were trained on New Brunswick.
- Thirty-five representatives of travel companies from North America and Europe were hosted on customized familiarization tours of New Brunswick.
- Following two years of no calls, 2022 marked the return of cruise to Port Saint John. The branch worked actively with Port Saint John, partners and other government departments for the safe return of cruise. Port Saint John received 68 calls, 151,165 passengers, 77,342 crew and 11 inaugural calls. The fill rate overall for the season, was 83 per cent, exceeding expectations for the restart. The 2022 season marketed the arrival of the three millionth cruise passenger.
- The Meetings Incentive Program, developed in collaboration with the New Brunswick Hotel Association to support roofed accommodations in building back group business, resulted in 103 submissions: \$1,530,800 in group meetings revenue.
- The branch worked actively with the city destination marketing organizations, associated New Brunswick airports, and other government departments in continuing to foster relationships with the airlines and support programming/initiatives.
- The Tourism Advisory Committee realigned membership in support of the newly formed Regional Service Commissions.
- The branch worked to ensure the alignment of Federal/Provincial partnerships through Destination Canada: the Federal Department of Innovation, Science and Economic Development,

the Atlantic Canada Agreement on Tourism and the Atlantic Canada Cruise Association. The branch worked by accessing relevant research and influencing the development and involvement of innovative programs and initiatives that benefited the industry.

HERITAGE AND MUSEUMS DIVISION

The Heritage and Museums Division facilitates the promotion, awareness, understanding, conservation and preservation of New Brunswick's human and natural heritage resources for present and future generations. They inform all levels of government, industry and individuals on best practices for conserving and managing heritage and archaeological resources to benefit present and future generations and support responsible development and growth in New Brunswick.

The division has three units: Regulatory, Heritage Services, and the Archaeological Field Unit. Under the provincial archaeologist's and director's direction, the branch is responsible for the conservation, management, and promotional development of New Brunswick's Archaeological and Built Heritage.

The Regulatory Unit is responsible for administering the *Heritage Conservation Act* and provides enforcement and oversight for Archaeological, Built Heritage and Paleontological work being undertaken in the province. The unit is also responsible for the curation of the Provincial Archaeological Collection.

The Heritage Services Unit provides financial assistance, heritage planning and leadership to the province's heritage and museum communities.

The Archaeological Field Unit undertakes archaeological field assessments and research for various departments and agencies, and partners in New Brunswick.

Highlights

- The Archaeology and Heritage Branch issued 192 Archaeological Field Research Permits, 20 Archaeological Site Alteration Permits, and four Provincial Heritage Permits in 2022. The permits and the accompanying regulatory review completed by the branch support heritage conservation and responsible development in New Brunswick.
- The Community Museums Summer Employment Program assisted in hiring 107 employees for 68 institutions. The employees hired had an opportunity to advance their knowledge of New Brunswick history and develop job skills.
- The Built Heritage and Community Cultural Places programs provided funding to rehabilitate 13 New Brunswick heritage sites.

HERITAGE PROPERTIES

- Kings Landing had a very successful 2023 Family Day with 1,300 people attending and fantastic Maple Weekends with an attendance of 5,515.
- Village Historique Acadien enhanced off-season onsite activities by opening the site to walkers daily and offering Fat bike trails, bike rentals, and eight kilometres of snowshoeing trails.
- Through legislative changes, the New Brunswick Museum Board of Directors became empowered to oversee the new New Brunswick Museum infrastructure project.

CORPORATE SERVICES DIVISION

The Corporate Services Division provides customer-focused services to enable and enhance departmental programs, priorities and performance. The division comprises three branches: Human Resources; Financial Services Information Management and Technology; and Strategic Initiatives and Policy.

The Human Resources Branch provides expert advice and oversees programs and processes in all areas of human resources, including workforce planning; workplace health, safety and wellness; employee and organizational development; staffing and recruitment; classification; official languages; and employee and labour relations.

The Financial Services, Information Management and Technology Branch provides expert advice and oversees programs and processes in financial management, strategic procurement, information technology and management, records management, and office space management.

The Strategic Initiatives and Policy Branch provides expert advice and oversees programs and processes in the areas of strategy development and priority management, organizational improvement and performance management, policy and legislative development, legislature coordination, right-to-information requests, administration of the department's agencies, boards, and commissions (ABCs), and corporate website administration.

Highlights

- Supported executive development programs for Emerging Executives and Evolving Leaders.
- Supported the department's One Team, One GNB effort on behalf of the deputy minister.
- Human Resources developed 14 new relationships with organizations to help the department recruit great candidates for our positions.
- Financial Services completed ERP Capital Asset Conversion into Fusion, allowing tracking of all capitalized assets and their amortization.

ARTS AND CULTURE DIVISION

The Arts and Culture Branch provides leadership for developing, implementing, and monitoring government programs, policies and strategies supporting the arts and cultural industries: film, television, and new media; music and sound recording; book and periodical publishing; and visual arts and fine craft. It facilitates community cultural development and the economic development of New Brunswick's cultural industries through advisory services, financial assistance and technical services for arts organizations, associations, and the community. In addition, the branch manages collection ArtNB and works collaboratively with the New Brunswick Arts Board to ensure that both entities' programs are conducive to advancing the arts in New Brunswick.

Highlights

- Worked with a transition committee as a first step in implementing the recommendations of the report of the Premier's Task Force on the Status of the Artist.
- \$13.05M has been awarded in arts and culture grants (recipients are listed at www.gnb.ca/culture), supporting arts organizations in building organizational capacity and developing strategic initiatives impacting artists and their communities.
- Thanks to a partnership with the Department of Education and Early Childhood Development and the Department of Aboriginal Affairs, continued the adaptation of the VanGo! Program to build the P-Art-nership program, ensuring the visibility of collectionArtNB in First Nations schools. This initiative has revitalized efforts to enable Indigenous students to benefit from interaction with professional New Brunswick artists through the presentation of exhibitions in all schools.
- The Inspired by NB campaign encouraged New Brunswick residents to support the arts and culture sector by building on local pride and the positive perception of the sector. The department enhanced the website to increase its promotional impact on the arts and culture sectors.
- Launched a brand image for #artsculturenb and @artsculturenb by creating official Facebook and Instagram pages.
- Enhanced the international reach of our artists by signing a memorandum of understanding with Louisiana and increased artist representation in France by establishing an export component of the strategic initiatives program. This aims to support artist representation outside the province and develop other markets for artistic talent and cultural products.
- Launched and carried out a call for submissions for all New Brunswick artists and Indigenous artists for acquisitions by collectionArtNB.

SPORT AND RECREATION DIVISION

The Sport and Recreation Branch plays the lead role within the government for overall system development. Its primary functions are providing leadership, working with the system to develop vision, policy, and support programs; allocating strategic financial support; and consulting with partners and stakeholders. It has a lead role in pursuing research and advocating the benefits of recreation and sport.

The branch provides strategic leadership and support to grow and develop quality sport, recreation, and active living opportunities for all New Brunswickers. The government's voice for recreation and sport at the national level provides input to national priorities and the Canadian Sport Policy. It also seeks out key alliances in-province with related policy fields such as health, social inclusion, justice, education, and tourism.

The branch works with partner organizations in pursuing its vision of a strong and valued recreation and sport delivery system. It drives good governance practices, leadership development, safe sport and recreation, and quality programming at all levels. It also advocates and supports inclusive, accessible, quality opportunities that contribute to the well-being of all New Brunswickers.

Highlights

- Partnered with the Department of Environment and Local Government and the Department of Justice and Public Safety in developing foundational documents for Community Development and Infrastructure.
- Promoted the She is Active Campaign to address barriers women and girls face in sport and recreation.
- Funded 265 local and regional and 60 provincial organizations to support quality sport and recreation programming.
- Delivered funding for 17 Inclusive Community Recreation Infrastructure upgrades to support equity-deserving populations.
- Invested \$290,000 in 68 projects and initiatives that strengthened physical literacy in children and youth, that is accessible and reduced barriers to sport participation and Indigenous capacity and leadership. Funding was matched through the Sport Participation Bilateral Agreement with Sport Canada.
- In collaboration with Sport NB, the branch initiated the Envisioning Sport Project towards a stronger, valued, better coordinated, and streamlined system that supports participation, athletes and those responsible for developing and delivering programs.
- Led preparations of Team New Brunswick for the 2022 Canada Summer Games in Niagara Region, Ontario and the 2023 Canada Winter Games in Prince Edward Island.
- Launched the NB Safe Sport Dispute Resolution Program, which provides participants with an independent 3rd party mechanism for managing and resolving complaints.
- Established the provincial government's goals and objectives for the 2029 Canada Summer Games.

FINANCIAL INFORMATION

Table 1: Ordinary Expenditure Status Report by Program Component
Fiscal Year Ending March 31, 2023 (\$ 000's)

ORDINARY PROGRAM	BUDGET	ACTUAL	VARIANCE (UNDER) OVER
Administration	3,099.0	2,983.2	(115.8)
Parks and Trails			
Parks Programming and Planning	847.1	823.4	(23.7)
Parks Operations	10,639.4	11,349.7	710.3
Trails Fish and Wildlife	1,287.3	1,250.9	(36.4)
Culture, Heritage and Sport			
Arts and Culture	13,739.2	13,893.1	153.9
Archaeology and Heritage	15,851.0	15,599.0	(252.0)
Sport and Recreation	6,577.8	6,616.4	38.6
Tourism			
Destination Marketing	12,184.3	14,134.5	1,950.2
Destination Development	2,680.2	1,806.6	(873.6)
Trade Sales and Partnerships	2,709.6	2,420.3	(289.3)
Total Ordinary Expenditures	69,614.9	70,877.1	1,262.2

Table 2: Special Purpose Accounts Expenditure Status Report by Program
Fiscal Year Ending March 31, 2023 (\$ 000's)

	PARLEE BEACH MAINTENANCE	VISCOUNT BENNETT TRUST FUND	ARTS DEVELOP'T TRUST FUND	SPORTS DEVELOP'T TRUST FUND	GO NB!
Opening Balance	369.7	67.8	6.1	5.7	50.9
Revenues					
Budget	79.0	10.0	1,200.0	1,000.0	370.0
Actual	81.1	7.3	1,200.6	1,000.6	400.5
Variance (Under) / Over	2.1	(2.7)	0.6	0.6	30.5
Expenses					
Budget	60.0	10.0	1,200.0	1,000.0	370.0
Actual	51.4	-	1,200.0	882.6	175.1
Variance (Under) / Over	(8.6)	(10.0)	-	(117.4)	(194.9)
Closing Balance	399.4	75.1	6.7	6.3	276.3

Table 3: Special Operating Agency Expenditure Status Report by Program
Fiscal Year Ending March 31, 2023 (\$ 000's)

	BUDGET	ACTUAL	VARIANCE (UNDER) OVER
Opening Balance	2,916.3	2,916.3	-
Revenues			
Mactaquac Golf Course	975.0	1,810.7	835.7
Hopewell Rocks	2,311.0	4,738.1	2,427.1
Sugarloaf Lodge	272.0	347.9	75.9
Parlee Beach Campground	422.0	506.6	84.6
Expenses			
Mactaquac Golf Course	1,865.0	1,586.0	(279.0)
Hopewell Rocks	3,281.0	3,154.8	(126.2)
Sugarloaf Lodge	234.0	302.4	68.4
Parlee Beach Campground	316.0	278.8	(37.2)
Closing Balance	1,200.3	4,997.6	3,797.3

Table 4: Capital Expenditure Status Report
Fiscal Year Ending March 31, 2023 (\$ 000's)

	BUDGET	ACTUAL	VARIANCE (UNDER) OVER
Capital	9,020.0	12,337.7	3,317.7

Table 5: Ordinary Revenue Status Report by Source
Fiscal Year Ending March 31, 2023 (\$ 000's)

	BUDGET	ACTUAL	VARIANCE (UNDER) OVER
Return on Investment	1.0	0.0	(1.0)
Sale of Good and Services	3,840.0	4,946.7	1,106.7
Conditional Grants	875.0	883.5	8.5
Miscellaneous	4.0	155.9	151.9
Total Ordinary Revenues	4,720.0	5,986.1	1,266.1

SUMMARY OF STAFFING ACTIVITY

Pursuant to section 4 of the *Civil Service Act*, the Secretary to Treasury Board delegates staffing to each Deputy Head for his or her respective department(s). Please find below a summary of the staffing activity for 2022-2023 for Tourism, Heritage and Culture.

NUMBER OF PERMANENT AND TEMPORARY EMPLOYEES AS OF DEC. 31 OF EACH YEAR		
EMPLOYEE TYPE	2022	2021
Permanent	178	161
Temporary	44	86
TOTAL	222	247

The department advertised 74 competitions, including 66 open (public) competitions and eight closed (internal) competitions.

Pursuant to sections 15 and 16 of the *Civil Service Act*, the department made the following appointments using processes to establish merit other than the competitive process:

APPOINTMENT TYPE	APPOINTMENT DESCRIPTION	SECTION OF THE CIVIL SERVICE ACT	NUMBER
Specialized Professional, Scientific or Technical	An appointment may be made without competition when a position requires: <ul style="list-style-type: none"> a high degree of expertise and training a high degree of technical skill recognized experts in their field 	15(1)	0
Equal Employment Opportunity Program	Provides Aboriginals, persons with disabilities and members of a visible minority group with equal access to employment, training and advancement opportunities.	16(1)(a)	0
Department Talent Management Program	Permanent employees identified in corporate and departmental talent pools, who meet the four-point criteria for assessing talent, namely performance, readiness, willingness and criticalness.	16(1)(b)	0
Lateral transfer	The GNB transfer process facilitates the transfer of employees from within Part 1, 2 (school districts) and 3 (hospital authorities) of the Public Service.	16(1) or 16(1)(c)	3

APPOINTMENT TYPE	APPOINTMENT DESCRIPTION	SECTION OF THE CIVIL SERVICE ACT	NUMBER
Regular appointment of casual/temporary	An individual hired on a casual or temporary basis under section 17 may be appointed without competition to a regular properly classified position within the Civil Service.	16(1)(d)(i)	0
Regular appointment of students/apprentices	Summer students, university or community college co-op students or apprentices may be appointed without competition to an entry level position within the Civil Service.	16(1)(d)(ii)	0

Pursuant to section 33 of the *Civil Service Act*, no complaints alleging favouritism were made to the Deputy Head of Tourism, Heritage and Culture and no complaints were submitted to the Ombud.

SUMMARY OF LEGISLATION AND LEGISLATIVE ACTIVITY

BILL #	NAME OF LEGISLATION	DATE OF ROYAL ASSENT	SUMMARY OF CHANGES
18	<i>New Brunswick Museum Act</i>	December 16, 2022	<p>Approved amendments to the <i>New Brunswick Museum Act</i> to:</p> <p>Authorize the New Brunswick Museum board to manage the design contracting, procuring and construction of a new New Brunswick Museum facility.</p> <p>Allow the board to avoid following the process set out in the <i>Crown Construction Contracts Act</i>.</p> <p>Provide immunity to any member or former member of the board, officer or employee with anything related to the construction of the New Brunswick Museum.</p> <p>To indemnify the members of the board, officers and employees for costs, charges, and expenses concerning any action, application or other proceeding brought against them.</p>

NAME OF REGULATION	EFFECTIVE DATE	SUMMARY OF CHANGES
<i>New Brunswick Regulation 85-104 under the Parks Act (O.C. 85-420)</i>	April 1, 2023	Fee increases for campsite permits, vehicle entry fees and beach maintenance fees. Designation of North Lake Provincial Park as a recreational park.

The acts for which the department was responsible in 2022-2023 may be found at:

<https://laws.gnb.ca/en/bycategory/cs?categoryId=departmentId&itemId=tourism>

SUMMARY OF OFFICIAL LANGUAGES ACTIVITIES

Introduction

The Department of Tourism, Heritage and Culture has continued to work on its Official Languages action plan, which supports the [Plan on Official Languages – Official Bilingualism: A Fundamental Value](#). The following outlines the actions taken during 2022-2023 in the four focus areas.

Focus 1

All employees are reminded of their responsibility to always provide an active offer of service (by telephone, in person, through signage, by correspondence and by electronic services) to the public in both Official Languages.

The department conducts random audits to verify that the active offer of service is being made in both Official Languages by telephone, in person, through signage, through correspondence and all electronic services.

The department continues to support second language training for employees to ensure the capability to offer quality services in both Official Languages throughout the province. Nine employees were approved and participated virtually in second-language training in 2022-2023.

Focus 2

The department continues to provide a form to all new employees requesting information about their preferred work language, which is contained in the Human Resources Information System (HRIS) and the employee file. This ensures employees receive documentation in the language of their choice.

Performance reviews are offered and conducted in the employee's official work language. Managers review the language of work and service policies with their employees to ensure they understand their right to work in their language of choice and their obligation to provide an active offer and service in both Official Languages.

Focus 3

When Memorandums to Executive Council and briefs are submitted to the Executive Council Office, the department considers the potential impact of all its policies and programs on both linguistic communities.

Focus 4

The department sends annual email reminders to all employees of their responsibility to always provide an active service offer in both Official Languages.

The department monitors employee compliance with the *Official Languages Act* and the Language of Service policy.

Conclusion

The department strives to provide quality services to clients in both Official Languages. Efforts over the past few years seem successful, as the Department of Tourism, Heritage and Culture had no Official Languages complaints for the 2022-2023 fiscal year.

SUMMARY OF RECOMMENDATIONS FROM THE OFFICE OF THE AUDITOR GENERAL

Section 1 – Includes the current reporting year and the previous year.

Tourism, Heritage and Culture did not receive any recommendations from the 2022 or the 2021 Auditor General's reports.

NAME AND YEAR OF AUDIT AREA WITH LINK TO ONLINE DOCUMENT	RECOMMENDATIONS
	TOTAL
Not applicable	

IMPLEMENTED RECOMMENDATIONS	ACTIONS TAKEN
Not applicable	

RECOMMENDATIONS NOT IMPLEMENTED	CONSIDERATIONS
Not applicable	

Section 2 – Includes the reporting periods for years three, four and five.

Tourism, Heritage and Culture did not receive any recommendations from the 2020, 2019 or 2018 Auditor General's reports.

NAME AND YEAR OF AUDIT AREA WITH LINK TO ONLINE DOCUMENT	RECOMMENDATIONS	
	TOTAL	IMPLEMENTED
Not applicable		

REPORT ON THE PUBLIC INTEREST DISCLOSURE ACT

Under section 18(1) of the *Public Interest Disclosure Act*, the chief executive officer shall prepare a report of any disclosures of wrongdoing made to a supervisor or designated officer of the portion of the public service for which the chief executive officer is responsible. The Department of Tourism, Heritage and Culture did not receive any disclosures of wrongdoing in the 2022-2023 fiscal year.