

Provincial Historic Commemorations Board

Activity Plan

2011-2014

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1. Chair's Message

Dear Minister:

On behalf of the members of the Provincial Historic Commemorations Board, I am pleased to submit this three-year Activity Plan for 2011/12 to 2013/14.

This plan is prepared in compliance with the *Transparency and Accountability Act* pursuant to which the Board has been categorized as a **Category 3 Government Entity** which requires the Board to prepare a performance-based activity plan.

In developing this plan, the Board has considered its mandate to review nominations and advise the Minister of Tourism, Culture and Recreation about designations under the Provincial Historic Commemorations Program. It has also considered the Strategic Directions of Government. The Board is accountable for the preparation of this plan and for the achievement of its goals and objectives.

We look forward to continuing to fulfill our role in the coming years as the program continues to develop and grow.

Sincerely,



Françoise Enguehard
Chair

2. Overview

Creation of the Provincial Historic Commemorations Board (PHCB) was identified as a commitment within the Provincial Government's cultural strategy *Creative Newfoundland and Labrador: The Blueprint for Development and Investment in Culture*. The *Historic Resources Act* was amended to include commemorations of sites, events, people or cultural traditions in the province that are considered by the minister to be of historical or cultural significance and that are to be registered provincial cultural resources. The function of the PHCB is to advise the Minister of Tourism, Culture and Recreation regarding these nominations for designation under the guidelines of the Provincial Historic Commemorations Program.

During the 2011-14 planning cycle, the PHCB will support through its activities the following components of the Strategic Directions laid out by the Department of TCR (see Appendix I for more information):

- Preserve and safeguard tangible and intangible heritage (Focus area: build increased awareness of historic places, persons, events)

The PHCB is a six-member body appointed by the Government of Newfoundland and Labrador. Its representatives are drawn from a range of citizens who have far-reaching experience in the fields of culture and heritage. One board member is a representative of the Department of Tourism, Culture and Recreation and the Board is also appointed a secretary from the staff of the Provincial Historic Sites Division.

Current Board Members: Françoise Enguehard (Chair), Terry Bishop-Stirling (Vice-Chair), Robert Hobbs, Anita Best, Gary Baikie, Jerry Dick (Dept of TCR). Board membership is current as of April 1, 2011

For more information, contact:

Kate Wolforth, Provincial Historic Sites Officer

e/ katewolforth@gov.nl.ca

t/ 729-6901

f/ 729-7989

Provincial Historic Commemorations Program
Room 323, Arts & Culture Centre
Department of Tourism, Culture and Recreation
Box 8700, St. John's, NL
A1B 4J6

Website: www.seethesites.ca/commemorations

3. Mandate

The mandate of the Provincial Historic Commemorations Board is to advise the Minister of Tourism, Culture and Recreation regarding commemorations under the Provincial Historic Commemorations Program. The Board also undertakes activities to promote the program and to educate Newfoundlanders and Labradorians about subjects that have been commemorated. This mandate supports the wider mandate of the Department of Tourism, Culture and Recreation to preserve the province's cultural heritage and historic resources and to recognize their importance. The Board's mandate supports goals identified in the Provincial Government's cultural strategy *Creative Newfoundland and Labrador: The Blueprint for Development and Investment in Culture*, namely to commemorate significant tangible and intangible cultural heritage resources.

4. Values

In its deliberations, the Board will reflect an appreciation for preserving and promoting an awareness of the distinct, significant aspects of our culture; and ensure that the integrity of the Provincial Historic Commemorations program is upheld through:

Openness and Transparency

Board members will apply an open and transparent system for commemorations that encourages individuals and groups of citizens to nominate various aspects of Newfoundland and Labrador's heritage and culture.

Thoroughness and Objectivity

Board members will be thorough and apply an objective, research-based approach to assessing and recommending commemorations. The Board will consider of equal value the tangible and intangible aspects of Newfoundland and Labrador's heritage and culture.

5. Mission

The Provincial Historic Commemorations Board will operate the Provincial Historic Commemorations Program that maximizes public participation and that creates a high level of awareness of Newfoundland and Labrador's history and its cultural traditions. The Board operates under the mission of the Department of Tourism, Culture and Recreation:

By 2017, the Department of Tourism, Culture and Recreation will have provided opportunities for enhanced participation by citizens engaged in developing and promoting tourism, arts, heritage and physical activity, recreation and sport so that the province is a better place in which to live, visit and work.

Specifically, the Provincial Historic Commemorations Board contributes to the mission of the Department of Tourism, Culture and Recreation by providing opportunities for enhanced participation by citizens engaged in developing and promoting heritage.

In addition to supporting the department's Mission, the Board also supports a strong provincial cultural identity, and greater stewardship for and development of heritage resources as identified in the province's Cultural Strategy (Dept TCR).

6. Vision

The Vision of The Provincial Historic Commemorations Board is of a province whose citizens have a high level of appreciation and knowledge of the province's history and its cultural traditions.

7. Lines of Business

The Provincial Historic Commemorations Board has one line of business, reflective of its mandate, which is the:

Promotion and administration of the Provincial Historic Commemorations Program.

In serving this line of business, the Board:

- Reviews and evaluates nominations following the guidelines of the Provincial Historic Commemorations Program.
- Advises the Minister of Tourism, Culture and Recreation regarding provincial historic commemorations.
- Assists in promoting the Provincial Historic Commemorations Program and encouraging nominations from the general public.
- Provides advice on the administration of the Provincial Historic Commemorations Program (examples: provides advice regarding revisions to program criteria and guidelines as needed; provides advice regarding annual expenditures under the program; provides advice regarding the completion of legacy activities under the program; review promotional materials developed for the program).

8. Primary Clients

The primary client for the activities of the Provincial Historic Commemorations Board is the Minister of Tourism, Culture and Recreation, to whom the Board provides advice. More broadly, the clients of the Board's activities are the residents of Newfoundland and Labrador.

9. Issues

The Provincial Historic Commemorations Program is a relatively new initiative of the Government of Newfoundland and Labrador, given that the first commemorations under the program were announced in March 2010. While making recommendations regarding historic commemorations is the Board's main objective, promoting awareness of this new program and encouraging the public to make nominations is also a priority in the coming years.

Issue 1: Commemoration Recommendations

As per Strategic Direction 1 of the Department of Tourism, Culture and Recreation: (*Preserve and safeguard tangible and intangible heritage, specifically addressing the focus area of building increased awareness of historic places, persons and events*) the Board's main objective is to review nominations submitted by the public, and to make recommendations to the Minister regarding annual commemorations of significant historic places, people, and events, as well as significant cultural traditions and tradition bearers.

The Board intends to report on this objective each fiscal year through the Board's annual report.

Annual Objective:

By March 31 2012, 2013 and 2014, the Provincial Historic Commemorations Board will have provided recommendations on commemorations to be designated at a ceremony to be held by October of that year.

Measure: Provided recommendations on commemorations.

Indicators:

- Held semi-annual meetings to review nominations submitted by the public.
- Commissioned research to support commemorations recommendations.
- Recommended commemorations to be announced at an annual event.

Issue 2: Development of Legacy Activities

Following each commemoration, nominees can access funds through the PHCP to develop legacy activities to further raise awareness about the program and each commemoration. Many of these legacy activities support Strategic Direction 1 of the Department of Tourism, Culture and Recreation (*Preserve and safeguard tangible and intangible heritage*).

The Board intends to report on this objective each fiscal year through the Board's annual report.

Annual Objective: By March 31 2012, 2013 and 2014, the Provincial Historic Commemorations Board will have advised on the execution of legacy activities developed for each commemoration made that year.

Measure: Execution of legacy activities advised on.

Indicators:

- Successfully completed legacy activities for 50% of commemorations.

Issue 3: Promotion and Accessibility of the Program

As the Provincial Historic Commemorations program is still a relatively new program of the Government of Newfoundland and Labrador, the Board is continuing to place priority on promoting the program and encouraging nominations from across the province, and from all citizens. As a citizen-driven program, it is the goal of the Provincial Historic Commemorations Board to ensure that all residents of the province can easily access information about the program, and that the process for nominating people, places, events, cultural traditions and tradition bearers of historic and cultural significance is straightforward and transparent.

Goal: By March 31, 2014, will have promoted and made the Provincial Historic Commemorations Program more accessible.

Measure: Provincial Historic Commemorations Program promoted and made more accessible.

Indicators: Initiatives to increase awareness of the program developed and promoted.

Objective:

1. By March 31, 2012, the Provincial Historic Commemorations Board will have successfully promoted the program among youth.

Measure: Successfully promoted the program to youth.

Indicators:

- Initiatives to increase awareness of the program among youth developed and promoted.
2. By March 31, 2013, the Provincial Historic Commemorations Board will have successfully promoted the program among Aboriginal communities across the province.

3. By March 31, 2014, the Provincial Historic Commemorations Board will have successfully promoted the program to all municipalities across the province.

Pursuant to *the Transparency and Accountability Act*, the Provincial Historic Commemorations Board will submit annual Activity Reports at the end of each fiscal year, as long as the Board remains active.

Appendix I – Strategic Directions

This section provides an overview of the Provincial Historic Commemorations Board’s Commitments for 2011-2014.

Strategic Directions

Strategic directions are the articulation of desired physical, social or economic outcomes and normally require action by more than one government entity. These directions are generally communicated by Government through platform documents, Throne and Budget Speeches, policy documents, and other communiqués.

The *Transparency and Accountability Act* requires departments and public bodies to take into account these strategic directions in the preparation of their performance-based plans. This action will facilitate the integration of planning practices across Government and will ensure that all entities are moving forward on key commitments.

Strategic Direction that is relevant to this Board: Preserve and safeguard tangible and intangible heritage.

Clarifying Statement: This outcome supports the policy direction of government and requires intervention by the Board and its stakeholders in the following components of the activity plan which must be addressed to achieve this strategic direction:

- Build increased awareness of historic places, persons and events.