Sustaining Coastal Communities

Newfoundland and Labrador Department of Tourism, Culture and Recreation
Change Islands, NL
Sustainable Communities

“We are a special place and a people on the planet”
Tourism

• Critical for coastal communities

• In 1993 and 2003 targeted as an industry with high growth potential for all of Newfoundland and Labrador

• Serious cooperative investment by both levels of government

• 1993 creating the industry – generators 40% ERA

• 2003 funding tourism development in communities and regions latest closures - satisfiers – 50%-60% tourism development
Significant Growing Industry

• In excess of $600M

• 3rd largest industry in the province - seasonal

• Dependant on sustainable significant marine, natural, cultural and human resources

• 25,000 jobs
Significant Growing Industry

• Ahead of fish harvesting
• Ahead of fish processing
• $300 million non-residents
• 430,000 non-residents visiting
• 1996 -35% increase in visitation
Tourism Highlights

• Developing national and international markets
• World-class award winning marketing campaign
• Developing internationally significant marine, natural, cultural and human resources
Key Markets

- Touring – Canada- Ontario, New England and the Maritimes
- Outdoor and Cultural Adventure- NA and Europe
- Educational Travel- NA
- Hunting and Fishing – US
- Bus Tour and Convention- NA
- Cruise Ship Industry
- VFR-
- Winter Ski and Snowmobile
Partnerships

• $6.0M annually
• HNL/Industry Council/RTA/ACTP/CTC
• Marketing partnership program
• (Open Mic, Web Site Links, VIC, Literature Distribution, Training for travel councilors, TDS-Call Center, Travel media program, travel trade, shoulder season guides)
Investment Products

- People
- Icebergs
- Whales
- Sea Birds
- Caribou and wildlife
- Adventure
- Arts (traditional and contemporary)/Culture
- Architecture and landscapes
- History, sites, archaeology and museums
- World Heritage Sites
- National/Provincial /Community Parks and Historic sites
Remember

*Nice place to visit is first and foremost a nice place to live*

- 100,000 Woodland Caribou
- 750,000 Barren Ground Caribou
- Ecological Reserves
- 22 species of whales
- Fisheries-Inshore, international, sealing, salmon, bait, canning
- Human Heritage
- Iceberg Alley - Two Hundred Thousand Ton Icebergs
- 35 million sea birds - 97% Habitat protected
- Archaeology- ancient peoples and cultures
- Our contemporary arts (writers, film producers, musicians, dancers, actors)
- The Rooms – World class cultural institution
- Oldest rock in the world
- Oldest sex!!! In the world
Future Considerations - National/Provincial

- Early stages
- Maximize our world, nationally, provincially and regionally significant human, cultural, marine and natural heritage
- 2 new national parks (Torngats and Mealey Mountains)
- Feasibility for national marine parks
- World Heritage Designation submissions

- Generators and satisfiers – partner with the generators
- Operational support and grants for municipalities, associations
- Managing quality for complex integrated experience
- Air and ferry access - Increase fly drive
- Policies and legislation
- Support integrated professional planning, partnerships and packaging
Future Consideration/Community

- Establishment of community goals and plans - Vision and 10 year goals
- Seasonality and new structures/organizations to develop tourism
- Strong leadership and working together – Viking Accord
- Municipalities and communities to engage in greater resource protection and management to sustain the resources upon which their tourism depends (scenic coastlines and vistas, important habitat, geological and fossil features, wooden boats, vernacular architecture, flakes, cellars, fences, horses, stores, archival, artifacts, all themes
- Sustainable development of resource attractions
- Municipal planning act delegation of authority
- Tourism services – food and accommodation- Canada Select
- Water and sewer
- Access for coastal communities to professionals and to regional tourism association activities and committees
- Visitor Centers at entrance point
- Research and Guide Books
- Education for residents and youth
- Access
- Promotional packaging and partnerships
Protecting and Developing the Culture of Newfoundland and Labrador

• “If we don’t do it will not be done ….. and our cultural diversity will be lost to Canada and the world forever”
Peoples of the North West Atlantic

• Ancient and contemporary peoples who came from the west, south, north and east
• 9 distinct ancient aboriginal cultures
• 3 remaining contemporary aboriginal cultures
• 6 early primary European cultures – early international fishery influence

• Knowledge, skills, traditions and the ability to adapt in a marine environment

• 9,000 years/ 7 – 9 generations
Cultural Policy

Broad definition of culture used by the United Nations

Arts and the tangible and intangible heritage of the peoples of Newfoundland and Labrador
Cultural Policy

• International models

• Provincial Policy – Federal Policy is not adequate

• UNESCO – Co-chair Canada’s participation at Unesco
Vision

Our people to take great pride in the cultural identity that binds us as Newfoundland and Labradarians. It enhances our lives socially and economically, inspiring us to maintain our unique culture for future generations.

12,000 people and $200,000 activity
Guiding Principles

• Cultural and linguistic diversity
• Culture and quality of life
• Culture, education and life long learning
• Value of cultural professionals and volunteers
• Socio- economic development
• Professional development and training/skills transfer
• Cultural access
• Cultural stewardship and partnerships
• Arms length and professional evaluation
Cultural Policy

- Artists
- Arts professionals
- Heritage professionals
- Volunteers
- Aboriginal and European based tradition bearers
- Industries, provincially owned arts and heritage crown corporations, programs, organizations and enterprises
Cultural Development

• Early Stages – Exotic- Award Winning
• Cultural Industries growing - Export
• Cultural Tourism –history- archaeology, people, arts
• Strengthening provincial programs
  - Strategic Plan – Sustainable tourism
  - The Rooms
  - CEDP (Fisheries Heritage, research, presentation and conservation, professional development)
  - Working committee enhance collaboration
Provincial Cultural Programs

- CEDP (Community Arts, Heritage, Fisheries Heritage)
- Heritage Foundation of Newfoundland and Labrador
- Heritage Grants
- HPI
- Provincial Heritage Designation Program
- Newfoundland and Labrador Arts Council
- Art Procurement
- Newfoundland and Labrador Film Development Corporation
- Provincial Museum System
- Provincial Archives
- Provincial Art Gallery
- The Rooms
- Provincial Archaeology Program
- Provincial Historic Sites Program
- Arts and Culture Centers
- Special Projects – JUNOS/IBP/French and English Heritage and Culture
- Federal/Provincial Cooperation and Agreements
- Cultural Policy and Planning
Best Practices

- Viking Accord
- Bonavista Townscape Project
- Cuslett
- Dr. Gunn Report
- Fisheries Heritage Program
- Elderhostel and Educational Learning
- Norway’s Fishing Stores
- Eco Museums
Change Islands

• Squid Jigging Grounds, Geologically unique, Island Experience Ocean Frontage

• Adjacent to Twillingate and Fogo

• Resident or International
• Mentorships
• Heritage Coordinator/Facilitator

• Goals – Values

• Projects
  – Inventory
  – Guide
  – Conservation and Protection – remaining
  – Expand trails, services