



**Art and Culture Opportunities
Summit 2017
REPORT**



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GENERAL INFORMATION

The views expressed in this report are those of external GNB participants for consideration by the Government of New Brunswick.

Context

In 2015 and 2016, the New Brunswick Jobs Board Secretariat (JBS) held a series of opportunities summits to better define opportunities for economic development and employment growth in the province. Twenty-two summits covering a variety of topics were held in the province.

Engaged citizens, entrepreneurs, leaders of non-profit organizations and government representatives discussed and imagined new avenues for various sectors of New Brunswick society. They also discussed our opportunities for growth and social advancement from a national and global perspective.

The fruits of these discussions helped the JBS develop The New Brunswick Economic Growth Plan, released in September 2016. The plan is based on five pillars:

- People
- Innovation
- Capital
- Infrastructure
- Agility

As promised, the JBS organized a second round of opportunities summits to put into practice the notion of open government. To establish the concept of open government, three phases are required: participation - transparency - collaboration.

The first round consisted of participation. The second round is based on transparency and lays the foundation for greater collaboration between citizens and government.

During the summit, the Department of Tourism, Heritage and Culture gave an account of what had been accomplished since the first summit on January 29, 2016. Representatives from the department reported on the issues that received further attention among suggestions received.

Objectives

The summit had the following goals:

Accountability and transparency

- Share information on government decisions and actions related to the initial summit input.
- Provide access to interested people who could not attend at the summit in person.

Improvement and collaboration

- Capture input to improve current strategies and initiatives.
- Identify opportunities to collaborate on priorities going forward.

Participant experience
 - Participants had a positive

Summit Agenda and participants

The second Opportunities Summit on arts and culture was held at Saint Andrews on May 23, 2017. Thirty participants (including representatives from the provincial government) discussed the growth and the development of the arts and cultural sector in New Brunswick.

Agenda	
10 am	Opening
10:10 am	Welcome Doug Naish, Mayor of Saint Andrews
10:15 am	Remarks Hon. John Ames Minister of Tourism, Heritage and Culture
10:25 am	Presentation on the State of the New Brunswick Economy Hon. Francine Landry, Minister of Economic Development Minister responsible for La Francophonie Minister responsible for Opportunities NB
10:40 am	Jobs Board Secretariat Update - New Brunswick Economic Growth Plan Susan Holt, Head of Business Relationships New Brunswick Jobs Board Secretariat
10:50am	Presentation – New Brunswick Department of Tourism, Heritage and Culture
11:25 am	Group discussion: <i>How have the department's actions responded to your needs and why?</i>

	<p><i>Have we forgotten anything?</i></p> <p><i>What other actions should we prioritize and why?</i></p>
1:20 pm	<p>Group discussion – <i>Based on themes brought up in the previous discussion:</i></p> <p><i>1. How can we better collaborate?</i></p> <p><i>2. Is there anything currently available that can be used as leverage?</i></p> <p><i>3. How can we become involved?</i></p> <p><i>4. Next steps (2 or 3)</i></p>
2:35 pm	<p>Summary of the day by the minister</p>
2:40 pm	<p>Remarks and comments</p> <p>Minister John Ames</p>

ONLINE PARTICIPATION

The Web was used to allow for the participation of as many people as possible. The presentations on the State of the economy, on the Economic Growth Plan and that of the Department were streamed live. At the end of the day, the premier’s remarks were also presented in real time at <http://www.opengovnb.ca/en>. These presentations are still available on the site.

Social media were also used. Followers of the OpengovNB/GouvertNB page on Facebook were informed about the summit. On Twitter (@GNBvousrepond, @GNBreplies), followers could follow parts of the conversations since the major topics of discussion were shared throughout the day.

SUMMARY OF DISCUSSIONS: WHAT WE LIKE AND WHAT’S MISSING

Participants formed groups of 5-6 people to discuss details presented by the Department. They were asked to reply to these questions: How have these actions responded to your needs and why? Have we forgotten anything? What other actions should we prioritize and why?

The following are comments made by participants on the actions undertaken by the Department of Post-secondary education, Training and Labour, as well as on items that are missing. They are grouped according to the larger themes brought up during the discussions.

ON SUPPORT TO ARTISTS

- The issue of the artists' status remains a priority for participants. This file has the potential to considerably change for the better, the quality of life for artists in New Brunswick.
- Emerging artists need special help – grants, opportunities, financial planning, and creative spaces.
- The time has come for cultural industries to be recognized at their true value and that this recognition is reflected in investments for their development.
- Employees working on the creative side, in production and in broadcasting also have specific training needs.

ON THE PLACE OF ARTS AND CULTURE IN NEW BRUNSWICK

- Arts and culture must become an integral part of the province's economic growth strategy. Participants question the place given to this sector by the government in its development predictions.
- To ensure the development of a long-term vision for the sector, there must be investments made in the development of networks and organizations.
- In addition, those that make these decisions must better understand the reality of the arts and culture sector, its impact and the people who work in this field. That way, they will be in a better position to make decisions that have positive repercussions for the sector and its stakeholders.

ON THE ROLE AND RESPONSIBILITIES OF THE DEPARTMENT

- The multi-year funding model (3 years) is very well received.
- Stakeholders question the place that will be allocated to arts and culture in the province's new tourism strategy.
- The department must adopt an investment policy for film, television and media.
- Stakeholders generally agree that there is an urgent need for greater interdepartmental coordination in order to facilitate project advancement. The sector cannot be confined to one department only.
- In the same vein, stakeholders would like to see more coordination with municipalities so that arts and culture could be included in their overall development plans.
- The government has a campaign promoting local purchases for food and beverages. This logic should also be applied to the cultural sector, for example, with a policy on book purchases.
- Support for exports produces results. This support must be continued and extended to all disciplines in collaboration with artists and the industry. Other initiatives of a financial nature could also be established, such as the securing of financing for exports to the United States.
- However, it is important to define what we want to export. There are opportunities in terms of arts and in terms of culture.
- ArtsVestNB provokes mixed reactions. Some participants like the project since it reduces the need for fundraising and increases the potential for financial participation from the private sector. Other participants find that the ArtsVestNB project is confusing. There are questions about sums that are available, program objectives and the number of projects available.

ON TRAINING FOR CHILDREN AND YOUTH

- Participants are happy to learn that additional funds are available to pay for artists working in the school system.
- Participants believe that teachers are not sufficiently trained in the field of arts and culture to ensure sufficient knowledge transfer to students.
- School arts projects lack visibility. In addition, there should be community partnerships so that these projects continue to be active once they're completed.
- Some participants believe that it is imperative that students are initiated to the arts in galleries and museums, rather than through mobile displays in schools.

SUMMARY OF DISCUSSIONS: HOW CAN WE BETTER COLLABORATE?

Following the initial discussion, overall themes emerged and became topics for further discussion by participants. This portion of the summit was a first step toward reinforcing collaboration between all stakeholders, whether government or community.

Once the themes were identified, participants were invited to join the conversation that appealed to them in order to answer four questions:

1. How can we better collaborate?
2. Is there anything currently available that can be used as leverage?
3. How can we become involved?
4. What are the next steps?

UPDATING PROGRAMS

How can we better collaborate?

There must be continued and sustained dialogue between artists and the government. All parties must take part in discussions when programs are developed or updated.

Is there anything currently available that can be used as leverage?

Artists in schools programs exist, but they should be improved.

CBC/Radio-Canada invests on the production side, but the government of New Brunswick must invest more.

Federal strategies in terms of developing the film industry could be better utilized in the province.

Efforts to conserve heritage also need to be reinforced.

How can we become involved?

Participants feel they are already very deeply (too deeply?) involved in this.

What are the next steps?

First of all, arts and culture must be integrated into the New Brunswick Economic Growth Plan, as well as in the province's new tourism strategy. We must also promote the economic benefits of artistic and cultural activities. Right now, these benefits are not well communicated.

We must also invest in our emerging artists in order to ensure there are emerging professionals in the field.

Finally, it is important that the government name an efficient task force to follow the implementation of the New Brunswick cultural policy.

ARTIST STATUS

How can we better collaborate?

New Brunswick society needs to better understand the artists' reality. Their work is not typical and they are often in the shadows. We must ensure that artists take centre stage in municipalities and our diffusion networks that are close to the people; this would allow the population to better understand the importance of the work accomplished.

Then, we need to create a synergy between federal and provincial initiatives that relate to the status of the artist.

Is there anything currently available that can be used as leverage?

The Premier's working group on the status of the artist and the groups representing artists: Association acadienne des artistes professionnels du Nouveau-Brunswick (AAPNB) and ArtsLink, as well as indigenous artists.

How can we become involved?

There needs to be concrete support to organisations that fight for legislation on the status of the artist. This act seeks to greatly improve the socio-economic situation of professional artists in New Brunswick.

What are the next steps?

Adoption of a true act on the status of the artist (enforceable), followed by the establishment of a transition committee.

INTERDEPARTMENTAL COORDINATION

How can we better collaborate?

There needs to be more money put into the development of cultural initiatives. In addition, an approach allowing a contractual report with government, rather than grants programs would be beneficial.

Cooperation must be established at the provincial level by a task force comprising various government departments. In addition, discussions between artists and the three levels of government would allow for a better linkage of efforts.

Is there anything currently available that can be used as leverage?

The Department of Tourism, Culture and Heritage and the Department of Post-Secondary Education, Training and Labour are the two entities inside the provincial government that work more closely with the arts and culture sector. It would be useful to have liaison officers to coordinate the efforts of these two entities.

Meetings between the three government levels must also include arts and culture on their agenda.

How can we become involved?

Participants feel they are already very involved, but that they could be better informed on the collaboration between departments.

What are the next steps?

- Creation of a position of liaison officer within the provincial government machinery to see to the advancement of sector preoccupations.
- Revision of decisions from an arts and culture angle.
- More efficient communications between government and stakeholders.
- Implementation of the cultural policy. Everything mentioned here is already included.

NEXT STEPS

SUMMARY REPORT

A summary report of discussions (this document) is produced after each summit. The summary report contains the list of participants (Appendix A), the results of the participant survey (Appendix B). All summary reports will be posted online at <http://www.gouvertnb.ca/>

PARTICIPANT SURVEY

After the summit, an online survey was sent to each participant to compile comments on the initiatives they found interesting, to find out whether they are interested in collaborating and, if so, on which topics, and to obtain their views on the event. This information will allow us to improve the next summits and help influence the government's priorities. It will also help guide further collaboration efforts. Survey results can be found in Appendix B of this report.

RAW DATA

In order to support the efforts of the New Brunswick Government in its approach to data sharing when possible, a table of non-interpreted comments was compiled and made available. It is available at the following address: <http://www.opengovnb.ca/en/summits-theme-and-schedule/35-arts-and-culture-opportunities-summit-st-andrews-may-23-2017>

VIDEO

Following the summit, a video was produced in which you will hear the comments of certain participants. It can be viewed at <http://www.opengovnb.ca/en/summits-theme-and-schedule/35-arts-and-culture-opportunities-summit-st-andrews-may-23-2017>

NEXT SUMMITS

The government is considering the possibility of holding a third summit in the spring of 2018, in collaboration with various partners identified during this summit. The 2018 event will serve to present the progress made during the year and identify further action items.

WHAT YOU CAN DO

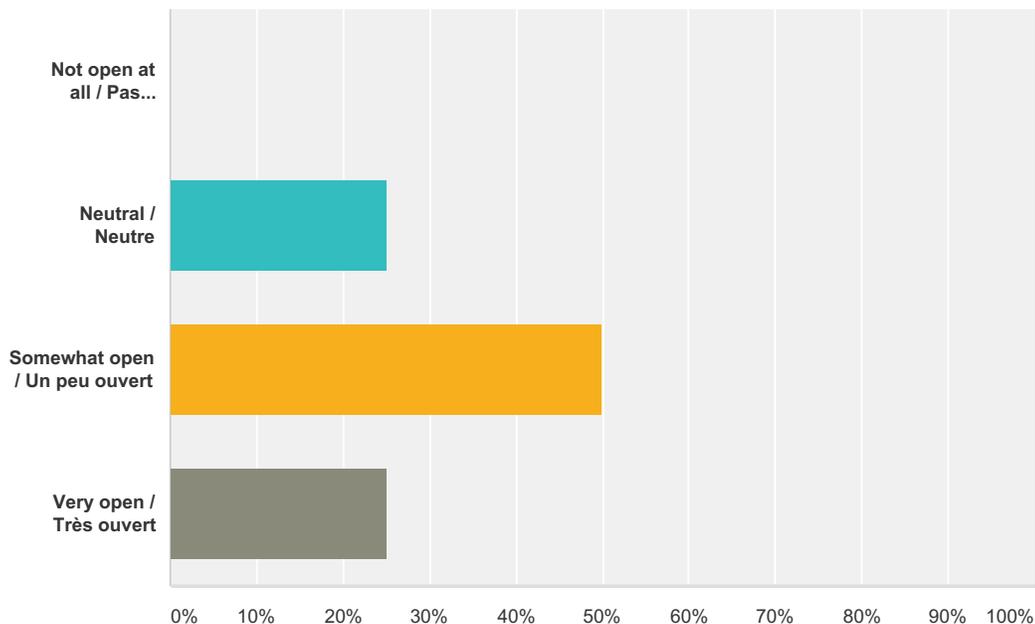
Interested parties are encouraged to pursue efforts to help move things along and to contact the appropriate departments or the New Brunswick Jobs Board Secretariat to collaborate on the opportunities discussed during the summit and in this report.

APPENDIX A – LIST OF PARTICIPANTS

Name/Nom	Organization/Organisation
Carmen Gibbs	AAAPNB
Philippe Beaulieu	AAAPNB
Jamie Steel	Artist Manager
Gillian Dykeman	ArtsLinkNB
Julie Whitenect	ArtsLinkNB
Marie-France Doucet	CCNB
Deborah Donnelly	Culture Plus
Darcy LeBlanc	Festival & Events Manager
Daniel Thériault	Festival acadien de Caraquet
Nadia Khoury	Gallery on Queen
Tahlia Ferlatte	Ignite Fredericton
Craig Schneider	Instructor, NB College of Craft and Design
Jean Surette	Music NB
Richard Hornsby	Music NB
Carol Collicutt	NB Arts Board Chair
Peter Laroque	NB Museum
Marc Braithwaite	NBCCD College Director
Joss Richer	New Brunswick Arts Board
Jean-Claude LeBlanc	Patrimoine Canada
Luc Leblanc	Patrimoine Canada
Juliette Breau Bar...	Radarts
Kathryn McCarroll	Sheila Hugh Mackay Foundation
Sarah Rankin	The Fundy Fringe Festival
Jean-Guy Blanchard	Ville de Caraquet
GNB Attendees/Participants GNB	
Thierry Arseneau	THC - TPC
Cecile LePage	THC - TPC
Francoise Roy	THC - TPC
Hon. John Ames	THC - TPC
Jane Matthews-Clark	THC - TPC
Lise Michaud	NBJBS-SCENB
Melanie Deveau	THC - TPC
Susan Holt	NBJBS-SCENB
Total external attendees	24
Total GNB attendees	8
Total attendees	32

Q1 How would you assess the government's efforts for accountability and openness in this summit? Comment évaluez-vous les efforts du gouvernement pour être ouvert et transparent durant ce sommet ?

Answered: 8 Skipped: 0

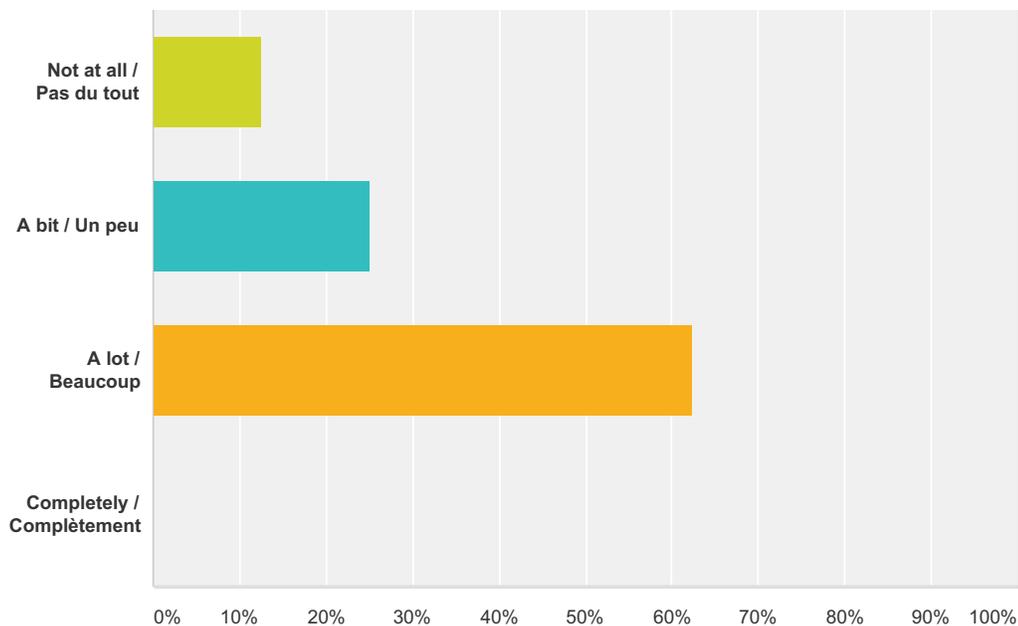


Answer Choices	Responses
Not open at all / Pas ouvert du tout	0.00% 0
Neutral / Neutre	25.00% 2
Somewhat open / Un peu ouvert	50.00% 4
Very open / Très ouvert	25.00% 2
Total	8

#	Comments	Date
1	All the politicians made speeches and then left. No chance to use the opportunity for meaningful confersation	5/26/2017 2:30 PM
2	Pre-summit info package would have been useful	5/24/2017 9:55 AM
3	These summits are good opportunities to gather, but they tend to be short and superficial. Still, I appreciate the effort. More in depth, regular consultations with stakeholders would be a nice addition.	5/24/2017 9:50 AM

Q2 How do you feel that your contributions were heard? Avez-vous le sentiment que vous idées ont été entendues ?

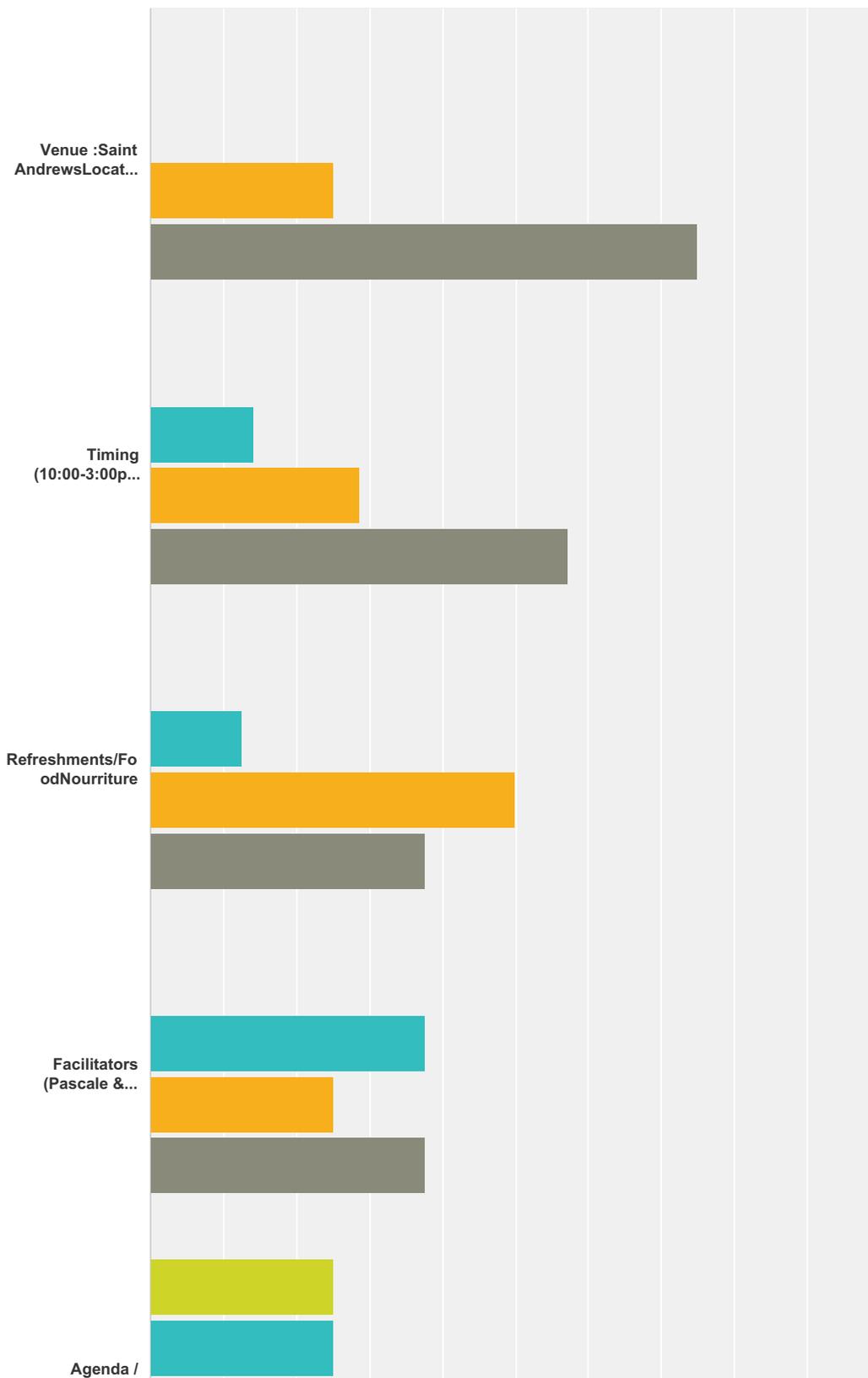
Answered: 8 Skipped: 0

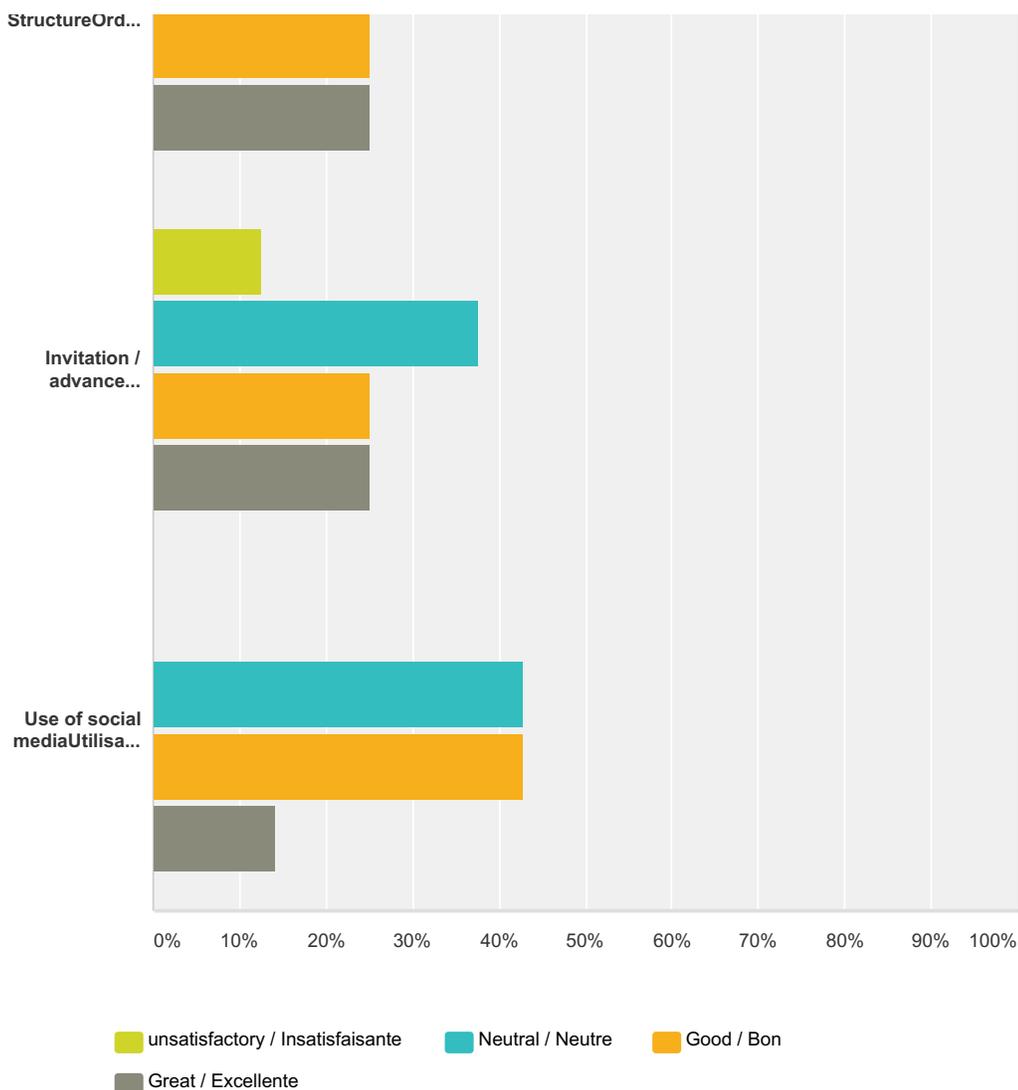


Answer Choices	Responses
Not at all / Pas du tout	12.50% 1
A bit / Un peu	25.00% 2
A lot / Beaucoup	62.50% 5
Completely / Complètement	0.00% 0
Total	8

Q3 Please rate the following elements of the summit:

S'il vous plaît évaluer les éléments suivants du sommet :





	unsatisfactory / Insatisfaisante	Neutral / Neutre	Good / Bon	Great / Excellente	Total
Venue :Saint AndrewsLocation : Saint Andrews	0.00% 0	0.00% 0	25.00% 2	75.00% 6	8
Timing (10:00-3:00pm)Calendrier (10:00 - 15:00)	0.00% 0	14.29% 1	28.57% 2	57.14% 4	7
Refreshments/FoodNourriture	0.00% 0	12.50% 1	50.00% 4	37.50% 3	8
Facilitators (Pascale & Jason)Les animateurs (Pascale & Jason)	0.00% 0	37.50% 3	25.00% 2	37.50% 3	8
Agenda / StructureOrdre du jour	25.00% 2	25.00% 2	25.00% 2	25.00% 2	8
Invitation / advance information providedLes invitations, informations fournies à l'avance	12.50% 1	37.50% 3	25.00% 2	25.00% 2	8
Use of social mediaUtilisation des médias sociaux	0.00% 0	42.86% 3	42.86% 3	14.29% 1	7

#	Comments	Date
1	Would have liked a more proactive objectives with action itemsé	5/24/2017 11:29 AM

2	As far as meetings go, this one was a success. The venue was comfortable and amenable to group work and exchange.	5/24/2017 9:50 AM
3	Seating could have been better Tables were have empty More communication with fuller tables	5/23/2017 11:32 PM

**Q4 The initiative I'd like to see progress
most following the summit is:**

**L'initiative que j'aimerais le plus voir
progresser suite au sommet est :**

Answered: 7 Skipped: 1

#	Responses	Date
1	Explorer les opportunités économiques	6/21/2017 11:03 AM
2	The provision of professional development funds to help NB artists and arts administrators participate in conferences.	5/24/2017 5:00 PM
3	5 million \$ investment to complete the implementation of the Cultural Policy.	5/24/2017 11:29 AM
4	Implementation of Cultural Policy initiatives	5/24/2017 9:55 AM
5	Implementation of Cultural Policy; legislation re. Status of the Artist (anything to raise the profile of arts & culture in NB)	5/24/2017 9:50 AM
6	More open dialogue on how to support the Art and Culture scene in New Brunswick	5/23/2017 11:32 PM
7	More interdepartmental cooperation for common goals that incorporate Arts and Culture	5/23/2017 5:46 PM

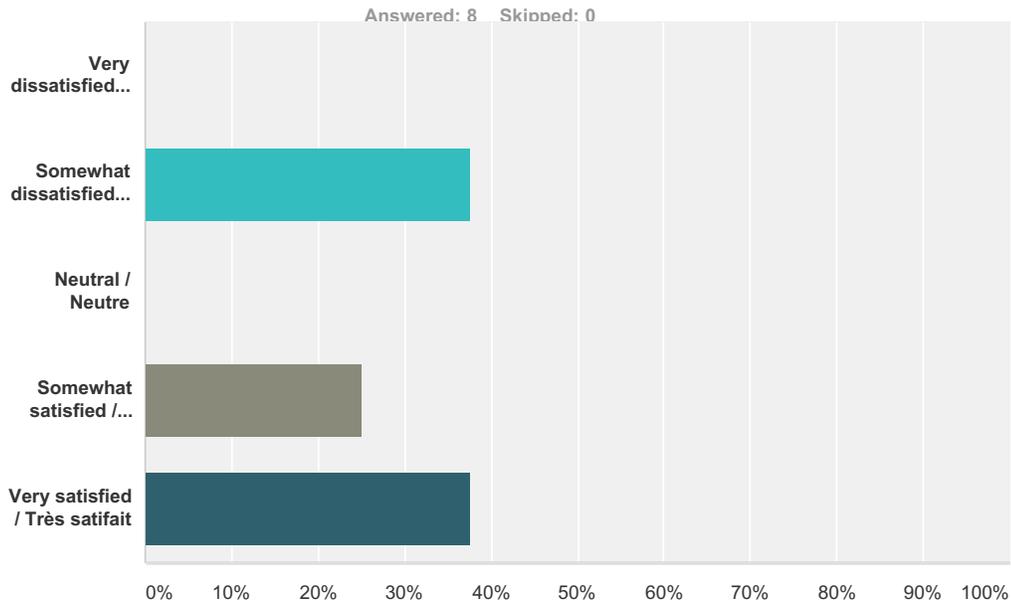
Q5 The initiative(s) I would like to collaborate on following the summit is (are):

Les initiatives sur lesquelles j'aimerais collaborer suite au sommet sont :

Answered: 7 Skipped: 1

#	Responses	Date
1	Éco-systèmes et infrastructures	6/21/2017 11:03 AM
2	Growing business skills training for artists and arts admins in the province	5/24/2017 5:00 PM
3	Building Infrastructure and capacity in the Music industry.	5/24/2017 11:29 AM
4	Arts and Cultural Agencies, Boards and Commissions empowerment so long as there is proper and sufficient oversight (role of gov to ensure that funds are spent as intended)	5/24/2017 9:55 AM
5	Anything that would help improve the status of NB artists and raise the profile of arts & culture, both inside and outside NB.	5/24/2017 9:50 AM
6	Overall programming to keep the Art scene alive in the Province	5/23/2017 11:32 PM
7	Assisting in the future relationship between Arts and Cultural Organizations and government	5/23/2017 5:46 PM

Q6 Overall, how would you rate your satisfaction with the 2017 Arts and Culture Economic Opportunities Summit? Dans l'ensemble, comment évaluez-vous votre niveau de satisfaction suite au sommet des possibilités des arts et la culture 2017?



Answer Choices	Responses
Very dissatisfied / Très insatisfait	0.00% 0
Somewhat dissatisfied / Plutôt insatisfait	37.50% 3
Neutral / Neutre	0.00% 0
Somewhat satisfied / Plutôt satisfait	25.00% 2
Very satisfied / Très satisfait	37.50% 3
Total	8

#	Comments	Date
1	controlled day with really little opportunity to give real feed-back. It was a public relations exercise.	5/26/2017 2:30 PM
2	Great networking opportunity	5/24/2017 5:00 PM
3	Would have liked more real and concrete take away action items.	5/24/2017 11:29 AM
4	Hope to keep the summit going for future years and to keep in touch regularly	5/23/2017 11:32 PM
5	Some notable absences - e.g. first nations	5/23/2017 5:46 PM

**Q7 The most valuable part of the Summit
for me was:**

La meilleure partie du sommet a été :

Answered: 8 Skipped: 0

#	Responses	Date
1	La discussion des petits groupes	6/21/2017 11:03 AM
2	I appreciated the opportunity to meet personally some of the government employees working in the sector	5/26/2017 2:30 PM
3	Networking with sector colleagues	5/24/2017 5:00 PM
4	Meeting people from the sector and having two ministers present	5/24/2017 11:29 AM
5	Seeing that stakeholders continue to be engaged	5/24/2017 9:55 AM
6	Networking, exchange of ideas and information, meeting the decision makers	5/24/2017 9:50 AM
7	Frank and open Discussions	5/23/2017 11:32 PM
8	Open forum, collaborative	5/23/2017 5:46 PM

**Q8 The least valuable part of the Summit
was:**

La partie la moins utile du sommet a été :

Answered: 8 Skipped: 0

#	Responses	Date
1	Les présentations très générales	6/21/2017 11:03 AM
2	limited representation from arts centres, no representation of artists	5/26/2017 2:30 PM
3	talking about "How will you be involved" - we're already all so involved - it would be like hosting a medical conference and asking doctors if they think they'll pursue medicine.	5/24/2017 5:00 PM
4	Not sure of the real take aways and next steps and also missing a full day of work.	5/24/2017 11:29 AM
5	Too quick Departmental presentation on what's been done since last summit	5/24/2017 9:55 AM
6	'Overview of Summit & Agenda' was a nice touch, but a little long	5/24/2017 9:50 AM
7	Less participation this year	5/23/2017 11:32 PM
8	Lack of movement on common directions	5/23/2017 5:46 PM

Q9 Please share any other feedback you have on the Summit. Veuillez nous faire part d'autres commentaires que vous avez sur le sommet.

Answered: 5 Skipped: 3

#	Responses	Date
1	It was really well organized. The timing was good, and the day not too lengthy.	5/24/2017 5:00 PM
2	Time allotment in facilitated sessions was insufficient to adequately review info in order to give considered feedback	5/24/2017 9:55 AM
3	I got the sense from all the presenters, including our elected officials, that there is a genuine desire to engage and listen to the stakeholders. My hope is that artists and arts & culture organizations are not seen as second-tier, but that they are considered one of the major drivers of the NB economy--and recognized as contributing to the quality of life of NBers.	5/24/2017 9:50 AM
4	Good approach and keep the conversation going	5/23/2017 11:32 PM
5	I hope this is a meeting where there will be actions for government that continue the dialogue.	5/23/2017 5:46 PM