



# NOVA SCOTIA EVENT STRATEGY THE FIRST OF ITS KIND IN NOVA SCOTIA.

In 2017, Nova Scotia launched its first action plan for culture. This plan is guiding us forward as a recognized leader in this sector, including the development, attraction and funding of events.

Events provide an opportunity to showcase our province's sport, culture and heritage to national and international audiences. They deliver significant economic and social benefits, generate revenue; help our communities and organizations build capacity, leave legacy infrastructure and provide learning and best practices for our province.

In addition, they help attract first-time visitors and can help motivate people to visit our province in the off-season.

The Nova Scotia Event Strategy is a pro-active, focused, strategic approach to the attraction, hosting and development of events.

The Event Strategy is rooted in insight. Our staff conducted a jurisdictional scan, reviewed and validated previous stakeholder feedback and conducted research with three key audiences: Nova Scotians, municipalities, and rights holders.

Through our research, and taking direction from the Culture Action Plan, we have landed on the following goal for the Nova Scotia Event Strategy:

**To attract and develop authentic Nova Scotian events, harnessing our natural assets and unique culture to create social and economic benefits for all Nova Scotians, while leaving a legacy of growth for culture and sport.**

This goal will be achieved through six key pillars.

### Pillar One: Funding Themes

- **Culture spotlight:** This funding theme showcases our culture and heritage. Examples would be the Juno's, Canadian Country Music Week or an investment in a new event that celebrates our culture.
- **Major sport theme:** This is about supporting major sporting events that we can own and are authentic to our province. Examples include hockey, curling, and golf.
- **Winter theme:** This is about supporting events that extend the tourism season.
- **Generation Next theme:** Supporting new ideas for events that follow and support visitor trends.
- **Lion theme:** Nova Scotia has a number of signature events like Celtic Colours and the Royal Nova Scotia International Tattoo. The Lion theme would support those events – helping them grow or perhaps in some cases export.
- **Festival and community event development fund:** This fund supports smaller community events and their sustainability.



### Pillar Two: Event Environment

Developing an event friendly environment. Creating an event friendly environment will build our reputation as a first-choice destination. From the taxi driver to the restaurant server and everyone involved in hosting a world-class event, this pillar is about ensuring we make it easier for visitors to enjoy the event experience and for event hosts to organize and execute events easily in Nova Scotia.

#### Actions include:

- Working with TIANS and Tourism Nova Scotia to develop a welcome program.
- Working with facilities to ensure they understand the importance of improving the fan experience.
- Bringing together a government working group—meeting bi-annually to talk about major events, alignment and leveraging.
- The development of an Event Advisory Group, meeting quarterly and including key stakeholders across the province, allowing for better co-ordination and alignment.
- Improving the volunteer tool, a legacy of the Canada Winter Games, positioning it for growth and better management.

### Pillar Three: Education and Capacity Building

Our government needs to support industry and municipalities with the expertise to deliver an authentic Nova Scotian world-class event experience.

#### This can be done in a variety of ways:

- A tool box that allows better understanding of the business of events
- A conference with best practice information and workshops from event leaders world-wide
- Quality training and service standards





### Pillar Four: Positioning Nova Scotia

We will fulfill this key pillar by first communicating to industry, government and key stakeholders about the event strategy, funding; planning help and partnership opportunities.

We will collaborate with Tourism Nova Scotia to market existing and new events, creating an annual marketing/communications plan. And we will market the destination as an event host leader, highlighting our competitive edge: our people, our culture and our welcoming nature.

### Pillar Five: Legacy

We want to ensure all the events we invest in deliver on at least four of the legacies:

- Rural growth
- Gender equity
- Advance cultural diversity
- Promote Mi'kmaw culture
- Sustainability
- Sport development

These will help ensure we are moving the Culture Action Plan forward as well as building social and capacity growth.

### Pillar Six: Measurement

The measurement pillar is key. We need to understand the return on our investment from a financial perspective as well as from a social and cultural perspective.

We need to be measuring these consistently. We will continue to measure ourselves as an event destination, utilizing the baseline we have created to build this event plan—as a starting point.

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