



Events Nova Scotia

2022 update



About Us!

- Part of the Culture, Heritage and Development division at Communities, Culture, Tourism and Heritage
- Staff of 4 event professionals
- Launched the NS Event Strategy in 2018
- Government's on ramp for major event investments, execution and advice – guidance through the pandemic
- Providing advice, support and guidance to event industry



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ADVISORY GROUP

EVENTS
NOVA
SCOTIA



Government Working Group- Event Planning



- Labour, Skills & Immigration
- Environment & Climate Change
- Public Health
- Service Nova Scotia (Alcohol, Gaming, Fuel and Tobacco Division)
- Natural Resources and Renewables
- Gaming Corporation
- Develop Nova Scotia
- Tourism Nova Scotia

Priority: Understand the Event Tourism Landscape

- Understand the health of the event industry
- Understanding travel motivation and how events can be a motivator
- Bolstering event reputation, by leveraging and supporting upcoming major events through coordination and support
- Community consultation to understand challenges/opportunities for major event attraction, development and support
- Volunteer engagement using VolunteerNS Major Event database
- Confidence Building Campaign
- Public Health practices to keep us safe



Priority: Investing in future Event Hosting helping us rebound and bounce back better

- Targeted investment based on Events NS Strategy's funding pillars, using research as our guide
- Analysis and streamlining of event investment, ensuring a consistent evaluation of opportunities
- Strategic support for **signature events**, identifying opportunities for expansion and growth
- Form long term sport hosting planning group to better align sport hosting opportunities and coordinate Sport Congress representation



Event Investment Programs

- Secure funding for Major Events that fit with the strategy, pre-bid or pre-development. For example, the North American Indigenous Games
- Major Event Hosting Fund and associated policy
- Festival and Community event development fund



LIVE EVENTS ARE BACK!

Most province-wide public health restrictions are lifted and it's time for us all to Get Back Out There!

[VIEW MORE](#)



Let's get back out there

Goal: To give Nova Scotians, who are feeling nervous, the confidence and permission to go back to the things they miss like events, performing arts, fitness, hotels

Approach: multi-media



Let's get back out there.



Let's get back out there





COVID-19 Safe Event Planning Webinar

MARCH 22, 2022

Current Pandemic Context

- ▶ Nova Scotia remains in Wave 5 of the COVID-19 pandemic; we expect this wave to have a much slower decline than other previous waves
- ▶ Rates of new infection have begun to decline; however, hospitalization rates have plateaued, and hospitals remain over capacity
- ▶ Risk of new variants remains
- ▶ Public Health is still in surge: focus is on case and outbreak management in high risk congregate settings such as long-term care facilities and correctional facilities, immunization, and testing
- ▶ The province has just removed all remaining restrictions that apply to the general public such as gathering limits; the order will remain in place for some remaining restrictions such as:
 - ▶ Long-term care directive
 - ▶ COVID-19 mandatory vaccine protocol in high-risk settings (e.g. hospital staff)
 - ▶ Masking in schools

Moving from Pandemic to Endemic

- ▶ When a communicable disease (new or existing) is declared an epidemic, it references a sudden spike in cases that is outside of the normal
- ▶ A disease becomes a pandemic when it spreads globally
- ▶ What does it mean for a disease to be endemic?
 - ▶ Always present at baseline level with observable cases
 - ▶ Predictable cycle of disease activity
- ▶ These characteristics along with other characteristics of the disease then determine how Public Health responds (e.g. presence of restrictions, isolation requirements, use of case and contact management)
- ▶ At this stage, we remain in the pandemic category

Transition Phase Options

- ▶ Public Health continues to promote the use of masking into the spring as we remain in Wave 5
- ▶ Consider having disposable masks and hand sanitizer at entrances for voluntary use
- ▶ Allow staff, volunteers, and guests to maintain personal protective behaviours (e.g. masking) if they choose
- ▶ Encourage people to not attend when sick; consider keeping masks on site should someone arrive with symptoms or begin to exhibit symptoms
- ▶ Spacing and crowd control
- ▶ Provide virtual options for participation when possible
- ▶ Restriction policies (see next slide)

Event/Venue Specific Policies

- Removal of restrictions from the Health Protection Act order does not prevent businesses, venues, or events organizers from having setting-specific policies
- Anyone looking to implement a policy should seek legal advice
- Policies could include any measures such:
 - Proof of vaccine
 - Masking
 - Distancing
 - Capacity limits

Event Planning Beyond COVID-19

- Respiratory virus season is November-March
- In an events setting, transmission of viruses and bacteria could occur through means such as air (e.g. measles), droplets (e.g. COVID-19), food and beverage (e.g. norovirus, hepatitis A, e. coli)
- Good practices remain:
 - Staying home while sick, including staff and volunteers
 - Safe food handling
 - Cough/sneeze etiquette
 - Handwashing and hand sanitizer



**Thank you!
Questions?**

eventsnovascotia.ca

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The Future of Festivals and Events in Atlantic Canada Post Covid

RESEARCH PRESENTATION
with MQO Research

Thursday, March 24, 2022
Virtually | 2:00pm (AST)