

**Response to Applicant - Partial Access Granted
Form 4B**

December 3, 2024

Matt Barter



Dear Applicant:

Re: Your request for access to information under Part II of the **Access to Information and Protection of Privacy Act, 2015** [File #: TCAR/80/2024]

On November 4, 2024, the Department of Tourism, Culture, Arts and Recreation (TCAR) received your request for access to the following records/information:

“All briefing materials prepared for the Deputy Minister and Minister for the month of October 2024.”

I am pleased to inform you that a decision has been made by the Deputy Minister of Tourism, Culture, Arts and Recreation to provide access to some of the requested information. In particular, access is granted to the above-stated redacted documents.

Access to the remaining records and/or information contained within the records, has been refused in accordance with the following exceptions to disclosure, as specified in the **Access to Information and Protection of Privacy Act, 2015** (“the Act”):

Section 29 Policy Advice or Recommendations

29. (1)(a) The head of a public body may refuse to disclose to an applicant information that would reveal advice, proposals, recommendations, analyses or policy options developed by or for a public body or minister.

Section 34 Disclosure Harmful to Intergovernmental Relations or Negotiations

34. (1)(a)(i)(b) The head of a public body may refuse to disclose information to an applicant if the disclosure could reasonably be expected to: (a) harm the conduct by the government of the province of relations between that government and the following or their agencies: (i) the government of Canada or a province; (b) reveal information received in confidence from a government, council or organization listed in paragraph (a) or their agencies.

Section 35 Disclosure Harmful to the Financial or Economic Interests of a Public Body

35. (1)(d) The head of a public body may refuse to disclose to an applicant information which could reasonably be expected to disclose information, the

disclosure of which could reasonably be expected to result in the premature disclosure of a proposal or project or in significant loss or gain to a third party.

As required by 8(2) of the **Act**, we have severed information that is unable to be disclosed and have provided you with as much information as possible. In accordance with your request for a copy of the records, the appropriate copies have been enclosed.

Please be advised that you may ask the Information and Privacy Commissioner to review the processing of your access request, as set out in section 42 of the **Access to Information and Protection of Privacy Act, 2015** ("the **Act**"). A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner.

The address and contact information of the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner
2 Canada Drive
P. O. Box 13004, Stn. A
St. John's, NL A1B 3V8

Telephone: (709) 729-6309
Toll-Free: 1-877-729-6309
Email: commissioner@oipc.nl.ca

You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the **Act**.

Please be advised that this request may be published on the [Completed Access to Information Requests](#) website. Requests will be posted when possible, but no sooner than three business days after a response is sent electronically, or five business days where a response is sent by mail. Please note that requests for personal information will not be posted online. Additional details regarding the process for publishing requests online can be found [here](#).

If you have any further questions, please contact me by email at TCAR-ATIPP@gov.nl.ca.

Sincerely,



Andrea Lawlor, BA, BSW (Hons), CIAPP-C
ATIPP Coordinator

Enclosure

Access to Information and Protection of Privacy Act, 2015

Access or Correction Complaint

42. (1) A person who makes a request under this Act for access to a record or for correction of personal information may file a complaint with the commissioner respecting a decision, act or failure to act of the head of the public body that relates to the request.

(2) A complaint under subsection (1) shall be filed in writing not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) A third party informed under section 19 of a decision of the head of a public body to grant access to a record or part of a record in response to a request may file a complaint with the commissioner respecting that decision.

(4) A complaint under subsection (3) shall be filed in writing not later than 15 business days after the third party is informed of the decision of the head of the public body.

(5) The commissioner may allow a longer time period for the filing of a complaint under this section.

(6) A person or third party who has appealed directly to the Trial Division under subsection 52 (1) or 53 (1) shall not file a complaint with the commissioner.

(7) The commissioner shall refuse to investigate a complaint where an appeal has been commenced in the Trial Division.

(8) A complaint shall not be filed under this section with respect to

(a) a request that is disregarded under section 21 ;

(b) a decision respecting an extension of time under section 23 ;

(c) a variation of a procedure under section 24 ; or

(d) an estimate of costs or a decision not to waive a cost under section 26 .

(9) The commissioner shall provide a copy of the complaint to the head of the public body concerned.

Direct Appeal to Trial Division by an Applicant

52. (1) Where an applicant has made a request to a public body for access to a record or correction of personal information and has not filed a complaint with the commissioner under section 42, the applicant may appeal the decision, act or failure to act of the head of the public body that relates to the request directly to the Trial Division.

(2) An appeal shall be commenced under subsection (1) not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) Where an applicant has filed a complaint with the commissioner under section 42 and the commissioner has refused to investigate the complaint, the applicant may commence an appeal in the Trial Division of the decision, act or failure to act of the head of the public body that relates to the request for access to a record or for correction of personal information.

(4) An appeal shall be commenced under subsection (3) not later than 15 business days after the applicant is notified of the commissioner's refusal under subsection 45 (2).

Meeting Note
Department of Tourism, Culture, Arts and Recreation
Canadian Council of Tourism Ministers (CCTM) Meeting
October 16-17, 2024, Banff, Alberta

Attendees: Ministers and Deputy Ministers, Provincial and Territorial Tourism Departments/Ministries

Purpose of Meeting: The CCTM meeting will be an opportunity to review the plans and status of the CCTM's work for 2024-2025.

Background:

- The Canadian Council of Tourism Ministers (CCTM), formed in 2003 via the Quebec Declaration, fosters coordination between the federal, provincial, and territorial levels of government. Annual meetings and ongoing working groups identify priority tourism issues for cooperative action.
- The CCTM meets annually and is guided by priority areas to improve tourism industry competitiveness and accelerate growth. The priorities include marketing, access, Indigenous tourism, product development, and tourism information and statistics.
- Three separate working groups were formed in 2022: Tourism Workforce; Destination Access; and Economic Growth. The mandate of these three working groups is to identify foundational and systemic challenges regarding access, economic growth, and workforce (the working group has been suspended). In 2024, there are two active working groups: Destination Access and Economic Growth.

Section 34 (1)(a)(i)

- Q&A and Ministerial Discussion

Analysis:

- Travel Alberta's 2024–27 Wheels Up Plan builds on the successes realized in recent years and outlines how the organization will elevate Alberta's tourism sector to new heights.
- Wheels Up outlines a strategic approach to grow tourism all across Alberta, including collaboration with other industry stakeholders and partners across the province.
- The plan supports Alberta's long-term industry growth target of \$25 billion in annual visitor spending in 2035 – a 150 per cent increase over ten years.
- Newfoundland and Labrador's strategy, *Transition, Transform, Thrive – A Tourism Vision and Strategy for Newfoundland and Labrador (Vision 2026)*, is a five-year strategy to guide the tourism industry through its recovery from the COVID-19 pandemic and transform it into a thriving tourism destination.

Potential Speaking Notes:

- The Minister may wish to inquire about some of the major challenges facing Travel Alberta, and how the province is addressing them in order to achieve its targets.

Section 34 (1)(a)(i)

- Q&A and Ministerial Discussion

Analysis:

Section 29(1)(a), 34(1)(a)(i)

- [REDACTED]

Section 29(1)(a), 34(1)(a)(i)

- [REDACTED]

Section 29(1)(a), 34(1)(a)(i)

- [REDACTED]

- Destination marketing collaboration is an integral part of Destination Canada's 2030 Strategy, as it empowers the industry to make smarter marketing, investment, and destination development decisions, driving economic growth.
- Newfoundland and Labrador's conducts its international marketing activities largely in partnership with the three Atlantic Canada provinces through the Atlantic Canada Agreement on Tourism (ACAT).
- ACAT is a successful tourism marketing initiative that brings together the Atlantic Canada Opportunities Agency, the provincial departments responsible for tourism in New Brunswick, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island, and the four provincial tourism industry associations in Atlantic Canada.
- The collective approach combines limited resources to co-invest in market research and to generate marketing efficiencies through specific travel trade, media relations, and airline partnership activities in common markets.
- ACAT's collaborative focus is on the United States, the United Kingdom, and the German markets to promote the four provinces as a leading vacation destination and grow tourism for the region.

Potential Speaking Points:

- Newfoundland and Labrador values its collaborative marketing partnership with the Atlantic Canada Agreement on Tourism (ACAT) and collaboration with Destination Canada to highlight the province as a destination for travelers.
- Destination Canada has been a tremendously helpful partner in helping us navigate in our international markets. This support is vital, especially now as we all continue on our path of recovery.
- When planning international marketing collaboration initiatives, Destination Canada should ensure that it scales partnership opportunities so that smaller destinations/regions of the

country can also participate. It should not solely be designed for the major destination regions of Canada.

- Q&A and Ministerial Discussion

Analysis:

- [REDACTED]
- Multimodal transportation systems connect communities to parks, help manage congestion, and ease parking shortages for areas at or nearing capacity.
- Visitors to national parks rely on an extensive multimodal transportation system—roads, bridges, transit systems, front-country trails, and ferries—to access the country's most significant natural and cultural sites.

Potential Speaking Points:

- Parks Canada operates some of the most iconic and most visited attractions in the province. These sites are not only the trip motivator to some regions, but also they are also often the biggest attraction that travellers expect to visit.

Section 29(1)(a), 35(1)(d)

- [REDACTED]

Section 29(1)(a)

- [REDACTED]

Economic Growth Working Group (EGWG)

- [REDACTED]
- [REDACTED]

Section 34(1)(a)(i)(b)

- [REDACTED]
- EGWG considered the context and projections put forth in DC's Tourism Outlook, which predicts a high growth trajectory for Canada's tourism industry in the coming years. Reports from jurisdictions likewise point to positive recovery and anticipated growth for their respective sectors.
- However, the EGWG also operated within the context of challenges to the sector, including difficulty securing capital and investment for development, labor market shortages, natural disasters becoming more frequent and severe, and rurality/geographic dispersion—challenges examined and addressed by the Working Group.

Section 29(1)(a), 34(1)(a)(i)(b)

- [REDACTED]

Analysis:

- Realizing Vision 2026 will require an integrated approach to attract more visitors, increase the length of stays, and encourage year-round travel. This will necessitate the proactive attraction of external investment, the targeted development of key destinations, and the coordination of stakeholders toward this shared vision and action plan.
- Of particular importance is increasing accommodation capacity, especially near key attractions, to relieve constraints during peak season. This need is driven by limited accommodation offerings, a lack of trade supply despite strong demand, and incongruence in the product/market mix, particularly for high-value guests.

Section 29(1)(a), 35(1)(d)

- [REDACTED]

Section 29(1)(a), 35(1)(d)

- [REDACTED]

Section 29(1)(a), 35(1)(d)

- [REDACTED]

Potential Speaking Points:

- Thank you for the presentation. This is a particularly important area of focus for our province.
- One of the priority investment attraction activities in Newfoundland and Labrador is the development of new, high-quality accommodations, particularly in key destination areas, in addition to the development of high-value, experiential offerings.

Section 29(1)(a), 35(1)(d)

- [REDACTED]

- We are pleased that Destination Canada, as part of the 2030 Tourism Strategy, has created a task force around investment, which will formulate actionable recommendations to overcome the key impediments to investment.
- This work will go a long way to support the provinces and territories to further define and target our investment attraction initiatives.

[REDACTED]

- Q&A and Ministerial Discussion

Analysis:

- [REDACTED]

- [REDACTED]

Potential Speaking Points:

- Newfoundland and Labrador supports healthy private sector investment to fill capacity and quality gaps in attractions and services available to visitors.

- These gaps have a major impact on the quality of tourism experiences; investment attraction efforts will fill any identified gaps.

[REDACTED]

- Q&A and Ministerial Discussion

Analysis:

- Australia's national THRIVE 2030 strategy aims to achieve long-term sustainable growth for the country's visitor economy.

- [REDACTED]

- [REDACTED]

- [REDACTED]

- [REDACTED]

Potential Speaking Points:

- Led by Hospitality NL, Newfoundland and Labrador has launched the *We Are Tourism Workforce Action Plan*.
- Over the next five years (2024-2028), there are four strategic goals and thirteen actions that address the workforce challenges in our industry.
- From building awareness of the importance of tourism to providing support for newcomers and minimizing barriers to entry, we are committed to fostering a positive career path within the tourism industry.

[REDACTED]

- Q&A and Ministerial Discussion

Analysis:

- As part of the Federal Tourism Growth Strategy, a new Ministerial Tourism Growth Council was planned to be established to provide greater connectivity among federal, provincial, and territorial tourism ministers and align with international best practices.

- The new strategy centers around the following five priorities:
 1. Investing in Canada's tourism assets

2. Attracting more international events
3. Embracing recreation and the great outdoors
4. Partnering to grow Indigenous tourism
5. Improving coordination through a federal ministerial council

Potential Speaking Points:

- Newfoundland and Labrador supports the work of the Ministerial Tourism Growth Council.

[REDACTED]

- Q&A and Ministerial Discussion

Destination Access Working Group

- [REDACTED]

- [REDACTED]

- [REDACTED]

Section 34 (1)(a)(i)(b)

- [REDACTED]

Section 34 (1)(a)(i)(b)

- [REDACTED]

Section 29(1)(a), 34(1)(a)(i)

Section 34 (1)(a)(i)

- [REDACTED]
- [REDACTED] Section 29(1)(a), 34(1)(a)(i)
- [REDACTED] Destination Canada spearheads air access initiatives through the 2030 Tourism Strategy. Section 29(1)(a), 34(1)(a)(i)
- [REDACTED] Ongoing collaboration on destination access will take place at the FPT Directors Committee level.

Analysis:

- Improving access is identified as a strategic priority for Newfoundland and Labrador's tourism industry in Vision 2026.
- Recent research conducted by the Department regarding travel attitudes about Newfoundland and Labrador revealed that the availability of convenient transportation options to the destination plays a larger role in converting dreamers to active consideration for NL than for any of the other destinations in Canada.
- With 8 in 10 (80%) of non-resident visitors traveling by air, air travel to Newfoundland and Labrador continues to be the dominant mode of travel to the province.
- While most non-resident parties from all markets travel by air, the proportion traveling by vehicle is noticeably higher among visitors from the Maritimes and the United States compared to visitors from other regions.
- Seat capacity has been rebuilding and air services have been recovering from the severe cuts during the COVID-19 pandemic. Inbound non-stop seat capacity to NL (7 major airports) has been steadily increasing over the past two years, in particular from major source markets such as Halifax, Toronto, Calgary and Edmonton.
- In the first eight months of 2024, monthly capacity has seen significant increases year-over-year, as high as 40% in January, followed by several months with increases of 30% or more. These increases were driven by airlines introducing new services and re-establishing services available pre-pandemic, including WestJet's seasonal service between St. John's and London-Gatwick starting in May.
- In 2024, monthly seat capacity has also been surpassing 2019 levels in every month. YTD August 2024, airlines have been offering 74,742 more inbound non-stop seats than during the same time frame in 2019 (873,406 versus 798,664 in 2019).
- Mechanical issues with the new Marine Atlantic Inc. vessel, The Ala'suinu, were an unexpected disruption in service in late June that impacted visitation for the 2024 peak tourism season and Newfoundland and Labrador's reputation as a tourism destination.

Section 29(1)(a)

Potential Speaking Points:

- [REDACTED]

- [REDACTED]
- Newfoundland and Labrador experienced firsthand this summer a disruption in service occurred with Marine Atlantic due to mechanical issues with their new vessel at the start of the season. This disruption extended well into July, hindering the busy season's anticipated launch.
 - The service interruption affected thousands of visitors, forcing them to rearrange or cancel their vacations in the province. Additionally, it will have repercussions for our reputation as a viable vacation destination.

- [REDACTED]
- Q&A and Ministerial Discussion

Analysis:

- The aviation sector is key to driving demand into Canada's tourism destinations. [REDACTED]
- [REDACTED]

• [REDACTED]

Potential Speaking Points:

- What recommendation would you have for how all of our individual provinces can collaborate to improve Canada's air competitiveness?

- [REDACTED]
- Q&A and Ministerial Discussion

Analysis:

• [REDACTED]

• [REDACTED]

Potential Speaking Points:

- Newfoundland and Labrador continues to implement air access priorities as the province in collaboration with our provincial stakeholders.
 - By collaborating with key stakeholders in the province, we have been able to see inbound seat capacity steadily increase over the past two years, in particular from major source markets such as Halifax, Toronto, Calgary, Edmonton and the UK.
 - The Minister may wish to ask the panel how the provinces can work more closely together to affect positive change in the industry.
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Analysis:

- Leaders in Canada's tourism industry and the provincial agencies responsible for tourism and emergency management are increasingly challenged by climate change and disasters.
- All agencies have a duty to protect the health and safety of travelers while supporting a resilient tourism industry.
- In an effort to support the tourism sector's adaptation to the ongoing impacts of climate emergencies, seven key tourism organizations in BC established a Tourism Emergency Management Committee (TEMC) to collaborate on matters such as visitor safety, business support, and reputational impacts during emergency events.
- TIABC co-chairs this committee and supports this work by contributing to policy discussions and assisting with communications between tourism sector organizations and emergency management organizations.
- In 2022, the TMEC released a Tourism Emergency Management Framework to support tourism partners and visitors during emergencies and reduce the sector's exposure to risks and vulnerabilities during times of crisis.
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Potential Speaking Points:

- Newfoundland and Labrador supports the CCTM's interest and focus on emergency situations and climate adaptation.
 - All of our provinces and territories are dealing with this important issue and continuing to advance our dialogue to tangible actions is an important focus for 2025.
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- [REDACTED]
- [REDACTED]

Analysis:

Section 34(1)(a)(i), 35(1)(d)

- [REDACTED]
- [REDACTED]
- [REDACTED]

Section 34(1)(a)(i)(b)

Section 34(1)(a)(i)(b)

Potential Speaking Points:

- Newfoundland and Labrador is supportive of the recommendations [REDACTED]
- The Province is supportive of [REDACTED]

Section 34(1)(a)(i), 35(1)(d)

Section 29(1)(a), 35(1)(d)

Analysis:

- The overall Terms of Reference for the CCTM forum were last revised by Deputy Ministers in March 2016.
- Practices in the CCTM forum have changed since that time, warranting revisions and updates to the CCTM Terms of Reference.
- [REDACTED]
- [REDACTED]
- [REDACTED]

Potential Speaking Points:

- Newfoundland and Labrador supports the changes to the Terms of Reference.

Prepared/Approved by:

J. Angelopoulos/ C. Gilliard/J. O'Dea

Ministerial Approval:

Received from Hon. Steve Crocker

October 10, 2024

Information Note
Department of Tourism, Culture, Arts and Recreation

Title: 2024 Michelle Healey Memorial Award (MHMA)

Issue: Request the Minister review recommended funding recipient for 2024 MHMA.

Background and Current Status:

- The MHMA award was established in 2024 in honor of the late Michelle Healey, former Director for the Recreation and Sport Division with TCAR. The award will be presented annually to a female athlete, enrolled at a post-secondary institution who demonstrated community involvement and athletic success.
- The award is application based. Athletes submit applications along with their transcript and letter of reference from a community organization. A selection committee comprised of representatives from School Sports NL, Sport NL and TCAR review applications and finalize award recipient recommendation. The MHMA winner will receive an award of \$5,000.

Analysis

- Applications for the MHMA were released on October 4th, 2024. There were 19 applications received in total.
- The MHMA will be presented during the 2024 Premier's Athletic Awards ceremony scheduled for Wednesday, October 30 at 4:30pm at the Newfoundland and Labrador Sport Center in St. John's. The Premier and to be confirmed member(s) of the Healey family will present the award to this year's winner.
- TCAR Communications staff have been engaged throughout the process and will prepare a news release on the event and award recipient.
- Annex A lists the accomplishments of the recommended recipient of the MHMA.

Action Being Taken:

- Minister Crocker to review recommended recipient for MHMA.

Prepared / Approved by: B. Taggart/A. Wright/B. Gardner/J. O'Dea

Ministerial Approval: Received from Honourable Steve Crocker

October 21, 2024

A red ink signature, likely of the Minister, is written over the Ministerial Approval line. The signature is stylized and appears to be 'S. Crocker'.

DOC/09261/2024

Annex A
Recommended Michelle Healey Memorial Award Recipient

Name	Sport	Athletic Accomplishments	Community Involvement
Zoe Rowe	Soccer	Member of MUN Varsity Soccer team. Lead team in goals and was named 1 st Team Conference All-Star for Atlantic University Sport (AUS) for the 2023 season.	Winner of the 2023 AUS Community Service Award. Volunteers with Easter Seals NL Programs, the Star Development Program with CBS Soccer Association, and is President of the MUN Biochemistry Society and was a Rhode Scholar Finalist.