

Decision/Direction Note
Department of Tourism, Culture, Arts and Recreation

Title: Free Swims at Provincially Operated Swimming Pools

Decision/Direction Required:

- Whether to approve free public swims every Sunday at the two provincially operated swimming pools as a component of Year of Sport 2025.
- It is recommended that the Department of Tourism, Culture, Arts and Recreation (TCAR) approve free weekly public swims every Sunday at the two provincially operated swimming pools.

Background and Current Status:

- On December 10, 2024, Premier Furey declared that 2025 would be the Year of Sport to coincide with the hosting of the 2025 Canada Summer Games.
- As a part of this announcement, the Premier announced that the public will have access to free skates and swims throughout the province. The Premier also noted that TCAR and Celebrate NL would deliver several programs in support of the sporting community, including provincial sport organizations and municipalities
- In February 2025, Celebrate NL released the Recreation and Sport Access Fund which is designed to offset costs for residents to equitably access aquatic facilities and ice arenas.

Analysis:

- TCAR operates two provincial pools, one in Corner Brook (Corner Brook Arts and Culture Centre Swimming Pool) and one in Gander (J.R. Smallwood Arts and Culture Centre Swimming Pool).
- As a component of Year of Sport 2025, and to align with the commitments of the Government of Newfoundland and Labrador (GNL), TCAR would like to offer free public swims every Sunday starting as soon as possible until the end of December 2025.
- As per the current public pool schedules available, this would consist of open swims, family swims, adult/lane swims, and adult swims that would attract all ages and abilities to attend free of charge. The current cost to swim at the pool is \$2.25 for a child, \$3.25 for an adult, and \$3.00 for a senior.
- There will be a maximum capacity of 75 individuals for all swims which will occur on a first come first serve basis. This will be publicly communicated to the public through TCAR's Communications Division via a public advisory, as well as the pool managers at each facility.
- It is anticipated that offering nine free swims (four in Corner Brook and five in Gander) for approximately 36 weeks (remainder of the year excluding shut down of pools for maintenance in September) would result in a potential \$20,000 in lost revenue between the two pools. The Strategic Financial Management Division has noted that this will result in revenue being reported at less than budgeted. There are no associated actions because of this, nor are there any impacts on next year's budget.
- It is anticipated that this initiative could reach approximately 24,000 Newfoundlanders and Labradorians in 2025 to be active, during Year of Sport 2025.

- Recreation and Sport Division staff have discussed this with the Strategic Financial Management Division who has no concerns with the recommendation.

Alternatives:

1. To offer nine free swims (four in Corner Brook and five in Gander) every Sunday at the provincially operated pools. **(recommended)**

Advantages

- Aligns with government's commitment to Year of Sport 2025.
- Aligns with government's goal of becoming one of the healthiest provinces in Canada by 2031.

Disadvantages

- Government may see a loss in revenue of approximately \$20,000 from the pools.

2. To not offer nine free swims every Sunday at the provincially operated pools.

Advantages

- Government will not have a loss in revenue from the pools.

Disadvantages

- Does not align with government's commitment to Year of Sport 2025.
- Does not align with government's goal of becoming one of the healthiest provinces by 2031.

Prepared/approved by: A. Button/ A. Wright/ B. Gardner/ J. O'Dea
Ministerial Approval: Received from Hon. Steve Crocker

February 21, 2025

A handwritten signature in black ink, consisting of a large, stylized initial 'A' followed by a long, sweeping horizontal line that extends to the right.

Decision Note
Department of Tourism, Culture, Arts, and Recreation

Title: Swimming Newfoundland and Labrador (Swim NL) Funding Request

Decision/Direction Required:

- Whether to provide Swim NL with \$31,600 for training costs leading up to the 2025 Canada Summer Games.
- It is recommended that one-time funding of \$31,600 be approved to Swim NL for training costs leading up to the Canada Games.

Background and Current Status:

- Swim Newfoundland and Labrador (Swim NL) is the recognized provincial sport organization for amateur swimming in the province. They are led by an elected board of directors and an Executive Director. Their membership consists of local clubs throughout the province that train and compete at municipal pools throughout the province. Swim NL has a membership of approximately 1500 swimmers province wide.
- A key program within Swim NL is their Provincial Team Program (PTP). The PTP would consist of individuals selected to participate in high caliber events in and out of province which consists of a core group of swimmers that make up the Canada Games athlete pool.
- The standard pool size for high end swim events is 50 meters. The only facility in the province that is 50 meters is the Aquarena in St. John's.
- Since September 2023, the Aquarena has been closed due to renovations that are required for the 2025 Canada Summer Games. As a result, there has not been a pool facility available for NL athletes to train and compete.

Analysis:

- On February 6, 2025, the Recreation and Sport Division received a request from Swim NL for funds to assist with training needs leading up to the 2025 Canada Summer Games.
- In the absence of a 50-meter pool, Swim NL must travel out of province to train and prepare athletes for competition for the upcoming 2025 Canada Summer Games in August.
- An agreement is in place with Swim New Brunswick to travel to Saint John in July and train with Team New Brunswick at their 50-meter pool. Swim NL is also looking for funds to cover the additional costs of local pool time in the St. John's metro region.
- Without a 50-meter pool, our athletes have been at a severe disadvantage in their preparations for the Canada Games. Providing funding to Swim NL would be consistent with the funding provided to the NL Diving Association as they were also left without a suitable facility with the closure of the Aquarena.
- The total cost of the request is \$31,600. The New Brunswick trip is expected to be approximately \$25,600, while the extra pool time in the St. John's metro area is \$5,000.
- Funding is available in the Recreation and Sport Division Grants and Subsidies Budget to support this request.

Alternatives:

1. Approve \$31,600 in one-time funding to Swim NL for training costs leading up to the 2025 Canada Summer Games. **(Recommended)**

Advantages

- Provides funding to Swim NL for their provincial athletes to access critical training due to the closure of the Aquarena.
- Aligns with the one-time funding provided to Diving NL due to the closure of the Aquarena.

Disadvantages

- None identified.

2. Do not approve \$31,600 in one-time funding to Swim NL for training costs leading up to the 2025 Canada Summer Games.

Advantages

- None identified.

Disadvantages

- Does not align with the one-time funding provided to Diving NL due to the closure of the Aquarena.
- Does not provide funding to Swim NL for their provincial athletes to access critical training due to the closure of the Aquarena.

Prepared/approved by: B. Taggart/ A. Button/ A. Wright/ B. Gardner/ J. O'Dea
Ministerial Approval: Received from Hon. Steve Crocker

February 21, 2025

Information Note
Department of Tourism, Culture, Arts and Recreation

Title: 2024-25 Active NL Fund February Batch 1 Recommendations

Issue: Active NL Fund applications are evaluated, and it is requested funding recommendations for February Batch 1 2025 be reviewed and approved by the Minister.

Background and Current Status:

- The Active NL Fund is a program designed to support active, healthy living. Funding is available for initiatives, infrastructure, and equipment that increases participation in physical activity, sport, active recreation, and supports healthy eating for individuals of all ages.
- Not-for-profit organizations or community groups; Municipalities; Local Service Districts; Indigenous Governments; and Schools (Infrastructure and equipment only) are eligible to apply.
- Funding up to \$10,000 is available to develop, deliver, purchase or upgrade active, healthy living infrastructure, equipment, and initiatives targeted at increasing physical activity, sport, active recreation, and healthy eating for individuals of all ages.
- Funding requests in excess of \$10,000 may be considered if the request:
 - Available to a large number of individuals, across all ages, abilities and regions;
 - Funding sources beyond the requested amount and/or leveraged funding have been confirmed; and
 - Offers economic and community benefits.
- A total of \$2.59 million in funding is available in 2024-25; the application deadline was September 30, 2024, with funding recommendations forwarded for review and signature.

Analysis:

- Active NL Fund recommendations for February Batch 1, 2025 are included in Annex A, with thirty-three totaling \$166,733 recommended. The total approved to date, including both recommended and approval amounts, is \$2,710,662. The additional funding over the budgeted \$2.59 million was provided from savings within TCAR's grants and subsidies budget.

Action Being Taken:

- Minister Crocker review and approve recommendations provided in Annex A. Draft funding letters are enclosed for review and signature.

Prepared/Approved by: L. Roberts/A. Button /A. Wright/B. Gardner/J. O'Dea
Ministerial Approval: Received from Hon. Steve Crocker

February 10, 2025

**Annex A: 2024-25
February Batch 1 2025 Recommendations**

Draft funding letters for the following grants are enclosed for Minister's review and signature:

Applicant Name	Community	Project Description	Amount
Avalon Minor Football Inc.	Conception Bay South	Football Equipment	\$10,000
Alexander Bay 50+ Association Inc.	Glovertown	Chair Yoga	\$5,060
Beachside Recreation Committee	Beachside	Ongoing Recreation	\$1,500
Bellevue Recreation (Bellevue Silver Belles)	Bellevue	Walking Track Upgrades	\$5,000
Charlottetown Recreation Committee	Charlottetown	Playground Equipment	\$9,000
Cormack Recreation Commission	Cormack	Pump Track	\$9,775
Deep Bight Recreation Centre	Deep Bight	Community Centre Upgrades - Heating	\$5,807
Dover Recreation Committee	Dover	Facility Upgrades	\$8,627
Exploits Valley 50 Plus Club	Grand Falls - Windsor	Physical Activity Program	\$10,000
Flat Bay Band Inc.	Flat Bay	Winter Wake Up Sessions	\$7,450
Grand Falls-Windsor Minor Baseball Association	Grand Falls-Windsor	Field Upgrades	\$6,813
Grand Falls-Windsor Minor Baseball Association	Grand Falls-Windsor	Safety Netting	\$3,160
Harbour Main Chapels Cove Lakeview Recreation Committee	Harbour Main	Summer Recreation Program 2025	\$6,835
Lawn 50 Plus Club Inc.	Lawn	Ongoing Recreation	\$1,050
Marysvale Conception Bay 50+ Seniors Group	Georgetown	Active Living Program	\$3,067
Marysvale Conception Bay 50+ Seniors Group	Georgetown	Healthy Eating Program	\$1,199
Norman's Cove-Long Cove Community Centre Inc.	Norman's Cove	Facility Upgrades	\$4,151

North Harbour 50+ Club	North Harbour 50+ Club	Ongoing Recreation	\$2,253
Parkers Cove Community Service Organization	Parkers Cove	Active Recreation Equipment	\$2,028
Parkers Cove Recreation Committee	Parkers Cove	Outdoor Rink	\$4,404
Pasadena Ski and Nature Park	Pasadena	Equipment Storage	\$2,216
Port Anson Recreation	Port Anson	Ongoing Recreation	\$500
St. Peter's Academy	Westport	Kitchen Equipment	\$1,530
St. Peter's Elementary	Upper Island Cove	Outdoor Recreation Space	\$1,798
Town of Comfort Cove - Newstead	Comfort Cove - Newstead	Solmon's Pond Boardwalk Upgrades	\$5,317
Town of Gillams	Gillams	Infrastructure Upgrades	\$5,000
Town of Humber Arm South	Benoit's Cove	Fitness Equipment	\$8,247
Town of King's Cove	King's Cove	Field Upgrades	\$10,000
Town of Massey Drive	Massey Drive	Community Garden Upgrades	\$3,950
Town of New-Wes-Valley	Wesleyville	Facility Upgrades - Washrooms	\$8,523
Town of Terrenceville	Terrenceville	Trail Upgrades	\$9,790
Town of Winterland	Winterland	Kitchen Equipment	\$1,148
Westport 50+ Club Inc.	Westport	Ongoing Recreation	\$1,535

Total February Batch 1 Recommendations: \$166,733

Date:

Feb. 13, 2024

Minister's Signature: _____



Information Note
Department of Tourism, Culture, Arts and Recreation

Title: 2024-25 Active NL Fund February Batch 2 Recommendations

Issue: Active NL Fund applications are evaluated, and it is requested funding recommendations for February Batch 2 2025 be reviewed and approved by the Minister.

Background and Current Status:

- The Active NL Fund is a program designed to support active, healthy living. Funding is available for initiatives, infrastructure, and equipment that increases participation in physical activity, sport, active recreation, and supports healthy eating for individuals of all ages.
- Not-for-profit organizations or community groups; Municipalities; Local Service Districts; Indigenous Governments; and Schools (Infrastructure and equipment only) are eligible to apply.
- Funding up to \$10,000 is available to develop, deliver, purchase, or upgrade active, healthy living infrastructure, equipment, and initiatives targeted at increasing physical activity, sport, active recreation, and healthy eating for individuals of all ages.
- Funding requests more than \$10,000 may be considered if the request:
 - Available to a large number of individuals, across all ages, abilities, and regions.
 - Funding sources beyond the requested amount and/or leveraged funding have been confirmed.
 - Offers economic and community benefits.
- A total of \$2.59 million in funding is available in 2024-25; the application deadline was September 30, 2024, with funding recommendations forwarded for review and signature.

Analysis:

- Active NL Fund recommendations for February Batch 2, 2025 are included in Annex A, with twenty-four totaling \$141,578 recommended. The total approved to date, including both recommended and approval amounts, is \$2,852,240. The additional funding over the budgeted \$2.59 million was provided from savings within TCAR's grants and subsidies budget.

Action Being Taken:

- Minister Crocker review and approve recommendations provided in Annex A. Draft funding letters are enclosed for review and signature.

Prepared/Approved by: L. Roberts/A. Button/A. Wright/B. Gardner/J. O'Dea
Ministerial Approval: Received from Hon. Steve Crocker

February 26, 2025

**Annex A: 2024-25
February Batch 2 2025 Recommendations**

Draft funding letters for the following grants are enclosed for Minister's review and signature:

Applicant Name	Community	Project Description	Amount
Bay d' Espoir Community Youth Network	St. Alban's	Physical Activity Equipment	10,000
Canadian Inclusivity Squash Program Inc.	Conception Bay South	Squash for the Blind Community	10,000
Canadian Inclusivity Squash Program Inc.	Conception Bay South	Wheelchair Squash Program	4,527
Chance Cove Recreation Committee	Chance Cove	Chair Yoga	2,250
Ecole l'ENVOL	Labrador City	Sport Equipment	1,621
Flatrock Fifty Plus Fun Club	Flatrock	Yoga and Fitness Classes	9,000
Fogo Island Stadium Committee	Fogo Island	Basketball Equipment	10,000
Little Bay Heritage Centre	Little Bay	Facility Upgrades	5,175
Makinsons 50 Plus Go Getters Club	Makinsons	Physical Activity Program	5,631
Mount Moriah Recreation Committee Inc.	Mount Moriah	Playground Upgrades	8,970
North Harbour 50+ Club	North Harbour	Bowling Program	2,720
North Harbour 50+ Club	North Harbour	Seniors Yoga	1,680
Parkers Cove Community Service Organization	Parkers Cove	Physical Activity Program	4,879
Town of Brent's Cove/Community of Brent's Cove Council	Brent's Cove	Active Recreation Equipment	5,646
Town of Brighton	Brighton	Fitness Equipment	1,453
Town of Gaultois	Gaultois	Outdoor Recreation Space	8,729
Town of Gillams	Gillams	Infrastructure Upgrades	8,000
Town of Grand Falls-Windsor	Grand Falls-Windsor	Pole Walking Program	4,547
Town of Little Bay	Little Bay	Active Recreation Equipment	3,982
Town of North River	North River	Family Activity Program 2025	9,554
Town of Rencontre East	Rencontre East	Fitness Equipment	6,440
Town of Springdale	Springdale	Pool Maintenance Equipment	2,852
Youth 2000 Centre Corp.	Grand Falls Windsor	Let's Continue to Move More Together	8,306
Youth 2000 Centre Corp.	Grand Falls Windsor	Afterschool Program 2025	5,616

Total February Batch 2 Recommendations: \$141,578

Date: March 4, 2025

Minister's Signature: _____

A handwritten signature in red ink, appearing to be "J. Smith", is written over a horizontal line. The signature is stylized and cursive.

Meeting Note
Department of Tourism, Culture, Arts, and Recreation
School Sports NL
Wednesday, February 5, 2025, 2:00 pm
TCAR Executive Board Room, Confederation Building

Attendees:

Hon. Steve Crocker, Minister, TCAR
Hon. Krista-Lynn Howell, Minister, EDU
Jamie O'Dea, Deputy Minister, TCAR
Ben Gardner, Assistant Deputy Minister, TCAR
Nick Ellis, Executive Assistant to the Minister, TCAR
Angelica Hill, Executive Assistant to the Minister, EDU
Andrew Wright, Director, Recreation and Sport Division, TCAR
Chad Legge, President, School Sports NL, SSNL
Karen Richard, Executive Director, SSNL

Purpose of Meeting:

- SSNL requested to meet with the Minister to provide an update on SSNL's key initiatives and strengthen partnerships.
- SSNL provided discussion items in advance of the meeting, including:
 - Update on SSNL programs and initiatives;
 - Strengthening partnerships; and
 - Challenges within SSNL delivery system.

Background:

- Established in 1969, SSNL is a not-for-profit education-based organization dedicated to ensuring students develop healthy living habits and experience the life-long benefits of participation in physical activity and sport. Programs are fostered in a safe, caring, and nurturing school environment.
- Annually, SSNL receives \$785,000 from TCAR to support the following:
 - Operating Funding - \$130,000
 - Participation Nation (PN) - \$525,000 (Bilateral Agreement on Sport Participation)
 - Intra-Provincial Travel - \$120,000 (Bilateral Agreement on Sport Participation)
 - Coaching in NL Schools - \$10,000
- SSNL's Strategic Plan states that by 2029, they will:
 - Increase membership and programming
 - Build strong stakeholder relationships and increased advocacy
 - Build a strong foundation to support another 55 years of school sport delivery in the province
- SSNL is overseen by a board of directors and employs six individuals. They have two councils focused on both sides of their operations. One for Participation Nation (K-12) called the Participation Nation Council, and one called Varsity Council (7-12), which focuses on their junior varsity and varsity sport programs. See Annex A for a full listing of staff, board, and council members.

- SSNL also receives an annual grant of \$400,000 from Labrador Affairs Secretariat to provide air and ground travel support to students competing in school regional and provincial sporting events.

Agenda Item #1 - Update on SSNL Programs and Initiatives

- It is anticipated that SSNL will provide an overview of their programs and initiatives.

Analysis

- SSNL offers a wide array of programs and services focused on K-12 students including:
 - **PN Core Programs** which include PN Primary Achievement (K-3), PN Pin Winners (Grade 4-6), PN Pursuits (Grade 10-12), Friendlies (K-12), Festivals of Sport (K-12), and Jamborees (K-12).
 - **Development Programs** which include Play For Fun (K-3) and PN unplugged (grades 4-6).
 - **Adventure Programs** which include Outdoor Adventure Program (Grade 7-9) and Sprockids Bike Program (Grade 4-6).
 - **Adventure Races** which include a variety of activities such as snowshoeing, cross-country skiing, fire lighting, and other outdoor activities with several schools and students participating.
 - **Dart Outdoors** is an annual event that takes place during NLTA's Education Week encouraging schools, students, and teachers to get outdoors and be active during Education Week for their overall health and well-being. Students receive milk and have the chance to win prizes for participating.
- SSNL's new Outdoor Adventure Race will be taking place in Pippy Park on February 25, 2025. This is a partnership between the City of St. John's and SSNL for children in Grades 7-9. The adventure race consists of teams of five students (co-ed) and one adult combining snowshoeing, fire building, orienteering and cross-country skiing into a single event.
- Dart Outdoors is an annual Participation Nation event for K-12 schools during NLTA's Education Week which will take place from March 24-28, 2025. Individual classrooms in schools across the province can pick and choose their activities for the week - students enjoy everything from snowshoeing to snowman building and everything in between. Over the course of the week, schools are encouraged to share their activities via social media for a chance to win a prize.

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

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Potential Speaking Points

- It is so great to hear about the breadth and scope of work that SSNL is doing to support children and youth in our K-12 school system. We look forward to collaborating with your organization to continue to support participation of children and youth to actively participate in sport and physical activity programs that is offered through your organization.
- Please keep me apprised of any upcoming opportunities such as Dart Outdoors and the Outdoor Adventure Race in the future.

Proposed Actions:

- Potential speaking opportunity or engagement for the Minister to attend SSNL event/s in the future.

Agenda Item #2 - Strengthening Partnerships

- It is anticipated that SSNL will speak about the excellent relationship that the organization has with TCAR, however they would like to strengthen relationships and dialogue with the Department of Education (EDU) now that schools are part of core government. They are an education-based organization who is supporting the overall health and well-being of students so strong relationship with both departments would be beneficial.

Analysis

- One of SSNL's key deliverables within their 2024-2029 strategic plan is to build stronger stakeholder relationships and increased advocacy to support the delivery of SSNL programs and initiatives to youth in the province.
- SSNL has noted that they would like to be collaborate with EDU regarding sports related policies that are coming from NLSchools and EDU, as they are the delivery agent of school sports in the province.

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

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Potential Speaking Points:

- Minister Howell and I can discuss a mechanism for the recreation and sport division, SSNL and EDU to ensure effective communication and collaboration between all parties.
- I encourage you to follow up with the Recreation and Sport Division to schedule regular meetings, so staff are apprised of the great work that you are doing.

Proposed Actions:

- Recreation and Sport Division to schedule quarterly meetings with SSNL to stay updated on programs and initiatives.
- TCAR Minister to follow up with the Minister of Education to discuss a mechanism for the recreation and sport division, SSNL and EDU to strengthen communication and collaboration between all parties.

Agenda Item #3 - Challenges within SSNL delivery system

- SSNL may speak about some of the challenges within the school system including private sport clubs, invitational tournaments, and the role of athletic directors in schools.

Analysis

- There is a growing prevalence of private sport clubs impacting the delivery of SSNL programs, as families are choosing the paid system (private clubs) over the low-no fee

option. This is impacting the activity levels of those families and children who are unable to afford high-cost private programs.

- Some member schools are hosting invitational school tournaments, which run independently of SSNL. These tournaments can conflict with SSNL's tournaments, thus causing scheduling challenges and confusion.
- Currently, there are no athletic directors within the school system that are deemed as department heads in their school, unlike their colleagues in other subjects such as math and science. Some athletic directors are responsible for overseeing many school teams, team uniforms, travel, and fundraising, [REDACTED]

Section 29(1)(a)

Potential Speaking Points

- TCAR underwent a consultation process to develop an Active Living Action Plan and one of the main issues that came up was the affordability and access of sport, physical activity and recreation programs for all. The Action Plan is currently being drafted, and this will be an important part of the Action Plan [REDACTED]
- Physical Educators and Athletic Directors in schools go beyond the scope of work they are compensated for, and I appreciate their efforts. They are critical to the sport delivery system in the province.
- Please keep the recreation and sport division staff apprised of any future challenges or issues that SSNL is facing.

Section 35(1)(d)

Proposed Actions:

- None identified.

Prepared/approved by: A. Button/A. Wright/B. Gardner/J. O'Dea
Ministerial Approval: Received from Honourable Steve Crocker

February 4, 2025

ANNEX A**School Sports NL Staff**

Name	Position
Karen Richard	Executive Director
Shayne Menecola	Varsity Coordinator
Stephanie Fowler	Junior Varsity Coordinator
Diana Fisher	Marketing and Communications
Natelle Tulk	Participation Nation Program Coordinator
Amy Butt	Participation Nation Program Coordinator

School Sports NL Board of Directors

Name	Position
Chad Legge	President
Jody Tiller	Vice President - Participation Nation
Adam Matthews	Vice President – Varsity
Lockie MacDougall	Vice President Governance / Finance
Stephen Boone	At Large Varsity
Dana Pittman	At Large Participation Nation
Sheldon Stringer	At Large Governance / Finance

Participation Nation Council

Name	Position
Jody Tiller	Chair
Dana Pittman	Board Representative
Debbie Shortall	Council Member
Nicole Gibbons	Council Member
Justin Noseworthy	Council Member
Lockie MacDougall	Council Member
Andy Poole	Council Member

Varsity Council

Name	Position
Vacant	St. John's Director
Stacey Moriarty	Avalon Director
Tonie Keats	Avalon West Director
Marc Pittman	Burin Peninsula Director
Byron Diamond	Central East Director
Rebecca Hollett	Central Director
Marc Toms	Central West Director
Barry Park	Western Director
Rhonda Martin	Northern Peninsula Director
Kody Dober	Southern Labrador Director
Scott Doody	Northern Director

Meeting Note
Department of Tourism, Culture, Arts and Recreation
Representatives from Publishers of Newfoundland and Labrador
Monday, February 17, 2025 at 10:45am
TCAR Executive Boardroom, 6th Floor, Confederation Building

Attendees: Honourable Steve Crocker, Minister, TCAR
Jamie O'Dea, Deputy Minister, TCAR
Nicholas Ellis, Executive Assistant, TCAR
Colleen Soulliere, Director of Arts and Heritage, TCAR
Rebecca Rose, Breakwater Books
Gavin Will, Boulder Publications
Marnie Parsons, Running the Goat
Alison Carr, Memorial University Press

Purpose of Meeting:

- To discuss opportunities in the Newfoundland and Labrador publishing industry in the context of the current state of the broader Canadian book publishing industry.

Background:

- The CEDP Publishers Assistance Program (PAP) was established in 2005 to strengthen the publishing and literary sector by encouraging quality products, effective marketing, and professional development.
- PAP is available to traditional publishing houses headquartered in Newfoundland and Labrador. The annual allocation is \$200,000. Grants are calculated through a formula with two components:
 - Base Component: based on the number of eligible titles released in the previous year (\$80,000/ 40 per cent of budget).
 - Evaluation Component: based on an assessment of quality of publishing program, quality of presentation, marketing, and management (\$120,000/ 60 per cent of budget).
- There are currently four eligible publishers in the program. The 2024-25 PAP funding was awarded as follows:
 - Boulder Books: \$45,091
 - Breakwater Books: \$56,179
 - Running The Goat: \$42,910
 - Flanker Press (not attending meeting): \$50,120
- All PAP-eligible publishers received Year of the Arts funding in 2023-24 through a top up equivalent to 50 per cent of a three-year average of their grant.
- Boulder Books, located in Portugal Cove, is owned and operated by Gavin Will. The press was established in 2002 and is recognized as a publisher of field guides, regional natural history, biography, regional cookbooks, and gardening.
- Breakwater Books, located in St. John's, was established in 1973 and is owned and operated by Rebecca Rose. The press is a well-established publisher of a wide range of

genres and has been particularly successful in securing foreign books sales. Breakwater Books is the primary publisher of literary fiction in the province.

- Running the Goat Books and BroadSides was founded in 2000 and is owned by Marnie Parsons. The press operates out of Tors Cove adjacent to the East Coast Trail with a book and gift shop on the premises. Titles focus on children's literature and are recognized for their high production values.
- Memorial University Press is housed in the Institute of Social and Economic Research within the Faculty of Humanities and Social Sciences at Memorial University. Alison Carr is Managing Editor for the press which publishes scholarly books with wide public appeal about the North Atlantic region, with a special focus on Newfoundland and Labrador and Atlantic Canada more broadly. Memorial University Press does not receive PAP funding.

Agenda Item #1 – Update on the state of the Canadian Publishing Industry (from a local perspective)

- Publishers' representatives will provide an update regarding challenges within the broader Canadian book publishing industry in context with the most recent reports on industry performance, as well as local trends.

Analysis

- The book publishing industry at all levels (local, national, international) is experiencing significant challenges from inflation, rising production, distribution and shipping costs, stagnant funding, issues around copyright, and the rise of Artificial Intelligence (AI).
- Retail and production sides of the industry are gradually being dominated by multinational firms, forcing publishers to look overseas for services when local sources for printing are unaffordable or unable to meet publication deadlines.
- The Publishers Assistance Program has not seen an increase since 2005, which presents challenges to Publishers to offer salaries in line with National standards, and to retain qualified staff.
- Additionally, the goals for PAP have not kept pace with the needs of the evolving industry:
 - No capacity for digital publishing or updated methods of digital marketing within the current criteria
 - No support for hard printing costs.
- Despite these obstacles, local Publishers are navigating the challenges and maintaining operations.

Agenda Item #2 – Opportunities to grow the local Publishing Industry

- Publishers Representatives will share opportunities to further stabilize and grow the provincial industry.

Analysis

- There has been significant increase in export and film adaptation opportunities that will benefit the Publishers in the province.

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- Export and partnership are key priorities for stabilization and growth in the province's publishing industry

Potential Speaking Points

- We value your expertise and perspective on the challenges face by the publishing industry in Newfoundland and Labrador.
- We appreciate your commitment and support for the ongoing development of the industry in our province.
- We are pleased to support the Publishing Industry through the Publisher's Assistance Program and understand the importance of operational support provided through the program. We will take this conversation about the evolving demands on the sector into consideration in our ongoing program evaluation in the Department.
- We recognize the importance of export and partnership to the continued growth and success of the sector.

Proposed Actions

- Include content of meeting in any grant review processes and during early development of the new cultural action plan.

Prepared/Approved by: N. Rousseau/C. Soulliere/J O'Dea
Ministerial Approval: Hon. Steve Crocker

February 5, 2025

Meeting Note
Department of Tourism, Culture, Arts and Recreation
Quintessential Vocal Ensemble
11:00am., Thursday, February 20th
Executive Board Room, 6th Floor, Confederation Building

Attendees: Honourable Steve Crocker, Minister, TCAR
Jamie O'Dea, Deputy Minister, TCAR
Nicholas Ellis, Executive Assistant, TCAR
Colleen Soulliere, Director of Arts and Heritage, TCAR
Gerry Stead, Board Chair, Quintessential Vocal Ensemble
Greg Smith, Board Member, Quintessential Vocal Ensemble

Purpose of Meeting:

- To discuss a funding matter related to the Quintessential Vocal Ensemble (QVE)

Background:

- Newfoundland and Labrador's choral sector is nationally and internationally renowned for the level of artistic merit in performance, as well as innovation and creativity in presentation.
- Newfoundland and Labrador choirs are typically funded using a model that includes membership fees, fundraising campaigns, and government grants.
- Through correspondence and direct communication choirs in the province over the last few years, TCAR has become aware that choirs are concerned that they are being left out of funding opportunities because of the nature of the choral sector.
- QVE was founded by Susan Quinn and alumni of the Holy Heart of Mary High School Chamber Choir, in 1993. They have amassed more than 20 awards in national and international competitions, and have performed all over the world. Notably, at Carnegie Hall in 2014, QVE premiered a choral work to commemorate the response of the people of Newfoundland and Labrador in aid of travelers diverted to the province following the attacks of 9/11.
- In previous years QVE received ArtsNL funding through its Annual Operating Program:
 - 2020-21: \$10,000
 - 2021-22: \$15,000
 - 2022-23: \$15,000
 - 2023-24: Unsuccessful

Issue #1 – Funding Challenges for Choirs

- Most choirs in this province are considered community arts organizations and thus have limited access to public funding sources.

Analysis

- Since 2023, choirs have consistently raised concerns about the lack of available operational funding, which is critical for organizations to hire staff and to be able to demonstrate matching contributions when seeking grants from federal, provincial, and municipal programs.
- In 2023, a peer assessment committee determined choirs were ineligible for the ArtsNL Annual Operating Program because they did not meet the required standard as a professional arts organization. As a stop-gap measure, TCAR provided grants under the

Come Home Year Cultural Fund to some choirs excluded from the ArtsNL program, to allow time for them to identify other revenue sources to replace the loss.

- TCAR does not fund choirs through the CEDP program, for either operational or project funding, because they do not meet the criteria to be considered professional arts organizations, primarily in that not all performers are paid artist fees for performances.
 - Additionally, members typically pay a fee to join choirs and frequently pay at least some of the expenses related to performing.
 - It is possible choirs can use membership fees for this purpose instead of grants, but the ability to charge membership fees high enough to support operational costs is unknown.
- TCAR has provided project funding to choirs through special celebrations (such as Come Home Year 2022 and Year of the Arts).
- During Year of the Arts, CelebrateNL supported choirs indirectly through significant funding for the HarbourVOICES! festival, and directly through the Creative Projects Fund.
- For a number of years, choirs were eligible for operational funding from ArtsNL. In 2023, ArtsNL advised choirs that on review by a peer committee, choirs did not meet the standard required of a professional arts organization and are not eligible for operational funding.
- Following that 2023 decision, choirs contacted TCAR seeking to have the ArtsNL decision revisited. TCAR held the position that ArtsNL operates independently from the department and TCAR would not intervene.

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

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- Most other choirs (with Shallaway Youth Choir a notable exception) are eligible to apply for project funding through the ArtsNL Community Arts Program.
- If the AIP funding program, introduced as a pilot in Year of the Arts, continues in future, choirs would also be eligible for project funding through that TCAR program.

Potential Speaking Points

- We are pleased to have been able to support choral projects during Come Home Year 2022 and Year of the Arts.
- We were pleased to be able to provide one-time funding to choirs in 2023 to address the unexpected budget pressure at that time.
- We understand the difficulty of accessing operational funding for community arts organizations, and the importance for any not-for-profit in securing operational funds.
- Our current arts funding programs are designed for supporting professional arts organizations, but we were able to pilot a community arts programming fund in Year of the

Arts. We will take this conversation into consideration as we evaluate the results of that program.

Proposed Actions

- Include content of meeting in any grant review processes and during early development of the new cultural action plan.

Prepared/Approved by: N. Rousseau/ C. Soulliere/J O'Dea

Ministerial Approval: Hon. Steve Crocker

February 14, 2025

Meeting Note
FPT Sport, Physical Activity and Recreation Council
Deputy Ministers Meeting
Thursday, February 20, 2024
3:00 – 4:00 pm NST

Attendees:

Jamie O'Dea, Deputy Minister, Department of Tourism, Culture, Arts and Recreation (TCAR)
Ben Gardner, ADM, Film, Television, and Recreation, TCAR
Andrew Wright, Director of Recreation and Sport (Acting), TCAR

Purpose of Meeting:

- A meeting was requested on behalf of the Government of Canada, Deputy Minister Mondou [REDACTED]
- A meeting agenda is attached in Annex A.

Background:

- The third iteration of the Canadian Sport Policy (CSP) has been in development since 2019 when Ministers directed officials to develop a CSP work group to develop the next version of the policy to advance sport in Canada
- The CSP was initially due to be released in 2022 however due to COVID-19 it was delayed.
- A CSP writing team was reestablished to focus on the development of the policy. [REDACTED]
- Federally, there was change over in Ministers [REDACTED] Section 29(1)(a), 34(1)(a)(i)(b)
- In December 2024, Minister Terry Duguid was appointed as the new Minister responsible for sport. [REDACTED] Section 29(1)(a), 34(1)(a)(i)(b)
- The following week a meeting was requested by Sport Canada to host a Deputy Ministers Meeting [REDACTED]

Agenda item #1 - Welcome and Role Call

- Charly will conduct roll call with each F-P/T Government where the Deputy will provide an overview of who is attending the call on behalf of the province.

Analysis

- n/a

Potential Speaking Points

- Hi, my name is Jamie O'Dea. I am the Deputy Minister for the Department of Tourism, Culture, Arts, and Recreation and joining me here today is:
 - Ben Gardner, Assistant Deputy Minister of Film, Television, and Recreation

- Andrew Wright, Acting Director of the Recreation and Sport Division

Proposed Actions

- n/a

Agenda item #2 – Review of Agenda

- Review the agenda items as presented and ask if anyone had anything they would like to add to the agenda. If none, Deputy Minister (DM) will ask for a mover and seconder for the approval of the agenda.

Analysis

- Copies of the agenda was shared with all participants prior to the meeting.

Potential Speaking Points

- See speaking notes provided

Proposed Actions

- n/a

Agenda item #3 – Review of Past Minutes

- Review of the previous two meeting minutes as presented.

Analysis

- Copies of the two previous meeting minutes were shared with all participants prior to the meeting.

Potential Speaking Points

- As outlined above.

Proposed Actions

- n/a

Section 34 (1)(a)(i)

- The first-ever Canadian Sport Policy (CSP), endorsed by Federal-Provincial and Territorial (F-P/T) Ministers responsible for sport, physical activity and recreation (SPAR), was released in 2002 and provided a framework for F-P/T government collaboration in sport.
- A subsequent 10-year CSP was released in 2012, with a vision to promote and celebrate participation and excellence in sport through advocating the values of fun, safety, excellence, commitment, personal development, inclusion, accessibility, respect, fair play, and ethical behaviour.
- A comprehensive national consultation process was conducted by the Sport Information Resource Centre (SIRC), which involved P/T consultations, online public survey, and a number of engagements with targeted stakeholder groups. NL hosted a virtual consultation which included over 40 individuals from NL and there were also over 85 NL national survey responses submitted.

- [Redacted]

Analysis

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted] Section 29(1)(a), 34(1)(a)(i)
- [Redacted]
- [Redacted]
- [Redacted]

Potential Speaking Points

- [Redacted] Section 29(1)(a), 34(1)(a)(i), 35(1)(d)
- [Redacted] Section 29(1)(a), 34(1)(a)(i), 35(1)(d)
- [Redacted]
- The Canadian Sport Policy has always been a strong collaborative, Pan-Canadian document
[Redacted]

Proposed Actions

- Follow up with the Department of Intergovernmental Affairs Secretariat and other government departments for feedback and information purposes. Section 29(1)(a), 34(1)(a)(i)

Agenda item #5 – Other Business

- A call will be put forward to participants if there are any additional business items that Deputy Ministers would like to discuss.

Analysis

- n/a

Potential Speaking Points

- See speaking notes provided

Proposed Actions

- n/a

Prepared/Approved by: A. Button/A. Wright/ B. Gardner/ J. O'Dea
Ministerial Approval: Received from Hon. Steve Crocker

February 19, 2025

Meeting Note
Department of Tourism, Culture, Arts and Recreation
Easter Seals NL
February 24, 2025 - 11:00am
Easter Seals House, 206 Mount Scio Road, St. John's

Attendees:

- Hon. Steve Crocker, Minister, Tourism, Culture, Arts and Recreation (TCAR)
- Nick Ellis, Executive Assistant
- Mark Bradbury, CEO, Easter Seals NL

Purpose of Meeting:

- To provide the Minister with an update on Easter Seals NL programs and services and to tour the indoor and outdoor aspects of the accessible facility.

Background:

- Approximately 100,000 people within Newfoundland and Labrador live with disabilities such as physical, sensory, cognitive, or other disabilities which present barriers to full participation in society.
- Easter Seals NL is a charitable organization that has operated in this province since 1937 with a mission to engage, inspire, and maximize opportunities for people with disabilities of all ages by providing meaningful programs and services.
- Easter Seals NL offers over 20 programs and services that help persons with disabilities to participate in sport, physical activity, recreation, as well as employment and educational disability awareness programs.
- Since 2015, TCAR has provided \$229,540 through the Community Healthy Living Fund and the Active NL Fund, to support active living programming and equipment.
- In 2017, more than \$200,000 was provided to Easter Seals NL to support the development of a fully accessible playground.
- The Government of Newfoundland and Labrador's (GNL) **Accessibility Act** became law on December 3, 2021. GNL's Accessibility Plan 2024-2026 outlines a commitment to improve accessibility by preventing, identifying, and removing barriers that prevent persons with disabilities from equitable access to services and opportunities.
- Earlier this month, Paralympian Liam Hickey was named as a director of Easter Seals NL's board.

Agenda item #1 – Update on Easter Seals NL Programs and Services

- It is anticipated that Easter Seals NL will provide an overview of their programs.

Analysis

- Easter Seals NL offers over 20 programs and services that help persons with disabilities, ranging from camps, equipment loan programs, sport programs such as wheelchair basketball, sledge hockey, and boccia, recreational programs such as music, dance, art and

family events, as well as employment and educational disability awareness programs such as the “I Can Too” program.

- Easter Seals NL is currently constructing an accessible and inclusive park, and once completed, will be the largest inclusive and accessible park east of Toronto. The park is available for use by the public, making it a space where people of all abilities can come together and foster positive connections through physical activity and leisure.
- Phases 1 and 2 are complete and includes an accessible playground, a pavilion with a fire pit, a BBQ event plaza with a seating area, and sensory garden.
- The \$4.5 million phase 3 of the project will include an outdoor rink/hardcourt surface area with team benches, transparent glass, ice-level doors, and an accessible viewing area with bleachers and a 2,600 square-foot building used to store recreational and adaptive equipment for the Equipment Loan Program.
- There is a capital campaign to assist with the construction of the phase 3 with recognition for donations from \$1,000 to \$50,000 and above.
- In 2023-24, \$20,000 was provided to Easter Seals NL through the Active NL Fund to support the construction of the outdoor rink.
- Easter Seals NL will use several metrics to measure the park’s impact on the organization and the community including increased use by members of the community, increased programming offered by the organization, increased well-being through opportunities for social engagement, and increased inclusion between those with all abilities.

Potential Speaking Points

- Our government is committed to improving accessibility by preventing, identifying, and removing barriers that prevent persons with disabilities from equitable access to services and opportunities.
- It is great to receive an update on the valuable programs and services that Easter Seals NL provides to persons with disabilities and their families in Newfoundland and Labrador. These types of initiatives support not only the physical health and well-being of individuals, but also build strong social connection and relationships with others.
- Congratulations on the successful completion of phases 1 and 2 of the accessible and inclusive park. I look forward to receiving updates about phase 3.
- Accessible sport and recreation facilities are key to increasing opportunities for the well-being for all people living in Newfoundland and Labrador.

Proposed Actions

- None identified.

Agenda item #2 - Year of Sport

- It is anticipated that Easter Seals NL may want to learn more about the recently announced Year of Sport and what opportunities may exist for their organization.

Analysis

- Easter Seals NL has expressed that the accessible and inclusive park project aligns well with the Year of Sport as it will increase access and encourage participation in sport and recreation for everyone in the province.
- A variety of funding programs have currently been launched to support the Year of Sport including the Sport and Recreation Access Fund, Community Sport Fund, and an enhanced Active NL Fund.
- Currently, Easter Seals NL is only eligible to apply for funding under the enhanced Active NL Fund to develop, deliver, purchase, or upgrade active living infrastructure, equipment, and initiatives that directly increases sport, physical activity, active recreation, and healthy eating for individuals of all ages. Applications are currently being accepted with a deadline of March 31, 2025.

Potential Speaking Points

- Easter Seals NL has done an excellent job supporting accessible sport and recreation opportunities for people of all abilities. With the development of an accessible playground and green space in addition to the various sport and recreation programs that you offer, you are directly impacting the wellbeing of the people in our province.
- As a part of Year of Sport, I encourage you to apply for the enhanced Active NL Fund 2025-26 that is currently accepting applications with a deadline of March 31, 2025. The Recreation and Sport staff will be happy to answer any questions you may have about the funding program.

Proposed Actions

- None identified.

Agenda item #3 - Parasport and Recreation for Persons with Disability Initiative (PRPWD)

- It is anticipated that Easter Seals NL may speak about the Parasport and Recreation for Persons with a Disability Initiative which is overseen by Recreation NL.

Analysis

- Parasport and Recreation for Persons with a Disability Initiative aims to increase opportunities for individuals with disabilities to participate in parasport and recreation. The initiative is funded through a bilateral agreement with the federal government and administered through Recreation NL.
- A member of Easter Seals staff is the vice-chair of the steering committee and chairs the recreation for persons with disabilities working group.

Potential Speaking Points

- Thank you for your organization's participation in the Parasport and Recreation for Persons with a Disability Initiative that supports increased opportunities for individuals with disabilities to participate in parasport and recreational activities. I look forward to hearing updates from my staff on how the initiative is progressing.

Proposed Actions

- Recreation and Sport Division staff to provide updates and support this initiative moving forward.

Prepared/Approved by: L. Roberts/A. Button/A. Wright/B. Gardner/J. O'Dea

Ministerial Approval: Received from Hon. Steve Crocker

February 21, 2025