

# **Heritage NL**

## Activity Plan 2023–2026



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### Chairperson's Message

As Chair of Heritage NL, I am pleased to submit the Activity Plan for the Board for the next three fiscal years (2023-2026). This Plan is prepared in accordance with the **Transparency and Accountability Act** pursuant to which Heritage NL was a category three government entity. This requires the preparation of a multi-year performance-based activity plan.

Heritage NL is focused on public outreach, programming, and elevating marginalized voices from our past, including Indigenous, multi-ethnic, and women's heritage. Our staff work with communities and organizations to share and preserve history and culture. Through the Labour Market Partnerships Program, we were able to offer training to repair heritage properties and programs based on the Heritage NL Craft at Risk List to preserve these skills for the next generation. The Heritage Structure Designation has recognized buildings from Green's Harbour to Cartwright, and made it easier for building owners to afford maintenance. We moved the Heritage Places Poster Contest online so that children from across the province can participate.

As the Chairperson of Heritage NL, I have reviewed this activity plan that has considered the strategic directions of the Provincial Government and supports its priorities in areas such as: the Cultural Action Plan; action on climate change; healthy aging; craft development; and community economic development. The Board accepts accountability for the preparation of the plan and for the achievement of its objectives.

Sincerely,



Dr. Lisa Daly  
Chairperson

## Introduction

This plan lays out the strategic issues, objectives, and indicators for Heritage NL for the period of 2023-26. These focus on:

- Communicating the tangible and intangible values of designated heritage places to ensure greater meaning for local residents and visitors;
- Documenting and celebrating cultural heritage and the intangible values of historic places; and,
- Safeguarding and transmitting skills related to crafts at risk and traditional building trades.

These are aligned with the strategic directions of the Provincial Government:

- promoting our creative and cultural industries through the safeguarding of skills at risk and traditional architectural techniques;
- making Newfoundland and Labrador a destination of choice through the conservation of local heritage districts and traditional culture;
- growing our film and television sector by ensuring the retention of heritage properties for filming locations;
- and promoting active, healthy lifestyles through multigenerational programs that celebrate our living heritage.

### Overview

Heritage Foundation of Newfoundland and Labrador (Heritage NL), is a Crown agency established in 1984 under Part IV of the **Historic Resources Act** (the Act) that operates under a Board of Directors appointed by the Lieutenant-Governor in Council. The website for Heritage NL is [www.heritagenl.ca](http://www.heritagenl.ca)

### Mandate

Heritage NL has a mandate to:

- a) Stimulate an understanding of and an appreciation of historic places in the province;
- b) Support and contribute to the preservation, maintenance, and restoration of buildings and other structures of architectural significance in the province; and
- c) Support and promote the safeguarding of the province's Intangible Cultural Heritage (ICH) through the implementation of the Province's ICH Strategy.

### Responsibility Areas

The Act confers on Heritage NL, the authority to preserve the built heritage through:

- Commemoration and conservation of historic places (structures and districts); and,
- Educational initiatives to stimulate an understanding and appreciation of the architectural, cultural and historic value of the cultural landscape.

Additionally, Heritage NL houses the Provincial ICH Office, which seeks to safeguard, strengthen and celebrate Newfoundland and Labrador's distinctive traditional cultural knowledge, skills,

beliefs, and practices that are seen as cornerstones for sustaining the province's innate creativity and sense of identity.

Heritage NL's work is guided by the national Standards and Guidelines for the Conservation of Historic Places in Canada, Canada's national benchmark of conservation principles and practices.

Heritage NL sees the protection and safeguarding of its tangible and intangible heritage assets as not only a means of supporting pride and identity but as a tool for community, social, and economic well-being.

### Lines of Business

Heritage NL delivers the following programs and services to fulfill its mandate:

1. **Heritage Designation.** Through an open application process, Heritage NL accepts applications for historic places to be formally designated as Registered Heritage Structures and Districts.
2. **Conservation Funding.** Heritage NL offers funding programs for Registered Heritage Structure conservation, including a Revitalization Grant directed towards larger architectural conservation projects, and a smaller maintenance grant program to assist with ongoing maintenance of historic features.
3. **Technical Advice.** Heritage NL staff provides information on best practices related to heritage conservation. It teaches and encourages the use of the Standards and Guidelines for the Conservation of Historic Places in Canada.
4. **Provincial Register of Historic Places (PRHP).** The foundation is responsible for the maintenance of a digital provincial registry of provincially and municipally designated historic places.

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5. **Education and outreach.** The Foundation has an educational role and undertakes or sponsors events, publications and other projects designed to promote the value of our historic places and living heritage, including the annual Heritage Poster Contest.
6. **Provincial Historic Commemorations Program.** Heritage NL has been charged to administer the Commemorations Program, which is a citizen-driven program that commemorates aspects of our history and culture that are of provincial significance. It recognizes, honours and interprets our cultural and historic treasures.
7. **Intangible Cultural Heritage (ICH) Strategy.** Heritage NL's ICH office is responsible for enacting the provincial ICH Strategy through initiatives that celebrate, record, disseminate, and promote our living heritage and help to build bridges between diverse cultural groups within and outside Newfoundland and Labrador.

### Vision

The Vision of Heritage NL is of a province that is aware of its unique heritage value and which promotes and benefits from best practices in safeguarding its historic places and its intangible cultural heritage.

### Primary Clients

Heritage NL serves a variety of clients that include:

- Owners of heritage properties (technical advice/funding);
- Municipalities (support for heritage resource identification, protection and development);
- Schools (database on historic places in Newfoundland and Labrador and heritage awareness);



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- Seniors groups (help with projects to support seniors' engagement);
- Community Groups (help with ICH initiatives);
- General public (information and raising awareness); and,
- Building Professionals (training and technical advice on heritage conservation).

### **Budget**

The budget of Heritage NL for 2023-24 is \$511,600. Provincial appropriations provide for the operational funding for the Heritage NL, which supports the preservation of built heritage through: the designation of heritage buildings, structures and districts; the provision of grants to assist with the preservation of designated buildings; the provision of professional advisory services to individuals and organizations; and the implementation of the Province's Intangible Cultural Heritage Strategy.

### **Employees**

The staff of Heritage NL is composed of four permanent staff (two male, two female): an Executive Director, two Heritage Officers including one Provincial Registrar and one ICH Program Planner, and a part-time accountant. Heritage NL generally employs other staff as students or interns with assistance from government-run student employment programs.

### **Board of Directors**

Heritage NL is governed by a Board of Directors appointed by the Lieutenant-Governor in Council. As of 4 April 2023, the Board consisted of:

Chairperson: Dr. Lisa Daly (St. John's)

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Vice Chairs: Sarah Wade (St. John's)  
Jim Miller (Trinity)

Treasurer: Philip Wood (Bay Roberts)

Members: Dave Lough (St. John's)  
Elizabeth Ann Murphy (Parker's Cove)  
Raymond Cusson (Bonne Bay)  
Dr. W. Gordon Handcock (Mount Pearl)  
Matt C. Reynolds (Halifax, NS)  
Dr. Roza Tchoukaleyska (Corner Brook/London, ON)  
Colleen Soulliere, Dept. of TCAR (ex-officio)

In addition to the members listed above, there are currently two vacancies on the Board.

Heritage NL offices are located in The Newman Building, 1 Springdale Street, P.O. Box 5171, St. John's, NL A1C 5V5

### Strategic Issue

#### Support Historic Places and Living Heritage of the Province

Support for the cultural heritage of the province by Heritage NL has a number of different facets, all of which are intertwined and build on one another. These include: 1) plaquing historic places and commemorating the people, events, and unique cultural traditions important to Newfoundlanders and Labradorians; 2) documenting and celebrating cultural heritage and the intangible values of historic places; and 3) safeguarding skills and traditional knowledge required for the conservation of crafts at risk and trades knowledge required for the maintenance and repair of historic places.

1) For people to appreciate the value of heritage it must be relevant to them. Communicating these values helps to create meaning and value for residents and makes them more evocative for tourists. Heritage NL will undertake efforts to better integrate the tangible and intangible values of designated heritage places to ensure greater meaning for local residents and visitors, revitalize its plaquing program for designated places, and continue to recognize key elements of NL history through the Provincial Historic Commemorations Program.

2) The heritage of historic places and structures is about more than simply describing architectural or historical significance. It also includes intangible values of place such as personal stories; community associations; how places have changed; and, how people lived their lives in these places in the past. Heritage NL will document and celebrate cultural heritage and the intangible values of historic places through research, oral history, and community workshops.

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3) Recognizing that skills related to crafts at risk and traditional building trades must be transmitted and shared, Heritage NL will undertake projects to sustain the Intangible Cultural Heritage of Newfoundland and Labrador for present and future generations everywhere. This will include training opportunities to help teach and share those skills identified as a vital part of the identities of Newfoundlanders and Labradorians, and necessary for the continued care and maintenance of historic places and districts.

Heritage NL will report on the same objective for the 2023-24, 2024-25, and 2025-26 fiscal years, with priority indicators developed for each year.

### Objectives 2023-2024

By March 31, 2024, Heritage NL will have supported and promoted heritage; safeguarded and developed the province's built and intangible heritage assets; and educated the public on the subject of cultural heritage.

#### Indicators:

- Heritage NL will have funded initiatives to support cultural heritage of the Province;
- Heritage NL will have undertaken oral history projects on Registered Heritage Structures, Districts, and/or Crafts at Risk, and shared these with the public;
- Heritage NL will have revitalized its plaquing program for Registered Heritage Structures, and started on the work of updating old plaques across the province;
- Heritage NL will have commemorated important aspects of the province's past and living heritage through official recognitions under the Provincial Historic Commemorations Program;
- Heritage NL will have facilitated training opportunities around the conservation of built heritage and traditional architectural skills.



