

Ms Sandra Barnes
Clerk of the House of Assembly

Dear Ms Barnes:

Re: 2011-12 Annual Report

On behalf of the Minister of Tourism, Culture and Recreation, I am pleased to provide 10 paper copies of the 2011-12 Annual Report of the Provincial Historic Commemorations Board. It has also been submitted to the House in digital format.

Sincerely,



Janet Miller Pitt
Director, Strategic Planning and Policy

c: Ms. Kimberly Puddister, House of Assembly
Mr. Andy Fowler, House of Assembly
Ms. Wanda Mazerolle, Transparency and Accountability Office
Ms. Andrea Hyde, House of Assembly

Provincial Historic Commemorations Board

Annual Report

2011-2012

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1. Message from the Chair


The Provincial Historic Commemorations Board (PHCB) is a Category 3 Government Entity created to advise the Minister of Tourism, Culture and Recreation on official designations of people, places, events and traditions of historical and cultural significance to the Province of Newfoundland and Labrador. The PHCB was created as part of commitments to raise the profile and awareness of significant heritage resources outlined by the Provincial Government's cultural strategy *Creative Newfoundland and Labrador: The Blueprint for Development and Investment in Culture*. The Board's activities support Strategic Direction One of the Department of Tourism, Culture and Recreation, namely, to preserve and safeguard tangible and intangible heritage.

In addition to evaluating nominations received from the general public and making commemorations recommendations based on these nominations, the PHCB advises on the administration of the Provincial Historic Commemorations Program, including allocations for an annual program budget of \$50,000. The majority of these funds are used to promote the program and to educate Newfoundlanders and Labradorians about subjects that have been commemorated.

The PHCB is a six-member body appointed by the Government of Newfoundland and Labrador. Its representatives are drawn from a range of citizens who have far-reaching experience in the fields of culture and heritage. One board member is a representative of the Department of Tourism, Culture and Recreation and the Board also has a secretary appointed from the staff of the Provincial Historic Sites Division.

The Provincial Historic Commemorations Board is accountable for the preparation and actual results reported in this annual report.

Sincerely,



Françoise Enguehard
Chair

2. The Provincial Historic Commemorations Board

Mandate

The mandate of the Provincial Historic Commemorations Board is to advise the Minister of Tourism, Culture and Recreation regarding commemorations under the Provincial Historic Commemorations Program. The Board also undertakes activities to promote the program and to educate Newfoundlanders and Labradorians about subjects that have been commemorated. This mandate supports the wider mandate of the Department of Tourism, Culture and Recreation to preserve the province's cultural heritage and historic resources and to recognize their importance. The Board's mandate supports aims identified in the Provincial Government's cultural strategy, *Creative Newfoundland and Labrador: The Blueprint for Development and Investment in Culture*, namely to commemorate significant tangible and intangible cultural heritage resources.

Vision

The Vision of The Provincial Historic Commemorations Board is of a province whose citizens have a high level of appreciation and knowledge of the province's history and its cultural traditions.

Mission

The Provincial Historic Commemorations Board will operate the Provincial Historic Commemorations Program that maximizes public participation and that creates a high level of awareness of Newfoundland and Labrador's history and its cultural traditions. The Board operates under the mission of the Department of Tourism, Culture and Recreation:

By 2017, the Department of Tourism, Culture and Recreation will have provided opportunities for enhanced participation by citizens engaged in developing and promoting tourism, arts, heritage and physical activity, recreation and sport so that the province is a better place in which to live, visit and work.

Specifically, the Provincial Historic Commemorations Board contributes to the mission of the Department of Tourism, Culture and Recreation by providing opportunities for enhanced participation by citizens engaged in developing and promoting heritage.

In addition to supporting the Department's Mission, the Board also supports a strong provincial cultural identity, and greater stewardship for and development of heritage resources as identified in the province's Cultural Strategy.

Values

In its deliberations, the Board will reflect an appreciation for preserving and promoting an awareness of the distinct, significant aspects of our culture; and ensure that the integrity of the Historic Commemorations program is upheld through:

Openness and Transparency

Board members will apply an open and transparent system for commemorations that encourages individuals and groups of citizens to nominate various aspects of Newfoundland and Labrador culture.

Thoroughness and Objectivity

Board members will be thorough and apply an objective, research-based approach to assessing and recommending commemorations. The Board will consider of equal value the tangible and intangible aspects of Newfoundland and Labrador's heritage and culture.

Shared Commitments

The PHCB works with the Department of Tourism, Culture and Recreation to preserve, strengthen and celebrate the province's tangible and intangible heritage, especially by building increased awareness of historic places, persons, events, cultural traditions and practices, and tradition bearers.

Primary Clients

The primary client for the activities of the Provincial Historic Commemorations Board is the Minister of Tourism, Culture and Recreation, to whom the Board provides advice. More broadly, the clients of the Board's activities are the residents of Newfoundland and Labrador.

Board Governance

The Provincial Historic Commemorations Board is a six-member body appointed by the Government of Newfoundland and Labrador. Its representatives are drawn from a range of citizens who have far-reaching experience in the fields of culture and heritage. One board member is a representative of the Department of Tourism, Culture and Recreation and the Board also has a secretary appointed from the staff of the Provincial Historic Sites Division.

PHCP Board Members (March 31, 2012)

Françoise Enguehard, Chair
Terry Bishop-Stirling, Vice-Chair
Robert Hobbs
Anita Best
Gary Baikie
Jerry Dick (TCR)

Program administrator: Chris Martin, Provincial Historic Sites Officer

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Department of Tourism, Culture and Recreation
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Website: www.seethesites.ca/commemorations

Financial Information

The program budget for the Provincial Historic Commemorations Program for 2011/12 was \$50,000. The program is funded through the Department of Tourism, Culture and Recreation and is not required to provide audited financial statements.

3. Lines of Business

The Provincial Historic Commemorations Board has one line of business, reflective of its mandate, which is the:

Promotion and administration of the Provincial Historic Commemorations Program. In serving this line of business, the Board:

- Reviews and evaluates nominations following the guidelines of the Provincial Historic Commemorations Program
- Advises the Minister of Tourism, Culture and Recreation regarding provincial historic commemorations
- Assists in promoting the Provincial Historic Commemorations Program and encouraging nominations from the general public

- Provides advice on the administration of the Provincial Historic Commemorations Program (examples: review program criteria and guidelines as needed, advise regarding annual expenditures under the program, advise regarding legacy activities under the program, review promotional materials developed for the program).

Highlighted Accomplishments for 2011-2012

- Six new designations were announced at a ceremony held at The Rooms in St. John's in June 2011:
 - Rescue of the crew of the Waterwitch near Pouch Cove in the category of Rescue at Sea and Heroism Associated with such Events category. Distinctive Cultural Tradition or Practice (2011)
 - The Bonne Bay Cottage Hospital. Place of Provincial Significance. (2011)
 - The Cultural Landscape that included the Beaches and Bloody Bay Cove Quarry. Place of Provincial Significance.(2011)
 - The U-Boat Attacks on the Bell Island Ore Ships in 1942. Event of Provincial Significance. (2011)
 - Mummering. Distinctive Cultural Tradition or Practice. (2011)
 - Edward (Ted) Russell. Person of Provincial Significance. (2011)
- The program administrator received 19 requests for information and received nine nominations
- The Board met to review nominations in October 2011 and March 2012.
- Ads promoting the program and website appeared in all of the province's major newspapers in March 2011 and the Newfoundland Quarterly in March 2012
- The program was promoted to five departments of Memorial University of Newfoundland and Labrador
- The program was promoted at the following conferences:
 - Museum Association of Newfoundland and Labrador's Annual General Meeting in Mount Pearl in October 2011
 - The Aboriginal Women's Conference in Happy Valley Goose Bay in February 2012
 - The Hospitality Newfoundland and Labrador Conference in Gander in February 2012
- The school program was piloted to 15 Eastern School District teachers from Grade seven to Grade nine in November 2011
- Six legacy activities were developed by designate groups in 2011 (See Issue 2: Development of Legacy Activities for a detailed breakdown of 2011 legacy activities).

4. Report on Activity Plan

The Provincial Historic Commemorations Program is an initiative of the Government of Newfoundland and Labrador. Recommending publicly nominated commemorations to the Minister of Tourism, Culture and Recreation is the Board's main objective. As such the Board has committed to reporting on this same objective using the same indicators for 2011-2014 as noted in the Provincial Historic Commemoration Board's activity plan. While making recommendations regarding nominations is the Board's main objective, promoting awareness of this new program and encouraging the public to make nominations continued to be priorities in 2011-2012.

Issue 1: Commemoration Recommendations

As per Strategic Direction One of the Department of Tourism, Culture and Recreation: *(Preserve and safeguard tangible and intangible heritage, specifically addressing the focus area of building increased awareness of historic places, persons and events)* the Board's main objective is to review nominations submitted by the public, and to make recommendations to the Minister regarding annual commemorations of significant historic places, people, and events, as well as significant cultural traditions and tradition bearers.

Annual Objective:

By March 31 2012, 2013 and 2014, the Provincial Historic Commemorations Board will have provided recommendations on commemorations to be designated at a ceremony to be held by October of that year.

Measure:

Provided recommendations on commemorations.

Indicators:

- Held semi-annual meetings to review nominations submitted by the public.
- Commissioned research to support commemorations recommendations.
- Recommended Commemorations to be announced at an annual event

Performance for 2011-2012:

- Board meetings to review current nominations were held on October 11, 2011 and March 2, 2012. Note that these meetings were held to review nominations under consideration for commemoration during the 2012/2013 fiscal year. The timeline from nomination to commemoration is approximately 18 months

- The Board commissioned seven research papers in the 2011/2012 fiscal year to provide insight and background to support commemoration recommendations and to determine the validity of nominations prior to making a final decision on recommendations
 - Six research papers were commissioned in support of commemorations for the 2012/2013 designations
 - One research paper was conducted in support of a 2011 designation
- Recommendations regarding commemorations were submitted to the Minister of Tourism, Culture and Recreation on March 4, 2011
 - Accepted nominations were commemorated at an event held at The Rooms, in St. John's, on June 8, 2011.

Issue 2: Development of Legacy Activities

Following each commemoration, nominees can access funds through the PHCP to develop legacy activities to further raise awareness about the program and each commemoration. Many of these legacy activities support Strategic Direction One of the Department of Tourism, Culture and Recreation to (*Preserve and safeguard tangible and intangible heritage*). The Board will report on this objective each fiscal year, as indicated in the 2011-2014 activity plan.

Annual Objective:

By March 31 2012, 2013 and 2014, the Provincial Historic Commemorations Board will have advised on the execution of legacy activities developed for each commemoration made that year.

Measure:

Execution of legacy activities advised on.

Indicators:

- Successfully completed activities for 50% of commemorations.

Performance for 2011-2012:

- The Board received six legacy grant applications. Five were for 2011 designations thus achieving an 83% completion rate, surpassing the target stated in the indicator. They also received a grant application for a 2010 designation. (Note that special arrangements were made to advise and guide the nominating organization to develop an appropriate legacy activity that fits the program guidelines, with the understanding it would run into the next fiscal year).

- The Board reviewed all proposed legacy activity grant applications and, where required, suggested changes and provided advice to three nominators to ensure that the proposed legacy activities conformed to program guidelines.
- The completed legacy activities are as follows:

Designation	Nominator	Grant Amount	Activity
Mumming (2011)	Heritage Foundation of Newfoundland and Labrador	\$2,500.00	Development of an interactive project in which mummers attend St. John's schools to present the history and cultural traditions associated with mumming in Newfoundland
Edward (Ted) Russell (2011)	Bay Roberts Cultural Foundation Inc.	\$2,500.00	Development of an interactive project for Bay Roberts area school in which noted Newfoundland entertainers attended the school and taught the narrative traditions of Ted Russell and Newfoundland to students. The students then produced and performed their own recitations
The U-Boat Attacks on the Bell Island Ore Ships in 1942 (2011)	Rick Stanley of Ocean Quest	\$2,500.00	Development of an in-depth website featuring information on the wreck sites. The web site is for school and community use to raise awareness of the wreck sites and historical event.
Rescue of the Crew of the Waterwitch near Pouch Cove. (2011)	Pouch Cove Heritage Committee	\$1,000.00	Support of a community event that included recitations and songs and was carried out between the towns of Pouch Cove where the crew were rescued, and Cupids where the original crew were from. Part of the costs went to producing a video of the event for use in schools and for community endeavors.
The Cultural Landscape that included the Beaches and Bloody Bay Cove Quarry. (2011)	Burnside Heritage Foundation Inc.	\$2,500.00	Development of updated interpretive DVD for the site as well as updated promotional material and website for the archaeological site.
Dildo Island (2010)	Baccalieu Trail Heritage Corporation	\$2,500.00	Upgrade to exhibit at the community museum to reflect recent archaeological findings that have affected the understanding and narrative of the island.

Issue 3: Promotion and Accessibility of the Program

As the Provincial Historic Commemorations Program is still a relatively new program of the Government of Newfoundland and Labrador, the Board is continuing to place priority on promoting the program and encouraging nominations from across the province, and from all citizens. As a citizen-driven program, it is the goal of the Provincial Historic Commemorations Board to ensure that all residents of the province can easily access information about the program, and that the process for nominating people, places, events, cultural traditions, and tradition bearers of historic and cultural significance is straightforward and transparent.

Goal:

By March 31, 2014, will have promoted and made the Provincial Historic Commemorations Program more accessible.

Measure:

Provincial Historic Commemoration Program promoted and made more accessible.

Indicator:

- Initiatives to increase awareness of the program developed and promoted.

Objective 1:

By March 31, 2012, the Provincial Historic Commemorations Board will have successfully promoted the program among youth.

Measure:

Successfully promoted the program to youth.

Indicators:

- Initiatives to increase awareness of the program among youth developed and promoted.

Performance for 2011-2012:

- In 2010 the Board contracted an external vendor to develop a school component of the Provincial Historic Commemoration Program for the Grade 8 social studies and Grade 11 Newfoundland and Labrador Studies courses
- On November 1, 2011, the school program was piloted to fifteen Eastern School District teachers from Grade seven to Grade nine

- On March 2, 2012 the Board met with an Education Program Specialist to establish a direction for the employment and promotion of the program in school in future years.
- Working to develop a school component for the Provincial Historic Commemorations Program has provided the board with the ability to engage a younger demographic, allowing them to become involved in the understanding and promotion of stewardship of the culture and heritage of the province. Through establishing a program matrix that leads students through the nomination process by providing linkages between the Commemoration Program's nomination/evaluation criteria and core curriculum outcomes, the school program has made the Commemorations Program and its goals more accessible to a broader range of residents.

Objective 2:

By March 31, 2013, the Provincial Historic Commemorations Board will have successfully promoted the program among Aboriginal communities across the province.

Measure:

Successfully promoted the program to Aboriginal communities.

Indicators:

- Initiatives to increase awareness of the program among Aboriginal communities undertaken.

5. Opportunities and Challenges

The Provincial Historic Commemorations Board will continue to encourage nominations of historic people, places, events, cultural traditions and practices, and tradition bearers from across the province and ensure that all residents have access to the program. The Board will strive to have nominations and commemorations representing the diverse history and cultural heritage across the province thus providing a more complete understanding of our collective provincial identity.

While the program endeavors to deal with identifying and understanding our collective provincial identity, it is a community driven program. As such the Board can not seek specific nominations to represent the voice of some of the province's smaller populations such as our First Nations and French communities. While the program has successfully reached many geographical communities, as the nominations received to this point have indicated, one of the main challenges faced by the Board is the continual need to engage and encourage these smaller cultural communities to submit nominations to ensure their voice is included.