

# *Strategic Plan*

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## For Further Information:

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**For inquiries related to the New Brunswick Museum, visit us:**

1 Market Square or 277 Douglas Avenue

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(506) 643-2300

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<http://www.nbm-mnb.ca>

Visit us at:

**Bathurst**

Agriculture Building

1425 King Avenue

(506) 547-2478

**Miramichi**

Rodd Miramichi River Lodge &

Conference Center

1809 Water Street, 3rd floor

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**Campbellton**

Restigouche Business Center

113 Roseberry Street

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**Moncton**

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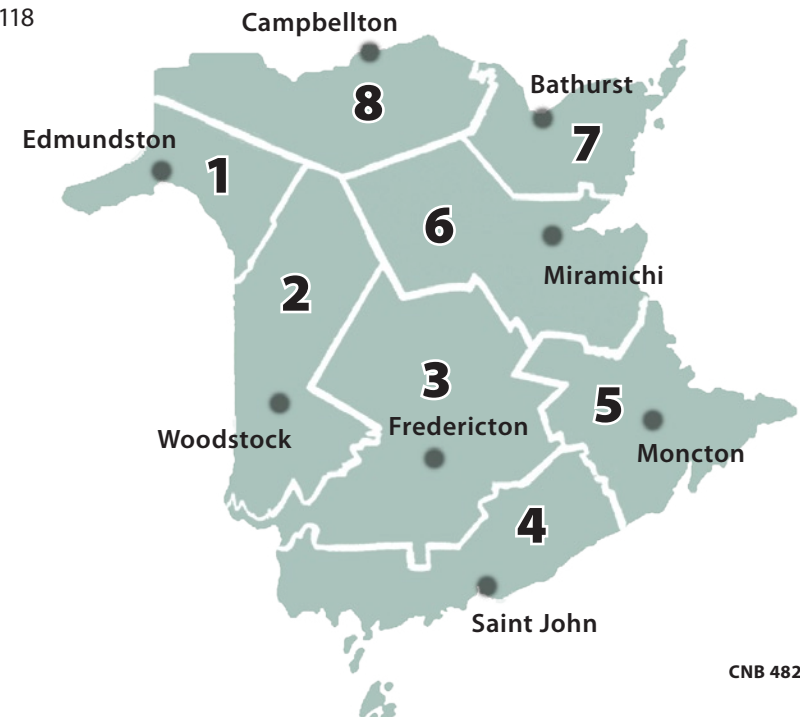
250 King Street

(506) 457-4841

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108 Maple Street, 2nd floor

(506) 325-4729



## Message from the Premier and Minister

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It is a great pleasure to present this Strategic Plan for the Department of Wellness, Culture and Sport. As a guiding document, it provides us with a common vision and direction for the strategic orientation of the day-to-day activities of the Department.

I personally chose to become minister of this department because I believe that the work done by its employees has a fundamental impact on the quality of life of New Brunswickers. As our government works towards its vision of self-sufficiency by 2026, it is important that our province provides not only economic opportunities for its citizens, but also allows them to lead full, healthy, enriched lives.

This department influences our communities in a myriad of ways: by encouraging wellness and healthy living; by helping our artists and athletes in their pursuit of excellence; by preserving our common history and stories and sharing them with others; and by supporting the festivals and sporting events that entertain citizens and visitors alike, to name but a few. The lives of New Brunswickers from across the province are being enhanced in some way by the department's programs and services.

I want to recognize the incredible commitment and work ethic of the employees in the Department of Wellness, Culture and Sport, as well as the collaboration of our partner organizations around New Brunswick. I look forward to working with you to build an even stronger cultural sector, improve the state of sport in our province, and bring wellness to the forefront of the minds of all New Brunswickers.

Sincerely,

A handwritten signature in black ink that reads "Shawn Graham". The signature is written in a cursive style with a horizontal line under the name.

Shawn Graham  
Premier  
Minister of Wellness, Culture and Sport

# Introduction

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The Department of Wellness, Culture and Sport was created in February 2006, when the Culture and Sport Secretariat joined with the Wellness Branch from the department of Health and Wellness. Since its creation, our department has had and continues to play a significant role in enhancing the well-being and the quality of life of individuals, and contributes to building stronger and more vibrant communities.

This Strategic Plan outlines the department's guiding principles and priorities over the next years, and is designed to support the overall vision of a self-sufficient province by 2026 that is guiding the current government's priorities.

The strategic plan was developed in consultation with each of our Branches. The document highlights who we are and how we work to serve the people of New Brunswick to enrich their quality of life.

I would like to thank staff for their input into this collective plan. Without your enthusiasm, innovation and dedication, our department would not have the positive impact in communities for which it is currently known.

Martin Luther King Jr. once said "The quality, not the longevity, of one's life is what is important." As our Department looks to the future, I am confident that we will build upon our accomplishments to ensure that our team will continue to work towards the enhancement of the quality of life for all New Brunswickers.



Sylvie Levesque-Finn, Deputy Minister

# Our Values

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## Our values will ensure we:

1. **Play a leadership role in enhancing the quality of life of New Brunswickers.**
2. **Respect, enhance and celebrate the contributions of each employee.**
3. **Encourage innovation and creative thinking for ourselves and the organizations with which we work.**
4. **Build sustainable partnerships that will result in positive and productive outcomes.**
5. **Acknowledge the diversity and needs of our stakeholders, partners and communities.**

### **Vision of the Government of New Brunswick**

New Brunswick will achieve self-sufficiency by 2026.

### **Mission of the Department of Wellness, Culture and Sport**

Working with New Brunswickers towards an enriched quality of life.

## Key Result Areas (KRAs)

1. **Strong Engaged Communities**
2. **Pursuit of Excellence**
3. **Healthy Lifestyles**
4. **Cultural Stewardship**
5. **Effective and Responsive Organization**

## KRAs & Strategic Goals

### 1. Strong Engaged Communities

- 1.1 To strengthen and support our community of volunteers.
- 1.2 To expand opportunities and capacity of communities to become engaged in wellness, culture and sport activities.
- 1.3 To create and sustain strategic partnerships.
- 1.4 To provide leadership for the development and promotion of cultural, heritage and sport tourism.
- 1.5 To increase and sustain commitment to wellness by schools, communities and workplaces.

### 2. Pursuit of Excellence

- 2.1 To foster an environment conducive to the strengthening of organizations.
- 2.2 To create a supportive environment for New Brunswick's artists and athletes to excel.
- 2.3 To elevate profile and visibility of New Brunswick's athletes and artists.
- 2.4 To strengthen cultural industries and increase export readiness of our artistic and cultural products.
- 2.5 To support and enhance high performance sport.

### 3. Healthy Lifestyles

- 3.1 To promote ownership by New Brunswickers of their well-being.
- 3.2 To enhance public policies that support healthy lifestyles.
- 3.3 To increase opportunities for participation in healthy lifestyle initiatives.

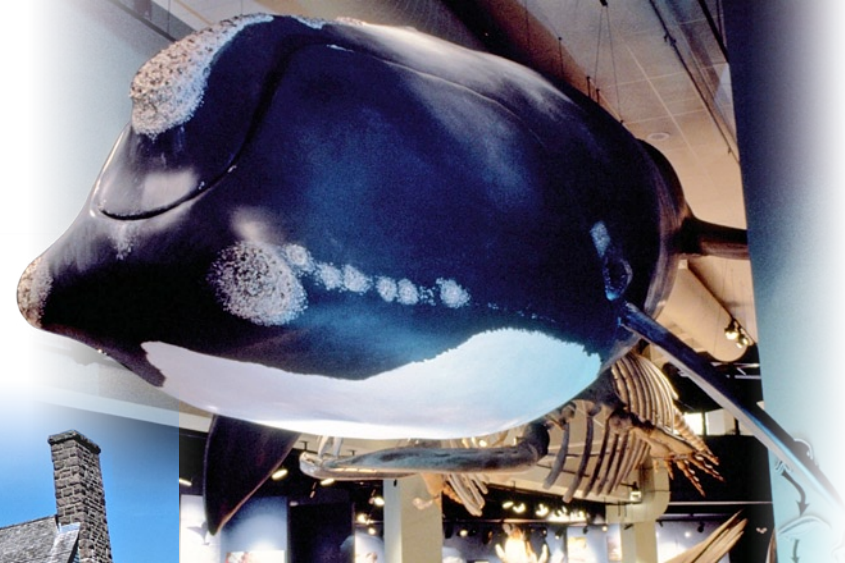
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## 4. Cultural Stewardship

- 4.1 To increase awareness of and access to culture.
- 4.2 To increase the knowledge and the preservation of cultural resources.

## 5. Effective and Responsive Organization

- 5.1 To provide quality service to the public and stakeholders.
- 5.2 To celebrate and acknowledge accomplishments.
- 5.3 To promote inter/intra-departmental collaboration.
- 5.4 To foster a coordinated approach to cultural, sport and recreation infrastructure investment.



# Mandate by branch

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## Wellness

Improve population health through a provincial wellness strategy which includes increasing physical activity levels, promoting healthy eating, promoting mental fitness and resilience, and promoting tobacco-free living.

## Arts

Facilitate community cultural development, promote awareness of the arts and artists and support the growth of cultural industries (music, publishing and fine craft).

## Heritage

Promote heritage awareness and protect and preserve heritage resources for future generations.

## New Brunswick Museum

Preserve, understand, interpret and promote the human and natural heritage of New Brunswick to New Brunswickers and their visitors.

## Sport and Recreation

Provide support and give direction to the growth and development of amateur sport and recreation in New Brunswick.

## Regional Operations and Community Development

Support the delivery of community-based wellness, sport and recreation initiatives, through a network of eight regional offices.



## Glossary

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**Cultural industries:** The term cultural industry refers, for the most part, to broadcast media, film and video, publishing, recorded music, design, architecture, and new media. In addition, traditional arts such as visual arts, crafts, theatre, music, dance, concerts, performances, literature, museums and galleries, whose activities have been eligible for public funding, are contingently implicated in the success and vitality of the cultural industries.

**Cultural stewardship:** The conscientious management of our non-renewable cultural resources, acknowledging that each generation occupies a world received in trust, and carries the duty to pass it on intact to those who follow.

**Cultural resources:** The tangible or intangible component of art and heritage, as well as the infrastructure and financial support required to create, develop and maintain the component.

**High performance sport:** Training to compete and win at the highest levels. In New Brunswick it starts with Canada Games and junior national championships leading to international competition including World Championships, the Olympic and Paralympics. High performance sport requires an athlete centered, coach driven and community supported environment.

**Wellness:** An ongoing process to enhance emotional, mental, physical, social and spiritual wellbeing that enables people to reach and maintain their personal potential and contribution to their communities.

