

Support4Culture Program

What is the *Support4Culture* Program?

- The *Support4Culture* program is a significant source of funding for arts, culture and heritage in Nova Scotia. The program has four key objectives:
 - ▶ To enhance public funding that advances the arts and encourages the development and awareness of cultural and heritage activities;
 - ▶ To foster new opportunities in which the arts, cultural and heritage activities add to the economic and social wellbeing of Nova Scotia;
 - ▶ To ensure that more Nova Scotians of all ages and in all areas of the province have greater opportunity to participate in a full range of cultural, artistic and heritage-related activities; and,
 - ▶ To help grow Nova Scotia's creative economy.
- The program framework was developed in collaboration with the Department of Communities, Culture, Tourism and Heritage and Arts Nova Scotia. Each year, funding is allocated to new departmental initiatives which include strategic research programs, renewal projects and marketing support.
- Funding for the program is through Nova Scotia Gaming as part of its community support efforts in partnership with the Department of Communities, Culture, Tourism and Heritage (the manager of funds). Giving back to good causes and to communities across Nova Scotia is an important objective of Nova Scotia Gaming in delivering its Social Responsibility Mandate.
- Since the program was established in 2013, *Support4Culture* has raised more than \$46.4 million for arts, culture and heritage programs in the province.
- *Support4Culture* supports funding in three key areas:

- ▶ *Community Funding* - Developing partnerships, creating jobs and fostering sustainability by contributing to a community's health, well-being and social prosperity. Programs include the Mi'kmaq Cultural Activities Program, the Diversity and Community Capacity Fund, etc.
- ▶ *Culture Funding* - Artists and cultural communities contribute to the overall quality of life in Nova Scotia. Programs include the Artistic Innovation Program, Arts Equity Funding Initiatives, Creative Collaborations, Mi'kmaq Arts Program, Screen Writer's Development Fund and the [Culture Innovation Fund](#).
- ▶ *Heritage Funding* - Recognizing the importance of preserving and sharing vital heritage links to support the collection, preservation and interpretation of historic assets. Programs include the Heritage Development Fund, and the One-time Emerging Culture and Heritage Initiatives Program.

Why Culture and Gaming?

- There are a number of provincial programs across Canada (e.g., Alberta Lottery Fund, Ontario Trillium Foundation) which are funded by gaming revenues and provide financial support to culture, communities and heritage among other causes.
- The culture sector is estimated to have generated \$1.2 billion in Nova Scotia, which accounts for just under 2.0% of Nova Scotia's nominal GDP. There are 13,349 jobs directly or indirectly related to culture production, or 2.7% of provincial employment.¹
- 71.4% of Nova Scotians support revenue going to the *Support4Culture* program.
- 85% of Nova Scotians agree that cultural diversity is important for Nova Scotia.²
- 70% of Nova Scotians agree that culture makes them proud of where they live.²

¹https://novascotia.ca/finance/statistics/archive_news.asp?id=19973&dg=&df=&dto=0&dti=36

² 2022 Nova Scotia Culture Survey
<https://cch.novascotia.ca/sites/default/files/inline/nova-scotia-culture-survey-2022.pdf>

Why Communities, Culture, Tourism and Heritage?

- Since 2013, the Nova Scotia government has contributed to the well-being and prosperity of Nova Scotia's diverse and creative communities through the promotion, development, preservation and celebration of our culture, heritage, identity and languages by providing leadership, expertise and innovation. The *Support4Culture* program is managed by Communities, Culture, Tourism and Heritage and has funded a number of critical support programs across the province.
- Support of these programs are an important part of sustaining and growing Nova Scotia's culture and heritage sectors. By investing in innovation, creativity and arts, these programs help industries succeed, create jobs, support artists and enhance our communities.

For more *Support4Culture* Program details, please visit: www.support4culture.ca.