

April 15, 2021

The Honourable Steve Crocker
Minister of Tourism, Culture, Arts and Recreation
Government House Leader

Dear Minister Crocker:

Congratulations on your appointment as Minister of Tourism, Culture, Arts and Recreation and Government House Leader. As part of this Cabinet, you are working on behalf of, and alongside, the people of Newfoundland and Labrador to face the challenges confronting our province while preparing for the great opportunities ahead. I have confidence in our Government and in this province. This is the right team at the right time.

Together, we will deliver on our promises to the people of this province. Together, we will promote a healthy Newfoundland and Labrador, drive meaningful economic opportunities, foster inclusive population growth, modernize education and childcare, and build strong partnerships. We will realize our vision of a prosperous and fiscally responsible province that is inclusive and welcoming to people from all over the world.

As Minister, you will take a lead in building a prosperous future for this province. You will foster strong relationships with Indigenous governments and with relevant stakeholder groups. Each relationship must be founded upon respect and mutual understanding.

Now is the time to take meaningful steps on the path to prosperity, and decisive action to build a solid foundation for future generations. I am asking you to work with your Cabinet colleagues and with all Members of the House of Assembly to advance the following priorities.

As the delivery of COVID-19 vaccines continues around the world, Newfoundland and Labrador must be positioned to realize our potential as a destination of choice. Please continue to work with the new Premier's Advisory Council on Tourism to immediately assist with sustainability, reopening, and recovery in the Tourism sector and to develop opportunities and initiatives for growth in the longer term.

Globally, the COVID-19 pandemic has challenged how we look at working remotely. We need to see this as an opportunity to promote our province and I ask you to support the Minister of Immigration, Population Growth and Skills to launch a Remote Workers Pilot Project. This will involve a targeted marketing campaign that showcases our province as a destination of choice. Now is the time to capitalize on our tourism appeal to convince remote workers to consider permanent relocation.

I also ask that you work with the Minister of Immigration, Population Growth and Skills to ensure our province does a better job at immigrant settlement and retention. You will play a significant role in integrating the diversity of cultures that call Newfoundland and Labrador home, and for nurturing a sense of belonging for newcomers to the province through inclusive recreation and cultural exchange opportunities.

As Minister of Tourism, Culture, Arts and Recreation, you will lead our efforts in promoting our creative and cultural industries as a priority growth area in our evolving economy. You will work closely with our arts and cultural organizations to advance the export of our cultural products around the world. In addition, I ask that you create an Advisory Council on Creative and Cultural Industries, bringing together leaders from across our arts and culture community to develop a comprehensive plan for its collective future and to advise on how best to grow this sector. Please work with the Minister of Immigration, Population Growth and Skills to create an incentivized immigration pathway for artists to choose Newfoundland and Labrador as their home and base for creative production.

We need a new digital portal to promote our creative and cultural industries. Your department will develop CreateNL, which will host tourism-style videos and other marketing material aimed at artist and creators across Canada and beyond. I also ask you to work with the Protocol Office to establish a medal to honour excellence in the arts.

I expect that you will launch a Come Home Year 2022 campaign that targets expats and their families. This campaign will also invite others to explore our Province, and consider making it their home.

To make investments in the entertainment industry, you will pursue partnerships and strategic collaborations with entertainment industry players. I expect you to also work with local arts advocacy organizations like Business & Arts NL to maximize the potential of our partnerships with the private sector.

For our film and television industry to continue to grow, we must modernize our arts and cultural infrastructure. I ask you to identify investments in modernizing arts and cultural infrastructure across the province, including investing in infrastructure. You will also support the Minister of Finance to consult with stakeholders in the film and television industry to create a competitive local labour and spend tax credit program to create jobs and economic opportunity across the province by attracting large scale film and television productions.

Working in partnership with the Minister of Finance, I ask that you introduce a Promoting Physical Activity tax credit to make living a healthy, physically active life easier and more affordable for all Newfoundlanders and Labradorians as we strive to become one of the healthiest provinces in Canada by 2031. Please also review recreational facilities across the province to ensure people of all ages have the opportunity to engage in physical activity. You will also begin implementation of a Healthy Active Living Action Plan. Please also work with the Canada Games Secretariat to further the hosting of the 2025 Canada Games.

Working with the Minister Responsible for Indigenous Affairs and Reconciliation and the Minister of Municipal and Provincial Affairs, I ask that you prioritize the efforts of the interdepartmental working group focusing on provincial monuments and observances. Through public engagement

and close consultation with Indigenous peoples, the group will provide recommendations on how best to recognize and commemorate our history, namely through the designation or re-naming of historical and commemorative sites, statutory holidays, and other areas of cultural significance.

This shall include working with Indigenous leaders to lead the advancement of the provincial Coat of Arms to more accurately describe the peoples and cultures of this Province. In consultation with Indigenous leaders, please continue advancements to create and install a statue to commemorate the Beothuk people.

As Government House Leader, you will support our Government's agenda in the House of Assembly, including leading our Government's democratic reform efforts. You will also collaborate with the Minister of Justice and Public Safety to review the Elections Act, 1991 in order to develop modern legislation that ensures accessible voting for the people of our province.

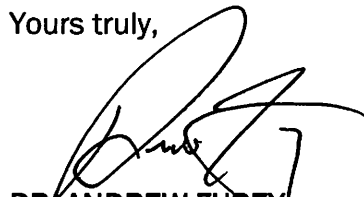
We will always remain focused on a robust economy where there is a place for all workers, an economy that embraces renewable energy while maximizing our oil and gas advantage. We will foster a business environment that supports new and growing technology and we will reimagine and reinvigorate our fishing and mining sectors to meet global demand for our abundant resources.

As we work to build a strong economy, we must also work to create a prosperous society. We envision a province with healthy, active residents who not only have access to the means to treat illness but also to achieve wellness. We envision a province with vibrant, engaged communities in which nobody is left behind. We must ensure that in our quest to build economic wealth we also build social, environmental, and cultural wealth.

Our Government must always be mindful of the needs of the most vulnerable in our society and must ensure that quality social services are available and accessible to Newfoundlanders and Labradorians. To ensure our Government is meeting this need, a Gender-Based Plus Analysis must be integrated into all policies and proposals.

I call on you and every other Newfoundlander and Labradorian to join me in my commitment to make a difference for our province. Together, we will harness our collective strengths and build a better and brighter future for this province.

Yours truly,

A handwritten signature in black ink, appearing to read 'Dr. Andrew Furey', written over a white rectangular stamp area.

DR. ANDREW FUREY
Premier