



**CREATING A CULTURAL
POLICY FOR ALBERTA:**

What do you think?

Creating a Cultural Policy for Alberta

Culture is that which connects individuals to their communities, communities to their provinces, provinces to their nations and nations to other nations. Our culture describes who we are as people: what we value, what we consider beautiful, how we spend our leisure time, how we think about and treat other people, where we come from and where we are going.

Alberta Tourism, Parks, Recreation and Culture has been given the mandate to lead the development of a cultural policy that encompasses Alberta's cultural, historical and natural heritage. This policy will provide a framework for decision-making related to the support, growth and development of culture in Alberta as we move into our province's second century.

Through a review of cultural policies in other Canadian jurisdictions and a preliminary series of public and stakeholder consultations, Alberta Tourism, Parks, Recreation and Culture has developed a set of key components for a cultural policy in Alberta. We would greatly appreciate your feedback on these key components.

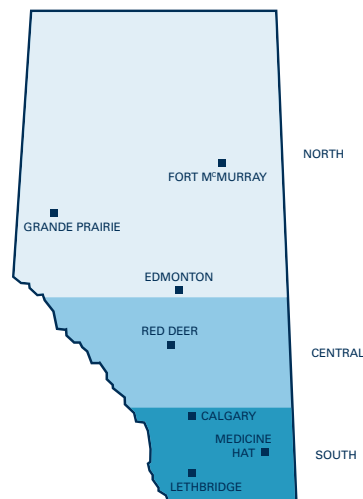
Please answer the following questions and tell us what you think about the proposed components for a cultural policy. All of your answers will be held in the strictest confidence and you will not be linked to any of your responses.

What is the Timeframe of the Consultation?

The consultation process with Albertans will take place from June 29 until July 31, 2007. This workbook will be made available on the Alberta Tourism, Parks, Recreation and Culture website until July 31, 2007 (www.culturalpolicy.alberta.ca). Responses will be analyzed and summarized. The Department will then submit their recommendations for a cultural policy to the Minister of Tourism, Parks, Recreation and Culture. The policy is anticipated to be completed this fall.

About You

1. Where do you live in Alberta? Please refer to the map on the right to find the area in which you have your permanent residence.
 - North
 - Central
 - South
2. Do you live in or near (within 50 kilometres) a city with a population greater than 50,000 people? See communities on the map to the right.
 - Yes (go to question 3)
 - No (got to question 4)
3. How large is the city in which you live or live near (within 50 kilometres)?
 - More than 50,000 but less than 80,000
 - More than 80,000 (Edmonton/Calgary)
4. Culture can include our heritage, the arts, sports and recreation, human rights, the voluntary sector and the natural environment. Do you currently **work** in a sector or an organization that falls within this definition of culture? If not sure, please see question 5.
 - Yes
 - No (go to question 6)
5. Please select the sector that most closely aligns with your area of work (Check all that apply).
 - The Arts
 - Natural Environment
 - Heritage
 - Sports and Recreation
 - Human Rights
 - Voluntary Sector



Defining Culture

6. In our preliminary consultations, Albertans told us that we should use a broad definition of culture to develop a cultural policy. For each element listed below, please tell us the extent to which you agree or disagree that it should be included in the definition of culture by selecting a number from 1 to 5, where 1 is “do not agree at all,” 3 is “agree” and 5 is “completely agree.”

a. The Arts, including visual and performing arts

Do not agree at all		Agree		Completely agree	
1	2	3	4	5	

b. Heritage, specifically the history of our people and province

Do not agree at all		Agree		Completely agree	
1	2	3	4	5	

c. Human Rights, including government and non-government organizations

Do not agree at all		Agree		Completely agree	
1	2	3	4	5	

d. Natural Environment, including public and private parks and recreation areas

Do not agree at all		Agree		Completely agree	
1	2	3	4	5	

e. Sports and Recreation, including professional and amateur organizations

Do not agree at all		Agree		Completely agree	
1	2	3	4	5	

f. Voluntary Sector, including non-profit and charitable organizations

Do not agree at all		Agree		Completely agree	
1	2	3	4	5	

7. Are there other elements that you think should be a part of our definition of culture? Please tell us your idea(s).

Desired Outcomes

8. The proposed cultural policy would be developed to achieve four main outcomes that were identified by participants in the preliminary consultation. An outcome describes how things will be different or better in Alberta as a result of the cultural policy.

Please tell us the extent to which you agree or disagree with each of the desired outcomes listed below by selecting a number from 1 to 5, where 1 is “do not agree at all,” 3 is “agree” and 5 is “completely agree.”

We would also like to know if you think each outcome is clear and understandable.

a. Albertans explore and express their culture and that of their neighbours, communities and province.

Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is outcome a. clear and understandable? If not, what would you suggest to make it more clear and understandable?

b. Albertans have a greater awareness and appreciation for culture and its benefits to society and the economy.

Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is outcome b. clear and understandable? If not, what would you suggest to make it more clear and understandable?

c. Albertans endorse the provincial government’s support of culture.

Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is outcome c. clear and understandable? If not, what would you suggest to make it more clear and understandable?

d. Alberta has a high quality of life and is recognized as innovative, competitive and able to attract visitors and retain new residents.

Do not agree at all Agree Completely agree
1 2 3 4 5

Is outcome d. clear and understandable? If not, what would you suggest to make it more clear and understandable?

9. Are there other outcomes that you think should be a part of a cultural policy for Alberta? Please tell us your idea(s).

Strategic Priorities

10. Participants in the preliminary consultation helped to identify three strategic priorities for a cultural policy in Alberta. Strategic priorities are the high-level actions that are central to achieving the desired outcomes. Please review the priorities listed below and rank them in order of importance from 1 to 3, where 1 is "most important" and 3 is "least important."

Rank

- Foster growth and improvement in cultural activities that contribute to the quality of life in Alberta.
- Ensure that all Albertans have the opportunity to join in the full range of cultural experiences in the province.
- Protect the long-term integrity of our cultural foundations for the enrichment of ourselves and our visitors.

11. Are there any other priorities that you think that Alberta Tourism, Parks, Recreation and Culture should consider in developing a cultural policy for Alberta? Please tell us your idea(s).

Strategies

12. Participants in the preliminary consultation helped us develop a number of possible strategies for implementing a cultural policy. Strategies are the action steps that need to be taken to achieve the desired outcomes. For each of the strategies listed below, we would like to know:

- The extent to which you think we are currently doing each strategy in Alberta by selecting a number from 1 to 5, where 1 is “not doing enough,” 3 is “doing enough” and 5 is “doing too much”; and
- The extent to which you agree that each strategy is necessary to achieve the desired outcomes of a cultural policy by selecting a number from 1 to 5, where 1 is “do not agree at all,” 3 is “agree” and 5 is “completely agree.”

We would also like to know if you think each strategy is clear and understandable.

a. Build the capacity of the arts sector.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy a. clear and understandable? If not, what would you suggest to make it more clear and understandable?

b. Promote opportunities for Albertans to access and engage in the visual and performing arts.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy b. clear and understandable? If not, what would you suggest to make it more clear and understandable?

c. Support professional heritage organizations.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy c. clear and understandable? If not, what would you suggest to make it more clear and understandable?

d. Support community-based heritage organizations.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy d. clear and understandable? If not, what would you suggest to make it more clear and understandable?

e. Support professional sports and recreation organizations.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy e. clear and understandable? If not, what would you suggest to make it more clear and understandable?

f. Support community-based sports and recreation organizations.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy f. clear and understandable? If not, what would you suggest to make it more clear and understandable?

g. Preserve and present Alberta's natural heritage and human history as a shared foundation for culture.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy g. clear and understandable? If not, what would you suggest to make it more clear and understandable?

h. Facilitate First Nations, Métis and Inuit communities in expressing culture and sharing their perspectives and language.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy h. clear and understandable? If not, what would you suggest to make it more clear and understandable?

i. Facilitate other distinct ethno-cultural communities in expressing culture and sharing their perspectives and language.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy i. clear and understandable? If not, what would you suggest to make it more clear and understandable?

j. Use technology to strengthen our ability to share and experience culture.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy j. clear and understandable? If not, what would you suggest to make it more clear and understandable?

k. Demonstrate the role of culture in health, wellness, education, justice, the environment, tourism and the community.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy k. clear and understandable? If not, what would you suggest to make it more clear and understandable?

l. Reinforce the critical role of volunteers in our communities.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy l. clear and understandable? If not, what would you suggest to make it more clear and understandable?

m. Collaborate with communities (both urban and rural), industry and municipal and federal governments to improve conditions for creativity.

Not doing enough		Doing enough		Doing too much
1	2	3	4	5
Do not agree at all		Agree		Completely agree
1	2	3	4	5

Is strategy m. clear and understandable? If not, what would you suggest to make it more clear and understandable?

13. Are there any other strategies that you think the committee should consider in developing a cultural policy for Alberta? Please tell us your idea(s).

Implementation

14. We all share in the growth and development of culture and benefit from its contributions to our quality of life. However, Albertans who responded to a preliminary survey said that the government in specific has a role to play in fostering culture.

Please tell us the extent to which you agree or disagree with each of the following statements by selecting a number from 1 to 5, where 1 is “do not agree at all,” 3 is “agree” and 5 is “completely agree.”

a. The Government of Alberta should take the lead role in promoting the growth and development of culture.

Do not agree at all		Agree		Completely agree
1	2	3	4	5

b. Distinct ethno-cultural communities should be responsible for maintaining and promoting their own culture.

Do not agree at all		Agree		Completely agree
1	2	3	4	5

c. The Government of Alberta should support the efforts of organizations that contribute to culture by helping them to achieve their organizational goals.

Do not agree at all		Agree		Completely agree
1	2	3	4	5

d. Organizations that contribute to the culture should support the efforts of the Government of Alberta by helping the province to achieve our common goals for cultural growth and development.

Do not agree at all		Agree		Completely agree
1	2	3	4	5

15. A cultural policy will provide a framework for decision-making related to the support, growth and development of culture in Alberta. What potential challenges or barriers do you see to the implementation of a cultural policy in our province? What suggestions would you make for overcoming these challenges or barriers?

Challenge/Barrier

Suggestion for Overcoming Challenge/Barrier

16. Is there any other advice you would like to give to Alberta Tourism, Parks, Recreation and Culture for the effective development and implementation of a cultural policy in Alberta?

Final Comments

All Albertans are encouraged to complete the questionnaire included in this workbook. Your response to the questionnaire will remain anonymous. Only aggregate data will be reported. Responses will be analyzed and summarized and will not identify any personal information that may have been included in a survey question. If you do include information that specifically identifies you, it will be removed when summarized.

Thank you for completing this survey. Your participation is greatly appreciated!

This survey can be completed online at www.culturalpolicy.alberta.ca. If you prefer to fax your completed survey you can do so by faxing it to 780-422-2891. Creating a Cultural Policy for Alberta. Please return your response by July 31, 2007.

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