

# Aboriginal Cultural Heritage Program

*A Program of the Department of Tourism, Culture and Recreation  
Government of Newfoundland and Labrador*

## Guidelines 2012/13



## **Program Background: What is ‘Intangible Cultural Heritage’?**

Newfoundland and Labrador’s heritage consists of much more than the physical or ‘tangible’ things like historic buildings, artifact collections and documents. It also embodies many intangible aspects of our culture such as:

- Languages
- Knowledge and skills
- Story-telling, music, games and other pastimes
- Customs, cultural practices, and beliefs
- Food
- Living off the land

This heritage is held collectively by members of a community, and is passed down through generations. Each new generation shapes the knowledge according to their times. This knowledge is rarely documented, and is often lost or diminished by cultural change and mass media.

In the Provincial Cultural Strategy, *Creative Newfoundland and Labrador*, the Government of Newfoundland and Labrador outlined the need for a plan to safeguard intangible cultural heritage (ICH). In 2007 the Department of Tourism, Culture and Recreation appointed a Working Group to develop an ICH strategy. To receive a copy of the strategy, please contact Lucy Alway at the Department.

## **What is the Aboriginal Cultural Heritage Program?**

This program supports Aboriginal initiatives that involve the safeguarding of traditions and culture.

There has long been awareness among Aboriginal groups of the increasingly urgent need to preserve their culture by passing along knowledge to the next generation. In some cases, this program may build on efforts already initiated by Aboriginal organizations. These initiatives include: language programs that build pride and establish identity; traditional music programs for children; and events that encourage the interaction of elders and children through storytelling, craft, and going out on the land.

This program aims to build capacity among Aboriginal groups in the areas of knowledge and skills development related to the safeguarding of ICH.

### **What types of projects can be funded?**

- Documenting and recording cultural knowledge through research, collecting oral histories, and inventorying aspects of cultural heritage
- Passing on cultural knowledge through teaching, demonstrations, publications, and websites
- Educating and raising awareness of cultural traditions

- Recognizing tradition-bearers through awards and special events
- Celebrating with festivals and events, or incorporating cultural activities into existing events
- Identifying and supporting cultural enterprises that use aspects of traditional culture (for example, craft production; cultural tourism)
- Professional development for Aboriginal cultural workers, educators and knowledge holders

## **The Aboriginal Cultural Heritage Advisory Committee**

An Advisory Committee was formed to advise the Department on the development of this initiative. The Committee is composed of representatives from the Aboriginal groups in the province. Their role includes:

- Program development and evaluation
- Project evaluation
- Promotion of the program at the community level

The Committee is composed of representatives from Aboriginal groups in the province.

The representatives at the Department of Tourism, Culture and Recreation are:

**Jerry Dick**, Director of Heritage

**Lucy Alway**, Heritage Program Officer

Tel: 729-1409

Email: [lucyalway@gov.nl.ca](mailto:lucyalway@gov.nl.ca)

**Dale Jarvis**, Provincial Intangible Cultural Heritage Officer

Tel: 739-1892

Email: [ich@heritagefoundation.ca](mailto:ich@heritagefoundation.ca)

We encourage groups to discuss project ideas with Lucy Alway prior to completing the application. Dale Jarvis, as Provincial ICH Officer, is also available to give advice and direction on proposals.

## **Who can apply?**

### ***Groups/Organizations***

Established Aboriginal groups/organizations in Newfoundland and Labrador with a cultural focus are eligible to apply. While applicants may have non-Aboriginal partners, the main proponent must be an Aboriginal group.

When questions of eligibility arise, the Advisory Committee will make the final determination.

### ***Professional Development***

Professionals can apply for professional skills development if they have a demonstrated background in culture. Professionals are defined as practicing artisans who are recognized by their community and make some income from their skill. Cultural workers, educators and knowledge holders may also be eligible, providing that they have the support of their community.

Professional applicants must demonstrate support from their community through letters of support.

*Due to the limited funding available, eligibility does not imply an automatic right to assistance.*

### **What is the program deadline?**

The deadline for the receipt of applications is **April 15, 2012**. Projects must be completed by March 31, 2013.

### **What kinds of projects can be funded?**

A project proposal may include a number of these components that will complement each other in the safeguarding of cultural heritage.

#### **Component 1      Documentation and Inventorying**

To ensure long term safeguarding, it is important to document the cultural heritage that exists in the community, and who possesses the knowledge to pass along. This could involve a research initiative to document the stories of elders or a project to inventory cultural beliefs, landscapes and traditional skills. To ensure the success of a project, it is recommended that the focus be on one specific area of cultural heritage, such as traditional medicine, culinary knowledge, etc.

Documentation involves specialized knowledge of collection methods, preservation, public access and related copyright issues. The aim of the program is to provide direction and training to Aboriginal organizations who wish to engage in an oral history project. This will ensure that communities have control over the information they gather. It is encouraged that training for ICH documentation be included in proposals. For further information, contact Dale Jarvis.

#### **Component 2      Passing on Traditions**

This component involves education and raising awareness through workshops, demonstrations, publications and websites.

### **Component 3 Recognition and Celebration**

Aspects of our traditional culture as well as the people who hold special knowledge of these traditions should be recognized and celebrated. This may take the form of demonstrations or special celebrations.

*Aboriginal Day celebrations are not eligible for funding under this program. For information on funding through the Department of Canadian Heritage, visit their website: [www.pch.gc.ca](http://www.pch.gc.ca)*

### **Component 4 Development of Cultural Enterprises**

This component will raise awareness of the opportunities for using traditional cultural knowledge in economic development, while remaining sensitive to existing community practices. Initiatives will complement the work undertaken by business support agencies to identify and support cultural enterprises that employ aspects of traditional culture. Cultural enterprises could include those that produce material for retail, or involve experiential adventure or nature-based tourism initiatives.

### **Component 5 Professional Development**

Professionals can apply for skills development if they have a demonstrated background in culture. Professionals are defined as practicing artisans who are recognized by their community and make some income from their skill. Cultural workers, educators and knowledge holders may also be eligible, providing that they have the support of their community. Applicants must include letters of support from their community.

## **What project costs can be funded?**

The Committee will assess the applications and determine the eligible costs for a project. In general, “eligible costs” mean the operating costs linked directly to a project and without which the project could not proceed. Costs incurred or commitments made prior to the receipt of an application are not eligible for assistance.

#### ***Eligible costs could include:***

Human Resources:

- Professional Services including Consultants, Researchers and Facilitators
- Project coordination costs
- Honorarium for consultations (eg. elders sharing information)
- Training (oral history collection; specialized software for inventorying)

Equipment:

- Oral history related tools including recording equipment
- Inventorying tools including GPS systems, and database software
- Computers

*The applicant will be required to demonstrate that equipment is critical to the project and indicate the use of the equipment once the project is finished to show long-term benefits*

Other administration costs:

- Materials and office supplies
- Travel
- Printing and promotional costs
- Meeting costs

## **What level of funding is available for a project?**

The maximum project funding available is \$15,000. For projects that involve recognizing and celebrating traditional culture in events of short-term duration, the maximum funding is \$1,000. The total funding available for the 2012 program is \$50,000.

While projects can be funded up to 100% of eligible costs, applicants are strongly encouraged to show any other contributions, either financial or in-kind.

## **How do I apply?**

Applicants are encouraged to discuss their project ideas with Lucy Alway or Dale Jarvis prior to submitting a proposal. Assistance will be provided in preparing proposals and applicants will be referred to resources that might assist them.

The application form requests the following information:

- Brief description of applicant background
- Project objectives/description and workplan
- Demonstrated need (feasibility studies, surveys, needs assessments, etc if applicable)
- Who the project is for and how it will lead to the safeguarding of cultural heritage
- Budget breakdown
- How the project will be evaluated

To reflect community support, please include any letters of support, information on other partnerships and in-kind contributions.

Submit applications to:

Lucy Alway, Program Officer  
Department of Tourism, Culture and Recreation  
P.O. Box 8700  
St. John's, NL A1B 4J6

Successful applicants may apply for a 50% advance payment of the approved project contribution. A larger advance may be requested under special circumstances.

Progress payments can be requested upon confirmation that the initial 50% has been allocated. A 10% holdback will apply to all projects, with documentation and receipts required to receive the final amount.

Upon completion of the project, applicants will submit a final report documenting the activities, including copies of research/field work and any promotional material produced.

## **How will project proposals be assessed?**

The Advisory Committee will review the proposals and make recommendations to the Department. Recommendations will be based on a scoring system that will take into consideration the following factors:

- Demonstrated past experience in the safeguarding of cultural heritage
- Level of community support and engagement for the project, including financial and in-kind contributions
- Project partnerships
- Potential for long-term safeguarding of cultural heritage
- Clearly defined workplan, with objectives and outcomes
- Positive track record of financial and project management
- Use of best practices in the project
- Level of demonstrated need, based on feasibility studies, surveys, assessment, etc., if applicable

## **Other Potential Sources of Project Funding for Cultural Heritage**

We are encouraging applicants to seek support and partnerships with other organizations. Further information on funding is available from:

### **Parks Canada**

If you are located near a Parks Canada site, they may be able to provide in-kind support such as professional expertise.

### **Department of Canadian Heritage**

A number of programs relating to Aboriginal people are administered through this Department. For further information, contact their website at: [www.pch.gc.ca](http://www.pch.gc.ca)

### **Canada Council for the Arts**

A broad range of services and programs are administered through the CCA for professional artists and arts organizations. For information, go to [www.canadacouncil.ca](http://www.canadacouncil.ca)

**Newfoundland and Labrador Arts Council**

Grants are provided for the creation of artistic work by professional artists. The Labrador Travel Fund provides assistance with travel between Labrador and the island. For further details, see their website at: [www.nlac.nf.ca](http://www.nlac.nf.ca)

**Department of Innovation, Business and Rural Development**

This Provincial Department, in conjunction with the Craft Council of Newfoundland and Labrador, administers a Craft Industry Development Program. For details, visit <http://www.ibrd.gov.nl.ca/>

**Department of Advanced Education and Skills**

Visit this Provincial Government Department at <http://www.hrle.gov.nl.ca/hrle/> for a listing of all their programs