



Tourism, Heritage and Culture

ANNUAL REPORT
2024-2025

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Province of New Brunswick

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TRANSMITTAL LETTERS

From the Minister to the Lieutenant-Governor

Her Honour The Honourable Louise Imbeault

Lieutenant-Governor of New Brunswick

May it please your Honour:

It is my privilege to submit the annual report of the Department of Tourism, Heritage and Culture, Province of New Brunswick, for the fiscal year April 1, 2024, to March 31, 2025.

Respectfully submitted,



Honourable Isabelle Thériault
Minister

From the Deputy Minister to the Minister

Honourable Isabelle Thériault

Minister of Tourism, Heritage and Culture

Madam:

I am pleased to be able to present the annual report describing operations of the Department of Tourism, Heritage and Culture, for the fiscal year April 1, 2024, to March 31, 2025.

Respectfully submitted,



Hélène Bouchard,
Deputy Minister

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MINISTER'S MESSAGE

As I step into my first year as Minister of Tourism, Heritage and Culture, I am energized and inspired by the passion and creativity of the people of New Brunswick. Through storytelling, music, art, dance and more, our communities proudly share their culture and heritage with the world.

I am proud of the achievements of our department over the past year, particularly in building partnerships with industry stakeholders to support vital projects. Recent highlights include the selection of the City of Moncton and the Saint John region to host the 2029 Canada Summer Games, as well as Mactaquac Provincial Park Golf Course hosting the inaugural Explore NB Open as part of the 2024 PGA TOUR Americas schedule. These events not only showcase our province as a world-class destination but also reinforce tourism's role as a meaningful economic driver.

Looking ahead, I am excited to continue advancing the development of our five-year Cultural and Heritage plan. I thank everyone who contributed valuable feedback during the *Fresh Look* consultation process. We look forward to collaborating on innovative ways to capitalize on our strengths and elevate New Brunswick's international profile as a destination of choice.

These accomplishments would not be possible without the exceptional dedication of our departmental team. Thank you for supporting me through this leadership transition and for bringing creativity and resilience to every challenge we face. Your commitment to forging meaningful partnerships—whether with community organizations, cultural institutions or tourism operators—ensures that we grow our industry in ways that honour both heritage and innovation.

I look forward to working with stakeholders and partners across the system in the year ahead.



Honourable Isabelle Thériault
Minister of Tourism, Heritage and Culture

DEPUTY MINISTER'S MESSAGE

It's an honour to step into the role of deputy minister and join a team so passionate about preserving our heritage, enriching cultural experiences and growing a sustainable tourism sector for our province.

Over the past fiscal year, we have made exciting progress. We continue to work on our museums and heritage sites, many of which have received upgrades and new exhibits that enhance visitor engagement and reflect the diverse stories of our communities.

Cruise tourism continues to grow, with record numbers of ships and visitors driving local spending and creating economic opportunities for our province.

Our department's strategic investments in marketing and experience development are strengthening our position as a top destination and attracting more visitors.

We have also made strides toward modernizing and simplifying the grant application process for New Brunswick residents, making it possible for them to apply online through *SmartSimple*.

I am grateful to work alongside such a dedicated and talented team, whose efforts make this success possible. It is an exciting time for the sector, and I look forward to building on this momentum together.



Hélène Bouchard,
Deputy Minister

GOVERNMENT PRIORITIES

Delivering for New Brunswickers

The priorities the Government of New Brunswick (GNB) has focused on represent the stories and solutions we hear from residents across the province. Our goal is to make a difference and enhance the quality of life for everyone in the province we proudly call home. Together, we are learning, growing, adapting, and discovering new and transformative ways of doing business. GNB is focused on taking the necessary steps to move our priorities forward, and work is being done more efficiently and effectively every day. New Brunswickers are resilient, creative, and compassionate people, and by working collaboratively, we can create the brighter future we all deserve. GNB is prioritizing partnerships and trusting and empowering the people and organizations on the ground working most closely with New Brunswickers to achieve results.

Priorities

GNB is focused on creating a brighter future for all New Brunswickers. To make progress towards this vision, several priorities have been identified within the following areas:

- Health care
- Affordability and housing
- Education
- The economy
- Environment
- Trusted leadership

We invite you to explore the commitments we have made within each priority area, as well as updates on our achievements and the metrics we use to measure success. For more information, visit: gnb.ca/accountability.

HIGHLIGHTS

During the 2024-2025 fiscal year, Tourism, Heritage and Culture focused on these government priorities through:

- The Archaeology and Heritage Branch issuing 166 Archaeological Field Research permits, five Palaeontological Field Research permits, 16 Archaeological Site Alteration permits and eight Provincial Heritage permits in 2024. This work, along with the branch's regulatory review process, plays a vital role in conserving New Brunswick's heritage while supporting academic research, responsible development and contributing to the province's economy.
- Using the Archaeology and Heritage Branch's Community Museums Summer Employment Program to hire 118 students at 69 institutions across the province in 2024. These positions provided meaningful employment opportunities while helping participants build job skills and deepen their understanding of New Brunswick's history and heritage. They also enabled museums across the province to keep their doors open to the public during the busy summer season.
- Major maintenance and restoration work on Village Historique Acadien infrastructure and historical buildings:
 - o Relocation and restoration of the Goguen Mill
 - o Reconstruction of the Blackhall House Bridge
 - o Replacement of half the cedar roof at the Doucet Farm
 - o Replacement of half the cedar roof at the Riordon Mill
 - o Replacement of half the cedar roof at the Moat Mill
 - o Replacement of an entire façade of Château Albert Hotel
 - o Installation of a new heating and cooling system at the visitor reception centre
 - o Redevelopment and modernization of the facilities at the Bistro Café du Village
 - o Upgrading and enhancement of facilities at the La Table des Ancêtres restaurant
- Thanks to a new partnership with the Théâtre populaire d'Acadie, theatre camps offering an immersion into the history of Acadian New Brunswick will be held in July 2025 at the Village Historique Acadien, for children aged 7 to 11.
- More than 100,000 room nights, directly attributable to Travel Trade joint marketing partnerships.
- A total of 59 tourism businesses participating in Travel Trade Readiness foundational training sessions and 12 tourism businesses participated in the Mentorship program.
- Creating a clear and structured onboarding process to help employees integrate into the organization, understand their roles and responsibilities and feel supported and welcomed from day one.
- With the department assuming direct management of Fundy Trail Provincial Park, Human Resources collaborated with management on the organizational design, recruitment and onboarding of 35 employees to ensure the effective operation and administration of the park.
- A new online portal for grant applications for the Arts and Culture and Sport and Recreation branches. The portal will make application process easier for clients and provide administrative support to program coordinators.
- Introducing the Regional Action Planning for Physical Activity in Communities and the Regional Sport Development Workforce Program. A total of \$334,000 was invested to help build capacity at the community level.

- Seven funding opportunities, available through the Sports and Recreation Branch resulted in the approval of 339 grants, which were distributed through 88 provincial and 251 community/regional initiatives. These initiatives promote core support, physical activity, sport participation and development, recreation development and regional sport, physical activity and recreation projects.
- Our provincial parks hosting major international events including: the inaugural Explore NB Open PGA Golf Tournament and Kids Adventure Games at Mactaquac, Crankworx Adrenaline Mountain Bike Festival at Sugarloaf, and the Sand Sculpture Festival at New River Beach.
- Issuing more than 6,000 free parks passes to library card holders in 2024 through the new NB Libraries program. A new program with the Department of Social Development led to 500 free admissions for their clients.
- Investing more than \$15.6 million in arts and culture organizations, initiatives and events contributing to artists earning a living, New Brunswickers benefitting from arts and culture in their communities, and New Brunswick arts and culture gaining greater visibility and economic impact within and outside the province.
- Completing five public art projects by three New Brunswick artists for the new Centre Espoir et Équilibre in Campbellton. Profiling the work of New Brunswick artists and bringing art to communities and New Brunswick residents through the New Brunswick Public Arts Policy.
- Expanding the NB Artist Registry website to include francophone school districts. The online registry is now used to support both the CRÉARTS program for francophone school districts and the Creative Arts Grant Program (formerly Artists in Schools Program) for anglophone school districts. This tool will increase access and encourage program engagement from teachers, schools and artists. The registry currently has 183 artists prepared to pursue projects with schools.
- In collaboration with the cities of Fredericton, Moncton and Saint John, the Festivals and Events Branch successfully launched the Meet.Connect.Explore NB brand to support efforts to grow the meetings and conventions business in those markets.
- Developing and implementing, in collaboration with larger municipalities, a higher standard for municipal motorized boat launches. This could include such items as invasive species washing stations or mobility lifts.
- Implementing a Web Development Fund and a Content Creation Fund to allow operators to better showcase their businesses and grow or elevate their online presence.
- Tourism New Brunswick becoming a partner in the Atlantic Canada UNESCO Tourism Corridor Strategy, Implementation Plan and Financial Plan Pilot. Federal, provincial and regional partners co-developed a pan-Atlantic priority action plan and secured funding to support its implementation for 2025-2026.

PERFORMANCE OUTCOMES

Outcome # 1 Provincial park campsite nights

This measure counts the number of provincial park campsite nights sold.

Why is it important?

Provincial parks are essential recreational and tourism destinations. The importance and benefits of camping and spending time outdoors have been elevated since the COVID-19 pandemic, due to previous travel restrictions and increased pressures. Campsite night sales also represent the most significant revenue source for provincial parks and are critical to their financial performance.

Overall Performance

Campground nights continue to grow, with park amenities and programming improving to enhance the visitor experience.

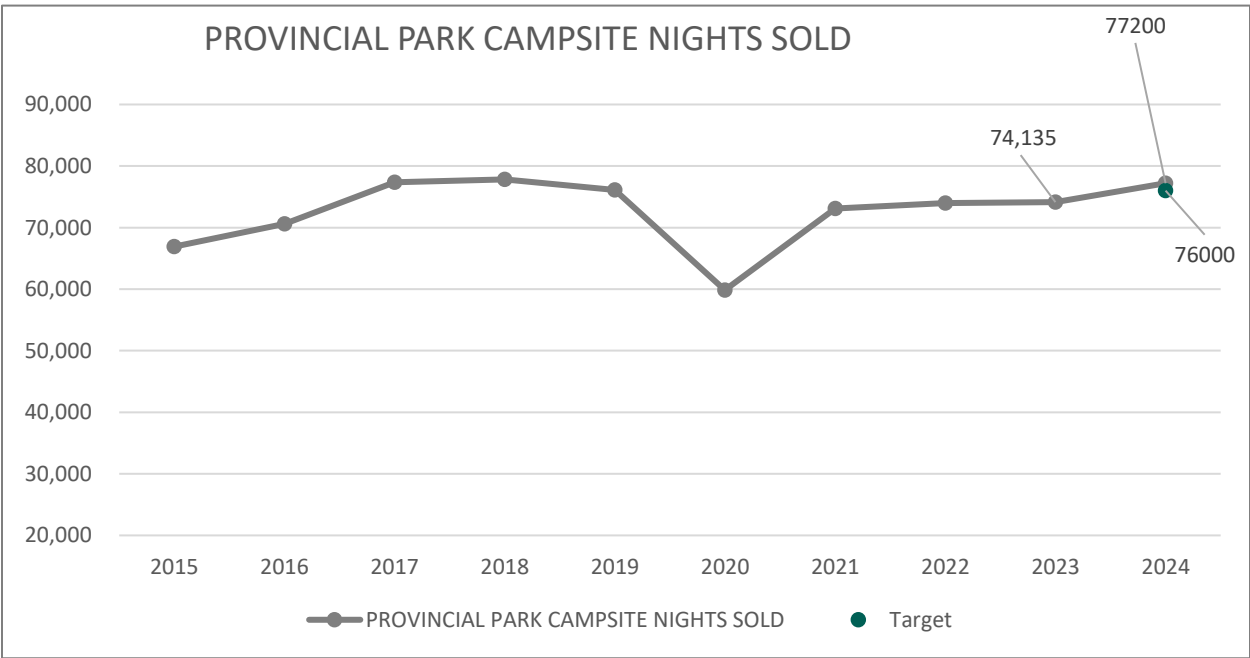
Initiatives or projects undertaken to achieve the outcome

- Extended seasons at several parks
- Parks marketing campaigns
- Online exit surveys for visitors to gather feedback and enhance the camping experience

Baseline: 73,161

Target: 76,000

Actual: 77,200 in 2024



Outcome # 2 Accommodation room nights sold

Accommodation room nights are the number of hotel and motel rooms sold to travellers in New Brunswick.

Why is it important?

Accommodation room nights serve as a key indicator of the volume of visitors and New Brunswickers travelling within New Brunswick, as well as the overall health of the tourism industry.

Overall Performance

In 2024, tourism in New Brunswick generated \$2.5 billion in visitor spending.

Room night sales have continued to grow in the province, with a five per cent increase in 2024 compared to 2023.

Room night sales have now surpassed 2019 pre-COVID-19 levels.

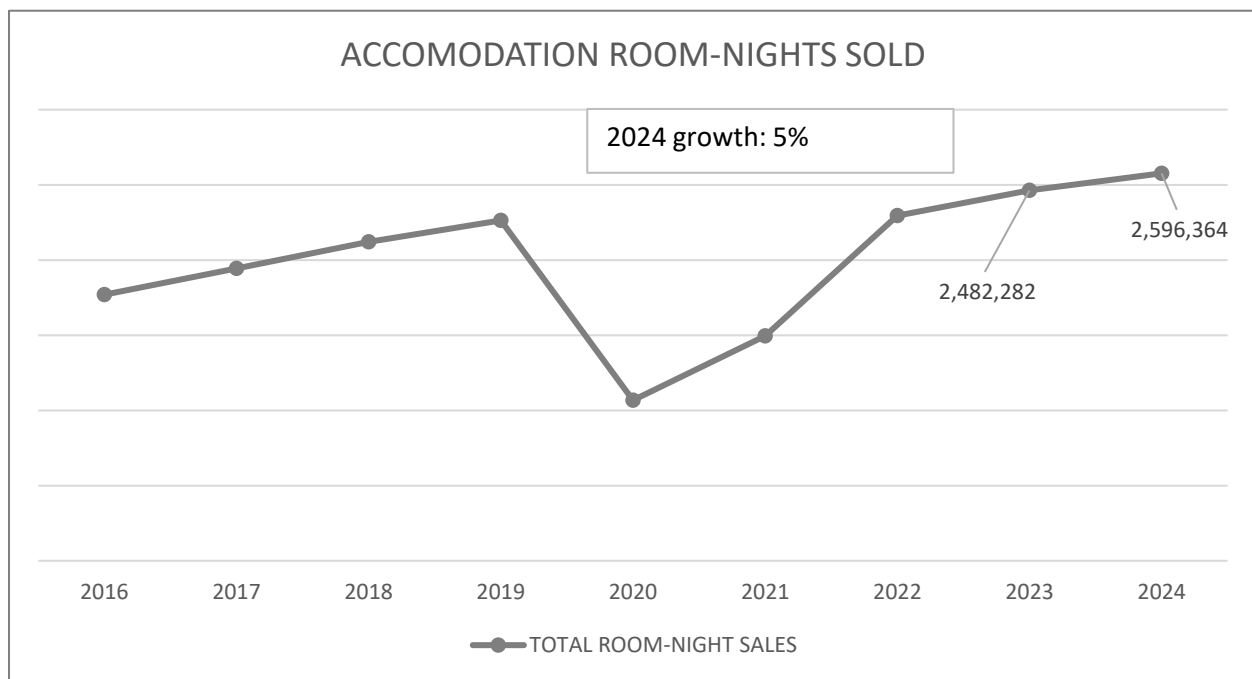
Initiatives or projects undertaken to achieve the outcome

- Extended season at provincial parks
- “Always On” campaign
- Partnership with Destination Canada for the fall campaign
- Fish and Hunt campaign
- Co-investment marketing campaign
- Web Development Program

Baseline: 2,482,282

Target: Increase of 4 per cent (equivalent to 100,000 additional room nights)

Actual: 2,596,364 (5 per cent increase, equivalent to 114,082 room nights sold)



Outcome # 3 Number of professional artist opportunities within the arts and culture sectors

The number of professional artist opportunities supported through grant funding provided by the department.

Why is it important?

Government is committed to supporting artists and making the arts more accessible to New Brunswickers. This commitment helps improve the socio-economic well-being of professional artists while offering New Brunswickers more opportunities to enjoy the arts, enhancing their overall well-being and quality of life.

Overall Performance

There were 6,647 professional artist engagements or opportunities facilitated, reflecting government's commitment to increasing artists' income and socio-economic status.

Through 253 funded projects, 165 arts and culture organizations were supported, reaching 37 communities.

Based on the reports submitted to government, these projects engaged more than 1.3 million participants and attendees across the projects.

Reporting in 2024-2025 will establish a baseline to support future tracking of progress.

Initiatives or projects undertaken to achieve the outcome

- \$10,341,087 in funding support distributed through grant programs
- Public art initiatives, collectionArtNB and partnerships agreements

- Collaborations with the Department of Education and Early Childhood Development to promote artists in schools, aligned with government goals to support artists and increase access to the arts

Baseline: A total of 6,647 professional artist opportunities were made available through \$10 million in funding.

Target: The annual target for the number of artist opportunities supported through funding, will be established as part of strategic planning in 2025-2026.

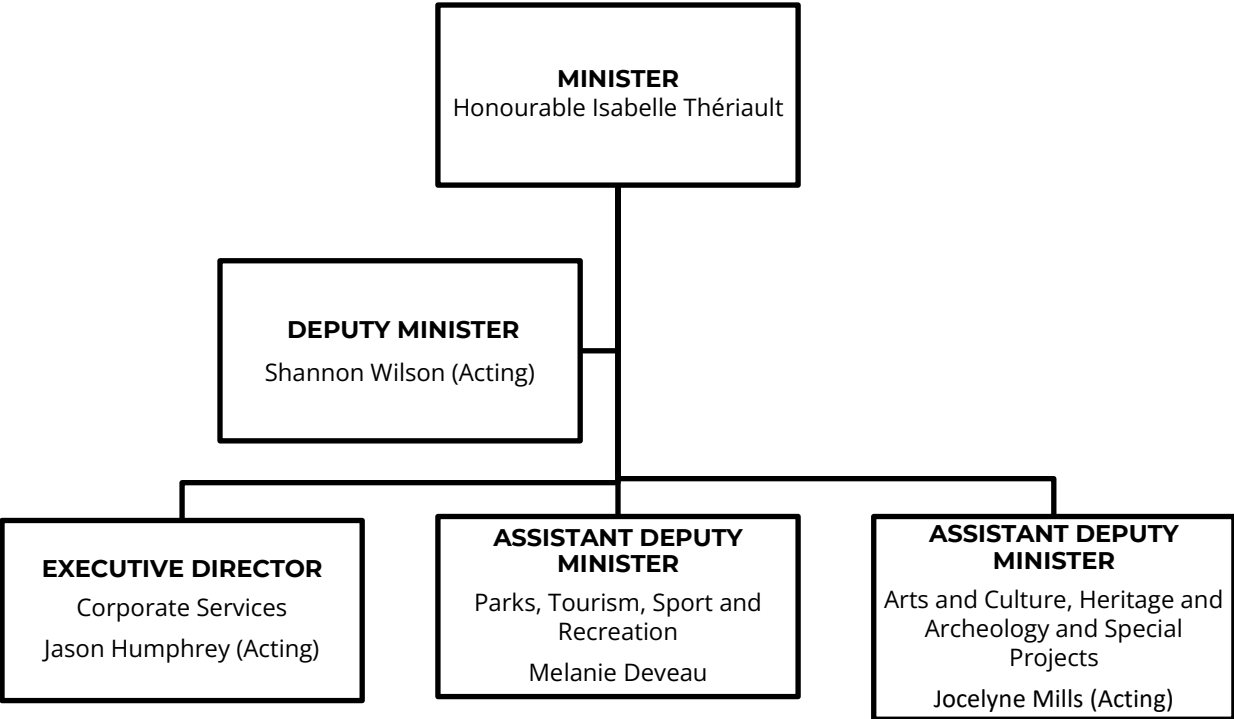
Actual: Will be reflected in next year's results based on the target set in the 2025-26 strategic planning exercise.

OVERVIEW OF DEPARTMENTAL OPERATIONS

The Department of Tourism, Heritage and Culture is responsible for promoting and preserving New Brunswick's culture, heritage and destinations. We instill a pride of place within New Brunswickers and inspire travellers to enjoy the natural beauty of our province while celebrating its rich cultural tapestry – whether through unique experiences or exploring our past.

Through funding programs, advisory services and strategic planning, we support communities and local organizations or businesses in developing and growing. We work closely with stakeholders and partners across government to support educational opportunities and professional development for those in the arts, sports, heritage and tourism sectors. Finally, we collaborate to create new opportunities and ensure the delivery of high-quality services and experiences of New Brunswickers.

High-Level Organizational Chart



Effective March 31, 2025

DIVISION OVERVIEW

Parks

New Brunswick's provincial parks provide inclusive, protected natural and cultural spaces that inspire wellness, enjoyment and education for everyone.

Provincial parks play a significant role in communities by providing outdoor spaces for sport, recreation and wellness. They host more than 9,100 students annually through educational programs and contribute substantially to the tourism sector and the growth of the regional economy.

Parks employs more than 500 people during the peak season and has three year-round operations.

Capital

The department manages a robust capital and infrastructure program, overseeing more than 1,300 buildings, 1,200 campsites, 81 accommodations (cabins, chalets, hotel), 250 km of roads not managed by the Department of Transportation and Infrastructure, and thousands of kilometres of trails.

Provincial Parks

Under the *Parks Act*, the department administers and controls 25 provincial parks and one crown reserve. Provincial parks welcome more than one million visitors annually and generate more than \$12 million in revenue. Parks manage a range of operations, including marinas, boat launches, beaches, a snowmobile grooming hub, fuel stations, a ski hill, a bike park, golf courses, campgrounds, stores and dozens of concessioned businesses. Provincial parks also host international events, including the Explore NB Open PGA Golf Tournament at Mactaquac and the Crankworx Adrenaline Mountain Bike Event at Sugarloaf.

Tourism

The Tourism Division is responsible for growing and sustaining a vibrant, inclusive and competitive tourism industry by promoting the province, developing exceptional visitor experiences and supporting communities and industry partners.

With more than 8 million visitors annually, the tourism sector in New Brunswick generates \$2.5 billion in visitor spending each year.

The division plays a key role in marketing the province as a tourism destination by leading brand development, advertising campaigns, travel trade relationships and strategic partnerships across domestic and international markets. It also supports product development by identifying and investing in new and enhanced tourism experiences, festivals and events.

Tourism Development

The Tourism Development Branch provides vision and leadership to grow New Brunswick's tourism sector and enhance visitor experiences. By supporting tourism entrepreneurs, small businesses,

regions, not-for-profits and communities, the branch helps created research-driven, safe and market-ready experiences that set our province apart.

The branch focuses on supporting industry growth, leveraging emerging tourism trends, building capacity and fostering community engagement. It also collaborates with government departments and industry stakeholders to develop and sustainably manage a provincial trail network, providing financial support to build and maintain motorized and non-motorized trails across New Brunswick.

Festivals and Events

The Festivals and Events Branch drives visitation by growing New Brunswick's festivals and events across four main areas: festivals, business events, major events and sport tourism.

This effort involves a mix of financial assistance, operator support and marketing initiatives to position the province as a top-level option for hosting events.

Strategic Marketing

The Strategic Marketing Branch leverages innovative, integrated and technology-driven solutions to communicate with target visitors. It delivers information to potential visitors through diverse tactics and channels, including advertising campaigns, owned media channels and destination brand management.

Trade, Sales and Media

This branch boosts visitation, awareness and overnight stays to New Brunswick from longer haul markets by cultivating relationships with key travel companies and engaging with travel media. It inspires journalists to share compelling stories about the province, enhancing its visibility in competitive markets.

The branch collaborates with airlines, VIA Rail Canada and the cruise sector to elevate awareness and sustain programming that ensures access to New Brunswick. Strategic partnerships, at both the national and pan-Atlantic levels, allow the branch to maximize its impact by leveraging resources.

Sport and Recreation

The Sport and Recreation Branch provides strategic leadership and support to strengthen the sport and recreation system, resulting in increased opportunities for active living and improved well-being for New Brunswickers.

Sport, recreation and physical activity foster healthier, more connected, and thriving populations. These activities promote physical and mental well-being, strengthen community ties, and contribute to social and economic development. By promoting active lifestyles, they reduce healthcare costs, foster inclusion and develop essential life skills such as leadership, teamwork and resilience.

The branch focuses on:

- Collaborating with sport and recreation organizations and local partners to enhance quality of life for New Brunswickers.

- Providing expertise, industry insights, and provincial and national networks to support partners in navigating challenges and accessing valuable resources.
- Supporting youth and equity-deserving populations by removing cost barriers and championing best practices for inclusive, welcoming and safe environments.
- Identifying ways to bring collective resources together to introduce more people to the benefits of sport and recreation, while fostering a greater sense of community belonging, safety and overall mental and physical well-being.

Arts and Culture

The Arts and Culture Division provides leadership in developing, implementing and monitoring government programs, policies and strategies that support New Brunswick's arts and culture sectors, including:

- visual arts and fine craft,
- literary arts and publishing,
- music and sound recording,
- performing arts, theatre and dance,
- film, television and new media.

The division recognizes the arts as vital economic and social drivers. It supports the cultural sector by promoting community cultural development and enhancing the professional status and sustainability of artists, organizations and artistic careers.

Through targeted programs, collectionArtNB, and collaboration with the New Brunswick Arts Board (artsnb), the division strengthens the arts community. It also creates opportunities for initiatives and individuals at the heart of New Brunswick's cultural identity, ensuring the arts continue to enrich communities and contribute to cultural and economic vitality.

Heritage and Museums

The Heritage and Museums Division promotes the conservation, awareness, and understanding of New Brunswick's human and natural heritage resources for current and future generations. It supports all levels of government, First Nations, industry and individuals on best practices for conserving and managing heritage and archaeological resources.

The division consists of two branches: Archeology and Heritage and the Village Historique Acadien.

Archaeology and Heritage

This branch, with its two units - Regulatory and Heritage Services - plays a pivotal role in the conservation, management and promotion of the province's archaeology and heritage resources.

The Regulatory Unit administers the *Heritage Conservation Act*, providing oversight and enforcement for archaeological, built heritage and paleontological work in New Brunswick.

The Heritage Services Unit offers financial assistance, heritage planning and leadership to heritage and museum communities.

Village Historique Acadien

Village Historique Acadien preserves and promotes the tangible and intangible heritage of New Brunswick's Acadians 1770 to 1950. Its dual mandate involves serving the population of New Brunswick and visitors alike.

Corporate Services

The Corporate Services Division provides customer-focused services to enable and enhance the departments programs, priorities and performance. It encompasses three branches: Human Resources; Financial Services, Information Management and Technology; and Strategic Initiatives and Policy.

Human Resources

This branch provides support and expert advice in areas such as workforce planning, employee and labour relations, employee, recruitment, classification, workplace health, and official languages compliance.

Strategic Initiatives and Policy

The branch provides expertise in strategy development, policy and legislative matters, legislature coordination, right-to-information requests, corporate website administration, and administration of the department's agencies, boards, and commissions (ABCs).

Financial Services

The branch oversees programs and processes in financial management, strategic procurement, information technology and management, records management and office space management.

FINANCIAL INFORMATION

Table 1: Ordinary Expenditure Status Report by Program Component

Fiscal Year Ending March 31, 2025 (\$ 000's)

Ordinary Program	Budget	Actual	Variance (Under) Over
Administration	3,918.7	3,694.4	(224.3)
Provincial Parks			
Parks Programming and Planning	2,070.6	1,874.8	(195.8)
Parks Operations	17,522.3	16,686.8	(835.5)
Sport and Recreation	7,126.4	7,153.0	26.6
Culture, Archaeology, Heritage			
Arts and Culture	14,266.7	14,503.0	236.3
Archaeology and Heritage	16,414.0	16,348.5	(65.5)
Tourism			
Destination Marketing	12,258.6	12,861.0	602.4
Tourism Development	2,686.8	2,775.0	88.2
Trade Sales and Partnerships	2,567.8	2,629.1	61.3
Festivals and Events	2,692.2	2,348.5	(343.7)
Total Ordinary Expenditures	82,527.1	82,558.0	30.9

Table 2: Special Purpose Accounts Expenditure Status Report by Program

Fiscal Year Ending March 31, 2025 (\$ 000's)

	Parlee Beach Maintenance	Viscount Bennett Trust Fund	Arts Develop't Trust Fund	Sports Develop't Trust Fund	Go NB!
Opening Balance	378.8	75.1	6.7	6.3	117.5
Revenues					
Budget	79.0	10.0	3,130.0	2,000.0	394.0
Actual	120.1	8.6	3,133.0	2,017.9	400.5
Variance (Under) / Over	41.1	(1.4)	3.0	17.9	6.5
Expenses					
Budget	60.0	10.0	3,130.0	2,000.0	394.0
Actual	92.1	-	3,130.0	2,000.0	430.0
Variance (Under) / Over	32.1	(10.0)	-	-	36.0
Closing Balance	406.8	83.7	9.7	24.2	88.0

Table 3: Special Operating Agency Expenditure Status Report by Program

Fiscal Year Ending March 31, 2025 (\$ 000's)

	Budget	Actual	Variance (Under) Over
Opening Balance	3,991.6	4,329.8	-
Revenues			
Mactaquac Golf Course	1,531.0	1,584.6	53.6
Hopewell Rocks	5,453.0	5,362.0	(91.0)
Sugarloaf Lodge	475.0	669.9	194.9
Parlee Beach Campground	991.0	824.3	(166.7)
Other Provincial Parks	836.0	658.7	(177.3)
Expenses			
Mactaquac Golf Course	1,647.0	2,730.2	1083.2
Hopewell Rocks	4,992.0	5,057.3	65.3
Sugarloaf Lodge	437.0	456.2	19.2
Parlee Beach Campground	390.0	416.6	26.6
Other Provincial Parks	1,056.0	357.8	(698.2)
Closing Balance	4,755.6	4,411.2	(344.4)

Table 4: Capital Expenditure Status Report

Fiscal Year Ending March 31, 2024 (\$ 000's)

	Budget	Actual	Variance (Under) Over
Capital	20,039.0	18,079.8	(1,959.2)

Table 5: Ordinary Revenue Status Report by Source

Fiscal Year Ending March 31, 2024 (\$ 000's)

	Budget	Actual	Variance (Under) Over
Return on Investment	1.0	0.0	(1.0)
Sale of Good and Services	6,872.0	6,476.3	(395.7)
Conditional Grants	875.0	1,125.0	250.0
Miscellaneous	4.0	173.2	169.2
Total Ordinary Revenues	7,752.0	7,774.5	22.5

SUMMARY OF STAFFING ACTIVITY

Pursuant to section 4 of the *Civil Service Act*, the Secretary to Treasury Board delegates staffing to each Deputy Head for his or her respective department(s). Please find below a summary of the staffing activity for 2024-2025 for the Department of Tourism, Heritage and Culture.

NUMBER OF PERMANENT AND TEMPORARY EMPLOYEES AS OF DEC. 31 OF EACH YEAR		
EMPLOYEE TYPE	2024	2023
Permanent	175	168
Temporary	71	71
TOTAL	246	239

The department advertised 93 competitions, including 90 open (public) competitions and closed (internal) competitions.

Pursuant to sections 15 and 16 of the *Civil Service Act*, the department made the following appointments using processes to establish merit other than the competitive process:

APPOINTMENT TYPE	APPOINTMENT DESCRIPTION	SECTION OF THE CIVIL SERVICE ACT	NUMBER
Specialized Professional, Scientific or Technical	An appointment may be made without competition when a position requires: •a high degree of expertise and training •a high degree of technical skill •recognized experts in their field	15(1)	0
Equal Employment Opportunity Program	Provides Aboriginals, persons with disabilities and members of a visible minority group with equal access to employment, training and advancement opportunities.	16(1)(a)	0
Department Talent Management Program	Permanent employees identified in corporate and departmental talent pools, who meet the four-point criteria for assessing talent, namely performance, readiness, willingness and criticalness.	16(1)(b)	1

APPOINTMENT TYPE	APPOINTMENT DESCRIPTION	SECTION OF THE CIVIL SERVICE ACT	NUMBER
Lateral transfer	The GNB transfer process facilitates the transfer of employees from within Part 1, 2 (school districts) and 3 (hospital authorities) of the Public Service.	16(1) or 16(1)(c)	1
Regular appointment of casual/temporary	An individual hired on a casual or temporary basis under section 17 may be appointed without competition to a regular properly classified position within the Civil Service.	16(1)(d)(i)	7
Regular appointment of students/apprentices	Summer students, university or community college co-op students or apprentices may be appointed without competition to an entry level position within the Civil Service.	16(1)(d)(ii)	0

Pursuant to section 33 of the *Civil Service Act*, no complaints alleging favouritism were made to the Deputy Head of and submitted to the Ombud.

SUMMARY OF LEGISLATION AND LEGISLATIVE ACTIVITY

BILL #	NAME OF LEGISLATION	DATE OF ROYAL ASSENT	SUMMARY OF CHANGES
None			

NAME OF REGULATION	EFFECTIVE DATE	SUMMARY OF CHANGES
New Brunswick <i>Regulation 85-104</i> under the <i>Parks Act</i> .	April 1, 2025	- Established new five-year fee schedules for marina fees, Hopewell Rocks Provincial Park, and Le Village Historique Acadien. - Adjusted fees for rental cabins at Mount Carleton. - Replaced individual entry fees at Fundy Trail Provincial Park with a per-vehicle fee. - Replaced provincial park-specific seasonal passes with an all-parks pass, which provides entry to all provincial parks charging a vehicle entry fee, as well as Hopewell Rocks and Le Village Historique Acadien. - Applied a 25 per cent discount for New Brunswick residents on day entry and season passes to all provincial parks operated by the Department of Tourism, Heritage and Culture.
New Brunswick <i>Regulation 2014-131</i> under the <i>Combat Sport Act</i> .	September 19, 2024	Amended the regulations to improve safety and reduce the logistical and financial burden on athletes over 40 years old.

The acts for which the department was responsible in 2024-2025 may be found at:

<https://laws.gnb.ca/en/bycategory/cs?categoryId=departmentId&itemId=tourism>

SUMMARY OF OFFICIAL LANGUAGES ACTIVITIES

Introduction

The Department of Tourism, Heritage and Culture remained committed to fulfilling its responsibilities under the [Official Languages Act](#). Throughout the year, the department collaborated with the Secretariat of Official Languages on the development of the 2024-2025 Departmental Action Plan, supporting each of the four objectives.

Strategic Objective 1

Ensure high quality, equal bilingual services to all New Brunswickers:

All employees are reminded multiple times per year to always provide an active offer of service (by telephone, in person, through signage, by correspondence and by electronic services) of equal quality in English and French at all locations.

The department conducted random audits to verify that services are actively offered in both Official Languages by telephone and ensured corrective measures were in place where required.

The department supported eight employees in Second Language Training to enhance the quality of services to the public in both Official Languages. Active language training initiatives are in place to support employees in developing their bilingual communication skills, with a focus on understanding the technical and cultural aspects of their roles.

Strategic Objective 2

Provincial government employees are able to work and pursue a career in the official language of their choice:

As part of the onboarding process, new employees are provided with the Official Languages toolkit and required to complete the Official Languages modules within their first week of employment.

The department promotes the use of both official languages through monthly activities allowing employees to practice their first and / or second official language in an open forum.

The department continued to encourage the use of both Official Languages for small meetings and promoted bilingual presentations and offered simultaneous interpretation for large meetings.

Communications, correspondence and interactions with employees, including performance reviews, are conducted in the employee's Official Language of choice. The department also supports managers who are unable to conduct performance reviews in the employee's preferred Official Language.

Strategic Objective 3

New Brunswickers understand the socio-economic benefits of bilingualism through improved and effective communication and better support:

The Department of Tourism, Heritage and Culture is developing a new Tourism Strategy and conducted an online survey targeting New Brunswick residents, along with in-person industry stakeholder sessions, to gather valuable insight to inform this comprehensive strategy. All public consultations and related materials were made available in both Official Languages.

All Learn to Camp program offerings are delivered in both Official Languages, reaching communities across New Brunswick and promoting the social and economic benefits of outdoor participation.

Strategic Objective 4

Positive measures are implemented to promote the development of both official linguistic communities:

The department participated in multiple career fairs at both English and French post-secondary institutions across the province to attract candidates from both linguistic communities.

The Heritage Week 2025 theme was “Celebrating New Brunswick’s Official Languages.” The week highlighted that bilingualism enhances the province’s cultural diversity, enriches its social fabric and enables both communities to thrive across the province.

Parks NB hosted bilingual professional development opportunities for both the Anglophone and Francophone education sectors in the spring at Mount Carleton Provincial Park and in the winter at Mactaquac Provincial Park. More than 100 educators participated in these events, sharing best practices for engaging the curriculum and supporting outdoor learning in all seasons.

Parks NB participated in both English and French career days at high schools across the province, presenting opportunities in outdoor education and showcasing its approach to climate change.

Conclusion

The department continues to educate employees on their responsibilities under New Brunswick's *Official Languages Act*. The Department of Tourism, Heritage and Culture resolved one Official Languages complaint in this fiscal year and ensured that measures were put in place for the location to meet its obligations.

SUMMARY OF RECOMMENDATIONS FROM THE OFFICE OF THE AUDITOR GENERAL

NEW: Section 1 – Includes the current reporting year and the previous year.

Tourism, Heritage and Culture did not receive any recommendations from the 2024 or the 2025 Auditor General's reports.

NAME AND YEAR OF AUDIT AREA WITH LINK TO ONLINE DOCUMENT	RECOMMENDATIONS
	TOTAL
Not applicable	

IMPLEMENTED RECOMMENDATIONS	ACTIONS TAKEN
Not applicable	

RECOMMENDATIONS NOT IMPLEMENTED	CONSIDERATIONS
Not applicable	

Section 2 – Includes the reporting periods for years three, four and five.

Tourism, Heritage and Culture did not receive any recommendations from the 2023, 2022 or 2021 Auditor General's reports.

NAME AND YEAR OF AUDIT AREA WITH LINK TO ONLINE DOCUMENT	RECOMMENDATIONS	
	TOTAL	IMPLEMENTED
Not applicable		

REPORT ON THE *PUBLIC INTEREST DISCLOSURE ACT*

As provided under section 18(1) of the *Public Interest Disclosure Act*, the chief executive shall prepare a report of any disclosures of wrongdoing that have been made to a supervisor or designated officer of the portion of the public service for which the chief executive officer is responsible. The Department of Tourism, Heritage and Culture did not receive any disclosures of wrongdoing in the 2024-2025 fiscal year.