

**Government Relations Strategy, updated January 2017**

To be reviewed by Advocacy Committee



Government	Agency	Assessment	Strategy	16/17 Actions and Updates
Federal	Canada Council	<p>If significant funding increases are to come, it will happen within the next 2 years ( 2018 – 2019 ) along with the increased CAC budget.</p> <p>Important to continue good relations with the Canada Council Continue to ask for more support, and make a compelling argument for what increased investment would mean for Neptune.</p>	<p>Help ensure Nova Scotian candidates are considered for Council Board member appointments, and on appropriate juries</p> <p>Increase contact with Board</p> <ul style="list-style-type: none"> <li>- Find opportunities for Canada Council Board members’ attendance at Neptune (AD and GM)</li> <li>- Neptune Board members to act as “ambassadors” when in Ottawa (Neptune Board members)</li> </ul> <p>Ensure regular contact with Council staff</p> <ul style="list-style-type: none"> <li>- Scheduled, deliberate and regular contact with key influencers ( AD and GM)                             <ul style="list-style-type: none"> <li>o Request planned meetings annually</li> </ul> </li> </ul>	<p>New AD will submit multi-year funding application, outlining a new artistic vision for Neptune Theatre.</p>
	Canadian Heritage	<p>Limited opportunity for increased funding except for new projects or campaigns</p>	<p>Focus on local relationship</p> <ul style="list-style-type: none"> <li>- Increase contact between Neptune management and Atlantic representative (AD and GM)</li> <li>- Apply regularly for capital and infrastructure support funding, to maintain regular contact with ministerial staff</li> </ul>	<p>Have received significant funding from Canadian Heritage for our renovation projects over the last year. Ongoing reporting is required as port of the process.</p>
	Ministers/MPs		<p>Invite to opening night at the Hirsch Invite to Fringe Sponsor night</p> <p>Schedule annual meetings when Ministers home for breaks</p>	<p>All the Halifax MPS are on our opening night invite list and press release list, and invited to any special events.</p> <p>Neptune supports campaigns as requested by the</p>

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			<p>We continue to look for opportunities to foster relationships (eg Neptune could be a venue for announcements, request profile in their communications, cross-promotion opportunities for social media).</p> <p>Heritage Minister Joly could attend / speak at an event marking the reopening of Fountain Hall after our renovations.</p>	Professional Association of Canadian Theatres, and the Canadian Arts Coalition.
Provincial	Arts Nova Scotia	Limited opportunities for increased funds. Important to continue good relations with the ANS, continue to ask for more support, and make a compelling argument for what increased investment would mean for Neptune.	<p>Help ensure candidates with an understanding of theatre / large institutions are represented on ANS Board, and on appropriate juries</p> <ul style="list-style-type: none"> <li>- Increase contact with ANS Board</li> <li>- Annually invite Chair and Executive Director to Neptune Board meeting (GM)</li> <li>- Increase contact between Chairs (Neptune Chair)</li> </ul> <p>Set up meeting with Chairs, ANS Executive Director, Neptune GM and AD and Treasurer (GM)</p>	
	Communities, Culture, and Heritage	Important to continue good relations with the department.	<p>Maintain contact</p> <p>Invite Minister/staff to opening night</p> <p>Advocate for Neptune to feature in tourism promotions and materials.</p>	
	Other departments	Consider the priorities of the government and approach with proposals that address these priorities	<p>Identify projects that might be funded by other departments</p> <p>Invite Ministers to opening night</p> <p>Advocate for legislation that grants property tax exemptions to not-for-profit performance venues, as is the case in Ontario.</p>	Invitations proceeding as usual.
	MLAs		<p>Invite to opening night</p> <p>Invite to provincial tours (both through the Leg and</p>	Invitations proceeding as usual.

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			Constituency Office)	
Halifax Regional Municipality	ArtsHalifax	Minimal potential for increase in budget.	<p>Help ensure candidates with an understanding of theatre / large institutions are represented on WAC Board, and on appropriate juries</p> <p>Increase contact with ArtsHalifax Board</p> <ul style="list-style-type: none"> <li>- Invite Chair and Executive Director to MTC Board meeting when appropriate(GM)</li> </ul>	<p>MTC will submit an application in November 2014 for three seasons (14/15, 15/16 and 16/17).</p> <p>MTC will contact the new Mayor and all Councillors following the 2014 election. .</p> <p>I will recommend to GASP Committee that they consider WAC Chair and ED to attend an MTC Board meeting in the 2015/16 season.</p>
	City Council	<p>Limited opportunity for increased operational funding.</p> <p>Talk of a municipal Performing Arts Centre has been ongoing for a number of years.</p>	<p>Neptune needs HRM bylaws to recognize a new category of signage that permits our planned “Blade Sign” on Argyle St.</p> <p>Neptune needs to engage City Council on the topic of an arts centre and ensure that any such building and it’s operating plan takes Neptune into account.</p>	<p>Conversations with the City, Winnipeg Parking Authority, Centre Venture, the Manitoba Centennial Centre Corporation and other neighbourhood stakeholders are ongoing.</p>
	Mayor/Councilors	<p>Important to engage elected officials by inviting them to see the work Neptune does</p>	<p>Invite to opening night and special events.</p>	<p>Invitations proceeding as usual.</p>