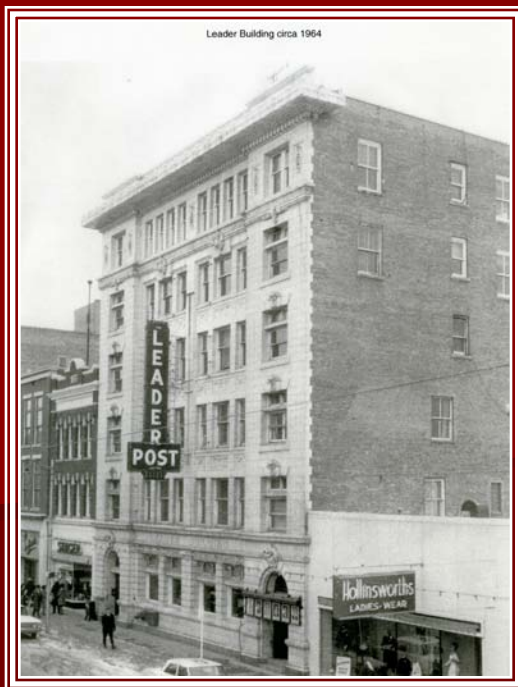


# Crafting a New Approach to Heritage Advocacy



Ross Keith

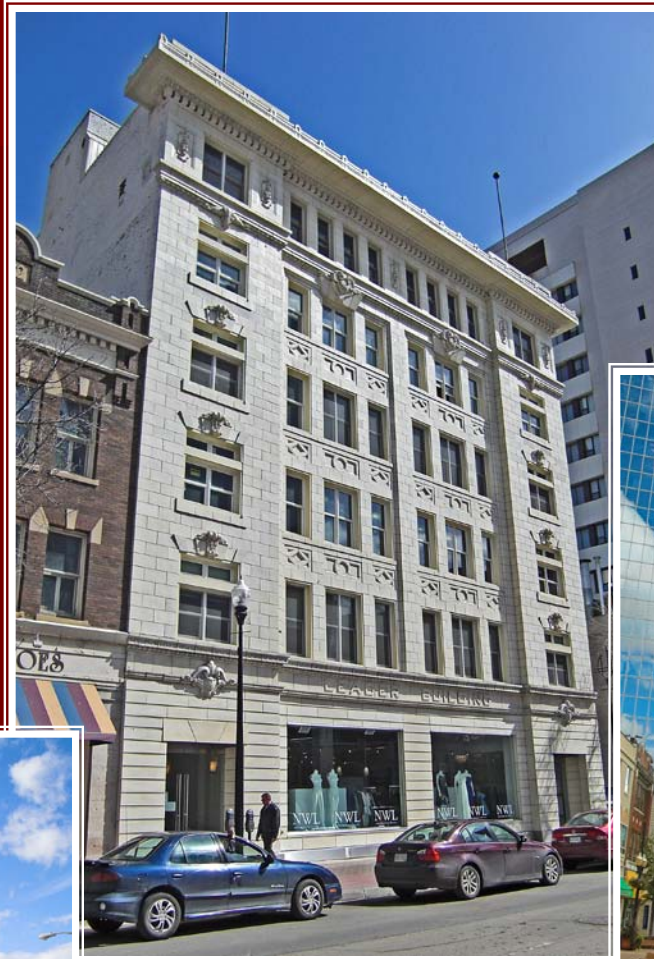
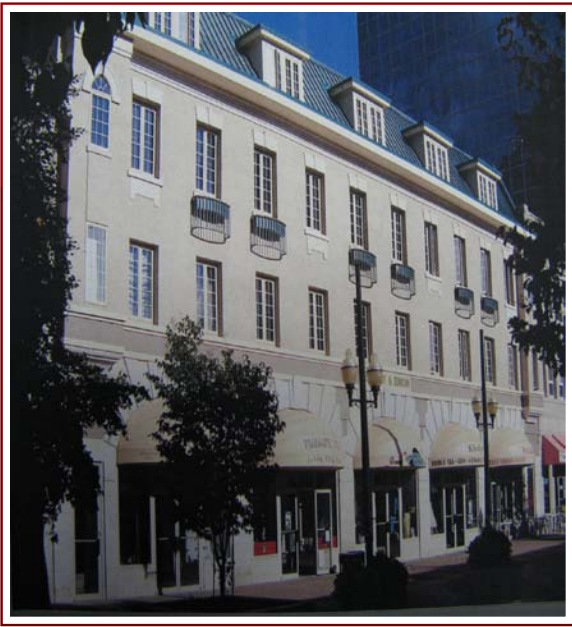


- *Our whole approach to advocacy needs to be reviewed. We have been singularly unsuccessful in influencing the Federal Government in respect of Heritage Issues. (The present strategy is to go to them with cap in hand begging for money, but also with a sharp stick to poke them with while we are begging. It doesn't work.) We need to develop a new approach to advocacy based on the following principles:*
- *We must make "on the ground" projects happen in Canada AT THE MUNICIPAL LEVEL that are "knock your socks off" good and impactful. There do not have to be many of them. Nothing sells like success. While we have virtually no influence at the Federal or Provincial level we can exercise a POWERFUL influence at the municipal level. If we capture the imagination of the local citizens around community issues we CAN be heard. (Ask the former Mayor and Council of Fernie B.C. if you have any doubt about this.) We need the local politicians to be our advocates. I guarantee that the Federal and Provincial politicians pay close attention to the Municipal Councillors in their constituencies*
- *We must do a better job of identifying exciting projects and techniques from around the world and make the Provincial and Federal Governments aware of these possibilities.*
- *We must take a broader approach in our advocacy – We need to relate our activities to the four pillars of community – social; economic; cultural; and environmental and advocate together. We can no longer advocate in a way which pits us against other (especially cultural) interests when we are competing for resources*
- **We are presently working on a demonstration project in the towns of Wolseley and Indian Head in Saskatchewan. This project combines the proven methodology of the Heritage Canada Main Street program with the relatively new discipline of Cultural Planning. The project provides some interesting illustrations of the needed change described above.**

# Nicor Projects

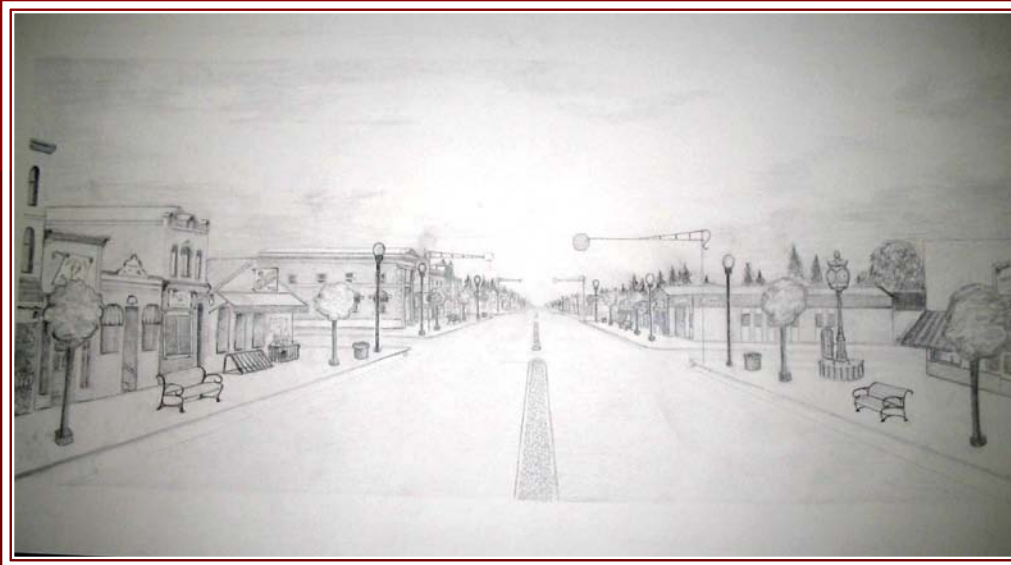


# Nicor Projects



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# Indian Head



# Indian Head



# Wolseley





# Wolseley

