Definitions

Key to successful implementation of *Creative Together* is a shared understanding of concepts. A number of core definitions are set out below. A full glossary of terms is set out in Appendix B.

Municipal Cultural Planning

Vaughan joins leading municipalities in Ontario and across Canada in developing municipal cultural plans as a tool to support integrated planning and economic development In Ontario, municipalities as large as Toronto and as small as Prince Edward County are using municipal cultural planning tools and approaches to leverage cultural assets to support economic and broader community development objectives.

Municipal cultural planning has been a priority for the Province of Ontario for a number of years and led to the creation of Municipal Cultural Planning Incorporated (MCPI)[1]. MCPI is a broad coalition of seven provincial ministries, provincial government agencies, municipalities, cultural service organizations, post-secondary institutions and others dedicated to advancing municipal cultural planning across the province.

Municipal cultural planning is a holistic, place-based approach to cultural development defined as follows:

> A municipally-led process for identifying and leveraging a community's cultural resources and integrating culture across all facets of planning and decision-making.
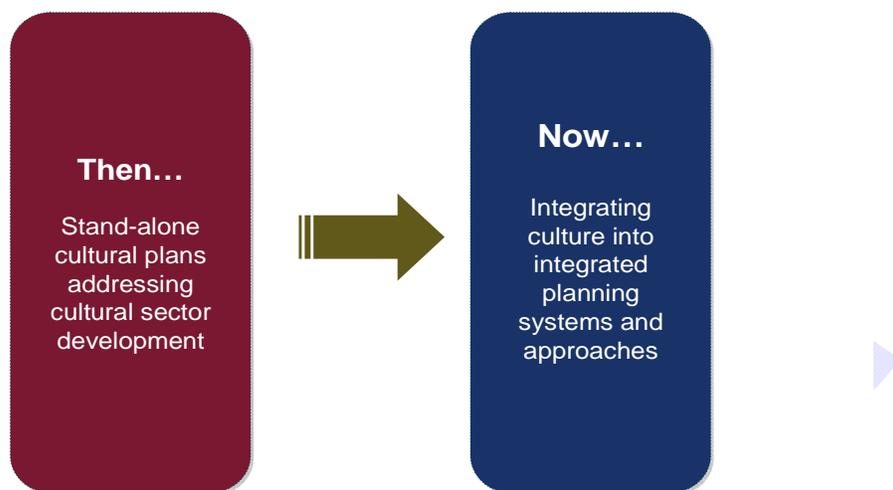
Municipal cultural planning is built on two principles:

1. *Cultural mapping* – a systematic approach to identifying and recording a community's tangible and intangible cultural assets;
2. *Adopting a cultural lens* – bringing cultural considerations into all aspects of municipal planning and decision making.

Municipal cultural planning is making new and expanded demands of municipalities, requiring them to rethink what they do as well as how they plan and support cultural development. Traditionally, municipalities viewed their responsibilities to culture largely in the context of managing facilities and delivering arts and heritage programs and, broadly speaking, supporting the development of the cultural sector. In the new vision of municipal cultural planning old expectations do not disappear but are understood in a larger context of city-building and integrating culture across all facets of municipal planning and decision-making.

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[1] Formerly called the Municipal Cultural Planning Partnership, MCPI includes seven provincial ministries (Culture; Municipal Affairs and Housing; Economic Development; Tourism; Citizenship; Agricultural, Farming and Rural Affairs; Northern Development and Mines), the Association of Municipalities of Ontario,

Figure 4: Cultural Planning Then and Now

Then…	Now…
Stand-alone cultural plans addressing cultural sector development	Integrating culture into integrated planning systems and approaches

1

Culture and Cultural Resources

The broadest sense, *culture* can be understood as:

> "The distinctive spiritual, material, intellectual and emotional features of society or a social group and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs. Culture is at the heart of contemporary debates about identity, social cohesion, and the development of a knowledge-based economy."
>
> UNESCO *Universal Declaration of Cultural Diversity*, 2002

While Creative Together embraces this broad definition of culture as an overarching definition, on a more pragmatic level, it adopts the following definition of cultural resources (described in greater detail later in this report).

- Creative Cultural Industries
- Community Cultural Organization
- Spaces and Facilities
- Festivals and Events
- Cultural Heritage
- Natural Heritage

Figure 5: Cultural Resources

Sub-categories of cultural resources are set out in Figure 6: Detailed Cultural Resources

Heritage and Heritage Resources

Heritage can be defined as:

> All that our society values and that survives as the living context – both natural and human – from which we derive sustenance, coherence and meaning in our individual and collective lives. [2]
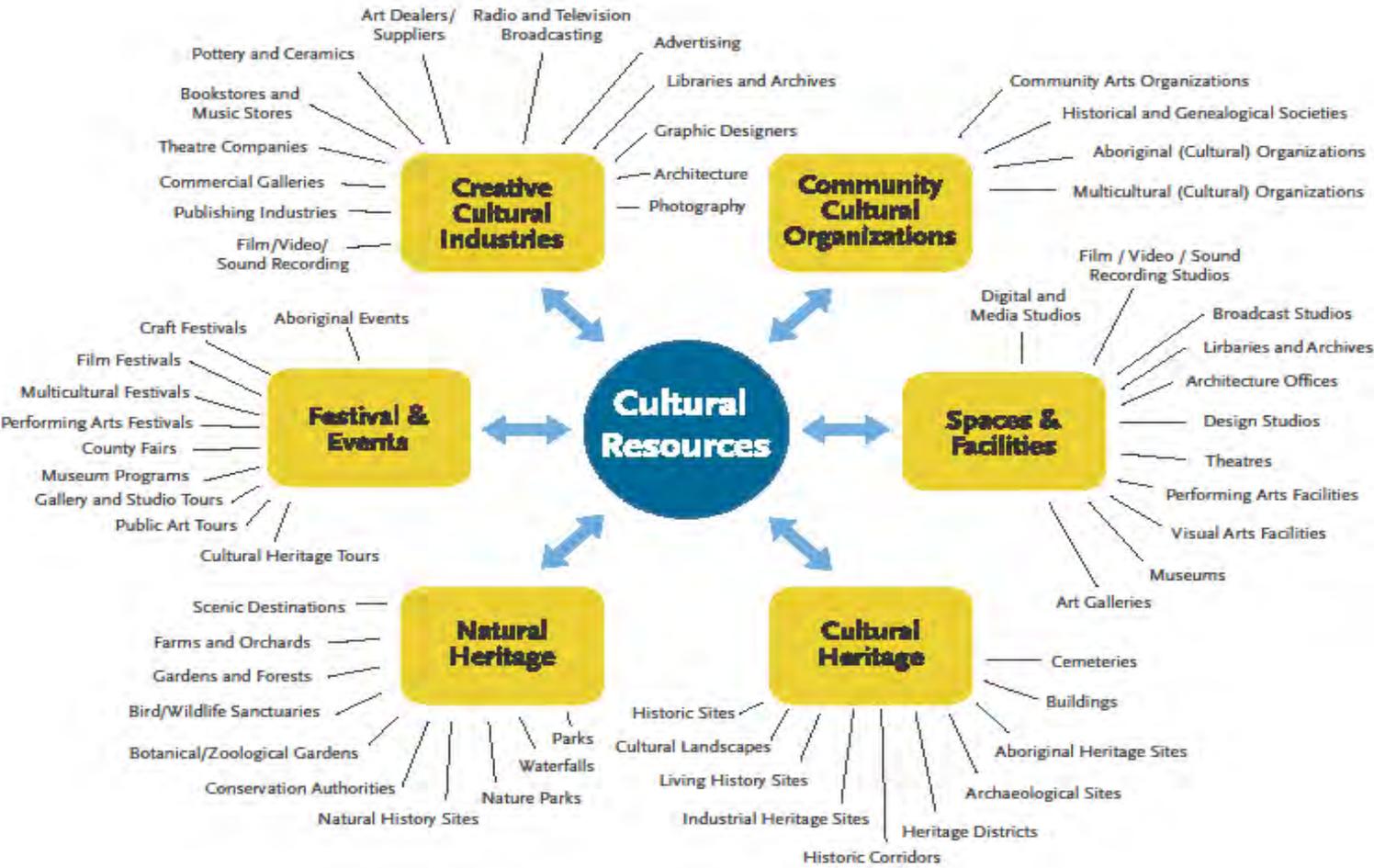
The following definitions form the basis of the Ontario Ministry of Culture's framework for heritage conservation and are consistent with those set out in a series of heritage background studies prepared in parallel to *Creative Together*: *Cultural Built Heritage and Public Art Study/Plan, Archaeology Study/Plan, and Cultural Landscape Study/Plan*. These studies have informed the development of policy statements in the "Cultural Heritage" chapter of the Vaughan Official Plan.

The framework recognizes three distinct but inter-related categories of cultural resources:
1. *Immovable heritage:* land or land-based resources, such as buildings or natural areas, which are "fixed" in specific locations (e.g., structures, sites, areas);
2. *Movable heritage:* resources that are easily "detachable" and can be transported from place to place (*e.g.*, objects, documents);
3. *Intangible heritage:* the non-material, spiritual productions of humans, such as cultural expressions, stories, songs, and beliefs (e.g., values, behaviours, speech),

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[2] Ontario Heritage Policy Review (1990)

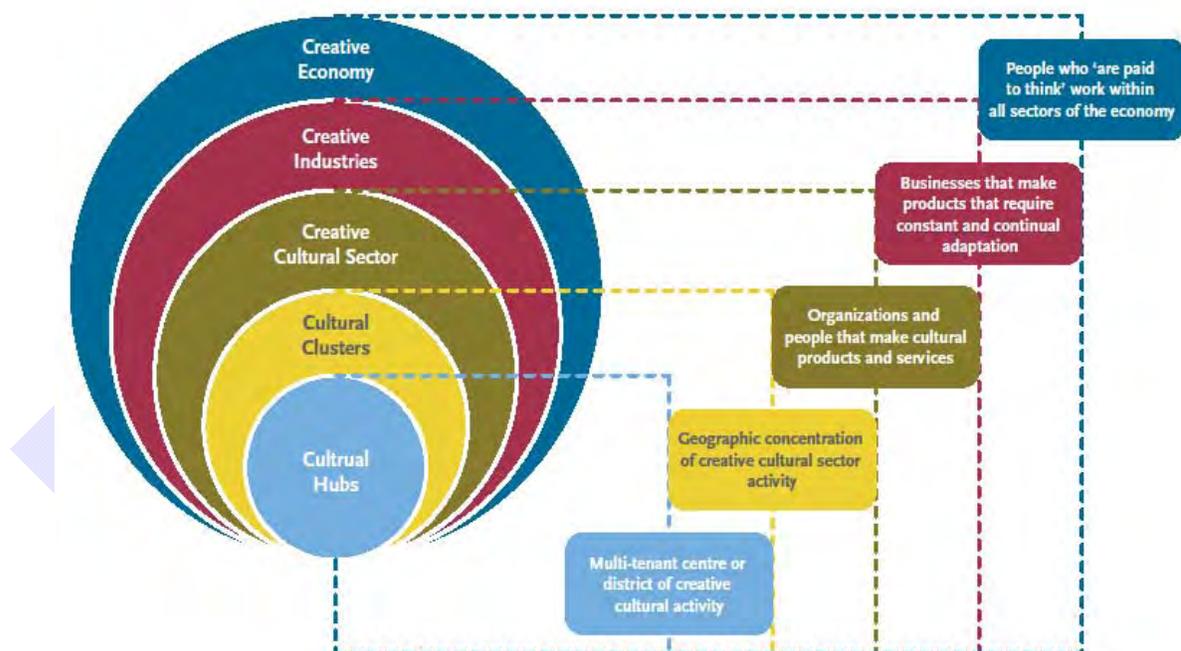**Figure 6: Detailed Cultural Resources**

The cultural heritage framework also defines a comprehensive understanding of heritage conservation which is understood to include:

1. *Identification and recovery*: the selection of heritage resources or features involving documentation and inventories.
2. *Preservation and renewal:* the resource is protected and renewed. Actions include legal protection, repair, restoration and maintenance of heritage features.
3. *Interpretation and sustainable use*: making the meaning and importance of heritage resources evident through educational and promotional programs and the ongoing management of heritage resources as living parts of the community.

Creative Economy

The economic significance of creativity and culture is a strong theme in *Creative Together*. In order to leverage these connections, it is important to recognize five distinct but inter-related definitions illustrated below.

Figure 7: Scales of the Creative Economy

The size and scope of the creative cultural industries in Canada is significant. The Conference Board of Canada estimates that the economic footprint of Canada's creative cultural industries in 2007 to be:

- $84.6 billion or 7.4% of GDP (direct, indirect and induced contributions); $46 billion (direct impact)
- 1.1 million jobs or 3.9% (direct, indirect, and induced contributions); 616,000 (direct impact)[3]

Further, it observes:

> In a dynamic environment of global competition, demographic change and migration; Canada's culture sector plays a critical role in attracting people, businesses and investment; stimulating creativity and innovation; and distinguishing Canada as an exciting place where people can celebrate their heritage and achieve personal and professional fulfillment.

> The creative economy extends beyond the culture sector to harness creativity and bring about positive social and economic changes across a broad spectrum of industries, sectors and social organizations.[4]

Culture and Sustainability

Vaughan joins leading municipalities in Canada and internationally in embracing culture as one of four essential dimensions of sustainability. Implementing *Creative Together* and building capacity for integrated planning for culture will support the City of Vaughan realizing its commitments to sustainability set out in *Green Directions Vaughan: The Community Sustainability and Environmental Master Plan.*

Agenda 21 for Culture is an agreement agreed to by cities and local governments from all over the world to enshrine their commitment to human rights, cultural diversity, sustainability, participatory democracy and creating conditions for peace. Recent work has addressed culture and sustainability and can serve as a resource for the City of Vaughan in advancing integrated planning for sustainability. Diagrams of culture and sustainability policy and planning issues are set out in **Figures 8.**

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[3] The Conference Board of Canada (2008). *Valuing Culture: Measuring and Understanding Canada's Creative Economy*
[4] Ibid., pg.3

Figure 8: Four Dimensions of Sustainability (Detailed)