

Central Nova Tourism Society Formed

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ready had an initial meeting to lay the groundwork for success. The newly formed Board includes a diverse group of business owners, community leaders, and elected officials from across the region. Members include: Sam Abushenaf, owner of Libcan Properties; Miriah Kearney, owner of Seek Wilderness Accommodations; Mark Laughlin, owner of Wicked Hops; Gillian Lorrainaine, owner of Riverbreeze Farm; Kristine tallman, owner of Pink Lemonade; Heather Stevens, Manager of the Millbrook Culture Centre; Chantel Wilson, General Man-

ager of the Hampton Inn & Suites, Millbrook, NS; Carley Gloade, Councillor for Millbrook First Nation; Debra Pryor, Councillor for of Truro; Tim Johnson, Councillor for the Municipality of Colchester; and Pam Osborne, Councillor for the Town of Stewiacke.

The Board is currently focused on building the structure and tools the Society needs to move forward. One of the next major steps will be hiring a full-time Executive Director. This person will lead the day-to-day work of the Society, putting the tourism plan into action and working under

the direction of the Board.

Even in these early stages, progress is already underway. The region is being actively promoted through the Explore Central NS brand, which includes a website and social media presence showcasing the region's unique experiences and attractions.

Tourism development sessions for operators and businesses are also being planned for early fall, to help build stronger tourism experiences across the region and support local business growth.

While the Society is still new, the formation of this group marks a major mile-

stone. It shows a shared commitment by all four municipalities to work together and make tourism a stronger, more sustainable part of the region's economy. The Society's work will help ensure that this region continues to grow as a vibrant, welcoming destination for visitors and residents alike.

More information about the levy, including a copy of the STEP Plan and tourism strategy, can be found at tcmarketinglevy.ca.

For additional information, please contact: Jennifer Martin, Economic Development Officer Municipality of Colchester - 1 Church St, Truro, NS B2N 3Z5 JMartin@colchester.ca or P: 902-843-4199.

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Nova Scotia Fire Training Advisory Committee Announced

A broad group of experienced firefighters and emergency management professionals will create a new firefighter training program for the province. The Province announced the establishment of the Nova Scotia Fire Training Advisory Committee September 22. The 32 member body includes:

CO-CHAIRS: Mark Bettens, Chief Director, Cape Breton Regional Fire Service and Paul Maynard, Director of Client Services, Department of Emergency Management

EXECUTIVE:
Dave Rockwood, Department of Emergency Management; **Doug MacKenzie**, provincial Fire Marshal; **Lynelle Vetsch**, Deputy Fire Marshal; **Fred Jeffers**, occupational health and safety representative.; **Greg Jones**, President, Fire Service Association of Nova Scotia and Chief of the Amherst Fire Department; **Rod Nielsen**, Vice-President, Fire Service Association of Nova Scotia and Chief of Brookfield Fire & Emergency Services; **Mike Lockett**, President, Canadian

Volunteer Fire Service Association; **Peter Andrews**, heavy urban search and rescue, Halifax Regional Fire & Emergency; **Robert Patzelt**, Department of Labour, Skills and Immigration **REGIONAL TRAINING REPRESENTATIVES:**
• Halifax Regional Municipality/East Hants/West Hants: **David Meldrum**, Halifax Regional Fire & Emergency; **Kensa Harris**, Lantz Fire Department.
• Lunenburg/Queens/Shelburne/Barrington/Yarmouth h: **Paul Gould**, Quinan &

District Volunteer Fire Department
• Kings/Annapolis/Digby/Clare: **Ian Fairclough**, Kentville Volunteer Fire Department.
• Colchester/Cumberland/Pictou: **Mark Goodwin**, Amherst Fire Department
• Antigonish/Guysborough/Richmond/Mulgrave/St. Mary's: **Shawn Andrews**, Deputy Chief Administrative Officer, Municipality of the District of Guysborough.
• Cape Breton Regional Municipality/Victoria/Inverness/Port Hawkesbury: **Steve Marcellus**, Regional Emergency Management Officer, Municipality of the County of Richmond and **Craig MacNeil**, Deputy Fire Chief, Cape Breton Regional Municipality

New Tourism Sector Strategy Released

The Nova Scotia Tourism Sector Strategic Plan, released September 24, creates a five-year vision for sustainable, year-round tourism growth in the province. "Tourism is a vital part of our economy, and this sector strategic plan will help the industry thrive and strengthen Nova Scotia's position as a world-class destination," said Dave Ritcey, Minister of Communities, Culture, Tourism and Heritage. "It is a collective effort to grow a sustainable, resilient and inclusive tourism sector that benefits people across the province."

The Nova Scotia Tourism Sector Strategic Plan outlines how tourism can grow and strengthen the economy, across six strategic themes and goals: destination sustainability/365 - positioning Nova Scotia as a year-round destination; policy alignment - ensuring government, industry and community collaboration and applying a tourism lens to decision making; investment readiness - creating economic conditions to attract tourism

investment and support business viability; community wealth and well; ensuring tourism benefits Nova Scotians and their communities; human excellence and tech innovation - building a strong tourism workforce and supporting digital adoption and global competitiveness - using data-driven decision making to attract travellers from key markets and drive sustainable tourism growth.

To support the implementation of the plan, the Department of Communities, Culture, Tourism and Heritage will work with other provincial departments to remove barriers and create opportunities for tourism business growth, as well as monitoring progress toward the goals.

Kevin Toth, Chair, Tourism Industry Association of Nova Scotia, and President, Fox Harbour Resort said, "Tourism is a \$3.5-billion industry in Nova Scotia with significant opportunities for growth. The sector strategic plan is a new approach to tourism develop-

ment focused on industry, government and community collaboration. Working together, we will build a tourism industry that brings economic and social benefits to communities in all parts of the province."

Quick Facts: Last year, tourism spending generated \$3.5 billion in revenue and supported more than 55,000 jobs in the province. The government is investing \$4.5 million in programs in 2025-26 to support tourism businesses and community destinations and \$13.8 million in tourism marketing activities.

The Tourism Industry Association of Nova Scotia and Tourism Nova Scotia co-lead the development of the sector strategic plan through engagement with Mi'kmaq communities, tourism businesses, sector associations, community organizations and government partners

The Nova Scotia Tourism Sector Strategic Plan is available at: <https://nstourismstrategy.ca>

ADVISORY COMMITTEE:
Brendan Meagher, President, Halifax Professional Fire Fighters; **Terry MacAloney**, Elmsdale Fire & Emergency Services; **Chris Kennedy**, Fire Services Co-ordinator, Municipality of the District of Lunenburg; **Mike Devaux**, Yarmouth Fire Department; **Adam Levings**, Brighton and Barton Volunteer Fire Department; **David McCormick**, Bear River Fire Department; **Kathy Babcooke**, Wolfville Fire Department; **Nick Power**, Saint Bernard Fire Department; **Blois Currie**, Truro Fire Service; **Rod Dykeman**, Bible Hill Fire Department; **Ross White**, New Glasgow Fire Department; **Jim Cavanagh**, Port Hastings Volunteer Fire Department; **Alfred Aucoin**, Lemoine Volunteer Fire Department and **Gaetan Goguen**, Indian Brook Fire (Sipekne'katik).

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Presentations Meeting
Tuesday, October 7 @ 6pm
Council Committee Meeting
Thursday, October 16 @ 6pm
Council Meeting
Thursday, October 30 @ 6pm
Presentations Meeting
Tuesday, November 4 @ 6pm

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