

November 4, 2019

The Honourable Bernard Davis
Minister of Tourism, Culture, Industry and Innovation

Dear Minister Davis:

I look forward to continuing to work with you in your role as Minister of Tourism, Culture, Industry and Innovation. As you move forward in your work, I am confident that you will support economic development and diversification throughout our province and encourage entrepreneurship and innovation.

We received a mandate from the people of Newfoundland and Labrador to continue on the course we have set out, in collaboration and cooperation with all members of our House of Assembly. We are committed to working together to make Newfoundland and Labrador a better place to live, work, and raise a family. We are building on the work advanced as part of our plan for sustainability and growth, The Way Forward. Moving into the next four years, we will remain focused on growing the economy while ensuring fiscal sustainability through a balanced and thoughtful approach. We envision a stronger economy, healthier people, improved living conditions and a bright future. To deliver on this plan, below are some of the activities I am asking you to lead:

Tourism

- Working with the tourism industry to develop a renewed vision for tourism beyond 2020;
- Working with the Government of Canada and partners to market Newfoundland and Labrador as a tourism destination nationally and internationally;
- Continuing our creative and award-winning tourism marketing campaigns; and,
- Continuing to implement the Product Development Plan, including engagement of communities, regions, and tourism stakeholders to advance product opportunities.

Business Growth, Innovation, and Regional Development

- Continuing to create a strong and diversified economy by supporting entrepreneurship, providing access to capital, and investing in regional and sectoral development, diversification, and innovation in all regions of Newfoundland and Labrador;
- Continuing to support regional economic development initiatives led by municipalities, industry organizations, social enterprises and co-operatives, and other not-for-profit groups;

- Delivering on the Business Innovation Agenda, strengthening businesses as the engine of our economy, providing support, and helping companies to start, innovate, scale and grow sales in local, national and international markets;
- Working with the Innovation and Business Investment Corporation to deliver provincial government supports for innovation, research and development, business development, and growth;
- Advancing the provincial Social Enterprise Action Plan;
- Advancing implementation of The Way Forward on Technology to support the growth of the technology sector in Newfoundland and Labrador;
- Supporting the scale up of high growth firms;
- Working with your colleague, the Minister of Justice and Public Safety to leverage the infrastructure resulting from an investment in a single, province-wide public safety radio system to provide cell-phone coverage across Newfoundland and Labrador;
- Collaborating to advance long-term connectivity needs of homes, business, and institutions; and,
- Capitalizing on projected growth in the global ocean economy and the opportunities presented by the Atlantic Ocean Supercluster, by collaborating with the supercluster and enhancing the province's innovation infrastructure to encourage entrepreneurship, through actions including:
 - Establishing a Digital Ocean Innovation Centre of Excellence, in collaboration with the Minister of Natural Resources, and
 - Launching an ocean technology competition focused on developing solutions that solve Newfoundland and Labrador's unique ocean challenges.

Arts and Heritage

- Continuing to protect, develop, promote, and celebrate Newfoundland and Labrador's vibrant culture;
- Implementing the Cultural Action Plan and continue to engage arts and heritage organizations on cultural financing, policy, and programs; and,
- Continuing to provide support to the Newfoundland and Labrador Film Development Corporation, the Newfoundland and Labrador Arts Council, the Heritage Foundation of Newfoundland and Labrador, and The Rooms.

Tremendous progress has been made in Newfoundland and Labrador because of the work we have undertaken with our industry, cultural and community partners. These partnerships have enabled us to strengthen our resource industries and knowledge-based sectors, modernize health and social supports, and focus on improving educational outcomes for our youngest residents. However, our work does not stop there; we still have much work ahead of us to create a stronger economy, improve health outcomes of residents, improve living conditions, and ultimately give Newfoundlanders and Labradorians a brighter future.

In addition to the items outlined above, our Cabinet is also collectively responsible for delivering on all of the commitments and targets set out in The Way Forward. Achieving these actions is critical to attaining inclusive growth, improving employment levels and creating the conditions necessary for job creation, reducing poverty, improving the health and wellbeing of everyone in our province, and realizing financial sustainability. It is essential that we work

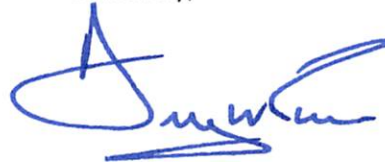
together to consider the health impacts of all our decisions as part of our Health in All Policies commitment.

I expect you to continue to be collaborative, open, accountable and transparent as you implement your duties. We will continue to use evidence, research, gender-based analysis plus, and engage with the public, stakeholders and our Indigenous partners, to inform our decisions. We are focused on service excellence and will continue to respond to the needs of the people of this great province.

In fulfilling your responsibility as Minister, I expect you to continue to show collaboration in a positive and constructive manner with your Cabinet colleagues and our peers in the House of Assembly.

Newfoundlanders and Labradorians are counting on us to make progress. We will continue to report publicly on our activities on our Way Forward website. Together, we will improve health, social and economic outcomes, and deliver high quality services for Newfoundlanders and Labradorians. Our future is bright and together we can make our beautiful, rich and diverse province an even better place to live, work and raise a family.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Dwight Ball', with a stylized flourish at the end.

DWIGHT BALL
Premier