

CULTURE DAYS
Provincial/Territorial Task Forces

TERMS OF REFERENCE
DRAFT 24-12-08

Each Province or Territory will compose a Task Force to facilitate the planning and implementation of Culture Days in their respective communities. The successful realization of Culture Days relies significantly on the “ownership” these local leadership groups take to direct their Province/Territory towards a dynamic engagement in this national grassroots movement and annual event.

The initial role and responsibilities of these groups are outlined below and will be supported by a National and local team of professionals.

General Role and Responsibilities

- Contribute to the successful planning, resourcing, implementation, evaluation and growth of Culture Days within their Province or Territory
- Serve as ambassadors for the project with local communities, constituencies and colleagues

Representation and Fundraising

- Mandated by National Steering Committee to represent Culture Days with municipal and provincial governments and agencies
- Mandated by National Steering Committee to develop fundraising strategies for local private and public funding of local component of campaign, respecting national strategies and partnerships/funding relationships
- Identify prospects for partnership and funding

Programming

- Promote participation within local networks
- Identify and encourage outstanding projects
- Assist in organizing meetings and presentations to local groups

PR, Marketing & Communications

- In collaboration with the National Task Force and Project Director, develop local PR strategies and help identify program highlights and local spokespeople
- Assist in identifying media contacts
- Promote Culture Days and its value(s) across province or territory
- Ensure clear identification of action items and follow up for PTF
- Through the Chair(s), ensure effective communication between Task Force members and with National Task Force
- Distribute information as required

Composition:

15 – 20 members representing leadership and networks across the province/territory, including a selection from:

- Small and large professional organizations and institutions
- Amateur and community organizations and groups
- Educational institutions
- Industry representatives (publishing, film, etc..)
- Territorial coverage

*Chair(s) of Provincial Task Forces are members of the National Task Force/Steering Committee

Ex Officio: Chair of National Task Force, Project Director, Local staff