



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA



## Memorandum of Understanding between ITAC and NSITEN

August 2018

### MEMORANDUM OF UNDERSTANDING

Between

**Nova Scotia Indigenous Tourism Enterprise Network**, a non-profit association formed under the laws of Nova Scotia, with headquarters at: 50 Bernard Blvd, Whycomomagh, Nova Scotia, BOE 3MO

(hereinafter referred to as "**NSITEN**")

and

**Indigenous Tourism Association of Canada**, a non-profit association formed under the laws of Canada, with headquarters at 3665 Kingsway, Suite 300, Vancouver, BC, V5R 5W2

(hereinafter referred to as "**ITAC**")



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## Preamble

**WHEREAS** ITAC is a national Indigenous tourism association that was originally formed as Indigenous Tourism Marketing Circle, and in 2015 was formally established, a national non-profit Indigenous tourism industry organization with representation on its Board of Directors from 13 Indigenous tourism industry representatives and organizations representing each of the 13 provinces and territories of Canada to support the growth of Indigenous tourism in Canada;

**AND WHEREAS** ITAC provides leadership in the development and marketing of authentic Indigenous tourism experiences through innovative partnerships;

**AND WHEREAS** NSITEN is a provincial Indigenous tourism association that is a stakeholder-based organization established in 2017 that is Nova Scotia's only province-wide dedicated Indigenous tourism organization. It focuses on supporting the growth of Indigenous tourism in Nova Scotia to grow the Indigenous, Nova Scotia, and Canadian economy;

**AND WHEREAS** NSITEN assists Indigenous communities and entrepreneurs with programs that build capacity to produce high quality products and services. Success will be guided by the positive impact on Indigenous people, the environment and the economy. For welcomed visitors and tourists, NSITEN will ensure that products and services provide a meaningful and memorable Indigenous experience.

**AND WHEREAS** NSITEN is recognized by the Governments of Nova Scotia, Canada, and Indigenous Political Organizations for the development of the Indigenous tourism sector in Nova Scotia;



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**AND WHEREAS** NSITEN has a provincial, national and international reputation as an organization that has successfully guided and supported growth of Indigenous tourism industry in the province;

**AND WHEREAS** NSITEN has developed specific strategies and methodologies for working with Indigenous communities, the provincial and federal government and municipalities to facilitate the growth of Indigenous tourism that serves to enhance provincial tourism performance and creates synergies for overall provincial tourism growth.

## **PRINCIPLE**

ITAC and NSITEN affirm and recognize that each have continued contributions to the development and support of the Indigenous tourism industry in Canada, and Canada as a destination in the international market for Indigenous tourism experiences. An essential element in achieving a vibrant Indigenous tourism industry in Canada is the continued sharing of experiences and expertise between the two organizations, and between the many partners that sit as Board of Directors with both ITAC and NSITEN.

ITAC recognizes the important work that NSITEN has done as a leader and pioneer in Indigenous tourism awareness, development and marketing in Nova Scotia.



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*The signatories of this Memorandum of Understanding acknowledge and agrees that:*

- 1) ITAC affirms the key role that NSITEN plays in provincial and national conversations that involves ITAC and Indigenous tourism interests in Nova Scotia.
- 2) ITAC recognizes NSITEN as its key partner in the province of Nova Scotia for growing Canada's Indigenous tourism industry with growth in revenues, jobs and successful businesses.
- 3) ITAC recognizes the importance of coordinating membership with NSITEN. NSITEN recognizes that it is working towards a membership program that is in alignment with ITAC's program in terms of membership categories and policies. As such, once the NSITEN membership program is in alignment with the ITAC membership program, NSITEN members will automatically gain access to basic-level membership status with ITAC upon signature of the MOU for no additional fee. Once the NSITEN membership program is in alignment with ITAC:
  - a) NSITEN members will achieve a specific ITAC membership status (i.e.: voting or non-voting membership status) based on ITAC's current membership policies and requirements.
  - b) Upgraded ITAC membership for NSITEN members, if eligible, will involve current ITAC upgraded membership fees.
  - c) ITAC will redirect all Nova Scotia-based membership application requests to NSITEN. NSITEN will be responsible for all membership application and approval processes.
  - d) NSITEN will provide ITAC an updated and current NSITEN membership list by the end of March each year of the MOU including relevant membership data for each member.
- 4) ITAC will work closely with NSITEN to support the development of relevant strategies, projects and initiatives that utilizes the reputation, experience, and success of NSITEN.



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- 5) ITAC will encourage sharing NSITEN's knowledge and experiences through marketing, development, leadership and partnership projects and programs.
- 6) ITAC recognizes NSITEN as the primary province-wide organizing body of Indigenous tourism in Nova Scotia.
- 7) ITAC is committed to providing NSITEN annual organizational development support funding at a minimum of \$65,000 (CDN) per year up to and including 2020/21 with continued annual funding support beyond 2020/21 based on ITAC's updated strategic plan and Board-approved budget.
- 8) NSITEN will provide an annual work plan and budget by May 15 of each year of the MOU. The work plan will include a proposed budget showing NSITEN investment (in-kind and cash), partner investments (in-kind and cash) as well as proposed ITAC investment (in-kind and cash). The work plan will focus on:
  - a) Growth and organizational sustainability of an Indigenous-controlled, industry-led, not-for-profit Indigenous tourism association in Nova Scotia
  - b) Alignment with ITAC strategic goals specifically:
    - i Increased revenues for Indigenous tourism
    - ii Increased jobs in Indigenous tourism
    - iii Increased number of market/export ready businesses
  - c) Partnership with:
    - i Provincial/regional tourism industry and government organizations
    - ii Indigenous tourism entrepreneurs and Indigenous leadership supportITAC will respond to NSITEN's annual work plan and budget on or before June 15 of each year of the MOU with an ITAC Contribution Agreement outlining ITAC's cash and in-kind contributions as well as NSITEN's services and deliverables required.
- 9) ITAC will acknowledge NSITEN's participation and contribution where deemed appropriate.
- 10) NSITEN affirms the strategic role that ITAC plays in providing Indigenous tourism with market and export ready guidance and support.



- 11) NSITEN will align with ITAC through its strategic planning, marketing and branding, organizational policies and by-laws, business development approach, research efforts, industry partnership opportunities and organizational leadership overseeing an Indigenous-controlled, industry-led, not-for-profit Indigenous tourism association.
- 12) NSITEN will cooperate with ITAC to make available resources that will contribute to the implementation of ITAC's national five-year strategic plan and annual ITAC action plan.
- 13) NSITEN will offer guidance when called upon, providing ITAC with knowledge and protocols that benefit the national Indigenous tourism industry.
- 14) NSITEN will utilize First Nations, Metis and Inuit leadership to further promote the importance of ITAC and the role that ITAC and NSITEN plays in supporting its growth and development.
- 15) This Memorandum of Understanding is not a legally binding agreement and, for greater certainty, does not create legally enforceable obligations for either ITAC or NSITEN, nor is the party hereto legally committed to concluding any further contract or agreement.
- 16) Discussions pursuant to this Memorandum of Understanding are intended to enhance and support economic development processes and opportunities related to Indigenous tourism, and are without prejudice to, and not intended to replace or supersede any existing initiative between NSITEN and any Indigenous organization and other key stakeholders in Nova Scotia.
- 17) The actions contemplated in this Memorandum of Understanding will begin upon signing.
- 18) An annual meeting between ITAC and NSITEN will be held on a mutually agreed upon date and location to discuss actions and parameters of this Memorandum of Understanding to maximize the outcomes of the partnership through potential improvements and/or expansion of partnered efforts in Nova Scotia.
- 19) Either ITAC or NSITEN may terminate this Memorandum of Understanding upon delivery of a written 30 day notice.



20) This Memorandum of Understanding will be in effect for (3) three years from April 1<sup>st</sup> of 2018 and March 31<sup>st</sup> of 2021. After that three-year period, this Memorandum of Understanding will be automatically renewed annually unless either party to the other delivers a written notice of termination.

**For Nova Scotia Indigenous Tourism Enterprise Network (NSITEN):**

Signed this 8 day of Aug, 2018

Catherine Martin, Chairperson

Witness

**For Indigenous Tourism Association of Canada (ITAC):**

Signed this 8<sup>th</sup> day of August, 2018

Keith Henry, President and CEO

Witness