



# The Spirit of Alberta

Alberta's  
Cultural Policy

Alberta 

## Our vision

Our vision is an Alberta where all citizens feel a sense of belonging and pride, and participate in cultural activities that reflect their diverse heritage and enrich their lives.

We extend this vision to our international stakeholders as we welcome workers, visitors and their families from around the world. We believe that culture lies at the heart of successful places, economies and communities and invite you to share in this success.

## Our mission

To ensure Albertans have the opportunity to share, express and experience culture in a province that respects the past, celebrates the present and welcomes the future.

## Why now?

Alberta has experienced significant economic and population growth. The Government of Alberta understands the important role that cultural activities and initiatives play in fostering a sense of community and belonging for all our citizens. "The Spirit of Alberta" provides a framework to help Albertans seize the opportunity to create a better quality of life through increased access to cultural activities.

## Culture connects

Individuals to their communities + communities to their provinces + provinces to their nations + nations to other nations.

**CULTURE IS THE WINDOW  
THROUGH WHICH THE  
REST OF THE WORLD SEES  
OUR PROVINCE.**



# Guiding Principles

Albertans have expressed a desire for a broad view of culture, founded on a number of key principles that inform the policy and guide the province in setting goals and developing cultural strategies, initiatives and programs. This policy will enhance culture in Alberta through:

- 1. Quality of life** – Measured not only by economic success, but by the benefits of participation in cultural activities.
- 2. Partnership and collaboration** – A thriving cultural community requires a healthy social capital marked by active volunteerism and a strong non-profit sector.
- 3. Diversity** – By celebrating our cultural heritage and creative expression, all Albertans will feel a sense of pride and belonging.

- 4. A valued cultural and creative community** – Culture is vital to the individual, and the social and economic prosperity of the province.
- 5. Education and lifelong learning** – Our education system contributes to Alberta's cultural development.
- 6. Stewardship and sustainability** – Government and citizens share the responsibility for protecting and enhancing our culture for future generations.
- 7. Economic development** – Culture contributes to a strong diversified economy.
- 8. Access** – All Albertans must have the opportunity to experience culture.

## The Four keystones

Informed by the guiding principles and the vision, this policy will successfully address the four important keystones:

- 1. Access** – Ensure all Albertans have access to cultural experiences and opportunities.
- 2. Capacity** – Encourage, support and promote activity and partnerships within Alberta's communities.
- 3. Excellence** – Promote excellence in the work of Alberta's cultural professionals and organizations.
- 4. Cultural industries** – Alberta's Cultural Policy will nurture growth, sustainability and investment in Alberta's cultural industries.

**Culture is who we are,  
what we value,  
what we consider beautiful,  
how we spend our leisure time  
and how we think about  
and treat others.**

**Government  
of Alberta** ■

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