



MUSIC NOVA SCOTIA STRATEGIC PLAN

At a Glance

Created in partnership with
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Harmz photographed by Unbound Media

Artist & Industry Performance Development & Excellence

Empowering Careers in Music

- Strengthening artist training, mentorship, and career development.
- Expanding professional support for industry professionals and businesses.
- Creating more opportunities for artists to showcase and grow, including through Nova Scotia Music Week.

Organizational Sustainability

Building a Stronger Foundation

- Developing new revenue streams to reduce reliance on government funding.
- Strengthening our staffing structure to better support members.
- Improving operational efficiency for long-term growth.

Community Engagement

Reflecting the Full Spectrum of Nova Scotia

- Expanding engagement with African Nova Scotian, Indigenous, Francophone, and newcomer communities.
- Supporting inclusive programming and increasing diverse representation.
- Strengthening partnerships with community organizations to improve industry access.

*A thriving, inclusive, and sustainable
music industry for all of Nova Scotia*

Strategic Partnerships

Creating Opportunities Through Collaboration

- Building strong relationships with funders, sponsors, and industry leaders.
- Leveraging events like the 2024 JUNO Awards to boost Nova Scotia's music scene.
- Partnering with government and industry groups to strengthen support for the sector.

Leadership & Advocacy

Championing Music in Nova Scotia

- Advocating for increased investment in the music sector.
- Positioning Music Nova Scotia as a leader in industry-wide conversations.
- Bringing together stakeholders to address challenges and opportunities.

Our Impact **Artists:** Increase training, funding, and growth opportunities. **Industry:** Stronger business supports and partnerships.
Communities: Inclusive access and representation across programs.