

Baile nan Gàidheal Highland Village

MADE OF STORIES



Cunntas às ùr a' Phlana Ro-innleachdail
Strategic Plan Update

Na Bliadhnaichean a Chaidh Seachad: 2020 – 2024 Years in Review: 2020 – 2024

Over the past five years, **Baile nan Gàidheal | Highland Village** has navigated significant challenges and opportunities. The review highlights successful adaptation to changing circumstances, such as shifts in tourism trends and public health protocols. Notable accomplishments include the implementation of new educational programs, increased digital outreach, and the development of partnerships with cultural organizations. The organization has also invested in staff development, accessibility enhancements, and the preservation of historical assets.

Notable Recent Achievements

2022: L'nu Advisory Group established and is comprised of eight Elders and knowledge keepers from Unama'ki communities

July 2023: Award-winning Welcome Centre and Jim St. Clair Seachas Centre (archives, library, collections and genealogy services) opens

October 2023: Mastadon Exhibit opens in the off season, exploring new year-round programming in region

Completed stage one of the GLCNSIS project, Brìgh is Barail, consisting of 150 ethnographic interviews which led to a searchable database of more than 210,000 words

Development of the Cala Cainnte Pilot Program, a long-term Gaelic Language Immersion program following Gàidhlig aig Baile methodology - first program commenced in October 2025

2024 experienced the highest ever visitation level with over 27,900 visitors (note that 2025 visitation increased to 30,500)

Won the 2024 ANSM Award for Excellence in Programming with the new 'We Are Gaels' exhibition in the new Welcome Centre

Co-obrachadh Culturail Cultural Strategic Synergies

Collaborative efforts with other cultural institutions and community groups have enabled shared programming, resource pooling, and joint marketing initiatives. By aligning its strategic objectives with those of key stakeholders, Highland Village has amplified its impact, broadened audience reach and enriched the cultural landscape of the region.

Luachan agus Prìomhachasan Ro-innleachdail Values & Strategic Priorities

Highland Village's core values—stewardship, accessibility, collaboration, innovation, and inclusion—guide its strategic priorities. These include enhancing interpretive experiences, promoting lifelong learning, supporting community well-being, and protecting cultural resources. The organization remains committed to transparent governance, ethical practices, and the responsible use of resources.



This summary provides an overview of the key themes from the strategic planning and review document for Baile nan Gàidheal | Highland Village. The updated strategy explores the organization's achievements, ongoing initiatives, and future strategic priorities, with a particular focus on cultural engagement, community values, and continuous improvement.

The mission and vision statements for Baile nan Gàidheal | Highland Village emphasize its commitment to preserving and sharing Gaelic language and culture.

Vision

Our vision is to be the leading Gaelic folklife centre, recognized in Nova Scotia, nationally and internationally as an essential institution for continuing development and representation of a vital and sustainable Gaelic community.

Mission

Our mission is to grow as a Gaelic folklife centre that bilingually nurtures, communicates and celebrates the heritage and cultural identity of Nova Scotia's Gaelic community.

Strategic Direction 1

CENTRE THE VISITOR EXPERIENCE

- Enhance the Visitor Experience through Year-Round Programming and Events
- Cater to Visitors through Hospitality, Enhanced Amenities and Services
- Increase Visitation through Inspired Marketing Campaigns and Creative Messaging
- Support the Vital Work of the Jim St. Clair Seachas Centre
- Share a Wider, More Diverse Story
- Use Technology to Innovate the Experience and Strengthen the Story

Strategic Direction 2

SUPPORT AND GROW THE TEAM

- Manage Human Resource Requirements to Ensure Sustainable Operations
- Develop Customized Recruitment and Retention Programs
- Foster an Innovative Workforce Culture that Promotes Equity, Diversity and a Sense of Belonging
- Advance Training and Skills Sharing

Strategic Direction 3

STRENGTHEN COMMUNITY OUTREACH & PARTNERSHIPS

- Artist or Scholar in Residence Programs
- Strengthen Existing Connections with Educational Institutions
- Invite and Engage with Partners, the Community and New Audiences

Strategic Direction 4

ENSURE FINANCIAL SUSTAINABILITY

- Diversify Revenue Streams

Measadh agus Tomhas Evaluation & Measurement

To ensure accountability and continuous improvement, the plan incorporates robust evaluation and measurement frameworks. Key performance indicators track progress toward goals in areas such as visitor satisfaction, educational outcomes, financial health, and stakeholder engagement. Regular reporting cycles and external reviews are used to assess effectiveness and inform future actions.

Conclusion

Baile nan Gàidheal | Highland Village has demonstrated resilience, adaptability, and a steadfast commitment to its mission. With a clear strategic plan for the years 2025 - 2028, the organization is well-positioned to build on its successes and address future challenges. Continued collaboration, investment in people and infrastructure, and ongoing evaluation will be essential to sustaining its role as a leader in Gaelic cultural preservation and education.

