



Premier of Manitoba
Legislative Building
Winnipeg, Manitoba R3C 0V8
CANADA

October 19, 2023

Dear Minister Simard,

I am honoured that you have agreed to serve Manitobans as Minister of Sport, Culture, Heritage and Tourism and the Minister responsible for Francophone Affairs and the Manitoba Liquor and Lotteries Corporation.

Our government is a listening government. As a Minister, I expect you to respect the excellence and expert advice of the public service and to work with them on our shared mission to serve the people of Manitoba.

Manitobans told us it was time for change. We have promised to deliver a government that builds a shared future for our province. Our platform offered an ambitious and responsible plan to make health care better, lower costs, and grow the economy with good jobs and a balanced budget. Manitobans expect us to fulfill our commitments, and it is my expectation that you deliver on the commitments that pertain to your Ministry. Delivering on our core election commitments within a balanced budget is critical to fulfilling the mandate Manitobans have given us.

As the Minister of Sport, Culture, Heritage and Tourism, you must ensure our province is a thriving, energetic place that not only attracts economic investment and top talent, but also encourages Manitobans to stay here and put down roots. Your goal is help Manitoba's cultural diversity and rich heritage shine, and to support our diverse cultural and geographical communities. By including the portfolio of Tourism, I expect that you also help to market Manitoba to the world.

In particular, I ask that you work with your Cabinet colleagues and through legislative, regulatory and department processes to deliver on these top priorities:

- Support Manitoba's diverse cultural and geographic communities.
- Create a new annual investment in the creative sector that will support local artists and festivals through capital funding and grants
- Recognize the founding role of the Francophone community in our province, protect their rights and improve access to French language education, health care and services so that we are truly a bilingual province.

Additionally I ask that you work with your Cabinet colleagues and through legislative, regulatory and department processes to deliver on our other key commitments:

- Develop policies to end racism in sports so that every child knows they have the right to play.
- Support Manitoba's athletes and highlight their achievements.
- Look for ways to grow our film industry by modernizing the Manitoba Film and Video Production Tax Credit and supporting the entertainment sector.

In addition to these priorities, I also expect that you uphold your role with integrity, professionalism and a commitment to accountability. That includes working closely with your Deputy Minister and your senior officials to ensure all decisions are made in the public interest. Just like any high-performing organization, our government will set metrics and measurable goals, listen to evidence and frontline workers, regularly assess our work and report on our progress in order to deliver on the results Manitobans deserve.

The road ahead will have challenges. Change does not come easily. But we owe it to the people of this great province to deliver on our commitments. I know you are as committed as I am to working hard every day to deliver for the people of Manitoba. Our Cabinet will reflect the values all Manitobans share of honesty, hard work, pragmatism and kindness.

Manitobans can accomplish amazing things when we stand together as one province. I firmly believe there is no challenge that we cannot meet when we are united as one Manitoba.

I know I can count on you to fulfill these important responsibilities. As Premier I promise to support you as a Minister, consult with you as a Manitoban and lean on you as a friend. Together, we will work to honour the trust Manitobans have given us.

Miigwech, Merci, Thank you,

Premier of Manitoba

Original signed by:

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