

Advocacy Issues (from roundtable flip charts)

1. Education of members & decision-makers
2. Declining support of FES
3. Lack of awareness of FES
4. New cultural mix = lack of involvement
5. Youth migration = lack of volunteers
6. Aging demographics
7. Benefits of FES
8. Money - History and relocation & Dependence on grants
9. Liability insurance
10. Tax-free status revocation
11. Continuation of financial support in spite of success
12. Aging infrastructure
13. Governance
14. More land
15. Restoring FES to make it more relevant to community
16. Skewed self-perception of FES
17. Lack of internal understanding of FES
18. Building partnerships in spite of success
19. Maintain/fight for provincial/federal funding
20. Alternative funding when primary funding is cut
21. Effects on entrepreneurs related to FES
22. Building accurate identity in community
23. What community wants?
24. Relevancy – what are we?
25. Relevancy - How do people perceive us?
26. Identify and articulate needs of the FES

TOP Advocacy issues

- Relevancy of FES (i.e., what does the FES **do** and why is it important?)
- Internal vs. external perception of FES
- Education of public and decision-makers about FES
- Adaptation to change (i.e., youth migration, new cultural mix, aging population)
- Funding for infrastructure
- Keeping existing funding
- Education of members of FES about what the FES **does**

Barriers to achieving advocacy goals

- Lack of cohesive definition of what a “Fair”, “Exhibition”, and “Show” is
- “FES” has a tired and old image
- Responsiveness to new demographic and new media
- Misperception of what a “rural community” is