



Clarenville - Bonavista Regional Council Activity Plan 2011-14



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Message from the Chairperson

As Chair of the Clarenville-Bonavista Regional Council of the Rural Secretariat and in accordance with the Provincial Government's commitment to accountability, I hereby submit the council's 2011-14 Activity Plan.

The Clarenville-Bonavista Regional Council is a category III board entity and as such must table an Activity Plan for the years 2011-14. In such, this plan extends from April 1, 2011 through to March 31, 2014.

Throughout 2008-11, the Regional Council has engaged the community about its work. The community engagement process has been centered on providing policy advice on issues such as *Multi-service Delivery for Rural Education, Labour Market Issues impacting Primary Industries, Future of Agriculture, the Youth Retention and Attraction Strategy*, as well as *Community-based Leadership and Collaborative Practices in Rural Newfoundland and Labrador*, to name a few. In doing this, the council has challenged itself to think regionally and long-term by providing Government with advice to issues of importance to the sustainability of the Clarenville-Bonavista Rural Secretariat region.

As an advisory body, the Regional Council will continue to build a common understanding of its region and it will be prepared to share the advice with citizens of the region and the Provincial Government. It is the hope that this advice will inform policy development that will maximize opportunities within the Clarenville-Bonavista region.

My signature below is indicative of the entire Regional Council's consultation, commitment and accountability for the preparation of and achievement of the objectives contained in this plan, pursuant to section 7(4) of the *Transparency and Accountability Act*. Careful consideration was also given to the strategic directions of the Provincial Government in the preparation of the Activity Plan for 2011-14.

Sincerely,



William (Bill) Abbott
Chairperson

1. Regional Council Overview

The Clarenville-Bonavista Regional Council is comprised of 11 members; six female and five male. The council currently has representation from larger and smaller communities throughout the region, including ten members from communities of less than 5,000 people. Meetings of the council and associated costs are funded through the budget of the Rural Secretariat.

The Rural Secretariat also funds a regional planner position in the region, who among other duties, act as an information resource for the council and facilitate the work of the council and its work plan. The planner for the Clarenville - Bonavista region is Colin Holloway. The nature of this position requires that he travel extensively throughout the region and the province. Mr. Holloway's office is located at the Bonavista campus of the College of the North Atlantic.

Regional Council members	Community
Bill Abbott (Chair)	Bonavista
Shelly Blackmore	Port Union
Lisa Browne	Clarenville
Marilyn Coles-Hayley	Elliston
Darryl Johnson	Port Union
Janet Fay Matthews	Arnold's Cove
Don Mifflin	Bonavista
Violet Parsons	Bloomfield
Barry Pearce	Port Rexton
Edith Samson	Port Union
Mervin Wiseman	North Harbour

* For an updated listing of council members please visit
<http://www.exec.gov.nl.ca/rural/regionalmem.asp> .

2. Mandate

The Regional Council's mandate is:

- To develop a common, evidence-based understanding of the social, economic, environmental and cultural realities facing a region.
- To review key economic and social measures (e.g. education levels, demographic trends, health status, income levels, EI usage, economic diversity, etc) and to reach agreement on the priorities for change over the next five years.
- To identify policies and programs which either a) advance b) negatively impact or c) need to be developed to encourage the necessary change over the five-year period.
- To advance regional cooperation through the sharing of information on and discussion about the economic and social measures, and to encourage regional partners to take action on and be accountable for those areas within their mandates.
- To serve as a sounding board in their region for new or proposed initiatives.
- To select an individual to represent the region on the Provincial Council of the Rural Secretariat.

3. Lines of Business

The council supports the Rural Secretariat's four lines of business:

Citizen-based policy advice: The Rural Secretariat supports nine citizen-based Regional Councils, and one stakeholder-based Provincial Council, to develop policy and decision-making advice for submission to government. Typically, councils, with the support of Rural Secretariat staff, hold public engagement sessions involving citizens and/or stakeholder group representatives, and conduct community-based research activities, to inform the development of advice documents.

Collaboration: The Rural Secretariat understands that sustainability in rural Newfoundland and Labrador can be significantly advanced through more and better collaboration between and among rural stakeholders including governments. Sometimes the Rural Secretariat works to support existing rural collaborative processes such as partnerships. Other times they work to help convene new regional collaborative processes such as networks or alliances. The broad goal is to help build a strengthened 'culture of collaboration' in rural Newfoundland and Labrador.

Research: The Rural Secretariat collaborates with provincial partners on a number of formal research endeavors that help to improve understanding of the challenges facing, and opportunities available to, rural regions of this province. The Rural Secretariat also works directly with regional partners and councils on a host of community-based research initiatives – small regional-level data-gathering efforts that give those involved the information and knowledge they need to effectively advise the Provincial Government on regional and rural policy issues.

Public dialogue and engagement: In addition to supporting councils to conduct public engagement efforts, the Rural Secretariat is also available to assist other Provincial Government departments to design and deliver their own public engagement initiatives. The Rural Secretariat also periodically convenes special deliberative dialogue initiatives on themes deemed to be of particular importance to the rural sustainability of this province, often in partnership with rural stakeholder groups and other government departments.

4. Values

The core values explain the character of the organization. The core values of the Rural Secretariat are as follows:

Collaboration: We are committed to building a culture of collaboration within Newfoundland and Labrador and beyond

Creativity/innovation: We strive to transcend traditional ideas, rules, and patterns, and to work together to create new ideas, relationships, and approaches

- Inclusion:** We acknowledge difference and cherish the views and perspectives of all. We will take steps to ensure all have an opportunity to express their own views
- Learning culture:** We accept that we have a lot to learn and relish the opportunity to learn more
- Participation/engagement:** We believe citizen/stakeholder/community engagement is essential to the development of good public policy
- Teamwork:** We provide support to one another, work co-operatively, respect differing views and strive to make our work environments safe and enjoyable
- Honesty:** We are open and honest in all our dealings and maintain the highest integrity at all times
- Excellence:** We strive for excellence and quality in everything we do

5. Primary Clients

The primary clients of the Regional Council include the Rural Secretariat, the Provincial Council of the Rural Secretariat, and departments and agencies within the Provincial Government, and communities.

The council also engages individuals, groups and organizations within the region as it carries out its work.

6. Vision

The Clarenville-Bonavista Regional Council supports the vision of the Rural Secretariat:

Vibrant rural regions and communities where collaborative organizations and engaged and informed citizens work closely with governments to advance rural sustainability

Through its work, the council is identifying priorities that contribute to regional sustainability which considers economic, social, cultural and environmental aspects.

7. Mission

The Clarenville-Bonavista Regional Council supports the mission of the Rural Secretariat:

By March 31, 2017, the Rural Secretariat will have worked with regional and departmental partners to improve the sustainability prospects of rural communities and regions.

The Regional Council is committed to supporting the mission of the Provincial Rural Secretariat by fostering positive relationships between Provincial Government departments and rural communities, providing an avenue for public engagement on issues of importance to rural sustainability and conducting community-based research to inform on policy advice processes impacting critical rural issues.

For additional information, please refer to the Rural Secretariat's 2011-14 Activity Plan.

8. Issues

Issue: Provide Advice to Government

Through the period of time covered by this Activity Plan, the Clarenville-Bonavista Regional Council will provide advice to the Provincial Government and its departments and agencies. The council is committed to identifying and reporting on one specific public policy issue which impacts the sustainability of the region annually. The policy issue will be identified as the objective for that respective year.

In consideration of the Provincial Government's strategic directions, mandate and financial resources, the following issue has been identified as a priority for the next three years. Specifically, the council will provide citizen-based policy advice by providing mechanisms for public engagement and dialogue, seeking opportunities to collaborate with relevant stakeholders and engaging in research as appropriate.

The objective outlines the annual focus for the issue outline expected results at the end of the first year period. The identified measures and indicators will be used to monitor progress. The council will report on the same objective for each year in the 2011-14 planning cycle.

Gender-based differences will be considered where applicable.

In order to make decisions that will contribute to regional sustainability, the council has taken considerable time to understand the region, its challenges and its opportunities. The council, as per its mandate, is developing "a common, evidenced-based understanding of the economic, social, environmental and cultural realities of the region." Additionally, a process for public dialogue and engagement has added to the information and knowledge that the Regional Council has acquired about the Clarenville-Bonavista region.

Each council member was appointed based on their diverse backgrounds, and each contributes a broad knowledge base to the discussion. The council has also recognized that there are gaps in the knowledge base and it has taken steps, through public dialogue processes, to invite other participants from the region to share their perspectives on specific issues. The council has had to balance the roles of the provincial government, individuals, groups, organizations and communities within the region in its policy advice submitted to government and relevant stakeholders.

Objective:

By March 31, 2012 council will have provided advice to the Provincial Government on one issue that relates to regional sustainability.

Measure:

Provided advice

Indicators:

- Issue identified
- Researched issue
- Agreed upon advice to Government
- Communicated advice to Government

Appendix A: Strategic Direction

1. **Title:** Rural Newfoundland and Labrador

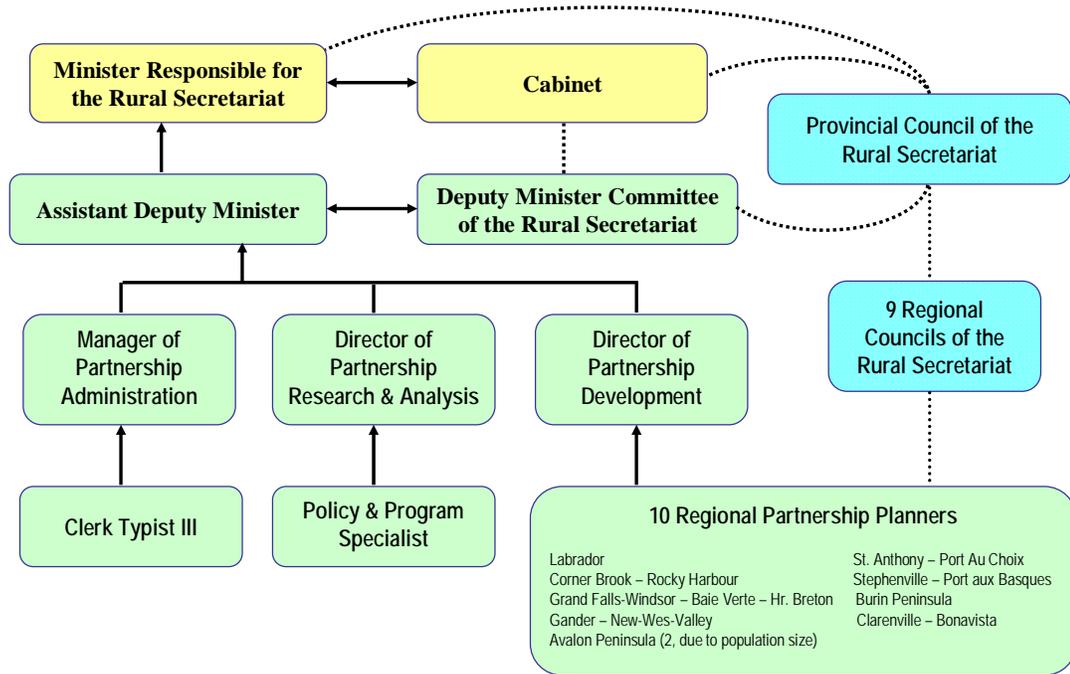
Outcome Statement: A sustainable rural Newfoundland and Labrador.

Clarifying Statement: This outcome requires systemic intervention by the Rural Secretariat in the areas of:

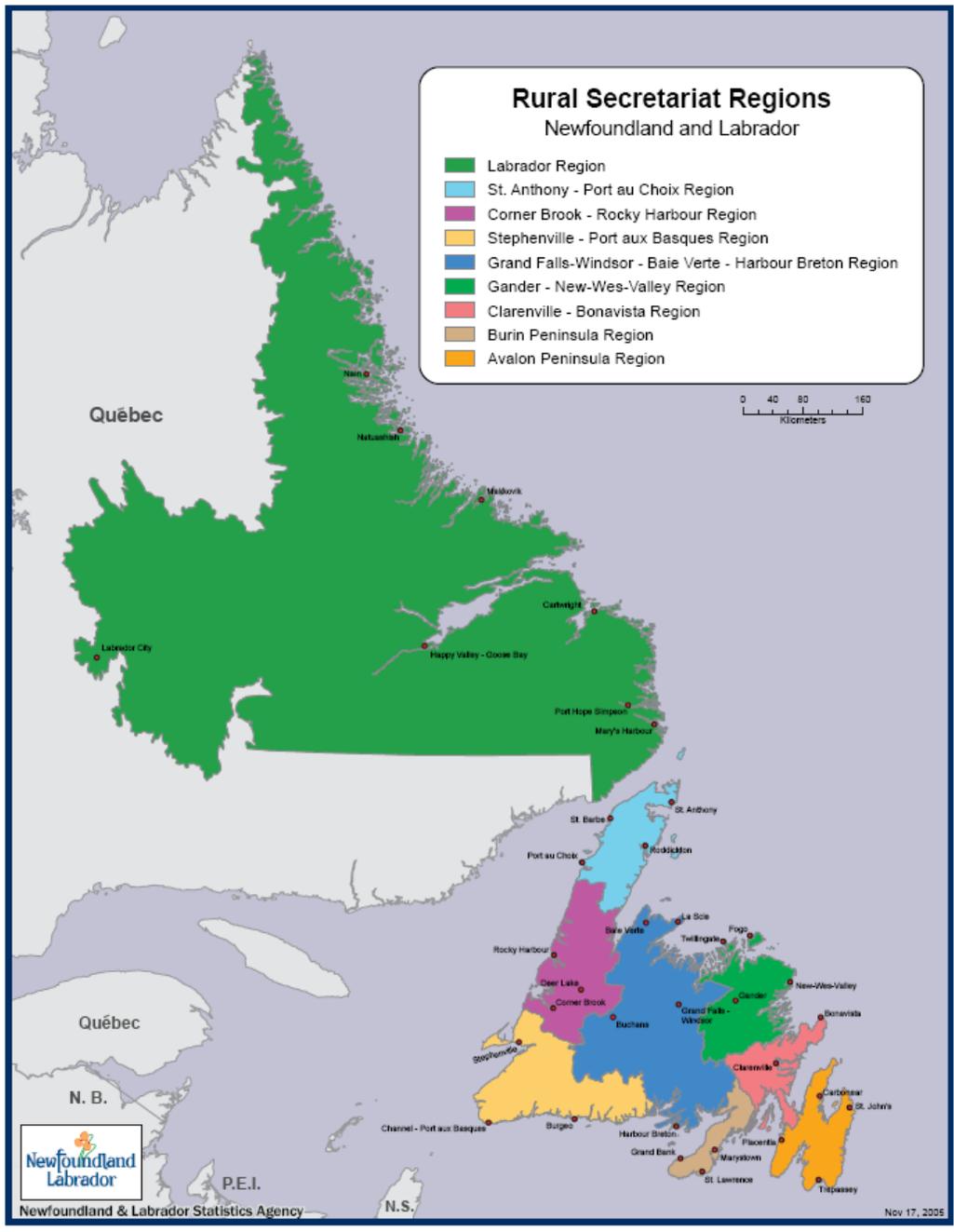
- Citizen-based policy advice
- Public dialogue and engagement
- Collaboration
- Research

Focus Areas/Components of the Strategic Direction	This Direction is:
	addressed in the council's activity plan
1. Citizen-based policy advice	X
2. Public dialogue and engagement	X
3. Collaboration	X
4. Research	X

Rural Secretariat Structure



Appendix C: Map of Rural Secretariat Regions



Mandate of the Rural Secretariat

The Rural Secretariat's mandate is to:

- Promote the well-being of rural Newfoundland and Labrador through a comprehensive and coordinated approach aimed at integrating economic, social, cultural aspects of rural and regional development.
- Act as the focal point for government to work with local and regional partners to build strong and dynamic regions and communities.
- Ensure that rural concerns are considered throughout the Provincial Government and promoted at the federal level.
- Carry out research and analysis of economic and social issues affecting rural Newfoundland and Labrador.
- Help communities and regions identify and take advantage of growth opportunities.
- Promote awareness of provincial and federal programs and services regarding rural communities.

Mandate of the Provincial Council of the Rural Secretariat

The Provincial Council mandate is:

- To develop a common, evidence-based understanding of the social, economic, environmental and cultural realities facing Province.
- To review key economic and social measures (e.g. education levels, demographic trends, health status, income levels, Employment Income usage, economic diversity) and to reach agreement on the priorities for change over the next five years.
- To identify and advise the provincial government on policies and programs which either a) advance, b) negatively impact or c) need to be developed to encourage the necessary change over the five year period.
- To advance cooperation through the sharing of information on and discussion about the economic and social measures, and to encourage government and community partners to take action on and be accountable for those areas within their mandates.
- To serve as an external sounding board for government for the development of strategies, policies, programs and budget issues that will effect Provincial and Regional sustainability.

Photo Credits



Trinity: Courtesy of Baxter Kean



English Harbour: Courtesy of Baxter Kean



Trouty: Courtesy of Baxter Kean



Princeton: Courtesy of Baxter Kean



Rural Secretariat

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