



*Burin Peninsula
Regional Council
of the
Rural Secretariat,
Executive Council*

*Annual Activity
Report 2006-07*

Message from the Chair

As Chairperson for Burin Peninsula Regional Council I hereby submit the annual activity report for the 2006-07 fiscal year. On behalf of the council and in accordance with the *Guidelines for Annual Activity Reports for Category 3 Government Entities*, my signature is indicative of the council's accountability for the results and any variances explained herein.

The contents of this report outline the council's activities for its first full fiscal year of operation from April 2006 to March 2007.

The meetings over the past year have led to the Regional Council to delve deeper into the issues and opportunities present on the Burin Peninsula, identify priorities and prepare its first long-term vision for the region. The last quarter of the year also provided the council with the opportunity to commence its community engagement process and begin to formally involve the citizens of the region in the process. Over the coming months, the council will work towards the identification of policy gaps in relation to their regional priorities and will continue their citizen engagement process.

As a council we continue to be committed to this process and are working with all stakeholders in our region to ensure that we create an environment for prosperity and sustainability on the Burin Peninsula and in the Province.

We look forward to another productive year of further the agenda of the Rural Secretariat in on the Burin Peninsula.

Sincerely,



Dr. Michael Graham
Chair
Burin Peninsula Regional Council of the Rural Secretariat

Table of Contents

Overview of the Region 3

Regional Council Overview..... 4

Mandate 5

Highlights and Accomplishments 5

Opportunities and Challenges Ahead 7

Appendix A: Strategic Directions..... 8

Appendix B: Organizational Structure 9

Appendix C: Map of Rural Secretariat Regions 10

Appendix D: Mandates of the Rural Secretariat & Provincial Council..... 11

Overview of the Region



The Burin Peninsula Rural Secretariat region covers the area south of but not including, Swift Current encompassing the entire Peninsula.

Comprised of 40 communities the Burin Peninsula region was reported as having a population of 23,710 in 2001. Of these 40 communities there is only one community that is not located on the coast and approximately 60% of the people live in communities that have a population of 1,000 or more. The only town with a population over 5,000 is Marystown, which is the main service centre for the region.

The Burin Peninsula, referred to as “The Boot” by many, is a region steeped in rich history, culture and tradition. Not unlike other areas in Newfoundland and Labrador, the Burin Peninsula has relied upon its natural resources to drive its economy. The fishery continues to play a major role in the region’s economy but other sectors such as marine fabrication, small based manufacturing and tourism are also prominent. The Burin Peninsula is also home to Mortier Bay one of the deepest, ice free most sheltered ports in the world, the Provincial Seaman’s Museum and is the gateway to the French islands of St. Pierre and Miquelon.

Following an open nomination process in 2005, a Regional Council to represent the Burin Peninsula was established. This council consists of 11 individuals from around the region with varying backgrounds and interest from larger and smaller communities.

Regional Council Overview

The Burin Peninsula Regional Council is comprised of eleven members; four female and seven male. Members of the council have a variety of backgrounds that include municipal government, small business, education (secondary and post-secondary), economic development, tourism, culture, youth issues, labour market issues, and our social environment.

The council has representation from larger and smaller communities throughout the region:

Name	Community
Dr. Michael Graham (Chairperson)	Burin
Trina Appleby	Burin
Gordon Piercey	Lewin's Cove
Charles Wiscombe	Marystown
Mary McCarthy	Marystown
Irene Hurley	Spanish Room
Brian Rose	Fortune
Corey Parsons	St. John's (Originally from Fortune)
Trevor Bungay	Grand Bank
Harold Murphy	Parker's Cove
Pamela Pardy-Ghent	Harbour Mille

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

The council does not have a budget. Meetings of the council and associated costs are funded through the budget of the Rural Secretariat. The Rural Secretariat also funds a staff position within the region, who among other duties, acts as an information resource for the council and is responsible for the facilitation of the work of the council. The staff person for the Burin Peninsula region is Greg Dominaux and works out of an office in the College of the North Atlantic – Burin Campus.

Mandate

The mandate of the Regional Councils is:

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

Highlights and Accomplishments

Over the course of the 2006-07 fiscal year, the council met six (6) times, with meetings held throughout the region.

The council's year began with a further review of the regional strengths and assets in the region, along with the identification of the asset gaps, barriers and threats associated with these strengths. This detailed review included discussion in the areas of economic, social, culture and environment. Specifically, topics discussed included:

- Oil & Gas
- Agrifoods
- Tourism
- Fisheries
- International Trade & Export
- IT
- Manufacturing
- Transportation
- Culture
- Recreation
- Our People
- Health
- Education
- Poverty
- Literacy
- Services to our Vulnerable Population
- Safe Communities

This review and analysis led to the identification of three (3) overarching priorities that the Regional Council felt needed to be addressed to achieve long-term sustainability on the Burin Peninsula. These three priorities are:

1. Economic Growth and Diversification – job creation is the foundation to the region’s survival and growth
2. Regionalism – the region’s communities, businesses, organizations and citizens need to both think and act regionally
3. Demographic Change – there is a great need to address the future supply of skilled labour for the region and to address the needs of our aging population

Upon identification and consensus on the priorities, the council moved their focus to the development of their long-term vision for the region. The council conducted several reviews and revisions to the vision document which was finalized in March, 2007. It is important to note however that the council views it as a working document that will evolve and be updated to reflect changes in the region over time.

Another key piece of work implemented by the Burin Peninsula Regional Council was the community engagement process. In planning the community engagement process the council members decided that they wanted to play a key role in the process. In doing so, the council members played very active roles at each session acting as facilitators and engaging directly in discussion with the participants. The Regional Planner was tasked mainly with organizing the sessions, recording the discussions and some facilitation. These sessions have been successful for the council and provided them with valuable feedback. Most council members participated in at least one engagement session and the discussions at the sessions very much validated council’s work and supported the statements made in the vision. Some other positive outcomes from the sessions include:

- The sessions have provided people in the region a forum upon which to have honest and frank discussions on the long term future of the Burin Peninsula.
- The sessions brought together people who may not normally have had the opportunity to hold these types of discussions with each other.
- The sessions have also provided an opportunity for council members to share some of the knowledge and learning they have gained over their time with the Rural Secretariat.

The council is to be commended for their continued commitment and enthusiasm towards this process and their ability to focus on the long-term sustainability of the Burin Peninsula. Council members are thinking regionally and have become a very cohesive group.

Opportunities and Challenges Ahead

As the nature of the work of the council is all-encompassing and long-term in nature, the opportunities and challenges faced by remain fairly similar from year to year. However, it is these opportunities and challenges that guide the council members in their work and provide them with the drive to move their agenda forward over the course of the year.

Collaboration

Collaboration, as the council defines it, requires a spirit of cooperation and a willingness to make decisions that will maximize benefits for the whole and not just a piece of the whole. This kind of collaboration provides opportunities and benefits that would not otherwise be possible. It also poses a challenge for individuals to step out of their 'comfort zones' and look at issues differently. While council members appear to have committed to the regional approach and vision, moving the rest of the region to regional thinking and action will continue to be a challenge and take patience and time to achieve.

Long-term thinking

Long-term thinking will continue to be both an opportunity and a challenge. Thinking long-term, in the context of the work of the council, provides an opportunity to set a shared goal for the region and to, collectively, define the steps required to achieve the goal. Thinking long-term will also be challenging for individuals and groups when there are immediate issues surfacing within regions. It will be especially challenging in moving this type of thinking to people and organizations outside of the council.

Citizen Engagement

There is an opportunity through this process for citizens to directly influence public policy development. The citizen engagement process is a purposeful, deliberate process to engage citizens in a two-way conversation with government decision-makers. This process is not limited to the citizens on the councils of the Rural Secretariat, rather there is a process for the broader citizenship to engage in discussion about future policy directions of government. The challenge will be to truly open our minds, listen to each other and discuss issues in a respectful manner. Continued work by the council in this area will be key in achieving the vision for the future.

Vision Development

The vision document that is being developed by the council is not intended to achieve a final form, but rather the intention is for it to continue to be a working document. The vision document will identify what we want to see 15 to 20 years out. Today that time frame is 2022-2027. In five years time, that time frame will be 2027-2032. As priorities are accomplished new priorities will be identified. This will provide an opportunity for us to be informed about what is moving and changing in our regions, where the next opportunity will be and where the next

challenge will be. It will also provide a challenge for all involved to have faith in the process and realize that it will take time until these priorities are accomplished. It takes time to make significant change and it is important for this council to remain focused on the future, even in the midst of immediate challenges.

Appendix A

Strategic Directions

1. Title: Regional Partnership Development

Outcome Statement: Stronger and more dynamic regions.

Clarifying Statement: This outcome requires systemic intervention by the Regional Council in the areas of:

- Partnership Development
 - Within regions
 - Between government and regions
- Forum for informed discussion and priority identification that links economic, social, cultural and environmental aspects of regional sustainability.

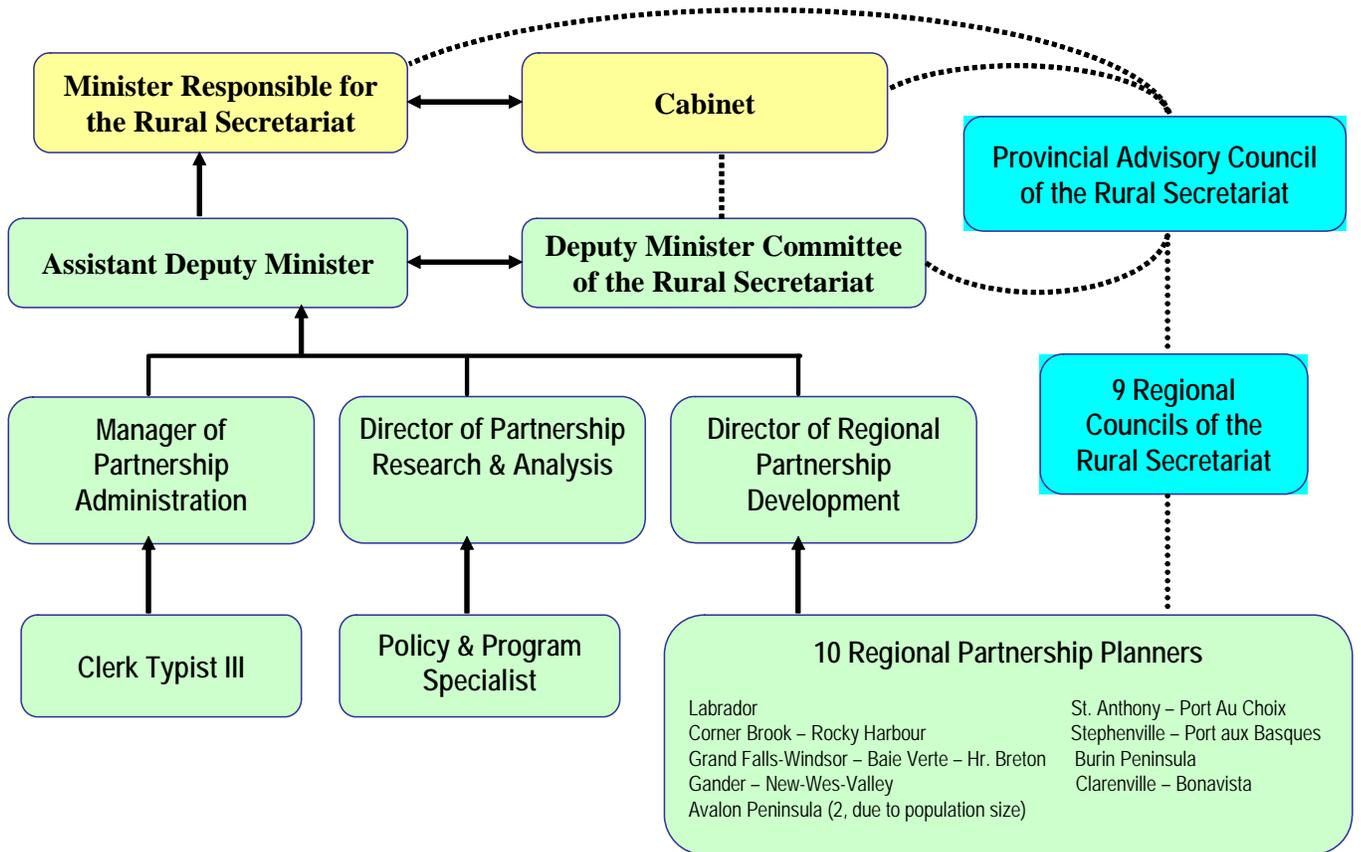
2. Title: Assessment of Policy on Regional Sustainability

Outcome Statement: Improved Government understanding of and response to significant and long-term regional issues.

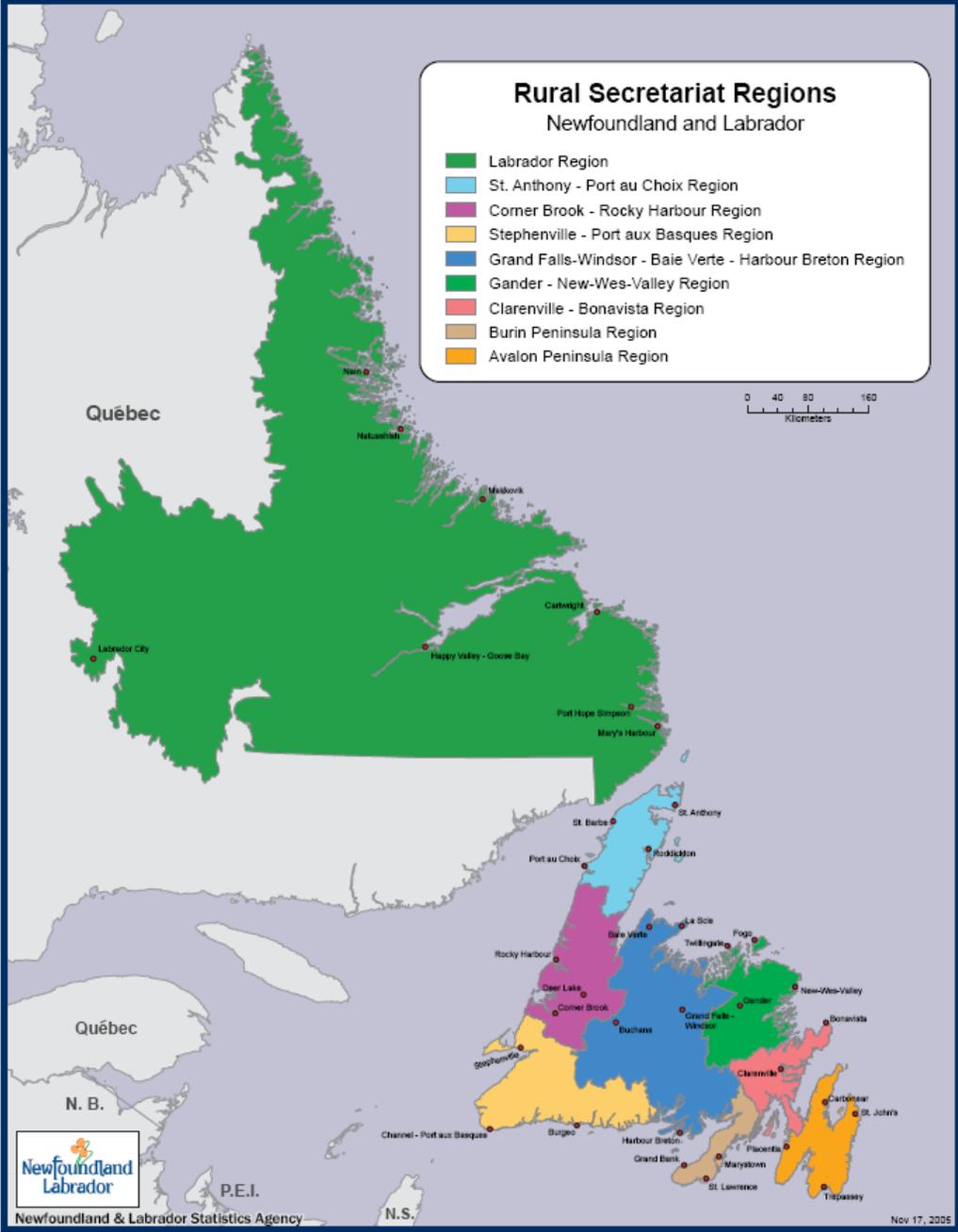
Clarifying Statement: This outcome requires systemic intervention by the Regional Council in the areas of:

- Regional perspectives which can inform the development and implementation of public policy.

Rural Secretariat Structure



Appendix C



Appendix D

Mandate of the Rural Secretariat

The Rural Secretariat's mandate is to:

- Promote the well-being of all regions of Newfoundland and Labrador through a comprehensive and coordinated approach to economic, social, cultural and environmental aspects of 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 regional concerns are considered throughout the provincial government and promoted at the federal level.
- Carry out research and analysis of economic and social issues affecting all regions of Newfoundland and Labrador.
- Help communities and regions identify and take advantage of growth opportunities.

Mandate of the Provincial Council of the Rural Secretariat

The Provincial Council's Mandate is to:

- Develop a common, evidence-based understanding of the social, economic, environmental and cultural realities facing the province.
- Review key provincial economic and social measures (e.g. education levels, demographic trends, health status, income levels, EI usage, economic diversity) and to reach agreement on the priorities for change over the next five years.
- Identify and advise government on policies and programs which either advance, negatively impact or need to be developed to encourage the necessary change over the five year period.
- Advance cooperation through the sharing of information on and discussion about economic and social measures, and to encourage government and community partners to take action on and be accountable for those areas within their mandates.
- Meet twice annually with the provincial Cabinet and deputy ministers to advance regional development priorities.
- Serve as an external sounding board for government for the development of strategies, policies, programs and budget issues that will affect provincial and regional sustainability.

Photo Credit:



Mooring Cove

Photo Compliments of the Great Lamaline Area Development Association.



Petit Fort

Photo Compliments of Bruce Peckford



Frenchman's Cove Poppies

Photo Compliments of Irene Hurley



Lord's Cove

Photo Compliments of Dr. Michael Graham



Rural Secretariat

Executive Council

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