



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

**Annual Activity Report 2011-12**



# MESSAGE FROM THE CHAIR

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As the newly appointed chairperson for the Burin Peninsula Regional Council of the Rural Secretariat, I cordially submit the council's annual activity report for the 2011-12 fiscal year. On behalf of the council and in accordance with the *Transparency and Accountability Act*, my signature is indicative of the council's accountability for the results reported. The content of this report provides an overview of the council's activities this past year in respect to the commitments outlined in the 2011-14 Activity Plan.

This past year has been an interesting one for the Regional Council as we moved forward with a new Activity Plan and saw the appointment of six new council members bringing the total number of council members to eleven. In 2011-12, the council conducted work in two areas including advice to Fire and Emergency Services on Province-Wide 911 Services. We also participated in community-based research in partnership with Memorial University's Department of Geography in the area of demographics.

Having completed our commitments as outlined in the first year of our 2011-14 Activity Plan, we are now looking forward to year two and continuing to provide sound advice to the Provincial Government on issues related to regional sustainability.

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

Sincerely,

A handwritten signature in blue ink, reading "Dominic Lundrigan", is placed over a light blue rectangular background.

Dominic Lundrigan  
Chairperson  
Burin Peninsula Regional Council of the Rural Secretariat

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# 1. OVERVIEW OF THE REGION

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The 2011 Census population for Burin Peninsula Rural Secretariat Region was 20,741. This represents a decline of 4.0 percent since 2006. Over the same period, the entire province experienced a population increase of 1.8 percent since 2006 (514,536 in 2011, up from 505,470).

The 2007 income for every man, woman, and child (personal income per capita) in Burin Peninsula Rural Secretariat Region was \$22,700. For the province, personal income per capita was \$24,900. After tax personal income per capita, adjusted for inflation, was \$15,200 for Burin Peninsula Rural Secretariat Region in 2007. For the province it was \$16,400.

The 2007 self-reliance ratio for Burin Peninsula Rural Secretariat Region was 71.9 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2007 was 79.4 percent.

The unemployment rate for May 2006 for people aged 15 and older was 25.9 percent. The provincial unemployment rate was 18.6 percent.

The number of individuals in Burin Peninsula Rural Secretariat Region who received Income Support Assistance at some point in the year 2010 was 2,225. The 1991 figure was 4,720.

Census 2006 reported 34.4 percent of people 18 to 64 years of age in Burin Peninsula Rural Secretariat Region do not have a high school diploma compared to 25.1 percent of people in the entire province. About 65.6 percent of people aged 18-64 in the region had at least a high school diploma in 2006 compared to 74.9 percent in the province as a whole. Approximately, 7.1 percent of people aged 18-64 had a Bachelor's Degree or higher in 2006 compared to 13.3 percent in the province.

A major indicator of well-being is how a person rates their own health status. In 2009-2010, 35.7 percent (+/-10.1 percent) of individuals in Burin Peninsula Rural Secretariat Region rated their health status from very good to excellent. The provincial number in 2009-2010 was 60.1 percent (+/-1.6 percent). In 2009-2010, for Canada, 60.2 percent (+/-0.3 percent) of individuals age 12 and over rated their health status as very good to excellent.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca) and [www.exec.gov.nl.ca/rural](http://www.exec.gov.nl.ca/rural).

## 2. REGIONAL COUNCIL OVERVIEW

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The Burin Peninsula Regional Council is currently comprised of 11 members; five male and six female. The council currently has representation from larger and smaller communities throughout the region, including a diverse mix of experience and backgrounds. For much of the 2011-12 fiscal year, the council was comprised of only five members. However, new appointments later in the year brought the council to its current total of eleven. The council met five times in 2011-12.

Regional Council members	Community
David Babb	Grand Bank
Trina Appleby	Torbay (Burin)
Jack Cumben	Grand Bank
Dominic Jundrigan (Chair)	Burin
Irene Hurley	Spanish Room
Fred Douglas	Burin
Shirlene Edwards	Lawn
Mary McCarthy	Marystown
Harold Murphy (Provincial Council Rep)	Parker's Cove
Janet Rideout	English Harbour East
Susan Bursey	Marystown

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

The Rural Secretariat funds a regional planner position in the region, who among other duties, acts as an information resource for the council and facilitates its work. The planner for the Burin Peninsula region is Greg Dominaux. His office is located at the Burin campus of the College of the North Atlantic.

## 3. MANDATE

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The Burin Peninsula 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.

## 4. LINES OF BUSINESS

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The Burin Peninsula Regional 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 collaboration is critical for sustainability in rural Newfoundland and Labrador. 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.

## 5. VALUES

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

<b>Collaboration:</b>	We are committed to building a culture of collaboration within Newfoundland and Labrador and beyond
<b>Creativity/innovation:</b>	We strive to transcend traditional ideas, rules, and patterns, and to work together to create new ideas, relationships, and approaches
<b>Inclusion:</b>	We acknowledge difference and cherish the views and perspectives of all. We take steps to ensure all have an opportunity to express their views
<b>Learning culture:</b>	We accept that we have a lot to learn and relish the opportunity to learn more
<b>Participation/engagement:</b>	We believe citizen/stakeholder/community engagement is essential to the development of good public policy
<b>Teamwork:</b>	We provide support to one another, work co-operatively, respect differing views and strive to make our work environments safe and enjoyable
<b>Honesty:</b>	We are open and honest in all our dealings and maintain the highest integrity at all times
<b>Excellence:</b>	We strive for excellence and quality in everything we do

## 6. PRIMARY CLIENTS

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The primary clients of the Burin Peninsula Regional Council include the Rural Secretariat, the Provincial Council of the Rural Secretariat, and departments and agencies within the Provincial Government, among others.

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

## 7. VISION

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The Burin Peninsula 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 identifies priorities that contribute to regional sustainability which consider economic, social, cultural and environmental aspects.

## 8. MISSION

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The Burin Peninsula Regional Council is committed to supporting the mission of the Rural Secretariat. This is accomplished using a variety of tools including research, citizen engagement and the development and provision of informed advice to the Provincial Government. The mission of the Rural Secretariat is as follows:

**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.**

## 9. REPORT ON PERFORMANCE

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In its 2011-14 Activity Plan, the council identified one objective: to provide ongoing advice to the Provincial Government on issues that affect the region. In the three years covered by the plan, the Regional Council will be focusing its work and providing advice to the Provincial Government on issues related to regional sustainability. To ensure that the Regional Council is properly informed and adequately prepared in developing its advice to Government it will make use of any one of a number of tools to assist in its work as it deems appropriate. In keeping with the strategic directions of the Provincial Government (Appendix A), these tools include, but are not limited to, research activities and citizen engagement which provide input into council's policy advice document submissions.

In maintaining the required flexibility to effectively complete its work the council will be reporting on the same objective for the three years of the plan.

### **9.1 Issue 1: Provide Advice to Government**

The Burin Peninsula Regional Council believes that good public policy is a key component of long-term sustainability. It also believes that in order to develop advice that will contribute to regional sustainability, the council must have an understanding of the region, its challenges and its opportunities. The council, as per its mandate, has worked towards "a common, evidenced-based understanding of the economic, social, environmental and cultural realities of the region."



It has considered information on, among other things, demographics, labour market, and education levels. Additionally, the council participated in a research project process that has added to the information and knowledge that the Regional Council has acquired about the region.

**Objective:** By March 31, 2012 the council will have provided advice to the Provincial Government on issues that relate to regional sustainability.

**Measure:** Provided advice

Indicators	Accomplishments
Issue Identified	<ul style="list-style-type: none"> <li>• Demographic Change - The Burin Peninsula Regional Council realizes that to achieve long-term sustainability for the region, the issues created by demographic change must be addressed. Due to changes in the region’s demographic and economic landscape, communities are becoming increasingly challenged to provide quality services to their residents. An aging population, greying workforce, youth out-migration and decreasing population are but a few examples of the issues related to demographic change.</li> </ul>
Researched issue	<ul style="list-style-type: none"> <li>• In completing its work on this issue, the council partnered with Dr. Alvin Simms, a professor in the Department of Geography at Memorial University (MUN), to conduct a community-based research project.</li> <li>• Funded by the Rural Secretariat, the project’s objective was to develop an understanding of the nature and severity of the demographic issues facing the Burin Peninsula over the next 15 years. The research project used a cohort survival model to forecast the region’s baseline population trend until 2026, and then establishing benchmarks that, if met, would restore a growing and sustainable population structure to the region.</li> <li>• Key research findings include:               <ul style="list-style-type: none"> <li>○ While the overall population of the Burin Peninsula declined by almost 30% between 1986 and 2006, all age cohorts older than 35 years old actually increased in size. This means that the</li> </ul> </li> </ul>

Indicators	Accomplishments
	<p>population decline of the past 20 years has been almost entirely focused on younger cohorts.</p> <ul style="list-style-type: none"> <li>○ If changes do not occur, the population of the Burin Peninsula will decline to approximately 17,000 people by 2026, almost 6,000 of which will be 65+.</li> <li>○ The most difficult question in the coming years is how to attract and retain people in the youth (0-14), young adult (15-24), and young working (25-34) cohorts, if the population of the region is to start growing naturally by 2026.</li> <li>○ Approximately 800 people need to migrate into the region every year (including about 280 youth (0-14), 115 young adults (15-24) and 140 young workers (25-34)), to achieve a low growth population structure by 2026.</li> <li>○ Occupations that feature higher than expected levels of older workers (55+) include those in the fishery- and mining industry-related 'primary' and 'processing, manufacturing and utilities' classifications, and the experience-based 'management' classification.</li> <li>○ It is essential that strategies for economic development include a demographic assessment of the long term sustainability of the region's population, because of the variability in age dependencies found across different industries</li> </ul> <ul style="list-style-type: none"> <li>● Regional Council met with Dr. Simms during the summer of 2011 and was presented with the preliminary results of the research.</li> <li>● A draft of final research report was completed in late February 2012</li> </ul>
Issue deliberated by council and advice developed	<ul style="list-style-type: none"> <li>● Unfortunately, the council did not received the report until late February 2012 and, due to time constraints and scheduling</li> </ul>

Indicators	Accomplishments
	<p>issues, was unable to meet and review the final copy of the research report within the 2011-12 fiscal year.</p> <ul style="list-style-type: none"> <li>Any advice stemming from the work completed will not be available until the 2012-13 fiscal year.</li> </ul>
Communicated advice to Government	<ul style="list-style-type: none"> <li>As noted above, the council did not receive the final report until late February 2012 and, due to time constraints and scheduling issues, was unable to meet and review the final copy of the research. Thus, any advice stemming from the work completed will not be available until the 2012-13 fiscal year.</li> </ul>

**Discussion of Results:**

While the research component of the work on the issue of demographic change is complete, as previously explained above in the indicators, the Regional Council was unable to meet its objective in the 2011-2012 fiscal year due to the late receipt of the research report and subsequent time constraints and scheduling difficulties. The Regional Council intends to continue working on this issue in the upcoming fiscal year. The council will host a final meeting with Dr. Simms to further discuss the results of his research and subsequently provide advice to government.

## 10. ADDITIONAL HIGHLIGHTS

In addition to the points raised in Section 9, it is also worthy to mention that the Burin Peninsula Regional Council has enjoyed additional highlights over the past year.

- Six new individuals were appointed to the Burin Peninsula Regional Council in December 2011.
- Both “old” and “newly appointed” council members participated in a multi-site “Regional Council Renewal” session involving all council’s from across the province in January 2012. The event was hosted in three locations across the province using online communications technologies which proved to be an excellent demonstration of the communication and engagement tools being used by the Rural Secretariat. This session provided a great networking opportunity for all council members to get to know one another while providing everyone with an overview of their role and the work of the Rural Secretariat.

- During the Regional Council Renewal in January 2012, the councils participated in an engagement session with Fire and Emergency Services – Newfoundland and Labrador (FES-NL) to explore the feasibility of province-wide 911 services. The Burin Peninsula Regional Council has had province-wide 911 services in its Vision Document since 2007 and this session provided the opportunity for the council to engage FES-NL and provide their thoughts and opinions to government (FES-NL) on this important issue.

This is consistent with the Provincial Governments strategic directions for the Rural Secretariat and council's mandate, and will serve to inform the future work of the council.

# 11. OPPORTUNITIES AND CHALLENGES AHEAD

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As the nature of the work of the Council is broad-based and long-term in nature, the challenges and opportunities faced by the Council remain fairly similar from year to year. It feels that these challenges and opportunities can be categorized along three themes.

## **Provision of Policy Advice to government**

The council's mandate commits it to reaching consensus on the priorities for change in its region and to identifying policies and programs to encourage desired change. The challenge for council, given the range of issues, perspectives, interests and needs within its region, is to reach consensus on priorities for change and on policy advice to provide to the Provincial Government. The opportunity for council is to position itself as an objective, informed and influential advisory body within the region that can both provide informed bottom-up policy advice to government as well as respond to top-down policy level requests from government that may impact on the region.

## **Regional collaboration**

The council's mandate commits it to sharing information, advancing regional cooperation and to encouraging regional partners to more actively participate on matters that can advance regional sustainability. The challenge for council is to position itself as an objective, informed and influential advisory body within the region that can advance collaboration. There are two opportunities for council. First, it can position itself as a broad-based and cross-sectoral advisory body that can lead, participate and/or support regional collaboration across a range of sectors, communities and interests. Second, as a broad-based advisory body, it can identify the various supports necessary to foster collaboration and be a conduit for advice to the Provincial Government to advance efforts.

## **Regional communications**

The council understands that a range of non-governmental organizations in rural areas provide advice to the Provincial Government on a range of policy matters. In large part, these organizations are focused on particular agendas, needs and interests, among others, regional economic development, environmental awareness and protection, social policy advancement and municipal governance. The challenge for it is to clearly and effectively communicate its

mandate and role to other regional stakeholders and interests, and to position itself as an objective, informed and influential advisory body that can assist other stakeholders. The opportunity for it, through new and strengthened relationships with regional stakeholders, is to ensure that a broad range of perspectives are considered as it identifies regional priorities, provides advice to the Provincial Government and fosters collaboration.

# APPENDIX A: STRATEGIC DIRECTIONS

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## Strategic Directions

### 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:

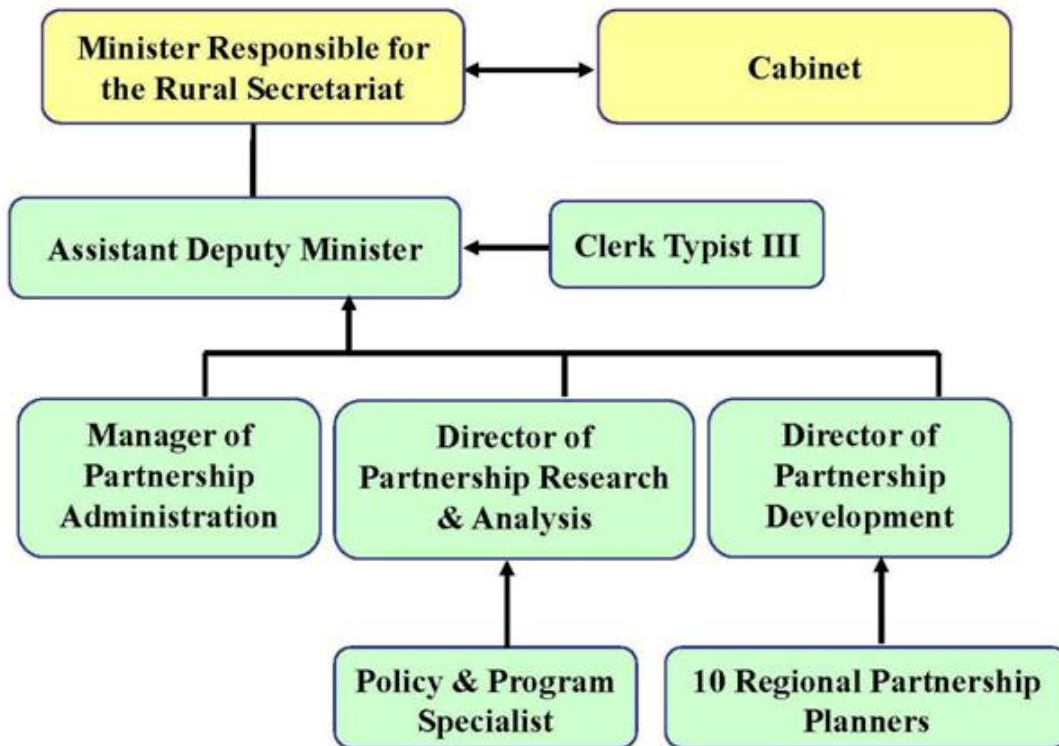
- Citizen-based policy advice
- Public dialogue and engagement
- Collaboration
- Research

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	
3. Collaboration	
4. Research	X

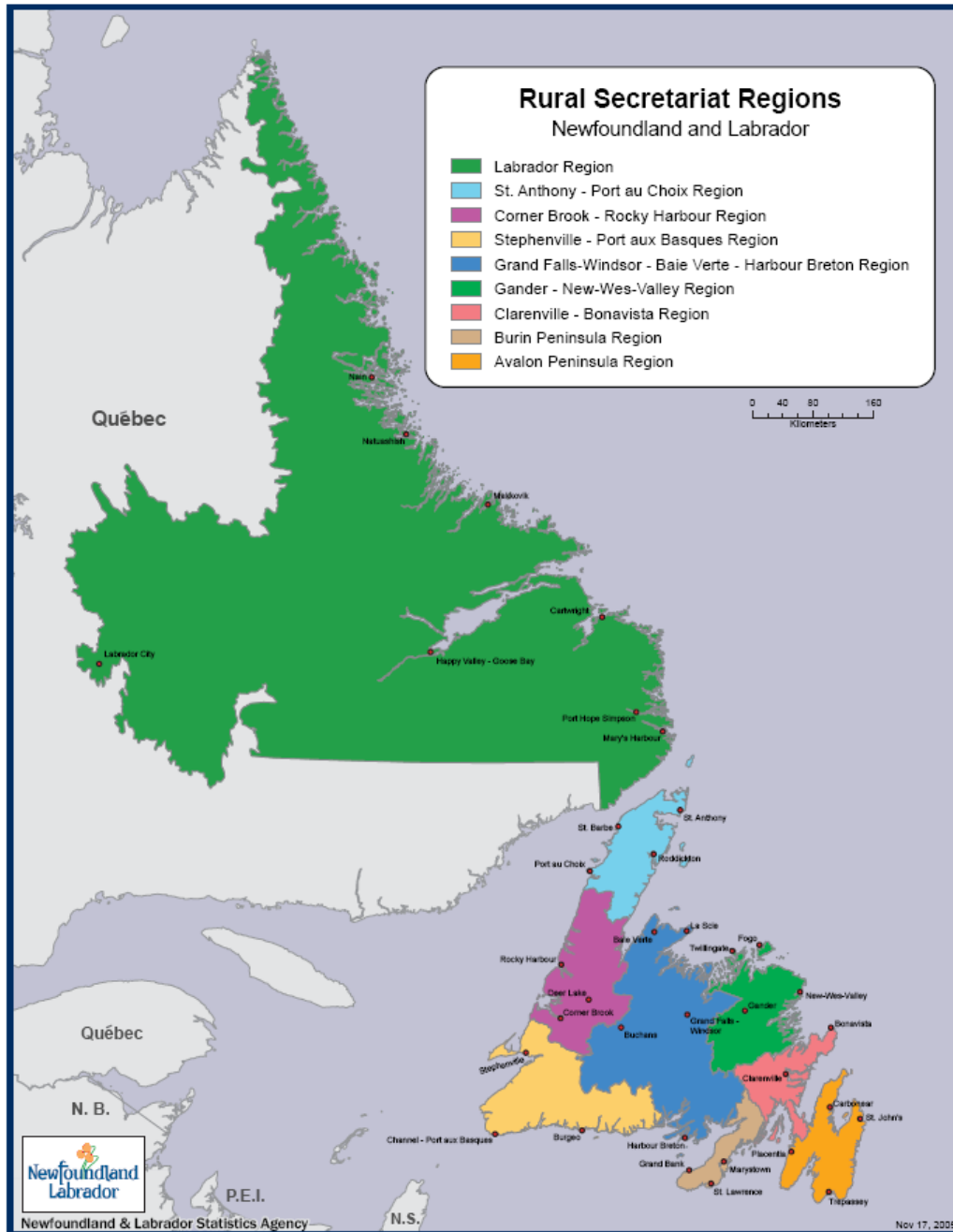
# APPENDIX B: ORGANIZATIONAL CHART

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## Rural Secretariat Organizational Chart



# APPENDIX C: MAP OF RURAL SECRETARIAT REGIONS





# APPENDIX D: MANDATES OF RURAL SECRETARIAT AND PROVINCIAL COUNCIL

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## **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's 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:



Courtesy of the Rural Secretariat



Courtesy of the Rural Secretariat



Courtesy of the Rural Secretariat



## Rural Secretariat

### **Greg Dominaux**

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