



Advisory Board of Ireland Business Partnerships

**Annual Report
2008-09**

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Paper

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Message from the Chair

As Chair of the Advisory Board of Ireland Business Partnerships (IBP), I am pleased to present the board's Annual Report for 2008-09. The Annual Report is submitted in accordance with the entity's obligation as a category 3 entity under the *Transparency and Accountability Act*, prepared under the direction of the board which is accountable for the actual results reported herein.

The 2008-09 year was a "bridging" year for IBP. After the Executive Director's position was vacated in July 2008, the Provincial Government took the search for a replacement very seriously. During this period, under the guidance of the Ministerial position, initiatives continued in our key areas of business, education and culture.

The backbone behind all the initiatives IBP has identified, fostered and promoted is the cultural link that Newfoundlanders and Labradorians share with their Irish counterparts. One project, in particular, that we supported this year celebrates the depth and breadth of that connection through the development of a permanent exhibit for The Rooms provincial museum. This exhibit is scheduled to open in September 2009.

We maintained ocean technology as a key area of focus for IBP during the year. We were pleased to have the Honourable Patrick G. Binns, Canada's Ambassador to Ireland, visit the province in October 2008 to support Ocean Industries Week and attend the Ocean Innovation conference. He took the opportunity to discuss the province's ongoing initiatives with Ireland and to see first-hand our world-class ocean and marine technology facilities, ongoing research activity and company capabilities.

To help facilitate future directions for collaboration in the key area of ocean observing, the Department of Innovation Trade and Rural Development, the Marine Institute of Ireland and IBM Ireland formalized a partnership agreement which saw Innovation Trade and Rural Development joining an 18-month international research study. Specifically, the aim of the study was to investigate global and regional markets for products and services in the field of intelligent real-time integrated coastal water (freshwater-estuarine-bay) management and monitoring systems. A contract was awarded to the international market research and consulting firm Frost and Sullivan and it will be available in September 2009.

In the area of education and research, IBP was pleased to partner with the Department of Education, the Ireland Newfoundland Partnership (INP), Mr. Patrick O'Callaghan, and Dr. Craig Dobbin's family and friends to create the Craig Dobbin Memorial Scholarship for Master of Business Studies at the Waterford Institute and Memorial University. Valued at \$12,500 annually, the scholarship in its first year will be awarded to a recent Memorial University business graduate to study in the Master of Business program at the Waterford Institute of Technology in Waterford, Ireland. In the second year the scholarship will be awarded to a student at the Waterford Institute to participate in Memorial University's MBA program. This will continue annually on a rotating basis.

As we move into the coming year, we will build upon these linkages to enhance our connections in our three key areas: business, education and culture. IBP will focus and employ a strategy which acknowledges the current economic crisis, which continues to impact the Irish economy, in particular. We will work closely with our Irish counterparts through the IBP to identify initiatives which will achieve our shared objectives most effectively and efficiently. We are proud to share our unwavering commitment to the partnership and we look forward to an exciting year ahead.

Sincerely,



HON. SHAWN SKINNER
Minister
MHA, St. John's Centre

Chair, Ireland Business Partnerships

Overview of the Advisory Board and Ireland Business Partnerships

Ireland Business Partnerships (IBP) was established in 1997 as a public/private partnership between the private sector and the Government of Newfoundland and Labrador. The organization was established in response to the signing of the Memorandum of Understanding (MoU) between the Government of Newfoundland and Labrador and the Government of Ireland in 1996.

In 2004, Premier Williams and Irish Taoiseach (Prime Minister) Bertie Ahern re-signed the MoU between the Governments of Newfoundland and Labrador and Ireland reaffirming the relationship. In this same year, Government moved IBP into the Department of Innovation, Trade and Rural Development (INTRD).

INTRD provides IBP with two staff positions, an Executive Director and an Industrial Development Officer. The Department also provides IBP with its budget allocation.

A volunteer Advisory Board, appointed by the Premier, advises IBP on strategic directions and provides policy advice. The Board is currently comprised of 12 individuals with differing backgrounds from various regions of the province.

Mandate

Guided by the Memorandum of Understanding between the Government of Newfoundland and Labrador and the Government of Ireland, the mandate of the IBP Advisory Board is to:

- Assist INTRD with preparing a strategic work plan for the IBP;
- Monitor the implementation of the strategic work plan;
- Assist the Department with partnership initiatives; and
- Report annually to the Premier and to the public on progress of the strategic work plan and results attained

Values

The core values explain the character the organization promotes and the action statements guide behaviour. The core values of INTRD, which also guide the behaviour of the Advisory Board of IBP, are as follows:

Effectiveness	Each person makes informed decisions in a timely and professional manner.
Responsiveness	Each person builds relationships of trust and collaboration with other Board members.
Cooperativeness	Each person develops and participates in team approaches to advancing IBP priorities.
Communication	Each person takes initiative to promptly share information with Board members in support of the IBP priorities.

Primary Clients

The Board's primary responsibility is to the IBP and to INTRD by providing policy advice and guidance in areas determined to be of strategic priority for IBP.

Vision

The vision of INTRD is of "a diversified, competitive economy with productive and prosperous regions across the province".

The work of the Advisory Board supports the vision of INTRD. By providing guidance to the IBP, the board guides IBP toward potential economic development opportunities with Ireland, thereby, fostering cultural and historic links which serve as an asset in shaping economic policy.

Mission

The mission statement identifies the priority focus area of the Minister over the next two planning cycles. It represents the key longer-term result that the Minister and the Board will work towards achieving the strategic directions of Government.

The mission of INTRD is as follows:

By 2011, INTRD will "have stimulated economic and business development to foster regional and provincial prosperity."

The Board contributes to the department's mission of stimulating economic and business development by advising IBP on strategic directions and providing policy advice. IBP engages in economic and cultural development initiatives that generate wealth and build capacity through partnerships with government, industry, and businesses both provincially and with Ireland.

Objectives

The Advisory Board of the IBP assists INTRD in partnership initiatives and provides advice on economic and policy issues. In addition, the board assists the department with preparing an annual strategic work plan for the IBP. The board monitors the implementation of this plan and reports annually to the Premier and to the public on progress of the plan and results attained.

The Executive Director position with IBP was vacant for a period of eight months during 2008-09. As a result, the board had limited engagement during the year which has a direct impact on the performance for all indicators.

INTRD's strategic direction of business promotion, trade and investment development was enhanced by the guidance and support of the Advisory Board through the activities it reviewed and recommended for funding.

The board will report on its activities on an annual basis. The following represents the Board's activities in support of Government's strategic directions, for fiscal 2008-2009. Three objectives have been identified in the board's 2008-11 Activity Plan which are being reported herein and will also be reported in 2009-10 Annual Report. In consideration of government's strategic directions as well as the mandate and financial resources of the Advisory Board and of IBP, the following areas were identified as the Advisory Board's key priorities for the 2008-09 year.

Objective 1

The board will have helped develop an operational plan for IBP for the upcoming year.

Measure

Supported development and completion of annual operational plans.

Indicators

The board, and its three primary subcommittees (Ocean and Marine Technology, Education and Culture) supported the development of annual operation plans by working with the Executive Director and staff to identify specific initiatives to be developed and undertaken in each of the three areas.

Performance

The board had limited engagement during the year due to the vacancy in the Executive Director's position. Some initiatives continued in partnership with Ireland Newfoundland Partnerships and the engagement of the Chair of IBP. Funding was allocated to activities related to culture, education and business, including ocean technology.

In recognition that it is not appropriate to develop an operational plan for 2008-09 after year end, IBP has been working to develop a plan for the upcoming year, 2009-10. A draft plan has been completed. This plan is waiting ratification by the board and is expected to be completed by December 2009. The board will report on this operational plan in the 2009-10 Annual Report.

Objective 2

The board will have publicly reported on the results of the operational plan from the previous fiscal year.

Measure

Results reported.

Indicators

The results are publicly reported by the creation of an annual report.

Performance

The release of the annual report for 2007-08 has been delayed due to the extended vacancy in the Executive Director's position. A new Executive Director was appointed in March 2009. The report has been written and is currently being designed in preparation for printing. Copies of the annual report will be available by contacting IBP at 709-729-1684 or visiting the website at www.ibp.nl.ca.

Objective 3

The board will have provided guidance to the IBP toward potential economic development opportunities with Ireland.

Measure

Provided guidance.

Indicators

The board provided guidance to IBP staff by way of regular Advisory Board meetings and regular themed sub-committee meetings, focusing on identifying and executing on opportunities in business, education and culture.

Performance

The board has limited engagement during the year due to the vacancy in the Executive Director's position. However, some initiatives continued in partnership with Ireland Newfoundland Partnerships and the engagement of the Chair of IBP. Funding was allocated to activities related to culture, education and business. IBP had the total investment of \$191,292, in the projects funded in fiscal year 2008-09.

Activities/Projects related to Culture (listed below) totaled \$145,620.

- 1) Sir Wilfred Grenfell College: An Leabhar Mor- The Great Book of Gaelic
- 2) Mr. Graham Wells: Chain Rock
- 3) Northern Avalon Tourism Association: Comhaltas Ceoltoiri Eireann
- 4) Gerald Squires - Participation in the Waterford Fringe Festival
- 5) Shallaway - Ann & Seamus in Ireland
- 6) Power Consulting - Rose of Tralee Festival
- 7) Festival of the Sea 2008
- 8) Flying Boat Festival International
- 9) The Rooms Corporation of NL: The Irish Legacy Project

Activities/Projects related to Education and Business (listed below) totaled \$45,672.

- 1) College of the North Atlantic
- 2) MUN/SWGC: Craig Dobbin Memorial Scholarship
- 3) Marine Institute (2 projects)

IBP is not required to provide audited financial statements; rather it works with INTRD to acquire funding. The following table summarizes expenditures for the 2008-09 year:

	Ireland Business Partnerships	
	Fiscal Year 08/09	
	Budgeted	Expenditure
Salaries	\$149,600.00	\$ 110,149.69
Employee Benefits	\$ 2,000.00	\$ 98.86
Transportation & Communications	\$ 50,800.00	\$ 2,966.53
Supplies	\$ 2,500.00	\$ 515.19
Purchased Services	\$ 15,000.00	\$ 9,152.35
Property, Furnishings & Equipment	\$ 700.00	\$ -
Professional Services	\$ 61,500.00	\$ 4,500.00
Grants & Subsidies	\$200,000.00	\$ 186,263.66
Total	\$482,100.00	\$ 313,646.28

Strategic Directions

Strategic directions are the articulation of desired physical, social and or economic outcomes and normally require action by more than one government entity. These directions are normally communicated by government through platform documents, Throne and Budget speeches, policy documents, and other communiqués. The *Transparency and Accountability Act* requires departments and public bodies to take into account these strategic directions in the preparation of their performance-based plans. This action will facilitate the integration of planning practices across government and will ensure that all entities are moving forward on key commitments.

A full list of strategic directions for INTRD can be found in the Department’s Strategic Plan. To view a copy, please visit <http://www.gov.nl.ca/intrd/strategicplan.htm>.

The strategic direction that relates to the board of IBP is provided below. Given its mandate, the board’s plays a direct role in two components of this direction. As indicated through the following table, these components are addressed in the board’s activity plan, while the other components are dealt with by other entities reporting to the Minister.

Title: Business Promotion, Trade and Investment Development
Outcome: Increased business promotion, trade and development

Components of Strategic Direction	This direction is:	
	addressed in the entity’s activity plan	applicable to other entities reporting to the Minister
Trade Policy	X	
Export Development	X	
Investment Development		X
Enterprising Culture		X
Capacity Building	X	
Entrepreneurship		X

Ireland Business Partnerships Advisory Board Members
(as of March 31, 2009)

Honorable Shawn Skinner, Chair
Government of Newfoundland and Labrador

Ms. Diane Hooper
Government of Newfoundland and Labrador

Dr. John Fitzgerald
Government of Newfoundland and Labrador

Ms. Cathy Duke
Government of Newfoundland and Labrador

Ms. Maureen Foley
Town of Tilting

Ms. Susan Knight
Shalloway Youth Choir

Mr. Bill Mahoney
Regal Realty Ltd.

Ms. Adele Poynter
Baltic Services

Mr. Keith Stoodley
Provincial Aerospace

Dr. Patrick Parfrey
Memorial University of Newfoundland

Mr. Patrick O'Callaghan
East Coast Catering Ltd.

Ms. Gaylene Buckle
Theatre Newfoundland and Labrador