



advisory board of ireland  
business partnerships

  
Newfoundland  
Labrador

Innovation, Business and Rural Development

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## MESSAGE FROM THE CHAIR



As Chair of Ireland Business Partnerships (IBP), I am pleased to present the advisory board's report for the fiscal year ending March 31, 2012. The annual report is submitted in accordance with the entity's obligation as a category three entity under the *Transparency and Accountability Act*, and is prepared under the direction of the board which is accountable for the actual results reported.

During the year, IBP continued to work with its counterpart in Ireland, the Ireland Newfoundland Partnership (INP), on initiatives focused on mutual economic benefit in the areas of business, education and culture. These activities assisted local entrepreneurs and artists advance their interests in the film and publishing sectors, along with the academic community.

I would like to acknowledge continued support from our partners in Ireland, particularly the INP. Despite challenging global economic and political conditions we remain committed to our partnership.

In closing, I would like to thank our board members for their support and dedicated service to IBP and look forward to strengthening our province's connections with Ireland's business community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Keith Hutchings', written in a cursive style.

HON. Keith Hutchings  
Minister, Innovation, Business and Rural Development  
Chair, Ireland Business Partnerships  
MHA, Ferryland



## OVERVIEW

In October 2011, the Department of Innovation, Trade and Rural Development was part of the Provincial Government's restructuring of departments. A new department was created that included elements of the former Department of Business and the Department of Innovation, Trade and Rural Development and was re-named the Department of Innovation, Business and Rural Development (IBRD).

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, the Honorable Danny Williams, Premier of Newfoundland and Labrador and Irish Taoiseach (Prime Minister) Bertie Ahern renewed the MOU between the Governments of Newfoundland and Labrador and Ireland

reaffirming the relationship. In response to this agreement, the Provincial Government moved IBP into the Department of Innovation, Trade and Rural Development.

Since the departmental merger in October 2011, IBP was restructured as well within IBRD's organizational structure. Following on a very close working relationship with the Trade and Investment Branch in IBRD, IBP was successfully integrated into that branch. IBRD provides IBP with an Economic Development Officer and its own budget allocation.

IBP has a volunteer advisory board which provides advice on strategic directions. The board is currently comprised of nine individuals with a variety of 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 IBRD with preparing the strategic work plan for the IBP;
- Monitor the implementation of the strategic work plan;
- Assist the department with partnership initiatives related to Ireland; and
- Report annually to the Premier and to the public through the Chair and IBP Office, on the strategic work plan and results attained.

### Values

The core values explain the character of the organization we promote and the action statements guide behavior. The core values which guide the behavior of the advisory board of Ireland Business Partnerships 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 a team approach 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 Ireland Business Partnerships and to the Department of Innovation, Business and Rural Development by providing policy advice and guidance in areas determined to be of strategic priority for IBP.

### Vision

The vision of the Department of Innovation, Business and Rural Development is of a vibrant, diverse, and sustainable economy with productive and prosperous regions throughout the province.

The work of the advisory board supports the vision of IBRD. By providing guidance, the board helps steer IBP toward potential economic development opportunities with Ireland and fosters cultural and historic links which assist in helping to shape economic policy.

### Mission

The mission statement identifies the priority focus area of the Minister of the Department of Innovation, Business and Rural Development. The mission spans over two

planning cycles (2011-14 and 2014-17).

The mission of the Department Innovation, Business and Rural Development is as follows:

“By March 31, 2017, the Department of Innovation, Business and Rural Development 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, stimulate entrepreneurship and build capacity through partnerships with government, industry, and businesses both within the province and in Ireland. The board, through their networks and interest in Ireland, assists in increasing business promotion, trade and development within Newfoundland and Labrador.



## BOARD'S OBJECTIVES AND ACTIVITIES

The advisory board of the IBP assists IBRD by providing advice on economic and policy issues in order to increase business promotion, trade and development in Newfoundland and Labrador through the partnership with Ireland. In addition, the board provides advice to the department on the preparation of an annual strategic work plan for the IBP. The board provides further advice and assistance as needed for the implementation of this plan.

As a result of a change in the Minister of IBRD and the Chair of IBP, and ongoing organizational changes within the department, the board did not meet during the 2011-12 fiscal year.

The board is to report on its activities on an annual basis. The following represents the board's activities in support of the Provincial Government's strategic directions for the fiscal year 2011-12. Two objectives were identified in the board's 2011-14 Activity Plan are reported on herein and will be reported for each fiscal year of the Activity Plan of the board (2011-12, 2012-13 and 2013-14) through its annual report. In consideration of the Provincial 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 2011-12 year.





## DEVELOPMENT OF OPERATIONAL PLAN

### Objective 1

The board provided advice as required on the development of an annual operation plan for IBP.

### Measure

Advised on the development of annual operational plan

### Indicators

The board provided advice for the development of annual operational plans by working with staff to identify specific initiatives to be developed and undertaken.

### Activities

Input was not received from the board as they did not meet. However, IBP staff developed a workplan that addressed the three areas of priority – business, education and culture. Funding was allocated to activities, including ocean technology, in the amount of \$35,274.19.



## OPPORTUNITIES IDENTIFIED

### Objective 2

The board provided guidance to the Ireland Business Partnerships regarding potential economic development opportunities with Ireland.

### Measure

Provided guidance

### Indicators

The board provided guidance to IBP staff by way of regular Advisory Board meetings focusing on identifying and executing on opportunities.

### Activities

The board met at the end of the 2010-2011 fiscal year and provided guidance on the issue of Irish citizens immigrating to the province to find employment. This particular activity was carried forward to the 2011-12 fiscal year. IBP staff coordinated on this activity with the Office of Immigration and Multiculturalism (OIM) in the Department of Advanced Skills and Education.

Since the board did not meet in the 2011-2012 fiscal year, they were unable to provide additional guidance to IBP regarding potential economic development opportunities with Ireland.

## CHALLENGES AND OPPORTUNITIES

The commitment to both the relationship and the MOU remains strong in both Ireland and Newfoundland and Labrador. Despite global economic and political challenges, IBP continues to work closely with INP and other stakeholders to forward initiatives in key target areas, such as ocean technology and research, and cultural business.



## IRELAND BUSINESS PARTNERSHIPS ADVISORY BOARD MEMBERS

**Honorable Keith Hutchings,**  
Chair  
Minister, Innovation, Business and Rural Development  
Chair, Ireland Business Partnerships  
MHA, Ferryland  
Government of Newfoundland and Labrador

**Ms. Maureen Foley**  
Town of Tilting

**Dr. Susan Knight**  
Shallaway Youth Choir (retired)

**Mr. Bill Mahoney**  
Regal Realty Ltd.

**Mr. Keith Stoodley**  
Provincial Aerospace

**Dr. Patrick Parfrey**  
Memorial University of Newfoundland

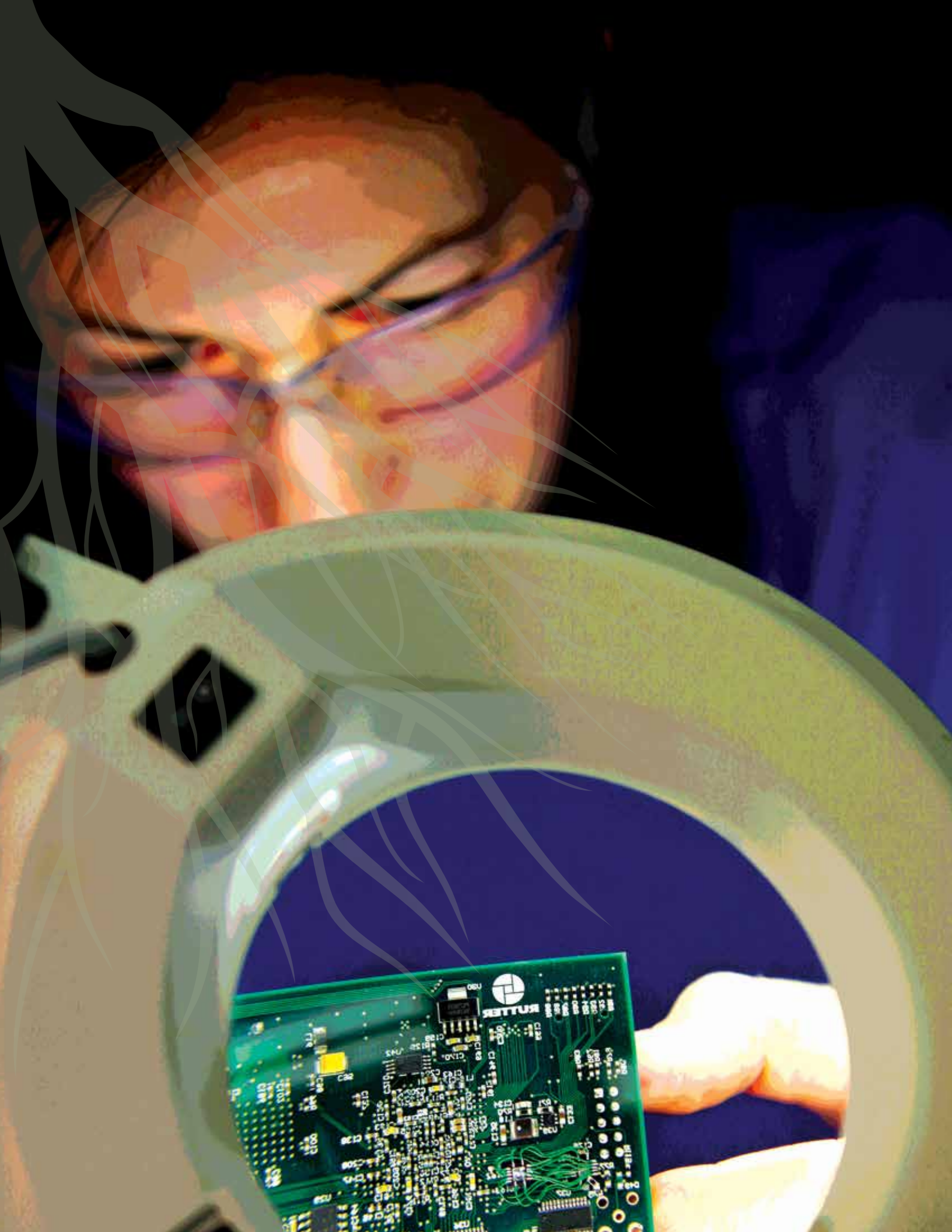
**Mr. Patrick O'Callaghan**  
East Coast Catering Ltd.

**Ms. Gaylene Buckle**  
Theatre Newfoundland and Labrador

**Mr. Glenn Blackwood**  
Fisheries and Marine Institute of Memorial University

**Ms. Donna Stone**  
CIBC Woody Gundy







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