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ANNUAL REPORT  
10

**ADVISORY BOARD OF  
IRELAND BUSINESS  
PARTNERSHIPS**



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**Paper**

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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 2009-10. The annual report is submitted in accordance with the entity's obligation as a category three entity under the *Transparency and Accountability Act*, 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. This included initiatives that IBP supported financially in the amount of \$77,280.51. It also included initiatives which IBP supported by providing a leadership role or organizational support.

One of the key initiatives during the year was the opening of a permanent exhibit, hosted by The Rooms, which highlights the unique relationship between the island of Newfoundland and Ireland. *Talamh an Eisc: The Land of the Fish* was jointly funded by the Governments of Newfoundland and Labrador and Ireland, as well as Tom and Susan Foran. We were pleased to welcome the Irish Ambassador to Canada, Declan Kelly, to participate in the opening of this exhibit as well as some other key meetings in the areas of fisheries, natural resources and business.

Another important initiative during the year was the Ireland-Newfoundland Exchange (IN Exchange). IBP was pleased to work with the INP, the Department of Tourism, Culture and Recreation, Canadian Heritage, Music Newfoundland and Labrador, the Film Producers Association of Newfoundland and Labrador and local publishers on this initiative. As a result of the work of this group, 23 Irish buyers in music and publishing visited the province during the year to participate in business meetings in those areas. IBP also supported local film producers so they could host Irish buyers during the Atlantic Film Festival in September 2009.

IBP continues to work on initiatives which support our 2007 agreement with Ireland to collaborate in the area of ocean technology. IBP facilitated departmental participation in a major ocean technology conference in Ireland in March 2010. Newfoundland and Labrador was the only international jurisdiction to receive an invitation to this event and to provide feedback to the Irish ocean technology strategy.

I would like to acknowledge the continued support from our partners in Ireland, particularly the Ireland Newfoundland Partnership. Despite weaker global economic conditions, our partnership remains strong. During 2009, we were happy to acknowledge the many contributions of former INP Director, Agnes Aylward, as she embarked on her retirement. We are pleased Agnes continues to be involved as a member of the INP board. We were also happy to begin working closely with the new INP Director, Paul McGarry. I also had the fortunate opportunity of meeting my counterpart, the newly appointed INP Chair, Minister of State for Trade and Commerce, Billy Kelleher in June 2009. I look forward to our continued collaboration.

I thank the board for their continued support during a transitional period for the board itself. During the year, IBP embarked on a process to identify some modifications and changes related to board structure and membership that may improve efficiencies and effectiveness, and enable more active engagement of board members. We look forward to implementing some of those concepts in 2010-11.

Sincerely,



**Honourable Shawn Skinner**, Minister, Innovation, Trade and Rural Development;  
Chair, Ireland Business Partnerships; MHA, St. John's Centre

## OVERVIEW

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 Honourable Danny Williams, Premier of Newfoundland and Labrador and Irish Taoiseach (Prime Minister) Bertie Ahern re-signed 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 (INTRD).

INTRD provides IBP with two staff positions, an Executive Director and an Economic 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 IBPs;
- 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.

## **BOARD'S OBJECTIVES AND ACTIVITIES**

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 on progress of the plan and results attained.

The board met twice during 2009-10. As a result of these meetings, IBP took on the task of reviewing the board and its structure.

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.

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 2010-2011. Three objectives have been identified in the board's 2008-11 Activity Plan which are being reported herein and will also be reported in the 2010-11 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 2009-10 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.

**Activities**

The operational plan for the 2009-10 year was completed in November 2009 and initiatives continued in partnership with the 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 the amount of \$77,280.51.

IBP has developed an operational plan for the upcoming year, 2010-11.

**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.

**Activities**

The annual reports for 2007-08 and 2008-09 have been prepared and released. Copies of the annual report will be available by contacting IBP at 709-729-1684 or visiting the website at [www.ibp.nl.ca](http://www.ibp.nl.ca). The report for 2009-10 has been drafted and will be released by the fall of 2010.

**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.

**Activities**

The board met twice during the year. The board provided guidance, resulting in IBP working to develop policies and operating guidelines for the board. Sub-committees did not meet during this period as it was determined, with guidance from the board, that the policies and operating guidelines for the board should be established first. Draft guidelines have been developed.



Funding to activities/projects totaled \$77,280.51, which are:

- Chain Rock Ireland business tour;
- The Sir William Ford Coaker Heritage Foundation participated in a GeoPark Best Practices Mission with the Department of Tourism, Culture and Recreation;
- International Appalachian Trail (NL division) is working on expansion into Ireland and other parts of Europe;
- North Atlantic Petroleum Systems Assessment (NAPSA) is developing joint projects to facilitate oil and gas exploration;
- The Fisheries and Marine Institute of Memorial University of Newfoundland (MI) participated in training and is collaborating with the Cork Institute of Technology (CIT) on marine simulation;
- The Benevolent Irish Society hosted an Aloy O'Brien Tribute Event;
- Festival of the Sea took place in Newfoundland and Labrador in September 2009;
- Feile Tilting, a cultural conference, took place in Tilting in 2009; and
- The Ireland Newfoundland Exchange (IN Exchange) focused on the development of business opportunities with Ireland in the areas of music, film and publishing.

The list below includes projects and initiatives with which IBP played a key role, but did not provide funding (during the 2009-10 fiscal year).

- The *Fishing Ground: Talamh an Éisc: The Story of the Irish on the Island of Newfoundland*, a permanent exhibit highlighting the relationship between Ireland and Newfoundland opened at The Room in September 2009;
- IBP helped facilitate the opening of an Irish photography exhibit at St. John's City Hall. This was an initiative in support of the twinning between Waterford and St. John's (September 2009);
- IBP supported and facilitated some work of the Fisheries and Marine Institute of Memorial University of Newfoundland (MI) during the year. IBP participated in two MOU signings - MOU between MI and St. Angela's College (June 2009); MOU between MI and the University of Limerick (December 2009);
- The Department of Innovation, Trade and Rural Development (INTRD) and IBP organized two trade missions to Ireland during the year (June 2009 and March 2010);
- IBP hosted the Irish Ambassador to Canada, Declan Kelly, in September 2009; and
- IBP facilitated departmental participation in a major ocean technology conference in Ireland in March 2010, focused on the National Irish ocean technology strategy. NL was the only international jurisdiction to receive an invitation to this event and to provide feedback to the strategy.

IBP is not required to provide audited financial statements; rather it works with INTRD to acquire funding. The following table summarizes expenditures for the 2009-10 year:

Ireland Business Partnerships Fiscal Year 09/10		
	Budget	Expenditures
Salaries	\$ 163,100.00	\$ 124,956.40
Employee Benefits	\$ 2,000.00	-
Travel & Communications	\$ 63,300.00	\$ 8,353.93
Supplies	\$ 2,500.00	\$ 1,263.74
Purchased Services	\$ 15,000.00	\$ 16,160.15
Office Furniture	\$ 2,400.00	-
Professional Services	\$ 61,500.00	\$ 4,500.00
Grants	\$ 200,000.00	\$ 77,280.51
<b>Total</b>	<b>\$ 509,800.00</b>	<b>\$ 232,514.73</b>

## CHALLENGES AND OPPORTUNITIES

The commitment to the relationship and the MOU remains strong in both Ireland and Newfoundland and Labrador. Despite economic challenges that have arisen with the global economic recession, 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**

**(as of March 31, 2010)**

**Honorable Shawn Skinner, Chair**

Minister, Innovation, Trade and Rural Development  
Chair, Ireland Business Partnerships  
MHA, St. John's Centre  
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**

Shallaway Youth Choir

**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

## **IRELAND BUSINESS PARTNERSHIPS**

**Ms. Diane Hooper**

Executive Director

