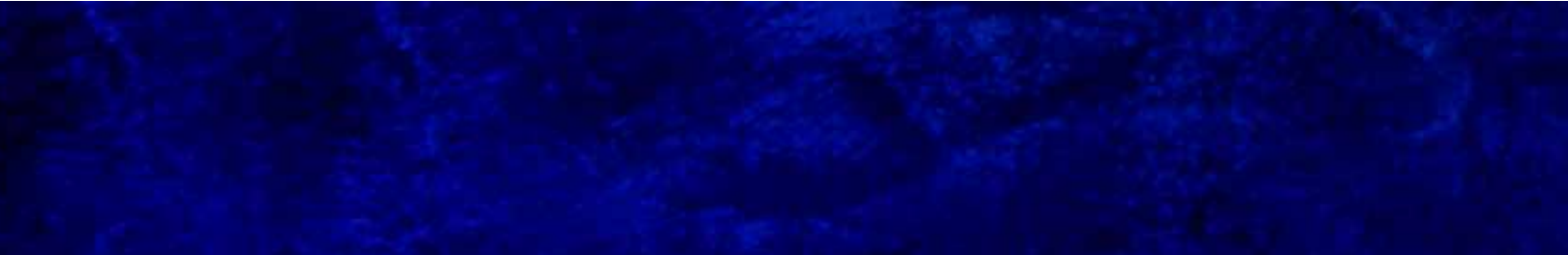




2010 ANNUAL REPORT 2011



**IRELAND BUSINESS PARTNERSHIPS
ADVISORY BOARD**



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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 2010-11. 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. This included initiatives that IBP supported financially in the amount of \$17,786.45. It also included initiatives which IBP supported by providing a leadership role or organizational support.

I would like to acknowledge the continued support from our partners in Ireland, particularly the INP. Despite challenging global economic conditions our partnership remains strong.

In closing, I would like to thank our board members for their support and dedicated service to IBP. I look forward to working with you over the coming years.

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 government's restructuring of departments. This resulted in INTRD being merged with the Department of Business and being renamed the Department of Innovation, Business and Rural Development (IBRD). As this report is for the period ending March 31, 2011 all references to the two departments will be as they were named on that date. Any changes that will result in the two departments merging will be reflected in the next year's report.

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.

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 INTRD 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 the organization promotes and the action statements guide behaviour. The core values which 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 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 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 throughout the province".

The work of the advisory board supports the vision of INTRD. 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 over the current planning cycle. It represents the key longer-term result that the Minister and the board will work towards achieving to help fulfill the strategic directions of government.

The mission of INTRD was 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, 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 INTRD 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.

The board met once during 2010-11 which reflects the transition period that occurred and the reshaping of the board. During the 2010-11 board meeting, two new members were introduced and the new activity plan for 2011-14 was reviewed and approved.

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 undertaken.

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 2010-11. Three objectives were identified in the board's 2008-11 activity plan and are reported on herein. 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 2010-11 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 sub-committees (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 2010-11 year was completed in May 2010 and initiatives continued in partnership with the Ireland Newfoundland Partnership 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 \$17,786.45.

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, 2008-09, and 2009-10 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.

Objective 3

The board will have provided guidance to the Ireland Business Partnership 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 meeting focusing on identifying and executing on opportunities in business, education and culture.

Activities

Operating guidelines were drafted in 2010-11 based on guidance from the board from the previous year. Once the guidelines were approved, the board met once and sub-committees previously established were dissolved. Sub-committees will be formed on an as needs basis moving forward.

Based on these operating guidelines, funding was provided to activities/projects totalling \$17,786.45, which are:

- Margaret Best - artist's exhibition tour;
- Feile Seamus Creagh Festival;
- Feile Tilting, a cultural conference, took place in Tilting in 2010;
- Marine Institute for their Remotely Operated Vehicle program

- Joel Thomas Hynes for his book launch in Ireland.
- Nickel Independent Film Festival travel to the Kerry Film Festival

The list below includes projects and initiatives with which IBP played a key role, but did not provide funding (during the 2010-11 fiscal year).

- Laurentic Conference in Buncrana, Ireland
- Festival of the Sea, Joint Overseas Committee
- Ireland Canada Business Association's International Summit
- Two provincial trade missions to Ireland - September 2010 and March 2011

IBP is not required to provide audited financial statements; rather it works with INTRD to acquire funding. The following table summarizes expenditures for the 2010-11 year:

Ireland Business Partnerships Fiscal Year 2010-11

	Expenditures
Salaries	\$ 94,579.79
Employee Benefits	\$ -
Travel & Communications	\$ 5,585.36
Supplies	\$ 860.88
Purchase Services	\$ 941.76
Office Furniture	\$ 1249.31
Professional Services	\$ -
Grants	\$ 17,786.45
Total	\$ 121,003.55

Challenges and Opportunities

The commitment to both the relationship and the MOU remains strong in both Ireland and Newfoundland and Labrador. Despite global economic 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

Ms. 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



