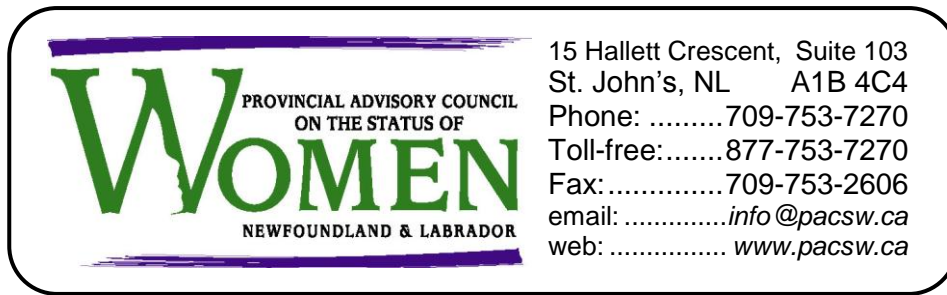


PROVINCIAL ADVISORY COUNCIL  
ON THE STATUS OF  
**WOMEN**  
NEWFOUNDLAND & LABRADOR



*Final Report*  
**2010-2011**





April 18, 2011

Honourable Susan Sullivan  
Minister Responsible for the Status of Women  
Government of Newfoundland and Labrador  
P.O. Box 8700  
St. John's, NL A1B 4J6

Dear Minister Sullivan:

On behalf of the members of the Provincial Advisory Council on the Status of Women, it is my pleasure to submit our 2010-2011 Final Report in accordance with the guidelines for Annual Performance Reports for Category 2 Government Entities.

This report was prepared under my direction. My signature reflects council members' accountability for the results contained in this report.

Sincerely,

Linda Ross  
President/CEO

LR

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## 1.0 Organizational Overview

The Provincial Advisory Council on the Status of Women (PACSW) is an arms-length, external agency which reports to the Minister Responsible for the Status of Women. It was established by the Provincial Government in 1980 and received legislative standing with the introduction of the *Status of Women Advisory Council Act*.

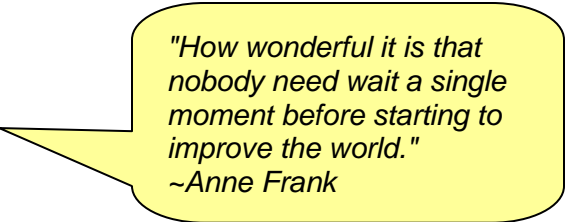
The Advisory Council consists of 11 members, including a President/CEO and Vice-President. It was created to advise Government on issues affecting the status of women and to raise awareness of women's issues within the general public.

The President/CEO is a full-time salaried staff position filled through a public service competition. The successful candidate is appointed to a three-year term by the Lieutenant-Governor in Council.

Members of the Advisory Council are selected following a nomination call by the Women's Policy Office. They are appointed by the Lieutenant-Governor, in Council for three-year terms of office and are eligible for reappointment.

### 1.1 Advisory Council Members

Advisory Council members bring a wealth of diverse experience and feminist analysis to the work of the Advisory Council, along with a demonstrated leadership in working to advance the status of all women in Newfoundland and Labrador and a commitment to work on women's equality issues from a community, regional or provincial perspective. Council members bring experiences of rural and urban women, multicultural and aboriginal women, women with disabilities, women with experience in social, economic and political sectors.



*"How wonderful it is that nobody need wait a single moment before starting to improve the world."  
~Anne Frank*

#### 2008-2009 Council Members:

- Leslie MacLeod, President/CEO – St. John's
- Phyllis Artiss, Vice-President – St. John's
- Mary Pia Benuen – Sheshatshiu
- Annie Evans – Makkovik
- Yamuna Kutty – St. John's
- Carolyn Lavers – Port aux Choix

- Vanessa MacArthur – Port aux Basques
- Michelle Murdoch – St. John's
- Phyllis Seymour, Interim Vice-President – Little Bay Islands

*\* Jackie Jenkins, Grand Falls-Windsor, appointed to the Council in 2006, stepped down in September 2008 to accept the appointment of provincial court judge in Stephenville.*

In March 2009, the three year term of Council members appointed in 2006 ended. In April 2009, the current Council was established with a new President/CEO hired, three new Council members appointed and seven members reappointed for a second term.

### **2009-2011 Council Members:**

- Linda Ross, President/CEO – St. John's
- Carolyn Lavers, Vice-President – Port aux Choix
- Mary Pia Benuen – Sheshatshiu
- Stephanie Flowers- Happy Valley-Goose Bay
- Yamuna Kutty – St. John's
- Hilda Whelan- Whitbourne
- Michelle Murdoch – St. John's
- Kelly Power- Paradise
  - *Phyllis Seymour, Little Bay Islands, appointed to the Council in 2006 stepped down in September 2010 to take up residence outside of the province.*
  - *Regina Bailey, Clarenville, appointed to the Council in 2009 stepped down in January 2011 due to other commitments limiting her available time for Council*
  - *Vanessa MacArthur, Port aux Basques, appointed in 2006 stepped down in February 2011 due to change of employment circumstances that preclude participation in Council*

## **1.2 Staff**

The Advisory Council operates with a staff complement of four full-time staff, including the President/CEO. In August 2009 Elaine Wychreschuk, Policy Analyst terminated employment with PACSW. In March 2010, Jessica Bartlett accepted the position of Research and Policy Analyst. In December 2009, Elaine Condon resigned from the position of Communications Director

to take up new employment in another part of the province. Sarah Flynn joined the Advisory Council in March 2010, replacing Elaine as the Communications and Outreach Director. In June 2010, Gillian Spurrell accepted the position of Executive Administrator, replacing Sandy Abbott, who left the Advisory Council for other employment. The four full-time staff:

- Gillian Spurrell, Executive Administrator
- Jessica Bartlett, Research and Policy Analyst
- Sarah Flynn, Communications and Outreach Director\*
- Linda Ross, President/CEO
  - *Sarah Flynn commenced maternity leave in January 2011 and is being temporarily replaced by Leisha Sagan*

See **Appendix A** for Advisory Council member biographies.

### **1.3 Mandate**

The mandate of the Advisory Council is derived from Section 3 of the *Status of Women Advisory Council Act*. It reads as follows:

3. *The advisory council shall*

- a) *Advise the minister on those matters relating to the status of women that the minister refers to the advisory council for consideration;*
- b) *Advise the minister on those matters relating to the status of women that the advisory council feels appropriate;*
- c) *Bring before the government and the public matters of interest and concern to women; and*
- d) *Establish the general policies that will govern the organization, administration and operation of the advisory council.*

**Vision:**

The vision of the Advisory Council is:  
*Equality, equity and inclusion for women in Newfoundland and Labrador.*

**Our Mission:**

The following mission statement was the guide for the Advisory Council's work from 2008 - 2011:

*By March 31, 2011, the Provincial Advisory Council on the Status of Women will have enhanced its representation in priority areas related to advancing the status of women.*

#### **1.4 Values**

Advisory Council members and staff work from a feminist perspective to advance the status of women in Newfoundland and Labrador. In 2006, we developed the following set of values to guide our work: commitment, responsiveness, inclusiveness, learning, safety and celebration.

See **Appendix B** for a description of these values.

#### **1.5 Physical Location**

The leased, accessible office space is located at 15 Hallett Crescent, Suite 103, St. John's, NL.





## **1.6 Budget**

In April 2008, the Advisory Council budget allocation was \$420,900.

In April 2009, the Advisory Council budget allocation was \$441,000.

In September 2009, the Advisory Council was allocated an additional \$52,800. This figure included funds to cover costs associated with organizational restructuring.

In April 2010, the Advisory Council was allocated \$451,700.

The additional funds allocated were due to the efforts of the Provincial Government.

## **1.7 Lines of Business**

Lines of business are defined as those discrete and coherent sets of programs, services and/or products that represent what the Advisory Council provides to its external clients.

In keeping with the Advisory Council's legislated mandate, the following lines of business have been identified:

- (1) Advising Government on issues affecting the status of women
- (2) Outreach and consultation
- (3) Public education and awareness

### **(1) Advising Government on Issues Affecting the Status of Women**

The Advisory Council provides advice as requested by the Minister and other Government departments and agencies. On an ongoing basis, the Advisory Council is asked for recommendations on changes to, or the creation of, legislation, policies and practices affecting the status of women in Newfoundland and Labrador.

The work of the Advisory Council is centred on improving Government policies, programs, practices, services, legislation and budget allocations as a means to advance the equality of women in Newfoundland and Labrador. The Advisory Council also brings emerging issues and concerns to Government. It works with individual women, women's groups, and the Women's Policy Office to identify the issues and develop an analysis of problems and solutions.

While the Advisory Council is not the direct agent of change, council members provide advice and direction to Government and advocate for systemic changes. Advice is generally provided through position papers, briefs, written recommendations and in the course of face to face meetings. The Advisory Council identifies processes to move existing policy forward or to deal with gaps. It also engages in issue analysis, research and consultation. In addition, the Advisory Council participates in a variety of committees and working groups which provide information and recommendations related to advancing the status of women.

## **(2) Outreach and Consultation**

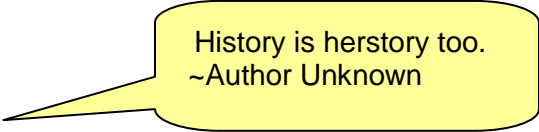
The Advisory Council conducts outreach to equality-seeking and community based organizations and to Government by responding to requests for workshops, presentations and speeches on gender specific issues, women's experiences, feminist analysis and gender inclusive analysis. In addition, the Advisory Council engages in provincial outreach by travelling and meeting with groups of women in the province to discuss issues related to the status of women.

When working on specific issues, the Advisory Council reaches out to stakeholders, clients and others for information and collaboration. It engages in networking and consultation with women's groups throughout the Province, as resources allow and as indicated by the strategic priorities.

The Advisory Council's outreach work is done using communication tools such as email, phone, listserv and conference calls. The Advisory Council is increasingly engaged in outreach through travel and face to face meetings with women in the province. The Advisory Council hosts and participates in roundtable meetings; brings groups together to facilitate information exchanges; and participates in local, regional and national meetings and conferences. The Advisory Council also engages in outreach with women's equality-seeking groups through participation on outside boards and advisory committees.

## **(3) Public Education and Awareness**

The Advisory Council's third line of business is focused on providing public education and awareness on issues related to women's social, legal, economic, political and cultural equality.



History is herstory too.  
~Author Unknown

The Advisory Council uses the media, both print and electronic, to provide information on the status of women, both proactively and reactively. This enables the Advisory Council to provide public feminist reaction and

analysis on issues both negatively and positively affecting women's equality and inclusion.

The Advisory Council creates and/or circulates information, briefs, reports and other documents related to the status of women. The Advisory Council also publishes articles in magazines and periodicals.

Additional public education and awareness initiatives include the hosting and co-hosting of educational roundtables and workshops.

## **2.0 Shared Commitments**

Our work could never be accomplished in isolation from our many partners who share a commitment to advancing the status of women.

During the period covered by this report, 2008–2011, a positive and dynamic working relationship with the Minister Responsible for the Status of Women and the Women's Policy Office continued to strengthen our ability to fulfill our mandate and reach our goals. Throughout this period, we shared information, analysis and strategies to advance a variety of women's equality issues.

We also established and maintained positive working relationships with the following Departments and their respective Ministers:

- Child, Youth and Family Services
- Human Resources, Labour and Employment
- Finance
- Justice
- Aboriginal Affairs
- Municipal Affairs
- Health and Community Services
- Education
- Aboriginal Affairs

We worked with many feminist groups and other community organizations including:

Provincial:

- Status of Women Councils
- Transition Centres and Shelters
- Transition House Association of Newfoundland and Labrador

- Multicultural Women's Organization of Newfoundland and Labrador
- Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre
- Regional Coalitions against Violence
- Planned Parenthood Newfoundland and Labrador
- Newfoundland and Labrador Federation of Students
- Newfoundland and Labrador Federation of Municipalities
- Newfoundland and Labrador Federation of Labour
- Union women's committees
- Newfoundland and Labrador Organization of Women Entrepreneurs

National:

- OXFAM Canada
- Coalition of Provincial and Territorial Advisory Councils on the Status of Women
- Worked closely with the New Brunswick, Prince Edward Island, Manitoba, Nunavut and the North West Territories Advisory Councils on the Status of Women

Representation on external committees or the board of directors:

- Women Interested in Successful Employment
- Women in Resource Development Corporation
- St. John's Status of Women Council
- Silent Witness Committee
- Emergency Protection Order Evaluation Committee
- Council of Marine Professionals Association Gender Equity Committee
- International Women's Day Committee
- Worked with women with disabilities through the Independent Living Resource Centre and Coalition of Persons with Disabilities
- Spokeswoman
- Equal Voice
- Human Trafficking Committee
- MHCC Mental Health Housing Strategy Project

Collaborations:

- Violence Prevention Initiative
- Justice Minister's Committee on Violence against Women
- RNC on important issues related to violence against women

These feminist groups and community organizations were important partners in advancing the work of the Advisory Council. Through

collaboration with the St. John's Status of Women Council, the Advisory Council was able to contribute to increased awareness of gender issues through organizing and hosting events that included International Women's Day events, a roundtable on women's programming in Canada, women in leadership events and housing discussions. Together with the St. John's Status of Women Council, the Independent Living Resource Centre and the Coalition for Persons with Disabilities, the Advisory Council was able to contribute to increased awareness of issues related to gender, sex and disability through workshops held in St. John's, as well as the hosting of events that brought together women from the disability community to discuss issues related to inclusion. Partnerships with the Silent Witness Committee, the Violence Prevention Initiative, the St. John's Status of Women Council and the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre have contributed to the Advisory Council being able to increase public awareness of violence against women, through public and media presentations. Work with Women in Resource Development Corporation, Women Interested in Successful Employment, the Office to Advance Women Apprentices, the Council of Marine Professionals Association and the Newfoundland and Labrador Organization of Women Entrepreneurs has centred on women's earned income and employment, women owned businesses as part of the supply chain and women in the skilled trades. Together with these groups the Advisory Council was able to raise awareness and provide input to Government regarding barriers to women in the skilled trades and supports for women owned businesses to benefit from natural resource development. Collaboration with the WPO, Municipal Affairs, Equal Voice and the provincial Status of Women Councils has raised awareness of the need for more women in elected positions in all levels of Government.

### **3.0 Internal Governance**

#### **3.1 Meetings and Committees**

We held four, two-day in-person meetings during each of the past three years:

- June 9 -11, 2008
- September 11-12, 2008
- November 27- 28, 2008
- February 19 – 20, 2009
  
- June 15-16, 2009
- September 14-15, 2009
- November 30- December 1, 2009

- March 5-6, 2010
- June 14 – 15, 2010
- September 13 – 14, 2010
- November 29 – 30, 2010
- February 28 – March 1, 2011

A joint meeting with the eight Status of Women Councils/Women's Centres was held during our September, 2009 meeting. Four internal committees, (Finance, Governance, Personnel and Building and Communications) oversaw the management of our organization through to September 2010, at which time the Personnel and Building Committee and the Governance Committee were dissolved, having completed a revision of the Personnel Policy and finalized a document on Advisory Council governance.

### **3.2 Staffing**

The Advisory Council has four full time positions, all of whom work from the Provincial Advisory Council office at 15 Hallett Crescent.

Over the course of the past 3 years, salaries accounted for the largest expenditure within the core operating budget.

In 2008-2009, the Advisory Council created professional salary scales comparable to similar positions within the Provincial Government. Comparable to the public service, the Advisory Council staff received salary increases based on the 8%, 4% and 4% increases commencing at the beginning of the 2008-2009 fiscal year.

### **3.3 Business Planning**

The Advisory Council successfully completed the 2008-2011 Business Plan and is now working with the 2011-2014 Business Plan developed by Council in accordance with the guidelines set out by the Transparency and Accountability Act for category 2 entities.

While the 2008-2011 Business Plan encapsulated the Advisory Council's work on a number of issues that align with the Provincial Government Strategic Directions, it was by no means an exhaustive account of the issues addressed by the Advisory Council during the 2008-2011 period.

## 4.0 Mission Reporting

The mission statement identified the priority focus area of the Advisory Council for the mission cycle 2007-2011. It contained the measures and indicators that assisted both the Council and the public in monitoring and evaluating progress during the mission cycle.

The mission statement also represented the Advisory Council's work to move forward on the strategic priority areas identified by the Minister Responsible for the Status of Women and complemented the work of its internal government counterpart, the Women's Policy Office.

**Mission:** By March 31, 2011, the Provincial Advisory Council on the Status of Women will have enhanced its representation in priority areas related to advancing the status of women.

**Measure:** Enhanced representation in priority areas relating to advancing the status of women

**Indicators:**

- Increased representation in the strategic priorities of Government, including, but not limited to:
- The Poverty Reduction Strategy
- The Violence Prevention Initiative
- Strengthened communications link with Government
- Improved representation of the diversity of women's experiences in communication tools
- Strengthened processes used to identify and bring forward emerging issues from the women's community
- Implementation of a strategic approach to focus public awareness activities

The Advisory Council achieved the mission of enhancing its representation in priority areas related to advancing the status of women. This is evidenced by the role the Advisory Council played in providing advice and recommendations to Government on the Poverty Reduction Strategy (PRS) including participation in roundtables and consultations held over the course of the mission cycle as well as submission of a written brief in November 2010 and numerous meetings with PRS staff. Further to this, the Advisory Council made recommendations pertaining to initiatives for poverty reduction in each of its Pre-budget Consultations during this period.

Similarly, our work in support of the Violence Prevention Initiative over the mission cycle included providing advice on campaigns related to violence against older adults, men's violence against women and the provision of information and feedback on the "Respect Women" campaigns. In addition to speaking publicly about issues of violence against women, the President/CEO gave a keynote address at the 2011 VPI Conference.

The Advisory Council was successful in strengthening communications with Government over the past three years, as was evidenced by the numerous briefs submitted, letters written, consultation and roundtable participation, and meetings held with Minister, Deputy Ministers and senior Government officials on a variety of issues related to advancing the status of women. Communications, however, also included the number and diversity of approaches made by Government to the Advisory Council related to issues impacting the status of women in the province.

The Advisory Council improved its representation of the diversity of women's experiences through its communication tools. Over the course of the past three years, we redeveloped the website to provide more extensive information on issues affecting the status of women. The development of a quarterly newsletter also contributed to improved representation. We continued to expand the listserv and undertook promotion to a broader representation of women, reaching out to younger women, women with disabilities and women in rural communities. The development of these tools was done in such a way as to make them more accessible to women with disabilities.

During the mission cycle, the Advisory Council strengthened processes used to identify and bring forward emerging issues from the women's community. The Advisory Council continued the practice of participating in monthly calls with the Women's Policy Office and the Status of Women Councils in the province as well as participation in the annual meeting of same. In building relationships with a variety of women's and equality seeking organizations, such as the Coalition of Persons with Disabilities



(COD), Planned Parenthood, the Federation of Labour and others, we have been able to engage in discussions related to critical issues affecting women's lives. Further to this, and related to our work to implement a strategic approach to focussed public awareness activities, the Advisory Council undertook targeted outreach within the province, traveling to Labrador, the Northern Peninsula and the west coast, meeting with groups of women about the work of the Advisory Council and discussing with them, the status of women in their regions.

The strategic approach to focused public awareness has, in addition to the outreach, included extensive media work, both print and electronic, on a variety of issues including but not limited to violence against women, justice issues and women in leadership, priority issues as outlined in the Provincial Government Strategic directions. Public presentations given by the President have also been key to the Advisory Council's focused public awareness work.

## **5.0 Governance Issues**

In consideration of Government's strategic directions, and the mandate of the Provincial Advisory Council on the Status of Women, the following priority areas were identified by the council members.

### **Issue 1: Advancing Justice for Women**

The advancement of women's legal, economic and social equality is intricately linked to the design and delivery of justice services for women. Issues of domestic violence, mental health and addictions, family law and correctional services all impact the social and economic well being of women. In keeping with its mandate to advise the Minister Responsible for the Status of Women, Government and the public on issues affecting the status of women, during the 2008-2011 period, the Advisory Council identified key justice issues related to advancing the status of women. The Advisory Council has been actively engaged as a member of the Justice Minister's Committee on Violence against Women and as well has provided advice and recommendations on a number of initiatives within the Department of Justice and their impact on women. The spectrum of justice issues the Advisory Council addressed was very broad and included support for the continuation and broadening of the mandate of the Family Violence Court; the need for a facility and programs for women with complex needs in Labrador; concerns related to sentencing for sexual assaults and re-victimization by the media and members of the legal community through comments about the victim; justice services for women in the Province; Family Justice Services and Emergency Protection Orders.

Over the past three years an emerging issue of concern for the Advisory Council is the growth of the sex trade and sex industries that have resulted from the economic prosperity being experienced in our Province. Collaborating with the WPO and key stakeholders, research was initiated to examine the status of the sex trade in the Province. Through a brief on the “Child, Youth and Family Services Legislative Act Review”, the Advisory Council provided advice and recommendations on issues that impact the status of women and their children in the Province. Additionally, through a brief to Government on “Umbrella Legislation for Health Professions Seeking Regulation”, the Advisory Council provided input with respect to advancing the practice of midwifery in the province. In response to the 2010 review of the Prison’s Act, the Advisory Council submitted a brief addressing gender dimensions to be considered.

During the period covered by this report a significant issue for women in the Province was the discovery of serious errors in the breast cancer hormone receptor testing system of Eastern Health, resulting in the misdiagnosis of hundreds of women between 1997 and 2006. The Advisory Council raised concerns in this regard with Government and was subsequently actively engaged in following the Commission of Inquiry proceedings and studying the resulting report and recommendations.

Through the above mentioned work, the Advisory Council has been able to contribute to the advancement of the Provincial Government Strategic Directions related to violence prevention and women’s social and economic equality, as stipulated in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women.

### **Goal 1:**

By 2011, the Provincial Advisory Council on the Status of Women will have conducted analysis and provided advice and/or recommendations to Government to further women’s equality within key areas of the justice system.

**Measure:** Provision of advice and recommendations in key areas

**Indicators:** Advice and recommendations pertaining to:

- Commission of Inquiry on Hormone Receptor Testing
- Justice services for women

The Advisory Council, by March 31, 2011, achieved the indicator of providing advice and recommendations to Government on the Commission

of Inquiry on Hormone Receptor Testing. Council members and staff monitored the Inquiry hearings by attending in person, viewing webcasts and telecasts and reviewing daily media reports. The Council provided the Premier with information and recommendations regarding the need for the report and the importance of a thorough Inquiry to the women of the Province. The Advisory Council followed closely the establishment of the Task Force on Adverse Health Events. Council members and staff participated in the Forum on Managing Adverse Health Events sponsored by the Task Force in May 2008 and provided a written submission with an extensive list of recommendations. Council members reviewed the December 2008 Report of the Task Force on Adverse Health Events and provided the Premier with our concerns about gaps in the Report. In 2009 and 2010, staff attended the Minister of Health's reporting on the status of implementation of recommendations of the Commission of Inquiry on Hormone Receptor Testing and at that commented on the need for continued, timely implementation of the recommendations.

The Advisory Council, by March 31, 2011 achieved the indicator of providing advice and recommendations pertaining to justice services for women. Over the period of this report, provision of advice and recommendations related to justice services for women constituted a significant portion of our work. We provided advice and recommendations on:

- difficulty women experience with access to legal aid for family law matters, especially in Labrador West;
- opposition to proposed legislation, *Safer Communities and Neighbourhood's Act* (SCAN);
- recommendations regarding the operation of Family Justice Services (FJS) and their governance structure
- the critical need for an external evaluation of Emergency Protection Orders;
- concerns about the pilot Family Violence Intervention Court, its evaluation and the expansion for inclusion of medium and high risk offenders
- concerns about the Adult Alternative Justice Program being considered
- the need for research into the sex trade in the province
- the need for justice services and programs for women in Happy Valley-Goose Bay, Labrador
- changes to the Human Rights Act

- concerns related to sentencing in sexual assault cases and options for alternative interventions and specialized courts to deal with same
- changes to the Child, Youth and Family Services Act

In addition to briefing and providing recommendations to the Minister of Justice, we also brief and provide recommendations to the Minister Responsible for the Status of Women and her executive officials on these same issues.

We held positions and continue to actively participate on the Justice Minister's Committee on Violence against Women.

The Advisory Council is confident the safety and equality of women in the Province has been enhanced by the scrutiny of justice initiatives. Examples of effectiveness include:

- decision to not proclaim SCAN;
- termination of mediation of spousal support by Family Justice Services;
- the pilot Family Violence Intervention Court;
- the Adult Alternative Justice Program during development
- Changes to the Provincial Human Rights Act
- Terms of reference regarding research on sex trade
- Gender based analysis support to Adult Alternative Justice initiative
- Changes to the Child, Youth and Family Services Act

### **Objective 3:**

By March 31, 2011, the Provincial Advisory Council on the Status of Women will have provided further advice and/or recommendations in key areas related to justice services for women, including but not limited to family violence courts and correctional services.

**Measure:** Provide further advice and recommendations as pertaining to Justice Services for Women

**Indicators:** The Advisory Council will gather information, monitor and continue to advise Government as new programs related to justice services for women are implement and provide advice and recommendations to Government on emerging justice issues for women.

## **Progress Report: Justice Services for Women**

The Advisory Council, by March 31, 2011, achieved the indicator of gathering information, monitoring and providing advice to Government as new programs related to justice services for women were implemented and provided advice and recommendations to Government on emerging justice issues for women.

Justice services for women are an extremely important focus for the Advisory Council. Issues of violence against women, sentencing for sexual assault, programs for female offenders and the challenges associated with the negative consequences of economic development, such as the increase in drugs, the sex trade and violent crime constitute major concerns that are significant barriers to advancing women's equality.

The Advisory Council's participation in the Justice Minister's Committee on Violence against Women provided an important opportunity to raise issues of concern related to gender and justice. We raised concerns around the sentencing in sexual assault cases and provided preliminary research on models of alternative interventions and specialized courts to deal with same. In addition, the Advisory Council raised concerns around the growth of drugs, violence and the sex trade and the negative impact on women. We provided input to the development of Terms of Reference for research into the sex trade in the Province.

The Family Violence Intervention Court continues to be an important measure in addressing domestic violence. As such the Advisory Council participated in discussions regarding the findings to date on the pilot court and provided input regarding the proposed expansion of the program to include low and high risk offenders.

Justice services and programs for female offenders are critical to rehabilitation. The Advisory Council participated in a day and a half workshop focusing on women and justice, examining issues related to female offenders and their needs, out of which was developed a report submitted to government with recommendations for policies and programs to contribute to the rehabilitation of female offenders.

Through discussions with women and frontline workers in Labrador over the course of the 2008-2011 period, the Advisory Council collected information about the gaps in services for women involved in the criminal justice in Labrador. As a result, the Advisory Council met with Justice officials

regarding the need for a facility and programs for women involved with the Justice system in Happy Valley – Goose Bay. As a supporter of earlier commitments on the part of government to build a pre-trial detention centre for women, the continued need for a facility to meet the needs of aboriginal women which would allow them to remain near their families and community remained an issue of concern for the Advisory Council.

In response to the review of the Prisons Act, Advisory Council met with officials from the Department of Justice to provide input to the review. In addition, we submitted a written brief addressing the gender dimensions of the Act, providing recommendations regarding women as offenders, women as partners of offenders and women as employees working in correctional services.

### **Discussion of Results: Advancing Justice for Women**

As indicated above, by March 31, 2011, the Advisory Council achieved the goal of advancing justice for women. The Council's work to provide advice and recommendations to Government on the Commission of Inquiry on Hormone Receptor Testing was primarily in the first year of this reporting period, given that was the period in which the hearings occurred and the recommendations of the report were received. At that time, the Council was actively engaged in monitoring the process and providing advice and recommendations on the need for a thorough process, out of which would come a detailed recommendations and implementation plan. In subsequent years, we continued to monitor the implementation of the recommendations. The Advisory Council also submitted extensive recommendations to the Task Force on Adverse Health Events.

Throughout the reporting period, the Advisory Council has done extensive work on the issue of Justice Services for Women. As indicated previously, we were and continued to be actively engaged in providing advice and recommendations to Government on a variety of issues related to justice services for women. The spectrum of topics covered include: family law matters, family justice services, Emergency Protection Orders, the Human Rights Act, proposed Safer Communities and Neighbourhood's Act, the Prisons Act, Adult Alternative Justice, access to legal aid for family law matters, women in the sex trade, sexual assault sentencing and facilities and programs for women offenders.

In providing advice and recommendations to Government with respect to advancing justice for women, the Advisory Council feels we have contributed to increasing the safety and equality of women in Newfoundland and Labrador.

## **Issue 2: Representation on Key Government Strategies**

Violence and poverty constitute two of the most significant barriers to advancing women's equality. Domestic violence and abuse and women's lack of access to economic equality undermine the ability of women to fully and productively engage in their communities, the Province and society as a whole. In keeping with its mandate to advise the Minister Responsible for the Status of Women and Government on issues affecting the status of women, Council members identified contributions to ongoing strategic priorities and, in particular those involved with the Violence Prevention Initiative and the Poverty Reduction Strategy, as strategic issues. Both of these priority areas of focus aligned with the Provincial Government Strategic Directions 1, 4 and 5, as outlined in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women. These Strategic Directions include violence prevention, women's earned income and employment and women's economic and social equality.

Both the Violence Prevention Initiative (VPI) and the Poverty Reduction Strategy (PRS) are two very important initiatives that the Government has prioritized in an effort to decrease levels of violence and levels of poverty. Over the course of the 2008-2011 period, the Advisory Council provided advice and recommendations to the Minister Responsible for the Status of Women and departments involved with these key government strategies.

The Advisory Council was an active member of the social marketing committee of the Violence Prevention Initiative and as such provided information and feedback on the development of the "Respect Women" campaign. On an ongoing basis we have gathered information through discussions with individuals and groups around the Province and provided feedback and information to staff of the VPI. As part of our continued commitment to increase awareness of issues affecting the status of women, we promoted and provided information on the VPI in our outreach initiatives. We have provided advice and/or recommendations on the need for continued support for the VPI and the Regional Coordinating Committees against Violence, support for a further social marketing campaigns focusing on prevention of violence against older adults and support for enhanced staffing and training of the Transition Houses in the Province. The Advisory Council participated in the annual VPI Stakeholders Conferences. In addition, the President of the Advisory Council gave a keynote address at the 2011 conference addressing the issues of bias and discrimination based on sexual orientation.

Over the course of 2008-2011 period, the Advisory Council has monitored the progress on implementation of the Poverty Reduction Strategy, actively

engaging in consultations, roundtables and discussions with senior PRS staff on the status of the strategy and particularly recommending the need for presentation of sex disaggregated data to clearly identify the strategy's contribution to poverty reduction for women. In each of the pre-budget consultations held during the 2008-2011 period, we provided recommendations to Government on steps to increasing women's economic equality. The advice and recommendations presented to Government included the need for expansion of dental care for low income adults, amendments to access prescription drug coverage, affordable housing, heating subsidies, transportation subsidies and initiatives to improve nutrition levels of low income individuals. The Advisory Council, in addition to hosting a meeting with the PRS Director, submitted in 2010 outlining a series of recommendations related to poverty reduction.

Directly related to poverty reduction is the issue of social housing. While the shortage of safe, affordable, accessible housing presents a challenge for everyone, it impacts low income women to a much greater degree. The Advisory Council, during the 2008-2011 period was very active on the issue of housing, reviewing reports by the Newfoundland and Labrador Housing Corporation (NLHC), participating in consultations and roundtables, hosting a meeting and discussion with the Executive Director of NLHC, meeting with the Minister Responsible for Human Resources, Labour and Employment to discuss issues and strategies for affordable housing and providing input together with other community partners on the submission of a brief to Government on housing and homelessness in the Province.

Through this work, the Advisory Council has been able to contribute to the advancement of the Provincial Government Strategic Directions related to violence prevention and women's social and economic equality, as stipulated in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women.

## **Goal 2:**

By March 31, 2011, the Provincial Advisory Council on the Status of Women will have provided ongoing advice and/or recommendations on key Government strategies, including but not limited to the Violence Prevention Initiative and the Poverty Reduction Strategy.

**Measure:** Provision of advice and/or recommendations related to ongoing key Government strategies



- Indicators:** Advice and recommendations to Government pertaining to:
- Prevention of violence against women
  - Reducing women's poverty

### **Prevention of Violence against Women**

The Advisory Council, by March 31, 2011, achieved the indicators of providing advice and recommendations to Government pertaining to the prevention of violence against women and reducing women's poverty. Council members and staff provided participated in consultations, roundtables and meetings, as indicated above, to address the prevention of violence against women and reducing women's poverty over the course of the 2008-2011 period.

Over the 2008-2011 period, the Advisory Council provided advice and/or recommendations related to the following:

- The need for continued support for the VPI and 10 Regional Coordinating Committees against Violence
- Support for the development of a further VPI social marketing campaign addressing violence
- Continuation of support for the pilot women's employment project with the Transition House Association of Newfoundland and Labrador
- Provision of funding for a shelter for women in Conception Bay North
- Provision of operational funding for a Safe House in Rigolet as well as other isolated Labrador communities
- Increase funding to Transition Houses in order to support double staffing
- Participated and provided input to the development of the VPI Social Marketing campaign, particularly related to men's violence against women and the prevention of violence against older women.
- Provided input to Government on the need to undertake a study on the sex trade in the Province and contributed to the development of Terms of Reference for research into the issue

The Advisory Council's work on the indicator of reducing violence against women is closely linked to the work done in Goal 1 of advancing justice for women. Reference to reporting above on the indicator of providing advice and recommendations pertaining to justice services for women outlines recommendations we made related to programs such as Family Justice Services, alternative interventions and specialized courts to deal with sexual assault cases and Family Violence Intervention Court. These

recommendations as well as contributing to justice services for women are also key to reducing violence against women.

## **Reducing Women's Poverty**

The Advisory Council, by March 31, 2011 achieved the indicator of providing advice and/or recommendations to Government pertaining to reducing women's poverty. Over the course of the 2008-2011 period, the Advisory Council has actively engaged in roundtables, consultations and meetings with Ministers and senior staff of the Poverty Reduction Strategy (PRS), in addition to the submission of a brief to the Director of PRS in 2010. In line with this indicator is a jointly prepared brief to the Minister, on behalf of the Housing and Homeless Coalition outlining a series of recommendations related to safe, affordable, accessible housing.

The Advisory Council provided advice and/or recommendations related to the following:

- Increasing support to provide with opportunities to development employment skills
- Support for improved wages and benefits for those working in the field of home support, most of whom are women
- Expansion of coverage for dental care to include dentures for low income individuals
- Increased support for safe, accessible, affordable housing
- Increased home heating subsidy
- Expansion of Prescription Drug Coverage, increasing threshold for qualification and decreasing percentage of co-pay for consumer
- Increase minimum wage
- Increase income support rates and re-examine the concept of Guaranteed Annual Income
- Support for funding to ensure Government is able to communicate and consult effectively and regularly with community groups on the status of the PRS
- Support for funding for research, analysis and monitoring of the PRS
- Funding for support housing programs and services, including expanded capacity to ensure Government departments are able to provide collaborative, comprehensive and timely response to the needs of individual clients

- Sustainable funding for the growth and expansion of community kitchens and gardens to increase nutrition levels
- Provision of sex disaggregated data in all reporting on PRS in order to show impact on women and men benefitting from programs and initiatives

The Advisory Council is confident that the advice and recommendations provided have contributed to Government's initiatives to the prevention of violence against women and the reduction of women's poverty in Newfoundland and Labrador. Examples of effectiveness include:

- Continuation and increased funding to the Violence Prevention Initiative and the 10 Regional Coordinating Committees against Violence.
- Support for the establishment of O'Shaughnessy House Women's Shelter in Conception Bay North
- Funding for the Transition House in Hopedale, Labrador
- Funding for double staffing at Transition Houses
- Implementation of a study on the Sex Trade in Newfoundland and Labrador
- Government funding of programs for women to enter the skilled trades
- Dental coverage for low income adults
- Increase in the minimum wage
- Increased threshold for qualification for Prescription Drug Coverage
- Increased support for supportive housing initiatives such as Marguerite's Place

**Objective 3:**

By 2011, the Provincial Advisory Council on the Status of Women will have furthered its advice and/or recommendations related to the prevention of violence against women and the Poverty Reduction Strategy.

**Measure:** Advice and recommendations furthered.

**Indicators:** Gather information and provide advice and/or recommendations to Government on reducing women's poverty including, but not limited to advice and/or recommendations related to the Poverty Reduction Strategy

Continue to advise and/or make recommendations to Government pertaining to prevention of violence against women, including gathering information and participation in the Violence Prevention Initiative social marketing strategies as well as other committees to address violence against women

### **Progress Report: Prevention of Violence against Women**

The Advisory Council, by March 31, 2011 partially achieved the indicator of gathering information and participation in the Violence Prevention Initiative social marketing strategies as well as other committees to address violence against women.

Violence against women and children is a key priority for the Advisory Council and one which the Council has done substantive work on. The President responded to numerous media requests to speak on issues related to sexual assault and other violent crimes against women and children, as well as the sentencing of the offenders. In so doing, the Council monitored the media, researched and gathered information on cases of violence against women, the sentences given offenders and the media reporting on same. Our concerns relate to comments which 're-victimize' the victim and sentences that are too short to adequately work on the rehabilitation of offenders. The Advisory Council raised these issues with Government and WPO staff as well as at the Justice Minister's Committee on Violence against Women. We gathered further information which we shared with Government on models and approaches being used in other jurisdictions and countries to deal with these issues.

While the Advisory Council supported, promoted and participated in the launch of the VPI Purple Ribbon campaign, we were not involved in the development of the social marketing strategies of same, as this was an initiative that emanated from VPI and developed as an extension of the work being done through the "Respect Women" campaign, which the Advisory Council did provide input to. We provided feedback to VPI staff on the success of the Purple Ribbon campaign and shared information on support for it in the regions in which we undertook outreach initiatives.

The work to reduce violence against women involved collaboration with the Women's Policy Office (WPO), the Royal Newfoundland Constabulary (RNC) and other community partners including the Sexual Assault Crisis and Prevention Centre. This collaboration provided us the opportunity of gathering information, consultations and sharing strategies and ideas on how best to raise awareness of violence against women as well as initiatives to be undertaken to reduce it.

During 2010-2011, the Advisory Council as well as other partners had growing concerns over the sex trade in Newfoundland and Labrador. Increased wealth in the province has brought with the many benefits, some negative impacts, including an increased level of criminal activity. The growth of the sex trade and human trafficking, as it is now referred to, is one such area of concern. The Advisory Council supported and provided input to the development of Terms of Reference for a study of the sex trade in the Province. Advisory Council staff participated in a national conference on human trafficking organized by the RCMP and the Association of Chiefs of Police, discussing information and findings with staff of Government departments.

### **Progress Report: Reducing Women's Poverty**

The Advisory Council, by March 31, 2011 achieved indicator of gathering information and providing advice and/or recommendations to Government on reducing women's poverty including, but not limited to advice and/or recommendations related to the Poverty Reduction Strategy.

As indicated in the above the Advisory Council provided advice and/or recommendations on a variety of issues, while not specifically directed at the Poverty Reduction Strategy (PRS), are clearly recommendations intended to reduce women's poverty in our Province. These include such recommendations as dental care, home heating subsidies and supportive housing to name a few. Most significant has been the work we have done to examine issues related to availability, affordability and accessibility of housing, a critical issue for low income women. In collaborating with other members of the Housing and Homeless Coalition, we have gathered information and prepared a brief with recommendations submitted to Government.

### **Discussion of Results: Representation on Key Government Strategies**

The Advisory Council, by March 31, 2011 achieved the indicators of providing advice and recommendations to Government pertaining to the prevention of violence against women and reducing women's poverty. Both the Violence Prevention Initiative and the Poverty Reduction Strategy are significant Government initiatives contributing to the advancement of women's equality.

The Council has provided advice and input to the development of the social marketing and other campaigns of the VPI contributing to initiatives to reduce violence against women. Our advice and recommendations regarding continued support for the work of the VPI and the Regional Coordinating Committees against Violence (RCC's) has been an important

reflection of the Province's need for such an initiative. Further to this, our work to gather information and raise awareness with Government of concerns regarding the sexual violence cases, media representation, sentencing of offenders and alternative courts and interventions has advanced discussions on options to address sexual violence. Our advice and recommendations related to the funding for shelters in smaller communities such as Rigolet and Conception Bay North as well as recommendations for increased resources for training and additional staff have contributed to increasing the safety of and reducing violence against women in our Province. The Advisory Council's identification of concerns regarding women in the sex trade has contributed to work being done to address the social impacts of economic development.

Our work on providing advice and recommendations pertaining to reducing women's poverty was achieved through engagement with the Poverty Reduction Strategy, recommendations provided through pre-budget consultations over the 2008-2011 period as well as collaboration with community partners on the development and submission of briefs pertaining to safe, accessible, affordable housing. In meetings with senior staff of the PRS, the Advisory Council has provided advice and recommendations regarding the presentation of data, the need to ensure Government departments can efficiently and effectively meet the needs of their clients availing of PRS benefits. In the submission of briefs to PRS as well as pre-budget consultation submissions, we have outlined specific initiatives that would contribute to the reduction of women's poverty, many of these enumerated above. The lack of safe, affordable, accessible housing constitutes a major barrier to reducing women's poverty and as such the Advisory Council's advice and recommendations provided through roundtables with the Newfoundland and Labrador Housing Corporation, meetings with Ministers and senior staff as well as briefs submitted have contributed to initiatives aimed at reducing women's poverty.

In providing advice and recommendations to Government with respect to the prevention of violence against women and reducing women's poverty, the Advisory Council feels we have contributed to advancing the social and economic equality of women in Newfoundland and Labrador.

### **Issue 3: Advancing Women's Equality in Priority Areas**

Advancing women's social and economic equality in many ways entails changing the status quo. The roles, responsibilities and positions traditionally held by women need to change. Advancing women's equality requires correcting historic disadvantage that have women ascribed to certain occupations and limited in their decision making authority. In

keeping with its mandate to bring before Government and the public issues affecting the status of women, the Advisory Council focussed on barriers to women's employment in non-traditional occupations and barriers to increasing women's participation in elected office at all levels of government and decision making positions. Work in these areas has supported key Provincial Government Strategic Directions 2 and 3, women in leadership and decision making and skilled trades as outlined in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women.

An important aspect of advancing women's social and economic equality is the ability of women to obtain well paid employment and/or operate businesses that provide them a decent income for their labour. Historically women's employment has been in the service sectors, traditionally occupying positions that are lower paying with few, if any, benefits. The majority of women owned businesses tend to be in traditional retail sectors that provide limited return and profitability. With the growing opportunities in the resource sector, it is critical that women be afforded the opportunity of gaining employment in the skilled trades and technology and business access strategies be put in place in order that women owned businesses can benefit from the economic gains being made in our Province. However, in order for women to avail of these opportunities, they require the necessary supports to do so. These supports include but are not limited to child care, transportation, affordable housing, access to training programs, supports for apprenticeships and training related to business opportunities. In addition, there is need to address the numerous other barriers that constrain women's ability to enter non-traditional occupations. Over the course of the 2008-2011 period, the Advisory Council has been actively engaged in providing advice and/or recommendations related to both supports for women in non-traditional occupations as well as supports to women entrepreneurs. The Advisory Council is represented on the Boards of Directors of Women Interested in Successful Employment (WISE), Women in Resource Development Corporation (WRDC) as well as the Gender Equity Committee of the Council of Marine Professionals Association (COMPASS), working with them to examine how best to advance women in the skilled trades and technology. We have provided recommendations to Government on areas of support to these initiatives such as enhanced capacity to target younger school aged women. The Advisory Council maintains strong working relationships with community partners such as the Office to Advance Women Apprentices, the Carpenter's and Millwrights College and the unions and as such has been able to provide recommendations to Government on barriers to be addressed such as the need to change the journeyperson/apprentice ratio in order that more women can gain their apprenticeships. We have strongly recommended the need for clearly established targets for employers in

order that women secure meaningful long term employment in the trades and technology fields. We have challenged the St. John's Fire Department and provided them recommendations on their need to recruit and train female firefighters. The Advisory Council has been an active member of the Round Table to Advance the Economic Status of Women, a multi-stakeholder group led by the Women's Policy Office, bringing together government departments and community organizations to discuss ways to reduce barriers for women's economic and business advancement. We have, over the course of the past year been meeting monthly, developing strategies for policy and program delivery to increase women's access to business opportunities in the growth sectors of our economy.

The focus on women in leadership has been an ongoing priority for the Advisory Council and will continue until such time as we see significant changes in the number of women in elected office and decision making positions. Women continue to be under-represented in elected and/or decision-making positions. Over the 2008-2011 period, the Advisory Council has engaged in numerous activities directed at increasing women's representation at these levels. We gathered and shared information and resources on women candidates schools; posted a "Woman's Manual on Organizing an Election Campaign" on our website; participated in 3 Lunch and Learn sessions across the Province leading up to the municipal elections; did extensive media work, both print and electronic about women in elected office, during the municipal elections, following the Provincial election and at the time of the "Women in Oil and Gas" conference. We have been working with the Women's Policy office on strategies to increase the representation of women in senior leadership in the Provincial government as well as agencies, boards and corporations.

Through the above mentioned work, the Advisory Council has been able to contribute to the advancement of the Provincial Government Strategic Directions related to advancing women's equality in priority areas, as stipulated in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women.

### **Goal 3:**

By 2011, the Provincial Advisory Council on the Status of Women will have provided advice and/or recommendations related to advancing women's equality, including but not limited to the provision of family supports for women working in non-traditional settings and addressing barriers to women's representation in elected positions and decision-making positions.

**Measure:** Provision of advice and/or recommendations.



**Indicators:** Advice and/or recommendations provided to Government related to:

- Family supports for women working in non-traditional settings
- Women in elected office and decision-making positions

The Advisory Council, by March 31, 2011 achieved the indicator of providing advice and/or recommendations to Government related to family supports for women working in non-traditional settings. Council members and staff held positions on boards, participated in meetings and roundtables and are involved in an ongoing basis with organizations and initiatives directed at supporting women to enter non-traditional occupations. We have provided written recommendations to Government and industry on necessary steps to reduce barriers for women and outlined recommendations in pre-budget consultations. We work very closely with the Women's Policy Office in efforts to build supports for women in non-traditional occupations. Over the 2008-2011 period, we have provided advice and recommendations to Government on:

- Continue to lobby the Federal Government for a comprehensive publicly funded Child Care and Early Learning Program
- Increased funding for a range of programs and supports which provide women with opportunities to develop employment skills and become employed
- Finding creative ways to provide child care in rural areas and for families working outside the Monday to Friday, 9 a.m. – 5 p.m. work day
- Continued investment in improved access to Early Childhood development, including increased subsidy rates for regulated child care
- Requirement for companies to conduct social impact assessments ensuring they take responsibility for providing housing and services to employees, in order not to artificially inflate the cost of housing nor put excessive demands on surrounding communities
- Continue funding programs and supports designed to encourage women to enter non-traditional occupations
- Continue providing leadership on women in non-traditional occupations by ensuring, as part of the government tendering process, women are employed on construction jobs
- Mines Safety of Workers Regulations to include regulations requiring mining operations to provide clothing and equipment specifically designed to fit females

- Creation of a taskforce to address the underground economy which is a barrier to women gaining employment in the skilled trades
- Support for women apprentices
- Strategies to encourage and support women to enter the marine transportation industry
- The need for a cross-sectoral working group that includes Government, the Advisory Council and community organizations to strategize around overcoming the barriers for women to ensure they are able to secure apprenticeships, journeyed status and sustainable employment
- The need to work with the unions around ensuring women are able to secure employment in the skilled trades
- Use of industry diversity funds to support and advance women in the skilled trades

As well as providing advice and recommendations to Government and working with community partners on women in non-traditional occupations, we have done extensive media and public awareness work in this regard.

The Advisory Council is confident we have contributed to advancing women's equality through the work we have done to provide supports for women in non-traditional occupations. Examples of effectiveness include:

- Non-refundable child care tax credit, based on child care expenses currently deductible from income
- Two year pilot project focused on the development of child care spaces in family homes
- Financial incentives to employers to hire apprentices, especially from under-represented groups
- Support to Carpenter Millwrights College, Office to Advance Women Apprentices and Regional Council of Carpenters for wage subsidies for women apprentice
- Draft Action Plan on Improving Business Access for Women in Newfoundland and Labrador

The Advisory Council, by March 31, 2011 partially achieved the indicator of providing advice and/or recommendations to Government related to women in elected office and decision making positions. Although the Advisory Council undertook numerous activities related to these issues, the vast majority of the work was directed at increasing public awareness and raising the profile of the need for more women in leadership positions. We have been engaged in providing advice and recommendations on strategies

to increase the number of women in leadership in Government and on agencies, boards and corporations, however we have done so in collaboration with the Women's Policy Office rather than solely on our own. The above mentioned work outlines the Advisory Councils contribution to advancing women in elected office and decision-making positions.

**Objective 3:**

By 2011, the Provincial Advisory Council on the Status of Women will have furthered its recommendations in the key areas of support for women working in non-traditional settings as well as strategies to increase women's participation in elected office and decision making positions.

**Measure:** Will have furthered recommendations pertaining to support for women working in non-traditional settings as well as strategies to increase women's participation in elected office and decision-making positions.

**Indicators:**

- Advice and/or recommendations provided to Government related to family supports for women working in non-traditional settings
- Advice and/or recommendations provided to Government related to women in elected office and decision making positions

**Progress Report: Family Supports for Women Working in Non-traditional Settings**

The Advisory Council, by March 31, 2011 achieved the indicator of providing advice and/or recommendations to Government related to family supports for working in non-traditional settings.

The Advisory Council is committed to working for the increased representation of women in the skilled trades. Over the past year, this work has expanded to include support for women owned businesses with a view to seeing more women entrepreneurs be beneficiaries of the wealth created through resource development. Recognizing the numerous barriers faced by women wishing to enter the trades and technology field and those who wish to do business with the industries working on the development of our resource sector, we, along with the Women's Policy Office realized the need to bring together the various government departments and community organizations working on achieving these goals. Led by the WPO, the Round Table to Advance the Economic Status of Women has been meeting monthly, to develop strategies and a plan with concrete steps to increase

women's participation in these areas. Out of these meetings has come the Draft Action Plan for Improving Business Access for Women in Newfoundland and Labrador with a series of initiatives and pieces of work that all parties can take responsibility for. Over the past year, the Advisory Council has been actively engaged as a member of the Board of Directors of the Women in Resource Development Committee, looking at how best to get women into programs that support their training and entry to the skilled trades. Similarly we have held a position of the Board of Directors of Women Interested in Successful Employment, working with them on supports for women to gain basic skills and training that support their entry to the work force, thereby increasing their social and economic status.

In the Advisory Council pre-budget consultation document, we outlined a series of recommendations that would contribute to the reduction of barriers faced by women entering non-traditional occupations. These included support for childcare; housing availability and programs and subsidies to support women in obtaining training to enter the labour force.

The Advisory Council has done substantive work to encourage and support women to undertake the necessary training to secure employment in non-traditional occupations. We have made recommendations on the need for supports for women to gain apprenticeships, the need to amend the ratio of journeypersons to apprentices and the need to undertake an examination of the underground economy and the negative impacts on women in the skilled trades. The Advisory Council is committed to working to advance women in non-traditional occupations through collaboration with others in an effort to reduce and/or eliminate the barriers.

### **Progress Report: Strategies to Increase Women's Representation in Elected Office and Decision-making Positions**

The Advisory Council, by March 31, 2011 partially achieved the indicator of advancing strategies to increase women's representation in elected office and decision making positions.

Over the past year, the Advisory Council was engaged to a limited extent in providing advice and recommendations to Government on increasing women in elected office and decision making positions. We did, however, provide input to the Women's Policy Office on the development of presentation on women in leadership in Government and on agencies, boards and corporations. The Advisory Council President during the past year, spoke publicly on numerous occasions on the critical importance of having more women in leadership positions, encouraging women to run for elected office as well as other leadership positions. The President gave an address "Women in Leadership – Benefits and Barriers" at the 2011

Provincial Aboriginal Women's Conference, as well as did media work around the "Women in Oil and Gas" conference on the need for more women in leadership positions and the importance of quotas.

During the past year, the Advisory Council staff did extensive media work, both print and electronic on the significance of all political parties being led by women and the critical importance of female perspectives at decision making tables.

### **Discussion of Results: Advancing Women's Equality in Priority Areas**

As indicated above, by March 31, 2011, the Advisory Council to a large extent achieved the indicators of providing advice and/or recommendations to Government related to family supports for women working in non-traditional settings and related to women in elected office and decision making positions.

The barriers faced by women in these areas are major and entail making significant changes to address women's historic disadvantage. Not only do many of the changes require very considerable financial resources, such as those required to meet the child care needs of working women, perhaps more significantly they require a cultural shift that is not as easily achieved. We have provided advice and recommendations on steps that can be taken to support women to enter non-traditional occupations and we have witnessed action taken to facilitate that happening, from the provision of funding for training and wage subsidies for apprentices to the initiation of pilot programs for child care spaces in family homes. While this makes an important difference, much more needs to be done to have industry and labour take the necessary steps to correct historic imbalances. In gathering information, we realize the critical value of beginning to influence women and men at a very young age of the opportunities ahead of them that are not bound be gender stereotyping. At the other end of the spectrum we need to continue working to ensure women are hired and maintain their employment.

As with women in non-traditional occupations, women running for elected office or leadership positions, too face significant barriers. The Advisory Council has been very vocal in our support for more women in elected office and leadership positions, speaking publicly and challenging barriers and behaviours that prevent women for letting their name stand. We can provide advice and recommendations on actions that can be taken, but a critical element remains the cultural shift that is necessary. Once again, our information gathering has pointed out the necessary work that need be done to influence women and men while they are young, shifting attitudes that have hindered women for decades.

In providing advice and recommendations to Government with respect to advancing women's equality in priority areas, the Advisory Council feels we have made a positive contribution, while recognizing much more needs to be done.

**Goal 4:**

By 2011, the Provincial Advisory Council on the Status of Women will have developed focused public awareness strategies in response to strategic priority issues related to the advancement of the status of women.

**Measure:** Developed focused public awareness strategies

**Indicators:**

- Communications Committee
- Strategic Communications Plan
- Evaluation

The Advisory Council, by March 31, 2011, achieved the indicators of a communications committee, a strategic communications plan and an evaluation, as developed focused public awareness strategies. In 2009 a Communications Committee was struck with the task of developing a communications plan and undertaking an evaluation. Based on surveys, a focus group and individual feedback, the website was redesigned and launched in 2010, making it more informative, more accessible and appealing to a wider audience. The evaluation of the listserv resulted in little need for change as it met the varied needs of women in terms of information and discussion. In the development and evaluation of the Strategic Communications Plan, outreach to meet and engage women across the province was identified as a critical element of public awareness and essential to the Advisory Council fulfilling its role of representing the concerns of all women in Newfoundland and Labrador. In this regard, over the course of the 2008-2011 period, the Advisory Council staff has travelled and met with women in Labrador, parts of the west coast, the Northern Peninsula and the Avalon Peninsula. The Advisory Council enhanced its public awareness capacity through producing and distributing materials that included a poster, an information pamphlet, a pamphlet on feminism and a quarterly newsletter.

Over the course of the 2008-2011 period, the Advisory Council has given numerous public presentations on a broad spectrum of topics including but not limited to the Hormone Receptor testing, violence against women, missing and murdered women, sex offenders, female fire fighters, women in the skilled trades, the long gun registry, women in leadership, women in elected positions, federal and provincial budgets.

## Issue 4: Public Awareness

Public awareness of issues relating to the status of women is a crucial piece to advancing women's equality. Speaking publicly about issues that are of importance to women is critical in ensuring the general public is made aware of the realities of gender inequality, as well as means of garnering public support for necessary change. In keeping with its mandate to bring issues affecting the status of women to Government and the public, the Advisory Council during the 2008-2011 period identified the strategic issue of public awareness. During the 2008-2011 period the Advisory Council sought to increase awareness of the roots of women's inequality and the importance of effective public policies which advance the status of women.

As reflected in its mandate, the Advisory Council has spoken publicly by way of media interviews, media releases, letters to the editor, speeches at community events, as well as through the Advisory Council's listserv, website and a quarterly newsletter. Implementing and/ or improving upon these methods of communicating with the public over the 2008-2011 period has also supported outreach efforts, as well as relationship building with community partners and the general public.

In the period covered by this report, the Advisory Council created a Communications Committee, comprised of staff and Advisory Council members, tasked with reviewing PACSW's communication strategy. Following the Committee's review of the existing listserv and website, the Advisory Council implemented the Strategic Communications Plan in 2009, which aimed to increase stakeholder and public awareness. Furthermore, this review resulted in changes to the operation of the listserv and also the development of the Advisory Council's new website, which was launched in the autumn of 2010.

Within the last three years the Advisory Council has also developed a promotional pamphlet, a pamphlet on feminism, an informational poster and newsletters to increase awareness of our mandate, composition and priorities. These materials have been circulated throughout the Province through Council members, the website, the listserv and during outreach events in the community.

It has become clear over the period covered by this report that outreach is a critical aspect of our public awareness efforts. Whereas the above mentioned methods of communication have provided a means of supporting this mandate, the building of relationships with women and community partners throughout the Province provides the necessary audience with whom to share the information. Within the last three years the Advisory

Council's outreach has included travel to different regions of the Province, as well as organizing events for different groups of women, including women with disabilities and young women.

Through the above mentioned work the Advisory Council has been able to contribute to the advancement of the Provincial Government Strategic Directions related to violence against women, women in leadership and women's economic and social equality, strategic directions 1, 2 and 5 as outlined in Appendix A of the Business Plan 2008-2011 of the Provincial Advisory Council on the Status of Women.

**Objective 3:** By 2011, the Provincial Advisory Council on the Status of women will have furthered its strategic approach to publicly responding to priority areas related to the advancement of the status of women.

**Indicators:**

- The Advisory Council will have implemented changes resulting from the evaluation of the Communications Plan
- The Advisory Council will have furthered its work to respond to priority areas related to the advancement of women through focused public awareness strategies
- The Advisory Council will have furthered outreach to women in regions of the Province

**Progress Report: Publicly Responding to Priority Areas**

The Advisory Council, by March 31, 2011 achieved the indicators of implementing changes resulting from the evaluation of the Communications Plan furthered its work to respond to priority areas related to the advancement of women through focused public awareness strategies and furthered outreach to women in regions of the Province.

Over the past year, the Communications Committee comprised of staff and Advisory Council members have been actively engaged in refining and advancing the Strategic Communications Plan, which resulted from an evaluation by way of public consultation in the Spring of 2010. The website is continuously updated and the Committee continues to advise on materials and information they deem necessary to fulfill our mandate of increasing public awareness. Likewise, the listserv is not only a means of encouraging discussion and information sharing between members but also used as a means of bringing forward issues identified as important by the Advisory Council. The Advisory Council continues to consider strategies to broaden our public awareness and response to critical issues.



Over the past year, staff engaged in strategic outreach, meeting with individual and groups of women to discuss the role of the Advisory Council and better understand the issues affecting the status of women across the province. In the spring of 2010, Advisory Council staff attended the annual meeting of the Women's Centres in Corner Brook, meeting with women to discuss issues of importance to women. During the fall, Advisory Council staff visited Labrador twice, once to Labrador City and Happy Valley – Goose Bay and again to Hopedale and Natuashish. Plans for outreach in the southern Avalon were curtailed by weather.

The Advisory Council also relies on public presentations and the media as means of advancing the public awareness strategy. Over the course of the past year, the President has given numerous public presentations. We have sent out media releases and wrote letters to the editor on a number of topics and gave many media interviews throughout the year. These were covered in the local as well as provincial and some national media outlets.

### **Progress Report: Other Activities Undertaken to Achieve the Goal**

In the work to increase awareness and advance women's equality, the Advisory Council engaged in a number of activities to reach out and engage new constituencies, responded publicly to emerging issues impacting women, collaborated with organizations and participated in boards of directors to further the work in identified priority areas. Extensive work has been done in this regard, however the following are some of the key initiatives the Advisory Council was engaged in over the 2008-2011 period:

Equality Wishes for Moms, May 5, 2008 – the Advisory Council took the lead in organizing this Mother's Day media event along with Oxfam, the St. John's Status of Women and the Provincial Women's Committee of the NL Federation of Labour. Participants created two large Mother's Day cards filled with messages about women's equality and sent these to the Premier and Prime Minister.

PACSW Community Reception to acknowledge and celebrate women in leadership positions. Recognized were Frances Ennis, 2008 Persons Case Award November 28, 2008. In addition to celebrating Ms. Ennis's accomplishments, we recognized Lana Payne, newly elected President of the NL Federation Of Labour, Joanne MacDonald, recipient of the Order of Canada, Gerry Rogers, film maker and prominent advocate for women, for their contributions to advancing women's equality over this past year. This reception also provided the opportunity for recognition and welcoming of Kathy Dunderdale as the newly appointed Minister Responsible for the Status of Women.

Public forum on violence against women -- PACSW presented together with Robert Fox, Executive Director of Oxfam Canada and Vyda Ng, Coordinator, Western Avalon Coalition against Violence on the topic of "Stopping the Culture of Male Violence".

Newfoundland Aboriginal Women's Network – PACSW President gave an address at the recognition ceremony banquet for the "Breaking Barriers – Building Strong Minds" project in Stephenville.

International Women's Day events – The PACSW President was the keynote speaker at three IWD events focused on Violence against Women. The events took place in St. Alban's, Lewisporte and Grand Falls-Windsor addressing in total over 300 women and men.

EI and Parental Leave Forum -- On October 20, 2009, together with Newfoundland and Labrador Federation of Labour President Lana Payne, PACSW President spoke on the issue of EI and Parental Leave and the impact on women at a public event organized by GEMMA – a Society for the Promotion of Infant Mental Health.

Newfoundland Aboriginal Women's Network – PACSW President gave an address at the Annual General Meeting held, October 24-25, 2009 in Black Duck Siding. The focus of the address was the role of the Advisory Council and the critical importance of policies and programs to advance women's equality.

Newfoundland and Labrador Federation of Labour Women's Conference – On October 1, 2009, PACSW President gave an address on the role and work of the Advisory Council.

Women in the Global Economy Roundtable - On June 12, 2009, the Advisory Council hosted a roundtable with representatives of government and non-government organizations as well as academia on the role of women in the global economy, the work being done to advance women's economic status in Newfoundland and Labrador and the growing representation of women in non-traditional occupations.

Gender Justice Summit, June 20, 2010 Toronto - PACSW President gave an address at the international summit on the topic 'Working with Government to Advance Women's Equality'.

Tommy Sexton Centre Candlelight Vigil- PACSW President gave an address on Human Rights, Gender and HIV/AIDS, August 22, 2010.

Take Back the Night, September 17, 2010- PACSW President was the key note speaker addressing the issue of sexual violence against women.

Labrador West Status of Women Council, October 28, 2010- PACSW President was the keynote speaker at an event organized by the Women's Centre, bringing together women from Labrador City.

Newfoundland and Labrador Aboriginal Women's Conference, February 10, 2011- PACSW President gave an address on "Women in Leadership – Benefits and Barriers".

Violence Prevention Initiative Conference, February 16, 2011- PACSW President gave a keynote address on "Discrimination and Oppression: Overcoming Our Hidden Biases".

Women in Oil and Gas, March 9, 2011- PACSW President was a closing panellist drawing together key messages from the conference.

In addition to public speaking engagements, the Advisory Council, over the course of the 2008-2011 period provided in excess of ninety media interviews in both the print and electronic media addressing a broad spectrum of issues that included: the Cameron Inquiry, changes in Cabinet, sex offender registry, EI and maternity leave benefits, women in the skilled trades, sexual assault cases and sentencing, federal and provincial budgets and women in leadership. This by no means is a complete list of topics covered.

A priority for the Advisory Council has and continues to be the necessity of reaching out and meeting with diverse groups of women from across the province. Over the 2008-2011 period, the Advisory Council has undertaken deliberate outreach to women in the province. The Advisory Council has spent time on the Northern Peninsula meeting with groups of women to discuss issues affecting their lives. In addition, we met with women in Stephenville, Corner Brook, Placentia, Bay Roberts, Labrador City, Happy Valley-Goose Bay, Hopedale, Natuashish and Gander, in some cases visiting these centres more than once. Through status of women councils, and other equality seeking organizations, there are many opportunities for women to identify issues and raise concerns, however for those without access to organized groups there is a real need to ensure mechanisms to hear their voices in order that the Advisory Council continue to represent the concerns of all women in the Province.

## 6.0 Opportunities and Challenges Ahead

The Advisory Council feels our work over the course of the 2008-2011 period has contributed to advancing women's social and economic equality in our Province. We further recognize the many changes and positive steps being taken to advance women's equality in Newfoundland and Labrador. However, we continue to be concerned about the inequality that does prevail, particularly amongst our aboriginal population, women in rural communities, women with disabilities and multicultural women. In our Province there are many opportunities for the Advisory Council to work with government and community to raise and address issues of women's equality. Nevertheless, there are persistent daunting challenges that women continue to face.

Economic development in our Province over the past number of years has without question brought significant positive change in many aspects. Investment in new programs and initiatives which contribute to community development, poverty reduction and open the doors to new opportunities for women have been tremendous. Government has instituted numerous policies and programs to ensure that women are able to avail of the economic and social benefits of our economic growth and development. However, economic growth and development brings with it a series of challenges, a number of which are impacting women in our Province.

Significant advances have been made in providing supports and opportunities for women to enter non- traditional occupations – the trades, technology, science and engineering. There are, however, many barriers yet to be overcome. We continue to be challenged in ensuring women gain employment to complete apprenticeships, in ensuring they gain long term employment in the trades, in finding ways to have women secure the necessary training and employment in a way that does not require they travel extensive distances from their family and community. We need to overcome the widening gendered wage gap in our Province. The Advisory Council continues to be strongly committed to working with Government and community partners to ensure women avail of the opportunities to benefit from the wealth created from our resource development.

A growing issue for the Advisory Council is the need for supports for women owned businesses in order that they too benefit from resource development in the Province. The vast majority of women owned businesses are in the more traditional retail sector. However, the opportunity for women entrepreneurs to develop businesses that are part of the resource sector supply chain is expanding. The Advisory Council has identified work to improve business access for women, a priority for subsequent work.

Child and family care commitments, poverty reduction, accessible, affordable and safe housing continue to present challenges to advancing women's equality. Numerous initiatives have been put in place to address some of these issues; however, the Advisory Council has identified these as critical issues that will require further work. As such we are committed to working with Government and community to reduce these barriers for women and families in the Province.

Justice services for women remains a major concern for the Advisory Council and constitutes a priority focus. In October 2008, the Department of Justice released, "Out of the Darkness – Moving towards the Light", a review of the prison system in Newfoundland and Labrador. This was predated in June 2007 by "Alone among the Few", a report on facilities and supports for female offenders from Labrador. Both documents identify the varied and complex needs of many female inmates, such as mental health and addiction issues, cultural differences and location and availability of programs and supports in facilities for women.

Additionally, initiatives such as the Family Violence Intervention Court and the Violence Prevention Initiative highlight the importance of policies, programs and supports for women as victims, as well as offenders. Improving justice services for women will continue underpin much of the work to end violence and advance women's equality.

As negatively as women are impacted by the challenges mentioned above, historically under-represented groups of women are impacted even more so. Poverty, violence and social and economic inequality are all too common realities in the lives of many aboriginal women, multicultural women, women with disabilities and women in rural and isolated communities. Supporting policy and program development to redress this will be critical.

Fundamental to advancing women's equality is the reduction of barriers they face, not only as adults but as young women. The Advisory Council is increasingly concerned about the barriers faced by young women and the negative impact it is having on them. The impact of popular media, the hyper-sexualization of young women and girls and the social impacts of our new economic reality provide a growing challenge to our efforts to have young women reach their potential.

Over the next mission cycle, the Advisory Council will continue to collaborate with community partners and diverse stakeholders to analyze issues, provide advice and/or recommendations and advocate for policies and programs to advance women's equality. We will continue to build and strengthen effective working relationships with Government and bring key issues and feminist perspectives to the attention of the general public.

## 7.0 Audited Financial Statements

PROVINCIAL ADVISORY COUNCIL  
ON THE STATUS OF WOMEN -  
NEWFOUNDLAND AND LABRADOR

FINANCIAL STATEMENTS

31 MARCH 2011

Office of the Auditor General



OFFICE OF THE AUDITOR GENERAL  
St. John's, Newfoundland and Labrador

## AUDITOR'S REPORT

To the Board of Directors  
Provincial Advisory Council on the  
Status of Women - Newfoundland and Labrador  
St. John's, Newfoundland and Labrador

### **Report on the Financial Statements**

I have audited the accompanying financial statements of the Provincial Advisory Council on the Status of Women - Newfoundland and Labrador which comprise the balance sheet as at 31 March 2011 and the statement of revenues, expenses and surplus, and statement of cash flows for the year then ended and a summary of significant accounting policies and other explanatory information.

#### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### *Auditor's Responsibility*

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

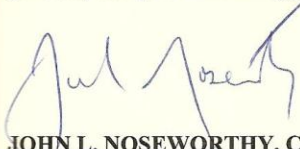
An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

### **Auditor's Report (cont.)**

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

#### *Opinion*

In my opinion, the financial statements present fairly, in all material respects, the financial position of the Provincial Advisory Council on the Status of Women - Newfoundland and Labrador as at 31 March 2011 and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



**JOHN L. NOSEWORTHY, CA**  
**Auditor General**

26 July 2011  
St. John's, Newfoundland and Labrador



**PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN -  
NEWFOUNDLAND AND LABRADOR**

**BALANCE SHEET**

**31 March** 2011 2010

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**ASSETS**

**Current**

Cash	\$ 80,450	\$ 72,066
Accounts receivable (Note 2)	4,370	5,060
Prepaid expenses (Note 3)	7,624	6,815

	92,444	83,941
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<b>Capital assets (Note 4)</b>	<b>19,530</b>	<b>12,564</b>
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	<b>\$ 111,974</b>	<b>\$ 96,505</b>
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**LIABILITIES AND SURPLUS**

**Current**

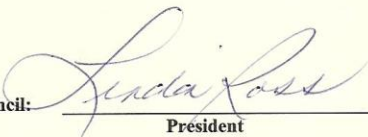
Accounts payable and accrued liabilities	\$ 14,106	\$ 14,330
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<b>Surplus</b>	<b>97,868</b>	<b>82,175</b>
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	<b>\$ 111,974</b>	<b>\$ 96,505</b>
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**Commitments (Note 5)**

*See accompanying notes*

Signed on behalf of the Council:   
President

  
Member

Office of the Auditor General

**PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN -  
NEWFOUNDLAND AND LABRADOR**

**STATEMENT OF REVENUES, EXPENSES AND SURPLUS**

**For the Year Ended 31 March**

**2011**

**2010**

**REVENUES**

Province of Newfoundland and Labrador operating grant	\$ 451,823	\$ 493,800
Interest	290	816
	<hr/> 452,113	<hr/> 494,616

**EXPENSES**

Amortization	11,577	10,453
Council meetings	35,113	38,598
Operating expenses	41,046	65,122
Outreach	17,743	11,662
Rent	29,608	29,608
Salaries and employee benefits	301,333	281,159
	<hr/> 436,420	<hr/> 436,602

<b>Excess of revenues over expenses</b>	<b>15,693</b>	<b>58,014</b>
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<b>Surplus, beginning of year</b>	<b>82,175</b>	<b>24,161</b>
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<b>Surplus, end of year</b>	<b>\$ 97,868</b>	<b>\$ 82,175</b>
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*See accompanying notes*

Office of the Auditor General

**PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN -  
NEWFOUNDLAND AND LABRADOR**

**STATEMENT OF CASH FLOWS**

**For the Year Ended 31 March**

**2011**

**2010**

**Cash flows from operating activities**

Excess of revenues over expenses	\$ 15,693	\$ 58,014
Adjustment for non-cash items		
Amortization	11,577	10,453
	27,270	68,467
Changes in non-cash working capital		
Accounts receivable	690	(1,441)
Prepaid expenses	(809)	(3,597)
Accounts payable and accrued liabilities	(224)	(425)
	26,927	63,004

**Cash flows from investing activities**

Purchase of capital assets	(18,543)	(853)
	(18,543)	(853)
Net increase in cash	8,384	62,151
Cash, beginning of year	72,066	9,915
Cash, end of year	\$ 80,450	\$ 72,066

*See accompanying notes*

Office of the Auditor General

**PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN -  
NEWFOUNDLAND AND LABRADOR**  
NOTES TO FINANCIAL STATEMENTS  
31 March 2011

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**Authority**

The Provincial Advisory Council on the Status of Women - Newfoundland and Labrador (the Council) was established under the *Status of Women Advisory Council Act*. The purpose of the Council is to advise the Minister responsible for the Status of Women, the Government and the public on matters of interest and concern to women. Its affairs are managed by a Board of Directors appointed by the Lieutenant-Governor in Council.

**1. Summary of significant accounting policies**

These financial statements have been prepared by the Council's management in accordance with Canadian generally accepted accounting principles. Outlined below is the significant accounting policy followed.

Capital assets

All capital assets are capitalized at cost at the time of acquisition. Amortization for capital assets is calculated using the methods described below based on the expected future useful life of the assets as follows:

Furniture and office equipment	Straight line, 5 years
Computer hardware and software	Straight line, 3 years
Leasehold improvements	Straight line, 5 years

**2. Accounts receivable**

	2011	2010
Harmonized sales tax	\$ 4,370	\$ 4,672
Trade accounts receivable	-	388
	<u>\$ 4,370</u>	<u>\$ 5,060</u>

There is no allowance for doubtful accounts since all amounts are considered collectible.

**3. Prepaid expenses**

	2011	2010
Insurance	\$ 821	\$ 805
Rent	2,618	2,618
Salary	1,283	1,186
Workplace Health, Safety and Compensation Commission	2,902	2,206
	<u>\$ 7,624</u>	<u>\$ 6,815</u>

Office of the Auditor General

**PROVINCIAL ADVISORY COUNCIL ON THE STATUS OF WOMEN -  
NEWFOUNDLAND AND LABRADOR**  
**NOTES TO FINANCIAL STATEMENTS**  
**31 March 2011**

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**4. Capital assets**

	2011			2010
	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Net Book Value</u>	<u>Net Book Value</u>
Furniture and office equipment	\$ 35,262	\$ 24,267	\$ 10,995	\$ 11,535
Computer hardware and software	35,797	27,777	8,020	-
Leasehold improvements	2,574	2,059	515	1,029
<b>Total</b>	<b>\$ 73,633</b>	<b>\$ 54,103</b>	<b>\$ 19,530</b>	<b>\$ 12,564</b>

**5. Commitments**

In March 2007, the Council entered into a 5 year agreement to lease a postage meter requiring monthly lease payments of \$28. In August 2007, the Council entered a 5 year agreement for the lease of office space requiring monthly lease payments of \$2,618 with an option to renew for an additional 5 years at the same terms and conditions.

**6. Pensions**

Council staff are subject to the *Public Service Pensions Act*. Employee contributions are matched by the Council and remitted to the Province of Newfoundland and Labrador Pooled Pension Fund from which pensions will be paid to employees when they retire. The Council's share of pension contributions for 2011 was \$18,860 (2010 - \$16,766).

**7. Economic dependence**

As the Council's revenue consists primarily of operating grants from the Province, its ability to continue viable operations is dependent upon the decisions of the Province.

**8. Financial instruments**

The Council's current financial instruments recognized on the balance sheet consist of cash, accounts receivable, and accounts payable and accrued liabilities. The carrying values of these instruments approximate current fair value due to their nature and the short-term maturity associated with them.

**9. Income taxes**

The Council is a Crown entity of the Province of Newfoundland and Labrador and as such is not subject to Provincial or Federal income taxes.

Office of the Auditor General



# **APPENDICES**





## APPENDIX A: Biographical Information

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The Advisory Council consists of 11 members who are appointed for three-year terms by the Lieutenant-Governor in Council. The Advisory Council members completing a 3-year term from 2008-2009 were Leslie Macleod as President; Phyllis Artiss, St. John's, Vice-President; Annie Evans, Makkovik; Jackie Jenkins, Grand Falls-Windsor; Mary Pia Benuen, Sheshatshiu; Yamuna Kutty, St. John's; Vanessa MacArthur, Port aux Basques; Michelle Murdoch, St. John's; Phyllis Seymour, Little Bay Islands; Hilda Whelan, Whitbourne and Carolyn Lavers, Port au Choix. On May 5, 2009 the Minister announced the appointment of the Linda Ross as President, Carolyn Lavers, Port au Choix, as Vice-President and three new Advisory Council members: Stephanie Flowers, Happy Valley-Goose Bay; Regina Bailey, Clarenville; and Kelly Power, St. John's.

Council members 2009-2012:

- Linda Ross, President/CEO – St. John's
- Carolyn Lavers, Vice-President – Port aux Choix
- Mary Pia Benuen – Sheshatshiu
- Stephanie Flowers- Happy Valley-Goose Bay
- Yamuna Kutty – St. John's
- Hilda Whelan- Whitbourne
- Vanessa MacArthur – Port aux Basques
- Michelle Murdoch – St. John's
- Phyllis Seymour – Little Bay Islands
- Kelly Power- Paradise
- Regina Bailey- Clarenville

## **Council members between 2008-2011**

**Leslie MacLeod** was President of the Advisory Council from 2006-2009. She has over twenty-five years of experience with numerous feminist and equality-seeking organizations. She is an experienced adult educator and community development worker. Leslie is also a past Co-Chair of the Equality Panel of the Court Challenges Program of Canada. Her work is based on a collaborative philosophy of practice rooted in community development and feminist principles. Leslie lives in St. John's.

**Linda Ross** joined the Advisory Council as President in 2009. She holds an Honours BSc in Biology from the University of Waterloo. She has held the position of President/CEO of the Provincial Advisory Council on the Status of Women, Newfoundland and Labrador since May 2009. Previous to this, Linda spent 24 years working in the field of international development with Oxfam Canada focusing on the area of gender and development with particular emphasis on the social and economic exclusion of women. Her work has involved travel in Central and South America, Africa and Asia. As a member of Oxfam Canada's - Gender Working Group, she was involved in the development of their first gender action plan related to internal and external operations. Linda has a history of leadership and experience in dealing with issues that affect women on a local and global scale. Linda has and continues to be actively engaged on the Boards of Directors of numerous community based organizations. Ms. Ross resides with her family in St. John's.

**Phyllis Artiss**, Vice-President, completed her third term as an Advisory Council member in 2009. She has also has been involved with the St. John's Status of Women Council for many years. A retired Memorial University professor, Phyllis has served on several boards and worked on many projects relating to women's issues and equality, including the Let's Teach About Women project. Her volunteer schedule is so busy it's impossible to believe she's retired. Phyllis lives in St. John's.

**Jackie Jenkins**, was a member of the Advisory Council from 2006-2009. She is a practicing lawyer in Grand Falls-Windsor. Her legal practice and volunteer work enable her to analyze and address numerous women's equality issues. Jackie's involvements include the South and Central Health Care Foundation and the Canadian Cancer Society. Among other issues, she has a keen interest in women's access to justice, education, and violence against women and children. Jackie is a proud feminist, constantly balancing family life, work and community commitments.

**Mary Pia Benuen** was born and raised in Sheshatshiu, Labrador. Through hard work and many sacrifices, Mary Pia was the first Innu woman to become a nurse. She is a true community leader, involved in health

promotion, facilitating workshops, and community research. She sits on a number of community advisory groups. Mary Pia volunteers with the Family Resource Centre and is always willing to go that "extra mile" with families who are experiencing hardships, including providing emotional support when suicide or death occur. Mary Pia and her beautiful daughter live in Sheshatshiu. Mary Pia was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.

**Annie Evans** is passionate about advancing the status of women in Labrador and reclaiming Aboriginal culture. She has worked closely with the Paukuutit Inuit Women's Association of Canada and is a strong voice for Inuit women's issues. Annie is also a tireless advocate and educator when it comes to promoting health in Labrador. She has been involved with the Indian and Inuit Community Health Representatives Organization (NIICHRO) since the mid-eighties. Annie lives in Makkovik. Annie was a member of the Advisory Council from 2006-2009.

**Yamuna Kutty** is the President of the Multicultural Women's Organization of Newfoundland and Labrador. She has also served on the St. John's Status of Women Council, the National Action Committee on the Status of Women, and the National Organization of Immigrant and Visible Minority Women of Canada. Yamuna is involved with numerous projects and initiatives. She brings critical perspectives about lives of immigrant and refugee women to our work, along with a warm and caring heart. She has an extremely busy volunteer schedule. Yamuna and her family live in St. John's. Yamuna was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.

**Carolyn Lavers** is an Economic Development Officer with the provincial Department of Innovation Trade and Rural Development in Port au Choix. She is a small business entrepreneur and worked with the former Women's Enterprise Bureau. Carolyn has served on the boards of several local business development boards and other community agencies. She is also deeply concerned about issues related to violence, rural child care solutions, women's employment and women in leadership. She brings great dedication and insight to our work. Carolyn lives in Port au Choix. Carolyn was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.

**Vanessa MacArthur** is an Employment Counsellor at the Career Information Resource Centre in the Port aux Basques area. Her position consists of assisting unemployed women develop career plans, build on and enhance existing skills, and find full-time employment. In addition, she currently serves as chair of the Regional Economic Development Board in her region and is past President of the Gateway Status of Women Council. Vanessa understands the issues having worked with the Women's Centre in previous years. She works from a grass roots perspective and is very



committed to working on issues of child care and violence prevention. She is a determined and eloquent advocate for women's equality. She is also a talented singer/songwriter with two CD's to her credit. Vanessa lives in Port aux Basques with her son. Vanessa was a member of the Advisory Council from 2006-2009 and continues in 2009-2011. Vanessa resigned from the Advisory Council in the winter of 2011.

**Michelle Murdoch** is a determined feminist with a disability. She is a past Chair of the Independent Living Resource Centre (ILRC), a cross-disability service organization. Michelle earned her Master's in Women's Studies from Memorial University. As part of her program, she completed a participatory action research project about women with disabilities and employment. Her interests extend across a broad range of social justice issues, including poverty, employment and education. She is keenly analytical and always ready to ask the important questions. Michelle and her family live in St. John's. Michelle was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.

**Regina Bailey** is a retired teacher who has been extensively involved in her Community. She has been active in various organizations including Discovery Women's Network, Provincial Strategic Social Plan, Child Custody Review Committee, Eastern Regional Health Authority, Red Cross Emergency Response Team and was the first female elected to the Shoal Harbour Town Council. Regina has had a long-standing interest in women's issues and brings dedication and commitment to the Council. She looks forward to working with the Council in advancing and promoting women's issues. Regina joined the Advisory Council in 2009. She submitted her resignation in the fall of 2010.

**Stephanie Flowers** is an Aboriginal woman originally from the community of Rigolet, on the north coast of Labrador. She obtained her bachelor's degree in Psychology from Saint Mary's University in 2005. Currently she is working as a Project Coordinator with the Mokami Status of Women Council, but has also worked with the Canadian Paraplegic Association as an Employment Counsellor. Stephanie was a board member for 5 years with Lake Melville Community Employment, an organization supporting individuals with developmental delays obtain and maintain meaningful



employment. She is deeply passionate about working with women and would like to expand her education and advocacy into maternal health. She currently resides with her family in Happy Valley. Stephanie joined the Advisory Council in 2009 for a 3-year term.

**Kelly Power** is currently the director of the Carpenter Millwrights' College in Paradise. She has actively promoted skilled trades to women and encouraged partnerships with organizations to attract women to the construction industry. Kelly is very passionate about ensuring the success of female apprentices and works closely with them to help mediate barriers in training and employment. Kelly has been involved with the Federation of Labour, Education Committee and with the Department of Innovation, Trade and Rural Development, Strategic Partnership Innovation Committee. Kelly is originally from Hermitage and currently lives with her family in Paradise. Kelly joined the Advisory Council as a member in 2009 for a 3-year term.

**Hilda Whelan** was recently involved in fighting for women's rights in a case involving surviving spouses and the Worker's Health and Safety Compensation Commission. Hilda solely represented and fought for all widows involved in the case for fifteen years, winning an important victory for women's equality. She is a strong advocate, concerned about a wide variety of issues affecting women, including violence and access to child care. Hilda brings the realities of rural women to the work of the Advisory Council. She is determined to continue to make a difference. Hilda and her family live in Whitbourne. Hilda was a member of the Advisory Council from 2006-2009 and continues in 2009-2011.





## APPENDIX B: Values

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The values expressed in this plan reflect the governing values for the operation of the Advisory Council and the conduct of its staff and council members.

As an equality-seeking organization, the Advisory Council works from a feminist perspective to advocate for women's full and equal participation in all aspects of society. As the Advisory Council responds to the equality concerns of women in Newfoundland and Labrador, it works to include feminist values in all its processes, activities and initiatives.

**Commitment** Each individual applies feminist principles when asserting equality and challenging inequality, thereby affecting social and economic change.

**Dynamic** Each individual contributes to meeting the needs of the diverse women's community in response to the changing social and economic climate.

**Inclusiveness** Each individual works to ensure that all opinions and knowledge are considered so that the strength that exists in the collective voice of women is sustained and enriched by the diversity of women's perspectives.

**Evolving** Each individual continues to educate herself about women's inequality as a means of fulfilling her responsibility as a feminist leader in an ever changing environment.

**Respectful** Each individual contributes to the creation of a respectful environment that ensures women have a safe place to speak openly about inequities.

**Celebration** Each individual acknowledges both the challenges and the joys of working with and for women and celebrates our collective achievements.

**Collaborative** Each individual acknowledges the value of working with other individuals and groups to forward a shared agenda of advancing women's equality.