

2014-17

# Regional Councils & Provincial Council of the Rural Secretariat



Activity

Plan



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# 1. INTRODUCTION

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Established in October 2012, the Office of Public Engagement (OPE) brought together a number of existing entities and programs of the Government of Newfoundland and Labrador (GNL): the Rural Secretariat, the Voluntary and Non-Profit Secretariat, the Access to Information and Protection of Privacy Office (ATIPPO), the Strategic Partnership, the Office of Youth Engagement and the Getting the Message Out program. While this reorganization has occurred, the mandates of the Regional Councils and the Provincial Council of the Rural Secretariat have not changed. In keeping with the strategic direction of government applicable to the OPE, the councils will continue to enhance public engagement through the provision of policy advice to the Government of Newfoundland and Labrador on issues of importance to their respective regions and the province as a whole. Councils are citizen-based, reflect gender balance and are comprised of individuals from both large and small communities. The OPE is working to broaden council membership with a particular focus on youth, business and labour members.

This activity plan outlines the objective the nine Regional Councils and the Provincial Council will strive to achieve over the next three years. Previous council plans, reports and a listing of advice submissions are available online at <http://www.exec.gov.nl.ca/rural/index.html>.

# 2. MANDATES

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## **The Regional Councils' mandate is:**

- To develop a common, evidence-based understanding of the social, economic, environmental and cultural realities facing a region.
- To review key economic and social measures (e.g. education levels, demographic trends, health status, income levels, EI usage, economic diversity, etc.) and to reach agreement on the priorities for change over the next five years.
- To identify policies and programs which either a) advance b) negatively impact or c) need to be developed to encourage the necessary change over the five-year period.
- To advance regional cooperation through the sharing of information on and discussion about the economic and social measures, and to encourage regional partners to take action on and be accountable for those areas within their mandates.
- To serve as a sounding board in their region for new or proposed initiatives.
- To select an individual to represent the region on the Provincial Council of the Rural Secretariat.

**The Provincial Council’s mandate is:**

- To develop a common, evidence-based understanding of the social, economic, environmental and cultural realities facing the province.
- To review key provincial economic and social measures (e.g. education levels, demographic trends, health status, income levels, EI usage, economic diversity) and to reach agreement on the priorities for change over the next five years.
- To identify and advise the Provincial Government on policies and programs which either a) advance, b) negatively impact or c) need to be developed to encourage the necessary change.
- To advance cooperation through the sharing of information on and discussion about economic and social measures, and to encourage the Provincial Government and community partners to take action on and be accountable for those areas within their mandates.
- To serve as an external sounding board for Provincial Government for the development of strategies, policies, programs and budget issues that will affect provincial and regional sustainability.

### 3. PRIMARY CLIENTS

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The primary clients of the Provincial and Regional Councils include the Office of Public Engagement and departments and agencies within the Provincial Government, among others.

Primary clients also include individuals, groups and organizations the Provincial and Regional Councils engage with in their regions as they carry out their work.

### 4. VALUES

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The core values of the Provincial and Regional Councils are:

**Collaboration:** We are committed to building a culture of collaboration within Newfoundland and Labrador and beyond

**Creativity/innovation:** We strive to transcend traditional ideas, rules, and patterns, and to work together to create new ideas, relationships, and approaches

<b>Inclusion:</b>	We acknowledge difference and cherish the views and perspectives of all. We take steps to ensure all have an opportunity to express their views
<b>Learning culture:</b>	We accept that we have a lot to learn and relish the opportunity to learn more
<b>Participation/engagement:</b>	We believe citizen/stakeholder/community engagement is essential to the development of good public policy
<b>Teamwork:</b>	We provide support to one another, work co-operatively, respect differing views and strive to make our work environments safe and enjoyable
<b>Honesty:</b>	We are open and honest in all our dealings and maintain the highest integrity at all times
<b>Excellence:</b>	We strive for excellence and quality in everything we do

## 5. VISION

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**Vibrant rural regions and communities where collaborative organizations and engaged and informed citizens work closely with governments to advance rural sustainability.**

Through their work, the councils identify priorities that contribute to regional sustainability which consider economic, social, cultural and environmental aspects.

### \*Mission

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\* Given the limited mandate of the councils as category 3 government entities, identifying a mission would be duplicative of their mandates and yearly objectives. As such, the councils have opted not to identify a mission at this time

## 6. AVALON PENINSULA REGIONAL COUNCIL

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### Message from the Chair

As Chair of Avalon Regional Council of the Rural Secretariat and in accordance with the Provincial Government's commitment to transparency and accountability and in consideration of the strategic direction of government applicable to the Office of Public Engagement, I hereby submit the Council's 2014-17 Activity Plan. My signature below is on behalf of the entire Council and is indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

Avalon Regional Council continues to increase its education and awareness of the many challenges and opportunities pertaining to the economic, social, cultural and environmental aspects of the Avalon region. The Council will also endeavor to increase its understanding of the challenges facing the region and is looking forward to an engaging process with Government that allows for open and respectful dialogue while capturing the Council's perspectives on issues of relevance to both Government and the region.

We look forward to the Provincial Government's response to the future perspectives and advice of Avalon Regional Council and look forward to an open dialogue of how we can achieve rural sustainability together.

Sincerely,



Des Linehan  
Chair, Avalon Peninsula Regional Council of the Rural Secretariat



## **6.1 Regional Profile**

The 2011 Census population for the Avalon Peninsula Rural Secretariat Region was 257,655. This represents a 5.5 percent increase over the 2006 census population. Comparatively, the population of the province had a 1.8 percent increase since 2006 (514,535 in 2011, up from 505,470 in 2006).

The National Household Survey (2011) reported that in the Avalon Peninsula Rural Secretariat Region<sup>1</sup> there were 123,210 individuals in the labour force who were employed during the week of May 1-7, 2011 and 13,000 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the Avalon Peninsula Rural Secretariat Region was \$31,800 up from \$25,100 in 2006. For the province, personal income per capita was \$28,900 and for Canada it was \$31,600.

The 2010 self-reliance ratio for the Avalon Peninsula Rural Secretariat Region was 84.6 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2010 was 80.1 percent.

The number of individuals in the Avalon Peninsula Rural Secretariat Region who received Employment Insurance at some point in the year 2012 was 27,990. The 2007 figure was 30,030. There were 22,440 individuals who received income support at some point during the 2012. This number is down from 25,575 in 2007.

The National Household Survey (2011) reported that in the Avalon Peninsula Rural Secretariat Region, 51,785 individuals 15 years and older have received a high school diploma or equivalent. There were 119,535 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 17.6 percent of individuals age 12 and over in the Avalon Peninsula Rural Secretariat Region rated their health status as excellent while 45.6 percent rated their health status as very good. For the province, about 16.2 percent of individuals age 12 and over rated their health status as excellent and 43.9 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>1</sup> There was a 30.6% global non-response rate in the Avalon Peninsula Rural Secretariat Region. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

## **6.2 Regional Council Overview**

The Avalon Peninsula Regional Council is comprised of 11 members – seven male and four female. The Council currently has representation from both large and small communities throughout the region, including members from communities of less than 5,000 people.

<b>Regional Council members</b>	<b>Community</b>
Des Linehan (Chair)	Placentia
Paul Connors	Mount Pearl
Lorelei Dean	Holyrood
Sheila Lee	Riverhead, St. Mary's Bay
John Adams	Harbour Grace
Jay McGrath	Mount Pearl
Betty Moore	Clarke's Beach
Kerry Murray (Provincial Council Representative)	Topsail
Maureen Sullivan	Calvert
Brendan White	Northern Bay
Dave Woodman	Harbour Main

*For an updated listing of council members please visit: <http://www.exec.gov.nl.ca/rural/regionalmem.asp>*

The Office of Public Engagement employs two Regional Partnership Planner positions in the region who, among other duties, act as an information resource for the Council and facilitates their meetings. Their regional offices are located in Dunville (Career Work Center) and Carbonear (College of the North Atlantic campus).

## **6.3 Issue: Provide Advice to Government**

Council will be providing ongoing advice to the Provincial Government as requested and/or otherwise identified on issues that affect the region.

Over the next three years, Avalon Regional Council will strive to meet the mandate that has been set out in this plan. In order to do this, the Council will endeavor to become familiar with issues affecting the sustainability of the region as they arise. Where appropriate, Council will undertake research to ensure that our discussions and deliberations related to policy advice are well informed. Dialogue and collaboration are essential to the workings of Council and are in support of the strategic direction applicable to the Office of Public Engagement (Appendix A).

The members of Avalon Regional Council will be reporting on the same objective, measure and indicators for the three years of this plan.

**Objective:**

By March 31, 2015, the Avalon Peninsula Regional Council will have provided advice, via written submission and/or in-person engagement, to the Provincial Government on issues that relate to regional sustainability.

**Measure:**

Provided advice to the Provincial Government via written submission and/or in-person engagement

**Indicators:**

- Issue identified by Council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement

## 7. CLARENVILLE - BONAVISTA REGIONAL COUNCIL

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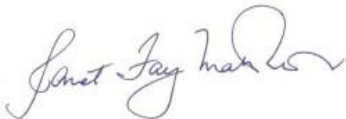
### Message from the Chair

As Chair of the Clarenville – Bonavista Regional Council of the Rural Secretariat and in accordance with the Provincial Government’s commitment to transparency and accountability and in consideration of the strategic direction of government applicable to the Office of Public Engagement, I hereby submit the Council’s 2014-17 Activity Plan.

The 2014-17 Activity Plan builds on the past activities of the Regional Council in providing advice to the Provincial Government. The objectives and indicators in the activity plan represent the continued efforts of the Regional Council to provide informed advice on issues which impact regional sustainability, using citizen engagement and continuing collaboration with stakeholders, as per the mandate of the Regional Council. Over these three years, the Council will also endeavor to increase its understanding of the challenges facing the region and is looking forward to an engaging process with Government that allows for open and respectful dialogue while capturing the Council’s perspectives on issues of relevance to both Government and the region.

My signature below is on behalf of the entire Council and is indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

Sincerely,



Janet Fay Matthews

Chair

Clarenville - Bonavista Regional Council of the Rural Secretariat

## **7.1 Regional Profile**

The 2011 Census population for the Clarenville – Bonavista Rural Secretariat Region was 28,255. This represents a 1.4 percent decrease from the 2006 census population. Comparatively, the population of the province had a 1.8 percent increase since 2006 (514,535 in 2011, up from 505,470 in 2006).

The National Household Survey (2011) reported that in the Clarenville – Bonavista Rural Secretariat Region<sup>2</sup> there were 10,285 individuals in the labour force who were employed during the week of May 1-7, 2011 and 2,910 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the Clarenville - Bonavista Rural Secretariat Region was \$25,400 up from \$20,600 in 2006. For the province, personal income per capita was \$28,900 and for Canada it was \$31,600.

The 2010 self-reliance ratio for the Clarenville – Bonavista Rural Secretariat Region was 72.0 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2010 was 80.1 percent.

The number of individuals in the Clarenville – Bonavista Rural Secretariat Region who received Employment Insurance at some point in the year 2012 was 7,295. The 2007 figure was 7,725. There were 2,130 individuals who received income support at some point during the 2012. This number is down from 2,585 in 2007.

The National Household Survey (2011) reported that in the Clarenville – Bonavista Rural Secretariat Region, 5,455 individuals 15 years and older have received a high school diploma or equivalent. There were 9,535 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 17.4 percent of individuals age 12 and over in the Clarenville – Bonavista Rural Secretariat Region rated their health status as excellent while 45.1 percent rated their health status as very good. For the province, about 16.2 percent of individuals age 12 and over rated their health status as excellent and 43.9 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>2</sup> There was a 41.2% global non-response rate in the Clarenville – Bonavista Rural Secretariat Region. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

## **7.2 Regional Council Overview**

Currently, the Clarenville - Bonavista Regional Council is comprised of seven members; four female and three male. All members represent communities of less than 5,000 people.

<b>Regional Council members</b>	<b>Community</b>
Janet Fay Matthews (Chair)	Arnold's Cove
Marilyn Coles-Hayley	Elliston
Darryl Johnson	Port Union
Violet Parsons	Bloomfield
Barry Pearce	Port Rexton
Edith Samson	Port Union
Mervin Wiseman (Provincial Council Representative)	North Harbour

*For an updated listing of Council members please visit <http://www.exec.gov.nl.ca/rural/regionalmem.asp>*

The Office of Public Engagement employs a Regional Partnership Planner position in the region who, among other duties, acts as an information resource and facilitates the work of the Council and its work plan. The office is located at the Bonavista campus of the College of the North Atlantic.

## **7.3 Issue: Provide Advice to Government**

In order to make decisions that will contribute to regional sustainability, the Council has taken considerable time to understand the region and its challenges and opportunities. The Council, as per its mandate, is developing “a common, evidenced-based understanding of the economic, social, environmental and cultural realities of the region.”

The Clarenville-Bonavista region is diverse in its social and economic development. In recent years, this region has been successful, having one of the strongest and most diversified economies in the province resulting in more consistent levels of employment with higher levels of income. The region has a strong industrial base with the construction of the Hibernia and Hebron GBS platforms and processing facilities in Come-By-Chance. While the fishery on the Bonavista Peninsula and the Isthmus sub-region is smaller, there is an active focus upon developing markets for multiple species of fish. There is a thriving agricultural industry near Lethbridge and Port Blandford and a year-round tourism destination in Clarenville that extends from Port Blandford to Bonavista. The area consists of a region with rural towns less widely dispersed than in previously periods, serviced by several anchor communities such as Arnold’s Cove, Clarenville and Bonavista. Cooperation and collaboration between and within communities is increasing as leaders in these communities seek efficiencies in the delivery of local services and consider long-term sustainability of the region.

In consideration of the Provincial Government’s strategic directions pertaining to the Office of Public Engagement (Appendix A), the mandate and financial resources, the following issue has been identified as a priority for the next three years.

Specifically, the Council will provide citizen-based policy advice by providing mechanisms for engagement and dialogue, seeking opportunities to collaborate with relevant stakeholders and engaging in researching other documents and jurisdictions as appropriate.

Each Council member was appointed based on their diverse backgrounds and each contributes a broad knowledge base to the discussion. The Council has also recognized that there are gaps in the knowledge base and it has taken steps to invite other individuals from the region to share their perspectives on specific issues and to bring its learnings from other organizations into the Council's discussions on important policy issues.

The members of the Clarenville – Bonavista Regional Council will be reporting on the same objective, measure and indicators for the three years of this plan.

**Objective:**

By March 31, 2015, the Clarenville – Bonavista Regional Council will have provided advice, via written submission and/or in-person engagement, to the Provincial Government on issues that relate to regional sustainability.

**Measure:**

Provided advice to the Provincial Government via written submission and/or in-person engagement

**Indicators:**

- Issue identified by Council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement

## 8. BURIN PENINSULA REGIONAL COUNCIL

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### Message from the Chair

As Chair of the Burin Peninsula Regional Council of the Rural Secretariat and in accordance with the Provincial Government's commitment to transparency and accountability and in consideration of the strategic direction of government applicable to the Office of Public Engagement, I hereby submit the Council's 2014-17 Activity Plan. My signature below is on behalf of the entire Council and is indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

Over the past several years, the Burin Peninsula Regional Council has continued its work in providing advice to government on many issues/topics of importance to the sustainability of the Burin Peninsula region. In addition to taking into account the strategic directions of the Provincial Government in the development of this three year plan, the Council has also considered the economic, social, cultural and environmental aspects of the region. The Council also believes that no one individual, group, or organization can achieve regional sustainability alone. Over the course of the next 3 years, the Council looks forward to providing further advice to the Provincial Government on issues impacting regional sustainability, as identified by Council and/or as requested by government.

We look forward to sharing our thoughts and engaging in discussion with citizens of the region and with the Provincial Government with the hope that our advice will help inform decision making that will maximize opportunities both on the Burin Peninsula and across the province.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dominic Lundrigan", is placed over a light blue rectangular background.

Dominic Lundrigan  
Chairperson  
Burin Peninsula Regional Council of the Rural Secretariat



## **8.1 Regional Profile**

The 2011 Census population for the Burin Peninsula Rural Secretariat Region was 20,715. This represents a 4.0 percent decrease from the 2006 census population. Comparatively, the population of the province had a 1.8 percent increase since 2006 (514,535 in 2011, up from 505,470 in 2006).

The National Household Survey (2011) reported that in the Burin Peninsula Rural Secretariat Region<sup>3</sup> there were 7,550 individuals in the labour force who were employed during the week of May 1-7, 2011 and 1,920 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the Burin Peninsula Rural Secretariat Region was \$26,000 up from \$20,100 in 2006. For the province, personal income per capita was \$28,900 and for Canada it was \$31,600.

The 2010 self-reliance ratio for the Burin Peninsula Rural Secretariat Region was 72.3 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2010 was 80.1 percent.

The number of individuals in the Burin Peninsula Rural Secretariat Region who received Employment Insurance at some point in the year 2012 was 5,710. The 2007 figure was 5,960. There were 1,875 individuals who received income support at some point during the 2012. This number is down from 2,370 in 2007.

The National Household Survey (2011) reported that in the Burin Peninsula Rural Secretariat Region, 3,455 individuals 15 years and older have received a high school diploma or equivalent. There were 7,485 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 35.7 percent of individuals in Burin Peninsula Rural Secretariat Region rated their health status from very good to excellent. For the province, about 16.2 percent of individuals age 12 and over rated their health status as excellent and 43.9 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>3</sup> There was a 29.5% global non-response rate in the Burin Peninsula Rural Secretariat Region. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

## **8.2 Regional Council Overview**

The Burin Peninsula Regional Council is currently comprised of 10 members; five male and five female. The Council currently has representation from both large and small communities throughout the region, including a diverse mix of experience and backgrounds.

<b>Regional Council members</b>	<b>Community</b>
Dominic Lundrigan (Chair)	Burin
Trina Appleby	Torbay (Burin)
Jack Cumben	Grand Bank
David Babb	Grand Bank
Irene Hurley	Spanish Room
Fred Douglas	Burin
Shirlene Edwards	Lawn
Mary McCarthy	Marystown
Harold Murphy (Provincial Council Representative)	Parker's Cove
Susan Burse	Marystown

*For an updated listing of council members please visit <http://www.exec.gov.nl.ca/rural/regionalmem.asp>*

The Office of Public Engagement employs a Regional Partnership Planner position in the region who, among other duties, acts as an information resource for the Council and facilitates its work. The regional office is located at the Burin campus of the College of the North Atlantic.

## **8.3 Issue: Provide Advice to Government**

In the development of this activity plan the Regional Council drew upon the experience it gained during the completion of its 2011-14 Activity Plan. The greatest lesson learned through this process is the importance of flexibility and Council has once again incorporated this into its current plan. To ensure the Council is effective in its work, it must be able to focus its work on areas of importance as they arise, both as identified by the Council or requested by Government. In providing its advice to Government the Council will consider the voice of citizens as well as the economic, social, cultural and environmental realities in the region. The next three years will see the Regional Council focusing its work and providing advice to government on issues related to regional sustainability. Dialogue and collaboration are essential to the workings of Council and are in support of the strategic direction applicable to the Office of Public Engagement (Appendix A).

The members of the Burin Peninsula Regional Council will be reporting on the same objective, measure and indicators for the three years of this plan.

**Objective:**

By March 31, 2015, the Burin Peninsula Regional Council will have provided advice, via written submission and/or in-person engagement, to the Provincial Government on issues that relate to regional sustainability.

**Measure:**

Provided advice to the Provincial Government via written submission and/or in-person engagement

**Indicators:**

- Issue identified by council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement

## 9. GANDER – NEW-WES-VALLEY REGIONAL COUNCIL

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### Message from the Chair

As Chair of the Gander – New-Wes-Valley Regional Council of the Rural Secretariat and in accordance with the Provincial Government’s commitment to transparency and accountability, and in consideration of the strategic direction of Government applicable to the Office of Public Engagement, I hereby submit the Council’s 2014-17 Activity Plan. My signature below is representative of all members of Council and is indicative of our accountability for the preparation and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

It is during this planning cycle that the Council will reach its 10th anniversary. Consequently, since its inception in 2005, the Council has seen many noteworthy changes that directly affect our provincial and regional governance structures and thus our regional sustainability. During this decade we will have undergone several provincial elections. At the regional level, we have seen the amalgamation of the school boards and the closing of the NL Regional Economic Development Association (NLREDA) and related regional economic development boards. Over this time, within Government we have seen the introduction of the Transparency and Accountability Act, creating the need for transparent activity plans and reports that likewise aid to guide council in its planning and benchmarking strategies. We have also seen the creation of the Office of Public Engagement, a merger of the Rural Secretariat, Voluntary Non-profit Secretariat, Strategic Partnership, ATIPP Office, Getting the Message Out and the Office of Youth Engagement.

Most recently we are encouraged by Government's announcement of the Open Government Initiative to encourage citizens to become more involved in the development of public policy. Council strongly embraces the importance and necessity of citizen engagement in the accurate identification and implementation of solution-based approaches to the issues facing sustainability within our region. We feel that the strength of the Council is in our mandate to act as a catalyst to advance regional sustainability by providing the capacity for the clarification of roles, the opportunity for information sharing and the facilitation of the discussion of both the economic and social policies and programs necessary to help support regional sustainability. This type of community engagement in itself serves to strengthen regional sustainability by promoting regional dialogue and communications between citizens and/or regional stakeholders.

As a Council we have grown more efficient in both our operations as well as in our activities, and therefore have become more effective in achieving our desired goals and outcomes. Advising Government on matters related to the sustainability of the region has always been, and will continue to be, a key focus for Council. It is through this process of comprehensive community-based research, discussions with key regional stakeholders and other methods of consultation, as well as through other forms of information gathering that we are able to articulate informed advice on regional sustainability to Government.

To continue to be effective during this three-year planning process Council members will continue to keep abreast of the economic, social, cultural, and environmental indicators within our region that will act as the barometers of our region's social and economic health. We are committed to continuing a process of community engagement that will reach out to citizens and stakeholders on important matters related to our region's sustainability as we continue to work with the Office of Public Engagement to improve our research and engagement efforts that enhance the advice giving process of Council.

Best Regards,

A handwritten signature in cursive script that reads "Nadine Decker".

Nadine Decker, Chairperson  
Gander - New-Wes-Valley Regional Council of the Rural Secretariat

## **9.1 Regional Profile**

The 2011 Census population for the Gander – New-Wes-Valley Rural Secretariat Region was 46,275. This represents a 1.2 percent decrease from the 2006 census population. Comparatively, the population of the province had a 1.8 percent increase since 2006 (514,535 in 2011, up from 505,470 in 2006).

The National Household Survey (2011) reported that in the Gander – New-Wes-Valley Rural Secretariat Region<sup>4</sup> there were 16,990 individuals in the labour force who were employed during the week of May 1-7, 2011 and 4,330 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the Gander – New-Wes-Valley Rural Secretariat Region was \$25,000 up from \$20,000 in 2006. For the province, personal income per capita was \$28,900 and for Canada it was \$31,600.

The 2010 self-reliance ratio for the Gander – New-Wes-Valley Rural Secretariat Region was 72.6 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2010 was 80.1 percent.

The number of individuals in the Gander – New-Wes-Valley Rural Secretariat Region who received Employment Insurance at some point in the year 2012 was 11,300. The 2007 figure was 11,930. There were 3,945 individuals who received income support at some point during the 2012. This number is down from 4,345 in 2007.

The National Household Survey (2011) reported that in the Gander – New-Wes-Valley Rural Secretariat Region, 8,875 individuals 15 years and older have received a high school diploma or equivalent. There were 15,410 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 14.8 percent of individuals age 12 and over in the Gander – New-Wes-Valley Rural Secretariat Region rated their health status as excellent while 42.7 percent rated their health status as very good. For the province, about 16.2 percent of individuals age 12 and over rated their health status as excellent and 43.9 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>4</sup> There was a 41.2% global non-response rate in the Gander – New-Wes-Valley Rural Secretariat Region. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

## **9.2 Regional Council Overview**

The Gander - New-Wes-Valley Regional Council is comprised of eight members; two female and six male.

Regional Council members	Community
Nadine Decker (Chair & Provincial Council Representative)	Fogo Island
Edythe Goodridge	Salvage
Rick Lackey	Twilligate
David Regular	Summerford
James Snow	Lewisporte
Donald J. Winsor	Eastport
Stanley Sparkes	Glovertown
Arthur Bull	Gander

*For an updated listing of council members please visit <http://www.exec.gov.nl.ca/rural/regionalmem.asp>*

The Office of Public Engagement employs a Regional Partnership Planner position in the region who, among other duties, acts as an information resource and facilitates the work of the Council. The regional office is located in the Municipality of New-Wes-Valley.

## **9.3 Issue: Provide Advice to Government**

Since the establishment of the Regional Councils in late 2005, the Gander – New-Wes Valley Regional Council has provided advice to the Government of Newfoundland and Labrador on matters that we believe are important to the sustainability of the region. Some key topics we have explored in the region and advised Government on include healthcare, education, the fishery, planning processes, citizen engagement, and strengthening local governance structures. Dialogue and collaboration are essential to the workings of the Council, as it supports the provision of informed advice and aligns with the strategic directions of the Government of Newfoundland and Labrador applicable to the Office of Public Engagement (Appendix A). In consideration of our mandate, financial resources and the strategic directions, we will continue to identify and explore key elements that we feel to be essential to our region's sustainability.

Throughout the 2014-17 activity planning and reporting period, the Council is committed to continue examining the economic, social, cultural, environmental and other aspects of the region from a grassroots perspective. Through experience we have learned that actively engaging citizens and researching topics requires time and a well thoughtout process. Most of the topic areas we examine are quite complex with varying issues and perspectives. It is important that we build upon our past experiences and learn new skills as we continue to work with and gain insights from citizens regarding regional sustainability.

The process of identifying regional issues, setting priorities, gathering information, deliberating and formulating advice requires time and flexibility. To ensure that the information provided is of high quality, the Council may advise on a different element within the same issue or topic area (i.e. adjusting to an aging population) each year or Council may choose to examine a different topic area each year on matters related to the region's sustainability.

The members of the Gander – New-Wes-Valley Regional Council will be reporting on the same objective, measure and indicators for the three years of this plan.

**Objective:**

By March 31, 2015, the Gander – New-Wes-Valley Regional Council will have provided advice, via written submission and/or in-person engagement, to the Provincial Government on issues that relate to regional sustainability.

**Measure:**

Provided advice to the Provincial Government via written submission and/or in-person engagement

**Indicators:**

- Issue identified by Council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement



## 10. GRAND FALLS-WINDSOR – BAIE VERTE – HARBOUR BRETON REGIONAL COUNCIL

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### Message from the Chair

As Chair of the Grand Falls-Windsor – Baie Verte – Harbour Breton Regional Council of the Rural Secretariat and in accordance with the Provincial Government’s commitment to transparency and accountability and in consideration of the strategic direction of government applicable to the Office of Public Engagement, I hereby submit the Council’s 2014-17 Activity Plan. My signature below is on behalf of the entire Council and is indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

Our Council continues to be active in considering issues and challenges that present themselves. Our region is geographically large but we have found the opportunity to hold meetings throughout the region. While in these areas, we have endeavoured to increase our personal knowledge by meeting with local officials and visiting sites of economic and cultural interest. The enthusiasm and commitment of rural residents to their communities and way of life always inspires us.

We sense a sincere desire among stakeholders in our region to find ways to cooperate and support each other. Our Council will continue in its efforts to engage our people in meaningful conversations in support of our social and economic development. By doing so, we will fulfill our mandate and continue to provide valuable advice to government decision-makers.

Sincerely,



Colin Forward, Chair  
Grand Falls-Windsor - Baie Verte - Harbour Breton Regional Council of the Rural Secretariat

## **10.1 Regional Profile**

The 2011 Census population for the Grand Falls-Windsor – Baie Verte – Harbour Breton Rural Secretariat Region was 47,205. This represents a 2.9 percent decrease from the 2006 census population. Comparatively, the population of the province had a 1.8 percent increase since 2006 (514,535 in 2011, up from 505,470 in 2006).

The National Household Survey (2011) reported that in the Grand Falls-Windsor – Baie Verte – Harbour Breton Rural Secretariat Region<sup>5</sup> there were 16,880 individuals in the labour force who were employed during the week of May 1-7, 2011 and 4,100 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the region was \$24,400 up from \$19,700 in 2006. For the province, personal income per capita was \$28,900 and for Canada it was \$31,600.

The 2010 self-reliance ratio for the Grand Falls-Windsor – Baie Verte – Harbour Breton Rural Secretariat Region was 72.4 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2010 was 80.1 percent.

The number of individuals in the region who received Employment Insurance at some point in the year 2012 was 11,075. The 2007 figure was 11,745. There were 4,775 individuals who received income support at some point during the 2012. This number is down from 5,250 in 2007.

The National Household Survey (2011) reported that in the Grand Falls-Windsor – Baie Verte – Harbour Breton Rural Secretariat Region, 9,490 individuals 15 years and older have received a high school diploma or equivalent. There were 15,225 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 15.5 percent of individuals age 12 and over in the Grand Falls-Windsor – Baie Verte – Harbour Breton Rural Secretariat Region rated their health status as excellent while 46.7 percent rated their health status as very good. For the province, about 16.2 percent of individuals age 12 and over rated their health status as excellent and 43.9 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>5</sup> There was a 32.3% global non-response rate in the Grand Falls-Windsor – Baie Verte – Harbour Breton Rural Secretariat Region. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

## **10.2 Regional Council Overview**

The Grand Falls-Windsor - Baie Verte - Harbour Breton Regional Council is comprised of 10 members; four female and six male. The Council currently has representation from larger and smaller communities throughout the region, including nine members from communities of less than 5,000 people.

<b>Regional Council members</b>	<b>Community</b>
Colin Forward (Chair & Provincial Council Representative)	Baie Verte
Tracey Comeau	Seal Cove, White Bay
Jerry Dean	Botwood
Ruth Down-Robinson	Grand Falls-Windsor
Deborah Armstrong	Pleasantview
Jamie Kendell	St. Alban's
Hubert Langdon	English Harbour West
Steward May	Belleoram
Don Stewart	Harbour Breton
Joan Strickland	St. Alban's

*For an updated list of council members please visit <http://www.exec.gov.nl.ca/rural/regionalmem.asp>*

The Office of Public Engagement employs a Regional Partnership Planner position in the region who, among other duties, acts as an information resource and facilitates the work of Council. The regional office is located in Springdale.

## **10.3 Issue: Provide Advice to Government**

Grand Falls-Windsor – Baie Verte – Harbour Breton Regional Council will strive to compile and submit citizen-based policy advice to the Government of Newfoundland and Labrador. In order to make decisions that will contribute to regional sustainability, the Council has taken considerable time to understand the region, its challenges and its opportunities. The Council is developing “a common, evidenced-based understanding of the economic, social, environmental and cultural realities of the region” as indicated in its mandate.

To effectively address identified and/or requested issues, the Council will facilitate research to fully inform its members. Research may encompass expert testimony, literature reviews, community-based research, presentations, dialogue, and/ or case studies. This is an opportunity for the Council to position itself as an objective and informed advisory body that can both provide citizen-based policy advice to the Provincial Government as well as respond to policy advice requests from the Provincial Government that may impact the region. In addition to research, dialogue and collaboration are essential to the workings of Council and are in support of the strategic direction applicable to the Office of Public Engagement (Appendix A).

The members of the Grand Falls-Windsor – Baie Verte – Harbour Breton Regional Council will be reporting on the same objective, measure and indicators for the three years of this plan.

**Objective:**

By March 31, 2015, the Grand Falls-Windsor – Baie Verte – Harbour Breton Regional Council will have provided advice, via written submission and/or in-person engagement, to the Provincial Government on issues that relate to regional sustainability.

**Measure:**

Provided advice to the Provincial Government via written submission and/or in-person engagement

**Indicators:**

- Issue identified by Council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement

# 11. CORNER BROOK – ROCKY HARBOUR REGIONAL COUNCIL

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## Message from the Chair

As Co-chairs of the Corner Brook – Rocky Harbour Regional Council of the Rural Secretariat and in accordance with the Provincial Government’s commitment to transparency and accountability and in consideration of the strategic direction of government applicable to the Office of Public Engagement, we hereby submit the Council’s 2014-17 Activity Plan. Our signatures below are on behalf of the entire Council and are indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

Taking into account our Council’s mandate, we look forward to providing citizen-based advice to government on those issues affecting sustainability in our region which arise within the 2014-17 planning cycle. The objectives and indicators outlined in this plan build on and continue our previous activities as a Regional Council in providing informed advice by utilizing citizen and stakeholder engagement and community-based research to support the development of this advice.

Our Council members come from diverse backgrounds and communities across our region and this provides a unique opportunity and understanding of issues and priorities throughout the Corner Brook – Rocky Harbour area. We value the input of the citizens and stakeholders within our region and wherever possible will seek their thoughts and ideas to inform our advice. We are fortunate to have access to academic institutions and community-based researchers, and we look forward to continued partnerships which help us enhance the evidence base that supports our work.

We believe the Corner Brook – Rocky Harbour Regional Council offers a significant opportunity to provide timely and relevant advice to the appropriate government departments about issues in our region and we look forward to dialogue and collaboration with government departments regarding our perspectives and ideas.

Sincerely,



Colleen Kennedy and Carla Wells  
Co-Chairs, Corner Brook - Rocky Harbour Regional Council of the Rural Secretariat

## **11.1 Regional Profile**

The 2011 Census population for the Corner Brook – Rocky Harbour Rural Secretariat Region was 47,205. This represents a 0.3 percent decrease from the 2006 census population. Comparatively, the population of the province had a 1.8 percent increase since 2006 (514,535 in 2011, up from 505,470 in 2006).

The National Household Survey (2011) reported that in the Corner Brook – Rocky Harbour Rural Secretariat Region<sup>6</sup> there were 17,395 individuals in the labour force who were employed during the week of May 1-7, 2011 and 3,850 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the Corner Brook – Rocky Harbour Rural Secretariat Region was \$27,000 up from \$21,700 in 2006. For the province, personal income per capita was \$28,900 and for Canada it was \$31,600.

The 2010 self-reliance ratio for the Corner Brook – Rocky Harbour Rural Secretariat Region was 77.5 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2010 was 80.1 percent.

The number of individuals in the Corner Brook – Rocky Harbour Rural Secretariat Region who received Employment Insurance at some point in the year 2012 was 8,565. The 2007 figure was 8,805. There were 3,950 individuals who received income support at some point during the 2012. This number is down from 4,615 in 2007.

The National Household Survey (2011) reported that in the Corner Brook – Rocky Harbour Rural Secretariat Region, 9,040 individuals 15 years and older have received a high school diploma or equivalent. There were 18,355 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 15.1 percent of individuals age 12 and over in the Corner Brook – Rocky Harbour Rural Secretariat Region rated their health status as excellent while 40.9 percent rated their health status as very good. For the province, about 16.2 percent of individuals age 12 and over rated their health status as excellent and 43.9 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>6</sup> There was a 32.9% global non-response rate in the Corner Brook – Rocky Harbour Rural Secretariat Region. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

## **11.2 Regional Council Overview**

The Corner Brook – Rocky Harbour Regional Council is comprised of seven members; four female and three male. The Council currently has representation from both large and small communities throughout the region, including five members from communities of less than 5,000 people.

<b>Regional Council members</b>	<b>Community</b>
Colleen Kennedy (Co-Chair & Provincial Council Representative)	Rocky Harbour
Carla Wells (Co-Chair)	Corner Brook
Joseph Loder	Summerside
Bertha Brophy	Rocky Harbour
Cyril Kirby	Deer Lake
Arch Mitchell	Benoits Cove
Joan Cranston	Norris Point

*For an updated listing of council members please visit <http://www.exec.gov.nl.ca/rural/regionalmem.asp>*

The Office of Public Engagement employs a Regional Partnership Planner position who, among other duties, acts as an information resource and facilitates the work of the Council. The regional office is located within the Sir Richard Squires Building in Corner Brook.

## **10.3 Issue: Provide Advice to Government**

In support of its mandate, the Council has maintained a strong focus on providing citizen-based advice on issues which have a significant impact on regional sustainability. In the past year, these have included access to health services in our region and repending to proposals for hydraulic fracturing. Council would like to maintain its regional perspective on significant and connected issues such as health and environmental sustainability in addition to addressing other important issues which emerge over the lifetime of this plan.

The Council plans to inform their advice by bringing their own experiences and perspectives as well as engaging with communities, researchers and partner organizations in the region, recognizing the value that this dialogue and knowledge transfer can bring to understanding and developing effective advice and solutions. These activities directly support the strategic directions of Government applicable to the Office of Public Engagement (Appendix A).

Recent citizen-based research projects have brought many benefits to the advice-giving process and Council plans to continue to develop and build on research partnerships with community members and academic institutions. We are committed to the mobilization of that advice as part of this process.

Council will carefully consider the information and research provided as well as the results of engagement and dialogue with community and stakeholders, before communicating its advice to the relevant provincial government departments.

The members of the Corner Brook – Rocky Harbour Regional Council will be reporting on the same objective, measure and indicators for the three years of this plan. Council anticipates providing advice on different topics each year, depending on current regional and provincial government priorities.

**Objective:**

By March 31, 2015, the Corner Brook – Rocky Harbour Regional Council will have provided advice, via written submission and/or in-person engagement, to the Provincial Government on issues that relate to regional sustainability.

**Measure:**

Provided advice to the Provincial Government via written submission and/or in-person engagement

**Indicators:**

- Issue identified by Council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement



## 12. STEPHENVILLE – PORT AUX BASQUES REGIONAL COUNCIL

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### Message from the Chair

As Co-chairs of the Stephenville – Port aux Basques Regional Council of the Rural Secretariat and in accordance with the provincial government’s commitment to transparency and accountability and in consideration of the strategic direction of government applicable to the Office of Public Engagement, we hereby submit the Council’s 2014-17 Activity Plan. Our signatures below are on behalf of the entire Council and are indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

The Stephenville-Port aux Basques Regional Council has continued its work in providing advice to the provincial government on many topics of importance to regional sustainability over the past several years. Topics they have submitted advice on include medical related travel assistance, access to health services, and hydraulic fracturing. Additionally, the Council has participated in several public engagement processes lead by various provincial government entities, providing their feedback and input on topics including a provincial 911 strategy, ambulance review, and municipal fiscal framework. Over the next three years the Council looks forward to providing further advice on issues impacting regional sustainability, as identified by the Council or also as requested by the provincial government.

We look forward to providing our input and hope that our advice will contribute towards advancing sustainability for the Stephenville-Port aux Basques region, and the province as a whole.

Sincerely,

The image shows two handwritten signatures in blue ink. The signature on the left is 'Calvin White' and the signature on the right is 'Dianna Kung'. Both are written in a cursive, flowing style.

Calvin White and Dianna Kung  
Co-Chairs, Stephenville – Port aux Basques Regional Council of the Rural Secretariat

## **12.1 Regional Profile**

The 2011 Census population for the Stephenville – Port aux Basques Rural Secretariat Region was 29,875. This represents a 3.6 percent decrease from the 2006 census population. Comparatively, the population of the province had a 1.8 percent increase since 2006 (514,535 in 2011, up from 505,470 in 2006).

The National Household Survey (2011) reported that in the Stephenville – Port aux Basques Rural Secretariat Region<sup>7</sup> there were 9,265 individuals in the labour force who were employed during the week of May 1-7, 2011 and 2,990 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the Stephenville – Port aux Basques Rural Secretariat Region was \$23,500 up from \$18,800 in 2006. For the province, personal income per capita was \$28,900 and for Canada it was \$31,600.

The 2010 self-reliance ratio for the Stephenville – Port aux Basques Rural Secretariat Region was 69.3 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2010 was 80.1 percent.

The number of individuals in the Stephenville – Port aux Basques Rural Secretariat Region who received Employment Insurance at some point in the year 2012 was 7,065. The 2007 figure was 7,540. There were 4,605 individuals who received income support at some point during the 2012. This number is down from 5,390 in 2007.

The National Household Survey (2011) reported that in the Stephenville – Port aux Basques Rural Secretariat Region, 5,380 individuals 15 years and older have received a high school diploma or equivalent. There were 10,335 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 14.1 percent of individuals age 12 and over in the Stephenville – Port aux Basques Rural Secretariat Region rated their health status as excellent while 39.6 percent rated their health status as very good. For the province, about 16.2 percent of individuals age 12 and over rated their health status as excellent and 43.9 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>7</sup> There was a 27.7% global non-response rate in the Stephenville – Port aux Basques Rural Secretariat Region. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

## **12.2 Regional Council Overview**

The Stephenville - Port aux Basques Regional Council is comprised of five members; two female and three male, with representation from both large and small communities across the region.

<b>Regional Council members</b>	<b>Community</b>
Dianna Kung (Co-Chair)	Stephenville
Calvin White (Co-Chair & Provincial Council Representative)	Flat Bay
Eric Legge	Cartyville
Marlene Farrell	St. George's
Walter Murphy	St. George's

*For an updated list of council members please visit [http://www.exec.gov.nl.ca/rural/regional\\_councils/council.html#spab](http://www.exec.gov.nl.ca/rural/regional_councils/council.html#spab)*

The Office of Public Engagement employs a Regional Partnership Planner position who, among other duties, facilitates the work of the Council and acts as an information resource. The regional office is located within the Department of Innovation, Business and Rural Development in Stephenville.

## **12.3 Issue: Provide Advice to Government**

In line with our mandate, the Stephenville – Port aux Basques Regional Council will continue to compile and submit citizen-based policy advice to the Provincial Government on issues affecting sustainability in our region. To inform our policy advice, we will conduct research and/or engage with the public on an identified issue to ensure that the Council's discussions and deliberations are well informed. The Council will engage with stakeholders, citizens and regional partners and will carefully consider the evidence gathered during these research and engagement activities. The Council will use this information to develop consensus on the policy advice to be submitted. This advice will then be communicated to the relevant departments within the Provincial Government.

The activities of Council, specifically its dialogue and collaborations efforts, directly supports the strategic direction identified in this plan (Appendix A).

The members of the Stephenville – Port aux Basques Regional Council will be reporting on the same objective, measure and indicators for the three years of this plan.

### **Objective:**

By March 31, 2015, the Stephenville – Port aux Basques Regional Council will have provided advice, via written submission and/or in-person engagement, to the Provincial Government on issues that relate to regional sustainability.

**Measure:**

Provided advice to the provincial government via written submission and/or in-person engagement

**Indicators:**

- Issue identified by Council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement

## 13. ST. ANTHONY – PORT AU CHOIX REGIONAL COUNCIL

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### Message from the Chair

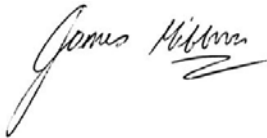
As Chair of the St. Anthony – Port au Choix Regional Council of the Rural Secretariat and in accordance with the Provincial Government's commitment to transparency and accountability and in consideration of the strategic direction of government applicable to the Office of Public Engagement, I hereby submit the Council's 2014-17 Activity Plan. My signature below is on behalf of the entire Council and is indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

During the last planning phase, the St. Anthony – Port au Choix Regional Council submitted three formal advice documents to government on the topics of fishery, long-term care and transportation links. As well, several advice letters were developed and submitted to the appropriate departments as issues arose in the region. The Council also assisted other provincial government departments and agencies in their work by deliberating and responding to topics on the province-wide 911 system, the Muskrat Falls development, road ambulance review and Municipal Fiscal Framework.

In order to complete this work, the Council partnered on two forums and conducted research to inform the advice they submitted. The Council feels this process was successful in getting informed advice to the appropriate government departments. The Council will continue to work toward improving the sustainability of the region by advising the provincial government on regional issues.

As a category 3 entity under the *Transparency and Accountability Act*, the St. Anthony – Port au Choix Regional Council will table an Activity Plan. During the next three years, April 1, 2014 to March 31, 2017, the Council will work diligently to achieve the objective laid out in this plan. The Council has considered the strategic directions outlined by the Minister and will contribute to these directions by engaging citizens, researching issues and working with partners in order to provide informed advice to government.

Sincerely,



James Gibbons

Chair, St. Anthony-Port au Choix Regional Council of the Rural Secretariat

## **13.1 Regional Profile**

The 2011 Census population for the St. Anthony – Port au Choix Rural Secretariat Region was 12,240. This represents a 7.3 percent decrease from the 2006 census population. Comparatively, the population of the province had a 1.8 percent increase since 2006 (514,535 in 2011, up from 505,470 in 2006).

The National Household Survey (2011) reported that in the St. Anthony – Port au Choix Rural Secretariat Region<sup>8</sup> there were 4,240 individuals in the labour force who were employed during the week of May 1-7, 2011 and 2,025 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the St. Anthony – Port au Choix Rural Secretariat Region was \$25,100 up from \$19,700 in 2006. For the province, personal income per capita was \$28,900 and for Canada it was \$31,600.

The 2010 self-reliance ratio for the St. Anthony – Port au Choix Rural Secretariat Region was 69.7 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2010 was 80.1 percent.

The number of individuals in the St. Anthony – Port au Choix Rural Secretariat Region who received Employment Insurance at some point in the year 2012 was 4,480. The 2007 figure was 4,955. There were 670 individuals who received income support at some point during the 2012. This number is down from 880 in 2007.

The National Household Survey (2011) reported that in the St. Anthony – Port au Choix Rural Secretariat Region, 2,515 individuals 15 years and older have received a high school diploma or equivalent. There were 3,595 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 13.6 percent of individuals age 12 and over in the St. Anthony – Port au Choix Rural Secretariat Region rated their health status as excellent while 37.4 percent rated their health status as very good. For the province, about 16.2 percent of individuals age 12 and over rated their health status as excellent and 43.9 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>8</sup> There was a 41.3% global non-response rate in the St. Anthony – Port au Choix Rural Secretariat Region. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

### **13.2 Regional Council Overview**

The St. Anthony-Port au Choix Regional Council is comprised of eight members; two female and six male. The Council currently has representation from both large and small communities throughout the region. All members are from communities of less than 5,000 people.

<b>Regional Council Members</b>	<b>Community</b>
James Gibbons (Chair)	St. Anthony
Ross Decker	Roddickton
Terry Hedderson	St. Lunaire-Griquet
Ted Lewis (Provincial Council Representative)	Roddickton
Gloria Toope	Plum Point
Loomis Way	Green Island Cove
Judy Way	Savage Cove
John Lavers	Port Saunders

*For an updated listing of council members please visit <http://www.exec.gov.nl.ca/rural/regionalmem.asp>.*

The Office of Public Engagement employs a Regional Partnership Planner position in the region who, among other duties, act as an information resource and facilitates the work of the Council. The regional office is located in Roddickton.

### **13.3 Issue: Provide Advice to Government**

Over the next three years, the St. Anthony-Port au Choix Regional Council will strive to meet the mandate that has been set out. In order to accomplish this, the Council will identify and/or provide input as requested on issues that affect the sustainability of the region. The Council will engage in research and/or discussions to ensure that their deliberations are well informed on the topic. Advice will be submitted to government in the most appropriate way of communicating this to officials.

The Council provide ongoing advice to government on issues that affect the region. This will ensure that the current government is aware of the issues that affect the region and can consider this advice when making decisions. In order to do this effectively, the Council will engage citizens, conduct research and work with other partners in the region on the identified issues whenever it is appropriate. The activities of the Council, specifically those that related to dialogue and collaboration efforts, are in support of the strategic direction applicable to the Office of Public Engagement (Appendix A).

The members of the St. Anthony – Port au Choix Regional Council will be reporting on the same objective, measure and indicators for the three years of this plan.

**Objective:**

By March 31, 2015, the St. Anthony – Port au Choix Regional Council will have provided advice, via written submission and/or in-person engagement, to the provincial government on issues that relate to regional sustainability.

**Measure:**

Provided advice to the provincial government via written submission and/or in-person engagement

**Indicators:**

- Issue identified by Council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement



## 14. LABRADOR REGIONAL COUNCIL

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### Message from the Chair

As co-chairs of the Labrador Regional Council of the Rural Secretariat and in accordance with the Provincial Government's commitment to transparency and accountability and in consideration of the strategic direction of government applicable to the Office of Public Engagement, we hereby submit the Council's 2014-17 Activity Plan. Our signatures below are on behalf of the entire Council and are indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

Over the past year we have met several times to consider important topics to discuss and to support other partners within our region.

We look forward to continuing our work in 2014-15. Through dialogue and partnerships we hope to provide advice to Government in a relevant and timely manner. The Council continues to support the advancement of sustainability in the region and Labrador Regional Council's mandate to be informed on the challenges and progressive in advancing communities to overcome them.

Sincerely,

Handwritten signatures of Lori O'Brien and Leander Baikie in cursive script.

Lori O'Brien and Leander Baikie  
Co-chairs, Labrador Regional Council of the Rural Secretariat

## **14.1 Regional Profile**

The 2011 Census population for the Labrador Rural Secretariat Region was 26,475. This represents a 1.3 percent increase from the 2006 census population. Comparatively, the population of the province had a 1.8 percent increase since 2006 (514,535 in 2011, up from 505,470 in 2006).

The National Household Survey (2011) reported that in the Labrador Rural Secretariat Region<sup>9</sup> there were 12,810 individuals in the labour force who were employed during the week of May 1-7, 2011 and 2,155 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the Labrador Rural Secretariat Region was \$33,700 up from \$27,400 in 2006. For the province, personal income per capita was \$28,900 and for Canada it was \$31,600.

The 2010 self-reliance ratio for the Labrador Rural Secretariat Region was 88.6 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2010 was 80.1 percent.

The number of individuals in the Labrador Rural Secretariat Region who received Employment Insurance at some point in the year 2012 was 4,130. The 2007 figure was 4,535. There were 1,845 individuals who received income support at some point during the 2012. This number is down from 2,210 in 2007.

The National Household Survey (2011) reported that in the Labrador Rural Secretariat Region, 4,220 individuals 15 years and older have received a high school diploma or equivalent. There were 10,715 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 14.2 percent of individuals age 12 and over in the Labrador Rural Secretariat Region rated their health status as excellent while 49.3 percent rated their health status as very good. For the province, about 16.2 percent of individuals age 12 and over rated their health status as excellent and 43.9 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>9</sup> There was a 29.0% global non-response rate in the Labrador Rural Secretariat Region. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

## **14.2 Regional Council Overview**

The Labrador Regional Council is comprised of nine members; four female and five male. The Council currently has representation from both large and small communities throughout the region, including four members from communities of less than 5,000 people.

<b>Regional Council members</b>	<b>Community</b>
Leander Baikie (Co-chair)	North West River
Lori O'Brien (Co-chair & Provincial Council Representative)	L'Anse au Loup
Carol Burden	Port Hope Simpson
Cora Edmunds	Postville
Eric Flynn	Happy Valley-Goose Bay
Hedley Ryland	L'Anse au Loup
Jonathan Jesseau	Wabush
Patsy Ralph	Labrador City
Robin Cooper	Happy Valley-Goose Bay

For an updated listing of council members please visit <http://www.exec.gov.nl.ca/rural/regionalmem.asp>

The Office of Public Engagement employs a Regional Partnership Planner position in the region who, among other duties, acts as an information resource and facilitates the work of the Council. The regional office is located at the office of the Department of Innovation, Business and Rural Development in Happy Valley-Goose Bay.

## **14.3 Issue: Provide Advice to Government**

The Labrador Regional Council is complex as it encompasses the views of those within the mainland portion of our province. If we ask ourselves today how we as the Labrador Regional Council provide advice/recommendations to the Government of Newfoundland and Labrador, the answer would be that it looks a lot like it did 35 years ago. Realizing that the Provincial Government must consider the dynamic of this constituency, adjustments in policy development are essential to ensure our region's unique voice stands out in the public policy space. Dialogue and collaboration are essential to the workings of Council and the provision of informed policy advice to the Provincial Government and are in support of the strategic direction applicable to the Office of Public Engagement (Appendix A).

The members of the Labrador Regional Council will be reporting on the same objective, measure and indicators for the three years of this plan.

**Objective:**

By March 31, 2015, the Labrador Regional Council will have provided advice, via written submission and/or in-person engagement, to the Provincial Government on issues that relate to regional sustainability.

**Measure:**

Provided advice to the Provincial Government via written submission and/or in-person engagement

**Indicators:**

- Issue identified by Council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement

## 15. PROVINCIAL COUNCIL

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### Message from the Chair

As Chair of the Provincial Council of the Rural Secretariat and in accordance with the Provincial Government's commitment to transparency and accountability and in consideration of the strategic direction of government applicable to the Office of Public Engagement, I hereby submit the Council's 2014-17 Activity Plan. My signature below is on behalf of the entire Council and is indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

The Provincial Council brings together an array of perspectives from various regions throughout the province. In developing this plan, the Council reflected on this experience, knowledge and efforts as a foundation to identify opportunities to enhance rural sustainability within the province. Council will continue to increase its understanding of the issues facing the province by examining information within and outside the province around rural sustainability.

Through deliberated discussions, Provincial Council members will come to a consensus on issues to provide advice to government and it is hoped that these perspectives will inform and influence the development and implementation of public policy.

Sincerely,



Sheila Kelly-Blackmore  
Chair  
Provincial Council of the Rural Secretariat

## **15.1 Provincial Profile**

The 2011 Census population for Newfoundland and Labrador was 514,535. This represents a 1.8 percent increase from the 2006 census population.

The National Household Survey (2011) reported that in Newfoundland and Labrador<sup>10</sup> there were 218,630 individuals in the labour force who were employed during the week of May 1-7, 2011 and 37,265 who were unemployed. The 2010 income for every man, woman, and child (personal income per capita) in the province was \$28,900 up from \$22,900 in 2006. For Canada, personal income per capita was \$31,600.

The 2010 self-reliance ratio for Newfoundland and Labrador was 80.1 percent. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio.

The number of individuals in the province who received Employment Insurance at some point in the year 2012 was 88,090. The 2007 figure was 93,485. There were 46,240 individuals who received income support at some point during the 2012. This number is down from 53,220 in 2007.

The National Household Survey (2011) reported that in Newfoundland and Labrador, 100,215 individuals 15 years and older have received a high school diploma or equivalent. There were 210,190 individuals who had received a postsecondary certificate, diploma or degree.

A major indicator of well-being is how a person rates their own health status. In 2009-10, approximately 16.2 percent of individuals age 12 and over in Newfoundland and Labrador rated their health status as excellent while 43.9 percent rated their health status as very good. For Canada, about 22.4 percent of individuals age 12 and over rated their health status as excellent and 37.7 percent rated their health status as very good.

Additional information, including gender-specific information and information for other levels of geography, can be found at [www.communityaccounts.ca](http://www.communityaccounts.ca).

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<sup>10</sup> There was a 31.4% global non-response rate in Newfoundland and Labrador. The global non-response rate is used as an indicator of data quality, the lower the rate the lower the risk of inaccuracy.

## 15.2 Provincial Council Overview

The Provincial Council is comprised of 14 members; seven female and seven male. The Provincial Council is comprised of one representative from each of the nine Regional Councils and Provincial at large members that bring a provincial perspective. If the regional representative is unable to attend the meetings of the Provincial Council, an alternate will attend to represent the region. The Council currently has representation from larger and smaller communities throughout the province, including ten members from communities of less than 5,000 people.

Provincial Council members	Community
<b>Chair</b>	
Sheila Kelly-Blackmore	Sandy Cove
<b>At-Large Members</b>	
Donna Butt	Trinity
Penelope Rowe	St. John's
Wilson Belbin	Forteau
Kara Snow	St. Anthony
<b>Regional Representatives</b>	
Kerry Murray (Avalon Peninsula) Alternate: Maureen Sullivan	Conception Bay South Calvert
Mervin Wiseman (Clarenville-Bonavista) Alternate: Marilyn Coles-Hayley	North Harbour Elliston
Harold Murphy (Burin Peninsula) Alternate: Dominic Lundrigan	Parker's Cove Burin
Nadine Decker (Gander-New-Wes-Valley) Alternate: David Regular	Fogo Island Summerford
Colin Forward (Grand Falls-Windsor-Baie Verte-Harbour Breton) Alternate: Ruth Down-Robinson	Baie Verte Grand Falls-Windsor
Colleen Kennedy (Corner Brook-Rocky Harbour) Alternate: Vacant	Rocky Harbour
Calvin White (Stephenville-Port aux Basques) Alternate: Vacant	Flat Bay
Ted Lewis (St. Anthony-Port au Choix) Alternate: Gloria Toope	Roddickton Plum Point
Lori O'Brien (Labrador) Alternate: Leander Baikie	L'Anse au Loup North West River

*For an updated listing of council members please visit [http://www.exec.gov.nl.ca/rural/provincial\\_council/members.html](http://www.exec.gov.nl.ca/rural/provincial_council/members.html)*

### **15.3 Issue: Provide Advice to Government**

Over the next three years, the Council will strive to meet the mandate that has been set out. In order to do this the Council will provide advice on issues that affect the sustainability of the province. Where appropriate, the Council will undertake research to further understand the issues. In addition to research, dialogue and collaboration are essential to the workings of Council and the provision of informed policy advice. These activities directly support the strategic direction applicable to the Office of Public Engagement (Appendix A).

The Council will be providing ongoing advice to the Provincial Government on issues that affect the province. The Provincial Council is committed to ensuring that government policies are relevant and effective, the Council will be aware of the circumstances, need and priorities of the province. This will ensure that the current Provincial Government is aware of the issues that affect the province and can consider this advice when making decisions.

The members of the Provincial Council will be reporting on the same objective, measure and indicators for the three years of this plan.

#### **Objective:**

By March 31, 2015, the Provincial Council will have provided advice, via written submission and/or in-person engagement, to the Provincial Government on issues that relate to provincial sustainability.

#### **Measure:**

Provided advice to the Provincial Government via written submission and/or in-person engagement

#### **Indicators:**

- Issue identified by Council and/or requested by the Provincial Government
- Researched and/or discussed issue
- Provided advice to government via written submission and/or in-person engagement



## 16. OPPORTUNITIES AND CHALLENGES AHEAD

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As the nature of the work of the Provincial and Regional Councils is broad-based and long-term in nature, the challenges and opportunities faced by the Councils remain fairly similar from year to year.

### **Provision of Policy Advice to government**

The Council's mandate commits it to reaching consensus on the priorities for change in its region and to identifying policies and programs to encourage desired change. The challenge for each Council, given the members meet only four times per year, and given the range of issues, perspectives, interests and needs within regions, is to reach consensus on priorities for change and on policy advice to provide to the Provincial Government. The opportunity for Councils is to position themselves as objective, informed and influential advisory bodies within their region that can both provide informed citizen-based policy advice to government as well as respond to policy level requests from government that may impact on the region.

### **Regional collaboration**

The Councils' mandate involves sharing information, advancing regional cooperation and encouraging regional partners to more actively participate on matters that can advance regional sustainability. There are two opportunities for Councils: First, they can position themselves as broad-based and cross-sectoral advisory bodies that can lead, participate and/or support regional collaboration across a range of sectors, communities and interests. Second, as broad-based advisory bodies, they can identify the various supports necessary to foster collaboration and be a conduit for advice to government to advance efforts.

### **Regional communications**

The Councils understand that a range of non-governmental organizations in rural areas provide advice to the Provincial Government on a wide variety of policy matters. In large part, these organizations are focused on particular needs and interests, among others, regional economic development, environmental awareness and protection, social policy advancement and municipal governance. The challenge for it is to openly and positively communicate its mandate and role to the Provincial Government as well as other regional stakeholders and interests, and to position itself as an objective, informed and influential advisory body that can assist other stakeholders. The opportunity for Council, through new and strengthened relationships with regional stakeholders and the Provincial Government, is to ensure that a broad range of perspectives are considered as it identifies regional priorities, provides advice to government and fosters collaboration.

# APPENDIX A: STRATEGIC DIRECTIONS

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**Title:** Public Engagement in Newfoundland and Labrador

**Outcome Statement:**

Citizen and stakeholder participation is enhanced through innovative open government initiatives and best practices in public engagement

**Focus Areas:**

Open data

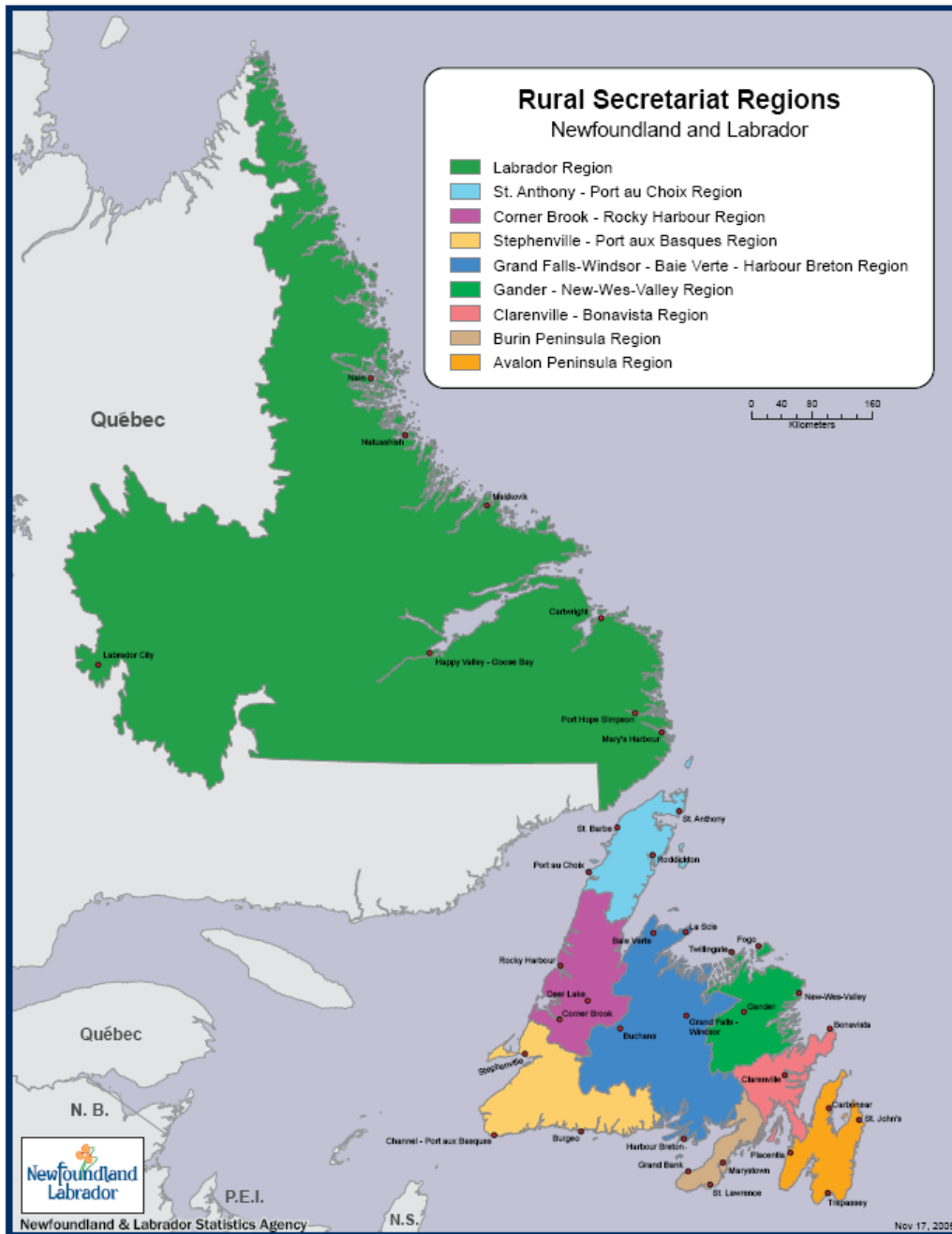
Open information

Dialogue

Collaboration

Focus Areas/Components of the Strategic Direction	This Direction is: addressed in the Councils' activity plan
1. Open data	
2. Open information	
3. Dialogue	✓
4. Collaboration	✓

# APPENDIX B: MAP OF RURAL SECRETARIAT REGIONS





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