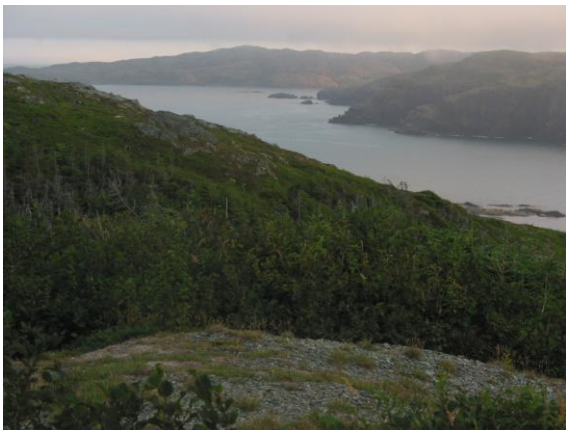




St. Anthony – Port au Choix  
Regional Council of the Rural Secretariat  
Executive Council  
Annual Activity Report 2010-11



# Message from the Chair

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As Chairperson for the St. Anthony-Port au Choix Regional Council, I hereby submit the Activity Report covering the period April 1, 2010-March 31, 2011. On behalf of the council and in accordance with the *Transparency and Accountability Act*, my signature is indicative of the council's accountability for the results reported.

In the 2008-11 planning period, the council reached many of its objectives. We engaged the community and local stakeholders on transportation/communication, retention of skilled labour and natural resource priorities. From these sessions we gathered much information and have since developed advice documents on transportation/ communication, retention of skilled labour and forestry. The council has also conducted community engagement sessions on the fishery and have completed a "what we heard" document. We will continue to work on issues relating to the fishery into the next planning period. The council has also written letters to government in regards to the ferry service in St. Barbe and the air ambulance in St. Anthony.

During this period, the council also fulfilled a number of other requests from the Provincial Government and the Provincial Council. The council was asked to provide input into a number of processes and documents. We look forward to many more opportunities and requests of this nature as we hope to be able to give a regional perspective as needed.

We look forward to the upcoming planning period, to continuing with this process and being able to provide advice to further contribute to the sustainability of the St. Anthony - Port au Choix region.

Sincerely,



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

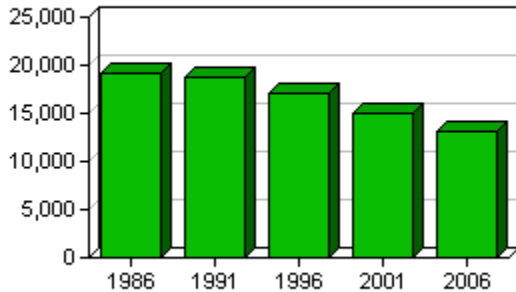
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# 1. Overview of the Region

**Population**



The 2006 Census population for St. Anthony - Port au Choix Rural Secretariat Region was 13,140. This represents a decline of 12.6% since 2001. Over the same period, the entire province experienced a population decline of 1.5% since 2001 (505,470 in 2006, down from 512,930).

The 2006 income for every man, woman, and child (personal income per capita) in St. Anthony - Port au Choix Rural Secretariat Region was \$19,700. For the province,

personal income per capita was \$22,900. After tax personal income per capita, adjusted for inflation, was \$13,400 for St. Anthony - Port au Choix Rural Secretariat Region in 2006. For the province it was \$14,900.

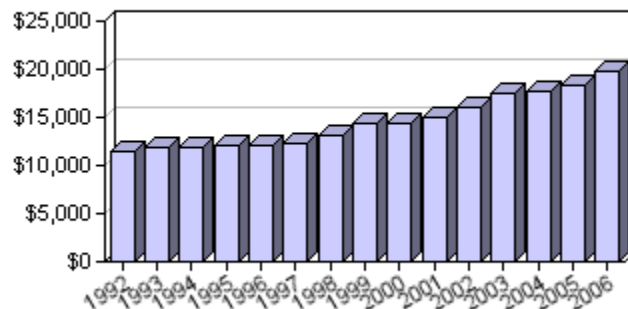
Half of the couple families in St. Anthony - Port au Choix Rural Secretariat Region had incomes of more than \$48,900 in 2006. Half of the couple families in the province had incomes of more than \$56,500.

Half of the lone-parent families in St. Anthony - Port au Choix Rural Secretariat Region had incomes of less than \$26,100 in 2006. Half of the lone-parent families in the province had incomes of less than \$25,300.

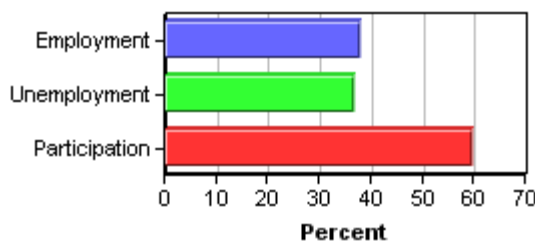
The 2006 self-reliance ratio for St. Anthony - Port au Choix Rural Secretariat Region was 66.9%. This is a measure of the community's

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 2006 was 78.5%.

**Personal Income Per Capita**



**Labour Market Rates  
Population 15 and Older  
(May 2006)**



According to the 2006 Census, in St. Anthony - Port au Choix Rural Secretariat Region 90.2% of homes were owned versus rented compared to 78.7% for the province and 68.4% for Canada.

The unemployment rate for May 2006 for

people aged 15 and older was 36.5%.The provincial unemployment rate was 18.6%.

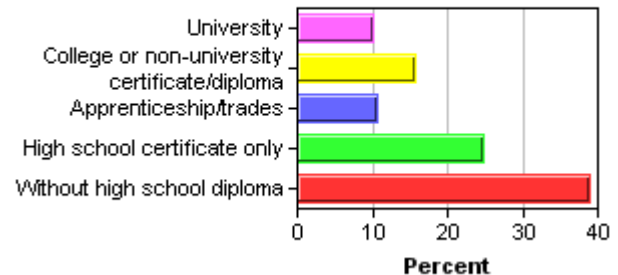
The employment rate for the entire year 2005 for those aged 15 and older was 68.8%. The provincial employment rate for the same period was 63.3%.

The number of individuals in St. Anthony - Port au Choix Rural Secretariat Region who received Income Support Assistance at some point in the year 2008 was 770. The 1991 figure was 1,840.

The total number of children ages 0 to 17 in St. Anthony - Port au Choix Rural Secretariat Region who were in families on Income Support Assistance in 2008 was 165. The figure for 1991 was 745.

Census 2006 reported 38.9% of people 18 to 64 years of age in St. Anthony - Port au Choix Rural Secretariat Region do not have a high school diploma compared to 25.1% of people in the entire province.

**Highest Level of Education, Pop 18 to 64**



In St. Anthony - Port au Choix Rural Secretariat Region about 7.8% of people aged 25 to 54 had a Bachelor's Degree or higher in 2006 compared to 15.1% in the province as a whole.

In 2006, in St. Anthony - Port au Choix Rural Secretariat Region, 77.6% of people 25 to 34 years of age had at least a high school diploma. This compares to 85.4% in the entire province and 89.1% for Canada.

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

## 2. Regional Council Overview

The St. Anthony-Port au Choix Regional Council is comprised of seven members; three female and four male. The council currently has representation from larger and smaller communities throughout the region. All members are from communities of less than 5,000 people. The council met four times in 2010-11.

The council does not have a budget and, as such, an audited financial statement is not required in this report. Meetings of the council and associated costs are funded through the budget of the Rural Secretariat. The Rural Secretariat also funds a regional planner position in the region, who among other duties, act as an information resource for the council and facilitates the work of the council. The planner for the St. Anthony-Port au Choix region is Nina Mitchelmore. Her office is located in Roddickton.

Regional Council Members	Community
Ross Decker	Roddickton
Terry Hedderson	St. Lunaire-Griquet
Ted Lewis	Roddickton
Beverley May	Lower Cove
Joan Simmonds(Chair)	Conche
Gloria Toope	Plum Point
Loomis Way	Green Island Cove

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

### 3. Mandate

The Regional Council’s mandate is to:

- 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.

### 4. Lines of Business

The council supports the Rural Secretariat’s four lines of business:

**Citizen-based policy advice:** The Rural Secretariat supports nine citizen-based Regional Councils, and one stakeholder-based Provincial Council, to develop policy and decision-making advice for submission to government. Typically, councils, with the support of Rural Secretariat staff, hold public engagement sessions involving citizens and/or stakeholder group representatives, and conduct community-based research activities, to inform the development of advice documents.

**Collaboration:** The Rural Secretariat understands that sustainability in rural Newfoundland and Labrador can be significantly advanced through more and better collaboration between and among rural stakeholders including governments. Sometimes the Rural Secretariat works to

support existing rural collaborative processes such as partnerships. Other times they work to help convene new regional collaborative processes such as networks or alliances. The broad goal is to help build a strengthened 'culture of collaboration' in rural Newfoundland and Labrador.

**Research:** The Rural Secretariat collaborates with provincial partners on a number of formal research endeavors that help to improve understanding of the challenges facing, and opportunities available to, rural regions of this province. The Rural Secretariat also works directly with regional partners and councils on a host of community-based research initiatives – small regional-level data-gathering efforts that give those involved the information and knowledge they need to effectively advise the Provincial Government on regional and rural policy issues.

**Public dialogue and engagement:** In addition to supporting councils to conduct public engagement efforts, the Rural Secretariat is also available to assist other Provincial Government departments to design and deliver their own public engagement initiatives. The Rural Secretariat also periodically convenes special deliberative dialogue initiatives on themes deemed to be of particular importance to the rural sustainability of this province, often in partnership with rural stakeholder groups and other government departments.

## 5. Values

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The core values explain the character of the organization. These values are paramount to the mandate and activities of the council and are as follows:

Collaboration	Each person is committed to working together effectively.
Creativity	Each person seeks and supports new ideas and approaches.
Empowerment	Each person is responsible for participating in discussions, making informed decisions and taking personal responsibility for their contributions.
Inclusion	Each person acknowledges others' views and perspectives and has the right/opportunity to express their own.
Learning Culture	Each individual is recognized and valued for the skills that they bring and is encouraged to continue to learn.
Transparency	Each individual gives and shares open and objective advice based on sound information and principles.
Trust	Each person is open and supportive when participating in partnerships and follows through on requests and commitments.

## 6. Primary Clients

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The primary clients of the Regional Council include the Rural Secretariat, the Provincial Council of the Rural Secretariat, and departments and agencies within the Provincial Government, among others.

The council will also engage individuals, groups and organizations within the region as it carries out its work.

## 7. Vision

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The St. Anthony - Port au Choix Regional Council supports the vision of the Rural Secretariat:

**Sustainable regions with healthy, educated, prosperous people living in safe, inclusive communities.**

Through its work, the council considers economic, social, cultural and environmental aspects to identify priorities that contribute to regional sustainability. Over the past three years, the council has identified areas that require improvement in order to reach the vision outlined above. The council has developed advice for government suggesting ways of improving these areas.

## 8. Mission

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The mission statement identifies the priority focus area of the council. It represents the key four-year objective that the council worked towards in support of Provincial Government's strategic directions, as identified in the 2008-11 Activity Plan. Through this process the council has developed partnerships while completing the necessary work to inform their advice to government. They have also contributed to policy development by providing a regional perspective to government on policy issues that relate to the sustainability of the region.

The mission statement of the St. Anthony - Port au Choix Regional Council is as follows:

**By 2011, the Council will have participated in an ongoing community engagement process that will demonstrate the value of two-way communication between the Provincial Government and citizens.**

**Measure:** Participated in an ongoing community engagement process

Indicators	Accomplishments
A long-term vision of sustainability for the region will have been submitted to the Provincial Government and	<ul style="list-style-type: none"><li>The council prepared a vision for the region in 2007. It outlined what the council would like the region to look like in 2020.</li></ul>



Indicators	Accomplishments
shared with citizens	<ul style="list-style-type: none"> <li>• It was submitted to government and has since been posted to the Rural Secretariat website (<a href="http://www.exec.gov.nl.ca/rural">www.exec.gov.nl.ca/rural</a>).</li> <li>• The vision was printed and given to numerous individuals and groups in the region.</li> </ul>
Enhanced regional input will have been provided into policy development and decision-making processes of the Provincial Government	<ul style="list-style-type: none"> <li>• In 2007-08, the council identified priorities in the region that they felt were important to advise government on.</li> <li>• During 2008-11, the council has submitted three advice documents, several letters and also provided advice when requested from various government departments.</li> <li>• Throughout this period, the process of developing advice has changed and improved. It has become more informed by trying to gain government's reaction and stance on the issue before advice is submitted. For example, in 2008, when developing the transportation/communication document, the council listened to a presentation from government. In 2011, the council discussed their forestry document with government officials prior to submitting the document.</li> </ul>
Opportunities and mechanisms will have been provided to enhance two-way communication between the Provincial Government and citizens	<ul style="list-style-type: none"> <li>• Forums and focus group sessions organized by the council have provided the opportunity for citizens and stakeholders to engage in discussions with government on issues of importance to the region.</li> <li>• The process of developing advice documents have allowed for greater input from citizens and stakeholders.</li> <li>• Advice documents submitted to government have provided an opportunity for citizens and stakeholders to identify issues and bring them to government's attention.</li> <li>• It has also provided a mechanism for government to respond to those concerns.</li> </ul>
Community engagement sessions will have been conducted at the regional level	<ul style="list-style-type: none"> <li>• At least 25 community engagement sessions have been conducted throughout the region.</li> <li>• Some examples include: <ul style="list-style-type: none"> <li>○ Transportation/communication session held in Plum Point, 12 attendees representing Nordic Economic Development Corporation, Red Ochre Regional Board, Great Northern Peninsula Joint Council, St. Barbe Development Association, Nortip Development Corporation, North of Fifty Thirty Association, Viking Trail Tourism Association and Innovation, Trade and Rural Development.</li> <li>○ Retention of Skilled Labour Session held in Plum Point, seven attendees representing the Departments of</li> </ul> </li> </ul>

Indicators	Accomplishments
	<p>Innovation, Trade and Rural Development, , Education, Human Resources, Labour and Employment, as well as, Nordic Economic Development Corporation, Nortip Development Corporation, French Shore Historical Society, and St. Barbe Development Association.</p> <ul style="list-style-type: none"> <li>○ Forestry Sessions held in Roddickton and Hawkes Bay, 25 attendees representing the Departments of Innovation, Trade, and Rural Development, Natural Resources, Red Ochre Regional Board, Harvesters, Sawmills, Outfitters, preservation group, College of the North Atlantic, Towns of Hawkes Bay and Roddickton.</li> <li>○ Fishery Sessions held in Anchor Point, Hawkes Bay, Port au Choix, Conche, St. Anthony, Main Brook and Plum Point, 37 attendees representing harvesters, processors, plant workers, the Department of Innovation, Trade and Rural Development, Nordic Economic Development Corporation, Great Northern Peninsula Joint Council.</li> </ul>
<p>Citizens and stakeholders will have been informed about the economic, social, cultural and environmental aspects of regional sustainability</p>	<ul style="list-style-type: none"> <li>● Various forums, collaborations, and public meetings, made possible through partnerships with MUN, government departments, Regional Economic Development Boards, the Great Northern Peninsula Joint Council, municipalities, and others, have provided opportunities to discuss and inform citizens and stakeholders on economic, social, cultural and environmental issues of regional sustainability.</li> </ul>

**Discussion of Results:** The council feels that it has accomplished the indicators that were set out and hopes to continue this work into the future considering new priority areas.

## 9. Report on Performance

In its 2008-11 Activity Plan the council identified two goals. The activities and performance of the council with respect to each of the goals as outlined below, are in support of the Provincial Government’s strategic directions for the Rural Secretariat (Appendix A). In particular, the council’s performance allowed for the development of new partnerships with various stakeholders at the regional level and provided a new regional forum to discuss citizens’ perspectives on regional and rural sustainability.

### 9.1 Issue 1: Regional Collaboration

The St. Anthony-Port au Choix Regional Council felt that in order to meet the mandate of the council, four meetings a year would not be sufficient. The council set up working groups based

on the priorities they identified as crucial to regional sustainability. These working groups engaged relevant stakeholders and groups as well as reviewed documentation. These groups researched and developed the background information for the advice documents that council submitted to government on each priority area.

The council set up working groups to discuss transportation/communication, retention of skilled labour and natural resources (forestry). The council also established a regional steering committee consisting of fishery stakeholders to assist in providing background information for the fishery advice document to be sent to government.

**Goal:** By March 31, 2011, the St. Anthony - Port au Choix Regional Council will have established a mechanism for the development of collaborative regional partnerships to provide informed, current perspectives on matters of importance within the region.

**Measure:** Regional partnerships established

Indicators	Accomplishments
<p>Collaborative regional partnerships are established which support the development of position papers and advance regional priorities.</p>	<ul style="list-style-type: none"> <li>• Since there are several groups in the region working on issues of transportation, skilled labour and forestry, the council decided to set up working groups consisting of council members and invite representatives of existing groups to their focus groups sessions and to give presentations when needed. These working groups were established for each priority area and met throughout the three-year period. Other stakeholders were engaged on an as needed basis to inform the process.               <ul style="list-style-type: none"> <li>○ The Transportation and Communication Working Group meetings focused on identifying issues and challenges in these areas and possible solutions. A position paper was produced and submitted to the council. The advice document was submitted to the Department of Transportation and Works in December 2008. A further meeting of the Transportation and Communication Working Group was held to discuss the response received from Transportation and Works.</li> <li>○ The meetings of the Retention of Skilled Labour Working Group focused on issues surrounding the retention and attraction of skilled labour and identifying possible solutions.</li> <li>○ The Natural Resources Working Group meetings initially tried to focus on both forestry and fishery. Due to the complexity and vastness of both industries and the challenges that they face, it was decided that this group focus mainly on the forest industry while a separate group would be set up for fishery.</li> </ul> </li> <li>• Due to the complexity of the fishery, a regional steering committee was established consisting of representatives from</li> </ul>

Indicators	Accomplishments
	<p>the following groups (for more detail, please refer to the 2010-11 Objective section below):</p> <ul style="list-style-type: none"> <li>• Regional Council</li> <li>• Nordic Economic Development Corporation</li> <li>• Red Ochre Regional Board</li> <li>• Great Northern Peninsula Joint Council</li> <li>• Fish, Food and Allied Workers (FFAW)</li> <li>• Department of Fisheries and Oceans</li> <li>• Department of Fisheries and Aquaculture</li> <li>• Department of Innovation, Trade and Rural Development</li> <li>• Memorial University of Newfoundland</li> <li>• Small boat fishermen</li> <li>• Large boat fishermen</li> </ul>

**2010-11 Objective:** By March 31, 2011 the St. Anthony - Port au Choix Regional Council will have provided informed, current perspectives to the Provincial Government on matters of importance in the region.

**Measure:** Council will have provided informed, current perspectives to the Provincial Government on matters of importance related to the fishery.

Indicator	Accomplishments 2010-11
Regional Partnership established for fishery	<ul style="list-style-type: none"> <li>• Since it is the biggest economic driver in the region and nearly 25% of the local labour force is directly employed in the fishery, the council felt that some attention must be given to this industry.</li> <li>• A steering committee was put in place to provide a regional perspective on the industry. It consists of representatives from the following groups: <ul style="list-style-type: none"> <li>• Regional Council</li> <li>• Nordic Economic Development Corporation</li> <li>• Red Ochre Regional Board</li> <li>• Great Northern Peninsula Joint Council</li> <li>• Fish, Food and Allied Workers (FFAW)</li> <li>• Department of Fisheries and Oceans</li> <li>• Department of Fisheries and Aquaculture</li> <li>• Department of Innovation, Trade and Rural Development</li> <li>• Memorial University of Newfoundland</li> <li>• Small boat fishermen</li> <li>• Large boat fishermen</li> </ul> </li> </ul>

Indicator	Accomplishments 2010-11
Meetings held	<ul style="list-style-type: none"> <li>• This group met three times in person and held a number of conference calls since its inception in September 2010. The group also communicates regularly through email.</li> </ul>
Informed, current perspective provided to government	<ul style="list-style-type: none"> <li>• This indicator has not been completed. However, some of the work that has been started and/or completed in preparation of providing government with an informed perspective includes:               <ul style="list-style-type: none"> <li>○ The council, assisted by the working group, completed seven focus group sessions whereby 31 people directly involved in the fishery were engaged.</li> <li>○ A “what we heard” document has been drafted. This document will assist in the development of a larger research project that will be completed in 2011-12.</li> </ul> </li> <li>• Once the research is completed, the council will provide government with this perspective.</li> </ul>

**Discussion of results:** The council feels that it has partially accomplished the indicators as set out in the 2008-11 Activity Plan. It established a regional partnership for one issue and engaged partners through working groups on the other issues. As well, the council accomplished two of the indicators for the 2010-11 objective. Due to the complexity of the fishery issue, more work needs to be undertaken and will be completed in the next fiscal year 2011-12. The focus group sessions provided much detail and this information needs to be validated with the larger fishing community. A survey will be developed and administered in 2011-12 and with the assistance of Memorial University, a document will be developed. This will assist the council in the development of their advice to government.

## **9.2 Issue 2: Advancement of Regional Priorities**

In order to achieve sustainability in the region, the St. Anthony – Port au Choix Regional Council identified three priority areas to be considered. Transportation and communication were looked at as being critical to the sustainability of the region due to the necessity of accessing goods and services as well as exporting products. The St. Anthony – Port au Choix region is rich in natural resources but these resources are not being utilized to their full potential or for the increased benefit for the region. In addition, the council felt that in order to become sustainable, the skilled labour population must be retained for the future.

The council has worked on these priority areas and submitted advice to government regarding these issues. The council submitted advice to government on Transportation and Communication in 2008-09 and they submitted advice to government on Retention of Skilled Labour in 2009-10. During 2010-11, the council submitted an advice piece on Natural Resources (forestry). The council met their commitment to submit advice on all three priority areas.

**Goal:** By March 31, 2011, the St. Anthony - Port au Choix Regional Council will have developed an informed regional perspective and provided input to the Provincial Government in identified priority areas.

**Measure:** Input and advice provided on identified priority areas

Indicators	Accomplishments
Regional research and work completed in identified priority areas	<ul style="list-style-type: none"> <li>• Reviewed existing documents:               <ul style="list-style-type: none"> <li>○ Transportation and Communication                   <ul style="list-style-type: none"> <li>▪ Setting Direction: Study of Air Transportation, Newfoundland and Labrador)</li> <li>▪ Transportation and Works 2008-11 and 2006-08 Strategic Plans,</li> <li>▪ Fixed Link between Labrador and Newfoundland Pre-feasibility Study Final Report 2005,</li> <li>▪ National Highway System,</li> <li>▪ Vessel Replacement Strategy Consultation Document)</li> </ul> </li> <li>○ Retention of Skilled Labour                   <ul style="list-style-type: none"> <li>▪ Youth Retention and Attraction Strategy,</li> <li>▪ Poverty Reduction Strategy,</li> <li>▪ Diversity- Opportunity and Growth: An Immigration Strategy for Newfoundland and Labrador</li> </ul> </li> <li>○ Natural Resources                   <ul style="list-style-type: none"> <li>▪ A review of rural and regional development policies and programs, Feasibility Study: Opportunities for Conversion of Thermal Heating Plants to Wood Pellets,</li> <li>▪ Northern Peninsula Wood Pellet Plant Pre-feasibility Study.</li> </ul> </li> </ul> </li> <li>• Presentations from Departments and groups on Priority areas:               <ul style="list-style-type: none"> <li>○ Transportation and Communication                   <ul style="list-style-type: none"> <li>▪ Deputy Minister of the Department of Transportation and Works</li> <li>▪ Researchers from Memorial University – Dave Vardy, Ron Sparkes, and Mervin Andrews</li> <li>▪ Representative from the Department of Innovation, Trade and Rural Development - the proposed broadband access.</li> </ul> </li> <li>○ Retention of Skilled Labour                   <ul style="list-style-type: none"> <li>▪ Manager of the Youth Retention and Attraction Strategy,</li> <li>▪ Representative from Federation of Labour</li> <li>▪ Representative from Canadian Manufacturer and Exporters – HR Initiative</li> <li>▪ Department of Human Resources, Labour and Employment in Partnership with the Department of</li> </ul> </li> </ul> </li> </ul>

Indicators	Accomplishments
	<p style="text-align: center;">Education – Regional Career Information Initiative</p> <ul style="list-style-type: none"> <li>○ Natural Resources <ul style="list-style-type: none"> <li>▪ District Manager of Forestry</li> <li>▪ Assistant Deputy Minister of the Forestry Services Branch, Department of Natural Resources</li> <li>▪ Holson Forest Products</li> <li>▪ Projitech Inc.</li> <li>▪ Wildland Associates</li> </ul> </li> <li>● Engaged regional stakeholders and government departments through meetings, focus group sessions and forums. <ul style="list-style-type: none"> <li>➤ The council engaged regional stakeholders and government to gain a better understanding of the challenges in each priority area. They also gained a better understanding as to why current policies and regulations are in place.</li> <li>➤ The discussions provided a means for regional stakeholders and government to discuss these issues and some possible solutions.</li> </ul> </li> </ul> <p>(please see indicator three for more detail on the processes and participants)</p>
Discussion documents developed	<ul style="list-style-type: none"> <li>● For each of the focus groups and forums, a document was developed and used by the council for discussion. These documents served as the background information council used to develop their advice to government.</li> <li>● There was a discussion document developed for: <ul style="list-style-type: none"> <li>○ Transportation Forum</li> <li>○ Transportation/Communication Focus Group Session</li> <li>○ Retention of Skilled Labour Focus Group Session</li> <li>○ Forestry Focus Group Sessions</li> <li>○ Forestry Forum</li> <li>○ Fishery Focus Group Sessions</li> </ul> </li> </ul>
Dialogue completed with community partners, stakeholders, interest groups and the Provincial Government	<ul style="list-style-type: none"> <li>● During the three-year timeframe, the council held two forums and several focus group sessions. Below is a list of these sessions and who participated. <ul style="list-style-type: none"> <li>○ Transportation and Communication <ul style="list-style-type: none"> <li>▪ A Transportation Forum was held in partnership with two other Regional Councils (Corner Brook-Rocky Harbour and Labrador) and the Harris Centre. During this forum, the Deputy Minister of the Department of Transportation and Works attended and engaged in discussion. Participants also included representatives from College of the North</li> </ul> </li> </ul> </li> </ul>

Indicators	Accomplishments
	<p>Atlantic, Deer Lake Airport Authority, Department of Innovation, Trade and Rural Development, Memorial University, and regional economic development boards</p> <ul style="list-style-type: none"> <li>▪ A transportation/communication focus group session was held in the region. Representatives from the Department of Innovation, Trade and Rural Development, Viking Trail Tourism Association, Joint Council, North of Fifty Thirty Association, and regional economic development boards were engaged in this focus group session.</li> </ul> <ul style="list-style-type: none"> <li>○ Retention of Skilled Labour <ul style="list-style-type: none"> <li>▪ Council engaged in discussions through meetings and a focus group session on the issues affecting the region with regard to the retention of skilled labour.</li> <li>▪ During the Retention of Skilled Labour focus group session, representatives from the Departments of Innovation, Trade and Rural Development, Education, and Human Resources, Labour and Employment as well as the Nordic Economic Development Corporation attended and were engaged in the discussion.</li> </ul> </li> <li>○ Natural Resources <ul style="list-style-type: none"> <li>▪ The council organized and held two regional focus group sessions on Forestry. The Department of Innovation, Trade and Rural Development, Department of Natural Resources, Northern Peninsula Forest Resources Association, Regional Economic Development Boards, Department of Education, Joint Council, Department of Human Resources, Labour and Employment, Viking Trail Tourism Association, local harvesters, sawmillers, and a preservation group attended these sessions.</li> <li>▪ The council organized and held a Forestry Forum. During this Forum, the participants heard presentations from Department of Natural Resources, local industry, Wildland Associates, Projitech and the Assistant Deputy Minister of the Forestry Division of Natural Resources. Groups such as domestic cutters, harvesters, processors, Nortip Development Corporation, St. Anthony Cold Storage, Red Ochre Regional Board and Innovation, Trade and Rural Development participated in the forum.</li> </ul> </li> </ul>



Indicators	Accomplishments
	<ul style="list-style-type: none"> <li>▪ The council, in partnership with the Fishery steering committee, organized and held seven focus group sessions on fishery. These sessions were held throughout the region. Representation from Economic Development Board, Joint Council, the Department of Innovation, Trade and Rural Development, as well as industry stakeholders such as fish harvesters, fish plant workers and processors attended one or more of the sessions.</li> </ul>
Position papers developed and presented to the Provincial Government	<ul style="list-style-type: none"> <li>• The position paper on Transportation and Communication was completed and submitted to Government in December 2008.</li> <li>• A position paper in the form of a letter was submitted to Transportation and works in March 2010.</li> <li>• A position paper was developed on Retention of Skilled Labour and submitted in March 2010</li> <li>• A position paper was developed on Forestry and submitted to government in March 2011</li> </ul>

**2010-11 Objective:** By March 31, 2011 the St. Anthony - Port au Choix Regional Council will have provided input and advice to the Provincial Government related to other identified priority issues.

**Measure:** Council will have provided input and advice to the Provincial Government related to forestry issues.

Indicator	Accomplishments 2010-11
Advice provided to government on forestry.	<ul style="list-style-type: none"> <li>• A meeting was held with the CEO of the Forestry Services Branch, Department of Natural Resources in March to discuss the draft advice document.</li> <li>• The document was then revised and finalized. It was submitted to government on March 31, 2011</li> </ul>

**Discussion of results:** The council feels that it has accomplished the indicators for the three year period.

## 10. Additional Highlights

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The St. Anthony - Port au Choix Regional Council has been seeking to broaden public dialogue on long-term opportunities and challenges facing the region. It aims to continue providing input and advice to the Provincial Government on these opportunities and challenges. This is a long-term process that requires ongoing collaboration with citizens, stakeholders and interests in the region.

The council feels that its performance in 2010-11 has allowed it to make advancements in this process. It is providing an open and transparent means for rural perceptions, realities, opportunities, challenges and potential solutions to be discussed, debated and deliberated. It has brought together citizens, stakeholders and interests from differing backgrounds with differing priorities and perspectives, differing bases of information and knowledge, and differing expectations. It has built confidence, leadership and trust, and it has broadened public awareness of issues.

In addition to the points raised in Section Nine, three additional highlights are worthy of mention. These are consistent with the Rural Secretariat's strategic directions and mandate.

The regional council has membership representation on the Regional Collaboration Pilot. This group works with other regional groups in the area to work on three main objectives. These are as follows:

- Provide advice to decision-makers regarding how to better invest funds in the region;
- Work together to identify regional development initiatives/priorities;
- Provide advice regarding how best to develop/support innovative regional collaboration across the province

The council provided input to the Provincial Council on the topics of land use planning and food security.

The council also had representation at different learning events. In June 2010, the council had representation at a Social Network Analysis workshop. In October 2010, council members attended a workshop on Network Weaving and they also attended a workshop on social media in December 2010.

## 11. Opportunities and Challenges Ahead

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As the nature of the work of the Council is broad-based and long-term in nature, the challenges and opportunities it faces remain fairly similar from year to year. It feels that these challenges and opportunities can be categorized along three themes.

### **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

council, given the range of issues, perspectives, interests and needs within its region, is to reach consensus on priorities for change and on policy advice to provide to government. The opportunity for council is to position itself as an objective, informed and influential advisory body within the region that can both provide informed bottom-up policy advice to government as well as respond to top-down policy level requests from government that may impact on the region.

### **Regional collaboration**

The council's mandate commits it to sharing information, advancing regional cooperation and to encouraging regional partners to more actively participate on matters that can advance regional sustainability. The challenge for council is to position itself as an objective, informed and influential advisory body within the region that can advance collaboration. There are two opportunities for council. First, it can position itself as a broad-based and cross-sectoral advisory body that can lead, participate and/or support regional collaboration across a range of sectors, communities and interests. Second, as a broad-based advisory body, it can identify the various supports necessary to foster collaboration and be a conduit for advice to government to advance efforts.

### **Regional communications**

The council understands that a range of non-governmental organizations in rural areas provide advice to government on a range of policy matters. In large part, these organizations are focused on particular agendas, needs and interests, among others, regional economic development, environmental awareness and protection, social policy advancement and municipal governance. The challenge for it is to clearly and effectively communicate its mandate and role to 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 it, through new and strengthened relationships with regional stakeholders, 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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## Strategic Directions

Strategic directions are the articulation of desired physical, social or economic outcomes and normally require action by more than one Government entity. These directions are generally communicated by Government through platform documents, Throne and Budget Speeches, policy documents, and other communiqués. The

Transparency and Accountability Act requires departments and public bodies to take into account these strategic directions in the preparation of their performance-based plans. This action will facilitate the integration of planning practices across Government and will ensure that all entities are moving forward on key commitments.

The directions related to the Rural Secretariat are as follows:

**1. Title: Regional Partnership Development**

**Outcome Statement:** Stronger and more dynamic regions.

**Clarifying Statement:** This outcome requires systemic intervention by the Regional Council in the areas of:

- Partnership Development
  - Within regions
  - Between government and regions
- Forum for informed discussion and priority identification that links economic, social, cultural and environmental aspects of regional sustainability.

**2. Title: Assessment of Policy on Regional Sustainability**

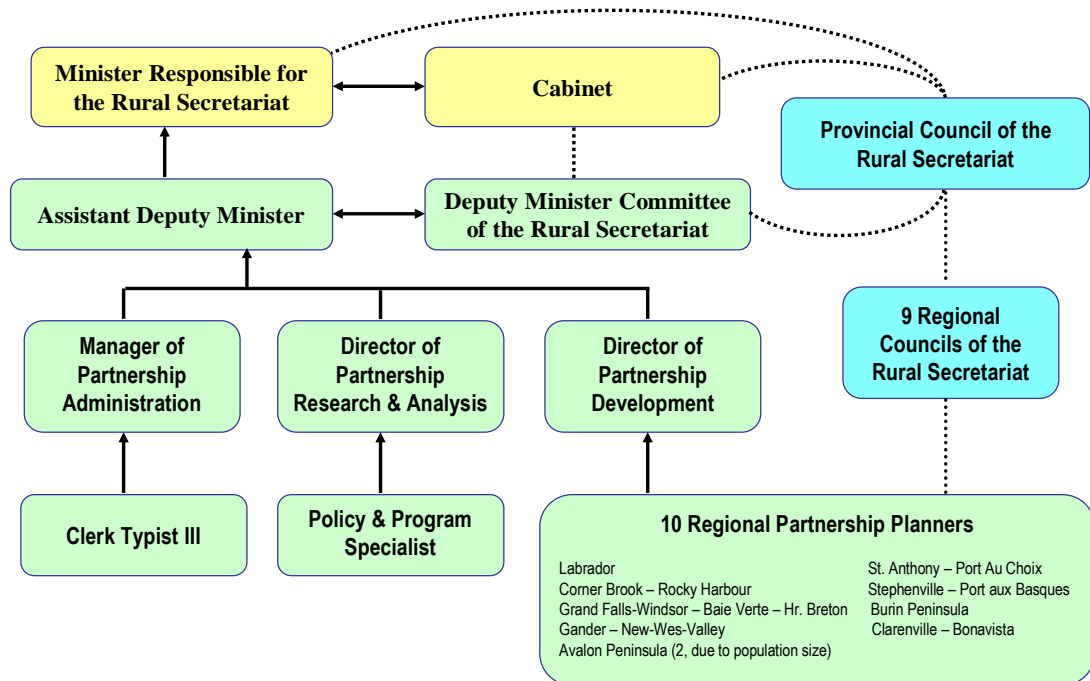
**Outcome Statement:** Improved Government understanding of and response to significant and long-term regional issues.

**Clarifying Statement:** This outcome requires systemic intervention by the Regional Council in the areas of:

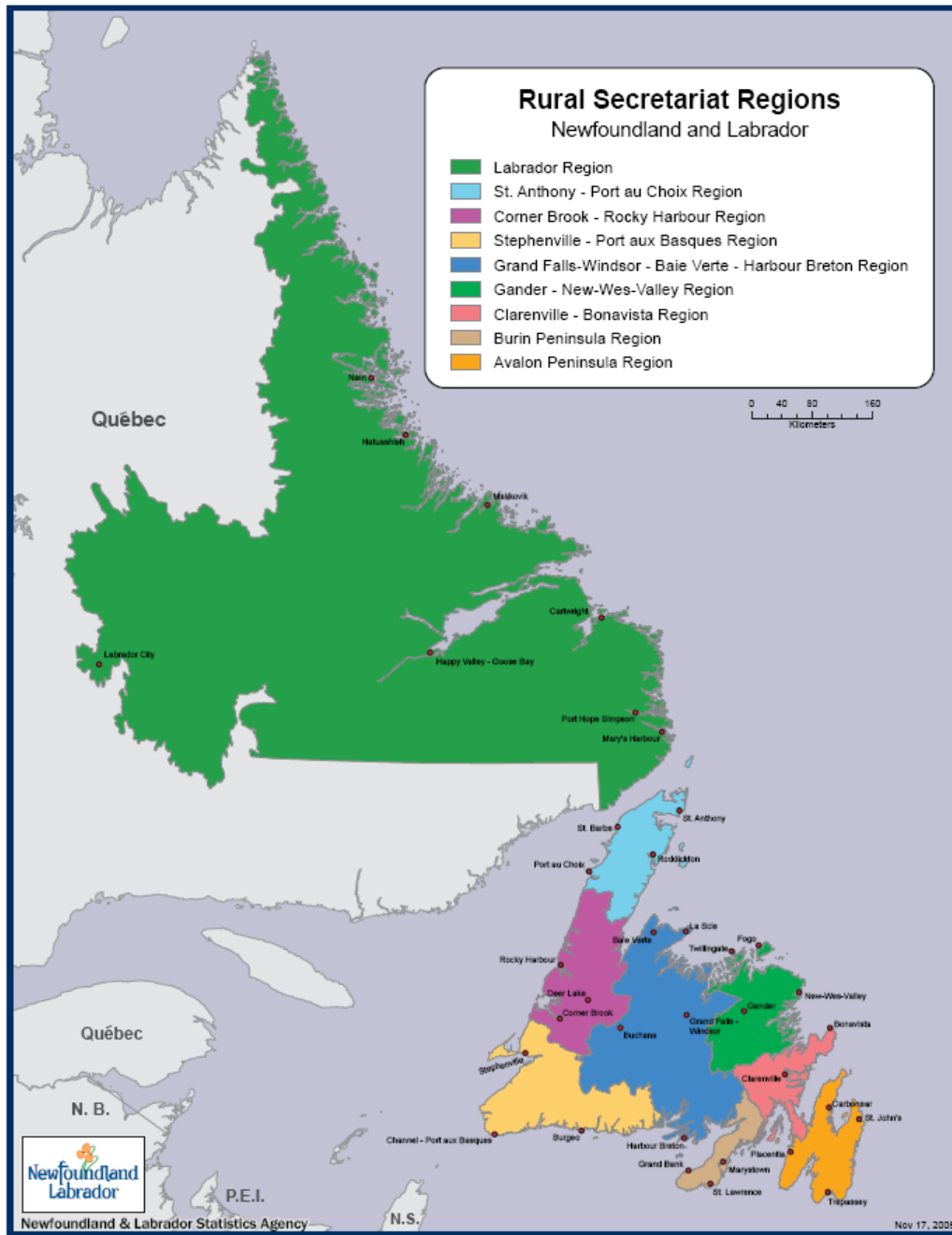
- Regional perspectives which can inform the development and implementation of public policy

# Appendix B: Organizational Structure

## Rural Secretariat Structure



# Appendix C: Map of Rural Secretariat Regions



# Appendix D: Mandate of Rural Secretariat and Provincial Council

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## **Mandate of the Rural Secretariat**

The Rural Secretariat's mandate is to:

- Promote the well-being of rural Newfoundland and Labrador through a comprehensive and coordinated approach aimed at integrating economic, social, cultural aspects of rural and regional development.
- Act as the focal point for government to work with local and regional partners to build strong and dynamic regions and communities.
- Ensure that rural concerns are considered throughout the Provincial Government and promoted at the federal level.
- Carry out research and analysis of economic and social issues affecting rural Newfoundland and Labrador.
- Help communities and regions identify and take advantage of growth opportunities.
- Promote awareness of provincial and federal programs and services regarding rural communities.

## **Mandate of 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 Province.
- To review key economic and social measures (e.g. education levels, demographic trends, health status, income levels, Employment Income 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 over the five year period.
- To advance cooperation through the sharing of information on and discussion about the economic and social measures, and to encourage 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 government for the development of strategies, policies, programs and budget issues that will affect Provincial and Regional sustainability.

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Photo Courtesy of Nina Mitchelmore





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