



# **ANNUAL REPORT 2008-2009**

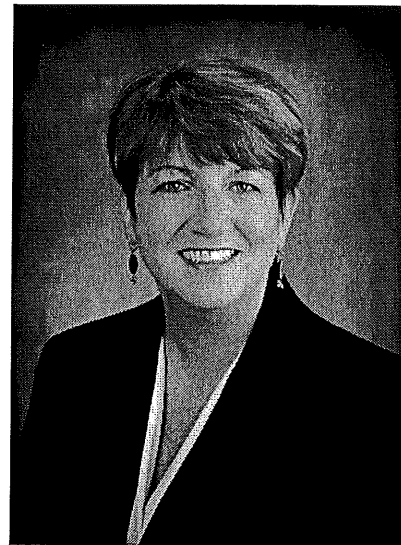
Women's Policy Office

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## 1.0 Minister's Message

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Message from the Minister  
September 30, 2009

In accordance with government's commitment to accountability, I am pleased to submit the annual report of the Women's Policy Office. The report was prepared under my direction and documents the activities and outcomes of the Office from April 1<sup>st</sup>, 2008 to March 31<sup>st</sup>, 2009. The outcomes reported reflect government's strategic directions for the Status of Women portfolio and my signature below is indicative of my accountability for the actual results.

A handwritten signature in cursive script that reads "Kathy Dunderdale".

**Kathy Dunderdale, MHA**  
Minister Responsible for the  
Status of Women

## **2.0 Organizational Overview**

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The Women's Policy Office (WPO) was established in 1985 to:

- develop and expedite Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;
- ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Cabinet, Cabinet Committees and departments;
- monitor and review programs and other activities of government departments and agencies to ensure compliance and conformity with the government policy of improving the status of women; and
- liaise with provincial government departments and agencies, other governments and advisory councils and women's organizations on all issues affecting women.

### **2.1 Vision**

The Vision of the WPO is social, legal, cultural and economic equality for women in the province of Newfoundland and Labrador.

### **2.2 Mission**

Women's equality is yet to be achieved in areas of earned income and employment, social and economic security, leadership and decision making positions. Therefore, the necessity and relevance of the WPO and its work continues to exist.

**Mission:** By 2011, the Women's Policy Office will have contributed to the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.



## 2.3 Lines of Business

**Economic and Social Policy Analysis and Advisory Services:** The WPO defines policy as any action taken by government. The Office applies gender-based analysis to government policy in such forms as legislation, programs and services. By applying gender-based analysis to government policy, the WPO provides advice to departments on how women are affected, how gender equity would be better achieved, as well as identifies needs and gaps.

**Information Collection and Communication Services:** The WPO is responsible for collecting policy-relevant information from a variety of sources to provide evidence-based policy advice and to report annually on the status of women. To meet this responsibility, the WPO maintains a public library on women's issues, collects statistics and conducts research to assess the current status of women, and identifies systemic inequities and information gaps. As part of the information collection process, the WPO consults regularly with women and women's organizations to identify ongoing and emerging issues of special concern as well as potential solutions. Beyond providing policy advice to government departments, the WPO communicates information on the status of women through publications, events and initiatives.

**Violence Prevention Initiative Services:** The *Violence Prevention Initiative* (VPI) reflects government's commitment to addressing the problem of violence in this province. The Initiative is a six-year, multi-departmental, government-community partnership to find long-term solutions to the problem of violence against those most at risk in our society - women, children and youth, older persons, Aboriginal women and children, persons with disabilities and other vulnerable people who are victims of violence because of their race, age, ethnicity, sexual orientation or economic status. Ten regional coordinating committees have been established to ensure representation from rural areas.

**Grants Program:** The WPO provides non-repayable grants to equity seeking groups for activities and initiatives to advance the status of women in Newfoundland and Labrador. The Grants are subject to approved criteria.

## 2.4 Physical Location

The WPO is located in St. John's on the fourth floor of the Confederation Building, West Block. It contracts delivery of services to St. John's, Bay St. George, Port aux Basques, Corner Brook, Gander, Labrador City, Happy Valley-Goose Bay and Grand Falls-Windsor through eight Status of Women Councils located across the province as well as through ten regional coordinating committees associated with the *Violence Prevention Initiative*:

- Violence Prevention Labrador
- Northern Committee Against Violence
- Western Regional Coalition to End Violence

- Southwestern Coalition to End Violence
- Central West Committee Against Violence
- The Roads to End Violence
- Eastern Regional Committee Against Violence
- Burin Voice Against Violence
- Communities Against Violence
- Coalition Against Violence, Avalon East

## 2.5 Positions at the Women’s Policy Office

Employees
Assistant Deputy Minister Director of Research and Analysis Director of Violence Prevention Initiative Researcher Policy Analyst- Communications Senior Policy Analyst/Researcher VPI Provincial Training Coordinator VPI Training Officer VPI Secretary to Assistant Deputy Minister Clerk IV Manager Information Services Library Technician

All the staff at the Women’s Policy Office are female.

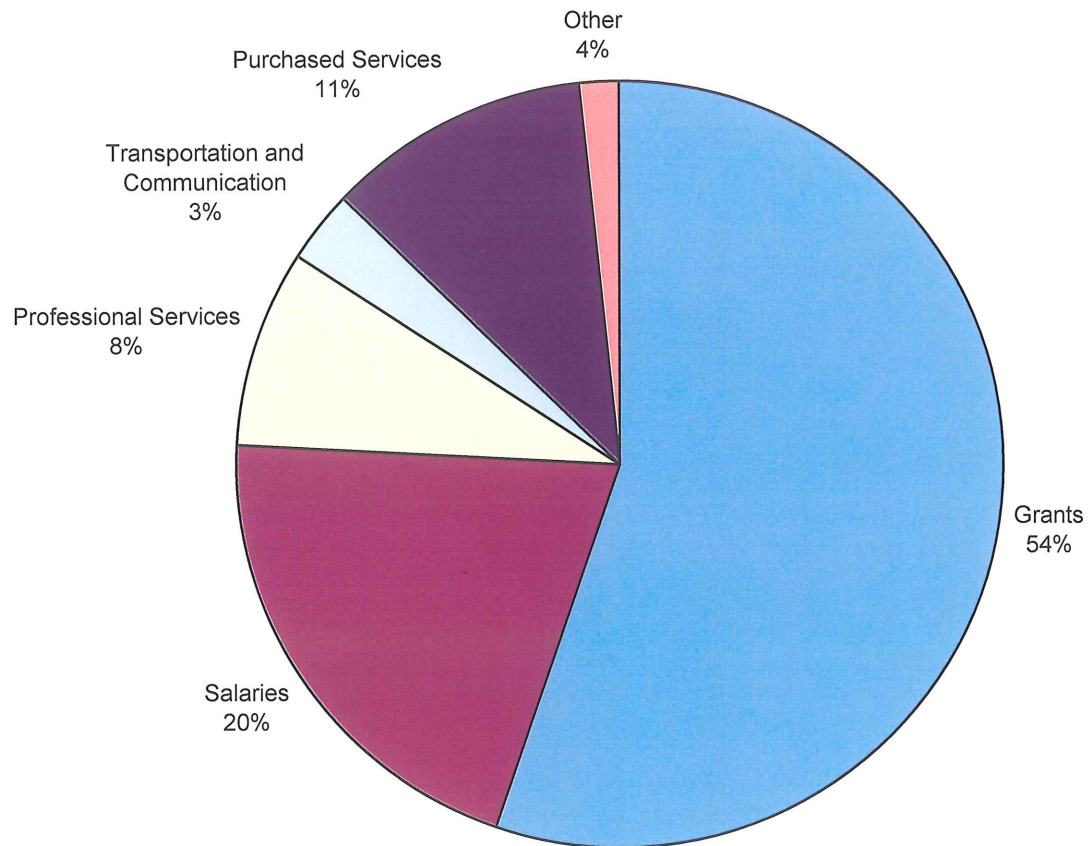
During 2008/09, the WPO continued to work with Human Resources Division of Executive Council to undertake a review of the current organizational structure of the Office. The review was required given expanded work requirements in the last few years, in the following areas:

- implementation of a new Violence Prevention Initiative
- implementation of an Aboriginal Women’s program
- increased and improved stakeholder and client relationships
- new accountability, financial, administrative, and planning requirements

During 2006, a Workforce Plan was developed to support the implementation of the Business Plan. The recommendations in this plan identified the need for the organizational review, and this plan continued to be implemented in the 2008/09 period.

## 2.6 Expenditures

In 2008-2009 the expenditures of the Women's Policy Office were approximately \$3.5 million which included the expenditures for the Violence Prevention Initiative. As indicated in the diagram below, grants to community-based organizations accounted for approximately 54% of the budget. The expenditures for 2008-09 were an increase of \$451,299 over the 2007-08 expenditures.



### 3.0 Shared Commitments

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The mandate and mission of the WPO can only be achieved through working in partnership with the Provincial Advisory Council on the Status of Women, Status of Women Councils, Regional Violence Prevention Coordinating Committees, other equality-seeking groups, as well as federal and provincial government departments and agencies, industry and educational partners.

In 2008-2009 the WPO strengthened community-government partnerships to prevent violence as a result of increased funding for the implementation of a new six-year violence prevention plan of action. Government partners include the Departments of Justice; Health and Community Services; Education; Human Resources, Labour and Employment; Child, Youth and Family Services; and Labrador and Aboriginal Affairs. Partners also include the Rural Secretariat, Newfoundland and Labrador Housing Corporation, the Labour Relations Agency, and Regional Integrated Health Authorities. Community partners include the ten regional coordinating committees, the Provincial Advisory Council on the Status of Women, the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre, the Transition House Association of Newfoundland and Labrador, the Seniors Resource Centre of Newfoundland and Labrador, and the Citizen's Crime Prevention Association of Newfoundland and Labrador.

The WPO worked in partnership with the departments of Human Resources, Labour and Employment; Natural Resources; and Environment and Conservation to increase women's employment in well-paying jobs, particularly those in the natural resource sectors. This is largely done using the Environmental Protection Act, which requires proponents of large scale natural resource developments to put women's employment plans in place. To this end, the WPO worked closely with industry partners such as the Women in Resource Development Committee, Voisey's Bay Nickel Corporation, and other proponents. The Office also worked with post-secondary and training institutions to improve accessibility of training and education for women in non traditional occupations.

The WPO also worked in partnership with the Department of Human Resources, Labour and Employment to continue exploring the need of employment supports for victims of violence, and we have been an active member on the Deputy Ministers and Ministerial working committees on poverty reduction as well as youth retention and attraction. The WPO also participated with the Department of Health and Community Services to provide advice on long-term care supports for women and healthy living initiatives.

To improve women's social and economic security, the WPO worked closely with all provincial government departments to ensure that the impact on women of all legislation, policies and programs were brought to the attention of decision makers. The WPO maintained a close relationship with Status of Women Canada as well as all ministries in Canada responsible for the status of women.



The WPO partnered with regional and provincial women's groups such as the regional Status of Women councils, and the Provincial Advisory Council on the Status of Women, the Multicultural Women's Organization of Newfoundland and Labrador as well as Aboriginal groups and governments to strengthen women's voices and increase women's participation in policy development relating to government's policies, programs and services. The Office also worked with government departments to increase nominations of qualified women to agencies, boards and commissions in the province.

## 4.0 Highlights and Accomplishments

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### 4.1 Implementation of the Violence Prevention Initiative (VPI) – Six-Year \$10 Million Program.

The WPO with partner departments and stakeholder groups actioned over 24 items in 2008/09 to reduce violence, which included activities to:

- increase public education and awareness to change attitudes and behaviors
- increase training for government and community partners
- improve legislation, programs, research and services to support violence prevention
- facilitate Deputy Minister and Ministerial meetings to ensure an integrated and strategic government approach to the issue
- facilitate working group meetings for projects, i.e. Community Advisory Committee meetings
- facilitate the planning of the annual stakeholders' conference with the Community Advisory Committee

**Third Provincial VPI Stakeholder Conference:** The WPO worked in partnership with the Newfoundland and Labrador Housing Corporation to organize the 2008/09 VPI Stakeholder Conference in December with the assistance of the Community Advisory Committee. The theme of the conference was “Preventing Violence Against Women” and took place at the Holiday Inn in St. John’s. Approximately 150 people attended the successful conference that featured Brian Vallée, award-winning author of *Life with Billy* and *The War on Women*.

### 4.2 Grants for Aboriginal Women’s Program to Prevent Violence- \$200,000 annually

In 2008-09, the Minister Responsible for the Status of Women awarded funding of approximately \$182,775 under the Aboriginal women’s violence prevention grants program for eight (8) projects as follows:

- Newfoundland Aboriginal Women’s Network - \$30,000
- St. John’s Native Friendship Centre – \$30,000
- Nunatsiavut Government - \$10,750
- Sheshatshiu Innu First Nation - \$10,800
- Labrador Métis Nation - \$30,000
- Rigolet Partnership Against Family Violence - \$30,000
- St. John’s Native Friendship Centre - \$25,725
- Sheshatshiu Innu First Nation - \$15,500

**Provincial Aboriginal Women's Conference:** The fourth annual Aboriginal Women's Conference, "Aboriginal Women and Policy Development", was held in Gander from March 3 to 4, 2009. Approximately 60 Aboriginal women from all Aboriginal organizations in the province participated. Policy development approaches by all levels of government (Aboriginal, provincial and federal) were discussed in response to the recommendation made at the National Aboriginal Women's Summit that all jurisdictions adopt culturally appropriate gender based analysis.

A report of the conference has been completed and is posted on the WPO web site.

**National Aboriginal Women's Summit:** The WPO, along with national Aboriginal women's organizations and the federal departments of Indian Affairs and Status of Women, supported the Department of Labrador and Aboriginal Affairs in the national planning of the 2008 National Aboriginal Women's Summit in Yellowknife, North West Territories. Three hundred participants (150 Aboriginal women and 150 government officials) were in attendance for this event.

The event included sessions led by Aboriginal facilitators, and Aboriginal culture was highlighted at the traditional feast and throughout the summit. This event provided an arena for these participants to come together and discuss collective solutions to advance their social, economic, legal and cultural equality in their communities and within Canadian society. This event was important as it recognized the need for the improvement of the quality of life of Aboriginal women in Canada.

#### **4.3 Gender-Based Analysis**

In 2008-2009, the WPO collaborated with the Centre for Learning and Development and senior policy development specialists across government to commence the planning of a new gender based analysis course.

#### **4.4 Women in Leadership**

The WPO consulted with representatives from the Provincial Advisory Council on the Status of Women and the regional status of women councils in the development of a draft document entitled "Women in Leadership and Decision Making". A presentation to the Minister was provided by the WPO and activities such as encouraging women to run for municipal government were identified for action.

## 5.0 2008-2009 Outputs

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The WPO has identified four strategic issues that impact the status of women and have used these issues to categorize its work for the period April 1, 2008 to March 31, 2009. These issues are:

- violence prevention
- earned income and employment
- social and economic security
- leadership and decision making.

To address these issues, the strategic directions of government have been identified and integrated into the business plan as well as the work plans of the WPO.

The following report provides details of the WPO's success in achieving its planned goals and objectives following the strategic direction of government.

### 5.1 Violence Prevention

**Goal:** By March 31, 2011 the Violence Prevention Initiative will continued to implement the Taking Action Against Violence 2006-2012 Plan.

**Objective:** By March 31, 2009 the *Violence Prevention Initiative* will have undertaken initiatives to support increased public awareness and attitudinal change.

<b>Measure: Initiatives to support increased awareness and attitudinal change.</b>	
<b>Indicator</b>	<b>Progress and Accomplishments</b>
Development of a social marketing campaign for the prevention of male violence against women	<p>A Working Committee comprised of representatives from VPI partners (government departments, agencies and community organizations) was established in June 2008 to begin development of the prevention of male violence against women campaign. The Working Committee developed recommendations regarding target audiences and key messages for campaign.</p> <p>A request for proposals to contract a marketing company for the development of creative ideas was completed and advertised by late November 2008. Draft materials were available for presentation and consultation with the Working Committee by the end of January 2009.</p>



	<p>Final approvals on campaign materials were sought by March 31, 2009 for the campaign to be implemented in the 2009-2010 fiscal year from the VPI Deputy Ministers' Committee and the VPI Ministers' Committee.</p> <p>A campaign launch date was set for June 10, 2009 at The Rooms to be hosted by Minister Dunderdale. Final campaign products included a series of seven print ads, a television ad, a website (<a href="http://www.respectwomen.ca">www.respectwomen.ca</a>) and posters.</p>
<p>Implementation of the older adult violence prevention social marketing campaign</p>	<p>The Women's Policy Office and the Division of Aging and Seniors (HCS) partnered in 2007-08 to contract a company to develop a campaign around the prevention of various forms of violence against older adults, including physical, sexual and emotional violence, as well as neglect, and financial abuse.</p> <p>A series of posters, print ads, radio ads and brochures were developed and formally launched by the Minister of Health and Community Services to coincide with World Elder Abuse Awareness Day in June 2008.</p> <p>This social marketing campaign was ongoing throughout 2008-09. WPO and HCS partnered to run radio and print advertisements on a quarterly basis, and distribute posters and brochures to key stakeholders throughout the province.</p>
<p>Continued implementation of the children and youth violence prevention campaigns.</p>	<p>The Women's Policy Office, in collaboration with Child Youth and Family Services, continued the implementation of the children and youth violence prevention campaigns by developing radio and print ads and a brochure. Child, Youth and Family Services and the Women's Policy Office developed a request for proposals to attract a company to plan this larger campaign. These materials outline the various forms of abuse and maltreatment, including physical, emotional and sexual harm, living with violence and being left without adequate supervision. The ads also direct citizens to the phone numbers in each region where they can report child abuse.</p>

	<p>A launch of the new campaign – “See it. Report it. It’s the Law” - was held at Confederation Building on October 22, 2008 and hosted by the Honourable Ross Wiseman, Minister of Health and Community Services.</p> <p>Print and radio advertisements continued to run on a quarterly basis following the launch. The Women’s Policy Office also worked with CYFS and the RCCs regarding a distribution plan for the posters and the brochures.</p>
<p><b>Further Activities Undertaken to Address the Objective to Implement and Manage the Violence Prevention Initiative.</b></p>	
<p>Administered an increase in funding to support Aboriginal grants program for community-based violence prevention projects</p>	<p>In 2008-09, the Minister Responsible for the Status of Women awarded funding of approximately \$182,775 under the Aboriginal women’s violence prevention grants program to the following groups:</p> <ul style="list-style-type: none"> <li>• Newfoundland Aboriginal Women’s Network - \$30,000</li> <li>• St. John’s Native Friendship Centre – \$30,000</li> <li>• Nunatsiavut Government - \$10,750</li> <li>• Sheshatshiu Innu First Nation - \$10,800</li> <li>• Labrador Métis Nation - \$30,000</li> <li>• Rigolet Partnership Against Family Violence - \$30,000</li> <li>• St. John’s Native Friendship Centre - \$25,725</li> <li>• Sheshatshiu Innu First Nation - \$15,500</li> </ul>
<p>Lead the development of primary data collection and research on violence prevention.</p>	<p>A comprehensive three-year research plan with priorities, indicators of violence, appropriate data collection and measurement tools, including measurements of success, was developed this year.</p> <p>As part of this plan, a provincial pre-evaluation survey to measure public attitudes of violence against women in Newfoundland and Labrador, public awareness of services and resources available to victims of violence, and public knowledge of social marketing campaigns aimed at preventing violence against women in the province</p>

	<p>was designed and implemented to help evaluate the effectiveness of the Preventing Male Violence Against Women social marketing campaign. This was a collaborative project between the Women's Policy Office and the NL Statistics Agency.</p>
<p>Supported leadership by Aboriginal peoples on violence prevention by assisting in the organization of the Aboriginal Women's Conference.</p>	<p>The Women's Policy Office supported leadership by Aboriginal peoples by assisting with the organization of the fourth Aboriginal Women's Conference in Newfoundland and Labrador. This conference took place in Gander from March 3-4, 2009 and centered on the topic of policy development. This conference included representation from 60 women including Innu, Inuit, Mi'kmaq, members of the Labrador Métis Nation and urban Aboriginal groups.</p>
<p>Supported the RNC Youth STRIVE (Students Taking Responsibility in Violence Education) Program</p>	<p>In 2007-08, \$40,000 was allocated for the Royal Newfoundland Constabulary (RNC) and the Community Youth Network (CYN) to undertake revisions to the RNC's STRIVE (Students Taking Responsibility in Violence Education) Program.</p> <p>This year, an additional \$40,000 was allocated to this two-year project. The CYN worked in partnership with the RNC to sponsor a public forum on April 24, 2008 called <i>Youth Violence: What Every Parent Should Know</i>.</p> <p>As well, the CYN and RNC collaborated to organize a two-day youth anti-violence forum in Corner Brook in November 2008 with the theme, "STRIVE to Make a Difference." The Provincial Government and the RNC launched the new STRIVE program as part of the two-day forum.</p>
<p>Established a VPI Training Advisory Committee</p>	<p>An interdepartmental VPI training advisory committee was established this year to share information, provide networking opportunities, and allow for collaboration around training items in the VPI Action Plan.</p>
<p>Provided training for Regional Coordinating Committee (RCC) Coordinators' and Chairs' Training</p>	<p>The VPI brought the Chairs and Coordinators of all ten RCCs together in St. John's in late March, 2009 to provide professional development and community capacity training. One full day was spent on governance training, which was delivered in</p>

	partnership with the Department of Innovation, Trade and Rural Development. The remaining day and a half focused on communications and media training, and financial skills and accountability.
Supported the development of a Court Preparation DVD and Web Site for children	Victim Services, Department of Justice, completed a DVD project that began in the previous year to prepare children, as well as other individuals, for court. The video, entitled "Making a Difference," is available on the Department of Justice website under Victim Services and is applicable province-wide.
Issued Community Grants for 10 Regional Coordinating Committees (RCCs)	Grants for the ten Regional Coordinating Committees were disbursed in the spring of 2008 in the amount of \$70,000 each, plus an additional \$20,000 for the Labrador RCC to offset the costs for travel. This annual investment of \$720,000 supports the RCCs to provide core services in information and referral, public education, training and outreach, and community leadership, coordination and accountability.
Issued Community Grant for the Transition House Association of Newfoundland and Labrador (THANL)	A grant for THANL was disbursed in the spring of 2009 in the amount of \$70,000. This annual investment supports THANL to provide core services in information and referral, coordination of training and program development for shelter administrators and staff, and community leadership, coordination and accountability.
Issued Community Grant for the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre (NLSACPC)	A grant for the NLSACPC was disbursed in the spring of 2009 in the amount of \$100,000. This annual investment supports the NLSACPC to provide core services in information and referral, crisis counseling, fostering liaison with other social agencies and government, providing leadership and coordination on training and program development for volunteers of the Centre, and community leadership, coordination and accountability.
Planned and implemented a Provincial VPI Stakeholder Conference	The Women's Policy Office worked in partnership with the Newfoundland and Labrador Housing Corporation to organize the 2008/09 VPI Stakeholder Conference in December 2008 with the assistance of the VPI's Community Advisory Committee. The theme of the conference was "Preventing Violence Against Women."



	<p>Approximately 150 VPI partners and stakeholders attended the conference. Keynote speakers included Brian Vallée, author of “Life with Billy” and “The War on Women” as well as Leslie MacLeod, President of the Provincial Advisory Council on the Status of Women.</p>
<p>Supported the Safe and Caring Schools Initiative</p>	<p>The Department of Education continued to implement the Safe and Caring Schools Policy. As well, the Department was provided with funding to purchase educational materials and supplies to promote violence prevention through the Safe and Caring Schools Initiative to ensure a safe learning environment in schools across Newfoundland and Labrador.</p>
<p>Facilitated Violence Awareness and Action Training</p>	<p>In the last fiscal year, the VPI’s Violence Awareness and Action Training (VAAT) program has been very active. In total, 26 VAAT one-day awareness sessions were held around the province involving 297 government and community participants. In addition, 6 VAAT Train-the-Trainer sessions were held (including a refresher course in St. Anthony) involving a total of 59 participants.</p>
<p>Supported the recognition, prevention, and intervention of violence against older persons</p>	<p>\$800,000 (\$200,000 per year for four years) has been allocated to the Women’s Policy Office to work in partnership with the Office for Aging and Seniors, Department of Health and Community Services to collaborate on a project to identify training needs and develop training modules for a variety of target audiences for the recognition, prevention and intervention of violence against older persons. A VPI Training Officer has been hired to help oversee this project and an Advisory Committee has been formed. The current target audiences for the project are management of the Regional Health Authorities (RHA) and Aboriginal government and organizations. A research study was commissioned at the end of this year to help determine what training materials currently exist, as well as to identify the training needs of staff at the RHAs.</p>

**5.2 Earned Income and Employment**

**Goal** By March 31, 2011 the Women’s Policy Office will have supported greater participation of women in occupations where they are currently under-represented.

**Objective:** By March 31, 2009, the WPO will have developed a communications strategy to promote women in occupational areas including entrepreneurship, where they are currently under-represented.

<b>Measure: Document</b>	
<b>Indicator</b>	<b>Progress and Accomplishments</b>
Completed Strategy Document.	In 2008-2009 a detailed strategy document was completed to guide the work of the Women’s Policy Office.
<b>Further Activities Undertaken to Address the Goal.</b>	
Developed promotional strategy to advance women into Marine Careers.	In 2008-2009 the Women’s Policy Office worked with the Marine Careers Working Group to plan and implement a communications strategy to promote young girls and women to pursue careers in the marine sector.
Support for women’s access to entrepreneurship.	In 2008-2009 the Women’s Policy Office provided grant funding to support the 2008-2009 Newfoundland Organization of Women Entrepreneur’s Annual Provincial Conference.
Participated in NGO human resource initiatives to increase women’s participation in trades and technology positions.	In 2008-2009, the Women’s Policy Office worked with the Department of HRLE to support the case for federal funding for the continuance of the Women in Resource Development Committee.
Provided employment equity provisions for women’s employment under the environmental	In 2008-09 the WPO made recommendations for non traditional employment opportunities for women in the following projects:

assessment process.

- Avondale RV Campground and Lodge
- Baie Verte Industrial Repair Facility
- Baie Verte Golf Course
- Branch Area Cranberry Farm
- Burin Peninsula Multi-purpose Trail
- Burnt Point Berry Pond Cottage Development
- Cartwright Transportation Depot
- Central Region Waste Management Development
- Come By Chance Industrial Insulation and Coating Development
- Crown Forestry District One Plan
- Deadman's Cove Hiking Trail
- Elross Lake Area Oil Mine
- Garden Hill Drilling and Production Program
- Glovertown Shipyard Marine Vessel Maintenance Repair Facility
- Grand Falls Cranberry Farm
- Humber Valley Area Snowmobile Trail
- Humber Village Area Snowmobile Trail
- Labrador Island Transmission Link
- Labrador Straits Hiking Trail
- Long Pond Conception Bay South Marina Development
- Marystown Marine Industrial Park Development

	<ul style="list-style-type: none"> <li>• Ming Bight Area Gold Mine</li> <li>• Old Perlican Plan</li> <li>• Parsons Pond Oil Drilling Development</li> <li>• Port aux Basques to Bell Island Appalachian Trail Development</li> <li>• Salmonier Cottage Development</li> <li>• Schefferville Iron Ore Mine</li> <li>• Shabogamo Lake Cottage Area Development</li> <li>• Stephenville Shooting Range Development</li> <li>• White Bay Exploration Area Trail Development</li> </ul>
<p>Assisted the Department of Natural Resources in implementing measures to advance women into non traditional occupations as per the Energy Plan and other government commitments.</p>	<p>In 2008- 2009 the Women's Policy Office collaborated with the Department of Natural Resources (NR) to prepare women's employment plans for Vale Inco's Long Harbor project, as well as submissions under the environmental assessment process for the Lower Churchill project and other resource and energy based projects.</p>



### 5.3 Social and Economic Security

**Goal** By 2011, the WPO will have supported increased knowledge and capacity of provincial government departments to apply gender-based analysis to policy development and implementation.

**Objective** By March 31, 2009 the WPO will have developed a strategy to enhance individual departments' participation in advancing the status of women.

<b>Measure: Document</b>	
<b>Indicator</b>	<b>Progress and Accomplishments</b>
Completed Strategy Document.	<p>In 2008-2009 the WPO successfully advocated to the Public Service Secretariat for employment equity to be a goal in government's 2009/10 Human Resource Strategy Document that applies to all government departments. The WPO was asked for input into this document in its early development stages by the PSC. This plan was the best mechanism by which the WPO could encourage Departments to advance employment equity and advance the status of women within government.</p> <p>A strategy document to enhance individual department's participation in advancing the status of women beyond this was not completed, due to staff shortages at the WPO.</p>
<b>Further Activities Undertaken to Address the Objective.</b>	
Completed Strategy Documents	During this period the WPO also worked with Human Resources Labour and Employment to finalize a strategy document to link victims of violence to employment supports.
Completed Strategy Documents	The WPO during this period worked with federal/provincial/territorial officials from across Canada to prepare a strategy document and to make recommendations for ministers responsible for the Status of Women to request that the federal government modernize the paternity and maternity benefits program under Canada's Employment Insurance Program.
Offered research, policy	The WPO worked to successively include women's

advice, and participated in strategic planning.	perspectives in initiatives relating to government's strategy documents in the areas of healthy aging, multiculturalism, birth rate, poverty reduction and youth retention and attraction.
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#### 5.4 Leadership and Decision Making

**Goal** By 2011, the WPO will have supported the participation of women in leadership and decision making positions at the community, regional and provincial levels.

**Objective** By March 31, 2009, the WPO will have identified initiatives to support women in standing for elected office.

<b>Measure:</b> Document	
<b>Indicator</b>	<b>Progress and Accomplishments</b>
Completed Research Report	The Women's Policy Office completed a research report on matters relating to women in leadership and women standing for elected office and identified initiatives to support women standing for elected office.
<b>Further Activities Undertaken to Address the Goal.</b>	
Appointment of New President and Board for the Provincial Advisory Committee on the Status of Women	<p>During the 2008-09 period, the WPO supported the Minister Responsible for the Status of Women in a public call for board members and the appointment of the Provincial Advisory Council on the Status of Women.</p> <p>A public call of interest and an appointment was made for a new president for the Provincial Advisory Council on the Status of Women.</p>

## 6.0 Achieving Objectives for the 2009-2010 Period

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**Goal:** By March 31<sup>st</sup>, 2011 the VPI will have continued to implement the *Taking Action Against Violence 2006-2012 Plan*.

**Objective:** By March 31<sup>st</sup>, 2010 the WPO will have undertaken initiatives to support increased community participation.

**Measure:** Initiatives to support increased awareness and attitudinal change.

**Indicators:** Working with community partners to prevent violence, the following will be accomplished:

- Organizing two Community Advisory Committee meetings during 2008/09
- Organizing the annual Stakeholder Conference
- Conducting regular conference calls with RCCs and annual training opportunities
- Administering community grants for the regional coordinating committees and the Aboriginal grants program
- Delivering Violence Awareness and Action Training as well as Train-the-Trainer sessions

**Goal:** By March 31<sup>st</sup>, 2011 the WPO will have supported greater participation of women in occupations where they are currently underrepresented.

**Objective:** By March 31<sup>st</sup>, 2010 the WPO will have continued and developed appropriate collaborative initiatives with stakeholders to increase the participation of women in skilled trades and professions in Newfoundland and Labrador.

**Measure:** Continued and developed appropriate collaborate initiatives with stakeholders.

**Indicators:** Supported the resource sector in the development and monitoring of women's employment plans and employment equity frameworks and, in particular, supported the Department of Natural Resources and the Forestry and Agrifoods agency to advance:

- the employment equity framework for the Hebron project including its development and finalization with project partners;

- the monitoring of the Vale Inco Long Harbour Women's Employment Plan, and
- employment equity activities within the Department of Natural Resources, Forestry and Agrifoods.

**Goal:** By March 2011, the WPO will have supported the increased knowledge and capacity of provincial government department employees to apply gender based analysis

**Objective:** By March 31<sup>st</sup>, 2010 the WPO will have identified innovative ways to ensure women share more equitably in social and economic benefits:

**Measures:** Innovative ways identified to ensure women share more equitably in social and economic benefit.

**Indicators:** WPO participation, support and advice to departments in the development of policies, plans and programs for Cabinet's consideration.

Gender based analysis training materials developed and consultation held with policy and research specialists.

**Goal:** By March 2011, the WPO will have supported the participation of women in leadership and decision making positions at the community, regional and provincial levels.

**Objective:** By March 31<sup>st</sup>, 2010 the WPO will have undertaken initiatives to support the appointment of Aboriginal women on agencies, boards, commissions and other positions of leadership.

**Measure:** The advancement of Aboriginal women to leadership positions.

**Indicators:** Measures undertaken to advance Aboriginal women to positions of leadership.

## **7.0 Opportunities and Challenges Ahead**

### **7.1 Opportunities**

#### Prevention of Violence Against Older Adults

- The development of training tools for professionals and others who serve older adults will continue in partnership with regional health authorities, Aboriginal organizations and governments, and others during the 2008- 2012 period due to new annual funding of \$200,000 secured by the Minister Responsible for the Status of Women and Minister of Health and Community Services.

#### New Research for the Prevention of Violence

- Efforts continue to undertake research on violence prevention specific to Newfoundland and Labrador target populations.

#### Enhanced Internal Policy Services

- WPO will continue its representation on various intergovernmental and inter-jurisdictional working groups, which continues to be an excellent opportunity to have women's concerns and viewpoints included in governmental policy, planning, and strategic directions in ongoing work relating to poverty reduction, healthy aging, women and the justice system, women's training and education, women's health, and youth retention and attraction.

#### Advancing the Status of Aboriginal Women

- This will remain a priority of the WPO as it continues to co-chair a working committee with Aboriginal women and the Department of Labrador and Aboriginal Affairs to develop responses to the recommendations made at the National Aboriginal Women's Summit held in Corner Brook in June 2007.
- The WPO will work on developing a culturally appropriate training module for gender based analysis for Aboriginal women's issues and continue to facilitate provincial conferences.
- The Office will also focus on increasing Aboriginal women's access to positions of leadership.

## 7.2 Challenges

### Preventing Violence

- The VPI social marketing campaigns are being evaluated to determine their effectiveness in changing attitudes and actions relating to the prevention of violence against vulnerable populations in Newfoundland and Labrador. During the upcoming period the results of our research will be used to inform future budget submissions.
- The VPI will work with government and community partners to ensure that the people of Newfoundland and Labrador receive factual information about the root causes of violence and its different forms and impacts. Many myths and misconceptions exist around violence, the perpetrators, the severity of violence perpetrated against women and other vulnerable populations, and who the victims are.

### EI Maternity and Paternity Benefits Modernization.

- While Ministers Responsible for the Status of Women have commissioned a cost-benefit analysis of improvements to maternity and parental benefits under EI, and forwarded their report to the federal HRSDC Minister for serious consideration when making changes to EI, the federal government has shown no appetite to implement improvements discussed by FPT Status of Women Ministers. The issue is not in the TOR of the current Liberal-Conservative working group on EI, and the establishment of a Canadian Employment Insurance Financing Board (CEIFB) with its currently proposed mandate would severely hinder the ability of the program to fund new initiatives. Women in Atlantic Canada are particularly disadvantaged by unachievable eligibility requirements and low or short-term benefits. Supporting women's attachment to the labour force, and supporting working parents becomes even more crucial in times of recession, and will remain challenges throughout 2009-10.

### Advancing Employment Opportunities for Women in Natural Resources and Non - Traditional Occupations

- While there has been an interest by employers to advance women into non traditional occupations due to labor shortages, the recent downturn of the global economy has reduced this advantage for women. The Provincial Government's work to advance women in to the areas of trades, technology, science and engineering occupations where women are under-represented will remain challenging as structural and systemic attitude changes are required. Creative changes to government practices can support changes in the general business community.



- Employers are more open to ideas of workplace change. This presents an opportunity for employers to take initiative in making changes in the workplace culture to meet the needs of women and attracting them to meet the labour needs of their businesses.

#### Meeting the Policy Needs of Government

- As more departments and agencies are becoming aware of the differing impact of policies and programs on women, they are calling upon WPO to assist them in policy and program development. WPO is pleased with this development, and considers this work to be one of our primary tasks. However, given that women's issues span the full range of policy development within government, from employment to child care to health to income, the demand for WPO services continues to grow and more policy capacity is required to serve an expanding client base.

## 8.0 Financial Statements - Unaudited

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Expenditure and revenue figures included in this document are un-audited and based on public information provided in the Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the Year Ended 31 March 2009. Audited financial statements are a requirement at the government level and are made public through the Public Accounts process, however the WPO is not required to provide a separate audited financial statement.

<b>Women's Policy 2008-09 Year Ending March 2009</b>			
<b>Women's Policy Office</b>	<b>Actual \$</b>	<b>Amended Budget 2008-09</b>	<b>Original Budget 2008-09</b>
01. Salaries	702,388	799,600	740,400
02. Employee Benefits	1,926	2,500	1,500
03 Transportation & Communications	120,238	273,600	341,200
04. Supplies	34,701	37,300	30,800
05. Professional Services	290,220	326,600	326,900
06. Purchased Services	419,094	528,200	490,900
07. Property, Furnishings & Equipment	27,879	29,600	6,500
10. Grants & Subsidies	1,944,525	1,965,000	1,965,000
<b>Total</b>	<b>3,540,971</b>	<b>3,962,400</b>	<b>3,903,200</b>
<b>Source: Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the Year Ended March 31, 2009</b>			