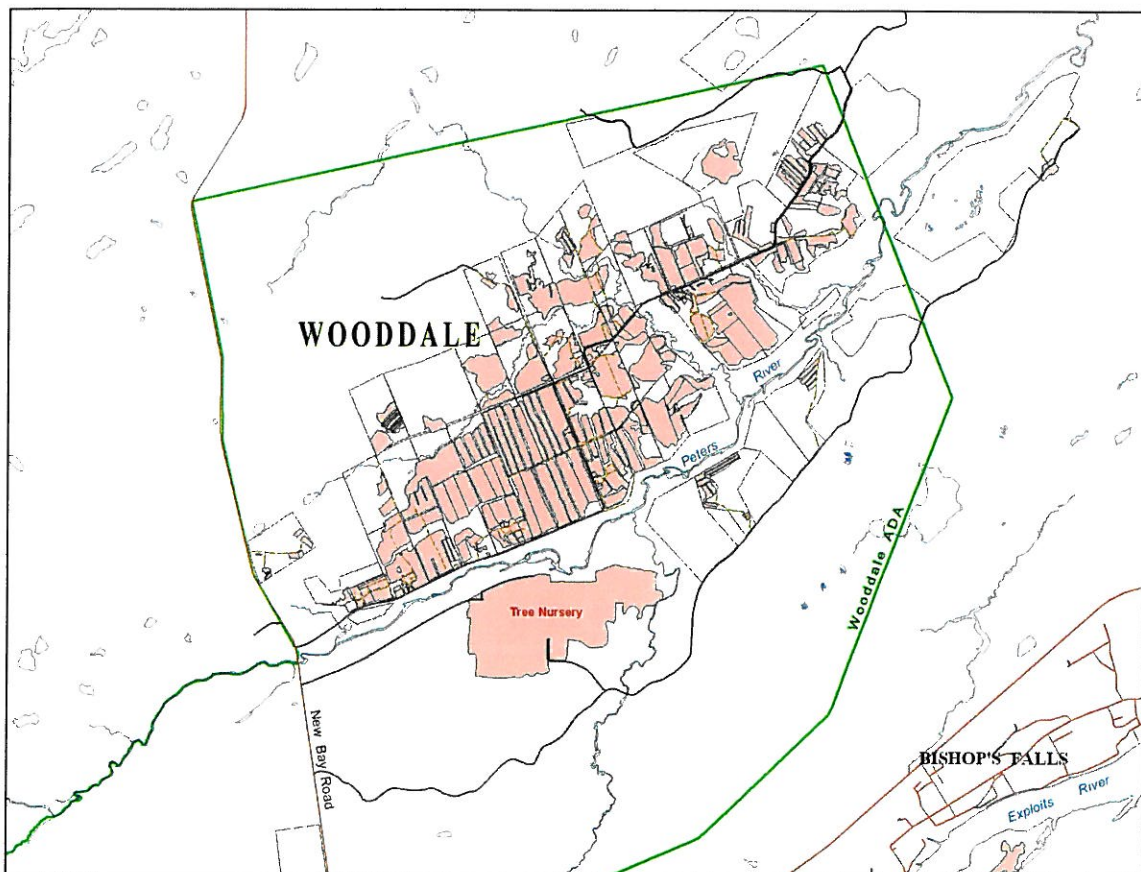


# Wooddale Land Development Advisory Authority

## Activity Plan

Fiscal Years 2011-14





Government of Newfoundland and Labrador  
Wooddale Land Development Advisory Authority

## Chairperson's Message

June 23, 2011

Honourable Shawn Skinner  
Minister of Natural Resources  
Natural Resources Building  
P.O. Box 8700  
St. John's, NL  
A1B 4J6

Dear Minister:

In accordance with the *Transparency and Accountability Act*, I am pleased to submit the Performance-Based Activity Plan for the Wooddale Land Development Advisory Authority, as a category 3 public body. This Plan covers the period April 1, 2011 to March 31, 2014.

The Authority has a mandate to ensure that plans for development within the Wooddale Agriculture Development Area conform with the provisions of the *Wooddale Agriculture Development Area Regulations* under the *Lands Act*.

The Authority has reviewed the strategic directions of the Forestry and Agrifoods Agency and has prepared this Plan to support the direction of enhanced resource management to ensure future agriculture and agrifoods production. Furthermore, the Plan has been prepared to enhance the direction of enhanced agriculture through the innovation, promotion and development of the agriculture sector.

My signature below is on behalf of the Wooddale Land Development Advisory Authority and is indicative of the Authority's accountability for the preparation of this Plan and the achievement of its annual objectives.

Respectfully submitted,

A handwritten signature in black ink that reads "C. MacDonald".

**Cynthia MacDonald, P. Ag.**  
Chairperson

# Table of Contents

---

1. Overview	1
2. Mandate	2
3. Core Values and Guiding Principles	2
4. Primary Clients	3
5. Vision	3
6. Mission	4
8. Objectives	5
9. Appendix A: Strategic Directions	6

# 1. Overview

---

Section 3 (3)(4) of the *Wooddale Agriculture Development Area Regulations* under the *Lands Act* provides for the appointment of a Wooddale Land Development Advisory Authority. The Authority is to be appointed by the Minister. The Authority must have at least five people which will include a Chairperson and a Secretary. The Authority may include a management position of the Agrifoods Development Branch as Chairperson, a representative from the Forestry Branch, Department of Natural Resources, representatives from the Agrifoods Development Branch, Department of Natural Resources, officers or staff from other resource Departments.

The Authority presently consists of the following members:

Cynthia MacDonald – Chairperson, Director of Agriculture Business Development Division, Forestry and Agrifoods Agency, Department of Natural Resources.

William Snow – Secretary, Land Management Officer, Land Resource Stewardship Division, Forestry and Agrifoods Agency, Department of Natural Resources.

Stephanie Ganz - Land Management Specialist, Land Resource Stewardship Division, Forestry and Agrifoods Agency, Department of Natural Resources.

Bill Rowsell – Agricultural Representative, Agriculture Business Development Division, Forestry and Agrifoods Agency, Department of Natural Resources.

Jason Pond – Forest Ecosystem Manager, Forest Ecosystem Management Division, Forestry and Agrifoods Agency, Department of Natural Resources.

Rodger Primmer – Regional Lands Manager, Lands Branch, Department of Environment and Conservation.

The Wooddale Land Development Advisory Authority receives extensive operational support from the Forestry and Agrifoods Agency. Employees of the Agency perform many day to day administrative functions. Budgetary support for operations is provided through the Agency, as well.

## 2. Mandate

---

The Wooddale Land Development Advisory Authority was established to consider applications for development activities in the Wooddale Agriculture Development Area as defined by the *Lands Act* and as further described in Section 3 (3)(4) of the *Wooddale Agriculture Development Area Regulations*. The Authority may approve and issue permits or notices of approval, refuse applications, cancel permits and exercise other powers necessary to assess land development applications under the regulations. For further details, please refer to Section 57 of the *Lands Act*; Wooddale Agriculture Development Area, Order In Council 96-181.

For more detail on the regulations, please refer to the House of Assembly web site at:

<http://www.assembly.nl.ca/legislation/sr/regulations/rc961080.htm>

## 3. Core Values and Guiding Principles

---

The Wooddale Land Development Advisory Authority performs its duties within the core values and guiding principles established by the Forestry and Agrifoods Agency:

**Integrity** - Each individual will be honest, dependable, fair, credible and trustworthy. They will openly acknowledge mistakes, seek to correct them and learn from them.

**Respect and Professionalism** - Each individual will apply legislation and policies equitably and will serve the Department's client groups to the fullest extent possible.

**Collaboration** - Each individual will seek the opinions and ideas of others in the application of legislation and policies.

**Innovation** - Each individual will demonstrate initiative and flexibility in responding to challenges and change.

**Safety** - Each individual views the personal safety of themselves and co-workers in the highest regard and will promote workplace safety at all times.

**Productive** – Each individual will maximize their productivity and efficiency in carrying out their duties.

**Timely** – Each individual will conduct their duties in a timely manner and meet all established deadlines.

## **4. Primary Clients**

---

The clients of the Wooddale Land Development Advisory Authority are agricultural landowners in the Wooddale Agricultural Development Area and members of the general public who apply to undertake development activities in the Wooddale Agriculture Development Area.

## **5. Vision**

---

Through assessment of applications for development activities in the Wooddale Agricultural Development Area, the Wooddale Land Development Advisory Authority contributes to the vision of the Department of Natural Resources, stated as follows:

“The vision of the Department of Natural Resources is a province that realizes the full benefit from the sustainable development of its natural resources.”

## 6. Mission

---

The mission statement is the priority focus area of a public body over its planning cycle. It represents the key longer term result that the public body and the responsible minister will work towards to achieve a component of government's strategic directions. The statement also identifies the measures and indicators that will assist a public body and the public in monitoring and evaluating success.

The Wooddale Land Development Advisory Authority has determined that an applicable mission statement would be unduly repetitive of its mandate. It has opted to forgo development of a mission statement at this time.

The Wooddale Land Development Advisory Authority considered its role in assisting the Forestry and Agrifoods Agency in achieving its mission for the planning period. The Authority has a role in strengthening and sustaining the agriculture resource by making recommendations on applications for development in the Wooddale Agricultural Development Area in consideration of direction under the regulations to ensure development is consistent with agricultural purposes. As such, aspects of the following general statement from the mission of the Agency related to agriculture and agrifoods sectors apply to the Authority:

"By March 31, 2017, the Forestry and Agrifoods Agency will have supported programs and services to strengthen and sustain forestry, agriculture and agrifoods industry development in an innovative and economically beneficial manner".

Whereas the purpose of the Wooddale Agriculture Development Area is to protect agriculture land, the Wooddale Land Development Advisory Authority's review of development applications is consistent with the mission of the Forestry and Agrifoods Agency as it relates to sustainable resource management.

The Authority has determined that it has no material impact on achievement of measures and indicators of the Forestry and Agrifoods Agency's mission statement.

## 8. Objectives

---

The Wooddale Agricultural Development Area Regulations were established to support ongoing sustainable agricultural development in the area. The Wooddale Land Development Advisory Authority reviews applications for all proposed developments within the boundaries of the Wooddale Agricultural Development Area in accordance to the regulations. Applications are submitted on the appropriate forms. Applications are reviewed by the Authority, provided there is a quorum of three members including the Chairperson and Secretary. All applications are given due consideration under the regulations and are either approved or refused according to same. The applicant(s) are notified of the decision of the Authority in a timely manner. In the case of a refusal, the applicant may appeal in writing to the Minister within thirty (30) days after the applicant is notified of the decision by the Authority.

The Wooddale Land Development Advisory Authority considered the Strategic Directions of the Minister of Natural Resources to work towards the sustainability of agribusinesses. The Authority also recognized the directions of the Minister to support industry development, expansion and promotion.

The following area has been identified as the key priority of the Authority for the three year period April 1, 2011 to March 31, 2014. The objective below applies to each year covered by this plan and will be reported on in relevant annual reports.

**Issue 1:** Development in the Wooddale Agricultural Development Area

**Objective:** The Wooddale Land Development Advisory Authority will have worked to ensure development activities in the Wooddale Agricultural Development Area are compliant with the *Act* and *Regulations*, thus supporting ongoing, sustainable agricultural development in the area.

**Measure:** Development activities are compliant with the *Act* and *Regulations*

**Indicators:**

- Reviewed all applications and rendered decisions
- Updated applications registry to reflect decisions
- Communicated decisions to applicants in a timely manner
- Monitored development activities for compliance with regulations



## 9. Appendix A: 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 Wooddale Land Development Advisory Authority considered the Strategic Directions of the Minister Responsible for the Forestry and Agrifoods Agency in preparation of its April 1, 2011 to March 31, 2014 Activity Plan.

The following excerpt from the Forestry and Agrifoods Agency's Strategic Plan 2011-14 is relevant to the Wooddale Land Development Advisory in the development of its Activity Plan. For a full list of the Strategic Directions of the Minister Responsible for the Forestry and Agrifoods Agency, please contact the Agency.

**1. Title:** Forestry, Agriculture and Agrifoods Resource Sustainability

**Outcome:** Enhanced resource management to maintain a globally competitive and sustainable forest industry and to ensure future agriculture and agrifoods production.

This outcome supports the policy direction of government and requires systemic intervention by the Wooddale Land Development Advisory Authority in the following areas:

Strategic Direction Component (Focus Area)	This direction is ...	
	addressed in the entity's Activity Plan	not applicable
Agrifoods Resource Management	√	
Land Management	√	
Research and Development		√
Human Resource Development		√
Resource/Product Safety		√
Industry Support to Strengthen Global Competitiveness		√
Environmental Management System		√

**2. Title:** Forestry, Agriculture and Agrifoods Innovation, Promotion and Development

**Outcome:** Enhanced forestry, agriculture and agrifoods sector's innovation, promotion and development

This outcome supports the policy direction of government and requires systemic intervention by the Wooddale Land Development Advisory Authority in the following areas:

Strategic Direction Component (Focus Area)	This direction is ...	
	addressed in the entity's Activity Plan	not applicable
Land Development	√	
Agriculture Primary Production	√	
Agrifoods Secondary Processing		√
Innovation/Research and Development		√
Agribusiness Development	√	
Product Diversification	√	
Comprehensive Marketing Strategy		√
Promotion and Education		√