



*Burin Peninsula  
Regional Council  
of the  
Rural Secretariat,  
Executive Council*

*Annual Activity  
Report 2007-08*

## *Message from the Chair*

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As Chairperson for the Burin Peninsula Regional Council, I hereby submit the annual activity report for the 2007-08 fiscal year. On behalf of the Council and in accordance with the *Guidelines for Annual Activity Reports for Category 3 Government Entities*, my signature is indicative of the Council's accountability for the results achieved.

Over the course of the past year, the Burin Peninsula Regional Council is pleased with the work it has accomplished. We are especially pleased with the discussions that occurred through the community engagement process. These frank and honest discussions with communities, groups and citizens have reinforced the thoughts of the Council and influenced the development of our vision document and the three priorities outlined in our activity plan for 2008-11.

Having refined our regional vision for sustainability for the region and the priority areas for our future work, we feel ready to move forward and take the next steps required in providing advice to the provincial government.

We look forward to another productive year of furthering the agenda of the Rural Secretariat on the Burin Peninsula.

Sincerely,



Dr. Michael Graham  
Chair  
Burin Peninsula Regional Council of the Rural Secretariat

# Table of Contents

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- 1. Overview of the Region..... 3
- 2. Regional Council Overview.....5
- 3. Mandate.....6
- 4. Lines of Business.....6
- 5. Values.....7
- 6. Primary Clients.....7
- 7. Vision.....8
- 8. Mission.....8
- 9. Report on Performance.....9
- 10. Opportunities and Challenges Ahead.....13
- Appendix A: Strategic Directions..... 15
- Appendix B: Organizational Structure ..... 16
- Appendix C: Map of Rural Secretariat Regions.....17
- Appendix D: Mandates of the Rural Secretariat & Provincial Council..... 18

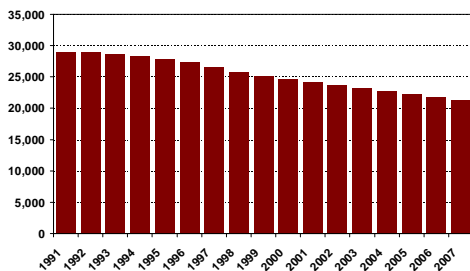
# 1. Overview of the Region

The Burin Peninsula Rural Secretariat region covers the area south of but not including, Swift Current encompassing the entire peninsula.

Similar to many other areas of this province, the Burin Peninsula was built upon the fishery but now thrives under the might of its strongest resource – *its people*. While the fishery continues to play a major role in the region’s economy it is the resilience, drive and determination of the citizens that live here that have enabled the region to move into other sectors such as manufacturing, marine fabrication, and tourism. It is these people that convinced an Alberta-based manufacturing company to move its entire operations to the Burin Peninsula. This approach of moving the work to the people instead of the people to the work is a complete change from our past trend of out-migration.



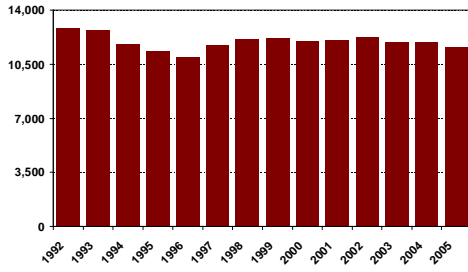
Population Estimates  
Burin Peninsula Rural Secretariat Region



The Burin Peninsula is home to the ice-free Mortier Bay, one of the deepest and most sheltered ports in the world, a large fluorspar deposit, sheltered aquaculture sites, the Provincial Seaman’s Museum and is the gateway to the French islands of St. Pierre and Miquelon. It is also the future home to one of the first wind powered electrical generation stations in the province.

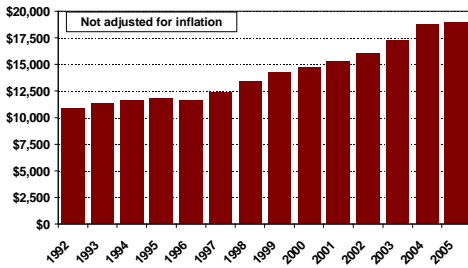
The Burin Peninsula region was reported as having a population of 21,280 in 2007. The largest town and main regional service centre in the region is Marystown with a population of 5,436 in 2006. Additional regional demographic information can be found in *Regional Demographic Profiles: Newfoundland and Labrador* ([www.economics.gov.nl.ca/population/regionaldemographicprofiles.asp](http://www.economics.gov.nl.ca/population/regionaldemographicprofiles.asp)).

**Employed and Self-Employed  
Burin Peninsula Rural Secretariat Region**



The region's labour market has remained stable over the past 15 years. The number of persons employed (including self-employed) averaged about 12,000 annually between 1992 and 2005.

**Per Income per Capita  
Burin Peninsula Rural Secretariat Region**

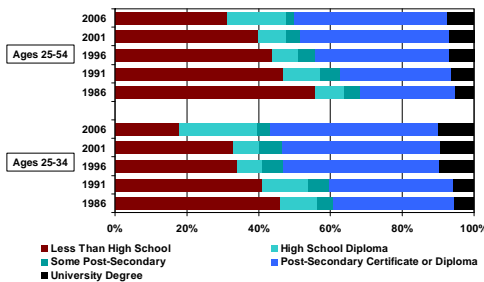


While employment has remained stable, incomes have increased. Per capita income in the region in 2005 was \$19,000. This is an increase of about 24% from 2001 and 64% from 1996.

Over this period, incomes have also been impacted by inflation and by changes to personal tax rates.

Adjusting for these factors, after-inflation, after-tax personal income per capita in 2005 was about 15% higher than 2001 and 39% higher than 1996.

**Educational Attainment  
Burin Peninsula Rural Secretariat Region**



Formal educational attainment is increasing in the region. Among those of prime labour force age (ages 25-54), 37% had completed a college level program or university degree in 1991. By 2006, this rate had grown to 50%. Among younger workers (ages 25-34), the rate of post secondary completion grew from 40% to 57% over the same period.

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.lmiworks.ca](http://www.lmiworks.ca)

## 2. Regional Council Overview

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The Burin Peninsula Regional Council is comprised of nine members; four female and five male. The Council has representation from larger and smaller communities throughout the region.

Regional Council members	Community
Dr. Michael Graham (Chairperson)	Burin
Trina Appleby	Burin
Charles Wiscombe	Marystown
Mary McCarthy	Marystown
Irene Hurley	Spanish Room
Trevor Bungay	Grand Bank
Brian Rose	Fortune
Harold Murphy	Parker's Cove
Pamela Pardy-Ghent	Harbour Mille

\* Additional members were appointed in September 2008. For an updated listing of council members please visit <http://www.exec.gov.nl.ca/rural/regionalcouncil.asp>.

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, acts as an information resource for the Council and facilitates the work of the Council. The planner for the Burin Peninsula region is Greg Dominaux and works out of an office in the College of the North Atlantic – Burin Campus.

The Council met four times in 2007-08, in addition to attending the *Visions to Actions* conference in November 2007 and participating in numerous community engagement sessions throughout the region.

### *3. Mandate*

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The Regional Council mandate is:

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

### *4. Lines of Business*

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The Council supports the Rural Secretariat's two lines of business.

- **Partnership Development.** The Rural Secretariat engages citizens and coordinates the development of partnerships to focus on sustainable regional development and provide direct consideration of regional issues in the development of public policy.
- **Regional Impact Awareness and Action.** The Rural Secretariat conducts research and analysis, and provides informed advice on opportunities and challenges in all regions of Newfoundland and Labrador.

## 5. *Values*

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The core values explain the character of the organization. The Council supports the Rural Secretariat's core values, listed 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 Burin Peninsula 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 is identifying priorities that contribute to regional sustainability which considers economic, social, cultural and environmental aspects.

## 8. *Mission*

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The mission statement identifies the priority focus area of the Council. It represents the key longer-term result that the Council will be striving towards as they move forward with their work. The priority focus areas support the strategic directions of the provincial government. The statement also identifies the indicators that will assist both the Council and the public in monitoring and evaluating success. The Council will report on its mission statement in its 2010-11 Annual Report.

The mission statement of the Burin Peninsula Regional Council of the Rural Secretariat, as written in its 2007-08 Activity Plan, is as follows:

**By 2011, the Burin Peninsula Regional Council will have participated in annual forums and annual dialogue with Government and within regions that will show the value of two-way conversations between citizens and Government.**

Based on its work in 2007-08, the Council modified its Mission Statement in its 2008-11 Activity Plan. The new Mission statement, while largely similar, focuses more broadly on community engagement processes. This plan is available on-line at [www.exec.gov.nl.ca/rural/publications.asp](http://www.exec.gov.nl.ca/rural/publications.asp)

## 9. *Report on Performance*

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In its 2007-08 Activity Plan the Council identified three goals. This section outlines each of these goals, its measure and indicators, and describes activities undertaken by the Council to advance its achievement.

The Council's goals, objectives, measures and indicators for future years are identified in its Activity Plan for 2008-11. This plan is available on-line at [www.exec.gov.nl.ca/rural/publications.asp](http://www.exec.gov.nl.ca/rural/publications.asp).

The activities and performance of the Council with respect to each of the goals as outlined below, is 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. The Council recognizes that these strategic directions are long term in nature and believes that its activities in 2008-09 and beyond will further support these directions.

## **GOAL 1: Vision**

- 1. By March 31, 2008 the Burin Peninsula Regional Council will have refined its long-term vision for the sustainable development of the region.**

### **Measure:**

Refinement of long-term regional vision for sustainable development

<b>Indicator</b>	<b>Accomplishments 2007-08</b>
Completion of a working document that is shared with regions and government	<ul style="list-style-type: none"><li>• Draft internal working document written in 2006-07</li><li>• Council continued its discussions in 2007-08 and engaged a range of citizens, stakeholders and interests in the region</li><li>• Revisions completed to reflect discussions</li><li>• Vision presented to Minister Taylor and posted to the web</li><li>• Vision shared with regional partners</li><li>• A copy of the Burin Peninsula Region's vision is available on the Rural Secretariat's website (<a href="http://www.exec.gov.nl.ca/rural/publications.asp#2">www.exec.gov.nl.ca/rural/publications.asp#2</a>)</li></ul>

**GOAL 2: Regional Priorities**

- 2. By March 31, 2008 the Burin Peninsula Regional Council will have clarified regional priorities that have been identified as key elements in attaining the vision.**

**Measure:**

Clarification of identified regional priorities

Indicator	Accomplishments 2007-08
<ul style="list-style-type: none"> <li>• More detailed information and discussion related to identified regional priorities</li> <li>• Initiation of the development of a framework to further guide discussion within the community and government to advance regional priorities</li> </ul>	<ul style="list-style-type: none"> <li>• Council, in partnership with the Provincial Council of the Rural Secretariat, initiated the development of a conceptual framework by which it could develop regional priorities.</li> <li>• Council identified a draft set of priorities in 2006-07. These priorities are consistent with the conceptual framework noted above.</li> <li>• Further refinement of Council’s priorities via discussions around the Council table and based on its discussions and the findings from its engagement with citizens, stakeholders and interests in the region               <ul style="list-style-type: none"> <li>➤ Key messages heard during community engagement sessions influenced and solidified Council’s priority areas</li> <li>➤ Council members participated directly in discussions with citizens to clearly understand the messages communicated</li> <li>➤ Council engaged in discussion with Department of Innovation, Trade and Rural Development garnering a better understanding of the provincial government’s activities and directions in regards to economic growth and diversification in the region</li> </ul> </li> <li>• The Council’s priorities for the next three years include regionalism, economic growth and diversification, and demographic change</li> <li>• These priorities are outlined in the Council’s 2008-11 plan (<a href="http://www.exec.gov.nl.ca/rural/publications.asp">www.exec.gov.nl.ca/rural/publications.asp</a>)</li> </ul>

**GOAL 3: Citizen Engagement**

**3. By March 31, 2008 the citizen engagement process initiated in December 2006 is broadened to more citizens.**

**Measure:**

Citizen engagement process is broadened

Indicator	Accomplishments 2007-08
<ul style="list-style-type: none"> <li>• Engagement of individuals or small groups within regions</li> <li>• Engagement of community groups, e.g., church groups, student councils, senior’s groups, etc.</li> <li>• Engagement of formal groups, e.g., municipalities, health boards, school boards, economic development organizations, etc</li> <li>• Engagement of mixed groups that include representation from community and formal groups, as well as individuals within regions who have participated in previous engagement sessions</li> </ul>	<ul style="list-style-type: none"> <li>• The citizen engagement process was initiated in December 2006. Initial sessions held between December 2006 and March 2007 allowed for an orderly expansion of the process in 2007-08.</li> <li>• There were eight community engagement sessions. In total, 40 people participated. (It should be noted that some individuals may have attended more than one engagement session in 2006-07 and 2007-08.)</li> <li>• These included a mix of municipalities, community organizations and youth groups</li> <li>• Council decided that it would play a pro-active, facilitative and leadership role, and would engage directly with participants.</li> <li>• Key results from the sessions included:               <ul style="list-style-type: none"> <li>➤ Need for communities to be working together more, supporting one another and sharing services where possible to sustain themselves</li> <li>➤ To achieve long-term sustainability for the region, long-term well paying jobs are crucial. Participants confident that ex-residents will return to the region if these types of employment opportunities exist</li> <li>➤ While economic prospects for the region appear bright citizens want to protect the aspects of their lives they value most, including having a safe place to live, low crime rate, clean environment and relatively low cost of living</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>➤ Citizens are aware of the changing demographics in their communities and identified the aging population, aging workforce, youth out-migration</li> </ul>

Indicator	Accomplishments 2007-08
<ul style="list-style-type: none"> <li>Feedback from the citizen engagement process informs the vision document and key priorities of the region</li> </ul>	<p>and decreasing population as some examples of the issues related to demographic change</p> <ul style="list-style-type: none"> <li>Feedback from the sessions was used to refine both the Council's priorities and vision document and much of the discussion validated the Council's discussions</li> <li>The sessions were positive overall. Council members who participated were satisfied with the results</li> </ul>

The Burin Peninsula Regional Council is seeking to broaden public dialogue on long-term opportunities and challenges facing the region. It aims to provide input and advice to the provincial government on these opportunities and challenges. This is a long term process that will require ongoing collaboration with citizens, stakeholders and interests in the region.

The Council feels that its performance in 2007-08 has allowed it to make advancements in this process. Council 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. The Council feels that its achievements in 2007-08 will strengthen its performance in 2008-09.

## *10. Opportunities and Challenges Ahead*

As the nature of the work of the Council is all-encompassing and long-term in nature, the opportunities and challenges faced by the Council remain fairly similar from year to year. However, it is these opportunities and challenges that guide the Council members in their work and provide them with the drive to move their agenda forward over the course of the year.

### **Collaboration**

Collaboration requires a spirit of cooperation and a willingness to work together for mutual gain. It requires citizens, stakeholders and interests to step out of their 'comfort zones' and to look at issues through multiple perspectives and lenses. While the Council is committed to regional collaboration, it is aware that this is a long term project.

**Long-term thinking**

Thinking long-term, in the context of the work of the Council, is necessary if regional sustainability is to be achieved. Thinking long-term will be challenging for citizens, stakeholders and interests given that there are immediate issues to be addressed within the region.

**Citizen Engagement**

There is an opportunity through this process for citizens, stakeholders and interests throughout the region to inform public policy development. The success of this process will hinge on the ability of participants to listen to each other, and discuss issues in an open, informed and respectful manner. Continued citizen engagement is key in achieving its vision.

**Vision Development**

The vision statement for the Council is not intended to achieve a final form. It is intended to be an organic document that seeks to identify what the Council wants to achieve over the long term. As regional circumstances change over time, so too will regional priorities.

# Appendix A

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## Strategic Directions

### 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

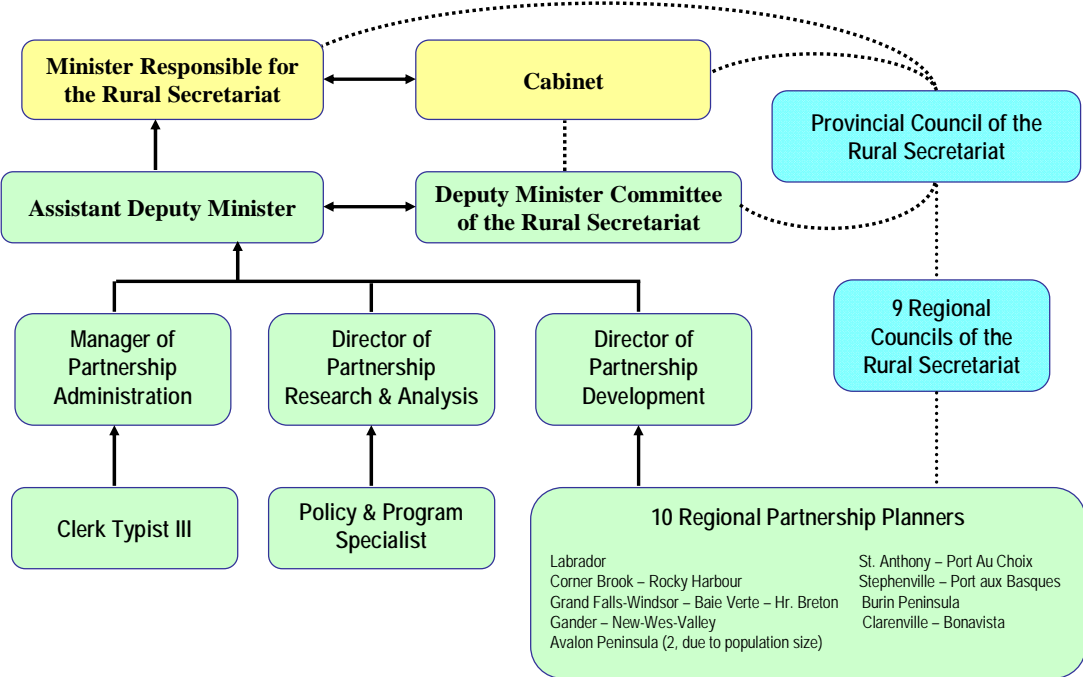
**Outcome Statement:** Improved Government understanding of and response to significant and long-term regional issues.

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

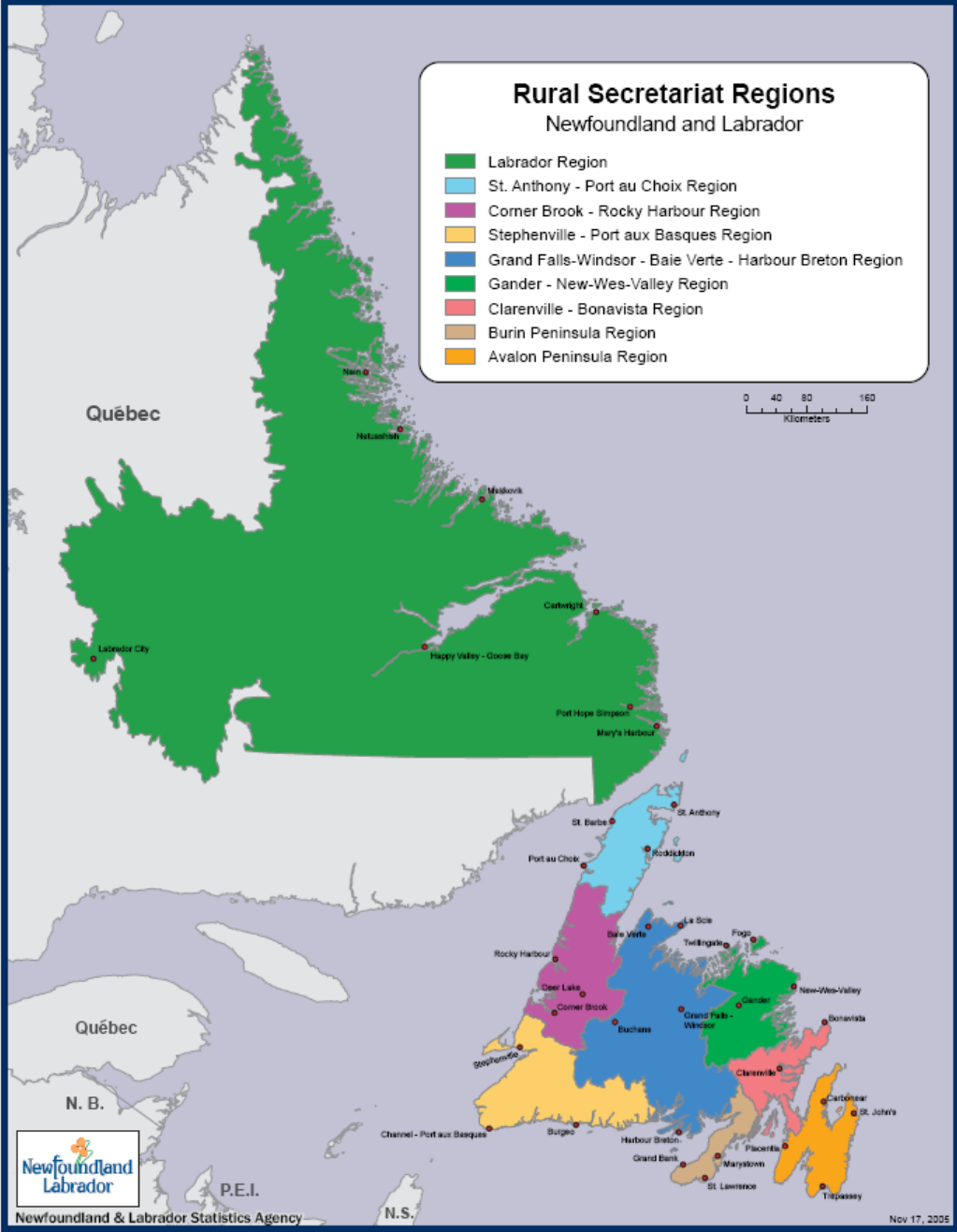
- Regional perspectives which can inform the development and implementation of public policy.



# Rural Secretariat Structure



# Appendix C



## *Appendix D*

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### **Mandate of the Rural Secretariat**

The Rural Secretariat's mandate is to:

- Promote the well-being of all regions of Newfoundland and Labrador through a comprehensive and coordinated approach to economic, social, cultural and environmental aspects of 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 regional concerns are considered throughout the provincial government and promoted at the federal level.
- Carry out research and analysis of economic and social issues affecting all regions of Newfoundland and Labrador.
- Help communities and regions identify and take advantage of growth opportunities.

### **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 the province.
- Review key provincial economic and social measures (e.g. education levels, demographic trends, health status, income levels, EI usage, economic diversity) and to reach agreement on the priorities for change over the next five years.
- Identify and advise government on policies and programs which either advance, negatively impact or need to be developed to encourage the necessary change over the five year period.
- Advance cooperation through the sharing of information on and discussion about economic and social measures, and to encourage government and community partners to take action on and be accountable for those areas within their mandates.
- Meet twice annually with the provincial Cabinet and deputy ministers to advance regional development priorities.
- 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.

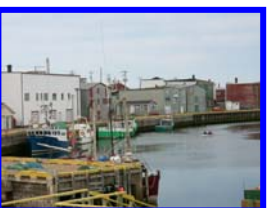
Photo Credit:



Burin Peninsula Regional Council Meeting – April 22<sup>nd</sup>, 2007  
Photo Compliments of Greg Dominaux.



Penny Folk Dancers  
Photo Compliments of Irene Hurley



Grand Bank Water Front  
Photo Compliments of Greater Lamaline Area Development Association



Burin Peninsula Coastline  
Photo Compliments of Greater Lamaline Area Development Association



Frenchman's Cove Poppies  
Photo Compliments of Irene Hurley



Burin Bay  
Photo Compliments of Dr. Michael Graham



## Rural Secretariat

Executive Council

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