



Provincial Council  
of the  
Rural Secretariat  
Executive Council



*Activity Plan  
2007~08*

## *Message from the Chair*

---

As Chair of the Provincial Council of the Rural Secretariat and in accordance with Government's commitment to accountability, I hereby submit the Council's 2007-08 Activity Plan. My signature below is on behalf of the entire Council and is indicative of our accountability for the achievement of the objectives contained in the plan, pursuant to section 7(4) of the *Transparency and Accountability Act*.



The Provincial Council is a new entity within Government having held its first meeting in Fall 2006. It is comprised of volunteer members who are committed to exploring long-term, sustainable solutions that consider the uniqueness of each region of the province. As an advisory body to Government, over the next year the Provincial Council will build a common understanding of our province that will include an understanding of regional commonalities and differences.

As members of this Council, we will be prepared to share our advice, with Cabinet with the hope that this advice will influence policy development that will maximize opportunities within our province.

Sincerely,

A handwritten signature in black ink, which reads "Sheila Kelly-Blackmore". The signature is written in a cursive, flowing style.

**SHEILA KELLY-BLACKMORE**  
Chair  
Provincial Council of the Rural Secretariat

# Table of Contents

---

**Provincial Council Overview**..... 1

**Mandate** ..... 2

**Values**..... 3

**Primary Clients**..... 4

**Vision**..... 4

**Mission**..... 4

**Issue/Context** ..... 5

**Appendix A: Strategic Directions** ..... 7

**Appendix B: Organizational Structure of the Rural Secretariat**..... 9

**Appendix C: Map of the Rural Secretariat Regions**..... 10

**Appendix D: Mandates of the Rural Secretariat and Regional Councils** ..... 11

## *Provincial Council Overview*

---

The Provincial Council is comprised of 18 members; 9 female and 9 male. Members of the Council have a variety of backgrounds and bring a wide range of perspectives to the discussion.

The Council has representation from each of the nine regions of the Rural Secretariat. Regions have also designated an alternate in the event that the regional representative cannot attend a meeting. The Council also has representatives from key interest groups.

Chair of the Provincial Council:      Sheila Kelly-Blackmore  
Sandy Cove

| <b>Region</b>                                      | <b>Representative</b>                               | <b>Alternate</b>                     |
|--|---|--------------------------------------|
| Avalon Peninsula                                   | Mr. Kerry Murray<br>Conception Bay South            | Ms. Maureen Sullivan<br>Calvert      |
| Burin Peninsula                                    | Ms. Pamela Ghent<br>Harbour Mille                   | Mr. Corey Parsons<br>Fortune/CBS     |
| Clarenville-Bonavista                              | Mr. Mervin Wiseman<br>North Harbour – Placentia Bay | Ms. Marilyn Coles-Hayley<br>Elliston |
| Gander – New-Wes-Valley                            | Ms. Gail Hoyles<br>Gander                           | Mr. Tony Keats<br>Dover              |
| Grand Falls-Windsor,<br>Baie Verte, Harbour Breton | Mr. Danny Huxter<br>Springdale                      | Ms. Tracey Perry<br>St. Albans       |
| Stephenville – Port Aux<br>Basques                 | Ms. Michelle Skinner<br>St. George’s                | Mr. Kelly Thompkins<br>Codroy Valley |
| Corner Brook - Rocky<br>Harbour                    | Ms. Colleen Kennedy<br>Rocky Harbour                | Mr. Don Downer<br>Corner Brook       |
| St. Anthony – Port au Choix                        | Mr. Ted Lewis<br>Croque                             | Ms. Gloria Toope<br>Plum Point       |
| Labrador   | Ms. Diane Gear<br>Labrador City                     | Mr. James Farrell<br>Wabush          |

*(membership continued on next page)*

Provincial Council At Large Representation:

|  |   |
|--|---|
| <b>Reg Anstey</b> (St. John's)<br>President of the Federation of Labour  | <b>Mayor Boyd Noel</b> (St. Anthony)<br>NL Federation of Municipalities               |
| <b>Donna Butt</b> (Trinity)<br>Rising Tide Theatre   | <b>Penelope Rowe</b> (St. John's)<br>Executive Director<br>Community Services Council |
| <b>Kevin Clarke</b> (Norris Point/Corner Brook)<br>Project Manager - Centre for<br>Environmental Excellence, Sir Wilfred<br>Grenfell College | <b>Kara Snow</b> (St. Anthony)<br>Presently studying at CAN                           |
| <b>Al Goss</b> (St. John's)<br>Chair of the Board of Governors<br>College of the North Atlantic  | <b>Martin Sullivan</b> (Fermuse)<br>President, Ocean Choice International             |

*For a current membership list, please visit our website at [www.gov.nl.ca/rural](http://www.gov.nl.ca/rural)*

The Council does not have a budget allocation. Meetings of the Council and associated costs are funded through the budget of the Rural Secretariat.

## *Mandate*

---

### **Provincial Council Mandate:**

- To develop a common, evidence-based understanding of the social, economic, environmental and cultural realities facing the province.
- To review key provincial economic and social measures (e.g. education levels, demographic trends, health status, income levels, EI usage, economic diversity) and to reach agreement on the priorities for change over the next five years.
- To identify and advise Government on policies and programs which either advance, negatively impact or need to be developed to encourage the necessary change.
- To advance cooperation through the sharing of information on and discussion about economic and social measures, and to encourage Government and community partners to take action on and be accountable for those areas within their mandates.
- To meet twice annually with the provincial Cabinet and deputy ministers to advance regional development priorities.
- 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.

## Values

---

The core values explain the character of the organization we promote and the action statements guide behaviour. The core values of the Rural Secretariat which also guide the behaviour of the Provincial Council are as follows:

**Core Values**  
Collaboration  
Creativity  
Empowerment  
Inclusion  
Learning Culture  
Transparency  
Trust

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

## *Primary Clients*

---

The primary clients of the Provincial Council include the Rural Secretariat, the Regional Councils of the Rural Secretariat, Cabinet and Deputy Ministers.

## *Vision*

---

The vision of the Rural Secretariat is of sustainable regions with healthy, educated, prosperous people living in safe, inclusive communities.

The work of the Provincial Council supports the vision of the Rural Secretariat. Through its work, the Council is identifying priorities that contribute to regional sustainability throughout the province. The Council is taking an inclusive approach to sustainability that considers economic, social, cultural and environmental aspects.

## *Mission*

---

The mission statement identifies the priority focus area of the Council over the next two planning cycles. It represents the key longer-term result that the Council will be working towards as they move forward on the strategic directions of Government. The statement also identifies the indicators that will assist both the Council and the public in monitoring and evaluating success.

The mission statement of the Provincial Council of the Rural Secretariat is as follows:

By 2011, the Provincial Council will have reviewed the work of each regional Council in order to have developed a common understanding of the province's economic, social, cultural and environmental realities, as well as regional commonalities and differences.

Indicators:

Provincial opportunities and challenges are identified

Regional priorities are considered in the discussion of provincial priorities

Provincial priorities are identified and discussed

Meetings are held with Cabinet

Meetings are held with the Deputy Ministers' Committee on Regional Development

This mission statement is written for the next four years, however, the work of the Council is looking ahead 15 years. The Provincial Council is still a new entity, having held its first meeting in Fall 2006. Advancing provincial and regional sustainability takes time and involves a considerable learning process. Citizens and Government must build trust and must be willing to listen to and learn from each other.

The Council will meet directly with Cabinet and Deputy Ministers twice annually. This process provides the forum for citizens and Government to engage in discussions that will influence short-term and long-term policy directions. As this process matures, there is significant potential for all regions of the province.

Over the next four years, the Council will take initial steps to advance provincial sustainability. The Council will meet to discuss provincial priorities. These priorities will be discussed with Cabinet and with the Deputy Ministers' Committee on Regional Development twice annually.

## *Issue/Context*

---

Through the Provincial Council, Government is engaging citizens in an ongoing process that will provide individuals within each region of the province with a voice at the decision-making table. The Provincial Council meets directly with Cabinet and Deputy Ministers twice annually.

The Provincial Council is a newly-formed entity having met for the first time in Fall 2006. To date, it has held two meetings which enabled the Council to discuss its role and responsibility as an advisory body to Government. The meetings provided an opportunity for the Provincial Council to learn about the work of the nine Regional Councils of the Rural Secretariat and to share regional learning and experiences. The conversations explored opportunities and challenges throughout the province, considering social, economic, environmental and cultural aspects of sustainability.



The work of the Provincial Council focuses on long term solutions to guide short-term actions as complex regional sustainability issues are addressed. Its work is informed by and builds on the work of regional Councils. Members of the Provincial Council bring a wealth of experience and knowledge to the discussion, as well as a passion for rural Newfoundland and Labrador.

Over the next year, the Provincial Council of the Rural Secretariat will build a common understanding of provincial realities that includes an understanding of uniqueness of each region of the province. It will also discuss identified opportunities and challenges with Cabinet and Deputy Ministers. This will provide the Council with a stronger understanding of regional and provincial realities. This will inform the Council in the next stage of its work which will be the development of provincial priorities.

**Objective:**

1. By March 31, 2008 the Provincial Council will develop a common understanding of the provinces economic, social, cultural and environmental realities, as well as regional commonalities and differences.

*Measure:* Common understanding of provincial realities is developed

*Indicator:* More detailed discussion on provincial economic, social, cultural and environmental realities

Regional commonalities and differences are considered

2. By March 31, 2008 the Provincial Council will have discussed identified provincial opportunities and challenges that reflect regional commonalities and differences with Cabinet and Deputy Ministers.

*Measure:* Provincial opportunities and challenges that reflect regional commonalities and differences are discussed with Cabinet and Deputy Ministers.

*Indicator:* Meetings are held with Cabinet

Meetings are held with the Deputy Ministers' on Regional Development

Detailed discussions related to identified opportunities and challenges

## 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 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.


| Components of Strategic Direction   | Included in activity plan | Activity has been implemented | Activity modified for inclusion in next activity plan |
|---|---------------------------|-------------------------------|---|
| a. Partnership Development within regions, between Government and regions   | ✓                         |                               |   |
| b. 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**

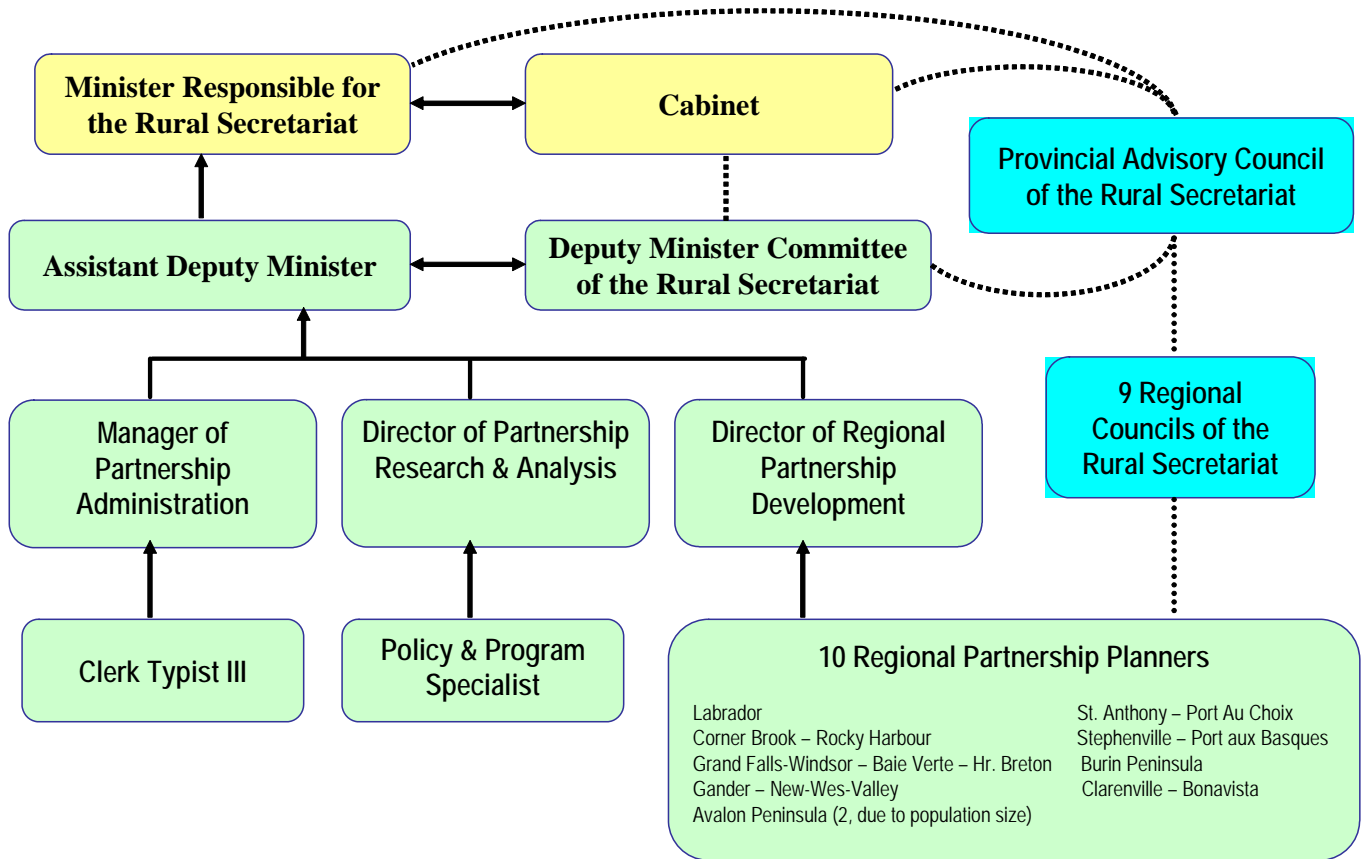
**Outcome Statement:** Improved Government understanding of and response to significant and long-term regional issues.

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

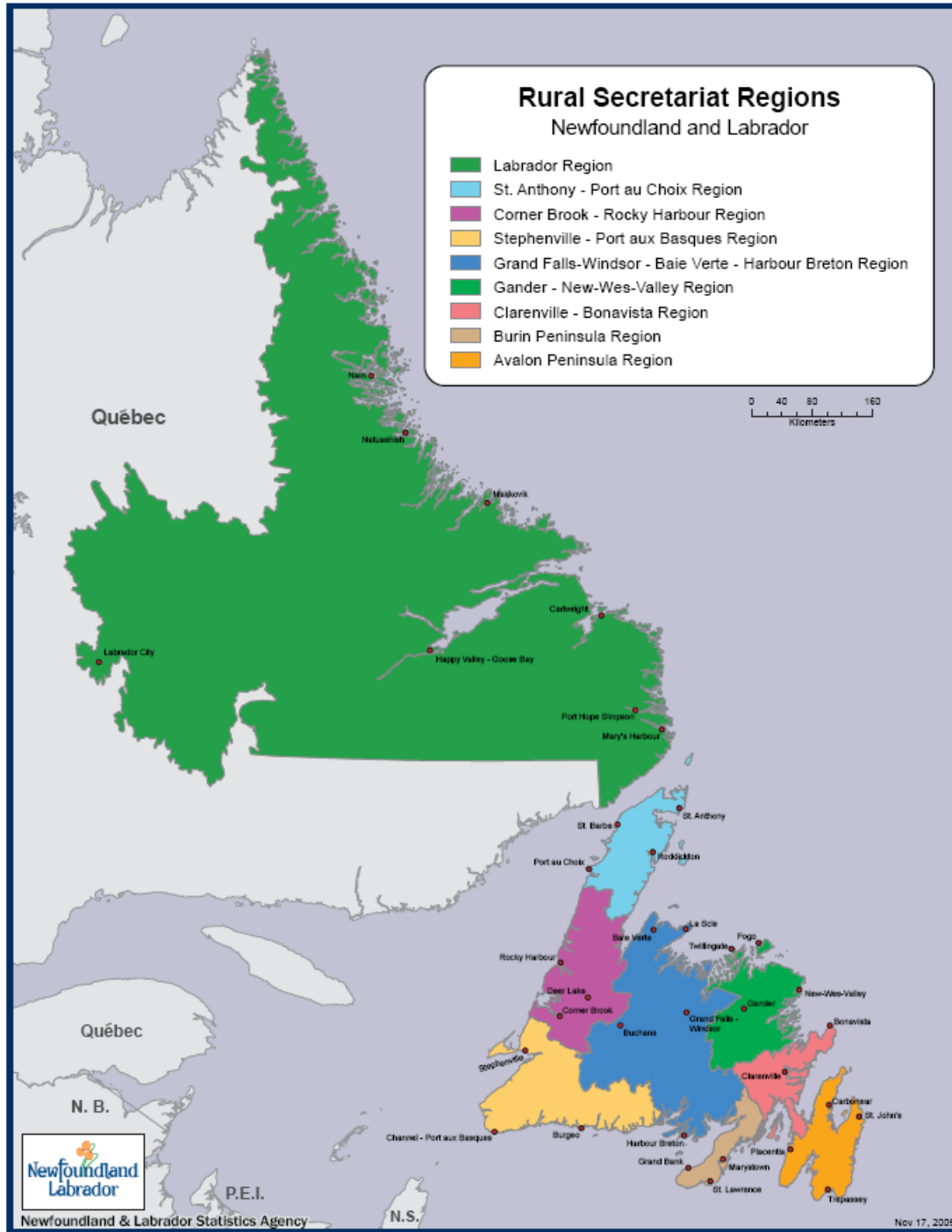
- Regional perspectives which can inform the development and implementation of public policy.

| Components of Strategic Direction   | Included in activity plan   | Activity has been implemented | Activity modified for inclusion in next activity plan |
|---|---|-------------------------------|---|
| Regional perspectives which can inform the development and implementation of public policy. |  |                               |   |

# Rural Secretariat Structure



# Appendix C



### Rural Secretariat

#### ***The Rural Secretariat 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.

### Regional Councils of the Rural Secretariat

#### ***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.

# PHOTO CREDITS:



Cape Broyle  
Photo Compliments of Irish Loop Dev Board



Nicholsville Bridge  
Photo Compliments of Dr. Greg Wood



Frenchman's Cove Poppies  
Photo Compliments of Irene Hurley



Burnside  
Photo Compliments of Ed Vincent



Trinity East  
Photo Compliments Ed Vincent



Botwood  
Photo Compliments of Mary Snow



The Northern Lights  
Photo Compliments of Tourism, Culture & Recreation



Flower's Island Lighthouse  
Photo Compliments of Nina Mitchelmore



Port aux Basques  
Photo Compliments of Zone 10 REDB



**Executive Council  
Rural Secretariat**

P. O. Box 8700

St John's, NL A1B 4J6

Tel: 709-729-0168

E-mail: [ruralinfo@gov.nl.ca](mailto:ruralinfo@gov.nl.ca)

[www.gov.nl.ca/rural](http://www.gov.nl.ca/rural)