



St. Anthony –  
Port au Choix  
Regional Council  
of the  
Rural Secretariat  
Executive Council



*Activity Plan  
2008-11*

## Message from the Chair

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As Chair of the St. Anthony – Port au Choix Regional Council of the Rural Secretariat and in accordance with government's commitment to accountability, I hereby submit the 2008-11 Activity Plan of the Council. My signature below is on behalf of the entire Council and is indicative of our accountability for the preparation of this plan and for the achievement of the goals and objectives contained in the plan, pursuant to section 7(4) of the Transparency and Accountability Act.

During the last planning phase, the St. Anthony – Port au Choix Regional Council completed a working vision document for the region that is being shared widely throughout the region through the ongoing community engagement process. The Council has identified three priority areas that will impact the region as it moves forward towards a more sustainable future. The Council continues to work toward advising the provincial government on regional issues that will affect the long-term sustainability of the region. The Council is continuously challenged with thinking long-term in the midst of immediate challenges that relate to the major economic sectors in the region. The future of this work is clear with partnership being a key component. No one group can do it alone; it takes many groups and individuals to endeavor on a path toward long-term sustainability. Both citizens and the provincial government have a role to play and share a responsibility for understanding the changes that are taking place and for making the decisions to ensure regional sustainability.

As an advisory body, the St. Anthony – Port au Choix Regional Council will build a common understanding of our region and will be prepared to share our advice, with citizens of the region and with the provincial government, with the hope that this advice will inform policy development that will maximize opportunities within our region.

Sincerely,



Richard May  
Chair  
St. Anthony – Port au Choix Regional Council of the Rural Secretariat

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## 1.0 Regional Council Overview

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The St. Anthony – Port au Choix Regional Council is comprised of nine members; two female and seven male. Members of the Council have a variety of backgrounds that include forestry, fishery, education, economic, cultural and social development. The Council has representation from larger and smaller communities throughout the region:

Name	Community
Don Tulk	Port Saunders
Vachon Noel	Port au Choix
Richard May	Bird Cove
Gloria Toope	Pond Cove
Beverley May	Bear Cove
John Simmonds	St. Anthony
Ted Lewis	Croque
Ray Norman	Roddickton
Ross Decker	Roddickton

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

The Council does not have a budget allocation. Meetings of the Council and associated costs are funded through the budget of the Rural Secretariat. The Rural Secretariat also funds a staff position within the region, who among other duties, acts as an information resource for the council and is responsible for the facilitation of the work of the Council. The staff person for the St. Anthony – Port au Choix region is Nina Mitchelmore who works out of Roddickton.

## 2.0 Mandate

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The mandate of the Regional Council 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.

## 3.0 Values

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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 St. Anthony – Port au Choix Regional 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.

## 4.0 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.

## 5.0 Vision

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

The work of the St. Anthony – Port au Choix Regional Council supports the vision of the Rural Secretariat. Through its work, the Council is identifying priorities that contribute to regional sustainability. The Council is taking an inclusive approach to sustainability that considers economic, social, cultural and environmental aspects.

## 6.0 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 working towards as they move forward on the strategic directions of Government. The statement also identifies the measure and indicators that will assist both the Council and the public in monitoring and evaluating success.

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

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

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

### **Indicators**

- a long-term vision of sustainability for the region will have been submitted to the provincial government and shared with citizens
- enhanced regional input will have been provided into policy development and decision-making processes of the provincial government
- opportunities and mechanisms will have been provided to enhance two-way communication between the provincial government and citizens
- community engagement sessions will have been conducted at the regional level
- citizens and stakeholders will have been informed about the economic, social, cultural and environmental aspects of regional sustainability

This mission statement is written for the next three years, however, the work of the Council is looking ahead 15-20 years. Advancing regional sustainability takes time and involves a considerable learning process. Citizens and the provincial government must build a trust relationship and must be willing to listen to and learn from each other.

Over the next three fiscal years, the Council will take initial steps to advance regional sustainability. First, regional priorities will be developed and communicated within regions and to the provincial government. The next step will be to explore ways the Council together with regional partners and the provincial government can work together to advance these priorities. Over time, these priorities will change as we make

accomplishments and come to new understandings of the changes that are taking place within the region.

One of the ways the Council will work with the provincial government is through representation on the Provincial Council of the Rural Secretariat which meets directly with Cabinet and Deputy Ministers. This representative will contribute to the discussion of provincial priorities in the context of regional differences.

## 7.0 Issues

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In consideration of the Rural Secretariat's strategic directions, mandate and financial resources, the following issues have been identified as priorities for the next three years. The goals identified for each issue outline expected results at the end of the three year period and the objectives outline the annual focus. The identified measures and indicators will be used to monitor progress. Gender-based differences will be considered where applicable.

### 7.1 Regional Collaboration

Since the inception of the Council, it has worked to develop a vision statement and to determine priorities for the region. The Council is now prepared to increase its visibility and presence in region by sharing the information that has been developed and receiving feedback on this information. This will assist in strengthening relationships with groups in the region and will assist the Council in working in partnership with other regional and provincial groups.

It is important for the Council to engage with citizens and groups to share and exchange information and expand relationships in the region. The two way flow of information will enrich the information the Council has and will validate the Council's point of view on regional priorities. Section 7.2 identifies what the Council sees as its initial regional priorities for the current planning process.

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

**Measure:** Regional partnerships established

**Indicator:**

- Collaborative regional partnerships are established which support the development of position papers and advance regional priorities.

**Objectives:**

1. By March 31, 2009 the St. Anthony - Port au Choix Regional Council will have established collaborative regional working groups for identified priority areas

**Measure:** Working groups established

**Indicator:**

- Meetings held
- Information exchange occurring in each working group

2. By March 31, 2010 the St. Anthony - Port au Choix Regional Council, based on input received from the working groups, will have developed position papers on regional priorities.

3. By March 31, 2011 the St. Anthony - Port au Choix Regional Council will have provided informed, current perspectives to the provincial government on matters of importance in the region.

## 7.2 Advancement of Regional Priorities

The Council has had in-depth discussion related to the issues facing the region and initially wishes to focus on three broad priorities. These are as follows:

### **Transportation and communication**

Transportation and communication plays an integral part in the ability of business to become more global. Regional sustainability depends on this becoming a reality. With continued development of road infrastructure in Labrador and, potentially over the longer term in Quebec, our region has to be well positioned to benefit from a continuous link to the market potential in Labrador, other provinces of Canada, and the United States. At the same time, good transportation and communication systems are necessary tools toward advancing regionalism co-operation and providing more cost effective public services.

### **Retention of skilled labour**

To enable this region to attract and retain skilled workers at competitive wages, a number of factors need to be considered. For example, families need to be able to maintain a standard of living whereby two income households are the norm. Additionally, the Council wishes to discuss work and life balance, access to child care and home care, provision of recreational opportunities, life long learning opportunities, and quality health care and education.

### **Maximize utilization of resources for the benefit of the region**

The Council feels that, to ensure long term regional sustainability, the region's renewable and non-renewable natural resources should be managed in an integrated manner. In the context of the Council's discussions, resource management would include primary activity such as fishing or logging, value added processing activity, waste utilization and the provision of business development expertise and financial capital.

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

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

**Indicators:**

- Regional research and work completed in identified priority areas
- Discussion documents developed
- Dialogue completed with community partners, stakeholders, interest groups and the provincial government
- Position papers developed and presented to the provincial government

**Objectives:**

1. By March 31, 2009 the St. Anthony - Port au Choix Regional Council will have developed a position paper on transportation and communication infrastructure and services.

**Measure:** Position paper developed

**Indicators:**

- Policy issues that advance, negatively impact or need to be developed are identified
- Engagement with provincial government
- Position papers developed and communicated

2. By March 31, 2010 the St. Anthony - Port au Choix Regional Council will have engaged community partners, stakeholders and interest groups and developed position papers for other identified priority issues.

3. By March 31, 2011 the St. Anthony - Port au Choix Regional Council will have provided input and advice to the provincial government related to other identified priority issues.

## 8.0 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 the provincial 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
a. Partnership Development within regions, between the provincial 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 provincial government understanding of and response to significant and long-term regional issues.

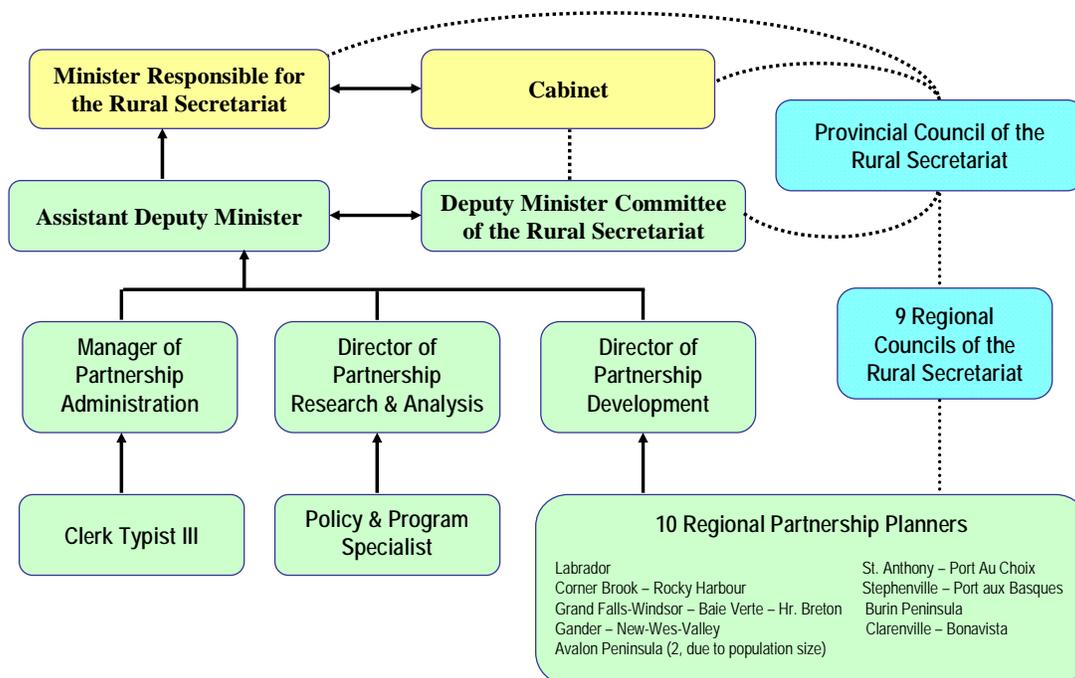
**Clarifying Statement:** This outcome requires systemic intervention by the Regional Council in the areas of:

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

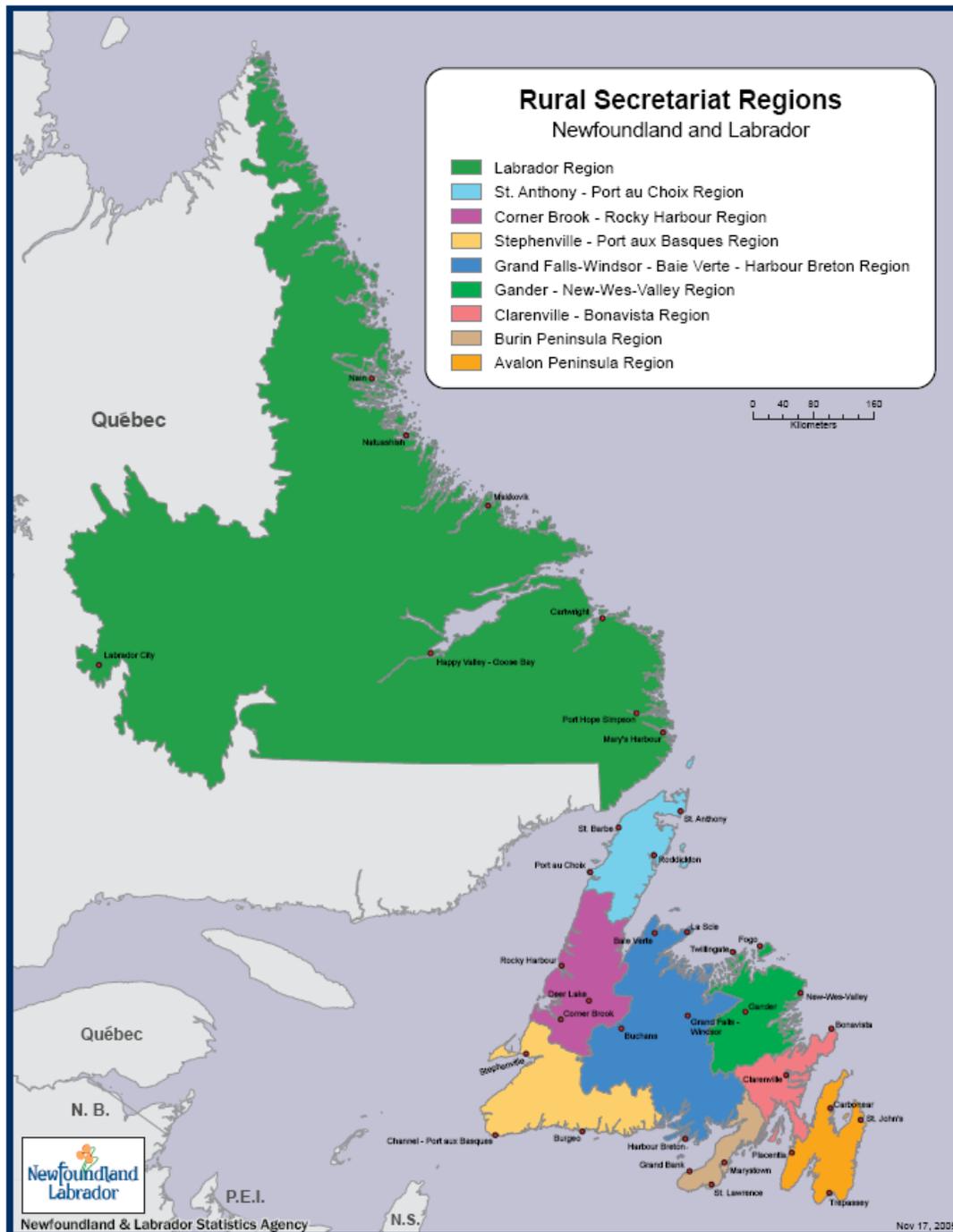
Components of Strategic Direction	Included in activity plan
Regional perspectives which can inform the development and implementation of public policy.	✓

## 9.0 Appendix B

# Rural Secretariat Structure



# 10.0 Appendix C



## 11.0 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.

### **Provincial Council of the Rural Secretariat**

The Provincial Council 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.
- 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 CREDITS:



Flower's Island Lighthouse  
Photo Compliments of Nina Mitchelmore



Grenfell Interpretation Centre, St. Anthony  
Photo Compliments of Tourism, Culture & Recreation



L'anse aux Meadows  
Photo Compliments of Tourism, Culture & Recreation



Beaver Brook  
Photo Compliments of Nina Mitchelmore



Croque Waterfront  
Photo Compliments of Natasha Way



Conche Harbour  
Photo Compliments of Nina Mitchelmore



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