

# Clarenville-Bonavista Regional Council Vision Development



Harcourt

## What is a Vision?

This document represents a vision that has been created by the Clarenville-Bonavista regional council. It is intended to be a dynamic working document that will be adapted as: priorities are achieved, new priorities are identified, community engagement discussions prescribe and as the regions of Newfoundland and Labrador continue to grow and change. The vision will identify what citizens want to see in 15-20 years. Today that time frame is 2022-2027. In five years, that time frame will be 2027-2032.

As priorities are accomplished new priorities will be identified. This will provide an opportunity for us to be informed about what is moving and changing in our regions, where the next opportunity will be and where the next challenge will be. It will also provide a challenge for all involved to have faith in the process and realize that it will take time until these priorities are accomplished. It takes time to make significant change and it is important for this council to remain focused on the future, even in the midst of immediate challenges.

## Context

The vision is a glimpse of what potential lies ahead for this region in consideration of the four pillars of regional sustainability: demographic changes; private sector investment, public services and program, infrastructure and skill development. This document is meant to guide the discussions of the regional council as it continues to engage the community, the private sector and government departments and/or agencies on future strategic investments and policy decisions.

The dynamic nature of the vision will allow the regional council to be informed about what is happening in our region, the opportunities and challenges that arise.

While the vision is written to project what this region will look like in 2020, it is a living document that will change over time, and through continued engagement of community and interested stakeholders.

## Vision Highlights

- **Cooperation and collaboration between and within communities has increased and the region is governed by fewer local governments, which in some cases has resulted in increased efficiencies in the delivery of local services. (Page 2)**
- **The workforce is diverse with 50% of the positions in trades and technologies within the industry now filled by women. (Page 2)**
- **The development of a new *Human Resource Policy* for Small and Medium-sized businesses has resulted in employers being able to address issues related to employee retention, incentive programs and quality of work life. (Page 2)**
- **Changes to the education delivery in the K-12 system have allowed for a new focus on education quality and the quest for excellence. (Page 3)**



Historical Bonavista Courthouse

## The Clarenville-Bonavista Rural Secretariat Region

The Clarenville-Bonavista Rural Secretariat Region includes the Bonavista Peninsula, Clarenville area and the Isthmus – extending from the tip of the Bonavista Peninsula to Terra Nova, Swift Current and Long Harbour. Deep rooted in John Cabot's discovery of this province in 1497, the region has a long history in diversification of people, culture, and economic activity.

The Clarenville-Bonavista Rural Secretariat Region is the pre-eminent rural area in the province. It is a model for all rural areas in Canada for its achievement of a diversified, strong regional economy balanced with an active commitment to environmental stewardship.

The region works collaboratively focused on a healthy, active lifestyle and is committed to protecting and promoting its cultural heritage. The implementation of a provincial *Poverty Reduction Strategy*, affordable housing and other interventions has lessened economic disparity for disabled persons and low income families.

## Demographics

In 2020, after many years of change and transition, the Clarenville-Bonavista Rural Secretariat Region has emerged as a focused, diversified area with a stable population base. It has approximately 26,000 residents or 5.3% of the province's population residing in the region (i.e., based on a provincial population of 489,000). The average age of the area mirrors that of the province. An emphasis on the recruitment and retention of youth, the creation of innovative industries from new immigrants and the renewed interest of expatriates to assume roles as new leaders in the community, has enhanced the sustainability of the area.

The area consists of a region with rural towns less widely dispersed than previously, serviced by several anchor communities.

Cooperation and collaboration between and within communities has increased and the region is governed by fewer local governments, which in some cases has resulted in increased efficiencies in the delivery of local services. Partnership development, regional administration and resource sharing has resulted in a focus to address regional needs.

## Private Sector Investment

This region is successful, having one of the strongest and most diversified economies in the province resulting in stable and consistent levels of employment with higher levels of income. The workforce is diverse with 50% of the positions in trades and technologies within the industry now filled by women.

The region has a strong industrial base, a smaller but more profitable fishery, a thriving agricultural industry and a year-round tourism destination noted for its cultural heritage.

Through increased cooperation between the private sector and all three levels of government, an integrated land and resource management agreement has been developed, whereby all land is evaluated to maximize the economic potential of the region's resources.

Partnerships have been established with the private sector and all levels of government to develop a cost-shared public transportation system.

The development of a new *Human Resource Policy* for small and medium-sized businesses has resulted in employers being able to address issues related to employee retention, incentive programs and quality of work life.

## Infrastructure

Over the past 20 years, an increasing emphasis on education and technology has resulted in a generation of technologically literate people who have demanded and received broadband and wireless technology throughout the region. This has made significant changes in the delivery of services such as education and health care, using tele-education and tele-health as a means of distribution. It has also led to increased economic development of the area and increased numbers of home-based offices.

Governments have provided significant investment in road infrastructure. Today, main roadways are maintained regularly, affordable public transportation has been developed, and the introduction of hybrid vehicles has enabled better understanding of environmental sustainability for citizens who commute to larger centers for employment health care services and retail.



Entrance to:  
Bull Arm Site

Due to good environmental stewardship, strategic investments have been made to address regional water quality and waste management issues. The region is now moving towards greater sustainability in its waste management strategies. More isolated communities have experienced a down-grading of public infrastructure such as water and sewer, roads and fire protection.

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

## Public Services and Programs

Citizens are more responsible for their health and education resulting in a healthier and more engaged population. Challenges still exist in this area; however, the younger generation in particular, is extremely well educated about health promotion, active living and wellness.

The implementation of a new *Immigration Strategy* for the province has assisted in the provision of public services, such as in the health and education sectors with the recruitment of professionals to rural areas.

The development and implementation of a *Provincial Human Resource Strategy* has increased the recruitment and retention of employees throughout government-based services and programs.

There is a seamless delivery of education with early childhood, Kinderstart, primary, elementary, and high school delivery offered within the same school environment under a modeled community use of schools concept.

### *The Regional Council:*

The Regional Council is comprised of members from larger and smaller communities who bring a diverse background in experience and expertise.

To view a current list of the members, please visit our membership list on our website at:

<http://www.exec.gov.nl.ca/rural/RSR7.asp>

### *Citizen Engagement:*

The Regional Council has been engaging the community since February, 2007. The aim of the citizen engagement is to inform on the work of the Rural Secretariat and the Regional Council. The Regional Council has been engaging municipal leaders, community-based organizations and youth. The process is also meant to seek input from citizens on what they see as critical issues for the future sustainability of the region. The Regional Council will continue to engage the community on the contents of the Vision document and to provide an opportunity for people to give critical feedback which will continuously be feed into the process.

## Skill Development

There is a strong emphasis on education in the region. Through the implementation of a strong environmental scanning process and forecasting methods, education institutions and other agencies are proactively providing training, in partnership with local industry, to anticipate the skill requirements of the future.

There is an enhanced focus on the skills trades, which are linked to employment opportunities in oil and gas, agriculture, environmental management, secondary progressing and construction.

Changes to the education delivery in the K-12 system have allowed for a new focus on education quality and the quest for excellence. Workplace skills programs, in partnership with the Bridging the Gap Concept, have been identified to assist youth to find positive work experiences in the community.



Fiddler's Green Resort, Bellevue



Sir William Coaker Historical District, Port Union



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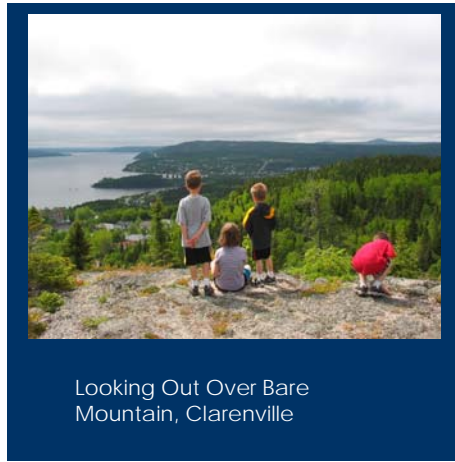
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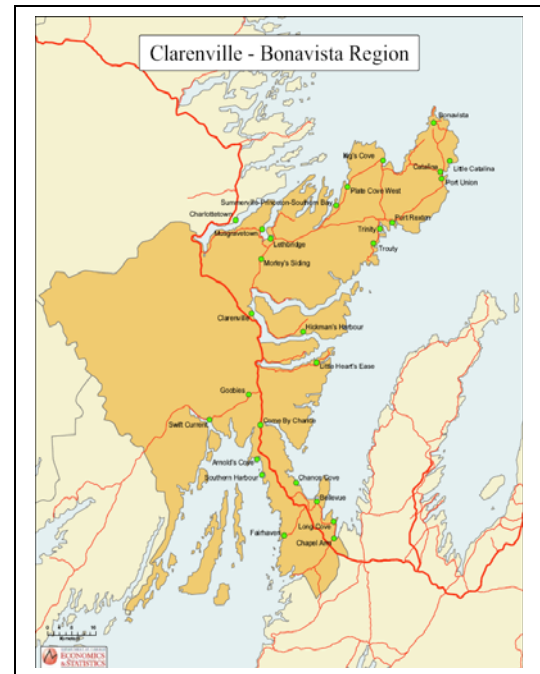
For additional  
information on the  
Rural Secretariat  
please visit our  
website at

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



Looking Out Over Bare  
Mountain, Clarenville

*The Clarenville-  
Bonavista Rural  
Secretariat region  
extends from Bonavista  
in the north to Long  
Harbour in the east to  
Swift Current in the  
south to Terra Nova in  
the west.*



*Rural Secretariat Regions & Government Working Together*

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*Terra Nova*

*Photo Credit: Colin Holloway*

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