



# Burin Regional Council Activity Plan 2011-14



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## Message from the Chairperson

As Chair of the Burin Peninsula Regional Council of the Rural Secretariat I hereby submit our 2011-2014 Activity Plan in accordance with the Provincial Government's commitment to accountability. My signature below is on behalf of the entire council and it represents our accountability for the preparation of this plan and for the achievement of the objectives outlined in the plan, pursuant to section 7(4) of the *Transparency and Accountability Act*.

Over the past five years, the Burin Peninsula Regional Council has proven itself as a group of regional thinkers and grown its relationships with stakeholders and citizens throughout the region. In the development of this activity plan, the council drew upon the many lessons learned and the experience it gained during the completion of its 2008-2011 Activity Plan. Perhaps the greatest lesson learned, that the council has incorporated into this plan is flexibility. As the council moved through its previous plan it became quite obvious that our region is changing all of the time and that to be effective in our work we must be able to react to these changes. In addition to taking into account the strategic directions of the Provincial Government and the Rural Secretariat in the development of this three year plan, the council has also considered the economic, social, cultural and environmental aspects of the region. The council also maintains its position that no one individual, group, or organization can achieve regional sustainability alone.

As the Regional Council works towards the advancement of regional sustainability, it realizes that we, citizens and the Provincial Government must all share responsibility for understanding the changes that are taking place and for making the decisions to ensure regional sustainability.

As an advisory body to the Provincial Government, the Burin Peninsula Regional Council will continue to work to achieve a common understanding of our region. We also look forward to sharing our thoughts and engaging in discussion with citizens of the region and with the Provincial Government with the hope that our advice will help inform decision making that will maximize opportunities within our region.

The Burin Peninsula Regional Council looks forward to the years ahead.

Sincerely,

Sincerely,  


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

## 1. Regional Council Overview

The Burin Peninsula Regional Council is currently comprised of six members; three female and three male. The council currently has representation from larger and smaller communities throughout the region, including six members from communities of less than 5,000 people.

Regional Council members	Community
Trina Appleby	Torbay
Jack Cumben	Grand Bank
Dr. Michael Graham (Chair)	Burin
Irene Hurley	Spanish Room
Mary McCarthy	Marystown
Harold Murphy	Parker's Cove

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

The Rural Secretariat funds a regional planner position in the region, who among other duties, act as an information resource for the council and facilitate its work. The planner for the Burin Peninsula region is Greg Dominaux. His office is located at the Burin campus of the College of the North Atlantic.

## 2. Mandate

The Regional Council's mandate is:

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

## 3. Lines of Business

The council supports the Rural Secretariat's four lines of business:

**Citizen-based policy advice:** The Rural Secretariat supports nine citizen-based Regional Councils, and one stakeholder-based Provincial Council, to develop policy and

decision-making advice for submission to government. Typically, councils, with the support of Rural Secretariat staff, hold public engagement sessions involving citizens and/or stakeholder group representatives, and conduct community-based research activities, to inform the development of advice documents.

**Collaboration:** The Rural Secretariat understands that sustainability in rural Newfoundland and Labrador can be significantly advanced through more and better collaboration between and among rural stakeholders including governments. Sometimes the Rural Secretariat works to support existing rural collaborative processes such as partnerships. Other times they work to help convene new regional collaborative processes such as networks or alliances. The broad goal is to help build a strengthened ‘culture of collaboration’ in rural Newfoundland and Labrador.

**Research:** The Rural Secretariat collaborates with provincial partners on a number of formal research endeavors that help to improve understanding of the challenges facing, and opportunities available to, rural regions of this province. The Rural Secretariat also works directly with regional partners and councils on a host of community-based research initiatives – small regional-level data-gathering efforts that give those involved the information and knowledge they need to effectively advise the Provincial Government on regional and rural policy issues.

**Public dialogue and engagement:** In addition to supporting councils to conduct public engagement efforts, the Rural Secretariat is also available to assist other Provincial Government departments to design and deliver their own public engagement initiatives. The Rural Secretariat also periodically convenes special deliberative dialogue initiatives on themes deemed to be of particular importance to the rural sustainability of this province, often in partnership with rural stakeholder groups and other government departments.

#### 4. Values

The core values explain the character of the organization. The core values of the Rural Secretariat are as follows:

- |                               |  |
|-------------------------------|--|
| <b>Collaboration:</b>         | We are committed to building a culture of collaboration within Newfoundland and Labrador and beyond  |
| <b>Creativity/innovation:</b> | We strive to transcend traditional ideas, rules, and patterns, and to work together to create new ideas, relationships, and approaches                   |
| <b>Inclusion:</b>             | We acknowledge difference and cherish the views and perspectives of all. We will take steps to ensure all have an opportunity to express their own views |
| <b>Learning culture:</b>      | We accept that we have a lot to learn and relish the opportunity to learn more   |

**Participation/engagement:** We believe citizen/stakeholder/community engagement is essential to the development of good public policy

**Teamwork:** We provide support to one another, work co-operatively, respect differing views and strive to make our work environments safe and enjoyable

**Honesty:** We are open and honest in all our dealings and maintain the highest integrity at all times

**Excellence:** We strive for excellence and quality in everything we do

## 5. Primary Clients

The primary clients of the Burin Peninsula 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.

## 6. Vision

The Burin Peninsula Regional Council supports the vision of the Rural Secretariat:

**Vibrant rural regions and communities where collaborative organizations and engaged and informed citizens work closely with governments to advance rural sustainability**

Through its work, the council is identifying priorities that contribute to regional sustainability which considers economic, social, cultural and environmental aspects.

## 7. Mission

The Burin Peninsula Regional Council is committed to supporting the mission of the Rural Secretariat. We will accomplish this using any number of a variety of tools such as research, citizen engagement and the development and provision of informed advice to Government. The mission of the Rural Secretariat is as follows:

**By March 31, 2017, the Rural Secretariat will have worked with regional and departmental partners to improve the sustainability prospects of rural communities and regions.**

For more information please refer to the Rural Secretariat's Activity Plan 2011-14.

## 8. Issues

### **Issue: Provide Advice to Government**

In the development of this activity plan the Regional Council drew upon the experience it gained during the completion of its 2008-11 Activity Plan. Perhaps the greatest lesson learned that the council has incorporated into this plan is flexibility. To ensure the council is effective in its work it must be able to focus its work on areas of importance as they arise. In providing its advice to Government the council will consider the voice of citizens as well as the economic, social, cultural and environmental realities of the region. Over the next three years the Regional Council will be focusing its work and providing advice to Government on issues related to regional sustainability. To ensure that the Regional Council is properly informed and adequately prepared in developing its advice to Government it will make use of any one of a number of tools to assist in its work as it deems appropriate. In keeping with the strategic direction of the Rural Secretariat, these tools include, but are not limited to, research activities and citizen engagement which provide input into council's policy advice document submissions.

In maintaining the required flexibility to effectively complete its work the council will be reporting on the same objective for the three years of the plan.

### **Objective:**

By March 31, 2012 the council will have provided advice to the Provincial Government on issues that relate to regional sustainability.

### **Measure:**

Provided advice

### **Indicators:**

- Issue identified
- Researched issue
- Issue deliberated by council and advice developed
- Communicated advice to Government

Appendix A: Strategic Direction

1. **Title:** Rural Newfoundland and Labrador

**Outcome Statement:** A sustainable rural Newfoundland and Labrador.

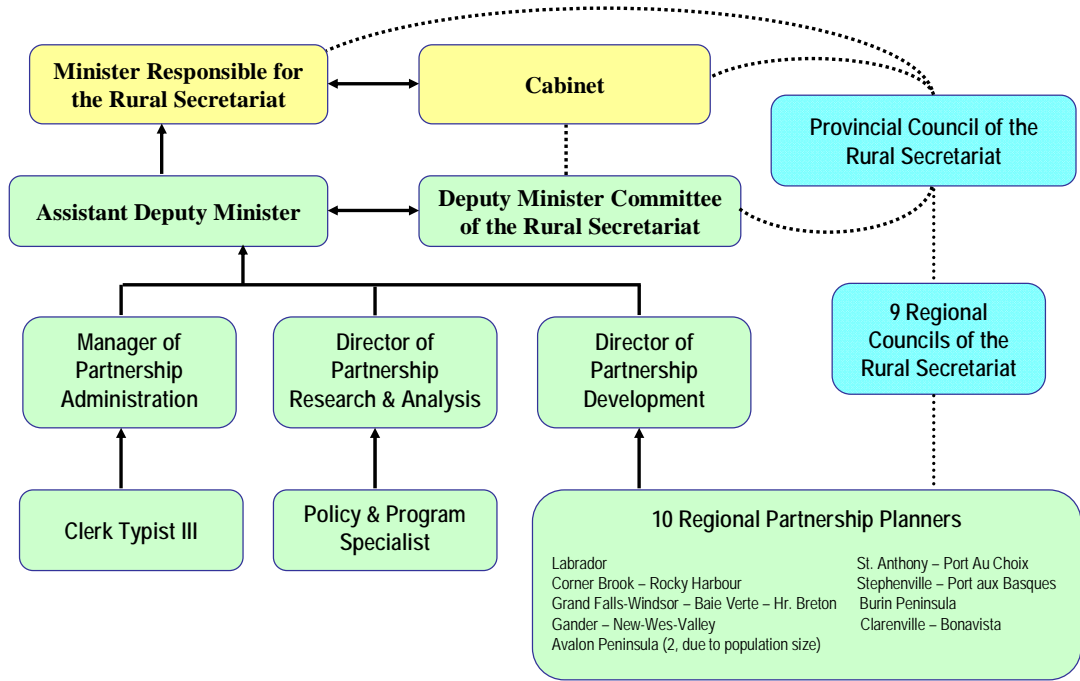
**Clarifying Statement:** This outcome requires systemic intervention by the Rural Secretariat in the areas of:

- Citizen-based policy advice
- Public dialogue and engagement
- Collaboration
- Research

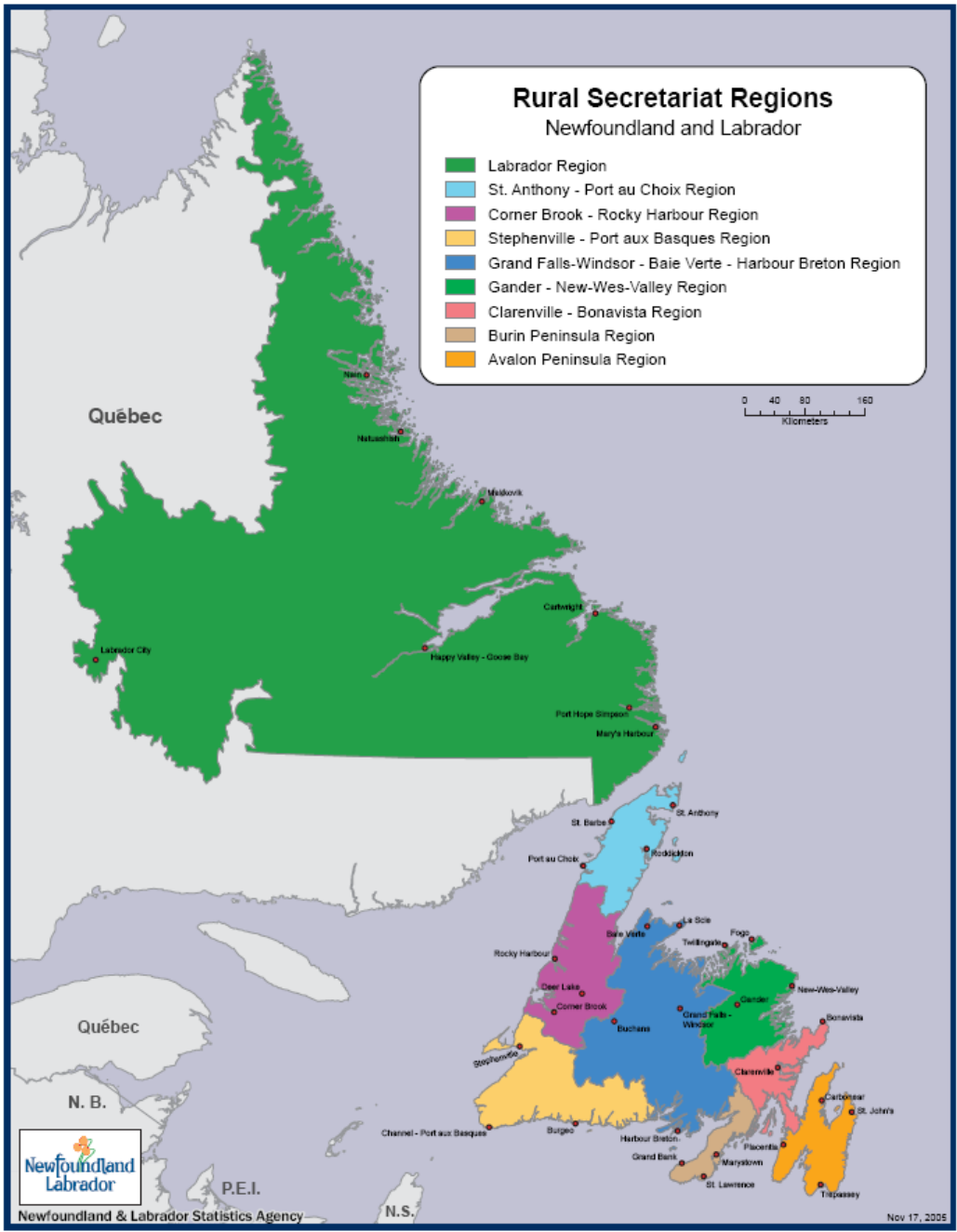
Focus Areas/Components of the Strategic Direction	This Direction is:
	addressed in the council's activity plan
1. Citizen-based policy advice	X
2. Public dialogue and engagement	
3. Collaboration	
4. Research	X



# Rural Secretariat Structure



Appendix C: Map of Rural Secretariat Regions



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

The Rural Secretariat's mandate is to:

- Promote the well-being of rural Newfoundland and Labrador through a comprehensive and coordinated approach aimed at integrating economic, social, cultural aspects of rural and 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 rural concerns are considered throughout the Provincial Government and promoted at the federal level.
- Carry out research and analysis of economic and social issues affecting rural Newfoundland and Labrador.
- Help communities and regions identify and take advantage of growth opportunities.
- Promote awareness of provincial and federal programs and services regarding rural communities.

### **Mandate of the 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 Province.
- To review key economic and social measures (e.g. education levels, demographic trends, health status, income levels, Employment Income usage, economic diversity) and to reach agreement on the priorities for change over the next five years.
- To identify and advise the provincial government on policies and programs which either a) advance, b) negatively impact or c) need to be developed to encourage the necessary change over the five year period.
- To advance cooperation through the sharing of information on and discussion about the 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 serve as an external sounding board for government for the development of strategies, policies, programs and budget issues that will effect Provincial and Regional sustainability.

Photo Credits



Courtesy of Greater Lamaline Area Development Association



Courtesy of Greater Lamaline Area Development Association



Courtesy of Greater Lamaline Area Development Association



Courtesy of Greater Lamaline Area Development Association



## Rural Secretariat

### **Greg Dominaux**

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