



*St. Anthony – Port Au Choix
Regional Council of the Rural Secretariat
Executive Council
Annual Activity Report 2009-10*



Message from the Chair

As Chairperson for the St. Anthony-Port au Choix Regional Council, I hereby submit the annual activity report for the 2009-10 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.

In 2009-10, the council reached many of its objectives. We engaged the community and local stakeholders on both the retention of skilled labour and forestry priorities. From these sessions we gathered much information and have since developed an advice document on retention of skilled labour and completed a report on the forestry forum. We will continue work on the natural resources priority over the next year particularly in the area of fishery and will hopefully be able to provide the Provincial Government with advice that will assist the region in moving forward.

During this past year, the council also fulfilled a number of other requests from the provincial government and the provincial council. The council was asked to provide input into a number of processes and document and did so with much anticipation. We look forward to many more opportunities and requests of this nature as we hope to be able to give a regional perspective as needed.

We look forward to the upcoming year, to continuing with this process and being able to provide more advice to further contribute to the sustainability of the St. Anthony-Port au Choix region.

Sincerely,



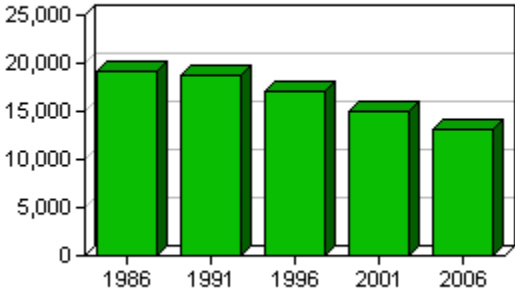
Joan Simmonds
Chair
St. Anthony-Port au Choix Regional Council of the Rural Secretariat

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1. Overview of the Region

Population



The 2006 Census population for St. Anthony - Port au Choix Rural Secretariat Region was 13,140. This represents a decline of 12.6% since 2001. Over the same period, the entire province experienced a population decline of 1.5% since 2001 (505,470 in 2006, down from 512,930).

The 2006 income for every man, woman, and child (personal income per capita) in St. Anthony - Port au Choix Rural Secretariat Region was \$19,700. For the province,

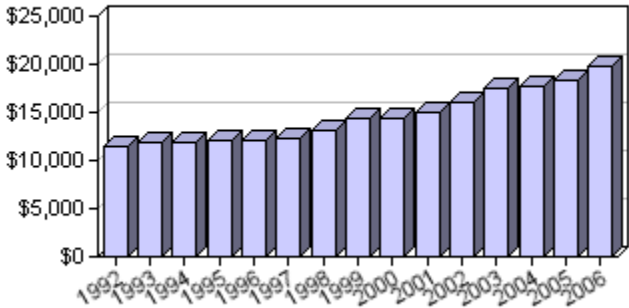
personal income per capita was \$22,900. After tax personal income per capita, adjusted for inflation, was \$13,400 for St. Anthony - Port au Choix Rural Secretariat Region in 2006. For the province it was \$14,900.

Half of the couple families in St. Anthony - Port au Choix Rural Secretariat Region had incomes of more than \$48,900 in 2006. Half of the couple families in the province had incomes of more than \$56,500.

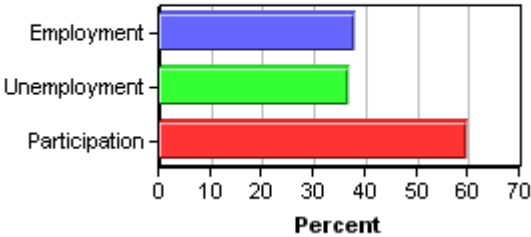
Half of the lone-parent families in St. Anthony - Port au Choix Rural Secretariat Region had incomes of less than \$26,100 in 2006. Half of the lone-parent families in the province had incomes of less than \$25,300.

The 2006 self-reliance ratio for St. Anthony - Port au Choix Rural Secretariat Region was 66.9%. This is a measure of the community's dependency on government transfers such as: Canada Pension, Old Age Security, Employment Insurance, Income Support Assistance, etc. The higher the percentage of income that comes from transfers the lower the self-reliance ratio. The provincial self-reliance ratio for 2006 was 78.5%.

Personal Income Per Capita



**Labour Market Rates
Population 15 and Older
(May 2006)**



According to the 2006 Census, in St. Anthony - Port au Choix Rural Secretariat Region 90.2% of homes were owned versus rented compared to 78.7% for the province and 68.4% for Canada.

The unemployment rate for May 2006 for people aged 15 and older was 36.5%. The

The unemployment rate for May 2006 for people aged 15 and older was 36.5%. The

provincial unemployment rate was 18.6%.

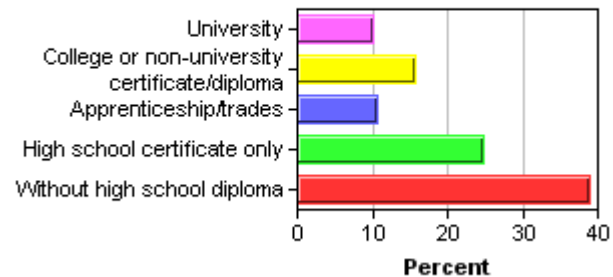
The employment rate for the entire year 2005 for those aged 15 and older was 68.8%. The provincial employment rate for the same period was 63.3%.

The number of individuals in St. Anthony - Port au Choix Rural Secretariat Region who received Income Support Assistance at some point in the year 2008 was 770. The 1991 figure was 1,840.

The total number of children ages 0 to 17 in St. Anthony - Port au Choix Rural Secretariat Region who were in families on Income Support Assistance in 2008 was 165. The figure for 1991 was 745.

Census 2006 reported 38.9% of people 18 to 64 years of age in St. Anthony - Port au Choix Rural Secretariat Region do not have a high school diploma compared to 25.1% of people in the entire province.

Highest Level of Education, Pop 18 to 64



In St. Anthony - Port au Choix Rural Secretariat Region about 7.8% of people aged 25 to 54 had a Bachelor's Degree or higher in 2006 compared to 15.1% in the province as a whole.

In 2006, in St. Anthony - Port au Choix Rural Secretariat Region, 77.6% of people 25 to 34 years of age had at least a high school diploma. This compares to 85.4% in the entire province and 89.1% for Canada.

Additional information, including gender-specific information and information for other levels of geography, can be found at www.communityaccounts.ca and www.exec.gov.nl.ca/rural.

2. Regional Council Overview

The St. Anthony-Port au Choix Regional Council is comprised of 10 members; three female and seven male. The council currently has representation from larger and smaller communities throughout the region, all members are from communities of less than 5,000 people. The council met 4 times in 2009-10.

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, act as an information resource for the council and facilitate the work of the council. The planner for the St. Anthony-Port au Choix region is Nina Mitchelmore. Her office is located in Roddickton.

Regional Council members	Community
Ed Broaders	Hawke's Bay
Ross Decker	Roddickton
Terry Hedderson	St. Lunaire-Griquet
Ted Lewis	Roddickton
Beverley May	Lower Cove
Richard May	Plum Point
Vachon Noel	Port au Choix
Joan Simmonds(Chair)	Conche
Gloria Toope	Plum Point
Loomis Way	Green Island Cove

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

3. Mandate

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

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

- **Partnership Development:** The Rural Secretariat coordinates the development of partnerships that focus on sustainable regional development and provides direct consideration of citizens' and stakeholders' priorities, perspectives and expectations in the

development of public policy, infrastructure and other financial decisions, and other provincial government action that impacts regions and rural areas.

- **Formulation and provision of policy advice and analysis with respect to regions and rural areas:** The Rural Secretariat coordinates research and analysis on regional and rural socio-economic issues, provides advice and analysis on legislative, financial, policy, program and service delivery matters that impact regions and rural areas. It also influences and informs cross-departmental analysis and evidence-based decision making with respect to regional and rural challenges and opportunities.

5. Values

The core values explain the character of the organization. These values are paramount to the mandate and activities of the Council and are 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

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

The St. Anthony - Port au Choix 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

The mission statement identifies the priority focus area of the council. It represents the key long-term objective that the council will be striving towards as they move forward. 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 council 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.

9. Report on Performance

In its 2008-11 Activity Plan the council identified two goals. 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 2009-10 and beyond will further support these directions.

9.1 Issue 1: Regional Collaboration

The St. Anthony-Port au Choix Regional Council felt that in order to meet the mandate of the council, four meetings a year would not be sufficient. The council decided to set up working groups based on the priorities they have identified as crucial to regional sustainability. These working groups would engage relevant stakeholders and groups as well as review

documentation. These groups would research and develop the background information for the advice documents that council submits to government on each priority area.

During the past two years, the council focused on Transportation/Communication and Retention of Skilled Labour. While undertaking this work, the council found that there were other stakeholders in the region working on these initiatives and felt it was more important to engage in discussions with these groups as opposed to setting up another partnership. This is not true for the issue of fishery and the council will actively seek to establish a partnership in this area over the next year in order to obtain the informed, current perspective on fishery that is needed.

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.

2009-10 Objective:

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.

Measure:

Position papers developed outlining the background and context for regional priorities.

Indicator	Accomplishments 2009-10
Meetings held	<ul style="list-style-type: none"> • Working Groups met throughout the year: <ul style="list-style-type: none"> ○ Transportation and Communication Working Group meeting was held to discuss the response received from Transportation and Works on the advice document that was submitted in December 2008. ○ Retention of Skilled Labour Working Group meetings were focused on issues surrounding the retention and attraction of skilled labour and identifying possible solutions. A position paper was developed. The group met four time in 2009-10 ○ Natural Resources Working Group meetings were focused on Natural Resources in general initially but have since become more focused by breaking it down into sectors. The group will be focused on forestry and fishery. The group met three times in 2009-10 • Other stakeholders were engaged on an as needed basis to inform the process.
Information exchange occurring in each working group	Reviewed existing documents <ul style="list-style-type: none"> ➤ Youth Retention and Attraction Strategy,

Indicator	Accomplishments 2009-10
	<ul style="list-style-type: none"> ➤ Poverty Reduction Strategy, ➤ Diversity- Opportunity and Growth: An Immigration Strategy for Newfoundland and Labrador, ➤ A review of rural and regional development policies and programs, Feasibility Study: Opportunities for Conversion of Thermal Heating Plants to Wood Pellets, ➤ Northern Peninsula Wood Pellet Plant Pre-feasibility Study, ➤ Setting Direction: Study of Air Transportation, Newfoundland and Labrador) <ul style="list-style-type: none"> • Engaged regional and provincial groups (Department of Innovation, Trade and Rural Development, Department of Natural Resources, Northern Peninsula Forest Resources Association, Regional Economic Development Boards, Department of Education, Joint Council, Department of Human Resources, Labour and Employment, Viking Trail Tourism Association, local harvesters, sawmillers, preservation group) • Organized and held regional focus group session on Retention of Skilled Labour. The working group identified participants and developed questions to engage participants. Information exchange occurred with an update of the work of the regional council and a dialogue on retention of Skilled Labour issues and possible solutions. • Organized and held two regional focus group sessions on Forestry. The working group identified participants and developed questions to engage participants. Information exchange occurred with an update of the work of the regional council and a dialogue on Forest Industry issues and possible solutions. • Organized and held a Forestry Forum. The working group identified speakers and participants as well as topics to be discussed by participants. Information exchange occurred around forestry and its future in the region and what needs to happen

Indicator	Accomplishments 2009-10
Position papers developed	<ul style="list-style-type: none"> • The information from the sessions outlined above was compiled and documents developed. • A position paper in the form of a letter was submitted to Transportation and works in March 2010. • A position paper was developed on Retention of Skilled Labour and submitted in March 2010. • Due to time constraints, a position paper was not developed on forestry but will be developed in 2010-11.

Based on the 2009-10 accomplishments, it will work toward the following measure and indicators for it's 2010-11 Objective.

2010-11 Objective:

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.

2010-11 Measure:

- Council will have provided informed, current perspectives to the provincial government on matters of importance related to the Fishery

2010-11 Indicators:

- Regional Partnership established for Fishery
- Meetings held
- Informed, current perspective provided to government

9.2 Issue 2: Advancement of Regional Priorities

The St. Anthony-Port au Choix Regional Council believes that in order to achieve sustainability in the region, there were three priority areas that needed to be considered. Transportation and communication was looked at as being critical to the sustainability of the region because of the need to access goods and services as well as export products. Also as a region, we are rich in natural resources but these resources are not being utilized to their full potential or for the increased benefit for the region. The council also felt that in order to become sustainable, the skilled labour population must be able to be retained in the future. The council will be working on these priority areas and will be submitting advice to government regarding these issues. The council submitted advice to government on Transportation and Communication in 2008-09 and they submitted advice to government on Retention of Skilled in 2009-10. The council plans to submit a final advice piece on Natural resources in 2010-11. This will meet the council's commitment of submitting advice on all three areas.

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.

2009-10 Objective:

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.

Measure:

Community partners, stakeholders and interest groups engaged and advice document on retention of skilled labour developed

Indicator	Accomplishments 2009-10
Engagement with community partners, stakeholders, interest groups and provincial government	<ul style="list-style-type: none">• Council engaged in discussion through meetings and a focus group session on the issues affecting the region with regard to Retention of Skilled Labour.• During the Retention of Skilled Labour focus group session, representatives from Innovation, Trade and Rural Development, Department of Education, Department of Human Resources, Labour and employment and Nordic Economic Development Corporation attended and were engaged in the discussion.• Representative from Canadian Manufacturer and Exporters and Federation of labour also provided information to the council on the work that they are undertaking.• Council engaged in discussion through meetings and two focus group sessions and a Forestry Forum on the issues affecting the region with regard to the forest industry.• During the forestry focus group sessions, representatives from Innovation, Trade and Rural Development, Department of Natural Resources, Harvesters, Sawmillers, Viking Trail Tourism Association, Outfilters, Northern Peninsula Forest Association, local Municipalities, Tickles Preservation group, Red Ochre Regional Board and Nordic Economic Development Corporation attended and were engaged in the discussion.

Indicator	Accomplishments 2009-10
	<ul style="list-style-type: none"> • During the Forestry Forum, the participants heard presentations from Department of Natural Resources, local Industry, Wildland Associates, Projitech and the Assistant Deputy Minister of the Forestry Division of Natural Resources. Groups such as domestic cutters, harvesters, processors, Nortip Development Corporation, St. Anthony Cold Storage, Red Ochre Regional Board and Innovation, Trade and Rural Development participated in the forum.
Position paper developed and communicated to government	<ul style="list-style-type: none"> • The position paper on Retention of Skilled Labour was completed and submitted to Government. • A position paper in the form of a letter was submitted to Transportation and Works. • The council communicated the document by sending to provincial council, and MHAs, Marshall Dean and Wallace Young.

Based on the 2009-10 accomplishments, it will work toward the following measure and indicators for it 20010-11 Objective.

2010-11 Objective:

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.

2010-11 Measure:

- Council will have provided input and advice to the provincial government related to forestry issues.

2010-11 Indicators:

- Advice provided to government on forestry.

10. Additional Highlights

The St. Anthony - Port au Choix 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 2009-10 has allowed it to make advancements in this

process. It 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.

In addition to the points raised in Section 9, four additional highlights are worthy of mention. These are consistent with the Rural Secretariat's strategic directions and mandate, and will serve to inform the work of the council in 2010-11.

The regional council has membership representation on the Regional Collaboration Pilot. This group work with other regional groups in the area to work on three main objectives. These are as follows:

- Provide advice to decision-makers regarding how to better invest funds in region;
- Work together to identify regional development initiatives/priorities;
- Provide advice regarding how best to develop/support innovative regional collaboration across province

One Regional Council member attended a learning event hosted by the Rural Secretariat in partnership with the College of the North Atlantic and Sir Wilfred Grenfell College in October 2009. This event looked at ways of conducting more rural research which would assist in providing more evidence based input into government.

The Regional Council continued its community engagement process. The focus of community engagement was primarily retention of skilled labour and Natural resources.

The council provided input to the Provincial Council on the topics of Land Use Planning and Regionalism. The council also meet with the Minister Responsible for the Volunteer and Not for Profit Secretariat and engaged in discussions on the Challenges and successes of the voluntary sector in the region.

11. Opportunities and Challenges Ahead

As the nature of the work of the Council is broad-based and long-term in nature, the challenges and opportunities faced by the Council remain fairly similar from year to year. It feels that these challenges and opportunities can be categorized along three themes.

Provision of Policy Advice to government

The council's mandate commits it to reaching consensus on the priorities for change in its region and to identifying policies and programs to encourage desired change. The challenge for council, given the range of issues, perspectives, interests and needs within its region, is to reach consensus on priorities for change and on policy advice to provide to government. The opportunity for council is to position itself as an objective, informed and influential advisory body

within the region that can both provide informed bottom-up policy advice to government as well as respond to top-down policy level requests from government that may impact on the region.

Regional collaboration

The council's mandate commits it to sharing information, advancing regional cooperation and to encouraging regional partners to more actively participate on matters that can advance regional sustainability. The challenge for council is to position itself as an objective, informed and influential advisory body within the region that can advance collaboration. There are two opportunities for council. First, it can position itself as a broad-based and cross-sectoral advisory body that can lead, participate and/or support regional collaboration across a range of sectors, communities and interests. Second, as a broad-based advisory body, it can identify the various supports necessary to foster collaboration and be a conduit for advice to government to advance efforts.

Regional communications

The council understands that a range of non-governmental organizations in rural areas provide advice to government on a range of policy matters. In large part, these organizations are focused on particular agendas, needs and interests, among others, regional economic development, environmental awareness and protection, social policy advancement and municipal governance. The challenge for it is to openly and positively communicate its mandate and role to other regional stakeholders and interests, and to position itself as an objective, informed and influential advisory body that can assist other stakeholders. The opportunity for it, through new and strengthened relationships with regional stakeholders, is to ensure that a broad range of perspectives are considered as it identifies regional priorities, provides advice to government and fosters collaboration.

Appendix A: Strategic Directions

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.

2. Title: Assessment of Policy on Regional Sustainability

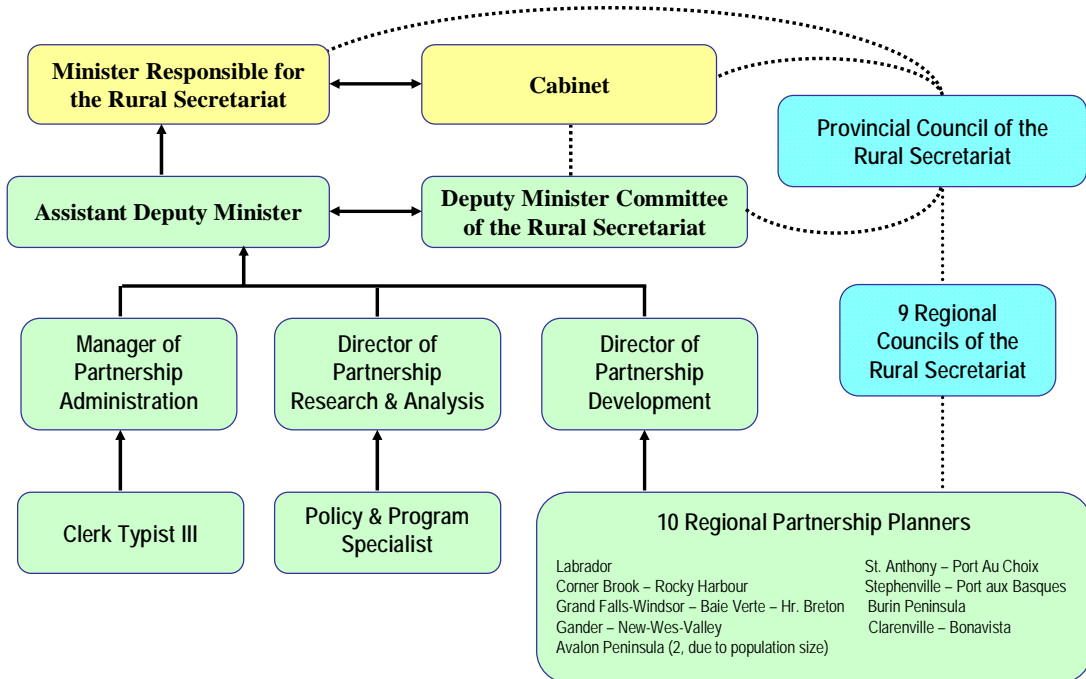
Outcome Statement: Improved Government understanding of and response to significant and long-term regional issues.

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

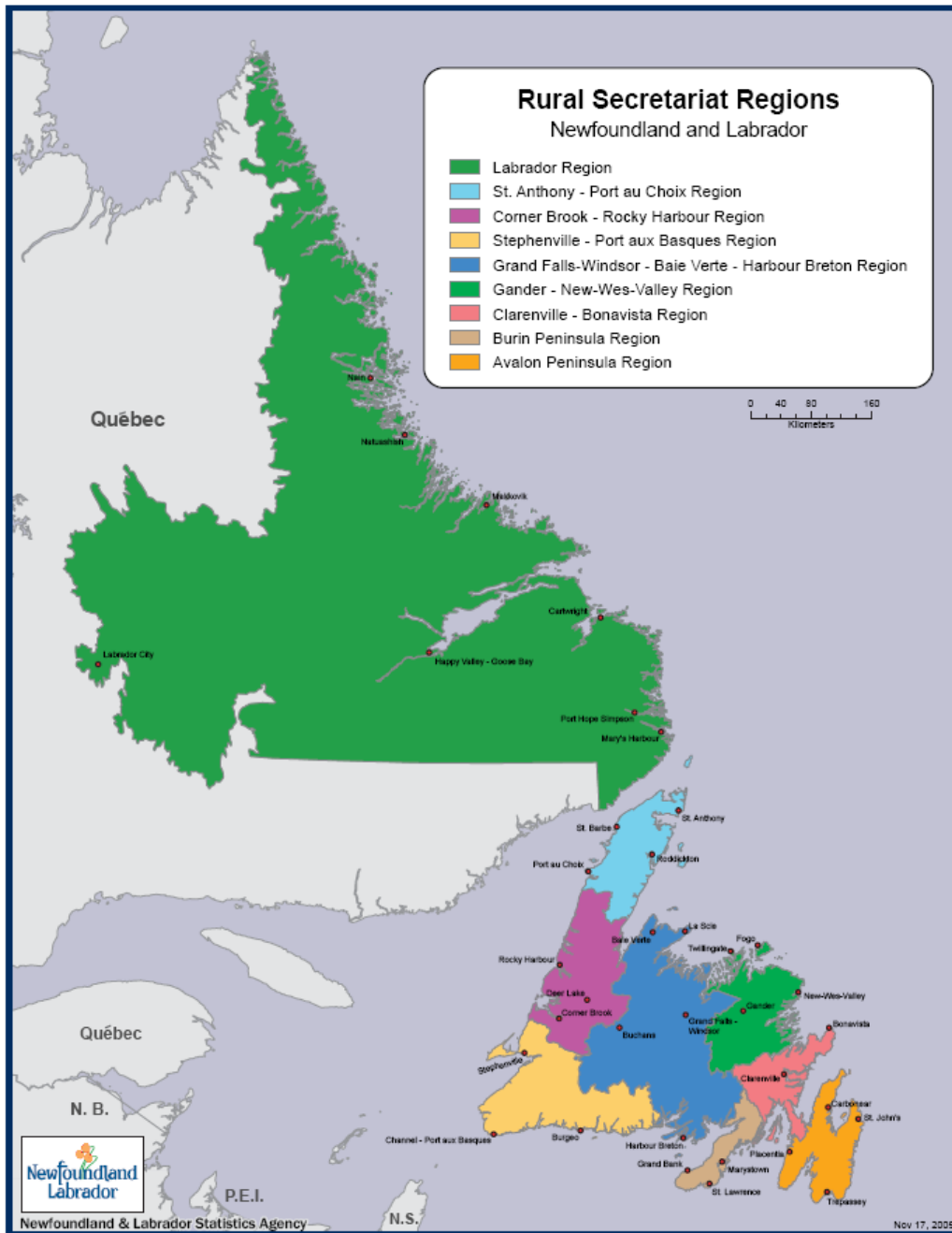
- Regional perspectives which can inform the development and implementation of public policy

Appendix B: Organizational Structure

Rural Secretariat Structure



Appendix C: Map of Rural Secretariat Regions



Appendix D: Mandate of Rural Secretariat and Regional Councils

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.
- To identify and advise the provincial 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.
- 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:



Photo Courtesy of: Nina Mitchelmore



Photo Courtesy of: Richard May

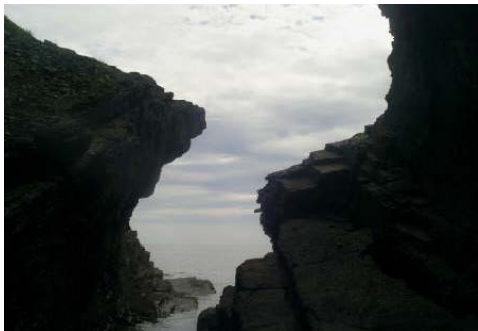


Photo Courtesy of: Chantal Weir



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