



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

Annual Activity Report 2006-07



Message from the Chair

Over the past fiscal year, the St. Anthony – Port au Choix Regional Council has been working diligently to achieve its mandate. The contents of this report outline the council's activities for the 2006-07 fiscal year.

This past year has served as a beginning for the development of a visioning process that will continuously evolve. The council has drafted a vision document that will guide the activities of the council in the future. Over the coming months, the council will work towards the vision for the region by addressing the identified regional priorities and will continue a citizen engagement process to further refine these priorities.

We, as Council members, have prepared the 2006-07 Annual Activity Report for the St. Anthony – Port au Choix Regional Council of the Rural Secretariat in accordance with the Transparency and Accountability Act. As Chairperson, I submit and sign this annual activity report on behalf of the council as a symbol of the council's accountability for the results achieved and any variances contained herein.

I anticipate the upcoming year and the activities we will be undertaking in order to achieve our mandate.

Sincerely,



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

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Overview of the Region

The Rural Secretariat region St. Anthony - Port au Choix includes all communities north of and including, River of Ponds on the western side of peninsula and all communities in White Bay Central, Englee to Main Brook.

The region is comprised of 56 coastal communities within 10,450 square kilometers with a population of 15,035 in 2001. These communities primarily access their public services in four communities throughout the region, Port Saunders, Roddickton, Flower's Cove, and St. Anthony. The largest community in the region is St. Anthony which provides a number of services to the area including Charles S. Curtis Memorial Hospital and the College of the North Atlantic.

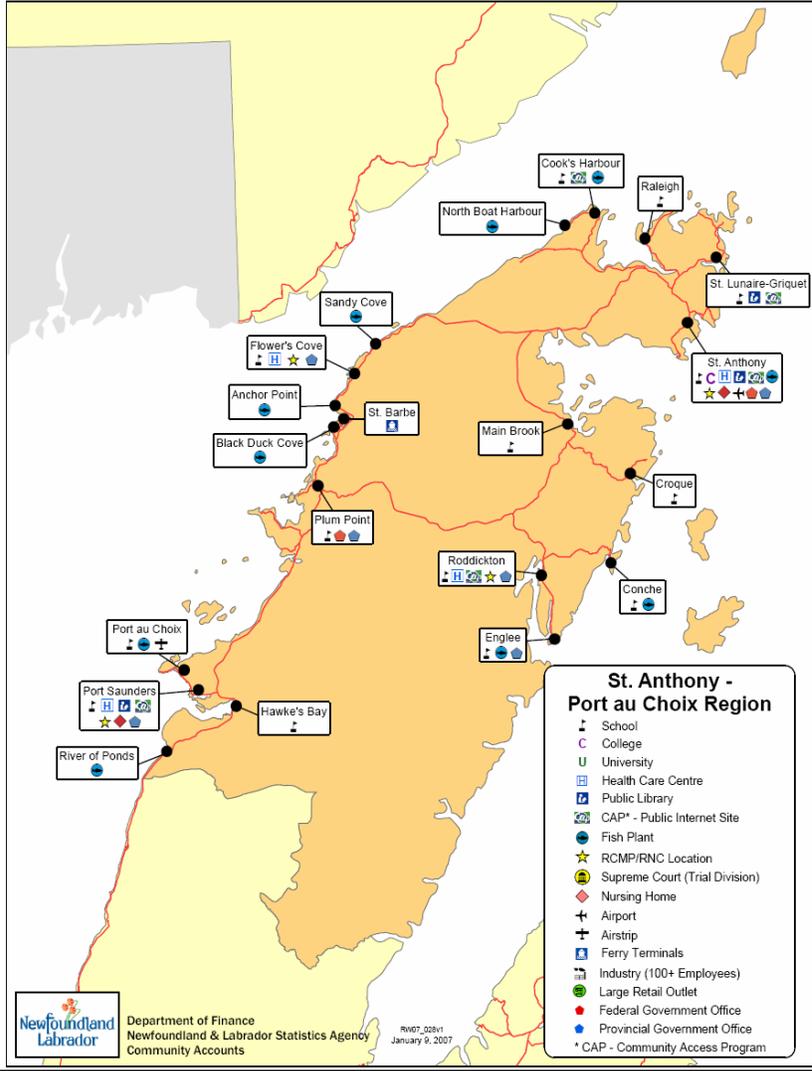
The 2006 population of the St. Anthony-Port au Choix Rural Secretariat region is 13,889.¹ This is a decline of about 12.4% from 1999 (compared with a decline of 4.5% for the province overall). The population is expected to drop to about 13,300 by 2011, a further decline of 4.4% (compared to decline of 1.7% for the province overall).

Population decline impacts all age groups and impacts on the size of the labour supply. The 15-64 age group (those of labour force age excluding seniors) is estimated at about 9,900 in 2006, a decline of 11.3% from 1999. This age group is expected to fall by 7.4% to 2011, outpacing overall population decline. This difference can be attributed to continued out-migration from the region combined with fewer youth entering the labour market.

Indicator	St. Anthony – Port au Choix	Percent of Province
Total Population		
1999	15,855	3.0%
2006	13,889	2.7%
2011	13,282	2.6%
Population Ages 15-64		
1999	11,193	3.0%
2006	9,931	2.7%
2011	9,199	2.6%
Population Ages 55-64 2006	2,003	2.9%
Number of People Employed		
1999	8,680	3.3%
2004	8,160	3.0%
Earned Income per Worker Employed		
1999 (\$2004)	\$17,500	72.1%
2004	\$18,000	68.0%
Personal Income per capita		
1999 (\$2004)	\$16,100	90.0%
2004	\$17,700	85.9%
Employment by Occupation		
Fishery (harvesting + processing)	2,080	8.9%
Primary activity (excl fish harvesting)	575	6.6%
Manufacturing (excl. fish processing)	330	3.6%
Construction	1,400	3.3%
Services sector (incl. public admin)	2,705	2.2%
Health and education services	640	2.4%
EI beneficiaries		
1999	5,640	5.5%
2005	5,370	5.4%
Educational Attainment Ages 18-64		
University Degree	575	1.5%
Post secondary/Trades certificate	2,780	2.6%
High school/some post secondary	2,000	2.6%
Not completed high school	4,615	4.1%

Source: Calculated from Community Accounts website and Economic Research and Analysis, Department of Finance (www.communityaccounts.ca).

¹ The population data used is based information published by the Economics and Statistics Branch, February 2007.



Summary Infrastructure Map for the St. Anthony – Port au Choix Region of the Rural Secretariat

Within the 15-64 age group, 20.2% are ages 55 to 64. This means, in broad terms, that about one in five individuals will exit the labour force over the next decade. This movement out of the labour force will create “replacement” demand for labour in the region for younger workers. While not all retiring workers will likely be replaced (i.e., firms will substitute investment in machinery and equipment for labour) there will be opportunities for youth in the region in the future, probably at higher wages rates as the labour market tightens.

The labour market, measured in terms of the number of people with earned income, is also declining. In 2004, 8,160 individuals received earned income, a drop of 6.0% from 1999.² After adjusting for inflation, the average

earned income per worker employed grew by 2.9% over this period, about one-third of provincial real growth of 9.0%. Growth in real earned income also allowed for growth in real personal income per capita over this period (10.0% versus 15.2% for the province overall). This trend means that personal income per capita in the region is diverging away from the provincial average, declining from 90.0% of the provincial average in 1999 to 85.9% in 2004.

² Employment and earned income data is based on taxfiler residency information, not place of work. For example, those working in Alberta but filing taxes in the St. Anthony-Port au Choix Rural Secretariat region would show as being employed and earning income in the region.

In other words, both the population and labour market of the St. Anthony-Port au Choix region are declining, however those that remain are experiencing real earned income growth.

On an occupational basis, the fishery (harvesting and processing) employed 2,080 in 2000, or about 27% of employment, in the St. Anthony-Port au Choix region compared to 10% for the province overall.³ This meant that 8.9% of total fisheries related employment in the province, but 2.7% of the population, accrued to the St. Anthony-Port au Choix region.

The overall occupational structure in the region is weighted toward goods producing seasonal industries. In 2000, the fishery, other primary activity and construction accounted for 52.5% of employment in the region, and 55.9% of EI beneficiaries in 2005. Overall, there were 5,370 EI beneficiaries in the region in 2005, or about 6.5 EI claims for every ten people with earned income. The region accounted for 5.4% of total provincial EI beneficiaries in 2005, double its population share of 2.7%.

The educational profile of workers in the region is generally aligned with the occupational structure. Just under 600 individuals between ages 18-64 (5.8%) had a university degree in 2000 compared with almost 2,800 individuals with a trades or college level certificate (27.9%). Overall, therefore, 33.7% of individuals ages 18-64 in the St. Anthony-Port au Choix region had completed post secondary studies. This compares to 43.6% for the province overall).

At the same time, 46.3% of this age group in the region have not graduated from high school. While many of these workers have acquired on-the-job skills, their earnings growth potential, and their ability to upgrade and transfer their existing skill sets, may be limited. There are some age specific differences of importance for this education level. For example, considering older workers only (those ages 55-64), 74.4% have not completed high school. Conversely, considering younger workers only (those ages 25-29), 32.3% fall in this category.

³ Occupational and educational attainment data is sourced from the 2001 Census. Data from the 2006 Census will not be available until 2008.

Regional Council Overview

The St. Anthony – Port au Choix Regional Council is comprised of thirteen members; four females and nine males. 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
Con Hoddinott	Hawkes Bay
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
Mike Moss	St. Anthony
Barbara Genge	Main Brook
Ted Lewis	Croque
Ray Norman	Roddickton
Ross Decker	Roddickton
Linda Randell	Bide Arm

**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. 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. Nina works out of Roddickton.

Mandate

The mandate of the Regional Councils 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.

Highlights and Accomplishments

The council met five times over the 2006-07 fiscal year. Meetings were held in May, June, September, December and January. As well, geographically formed discussion groups were held on an as needed basis to deal with immediate issues that arose from time to time. From these meetings, three key developments occurred. These are outlined below:

Vision Development

Over the past year, the council engaged in a visioning process as a part of working toward a long-term goal. This vision document identifies a possible scenario of what this region could look like in 2020. In order to move the region toward sustainability, there had to be some idea of what form sustainability could take in this region. This is one scenario and it will evolve as the council engages the community and works toward achieving this vision.

Priority Setting

From the development of the Vision document in early Fall, 2006, three priority areas emerged. These priorities have shaped and will continue to shape the council's discussion over the next year. The following is the list of priorities identified by the council:

1. Maximize utilization of resources for the benefit of the region
2. Retention of Skilled Workers
3. Transportation

The council will work toward focusing these broad priority areas into more specific issues of concern to the region. The advice council will provide on these priority areas can affect change over the long term in turn assisting the region to become more sustainable.

Citizen Engagement

During the months of December to March, eight community engagement sessions were held with a variety of individuals from diverse backgrounds. These sessions provided an awareness of the Rural Secretariat, what its mandate is and how we are trying to achieve this mandate. It also allowed for a two way flow of information between the community and government. These sessions have allowed the community to define where they see the region in the future and what critical investments need to be made in order to get there. The council's discussions were reflective of the discussions held during the community engagement process.

Opportunities and Challenges Ahead

The St. Anthony –Port au Choix regional council is embarking upon a long term planning process toward sustainability. Due to this long term nature, the challenges the council faces may be also of a long-term nature and may continue to remain the same over time.

Collaboration

Collaboration, as the council defines it, requires a spirit of cooperation and a willingness to make decisions that will maximize benefits for the whole and not just a piece of the whole. This kind of collaboration provides opportunities and benefits that would not otherwise be possible. It also poses a challenge for individuals to step out of their 'comfort zones' and look at issues differently.

Long-term thinking

Long-term thinking will continue to be both an opportunity and a challenge. Thinking long-term, in the context of the work of the council, provides an opportunity to set a shared goal for the region and to, collectively, define the steps required to achieve the goal. Thinking long-term will also be challenging for individuals and groups when there are immediate issues surfacing within regions.

Citizen Engagement

The council has completed a working vision document that can now be shared with others in the region. The citizen engagement process will provide an opportunity and a forum where these visions can be shared and input can be given from individuals and groups in the region. The challenge will be balancing the perspectives of the council and the citizens engaged through this process.

Priority Setting and Issue Identification

From the vision document, the council has identified three key priorities to begin to work toward achieving the vision. These priority areas will allow the council to become more aware of the regional issues but also learn from the industry perspective as well as government. The challenge will be identifying key issues and policies that attribute to regional sustainability. Ensuring that the advice that is given will contribute to regional sustainability and not just to enhance what is existing will be a consideration to keep at the forefront as the council proceeds.

Appendix A – Strategic Directions

Strategic Directions

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.

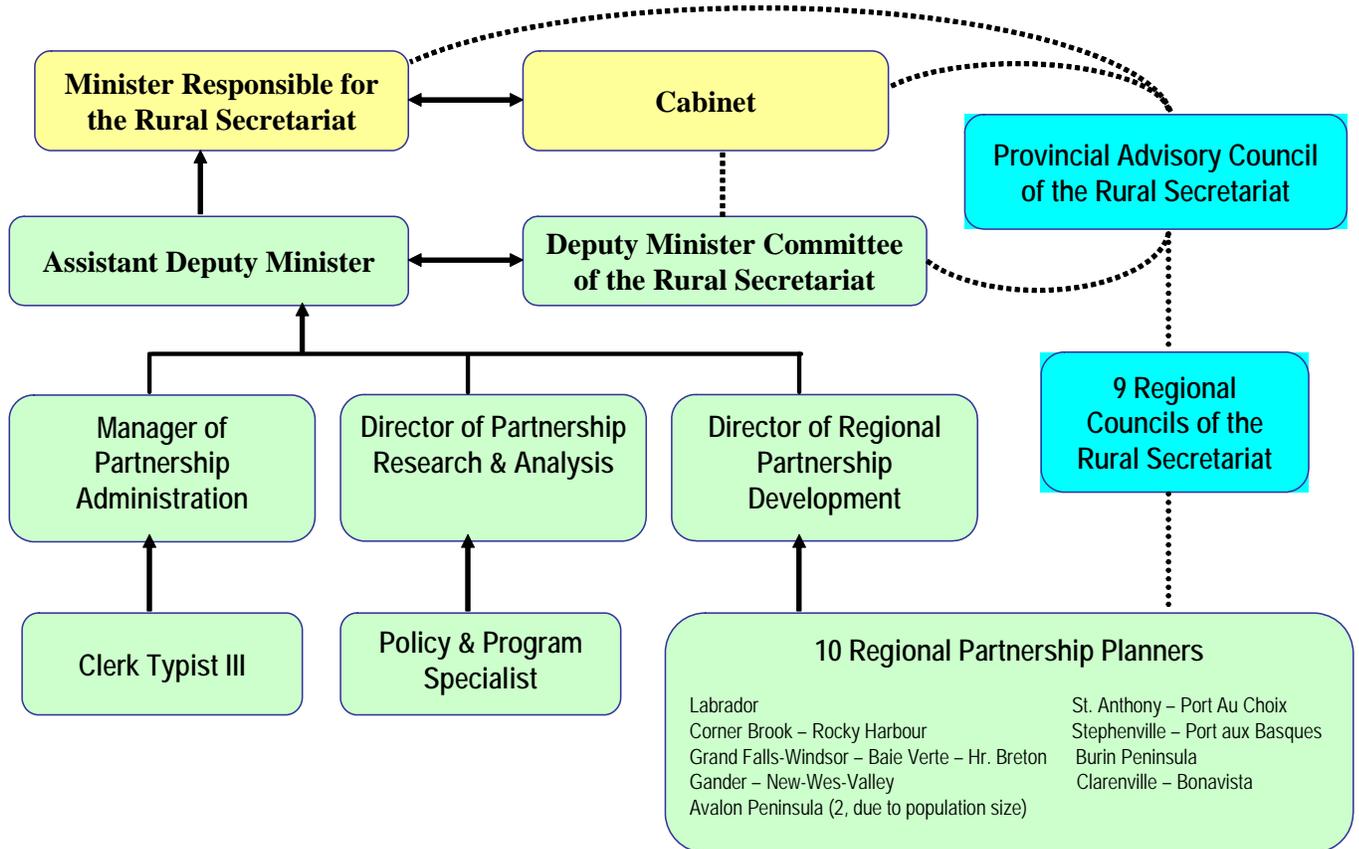
2. Title: Assessment of Policy on Regional Sustainability

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

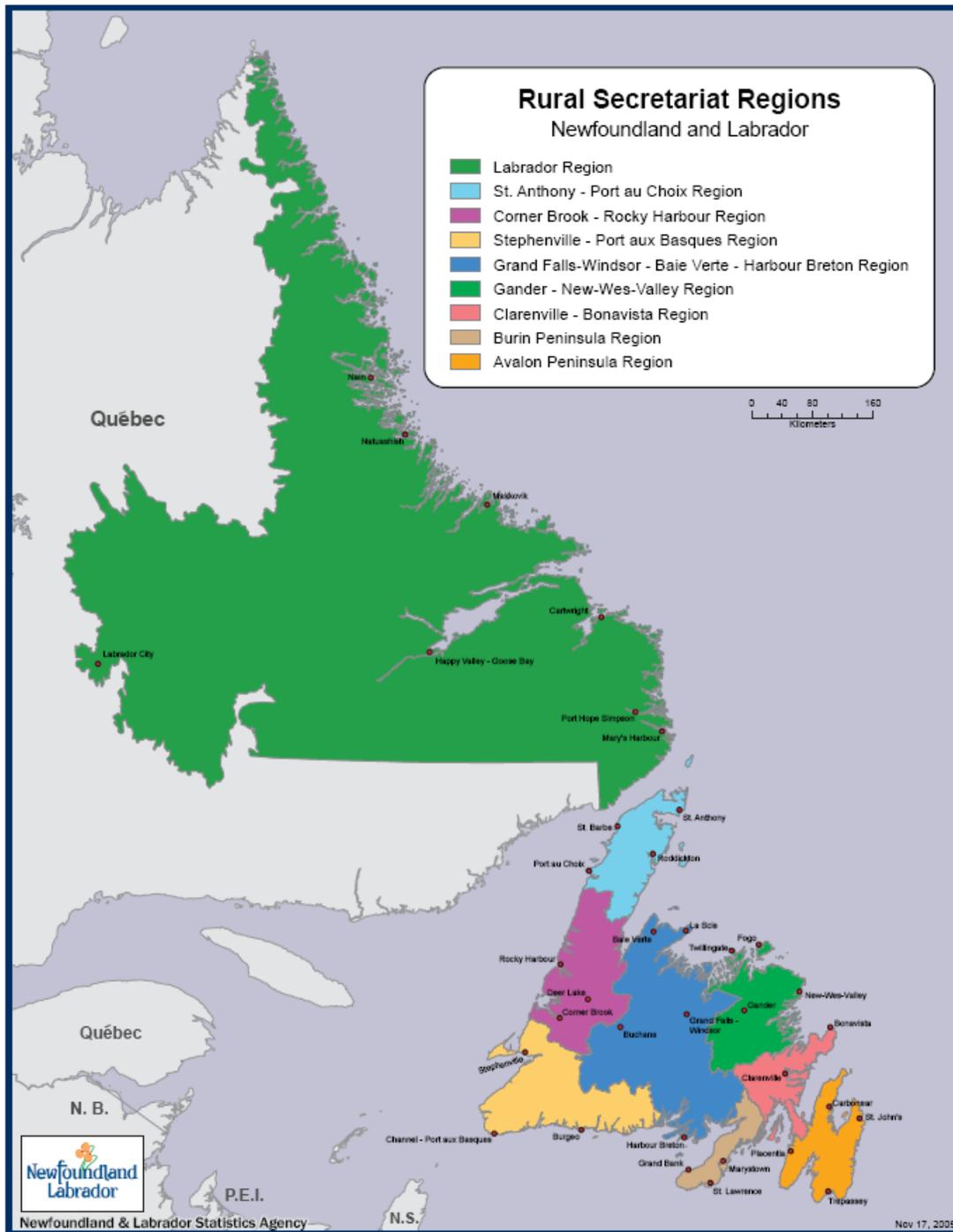
Clarifying Statement: This outcome requires systemic intervention by the Regional Council in the areas of:

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

Rural Secretariat Structure



Appendix C – Map of the Rural Secretariat Regions



Appendix D – Mandates of the Rural Secretariat and Provincial Council

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:

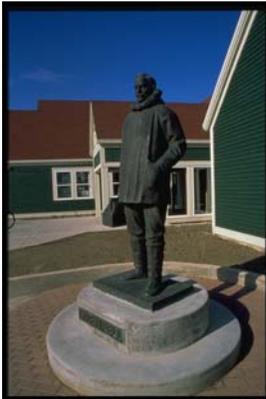
- Develop a common, evidence-based understanding of the social, economic, environmental and cultural realities facing the province.
- Review key provincial economic and social measures (e.g. education levels, demographic trends, health status, income levels, EI usage, economic diversity) and to reach agreement on the priorities for change over the next five years.
- Identify and advise government on policies and programs which either advance, negatively impact or need to be developed to encourage the necessary change over the five year period.
- 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:

Croque Waterfront – Natasha Way



Sir Wilfred Grenfell
Photo Compliments of Tourism, Culture & Recreation



Point Riche Lighthouse in Port au Choix
Photo Compliments of Tourism, Culture & Recreation





Rural Secretariat

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