



Clarenville-Bonavista
Regional Council
of the
Rural Secretariat
Executive Council



*Activity Plan
2007-08*

Message from the Chair

As Chair of the Clarendville-Bonavista Regional Council of the Rural Secretariat and in accordance with Government's commitment to accountability, I hereby submit the Council's 2007-08 Activity Plan. My signature below is on behalf of the entire Council and is indicative of our accountability for the achievement of the objectives contained in the plan, pursuant to section 7(4) of the *Transparency and Accountability Act*.

Since our initial meeting in October 2005, the Clarendville-Bonavista Regional Council has come a long way in its understanding of the region, its challenges and its opportunities. The Council has considered the economic, social, cultural and environmental aspects of the region and its development and is continuing to learn about each of these aspects. In doing this, the Council has challenged itself to think regionally and to think long-term.

It has become clear that in order to address the challenges and maximize the opportunities, regional strengths and priorities must be identified and understood. It has also become clear that no one individual, group, or organization can achieve regional sustainability alone. As the Council works towards the advancement of regional priorities, it realizes that we, citizens and Government, must all share responsibility for understanding the changes that are taking place and for making the decisions to ensure regional sustainability. The education of citizens and the increased understanding for how we can make positive gains through common action are key steps to our success and the future success of this region.

As an advisory body, the Clarendville-Bonavista 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 Government, with the hope that this advice will influence policy development that will maximize opportunities within our region.

Sincerely,.....



Violet Parsons
Chair
Clarendville-Bonavista Regional Council of the Rural Secretariat

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Regional Council Overview

The Clarenville-Bonavista Regional Council is comprised of 14 members; 7 female and 7 male. Members of the Council have a variety of backgrounds that include health, education, municipal governance, agriculture, culture, business, skill development for women and financial management.

The Council has representation from larger and smaller communities throughout the region:

Name	Community
Violet Parson- Chairperson	Bloomfield
Leo Bonnell	Clarenville
William (Bill) Abbott	Bonavista
Donald Mifflin	Bonavista
Shelly Blackmore	Port Union
Edith Samson	Port Union
Marilyn Coles-Hayley	Elliston
Darryl Johnson	Port Union
Barry Pearce	Port Rexton
Lisa Browne	Clarenville
Paul Tilley	Clarenville
Maria Moran	St. Jones Within
Mervin Wiseman	North Harbour
Fay Matthews	Arnold's Cove

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. The Regional Partnership Planner 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 Clarenville-Bonavista region is Colin Holloway. Colin works out of Bonavista.

Mandate

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; and
- To nominate an individual to represent the region on the Provincial Council of the Rural Secretariat.

Values

The core values explain the character of the organization we promote and the action statements guide its behaviour. The core values of the Rural Secretariat, which also guide the behaviour of the Clarenville-Bonavista Regional Council, are as follows:

Core Values

Cooperation/Collaboration

Creativity

Empowerment

Inclusion

Learning Culture

Transparency

Trust

Cooperation / Collaboration	Each person is committed to partnership and 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.

Primary Clients

The primary clients of the Regional Council include the Rural Secretariat, the Provincial Council of the Rural Secretariat, departments and agencies within the provincial Government, and communities.

The Council will also engage individuals, groups and organizations within the region as it carries out its work. The primary purpose is to educate and inform communities on the work of the Council and to seek input into the discussions and deliberations of the Council relating to the pillars of regional sustainability:

- provision of public services and programs;
- skill development;
- private sector investment; and
- infrastructure.

Vision

The work of the Clarendville-Bonavista Regional Council supports the vision of the Rural Secretariat. Through its work, the Council identifies priorities that contribute to regional sustainability. The Council takes an inclusive approach to sustainability that considers economic, social, cultural and environmental aspects.

The vision of the Clarendville-Bonavista Regional Council of the Rural Secretariat is of a sustainable region with healthy, educated, prosperous people living in safe, inclusive communities.

Mission

The mission statement identifies the priority focus area of the Council over the next two planning cycles. 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 Clarendville-Bonavista Regional Council of the Rural Secretariat is as follows:

By 2011, the Clarendville-Bonavista Regional Council will have participated in annual forums and annual dialogue with Government and within regions that will show the value of two-way conversations between citizens and Government.

Indicators:

- A clearly identified, long-term vision of sustainability for the region;
- Ongoing two-way conversation between Government and citizens;
- Citizens that are more informed about the social, economic, environmental and cultural conditions required for regional sustainability;
- Enhanced regional input into priority and policy setting of Government;
- Deliberative, purposeful, inclusive conversations, which are informed and meaningful, are becoming part of the business process for the Council and Government;

- Government and citizens appreciate the kind of discussion that they have been having and see the value of these discussions;
- Government and citizens are building trust;
- Citizens and Government feel ownership in the decision-making process and feel a shared sense of responsibility for regional sustainability;
- Sustainable solutions are identified at the regional level;
- Innovation and creativity is encouraged and supported at the regional level; and
- Regions have leaders who are influencing others as they adapt to the changing realities of their regions

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

Over the next four years, the Council will take steps to advance regional sustainability. First, regional priorities will be developed and communicated within regions and to Government departments. The next step will explore ways the Council, together with regional partners and Government departments, can work together to advance these priorities. Over time, these priorities will evolve as we make accomplishments and come to new understandings of the changes that are taking place within the region.

The Council will work with Government through representation on the Provincial Council of the Rural Secretariat. This Provincial Council meets directly with Cabinet and Deputy Ministers contributing to the discussion of provincial priorities in the context of regional distinctions.

The Council will advance its understanding of key strategic priorities and bring forward ideas for change in its direct work with government departments.

Issue/Context

In order to make decisions that will contribute to regional sustainability, the Council must have an understanding of the region, its challenges and its opportunities. The Council, as per its mandate, has developed “a common, evidenced-based understanding of the economic, social, environmental and cultural realities of the region.” It has considered information on, among other things; provincial budgetary costs, impacts of demographic change, labour market trends, as well as, trends in health care and factors affecting education levels.

Each Council member was appointed based on their diverse backgrounds, and each contributes a broad knowledge base to the discussion. The Council has also recognized that there are gaps in the knowledge base and has taken steps to invite other participants from the region to share their perspectives on specific issues. The Council has had to balance the roles of Government, individuals, groups, organizations and communities within the region.

Based on the work they have completed to date, the Council has developed an initial vision document that will set the direction which the Council wishes to take as it continues to plan for the next 15 years. This is intended to be a living document that identifies the direction for actions and long-term outcomes. The Council anticipates that policies and programs, rising from this vision will require further dialogue, so that both the Council, in consultation with the broader community, and Government are able to achieve desirable results. As the Council continues its work and participates in further community engagement, the vision document will continue to be refined and updated.

The Regional Council also realizes that public policy significantly impacts upon regional sustainability. As an advisory body to the Provincial Government, the Council members are keenly aware that they have a real opportunity to influence the development of public policy. Identifying priorities is the next step in this process. These priorities must be sustainable, achievable, realistic and affordable if they are to be meaningful. In moving forward with their work for the upcoming year, the Council has identified three priorities that it plans to address:

1. Employment and Resource Development;
2. Partnership Development and Community Leadership; and
3. Health, Education and Social Programs.

The Council will communicate its priorities to Government in three primary ways. First, the Council communicated priorities directly to the Minister responsible for the Rural Secretariat. Second, the Council will explore its preliminary understanding of the issues and the factors associated with these issues and discuss relevant priorities with Government departments. Finally, a delegate will represent the Council on the Provincial Council of the Rural Secretariat, which meets directly with Cabinet and Deputy Ministers.

The Council sees community engagement as part of their role in how they are fulfilling their mandate which is:

“to advance regional cooperation through the sharing of information and discussion about economic, social, environmental and cultural measures and to encourage regional partners to take action on and be accountable for those areas within their mandates.”

The engagement process is also seen as a measure, or validation, of how Council has discussed and determined the range of regional issues, which require additional dialogue and exploration of sustainable solutions. Council members are intimately involved in this process by identifying possible participants, as well as, assisting in the logistical planning of these sessions.

Goals (or objectives):

1. By March 31 2008, the Clenville-Bonavista Regional Council will have refined its long-term vision for the sustainable development of the region.

Measure: Refinement of long-term regional vision for sustainable development

Indicator: Completion of a working document that is shared with regions and Government

2. By March 31 2008, the Clenville-Bonavista Regional Council will have clarified regional priorities that have been identified as key elements in attaining the vision.

Measure: Clarification of identified regional priorities

Indicators: More detailed information and discussion related to identified regional priorities

Initiation of the development of a framework to further guide discussion within the community and Government to advance regional priorities

3. By March 31 2008, the citizen engagement process initiated in December 2006 is broadened to more citizens.

Measure: Citizen engagement process is broadened

Indicator: Engagement of individuals or small groups within regions

Engagement of community groups, e.g., church groups, student councils, senior's groups, etc.

Engagement of formal groups, e.g., health boards, school boards, economic development organizations, etc.

Engagement of mixed groups that include representation from community and formal groups, as well as individuals within regions who have participated in previous engagement sessions

Feedback from the citizen engagement process informs the vision document and key priorities of the region

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 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	Activity has been implemented	Activity modified for inclusion in next activity plan
a. Partnership Development within regions, between 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

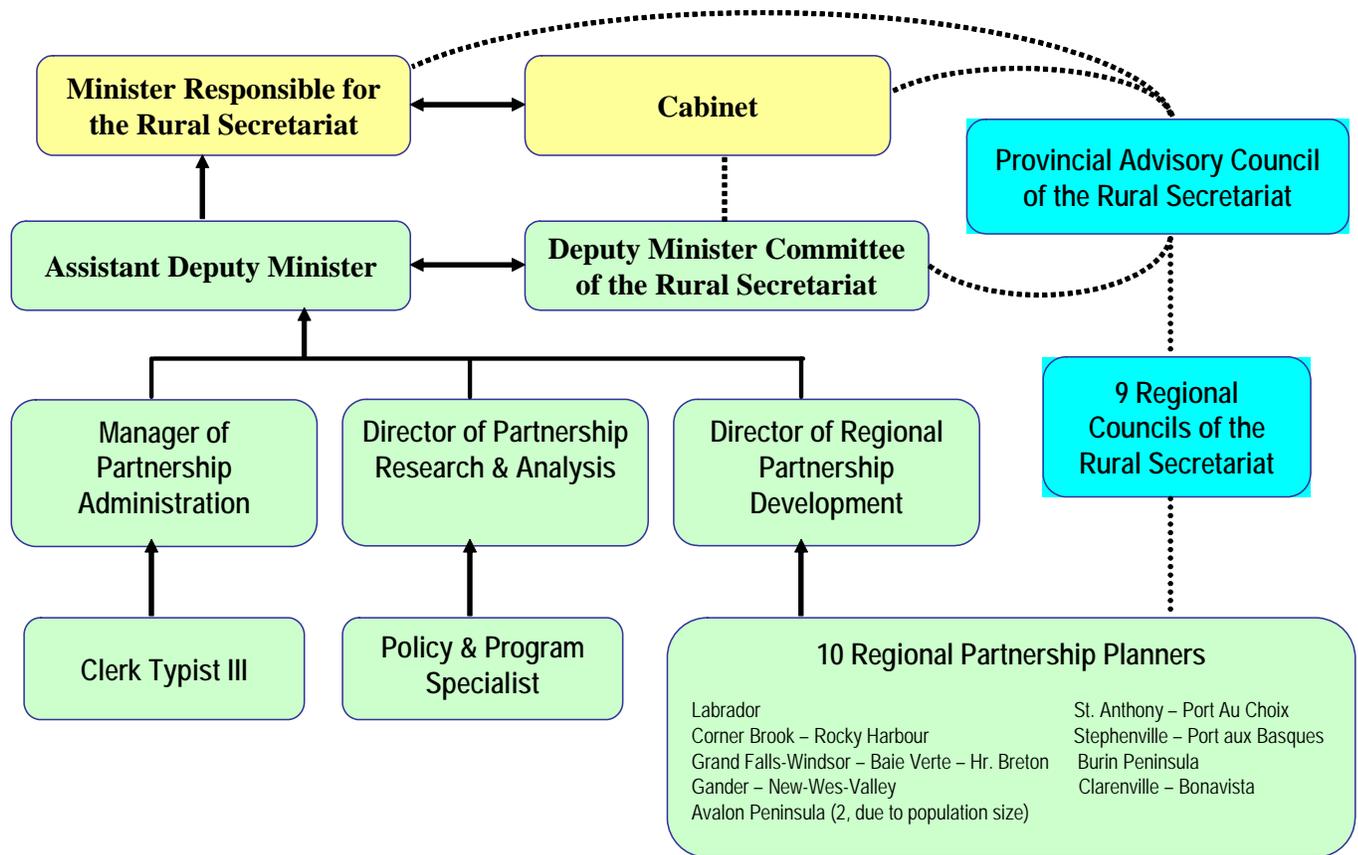
Outcome Statement: Improved Government understanding of and response to significant and long-term regional issues.

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

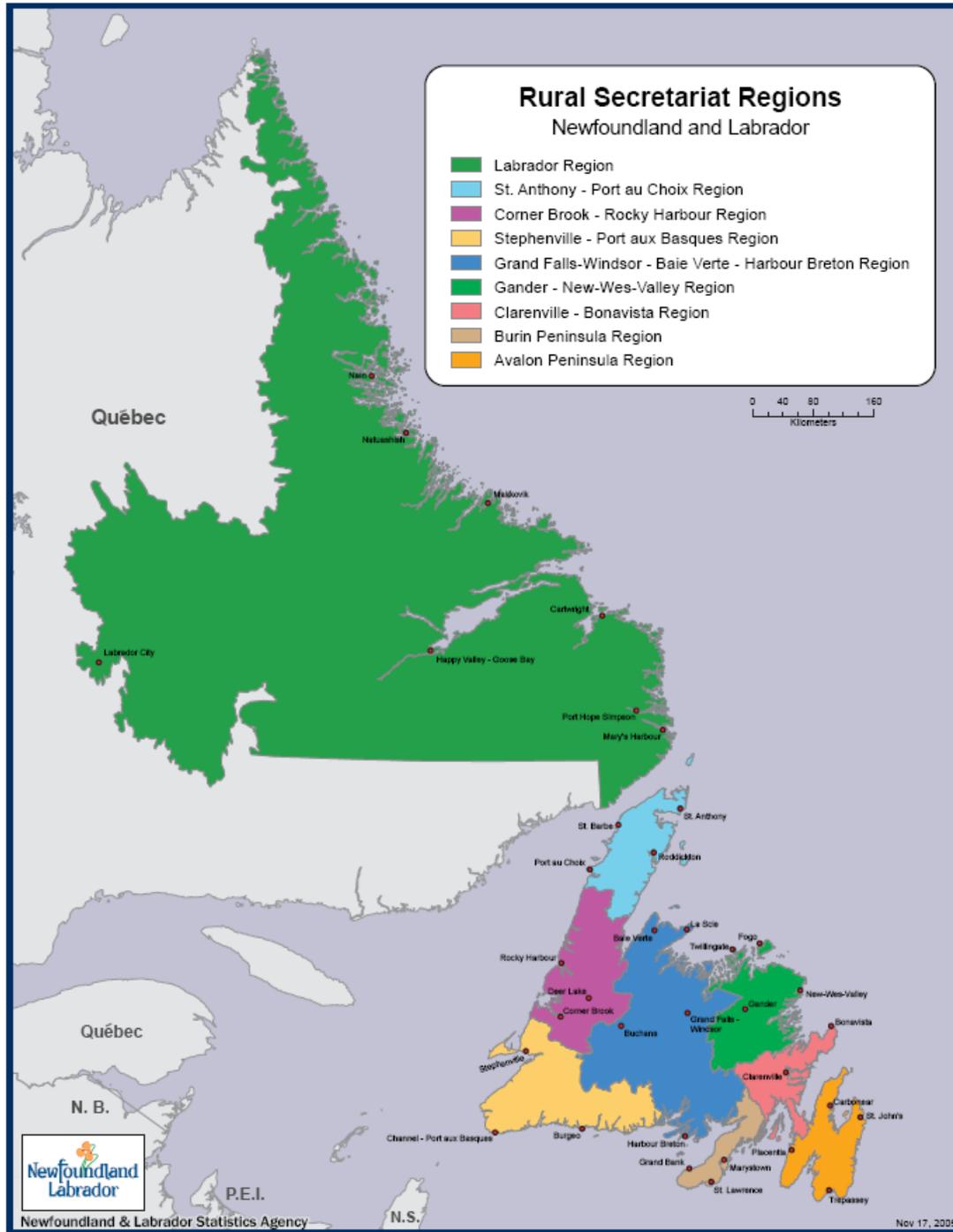
- Regional perspectives which can inform the development and implementation of public policy.

Components of Strategic Direction	Included in activity plan	Activity has been implemented	Activity modified for inclusion in next activity plan
Regional perspectives which can inform the development and implementation of public policy.			

Rural Secretariat Structure



Appendix C



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; and
- Help communities and regions identify and take advantage of growth opportunities.

Provincial Council of the Rural Secretariat

Provincial Council Mandate:

- To develop a common, evidence-based understanding of the social, economic, environmental and cultural realities facing the province;
- To 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 Government on policies and programs which either advance, negatively impact or need to be developed to encourage the necessary change;
- To 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;
- To meet twice annually with the provincial Cabinet and deputy ministers to advance regional development priorities; and
- To 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:



Bonavista
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Southwest Arm
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Cape Random
Photo Compliments of Kim Jamieson



Terra Nova
Photo Compliments of Colin Holloway



Fiddlers Green Resort, Bellevue
Photo Compliments of Colin Holloway



Trinity East
Photo Compliments Ed Vincent



Rural Secretariat

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