



Corner Brook - Rocky Harbour Regional Council Activity Plan 2011-14



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Message from the Chairpersons

As Chairpersons for the Corner Brook – Rocky Harbour Regional Council, and in accordance with the Provincial Government’s commitment to accountability, we submit the Regional Council’s 2011-14 Activity Plan. Our signatures below are on behalf of the entire council, and are indicative of our accountability for the preparation of this plan and for the achievement of the objectives contained in the plan, pursuant to section 7(4) of the *Transparency and Accountability Act*. The Regional Council is a category III government entity under the *Transparency and Accountability Act* and as such must table a strategic plan. Careful consideration was also given to the strategic directions of the Provincial Government in the preparation of this Activity Plan for the period April 1, 2011 to March 31, 2014.

Since 2005, the council has continued to focus on sustainability; embracing all four pillars: Economic, Environment, Cultural, and Social. Members and partners are becoming more informed on the challenges facing the province and their region including issues related to transportation, health, education and climate change. In addition, the council is becoming more engaged in the planning, research and development required to truly make our region sustainable.

We will continue to build relationships with community stakeholders to ensure integration into the larger, regional vision. In the future, we will also continue to work with partners and stakeholders to avoid duplication and to build on existing capacity, in order to maximize regional opportunities.

In summary, through our key activities of community based research, citizen engagement, collaboration and the provision of policy advice, the council aims to enhance and influence the development of our region to ensure a sustainable future.

Sincerely,



Don Downer

and Colleen Kennedy

Co-Chairs

Corner Brook-Rocky Harbour Regional Council of the Rural Secretariat

1. Regional Council Overview

The Corner Brook-Rocky Harbour Regional Council is comprised of six members; four female and two male. The Council currently has representation from larger and smaller communities throughout the region, including three members from communities of less than 5,000 people.

Regional Council members	Community
Bertha Brophy	Daniel's Harbour
Joan Cranston	Norris Point
Don Downer (Co-Chair)	Corner Brook
Colleen Kennedy (Co-Chair)	Rocky Harbour
Cyril Kirby	Deer Lake
Carla Wells	Corner Brook

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

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 facilitates the work of the Council. The planner for the Corner Brook-Rocky Harbour region is Marion McCahon. The regional office is located with the Department of Innovation, Trade and Rural Development Offices in the Millbrook Mall, Corner Brook.

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 Corner Brook – Rocky Harbour Regional Council are as follows:

Collaboration: We are committed to building a culture of collaboration within Newfoundland and Labrador and beyond

Creativity/innovation: We strive to transcend traditional ideas, rules, and patterns, and to work together to create new ideas, relationships, and approaches

Evidence-based decision making We will make our decisions based on consideration of the best evidence and research available to us.

Inclusion:	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
Learning culture:	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, quality and the achievement of best practice.

5. 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.

6. Vision

A vibrant region and rural communities where collaborative organizations are engaged and informed citizens work closely with governments to advance rural sustainability.

7. Mission

The Corner Brook - Rocky Harbour Regional Council supports the mission of the Rural Secretariat:

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 additional details on this mission statement, please refer to the Rural Secretariat's Activity Plan 2011-14.

The council will support this mission by engaging with our regional partners, stakeholders and relevant government departments to identify key policy issues and direction related to rural and regional sustainability. This advice will then be communicated to the Provincial Government, to assist with departmental decision-making related to these issues.

8. Issues

Issue: Provide Advice to Government

Over the next three years, the Corner Brook – Rocky Harbour Regional Council will strive to meet the mandate that has been set out. In order to accomplish this, the council will identify issues that affect the sustainability of the region.

They will then undertake extensive research of the identified issue to ensure that their discussions and deliberations are well informed on the topic. To do this, the council will carry out literature reviews and engage in dialogue with citizens and stakeholders in the region, as well as utilizing other research that will help achieve the measure outlined. The council will carefully consider the evidence gathered during these research and engagement activities and use this information to develop consensus on the policy advice to be submitted. After consensus is reached, they will seek the most appropriate way of communicating this to officials.

The council will provide ongoing advice to the Provincial Government on issues that affect the region. This will ensure that the current Provincial Government is aware of the issues that affect the region and can consider this advice when making decisions. In order to do this effectively, the council will engage citizens, conduct research and work with other partners in the region on the identified issues. This relates to the strategic direction identified in this plan.

The council will report on the same objective for the three years identified by this plan.

Objective:

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

Measure:

Provided advice

Indicators:

- Issue identified
- Researched issue
- Consensus developed on advice to Government
- Communicated advice to Government

Appendix A: Strategic Direction

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

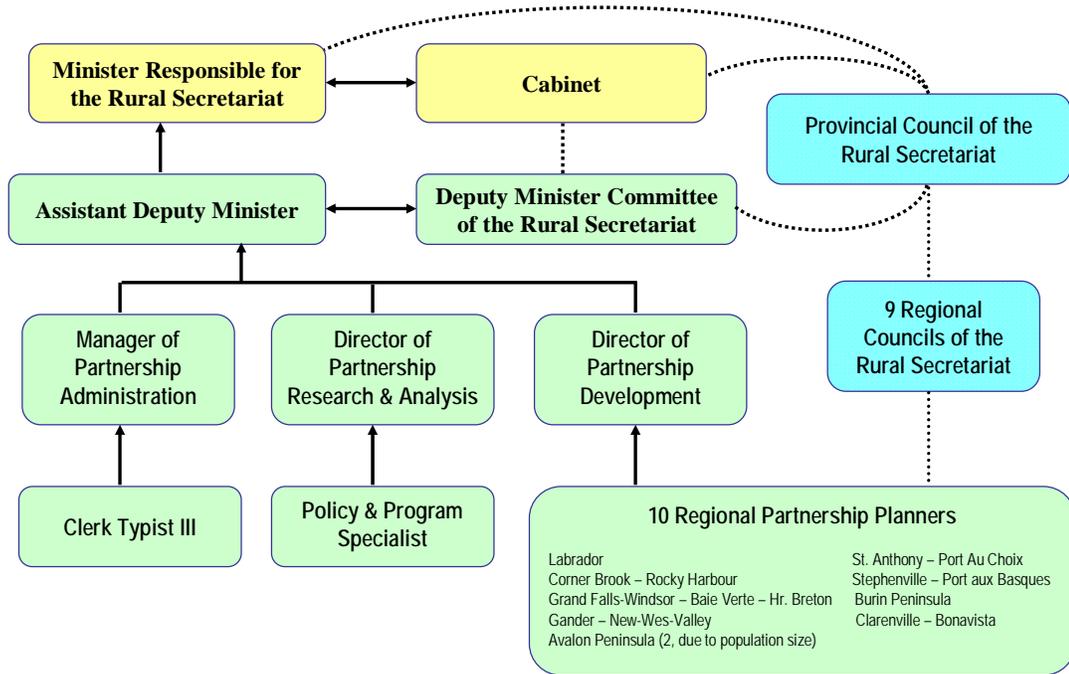
Outcome Statement: A sustainable rural Newfoundland and Labrador.

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

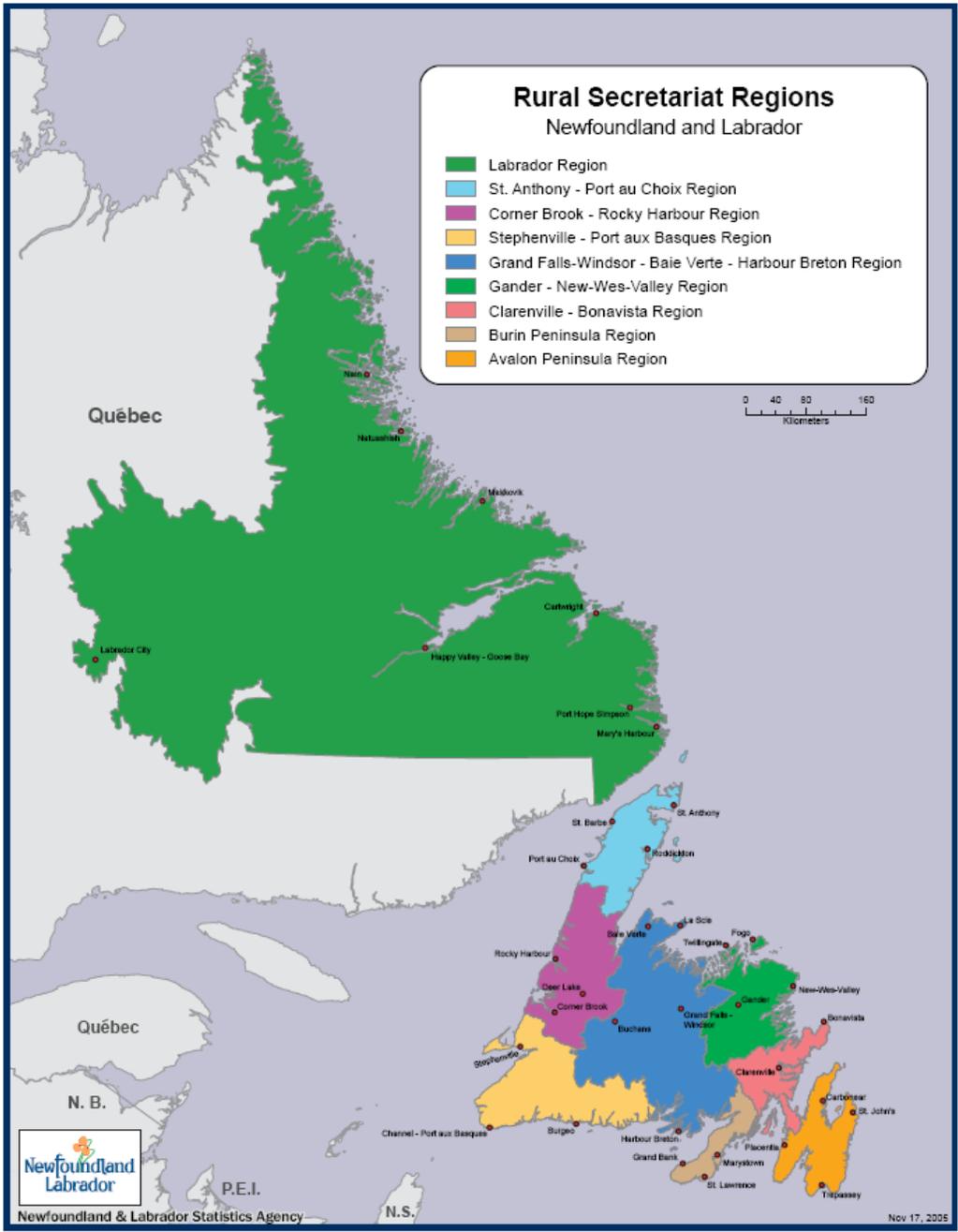
- Citizen-based policy advice
- Public dialogue and engagement
- Collaboration
- Research

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	X
3. Collaboration	X
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 affect Provincial and Regional sustainability.

Photo Credits



Photo courtesy of Daniel Baldwin



Photo courtesy of Paul Wylezol



Photo courtesy of Marion McCahon



Photo courtesy of Paul Wylezol



Photo courtesy of Greg Wood



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