



Provincial Council Activity Plan 2011-14



Table of Contents

Message from the Chairperson.....	3
1. Provincial Council Overview	4
2. Mandate.....	5
3. Lines of Business.....	5
4. Values.....	6
5. Primary Clients	6
6. Vision.....	7
7. Mission	7
8. Issues	7
Appendix A: Strategic Direction	9
Appendix B: Organizational Structure	10
Appendix C: Map of Rural Secretariat Regions	11
Appendix D: Mandate of the Rural Secretariat and the Provincial Council	12
Photo Credits	13

Message from the Chairperson

As Chairperson for the Provincial Council, I hereby submit the council's Activity Plan for 2011-14 in accordance with the guidelines for Activity Plan for Category III Provincial Government Entities. My signature below is on behalf of the entire council and is indicative of our accountability for the preparation of and achievement of the objectives contained in the plan; pursuant to section 7(4) of the *Transparency and Accountability Act*.

In developing this plan, the council considered the Strategic Directions of the Minister. We are committed to supporting these strategic directions. Our previous experience and efforts, has allowed us to develop a strong foundation to identify opportunities for rural sustainability within the province.

The Provincial Council brings together knowledge, experience and skills of multiple stakeholders from across the province to contribute to the development of advice for submission to government. We have defined a process based on sharing of information, collaboration and engagement. We will continue with similar activities in the future.

The council looks forward to identifying opportunities and addressing key issues affecting sustainability in the province, as well as working with regional councils.

Sincerely,

Yours truly,



Sheila Kelly Blackmore
Chairperson
Provincial Council of the Rural Secretariat

1. Provincial Council Overview

The Provincial Council is comprised of 14 members; seven female and seven male. The council currently has representation from larger and smaller communities throughout the province, including ten members from communities of less than 5,000 people.

The work of the Provincial Council is supported by one regional planner, who among other duties, act as an information resource for the council and facilitate the work of Council. The planner for the Provincial Council is Jamilee Fitzpatrick. The office is located in Placentia.

Provincial Council members	Community
Chair	
Sheila Kelly-Blackmore	Sandy Cove
At-Large Members	
Donna Butt	Trinity
Penelope Rowe	St. John's
Ernest Simms	St. Anthony
Kara Snow	St. Anthony
Regional Representatives	
Deborah Armstrong (Grand Falls-Windsor - Baie Verte - Harbour Breton) Alternate: David Hayashida	Grand Falls-Windsor King's Point
James Farrell (Labrador) Alternate: Lori O'Brien	Wabush L'Anse au Loup
Nadine Decker (Gander - New-Wes-Valley) Alternate: David Regular	Fogo Island Summerford
Michael Graham (Burin Peninsula) Alternate: Vacant	Burin
Colleen Kennedy (Corner Brook - Rocky Harbour) Alternate: Don Downer	Rocky Harbour Corner Brook
Ted Lewis (St. Anthony - Port au Choix) Alternate: Gloria Toope	Croque Plum Point
Kerry Murray (Avalon Peninsula) Alternate: Maureen Sullivan	Conception Bay South Calvert
Calvin White (Stephenville - Port aux Basques) Alternate: Eric Legge	Flat Bay Cartyville
Merv Wiseman (Clareville - Bonavista) Alternate: Marilyn Coles-Hayley	North Harbour Elliston

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

2. Mandate

The Provincial Council's mandate is:

- 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 the provincial 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 the Provincial 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 provincial government for the development of strategies, policies, programs and budget issues that will affect provincial and regional sustainability.

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:

- 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
- 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 and quality in everything we do

5. Primary Clients

The primary clients of the Provincial Council include the Rural Secretariat, the Regional Councils of the Rural Secretariat, Cabinet and Deputy Ministers and the Provincial Government.

The council also engages with officials of departments and agencies of the provincial government as well as individuals, groups and organizations in the province.

6. Vision

The Provincial 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 Provincial 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.

The Provincial Council will support the mission by using innovative engagement, collaboration, and/or research tools, processes, methods and/or technologies to develop informed policy and decision making advice related to sustainability for submission to the Provincial Government.

For additional detail please refer to the Rural Secretariat Activity Plan 2011-14.

8. Issues

Issue: Provide Advice to Government

The Provincial Council is committed to continuing to examine the economic, social, cultural and environmental aspects of rural sustainability. To effectively address challenges and issues affecting rural regions of the province, innovation and creativity of various stakeholders, including the Provincial Government is required.

Over the next three years, the council will strive to meet the mandate that has been set out. In order to do this the council will identify issues that affect the sustainability of the province. The council will undertake research of the identified issue to ensure that our discussions and deliberations are well informed on the topic. To do this the council will undertake various forms of research and engage in discussions with citizens and stakeholders in the region on the identified topic. After consensus is reached on a particular piece of advice to be submitted by government, the council will seek the most appropriate way to communicate this to officials.

The council will be providing ongoing advice to the Provincial Government on issues that affect the Province. This will ensure that the current Provincial Government is aware of the issues that affect the province 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 province on the identified issues. This relates to the strategic direction identified in this plan.

The members of the Provincial Council will be reporting on the same objective for the three years of the 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

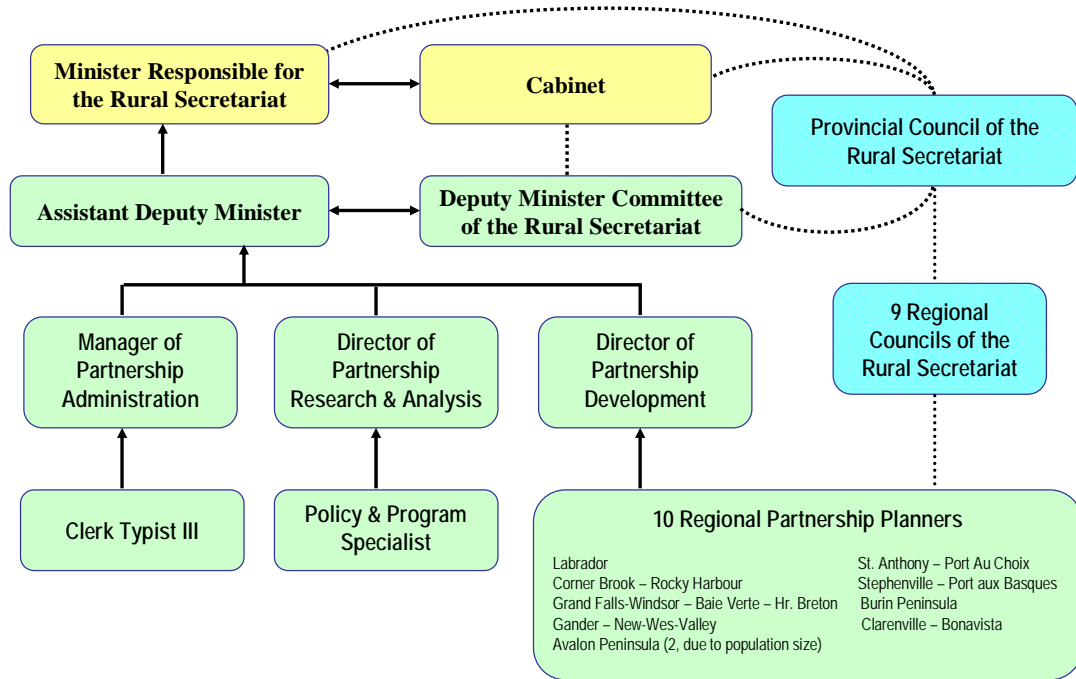
Outcome Statement: A sustainable rural Newfoundland and Labrador.

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

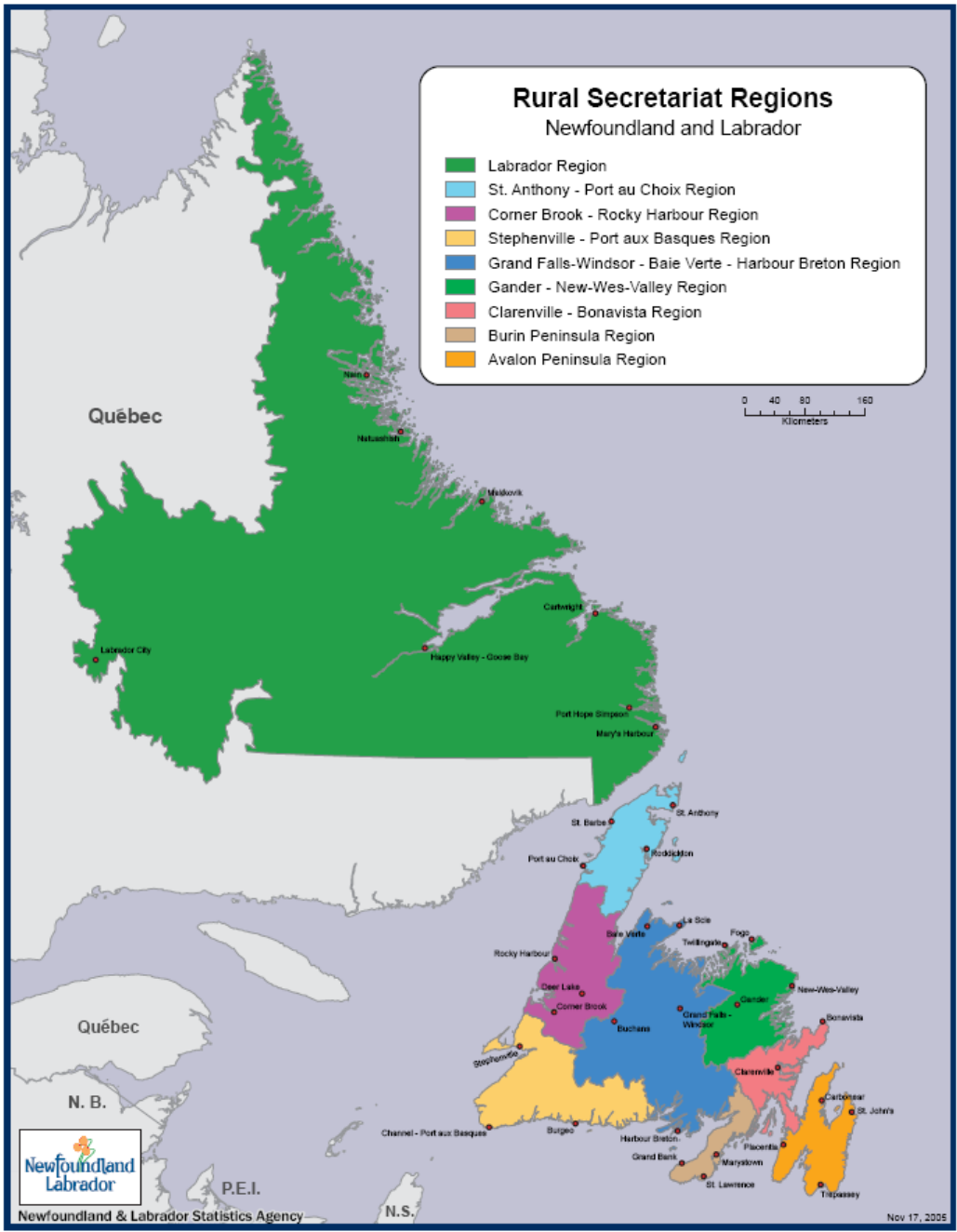
- Citizen-based policy advice
- Public dialogue and engagement
- Collaboration
- Research

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	
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 affect Provincial and Regional sustainability.

Photo Credits



Courtesy of Jenny Rockett



Courtesy of Jenny Rockett



Courtesy of Jenny Rockett



Courtesy of Jenny Rockett



Rural Secretariat