

Noteworthy



Provincial tourism marketing strategy

Minister of Tourism, Culture and Recreation Julie Bettney released the results of the provincial tourism marketing strategy review. Its goal is to ensure that the current strategy is appropriate for the opportunities and challenges of the next three to five years in the tourism industry.

"Over the past decade, our tourism industry has grown steadily," said Minister Bettney. "This report will assist us in building on this momentum. It reviews current marketing strategies, and it identifies opportunities for government and industry to work together to strengthen the tourism industry. This industry is a great economic driver in the province."

The review was conducted by the Economic Planning Group of Canada, with the assistance of the Kelsh Company, Economic Growth Solutions, Perry and Butland Communications and McQuinn and Company Marketing. The consultants held interviews with key industry stakeholders, government staff and tour operators throughout the province.

The report concludes that the province has made progress in identifying and targeting our markets. The Maritimes and Ontario should remain our central focus. It also emphasizes the importance of our activity markets such as hunting and fishing, adventure markets and the need for a stronger Internet presence in marketing the province as a whole.

One of the most significant recommendations in the report is for government to create an industry-led Tourism Marketing Council. The mandate would be to help prepare strategic plans and annual marketing plans, and to monitor their implementation. The council would also assist the Department of Tourism, Culture and Recreation with industry marketing partnership programs and report annually to the minister on the status of these programs.

"I am pleased with the results of the tourism marketing review overall," said Minister Bettney. "I look forward to establishing the Tourism Marketing Council early in the new year." ❧

Delegation to SPAIN.

Environment Minister Kevin Aylward has arranged for a delegation from this province to tour oil spill sites off the coast of Spain and to meet with the key people and agencies involved in the response to the spill. The delegation will consist of government officials, spill clean-up contractors, the fishing industry, wildlife recovery teams, townspeople, and the insurance industry.

The site visits are being planned with the input and advice of the Government of Spain and the Canadian Embassy and will take place as soon as practical, anticipated to be within the next 30 days. The minister stated that it is not possible to reduce the risk of an oil spill off our coasts to zero, but we must learn the lessons to reduce risks. He also stated that he will continue to lobby the federal government for additional resources to protect the province's offshore resources from environmental damage.

The delegation from the province will include representatives from government, including the departments of Environment, Fisheries and Aquaculture and Mines and Energy, industry and a non-governmental environmental organizations. Senior personnel from various parts of the petroleum industry in this province have indicated that they will participate in this fact finding mission. Representatives from offshore production, tanker operations, transshipment and refinery operations have indicated that they intend to be part of the delegation. ❧

Terra Nova production increase

The Canada-Newfoundland Offshore Petroleum Board (C-NOPB) has granted an increase to Terra Nova's annual rate of production, which will see the average daily oil production rate of 100,600 barrels per day increase to 150,000 barrels per day. The decision also allows the C-NOPB to further increase the average daily rate up to a maximum of 200,000 barrels per day after the consideration of appropriate regulatory, administrative and technical criteria. Government anticipates increased royalty and tax revenues over the life of the project due to this increase, and expects employment to be unaffected by the change. ❧

Primary Health Care Advisory Council

Gerald Smith, Minister of Health and Community Services, announced the appointment of members to the Primary Health Care Advisory Council. The council consists of representatives of key stakeholder groups who will advise the minister on the development and implementation of the Provincial Primary Health Care Framework. The council has members from 15 organizations, all working to ensure the province's primary health care system is well-integrated and leads to better outcomes, better health status, and greater cost-effectiveness. Primary health care is the first level of contact people have with the health and community services system. ❧

