

Corner Brook-Rocky Harbour Regional Council Vision Development



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What is a Vision?

This document represents a vision that has been created by the Corner Brook – Rocky Harbour regional council. It is intended to be a dynamic working document that will be adapted as priorities are achieved, community discussions unfold, and as the region continues to grow and change. The vision will identify what citizens want to see in 15-20 years. Today that time frame is 2022-2027. In five years, that time frame will be 2027-2032.

As priorities are accomplished new priorities will be identified. This will provide an opportunity for us to be informed about what is moving and changing in our regions, where the next opportunity will be and where the next challenge will be. It will also provide a challenge for all involved to have faith in the process and realize that it will take time until these priorities are accomplished. It takes time to make significant change and it is important for this council to remain focused on the future, even in the midst of immediate challenges.

Rural Secretariat

Regions & Government Working Together

Purpose

This preliminary vision of Corner Brook-Rocky Harbour region takes us to 2020 – 12 years into the future. This is an optimistic vision as we believe people are positive about the future of this region. Council members have contributed individually and collectively to this vision, which changes as we learn and obtain input from people in this region. The focus is on social, cultural, environmental and economic areas; however an integrated approach to development in all areas is needed to ensure future sustainability and prosperity.



Marble Mountain



Social/Cultural

Corner Brook-Rocky Harbour region is similar to the province with a diverse and stable economy with several larger centers – Corner Brook, Deer Lake and Rocky Harbour. Population size is relatively stable. Our share of the province's population is the same as in 2006 at 8.9%. The overall rate of change is 3.7%, which is low compared to other Rural Secretariat regions. By 2020,¹ we have a population of 43,162 with seniors, age 64 plus, making up approximately 26% (11,283), youth from age 0-14 at 12% (5,313) and the remaining group age 15 – 64 at (62%) 26,766.

Those about to enter the work force and the prime work force (age 15-64) are a significant part of this region in attracting and retaining business and industry. Post-secondary graduate programs, research and development helped to retain and attract students, who completed high school and post secondary or attained national certification. Educated professors and researchers are attracted to these opportunities and choose to live here. Mandatory retirement is no more and those who want to work enjoy better paying jobs and more opportunities!

We are a more inclusive work force as the talents of all ages and previously marginalized groups meet growing workplace demands. Productivity increases as year round employment and wages increased. Employers are more responsive to employee needs with training and flexible work arrangements. Government services are more regionalized and accessible through e-commerce and rural sites. Work sites are also learning centers and preventative workplace health programs avoid costly injuries and help retain workers as long as possible. Responsive family leave programs support individuals by adding balance to personal and work responsibilities and drawing upon community supports. Literacy and skills development increase the retention and transferability of employee skills. The pool of skilled labor attracts prospective investors.

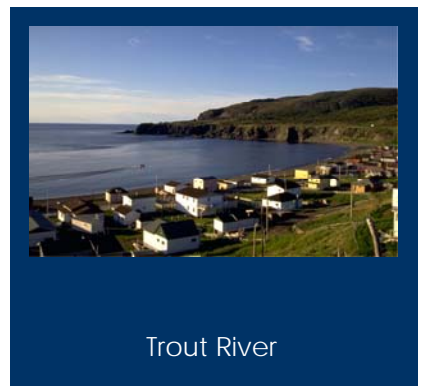
We are a region made up of people with diverse ethnic origins. While the predominant origins are the British Isles and the Jersey Islands, we also have many people with Aboriginal, French, Western European, Middle Eastern, and Far Eastern origins. The heritage of the region involves not just the European presence here during the past five hundred years and the recent Indian but also the stone cultures as well. These include the Paleo Eskimo and the Maritime Archaic. There are a variety of known archaeological sites around the region and likely a number of unknown sites that should be properly documented and excavated. Tourism has not been the answer for all, but communities such as Red Bay, Labrador; and, Port aux Choix; and Bird Cove on the Northern Peninsula; have benefited from developed archaeological sites.

Out-migration never did completely stop; smaller communities chose to dissolve or merge with larger nearby communities and some communities grew. Regional or shared services and decision-making are the way to do business. Collaborative approaches to developing our assets increase our ability to interpret local knowledge and environment. One of the impacts of out-migration was that those who remain are more culturally aware of the richness of our people and their accomplishments. Communities are more active in promoting and celebrating culture and heritage. There is a surge of cultural modes of expression that add to the economy. The Cow Head Theatre Festival, the Writers Workshop and Artists in Residence in Bonne Bay, Theatre by the Bay in Corner Brook, especially the James Cook re-enactments, the March Hare and regional festivals exemplify this.

The Fine Arts School at Sir Wilfred Grenfell College is a major source for the nurturing of young Newfoundland talent, top notch musicians, writers, song writers, poets, actors and film makers. On a per capita basis, we contribute significantly to the culture of the province. The Film School at Sir Wilfred Grenfell College, full utilization of the sound stage at the civic centre and further growth in community theatre ensure there is more ahead. The university, college and private

schools plan and offer courses and credits together. Programs such as law, journalism, physio and occupational therapy, keep and attract people. Similarly, College of the North Atlantic has advanced the environmental curriculum and developed expertise in geospatial services and research.

Corner Brook remains the second largest regional center for government and is also a university community. Other larger centers, such as Deer Lake and Rocky Harbour, have niches, such as transportation and culture. Our communities are open to the voices of youth and volunteers continued to give countless hours to community services. We have a know how in the basics of environmental sustainability, local history and culture, business operation and in welcoming and hosting visitors. Some expatriates live here as retirees or investors and newcomers arrived from other areas of the province and other countries. The early international students from the Humber Education Alliance matured into residents, who chose to live work, bring family members and invest here. We are ethnically diverse and more culturally alive than ever before!



Trout River

Environment

From an environmental perspective, we have many major assets: Gros Morne National Park, the nationally recognized heritage river - Main River with its Old Growth Forest in White Bay, the McIver's Artic Tern Colony and Blowidon Mountains of the Bay of Islands, the harbour seals of St. Paul's Inlet, Western Brook Pond, Marble Mountain, and the Appalachian Trail.

¹ Department of Statistics, Population Projections September 2006, medium scenario.



Caribou in Gros Morne

The environment is a growth sector from a consumptive and conservationist point of view, which holds the key to our future. From a purely aesthetic perspective, we are globally recognized. The emerging principles of eco-economics maintain our environment in relatively pristine condition and we practice what we preach. We are becoming a major tourist and eco-industrial draw for all parts of the world, especially for persons whose environment is rapidly deteriorating through pollution, over population or climate change.

Emphasis remains on renewable and non-renewable resources and primary resource industries - forestry, farming and fishery. Agriculture (crops, livestock, berries and fur farming) are more organic and diverse and flourish with innovation and managed technological developments aided by the Forestry Research Center and the Cormack Agriculture Research Center. Subsidies help retain youth and family businesses in the more traditional industries. Dairy farms in Cormack and Daniel's Harbour area remain leaders in Atlantic Canada. Newfoundland sheep production now yields positive returns. We have limited agriculture land so self sufficiency and supporting local producers are increasingly important.

Mining and oil and gas and their supply services bring corporate re-investment to communities involved in these non-renewable resource industries. Technology, smart marketing and research inform sustainable yields, manage pollution and future development. Secondary manufacturing and exporting are increasing. We have benefited from contracts out-sourced from Alberta and other rapidly developing areas. Those in industry are more educated, fewer in number and have state of the art technology – old images have been shed!

Land use planning is a mixed blessing that brings increased regional/ municipal responsibility. Maximum and balanced resource utilization occurs and development is planned but depending on the views of local leadership, not all communities progress in the same manner. Public resources and access to them are a public responsibility. The participation of residents is critical to how decisions are made, when things happen and what the end state is. The value of wildlife, including flora and fauna, multiple uses of our forest and natural environment and related expertise continues to be internationally recognized. The shot of a caribou or moose is more likely to be from a digital camera than from a rifle but both are possible! We are environmental stewards and the value that always existed as part of our way of life is uppermost in decision making and development. Our natural environment has never been more accessible or more utilized by all ages and interest groups. The social capital and endorsement of citizens are as necessary for development as is financial capital.

The research and development capacity and critical mass in the environmental sector are a focus of the Centre for Environmental Excellence (CEE) and maximize regional potential. We have experts in research and business who are sought after internationally and who export expertise and transfer developed environmental technologies to undeveloped countries and others. This is on the cusp of climate change as we move into the next industrial revolution with emphasis on environmentally friendly, green solutions and sustainable initiatives. The experience of the College of the North Atlantic in international campus and curriculum development is increasingly relevant. Municipalities play a larger role in economic development with greater control of surrounding crown lands and limits on private development by individuals and companies. However, the integrated approach of the CEE, private sector and government informs policy and provides the climate for regional economic development and effective regional outcomes. Local residents remain the prime winners or losers as new ways of working keep them informed and involved in the decision-making.

Economics

This regional council recognizes that in order to prosper locally, we need to be competitive in the global market place and have increased rural competitiveness, innovation and a culture of entrepreneurship. To this end, connectivity in relation to land, sea and air access and electronic communications are essential. The past 15 years of developing information and communications technology and infrastructure have produced a more level playing field. Humber Valley Resort taught us to look to Europe and other markets for success and we have capitalized on this. Past constraints of geography and climate are removed because of e-commerce and federal support in construction of a fixed link between this Province and the rest of the country. We now have created economic opportunities that were never possible before now. The resourcefulness and resilience of people determine the extent to which we will prosper.

Our top industries remain as retail trade, health and social services, manufacturing, accommodation, food and beverage services. Education yielded the most unexpected return. However, it is in the area of economics and private investment that all other components come together to improve the region's prospects.

Tourism in all its forms was built substantially to improve the economy. The related sales and services sector is a major economic force. We have linked local industry needs to education and employment opportunities in rural areas. Our public and private post-secondary education institutions offer a variety of diploma and degree programs for those who wish to pursue a career in tourism or revert to the environment as a new career. The tourism and business programs at Sir Wilfred Grenfell College improved the chances of our own youth staying. Concurrent with this was the development of supporting infrastructure and technology – increased access points, good roads, communication systems and food and accommodations services ensure visitors have a quality experience from adventure to leisure golfing and learning vacations.

Our research and development capacity and critical mass continue to substantially increase at post secondary institutions. We have the business nurturing, mentoring and

investment finances to ensure business success. We strive to introduce business incentive programs to keep entrepreneurs here with world wide relevance. While the Humber Valley is a main area of resort development, opportunities are not limited to here and we look to new global markets. Research capacity exists in other sections of the region to supplement the total capacity, such as at MUN's Bonne Bay Marine Research Centre at Norris Point, the park reserve and boreal forest research centre in the Hampden area and Main River are just starting to produce results.

There is a need for local and provincial sources of investment capital that local people can tap for good business ideas for which they cannot now secure the funds for advancement. There is a need for mentoring and pre-commercial development in ways owners and operators of small corporations can secure the business expertise and advance with the times and create or avail of market opportunities. A large part of this is to allow access to the latest technology and expertise and exposure that can aid municipal and business operations.

There are a number of sectors in which to focus: some of these are well advanced while others are just beginning. There are the older primary resource based areas including the fishery, forestry (including the pulp and paper industry), and agriculture. These traditional business areas must be encouraged and supported with the full realization that fewer people will be employed as technology makes greater inroads and as new opportunities arise. Regional centers such as Corner Brook and Deer Lake have developed a substantial proportion of their business as supply and service centers.

The forestry sector is an area ripe for new secondary industry. In addition to encouraging sustainable forest practices where traditional industries continue to exist, we benefit from trees that are forest insect resistant and have better fiber quality. We have new uses for slash, bark and other debris from conventional forest harvesting; new non-invasive techniques for tree harvesting; new uses for trees of certain species in domestic septic fields as toxic extractors or eliminators; new uses of tree sap and tree growth hormones, new uses of very old

tuckamore trees and the assessment of factors that produce hardiness and long life in trees, and uses of trees such as alders for nitrogen fixing in farm fields that require rejuvenation. Underutilized tree species such as mountain maple, aspen and birch are used in secondary manufacturing of new forms of furniture. Boreal forest wood is used in ornamental and functional lath turned wooden bowls from tree burls. Recognition and development of these opportunities open the international market.

There are still tremendous opportunities in traditional fisheries such as shrimp, crab, lobster, flounder, haddock, herring, mackerel, seal and others, provided the species are properly managed. Results show that past conservation and management practices of local fishers proved beneficial (e.g. lobster conservation efforts in Bonne Bay). Provincial management of Atlantic salmon, Eastern brook trout and Arctic char was achieved and these provide increased opportunities for out-of-province sports anglers.



Theatre Newfoundland
Labrador
Presents
"Tempting Providence"

Aquaculture is another area and while there have been a variety of environmental problems associated with aquaculture bred fish and other species, these can be overcome with proper research and management (e.g. hatchery in Daniel's Harbour). The ACRE hatchery located at Hughes Brook in the Bay of Islands, with the capacity to incubate up to 2.5 million fish eggs including two quarantine chambers, figures prominently in the Humber Arm Basin international monitoring of salmon as an environmental indicator species for climate change.

Agriculture, both with traditional and new production and technology, has benefited from the enhanced crops and fur farming. We have new and hardy, climate-suited fruit being produced in the Cormack area. The dairy industry has expanded and modernized for new products. Innovative technologies increase efficiency of production and defunct fish plants and other buildings are renovated to meet emerging business needs.

The most exciting new area capitalizes on the production of nutraceuticals and pharmaceuticals from wild berries and fruit sources, with mass production, high consumer value and competitive shipping of health products. Again, research and development in plant chemicals and identification of many others, such as marine algae, and other sea organisms for greater commercial use, will support further diversification within the industry. The research capacity to identify major sources of invaluable organic chemicals in our natural resources is just being realized.

The research and development base for environmental and manufacturing industries, their continuation and marketing was developed at Sir Wilfred Grenfell and at the College of the North Atlantic with industry and government participation. Environmental technology now focuses on waste management, recycling of organic and materials, such as compost, cardboard, paper, glass, tires, aluminum, and other metals, development of innovative new technologies for scrubbing and eliminating toxic effluents from industry and manufacturing and water quality assessment procedures and treatment.

While these remarks have been mainly about renewable resources, the area is rich in non-renewable resources including oil, natural gas, salt, coal and peat. The construction of the fixed link with the mainland of Canada was enabled by energy resource development. Years of prospecting and exploration have moved into oil and gas development and supply. Mining and water development are big business. Regional clusters and networks have developed with international links. Science and the producers have joined force so research and development at the graduate and doctorate level are well vetted as early as possible in any

Rural Secretariat

Greg Wood

Regional Partnership Planner

P.O. Box 2006

Corner Brook, NL

A2H 6J8

Tel: 709-637-2937

Fax: 637-2921

For additional information on the Rural Secretariat please visit our website at

www.gov.nl.ca/rural

Prepared December 2007

development process. Local development is supported by technology and participating in global, national, provincial and regional markets.

This region has a diversified economy; however, becoming more diversified and building on a primary producing economy are necessary. Larger centers in particular, have done well because of size, proximity to smaller communities for workers, and available services. Smaller communities survive if their economic base continues and they know how to cope with the necessary changes and take to new ways and new people. Some communities have disappeared, others are seasonal or retirement communities which are challenged due to the lack of economic development. Communities keep their own identity and work on increased co-operation to meet future challenges. Municipalities have a larger role in economic development and regional governance.

We still have labor shortages and challenges but wages and work conditions are better. We are investing in our own and also reaching out to other places and offering employment opportunities that persons from other areas can avail of here! Private and public education and personal health, recreation and leisure services continue to enhance quality of life. Government departments have integrated and moved to more regional management of programs and services and there are new ways of working with residents. Electronic access and supported distance learning are preferred

whenever possible. Corner Brook-Rocky Harbour regionally offers the amenities of an urban community with the manageable lifestyle of a rural area that is recognized throughout the world as a preferred location and place of choice to live, work and play!



Western Brook Pond

The Regional Council:

The regional council is comprised of members from larger and smaller communities, males and females who bring a diverse background in experience and expertise.

To view a current list of the members, please visit our membership list on our website at:

<http://www.exec.gov.nl.ca/rural/RSR3.asp>

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Marble Mountain (Pg. 1) – Ali Johnson

Trout River (Pg. 2) – Shane Fleming

Caribou at Gros Morne – Kim Jamieson

Tempting Providence (Pg. 4) - Derek Butt

Western Brook Pond (Pg. 5) - Kim Jamieson