

April 24 2023

TERRA NOVA THRIVING REGIONS PARTNERSHIP PROCESS

Summary Report
Workshop #1



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Introduction

On April 4th, 2023 the Harris Centre hosted the first in a series of four workshops for the Terra Nova Region Thriving Regions Partnership Process.¹ Over 50 people from communities across the region (see Appendix A for a list of workshop attendees) met in Glovertown to:

- Share their vision for a thriving Terra Nova Region;
- Identify specific ideas and opportunities that could support community, economic and social development in the region;
- Cluster these ideas into “themes”; and
- Select a small number of priority areas that can be used to solicit possible applied research by Memorial University researchers.

With the publication of this report, the Harris Centre will proceed with the next phase of the Thriving Regions process. This will include working to identify potential interest from Memorial University faculty, staff and students to develop and complete research projects focusing on the priority themes identified in this report. With the assistance of Harris Centre staff and overseen by a fund evaluation committee comprised of local community and academic members,

interested researchers will be encouraged to engage with community members from the region to develop and refine their research topics and plans. Ultimately, this process will result in the Harris Centre funding up to three publicly engaged research projects in the Terra Nova Region for up to a combined total of \$45,000.

¹ - See Appendix B for a further description of “the region” for this process.

About the Thriving Regions Partnership Process and this Workshop

The Harris Centre's Thriving Regions Partnership Process (TRPP) is an opportunity for Memorial University to work with people and communities in the Terra Nova region to help promote a thriving social and economic region through the funding of publicly engaged research projects in the region. Over the course of 14-16 months, participants in the TRPP process will select, shape and learn from three community-engaged research projects (funded by the Harris Centre up to \$15,000 each) related to regionally-identified priorities.

The TRPP program builds upon and has taken the place of its Regional Workshop programming that was undertaken from 2005-2016. To date, the Harris Centre has engaged with six regions through the Thriving Regions Partnership Process, providing an opportunity for Memorial University to partner with people throughout the province in promoting and developing thriving regions through research, teaching and engagement.

A local Steering Committee is helping plan and promote this process in the Terra Nova Region; see Appendix B for the list of Steering Committee members.

Selected Regional Priorities

Through a combination of individual reflection, group brainstorming, and smaller break-out group discussions, workshop participants identified a series of topics they felt are relevant to the region and could benefit from applied research. After workshop attendees generated and clustered their ideas, they were invited to vote in two different ways for regional priorities. Participants used 3 dots for what they viewed as “the most important” themes² and 3 stars for those themes “they cared about the most” (i.e., most likely to dedicate their time and energy to supporting).

From this process and additional discussion among workshop participants, **the following four themes were selected by participants as being most important for the region and the best fit for potential applied research by Memorial University:**

- A. Economic Development (21 stars, 28 dots)
- B. Food Production and Security (15 stars, 15 dots)
- C. Population Growth and Development (including underlying social determinants of health) (15 stars, 23 dots)
- D. Regionalization (24 stars, 23 dots)

² - The bulleted lists under each theme (see Appendix C) are the specific ideas, projects and areas of interest generated by workshop participants during the course of the discussions. These were then clustered by participants under the broader headings shown in Appendix C.

Selected Regional Priorities

A. Economic Development (21 stars, 28 dots)

- Well researched economic drivers that address:
 - Labor pool/shortages
 - Attract new comers and young families
 - Encourages entrepreneurship
 - Expand businesses in region
 - Is creative and futuristic and stable and year round
- E-communications, including
 - Technology and remote working
 - Tech Immigration → Remote workers
 - High speed internet
 - Consistent cellular and wifi services
 - Reliable communication – cell, internet, intra community
- Branding and marketing
- Competitive business insurance options (Group discounts via Rttb?)
- Co-op lending program to help business start in the area
- Immigrant recruitment and retention strategy
- Trade services (finding ppc trades)
- Incentives for new business: lower or free taxes 1-3 years
- Retreat conference opportunities
- Business retention and expansion
- Retirement destination (Elliot Lake, NL)
- Increase year-round
 - Operators (food/dining; outdoor activities, etc.)
 - Staff & accommodations/housing
 - Employment
 - Services
- Economic prosperity (regional development economic agency)
- How to best position ourselves for looming resource development (eg. orphan basin)
- Home care workers – training, programs

Selected Regional Priorities

B. Food Production and Security (15 stars, 15 dots)

- Local food production
- Promote salmon fishing
- Health food restaurant
- U-Pick
- Food trucks – ice cream at popular spots (beaches)
- More farming
- Branding local produce
- Kelp for fertilizer 10,000 m³ at N.W Beach, Eastport-annually
- Shop local program
- Expanding farming in our area
- Buy local campaign
- Revitalized fishery
- Seal flippers
- Food festival
- Try to grow farming-cattle
- Centralized farmers market- local produce – fish
- Agriculture – increase the number of households with sustainable food (i.e., gardens)
- Food security and sustainability – farms – traditional food sources – foraging

Additional participant comments related to the “Food Production and Security” theme:

- There is a carbon footprint component here

C. Population Growth and Development (including underlying social determinants of health) (15 stars, 23 dots)

- Population growth/retention
 - Plan to attract newcomers
 - Retain young people
 - Increase new families
 - Increase permanent residents

Selected Regional Priorities

C. Population Growth and Development (including underlying social determinants of health) (15 stars, 23 dots)

- Organize then advertise re. region as a place to live
- Home care – immigration
- Seniors – healthy, accessibility, support services
- Immigration – services to cater – welcome
- Pre-retirement courses on: psychology of – financial, legal etc., wills, fitness, etc.
- Youth engagement and retainment
- Access to childcare
- Day care centre
- Regional Youth council
- Youth involvement in community planning
- Socialization opportunities for children and adults
- Child care
- Young families
- Younger population with children

Housing:

- Housing strategy
 - Availability
 - Accessibility
 - For all socioeconomic groups
 - Attract global nomads
- More accessible housing
- Housing for new workers in our area
- More housing - new; - re-develop
- Proper licensing for nightly accommodations

Selected Regional Priorities

C. Population Growth and Development (including underlying social determinants of health) (15 stars, 23 dots)

- Housing study
- Housing
- Affordable housing
- Housing-challenge

Health Services:

- More extension services- re. Mental health, aging, etc.
- Health care-accessibility, extended hours
- Consolidated medical services
 - Community involved in recruitment
 - Transient medical specialist (where possible)
 - Introduce/expand medical services via technology
 - Senior friendly
- More stable health services
- Gov. Services
 - Health roads infrastructure
- Regional wellness committee – programs, workshops all ages
- Year-round rec. facilities

Additional participant comments related to “Population Growth and Development” theme:

- Young people - focus on young adults and retention
- For young families Housing
 - Lack of rental housing
 - Seasonal residences not used
 - Other housing options-Flex

Selected Regional Priorities

D. Regionalization (24 stars, 23 dots)

- Regional approach to services
 - Schools
 - Medical
 - Social
 - Recreation
 - Transportation publically funded and private
- Collaboration to promote the region
- Community cooperation – shared vision, shared resources
- Community cooperation not competition
- Regional thinking (basic services, shared values)
- Better collaboration of services
- New governance model – regional
- Economy – present and future
- Branding and Marketing
- Community radio station (Gander or Clarenville) or local?
- Climate change adaptation
- Emergency preparedness and management
- Collaborative conservation
- Awareness of what's in the region
- More effective municipal governments
- Civic duty volunteerism service clubs
- Regional government
- Human resources regional-support staff
 - Recreation
 - Planning and development
 - Economic development
 - Engineering
 - Marketing
- New Funding mechanisms (structures) from prov./fed/ Government

Selected Regional Priorities

D. Regionalization (24 stars, 23 dots)

- Additional participant comments related to the “Regionalization” theme:
 - What does that look like?
 - How could be funded?
 - What is the structure that would enable Regional Econ. Dev.?
 - Communication infrastructure needed?

See Appendix C for a list of all of the identified themes and topics.

Next Steps

With the completion and release of this report, the Harris Centre is opening the Terra Nova Thriving Regions Applied Research Fund. This fund will support up to three research projects in the region for a total amount of \$45,000. The projects will be developed in collaboration with the region and final proposals will be adjudicated by an independent evaluation committee. The committee will be comprised of local members from the Terra Nova region as well as academic members from Memorial University with community and academic co-chairs.

Once the projects are approved, the researchers will receive their funding and move forward with their projects. The researchers will continue to engage with people in the region throughout their projects, and an additional session will be planned when their projects are at or near completion to share results and discuss next steps.

About The Harris Centre

Named in honour of the late scholar and former Memorial University President Dr. Leslie Harris, the Leslie Harris Centre of Regional Policy and Development was established on October 1, 2004.

Dr. Harris was known for his integrity and independence, while making a practical contribution to Newfoundland and Labrador. The Harris Centre continues this commitment as Memorial University's hub for public policy and regional development. It links Memorial faculty, staff, and students with the people of Newfoundland and Labrador and supports research, public engagement, and teaching in areas of regional policy and development.

Working with all units at Memorial, the Harris Centre builds connections, encourages informed debate and supports collaboration, enhancing the University and the province through mutually beneficial partnerships. Since its inception, the Harris Centre has developed a suite of knowledge mobilization and public policy tools and has increased the university's presence in communities and region across the province.

[Click here to visit our website!](#)

Appendix A – List of Attendees

Linda Babstock
John Baird
Roger Bradley
James Brown
Rebecca Buckley
Monica Bull
Roger Bull
Barbara Case
Shannon Chatman
Doug Churchill
Sandy Collins
Lana Collins
Arthur Dyke
Bernette Earle
Denise Feltham
Lorna Firth
Megan Frost
Paula Gobi
Ruth Hallett
Wayne Hallett
Kathy Hodder
Gordon Janes
John Taite
Sheila Kelly-Blackmore
Robert Kennedy
Jeanette Laaning
Beatrice Lane
Tonya Lane

John Lane
Eileen Lynch
Chantal Lynch
Tracy McCurdy
Leff Mierens
Brooke Mierens
Kevin Moss
Lori Moss
Bessie O'Ogrady
Jerry Penney
Clara Penny
Ray Penny
Alan Pickersgill
Walter Pinsent
Kim Powell
Paul Procko
William Radford
Kevin Robinson
Donna Rockwood
Jim Rockwood
Robert Rogers
David Saunders
Karen Saunders
Laura Siegwart Collier
Terri-Lynn Snow
Anthony Stewart
Kathy Sweetapple
Karen Wolfrey

Appendix B – Terra Nova Thriving Regions Steering Committee

John Baird, Roger Bradley, Sandy Collins, Arthur Dyke, Bernette Earl, Dion Geange, Gord Janes, Tracy McCurdy, Lori Moss, Colleen Moulton and Alan Pickersgill

For the purposes of this initiative, the regional Steering Committee chose to define “the region” as the area which includes the following:

Terra Nova National Park and the communities of:

- Charlottetown
- Terra Nova
- Glovertown
- Traytown
- Culls Harbour
- Sandringham
- Eastport
- St. Chads
- Burnside
- Salvage
- Sandy Cove
- Happy Adventure
- St. Brendan’s

Appendix C – List of All Identified Themes and Associated Topics

[The following are listed in alphabetical order by theme name along with the results of the voting process engaged in by participants at the workshop. Participants used dots for what they viewed as “the most important” themes and stars for those themes “they cared about the most” (i.e., most likely to dedicate their time and energy to supporting). Underneath each theme are the ideas and topics generated by workshop participants. Priority themes are in bold.]

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Additional Themes

E. Cultural Heritage and Arts (10 stars, 6 dots)

- Increase in visiting arts and cultural groups
- Public art installation
- Craft incubation centre
- NL History and culture
 - Without losing our individual and community identity keep our local culture and history at the forefront in all we do to preserve our past.
- Indigenous and archaeological site establishment
- Tourism traditional dancing in off season
- Heritage retention
 - Stages/stores
 - Building
- Revive the Beothuk – sites in our area
- Cultural reconnection- preserving past knowledge for future uses (benefits)

F. Education

- Education Consolidated
- One high school (2) K-9
- Education plan/restructuring to community school
- Lose your school, lose your community

Appendix C – List of All Identified Themes and Associated Topics

G. Fishery and Marine Resources (6 stars, 13 dots)

- Increase in industry/aquaculture
- Easy access to fishery licenses
- Farm land more accessible
- Declining local fishery
- Aquaculture as protection and local industry
- Preservation of marine resources kelp, seaweed and shellfish development for habitat protection
- More control of our fisheries, less federal government
- Marine Science. Stationed AER
- Keeping our fishing industry alive in our bay
- Fishery diversification – including tourism

H. Land Use and Resource Management (8 stars, 5 dots)

- Clear-up land disputes
 - Free up land for residential and commercial use
- Forest management

I. Recreation and Wellness (12 stars, 14 dots)

- Recreation/community center or Health Plex
- Supporting outdoor and cultural activity new families
 - Eastport Pen. end-stadium at Glovertown
- Adult sports league (funded employee) i.e. kids soccer
- Elevator at arena
- Recreation
- More marine infrastructures recreational
- Regional wellness committee – programs, workshops... all ages
- Thru-hiking and multi-use trails
 - Regional! – connect all towns without need of a road
- Large space/dog friendly park or trail (with small dog area)

Appendix C – List of All Identified Themes and Associated Topics

I. Recreation and Wellness (12 stars, 14 dots)

- Biking trails
- Things for young and old to do
- Regional paddling association (Kayak, SUP, etc..)
- Year round recreation facilities

J. Tourism (15 stars, 14 dots)

- Terra Nova Park
 - Stronger economic driver
- Outdoor focused businesses (year round)
 - All ages, young adults, seniors
- Birding resources/promotion
- Market beach volleyball (competition events) NLVA
- Year round tourism destination
- Sea-doo rentals (with mufflers)
- Dark skies
- Water related recreation (boating, yachting, sailing, sea doos, boat tours)
- Astro tourism
- Tourism – What are the gaps?
 - Accommodation, places to eat, things to do
- Marine, sports, tourism
- Large tourism package (value and week-long)
- Ecotourism
 - Keep it green
 - Preserve dark
 - Environmental consciousness
- Easy access through Terra Nova Park for ATV/Skidoo
- Access to trailway for tourism
- Signage in Glovertown

Appendix C – List of All Identified Themes and Associated Topics

K. Transportation and Infrastructure (9 stars, 11 dots)

- Infrastructure – needs/stresses
- Transportation – shuttle/commuter's
- Local airport +reliable airline
- Road repairs
- Water and sewage treatment plant
- Indoor swimming pool
- Better flights in/out of Gander
- Signage
- Quick charging for E-cars
- People moving services (transportation)
- Desalination
- Improved water service and sewer
- Water quality in Glovertown
- Infrastructure – road, bike lanes
- Improved roads