



# *A Renewed Vision for Development in the Irish Loop*

Introduction  
to  
Strategic Development Plan – Zone 20



## Presentation Overview

- Background of Board
- Strategic Priorities/Sectors
- Accomplishments to date
- Planning for the Future



## About Us

- Irish Loop Development Board established in September 1997
- Covers area from Bay Bulls to Mall Bay
- One of twenty regional economic development boards (REDBs) in the province – the last of the REDBs to be organized
- Mandate to develop and facilitate implementation of regional strategic economic plan



## About Us

- Board comprised of 11 directors representative of business, local government, development agencies and and labour
- Presently five staff (4 core/1 project)
- Offices located at the Opportunities Complex - Trepassey



## **Mission Statement**

To create a stronger region by  
investing in people, building  
communities and supporting  
new growth and  
development.



## Strategic Goals

- Leadership development and capacity building
- Business development, opportunity and innovation
- Regional cooperation and infrastructure
- Social and human resource investment
- Regional marketing and public education



## Strategic Sectors/Activities

- Tourism/Culture/Heritage
- Fishery/Marine Services/Business Development
- Manufacturing/Processing/Business Development
- Technology
- Regional Infrastructure
- Regional Marketing
- Emerging industries (agriculture/crafts)



## Activities - Tourism

- Tourism Association (80+ Members)
- Regional Tourism Branding
- “Completing the Loop” product development strategy with significant investments in East Coast Trail, Colony of Avalon, Regional Arts Centre, Cape Race, Holyrood Pond and Regional Interpretation
- Annual Tourism Directions Conference





## Activities - Tourism

- Emphasis on sustainable organizations
- Investment in HR from employee and management perspective (Youth Employment Enhancement, TMR, Seniors Ambassador Program)
- Impact? – 25 new tourism-related businesses in last five years with increase in overnight stays and overall visitation



## Activities - Fisheries/Marine Services

- Under-utilized species development strategies for sculpin, shark and recreational fisheries at Holyrood Pond
- Support for marine infrastructure
- Port development at Bay Bulls, Fermeuse and Trepassey through cost-comparison analysis research – focus on competitive advantage



## Activities - Fisheries/Marine Services

- Emphasis on meeting HR requirements for new harvesting/processing technology
- Addressing emerging labour shortage in processing sector
- Annual Fisheries Directions Conference



## Activities – Manufacturing/Processing/Business

- Chamber of Commerce (60+ members)
- Business Retention and Expansion (BR&E) Strategy complete
- Manufacturers/Processors Business Network
- “Shop Local” Campaign and goods and services directory
- Annual Business Directions Conference



## Activities – Manufacturing/Processing/Business

- HR Guide for Businesses
- HR Recruitment Guide for Business
- Skills gap analysis in manufacturing sector
- E-Commerce
- Export Market Development
- Quality Management



## Activities - Technology

- Innovation Strategy prepared
- E-Merge Initiative
- E-Government Initiative
- E-Communities Initiative
- Regional Technology Hubs/CAP Program
- Online content with emphasis on HR requirements in tourism sector
- Skills enhancement



## Activities – Regional Infrastructure

- Irish Loop Transportation and Communications Infrastructure Accords (1999)
- Digital service
- 93% high speed coverage
- Commitment to “Universal Coverage”
- Mobility upgrades



## Activities – Regional Infrastructure

- Goulds By-Pass Road completed
- Road priorities list development
- Lobby initiated for Southern Shore Access Road
- Signage review complete





## Activities – Regional Marketing

- Strategy prepared
- Regional Marketing Partnership established (11 of 15 communities and other regional partners contributing \$\$\$ annually – matched \$ for \$ by REDB)
- 5 cost-comparison analysis completed
- Regional marketing materials prepared



## Activities – Regional Marketing

- 11 community fact sheets
- Irish Loop Ambassador program launched
- Investment attraction guide prepared
- Regional web page with content management module accessible to partners
- Regional newspaper under consideration
- Regional Marketing Cooperative ?



## Activities – Emerging Industries

- Craft Producers Cooperative
- Organic farming
- Sheep production
- Energy
- Waste diversion



## Planning for the Future - General

- 2007/2008 new planning year with a new 3-5 year strategic plan at the end
- Opportunity to build on successes and focus more closely on narrow development opportunities
- Stakeholder and partner engagement critical



## Planning for the Future –Partner Opportunities with Memorial

- Linking under graduate and graduate work in areas of archaeology/culture and heritage/paleontology
- Directed research in urban/rural interaction
- Marine biology and fisheries development – MI and related departments
- Statistical analysis
- CMD/School of Business in professionalization of business owners and managers



## Planning for the Future –Partner Opportunities with Memorial

- Statistical analysis
- Content development with DELT
- CMD/School of Business in professionalization of business owners and managers
- Harvesting/processing/marketing of underutilized species and MI



## Planning for the Future –Partner Opportunities with Memorial

- Regional infrastructure and notional costing – Faculty of Engineering
- Professional development for regional development staff through CMD and others
- Curriculum development
- Distance health/learning



## Planning for the Future –Partner Opportunities with Memorial

And much, much more!





## Conclusion

- Long tradition of partnership between memorial and Irish Loop
- Memorial mandate to support regional development
- Irish Loop needs your help