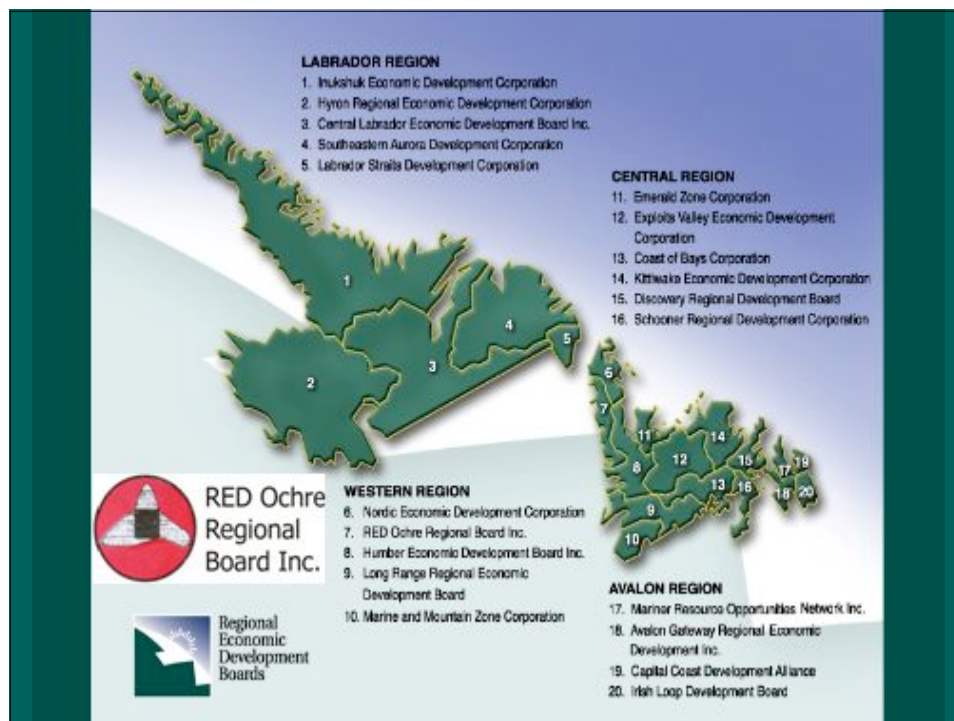




Memorial University

Community Session Nordic Economic Development Corporation and RED Ochre Regional Board Inc.

Plum Point Motel
Plum Point, NL
May 3, 2007





- **RED Ochre Regional Board is one of 20 Regional Economic Development Boards in NL**
- **Zone 7 Covers – Trout River to St. Barbe**
RED Ochre Regional Board serves 34 communities.
- **With a population of 9,000. A drop of 810 since 2001.**
Overall a decrease of 28% since 1986.
- **The Newfoundland Labrador Economic Development Association is the provincial organization representing all 20 Regional Economic Development Boards- Provincially and Nationally**



Six Key Components Of Community and Economic Development

1. Human Resource
2. Marketing/Business Development
3. Infrastructure
4. Government Policies/Regulations
5. Environmental Integrity
6. Research and Development (R & D)



Economic Zone 7 Key Industry Sectors

- Forestry - \$19 million
76 employees
- Fisheries - \$45 million
1,285 employees
- Tourism - \$30 million
1,380 employees



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Strengthening Regions.**



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Economic Zone 7 Subsidiary Sectors

- Agrifoods - \$1,4 million
34 employees
- Craft - \$1,3 million
84 employees
- ICLT - Unknown at
this time



Past Board Business Development Activities

- Micro Business Development Service
- Artisan Specialist – Craft Development
- Forestry Association – Coordination/Planning
- Heritage Development – Bonne Bay Area
- Business Engagement Program- St. Paul's to
Bellburns
- Community Development/Infrastructure
- Human Resource Development
- Tourism – Industry Development ie: attractions

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Information Communications Learning Technology

Number of Businesses – 2

Strong potential for industry and
business development in Zone 7
as an enabling tool.

Lack of high speed access
(broadband) serious barrier to new
business development in the Zone.
Steps required to address.



Business Community Profiles

Number of businesses – 390

Number of Communities – 34

Population 9,000

Length of Zone 4.5 hours long

No main community/service centre

South of Plum Point – Services found in Deer Lake
Corner Brook.

Plum Point and area north – Services found in
St. Anthony.

Ferry services to Labrador – St. Barbe





Business Services

Number of Business Services – 521

Change from 1997 to 2006 5.0%

Variance 25



Industry Sectors (Changes)

1997 – 2006

Forestry -63.2%

Fishery -55.6%

Tourism 37.8%

Total Value of all industry sector - \$97million



Business Changes 1997 - 2006

Manufacturing/Wholesaler 83.3%

Transportation 46.2%

Food & Beverage 8.1%

Retail -14.8%



Business Development Opportunities

Forestry – Secondary Processing, Non timber products

Agrifoods – Primary, Secondary Processing

Fisheries – Secondary Processing, Research Coordinator

Tourism – Services, Product Development ie: Craft,
Adventure

Tourism, Heritage, Interpretation, etc...

ICLT – Training, Programming, Marketing, Management
etc...





Business Opportunities

Steps Required

- Business/Industry Analyst
- Business and Public Awareness
- Engagement of Research Resources ie: MUN, CNA
Government Line Department, Industry Associations
- Identification of interested business owners
- Engagement of financial and business support as
required ie: business/marketing planning and financial



Economic Zone 7 Population Changes

1986	-	12,392
1991	-	11,949
1996	-	11,155
2001	-	9,810
2006	-	9,000

% change 1986 – 2001: -20.84%

% change 1986 – 2006: -28.00%



Economic Zone 7 - Labour Market

Labour Force – 4,683 (estimated)

2,429 – Forestry, Agrifoods, Fishery, Tourism,
Craft and IT Sectors

2,254 – Education, Health, Transportation, Finance,
and other service Sectors

1,800 – residents 19 and under (school age)

2,517 residents retired/unemployed

Total Population 9,000



Board Business Development Activities 2007 -2008

- Local Business/Industry Networking
- Workshops
- Engagement of Research Resources
- Business Engagement
- Key Infrastructure Initiatives
- Labour Market Planning
and Development



Questions/Comments and Feedback

Discussion – Evolving Roles and areas of Potential Cooperation

Thank you