

THE LESLIE HARRIS CENTRE OF REGIONAL POLICY AND DEVELOPMENT



SUMMARY REPORT

SOUTHWEST COAST THRIVING REGIONS WORKSHOP

COLLEGE OF THE NORTH ATLANTIC CAMPUS

PORT AUX BASQUES

OCTOBER 18, 2018

Table of Contents

Introduction	2
About the Harris Centre	2
About the Thriving Regions Partnership Process and this Workshop	3
Priority Themes	3
Embracing the Aging Population	4
Understanding Tourism Patterns	4
Building Food Security (Fishery and Agriculture)	5
Next Steps	6
Conclusion	6
Appendix A – List of Attendees	7
Appendix B – Evaluation Summary	8
Appendix C – Workshop Agenda	10
Appendix D – Group Brainstorming Feedback	11

Introduction

As part of the Harris Centre's Thriving Regions Partnership Process, a workshop was held on October 18, 2018 at the College of the North Atlantic Port aux Basques Campus in partnership with Grenfell Campus' Office of Engagement (GO Engagement). This workshop was held for the Southwest Coast in order to identify priority research themes that people would like to see move forward in that region. The Harris Centre is releasing a call for Expressions of Interest from Memorial University faculty, staff and students to complete research projects focusing on the priority themes that were identified. A fund evaluation committee comprised of local and academic members will choose which researchers will move forward in the process and attend a second workshop in December, 2018. These researchers will then refine their research plans and incorporate input from the people in the region. Ultimately, this process will result in the Harris Centre funding up to three publically engaged research projects on the Southwest Coast at \$15,000 each.

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.

About the Thriving Regions Partnership Process and this Workshop

The Harris Centre's Thriving Regions Partnership Process is a new program that has taken the place of its Regional Workshop programming that was undertaken from 2005-2016. This new process includes more sustained relationships with people in regions throughout the province, as well as dedicated funding for Memorial researchers to complete projects in those regions. Other Memorial units partner on the process with the Harris Centre when relevant, including Grenfell Campus and the Labrador Institute.

The Thriving Regions Partnership Process is providing an opportunity for Memorial University to work with people on the Southwest Coast to help promote a thriving social and economic region through the funding of publically engaged research projects in the region. This workshop was held for the entire Southwest Coast region, which includes just over twenty communities between North Branch and La Poile with a population of nearly 7,800 people.

A local advisory committee is helping plan and promote this process on the Southwest Coast, which consists of people from the following organizations: Atlantic Canada Opportunities Agency; College of the North Atlantic; Department of Tourism, Culture, Industry and Innovation; Gateway Status of Women Council; Hotel Port aux Basques; Leading Edge Credit Union; Marine Atlantic; Town of Isle aux Mort; and Town of Port aux Basques.

The Harris Centre and GO Engagement led the Southwest Coast Thriving Regions Workshop on October 18 in order to identify priority research themes for the region. There were a total of 22 participants at the workshop, including those from federal, provincial and municipal governments; businesses and business organizations; community and non-profit groups; and educational and health institutions (see Appendix A). Participants evaluated the workshop very favourably, agreeing that they were able to express their thoughts and ideas, that they liked the format, that they would like to participate in future follow-up events, and that the event met their expectations (see Appendix B).

Priority Themes

A combination of individual reflection, group brainstorming and discussions were used to determine the priority themes (see Appendix C for the workshop agenda and Appendix D for the brainstorming

discussion feedback). The below themes emerged as being the priorities for the region. The descriptions are meant to provide some guidance on what is important to the people in the region within those broad themes.

The two overarching themes of the workshop were entrepreneurship and the need for greater community and regional collaboration. The participants saw these two principals as underlying all of the research priorities identified during the workshop. Greater collaboration is critical to regional success and all opportunities identified for the region require entrepreneurial efforts to be realized.

The three research priorities were identified as:

- Aging population as a resource
- Tourism
- Food security (fish and agriculture)

Embracing the Aging Population

The Southwest coast region of Newfoundland is experiencing the challenge of an aging population and the implications that it will have on all sectors of society, such as labour and financial markets, the demand for services, as well as family structures and intergenerational ties. In an effort to recognize and embrace the older demographic as a resource and asset to their communities, workshop participants are interested in utilizing the capacity of an aging population in areas such as tourism and entrepreneurship, as well as by creating purposeful connections and exchanging knowledge and experience through intergenerational engagement. By reshaping the notion of aging and recognizing the enormous resource seniors provide, researchers could provide case studies/literature reviews that will show examples of how seniors and youth can integrate in a way that is mutually beneficial, thus creating opportunities for the aged to continue to engage and contribute to the Southwest coast region.

Understanding Tourism Patterns

Channel-Port aux Basques, a town at the southwestern tip of Newfoundland, is the location of the Marine Atlantic ferry terminal and is the primary entry point into the island of Newfoundland. As the “gateway” to the province, the southwest coast is often seen as a drive-through region where tourists proceed to Gros Morne National Park and further east. Almost all of the local communities compete for tourists’ attention resulting in a duplication of tourism efforts and services. Participants felt strongly that collaborative models bringing together private industry, non-profit organizations, municipalities, and community groups, could

benefit all of the stakeholders by working together to promote and develop their region as a tourist attraction. Workshop participants identified a need for a regional collaboration in building and supporting cohesiveness within the tourism sector. Using a comparative approach, researchers could focus on transportation flows, infrastructure, regional collaboration, examples from other regions that have built successful tourism destinations, etc. The research should take into consideration the assets each community brings as well as the challenges they face.

Building Food Security (Fishery and Agriculture)

While residents of the Southwest coast region of Newfoundland have traditionally participated in subsistence farming, the agriculture industry in the Codroy Valley has not realized its full productive potential. With the provincial and federal government focus on increasing food security and sustainability, there is great opportunity in the Codroy Valley. Yet barriers remain: the need for climate control facilities, transportation linkages, additional infrastructure, and branding and marketing resources; as well as the costs to produce crops, navigating government regulations, and the ability to connect the consumer directly to the farmer.

The Southwest coast region is also known for its lobster and cod fishery. It is important to understand that the fishing industry is seen as primarily a natural resource and export industry and less as a matter of food security. Fishers are exporting high-quality fish directly to areas outside of the province and country. The exported fish (especially lobster) earns valuable exchange, but the diversion of fish and fish products from local communities has contributed to their inability to establish infrastructure to sell directly to locals and tourists visiting the region.

Fisheries and agriculture contribute in multiple important ways to the lives and livelihoods in the region; however, the underdevelopment of these industries is identified as a key barrier for food security. Workshop participants are interested in researching business models that will help brand, distribute and market fish and crops to the region through restored local fish/farm markets, as well as and beyond the region through export. They were also particularly interested in alternative business models such as co-ops and social enterprises that could be used to address some of the cold storage and transportation issues facing local producers. Workshop participants also identified a potential opportunity for developing and branding a tourism-driven “food loop” or network around the region, where tourists could travel through and sample and purchase local food and fish in various communities. Thus the region could also benefit from strengthening the connection between fisheries/agriculture and tourism.

Next Steps

With the completion of this report, the Harris Centre is opening the Southwest Coast Thriving Regions Applied Research Fund. This is beginning with a call for Expressions of Interest from Memorial faculty, staff or students looking to develop projects to address one or more of the three regional priorities. A Fund Evaluation Committee, comprised of local members from the Southwest Coast as well as academic members from Memorial University, will review the Expressions of Interest and decide on three projects to move forward in the region.

A second workshop will be held in December 2018, during which researchers leading the three chosen projects will travel to the region to meet with local partners and stakeholders. The researchers will present their planned research, gather feedback, and develop partnerships to further refine their research. They will submit expanded research plans following the session, which will then be reviewed by the Fund Evaluation Committee to ensure that the projects still reflect what was originally proposed, while also incorporating local input and the development of community partnerships.

Once the projects are approved, the researchers will receive their funding and move forward. 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.

Conclusion

The Thriving Regions Partnership Process is going well in the Port aux Basques region so far. The workshop participants seemed very interested in the process, enthusiastic about sharing their vision and ideas for their region, and are looking forward to being a part of the upcoming research and next steps. The Harris Centre and GO Engagement are also looking forward to coming back to the region and to seeing what engagement and partnerships can be fostered through this process.

Appendix A – List of Attendees

Name	Organization
Blanford Billard	Gateway CBDC, Isle aux Morts Heritage Society
Bruce Billard	Department of Tourism, Culture, Industry and Innovation
Bruce Burton	Leading Edge Credit Union
Ken Carter	Grenfell Campus
Joan Chaisson	Autism Involves Me
Harry Coates	Leading Edge Credit Union
Claudelle Devoe	Codroy Valley Area Development Association
Brian Eddy	Natural Resources Canada
Marilyn Forward	Grenfell Campus
Mandy Francis	Port aux Basques Marine Excursions
Bojan Furst	Harris Centre
Pamela Gill	Grenfell Campus
Wendy Graham	Memorial University
Tanya Hawco	Gateway Status of Women Council
Alice Keeping	Codroy Valley Area Development Association
Cathy Lomond	Hotel Port aux Basques
Tyler Osmond	Gateway CBDC
Corey Purchase	Channel Head Lighthouse Heritage Society
Wayne Quilty	College of the North Atlantic
Scott Reid	St. George's-Humber MHA
Dan Sheaves	Marine Atlantic Inc.
Shauna Strickland	Town of Port aux Basques

Appendix B – Evaluation Summary

Southwest Coast Thriving Regions Workshop Evaluation Summary Port aux Basques, October 18, 2018

Participants provided a scoring of 1 to 5 for each of the below questions, with 1 being strongly disagree to 5 being strongly agree. The average score given to each question is provided.

Total number of attendees: 22 (18 local participants and 4 from Harris Centre/Grenfell Campus)

Number of forms filled out: 15

Response rate: 83% of local participants

Question	Average Score (Out of 5)
The promotional materials for this workshop accurately described its content	4
There was sufficient time provided for discussion, brainstorming and networking	4.6
I was able to express my thoughts and ideas throughout this workshop	4.5
I liked the format this workshop used (facilitated discussion, prioritizing through dots, etc.)	4.4
The priorities put forth at the end of the workshop accurately reflected the discussion in the room	4.3
The workshop increased my awareness of how Memorial University and community members can work together	4.2
I would like to attend a future session to provide input into research projects that are part of the Southwest Coast Thriving Regions Partnership Process	4.1
Overall, this session met my expectations	4.2

How did you find out about this event? (Please list all that come to mind):

- Email (6)
- Chamber of Commerce (3)
- Facebook (2)
- Was told by a friend
- Contacted by the organizers
- Through the Leading Edge Credit Union
- Web

Please indicate your age group:

30 or under: 1

Between 31 and 54: 8

55 or older: 7

Additional comments:

- The message I got from the session was the main theme of all the topics we discussed was entrepreneurship and our regions main goal “economic stability.” Also, I think the education system should focus on entrepreneurship as a career option for the youth in our region and province.
- Excellent workshop. It exceeded my expectations! Thank you.
- Thanks for coming out to our community to hold this session.
- Good job!
- Overall very good thought provoking session.

Appendix C – Workshop Agenda



GRENFELL
CAMPUS



Office of Engagement

Southwest Coast Thriving Regions Workshop

**College of the North Atlantic, Port aux Basques Campus Library
October 18, 2018**

Agenda

9:00-9:15am	Introduction
9:15-10:45am	Setting research priorities – individual reflection and group discussion
10:45-11:00am	Break
11:00am-12:00pm	Setting research priorities – group discussion
12:00-1:00pm	Lunch
1:00-2:00pm	Breakout groups based on priorities*
2:00-2:45pm	Breakout groups report back**
2:45-3:00pm	Wrap-up and next steps

*Note that small breakout groups did not take place, as the whole group was small enough to discuss the priorities together.

**Since there were no breakout groups, there was no need to report back to the larger group so the day wrapped up a bit early.

Appendix D – Group Brainstorming Feedback

Participants were asked to reflect on their own vision and ideas for the region and write down their top three ideas on sticky notes. Participants were then asked to discuss their reflections with small groups and choose the ideas that were most important to them and they were most passionate about. A participatory process was used to group all of the ideas on the sticky notes into themes. The participants were then provided with dots, and were asked to put the dots on the themes that were their priorities. The below photos show what was included on the sticky notes within each theme.

DEMOGRAPHICS
AGING

WORKING
TOGETHER
FOR A
PURPOSE
- MUTUAL BENEFIT

Increasing tax
burden

Changing Demographics

Increasing
need for
Senior Housing
Aging Populations
* Need more facilities

Immigration to
mitigate demographics
= population diversity
and growth.

Aging Popn.

Senior Population
(Decreasing)
challenge

Aging Population
- Economic &
health implications

Increase Aging
of adults with
special needs and
no where to live.

Youth Leaving.

Delivering
Public Service
To Declining
Population

Aging populations
with lack of supports

CO-OPERATION OF
ECONOMIC INTERESTS
AMONG COMMUNITIES

More Regional
Collaboration

The evolution of a
Co-operative "can-do"
attitude to develop strength
among the disparate villages
of monarchical movement
in Spain

Concerns
- Health Care
- Aging
- ~~Transportation~~

Good Thing
- ~~Transportation~~
- Better ~~Infrastructure~~
- Communication

Positive

Ability to come together
in multi-disciplinary
teams

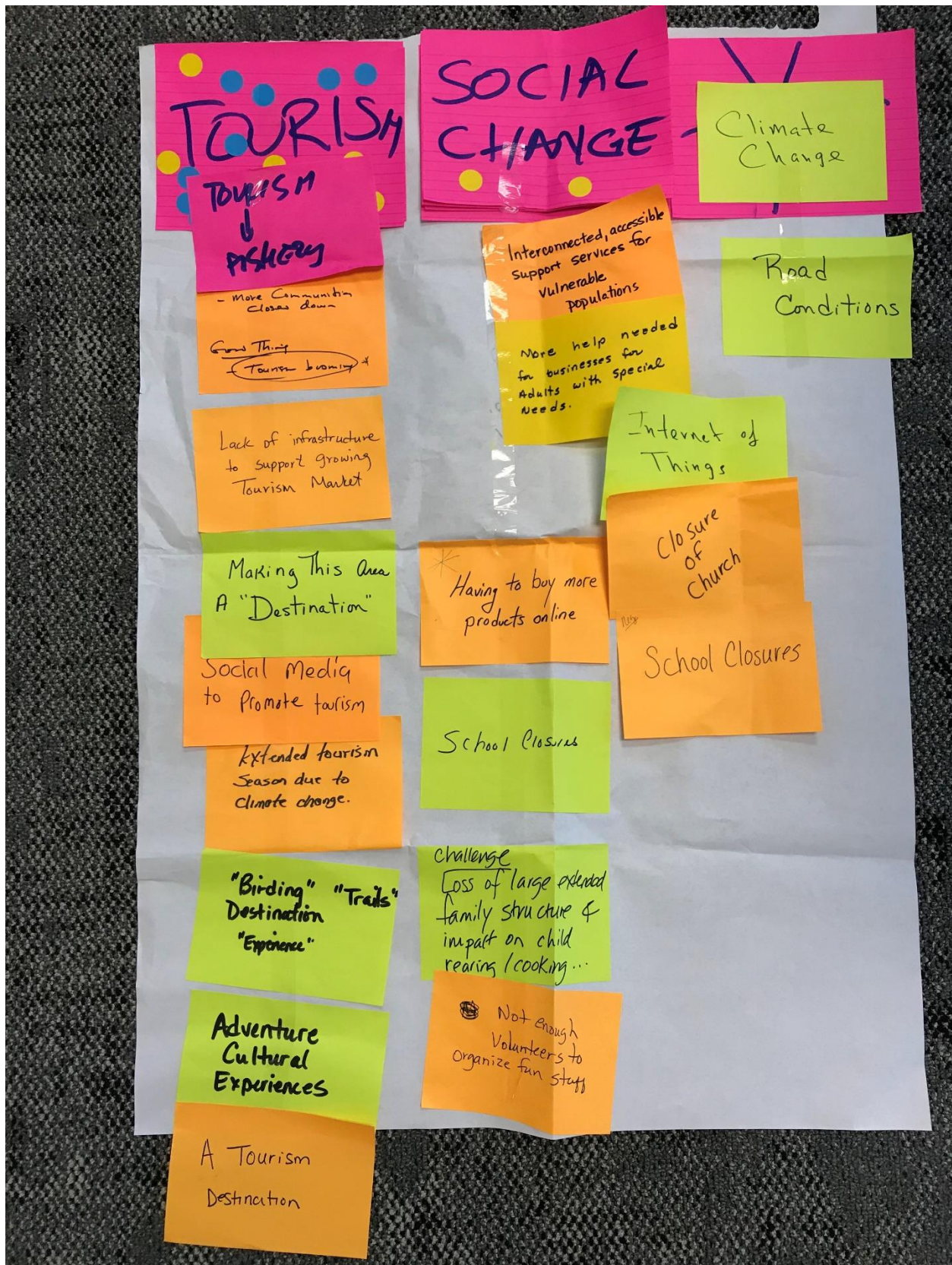
Positive

Hard working community
Resiliency
Community Champions

Community for
wanting to learn
new ideas.

* Very family
oriented
Community!

Very supporting
Community for
Special Needs -
Autism



FISHERY (LOBSTER)

Lobster fishery
Significant increase
in landings.

FISHERY DEVELOPMENT
GROUND FISHERY
MULTI-SPECIES
MARKETING

+ Stable Employment

Employment

Will there be
Diverse, well-paid
employment
opportunities?

Business Growth
* Will there be any
Stores in 10 years!
Tax Base!

MARKETING
OPP AROUND
(C/D)

GENERATIONAL
LAP
to FARMER
+ PROSEC

An abundance of
wild Meats & can grow
vegetables.

FISHERY
FOR LOCAL
FISHERMEN

MORE Food
Production
LOCAL

TAX
BASE

SUCCESSOR
PLANNING

FOOD SECURITY AGRICULTURE

Entrepreneurship
Farms
Tourism

A vibrant agricultural community
utilizing much of the arable
land in the Codroy Valley
a) fresh produce
b) manufactured - value-added-
products

MORE young
People STARTING
BUSINESS

Food Security
Issues

Food Security
(local, healthy, affordable
self-sufficient)
i.e. Farmer's market

Opportunity for increased
local farms-

Utilizing
Local
Resources
- LAND -