



Summary Report
Bonavista Peninsula
Regional Workshop

Port Rexton, Newfoundland and Labrador
June 7-8, 2016

Memorial University Partnering with
Community, Government and Industry Stakeholders

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Table of Contents

Executive Summary.....	3
About the Harris Centre.....	7
Regional Workshop Purpose.....	7
Parallel Sessions: Memorial University’s current projects and new opportunities for collaboration.....	8
Entrepreneur, Cultural Entrepreneur, and New Enterprise Supports.....	9
Food Security.....	12
Investing in Rural Development.....	19
Follow-up Process.....	21
Memorial Presents Public Policy Forum.....	21
Conclusion.....	24
APPENDIX A – Regional Workshop Agenda.....	25
APPENDIX B – List of Stakeholder Attendees.....	26
APPENDIX C – Feedback Form Summary.....	28
APPENDIX D – Projects Completed in Bonavista Peninsula Region.....	31

Executive Summary

The Harris Centre's thirty-second regional workshop was held on June 8, 2016 in Port Rexton, Newfoundland and Labrador. Planning partners included:

- Atlantic Canada Opportunities Agency (Clareville Office)
- Bonavista and Area Chamber of Commerce
- Bonavista Creative
- Coaker Foundation
- College of the North Atlantic – Bonavista Campus
- Department of Business, Tourism, Culture and Rural Development
- Fishers' Loft Inn
- Home From the Sea Foundation
- Town of Bonavista

This workshop had two main goals: 1) promote Memorial University as a resource for regional policy and development throughout the province, and 2) stimulate discussion to generate future opportunities or research questions from the region. To facilitate this, participants aimed to identify opportunities for future collaboration in the areas of research, teaching and outreach within the region, between Memorial University and community stakeholders.

The 'Regional Workshop' was held on Wednesday June 8, 2016, from 8:00am to 4:00pm at Fishers' Loft Inn Conference Centre in Port Rexton; the Workshop agenda is included as Appendix A. Thirty-eight people attended the workshop; attendees included fifteen faculty, students and staff from Memorial University; and twenty-three stakeholders from the Bonavista Peninsula region, including municipalities, federal and provincial government agencies, community groups,

businesses, educational institutions, and business and economic development organizations (see Appendix B).

The workshop hosted three breakout discussion sessions:

1. Entrepreneur and New Enterprise Supports

- What are the ideal conditions for the development of entrepreneurs, cultural entrepreneurs, and new enterprises in rural areas?
- How can development groups (chambers of commerce, government agencies, community lenders) and municipalities provide effective aftercare services to entrepreneurs following enterprise start up?
- What is the relationship between a supportive environment for entrepreneurs and the economic development goals of regions and communities?

2. Food Security

- What are the priorities for food security in Newfoundland and Labrador?
- What are the community health impacts of a secure food system in Newfoundland and Labrador?
- What business opportunities arise from a sustainable food system?

3. Investing in Rural Development

- What makes a rural area attractive to prospective industries, sectors and businesses?
- Are there particular types of enterprises upon which rural communities can focus their attraction efforts?
- How big of a role do education, healthcare, and other quality of life assets play in the attraction of investment to rural regions?
- What is the role of cultural and heritage enterprises in creating economic development opportunities in rural areas?

During the morning portion of the workshop, the group was welcomed and introduced to the host community by Councillor Luke Fisher of the Town of Port Rexton. The welcome was followed by opening remarks from Dr. Rob Greenwood, Director of the Harris Centre and Office of Public

Engagement. Dr. Greenwood's remarks were followed by a presentation from Linda Hogan, Co-Chair of the Bonavista and Area Chamber of Commerce. Mrs. Hogan provided a profile of the Bonavista Peninsula region, focusing on the communities, initiatives, and new business start-ups that have found success. Mrs. Hogan's presentation sparked a lively discussion involving many attendees. Lastly, Bojan Fürst, Manager of Knowledge Mobilization for the Harris Centre, gave background on how project opportunities are developed at Regional Workshops, and how staff at the Harris Centre follow-up and further opportunities by brokering through the university and college network, utilizing promotional tools such as the Harris Centre's newsletter *The Regional*, the *Memorial Gazette*, and through Yaffle, an online, searchable database of projects, knowledge and opportunities for research and collaboration.

During the remainder of the morning, participants broke into groups based on the workshop's themes. Everyone introduced themselves to their group and they got to know more about each other's work and interests. After lunch, groups returned to their break-out groups to focus on identifying potential new opportunities for Memorial to establish linkages and partnerships for future projects. These opportunities could be related to research, teaching or public engagement.

A total of thirty-four follow-up opportunities were identified at the workshop:

- Entrepreneur and New Enterprise Supports – 6
- Food Security - 22
- Investing in Rural Development – 6

These opportunities are listed in this report, and the Harris Centre is in the process of following up on them. These opportunities will be circulated to the appropriate faculty, staff and students throughout Memorial University, with the Harris Centre facilitating and tracking results. The one-

papers will be available online in Yaffle, Memorial University's online research database (www.yaffle.ca).

A Memorial Presents Public Policy Forum was held the night before the workshop at College of the North Atlantic's Bonavista Campus, titled "Creating Cultural Destinations: Art, Heritage, and Place". Four panelists participated in the event:

- Dr. Jennifer Dyer, Memorial University
- Marilyn Coles-Haley, Home From the Sea Foundation
- Marieke Gow, Artisan Inn & Twine Loft Dining Room
- John Norman, Bonavista Creative

This forum is described in further detail in this report; the entire forum can viewed here: <http://www.mun.ca/harriscentre/policy/memorialpresents/2016c/index.php>.

The Bonavista Peninsula Regional Workshop was a successful event. Attendees were pleased with the high level of discussion, and enthusiasm expressed by attendees from the region and from Memorial University. Attendees reported that the event increased their awareness of how communities and organizations in rural Newfoundland and Labrador can access knowledge and expertise that exists at Memorial University, and collaborate on projects that can positively affect their region. Overall, the workshop helped facilitate planning and development within the region by discussing priorities and brainstorming potential projects where contributors from Memorial University and partners from the region can collaborate. The results of the workshop feedback forms can be found in Appendix C.

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 in coordinating and facilitating Memorial's educational, research and outreach activities in the areas of regional policy and development. Through brokering these activities the Harris Centre will, in some situations, take a lead role; in others, the roles will be that of a facilitator, partner, or supporter.

The final product offered to the community, whether in the form of research, teaching or outreach, is based upon the independence and integrity of Memorial's faculty, staff, and students in applying their professional expertise and contributing to regional policy and development in Newfoundland and Labrador.

Regional Workshop Purpose

Regional Workshops have three key objectives:

1. To promote Memorial University as a resource for regional policy and development throughout the province, via the utilization of research, teaching and outreach activities at Memorial;
2. To communicate current Memorial University activities to local stakeholders and to communicate local stakeholder priorities to Memorial faculty, students and staff;

3. To provide a venue for the identification of new opportunities/linkages between Memorial University and local stakeholders.

The workshop provides information to local stakeholders on current Memorial activities and projects, and provides an opportunity for local stakeholders to discuss the implication of these activities in their region. It also allows people from the region to discuss their own work and interests and their relation to the Workshop themes. The Workshops also allow for discussion of possible new collaboration opportunities between Memorial and local stakeholders. The session closes with a review of the new opportunities developed by each breakout group and a discussion of next steps. This report is intended to provide a summary of the information shared in the breakout sessions and opportunities for further collaboration between Memorial University and stakeholders in the region.

Parallel Sessions: Memorial University's current projects and new opportunities for collaboration

Following the introductory remarks and regional profile presentations, participants split into three parallel breakout sessions based on the Workshop themes. These sessions began with introductions, a review of Memorial University projects ongoing in the Bonavista Peninsula region, and a discussion of the theme topics from the point of view of regional stakeholders, including their professional and volunteer initiatives related to the topic. Additionally, a list of current and completed projects in the Bonavista Peninsula region (since 2011) was distributed to all attendees in their participant package at the start of the workshop (attached to this report as

Appendix D). Below is the number of attendees at each breakout session, and the facilitator for each group:

- Entrepreneur, Cultural Entrepreneur, and New Enterprise Supports: eleven attendees, facilitated by Rob Greenwood, Harris Centre
- Food Security: eleven attendees, facilitated by Mike Clair, Harris Centre
- Investing in Rural Development: fourteen attendees, facilitated by Bojan Fürst, Harris Centre

Following the break for lunch, the breakout groups worked to develop new opportunities for research, teaching and outreach in the Bonavista Peninsula region. Many potential opportunities were developed for faculty, students and staff at Memorial to engage stakeholders in the region. These opportunities will be explored in further detail with the local partners prior to entry onto the Yaffle system; more detail surrounding each opportunity may emerge. The new opportunities are categorized by breakout theme in the following section.

[Entrepreneur, Cultural Entrepreneur, and New Enterprise Supports](#)

1. Developing a Newfoundland and Labrador Knowledge Mobilization Network

How can communication between successful and knowledgeable individuals in their fields and regional stakeholders be improved? How can the facilitation of knowledge sharing and mobilization be improved for those living outside of urbanized centres in Newfoundland and Labrador? What is the best process for those who have become successful in their field to act as mentors for developing entrepreneurs are they pursue the creation of a new venture? What model(s) can be used as templates for development of a centralized, functional network for knowledge sharing and entrepreneur mentoring?

Local Partner: Betty Fitzgerald, Town of Bonavista; Virginia Gough

2. A Mobile Application for Visiting Rural Sites and Scenes of Interest

The breakout group designed a concept for a mobile application that, through the usage of GPS coordinates, QR codes, and mapping software, guides visitors through sites located in rural areas using an interactive and interpretive approach. The breakout group's concept includes bringing together local stakeholders and multiple departments at Memorial University (Folklore, Comp. Sci., and others) to a) populate the app with sites, stories, and scenes of significance to the region and b) complete the coding and testing required to create the mobile application. The Local partners wish to see the Bonavista Peninsula, with its many communities, stories, and tourist attractions, to be used a pilot region for the application.

Local Partners: Catherine Beaudette and Margaret Ryall, 2 Rooms Contemporary Art Projects

3. Analysis of the inputs and supports required for regional economic sustainability

What catalysts drive regional development and sustainability? What supports and services are present in successful rural communities? Do communities develop around supports and services or vice versa? What are the incentives rural communities can provide to potential residents/visitors/businesses/organizations? What role should rural communities take in the succession planning process for employers and organizations that operate there?

Local partner: Bonavista and Area Chamber of Commerce

4. Development of a Bonavista Peninsula Biennale

Biennales are large-scale events that showcase arts and culture installations of various styles, disciplines, and themes from all over the globe. The breakout group was outlined a concept for the event by Catherine Beaudette, a member of the Biennale steering committee and an attendee in the breakout session. Ms. Beaudette's concept outlined a month-long Bonavista Peninsula Biennale that would be hosted throughout the region, engaging a number of communities and local organizations, as well as artists from Newfoundland and Labrador, Canada, and around the globe. Ms. Beaudette and the Biennale steering committee seek input

from a number of departments at Memorial University, including the Office of Public Engagement, and the Departments of Folklore, Earth Sciences, and Education. The local partners seek to connect with this group at the university and determine how this event can be accessible and sustainable through a robust partnership between the region, artists, and the University.

Local Partners: Catherine Beaudette and Margaret Ryall, 2 Rooms Contemporary Art Projects

5. New Enterprise Support Networks

The Breakout group developed a concept of an online portal for the gathering of knowledge and information regarding programming, funding, incentives and services for new enterprises. The proposed portal would aggregate services, opportunities and new enterprise information offered by public and private sources, including but not limited to, the federal and provincial governments, municipalities, business development financiers (CBDC, BDC), industry associations, and local development associations. The portal envisioned would be accessible, navigable, and as local as possible. The portal would engage mentors and professionals with experience in regions all over the province so that they can help potential entrepreneurs make informed decisions regarding their business ideas.

Local Partners: Nancy Robbins, ACOA-Clarenville; Olivier Murgier, RDÉE; Bonavista and Area Chamber of Commerce

MUN Partners: Nicole Helwig, Centre for Social Enterprise; Florian Villaumé, Memorial Centre for Entrepreneurship

6. Experiential Learning for Memorial Music Students

How can experiential learning processes for Music School students at MUN be beneficial for rural communities in Newfoundland and Labrador? What supports should be present in communities for music co-op students? Who can contribute the most to the planning process, from an academic perspective as well as the viewpoint of the host community?

Local partners: Catherine Beaudette, 2 Rooms Contemporary Art Projects; Nancy Robbins, ACOA-Clarenville; Ruth Weller – Malchow, Bonavista Creative

MUN Partners: Nicole Helwig, Centre for Social Enterprise; Florian Villaumé, Memorial Centre for Entrepreneurship

Food Security

1. Incorporating Local Foods in Restaurants

How high is demand from restaurateurs for locally-produced food to include as part of their menus and recipes? What are the most popular local foods as identified by residents, and tourists? Can the curricula of post-secondary culinary and tourism programs in the province promote more usage and creativity involving local foods?

Local Partner: Jamie Best, College of the North Atlantic – Bonavista Campus

2: Regulation of Food Processors in Newfoundland and Labrador

In what regions/communities do assets for food inspection (Canadian Food Inspection Agency offices) exist? What determines the location of these assets? Are there communities where the service could be located to better serve the secondary food processing industry? How can industry stakeholders have a voice at the table when these decisions are taken?

Local partner: Ryan Guy, Federation of Agriculture

3. Investigation of commercial uses for waste product from seafood processing

The local partners wish to investigate the potential commercial uses for waste resulting from seafood processing industry.

Local partners: NL Federation of Agriculture; Bonavista Chamber of Commerce

MUN Partner: Dr. Barb Neis, On the Move Partnership

4. Feasibility of Agricultural Co-operatives

What are the direct economic benefits of a co-operative approach for producers in the agriculture and agri-foods industry? Can a co-operative provide advantages for producers as

regards specialized machinery, local knowledge and expertise, market analysis, shipping, logistics, and scale purchasing? Is a provincial co-operative feasible? What scale should the co-operatives be?

Local Partners: Sheep Producers Association, NL Federation of Cooperatives

MUN Partner: Nicole Helwig, Centre for Social Enterprise

5. An Incubator for Agricultural Enterprises

Is there a demand from potential entrants into the Agriculture and Agrifoods industry for enterprise development supports? Can existing enterprise supports diversify their programming so that new agriculture and agri-food enterprises can be better supported? How can Memorial University and the College of the North Atlantic be engaged to help develop enterprises in this industry?

Local Partner: Keith Williams, College of the North Atlantic – Carbonear Campus

MUN Partner: Genesis Centre

6. Bonavista Peninsula as a case study for enterprise development

The Bonavista Peninsula is currently undergoing a renaissance, with new enterprises being started up, mostly in the tourism sector. What are the keys to the current success of the Bonavista Peninsula: Social capital? Infrastructure? Educational facilities/programs? Leadership? The local partners envision the development of a case study based around the innovation environment in the Bonavista Peninsula region.

Local Partner: Bonavista and Area Chamber of Commerce

7. Inventory of Bonavista's Traditional Home Gardens

The Bonavista Peninsula has a strong tradition of home gardening. It is estimated that hundreds of small food gardens across the Peninsula provided households with vegetables. The revival of this tradition presents an opportunity to compile an inventory of traditional gardens in the

Bonavista area. The garden inventory could take on a number of different facets including mapping the old gardens, determining traditional crops and their growing seasons, and gathering stories of home-based, subsistence farming from communities all over the region.

Local Partner: None attached

8. Development of a Farmer-in-Residence for the Bonavista

Are there organizations operating in the Bonavista region that can support the development and operation of a Farmer-in-Residence program? What models for this initiative that currently exist can be used for determining best practices? How can stakeholders including NLFA, Food First NL, and the College of the North Atlantic's Bonavista campus be engaged to develop the project? Where can local agricultural knowledge be sourced to help develop a dossier of local information for the project?

Local Partners: Food First NL, NL Federation of Agriculture

9. A Study on the Feasibility of Greenhouses in NL

Where in Newfoundland and Labrador can greenhouses be developed such that they have maximum output? Based on current trends in food consumption, what greenhouse crops should be pursued? Are there new technologies in materials engineering, renewable energy and agricultural processes that open up previously unsuitable regions in the province to greenhouse development?

Local Partners: Food First NL, NL Federation of Agriculture

10. A New Business Model for Small Farms

How do small-scale farms in other jurisdictions develop into successful, sustainable operations? Are there common models that have greater potential for success? Can these models translate to the market and conditions for commercial farming in Newfoundland and Labrador?

Local Partners: Food First NL, Young Farmers' Association

11. Studying the Feasibility of Establishing ThinkFARM in Newfoundland and Labrador

ThinkFARM is a project based in Nova Scotia that supports initiatives that attract new entrepreneurs to agriculture and food related ventures. ThinkFARM develops entrepreneurial capacity for new entrants, and accelerates their competitive position in the marketplace. It also assists existing farmers in the transition to a new farm or agri-business enterprise. ThinkFARM facilitates access to information, programs, services and regulations that apply to farm businesses; connects farmers with industry experts; and supports outreach and training activities to improve the knowledge and skills of beginning and transitioning farmers. The local partners wish to investigate the feasibility of developing a similar project for the province of Newfoundland and Labrador.

Local Partners: Food First NL; NL Federation of Agriculture

12. Building Capacity in Agricultural Science

Does the province of Newfoundland and Labrador have a deficiency in the field of agricultural science? What are the best options for collaboration amongst post-secondary institutions and their resources? What roles can be taken on by each of the following groups: College of the North Atlantic, Memorial University, Boreal Ecosystem Research Initiative at the Grenfell Campus of Memorial University.

Local Partner: Keith Williams, College of the North Atlantic (Carbonear)

13. A Study of the Current Food Distribution System in NL

How does the food distribution network affect the patterns and trends of food consumption in Newfoundland and Labrador? Is nutritious food available and affordable everywhere? Are there any “food deserts” in the province? How can stakeholders in the distribution system work

together to improve the distribution system? Can systems be developed to avoid shortage of perishable staples including eggs, milk, fruit and vegetables in rural areas?

Local partner: Food First NL

Memorial University Partners: Alvin Simms, Dept. of Geography; Catherine Mah, Centre for Applied Health Research; Lynne Phillips, Faculty of Humanities and Social Sciences

14. A Study of Food Production Inputs in NL

Where does the food that we eat come from? Are food producers in Newfoundland and Labrador able to provide more of their products to the local food system? Can more of the seafood caught off our shores reach local consumers? What new crops could we grow in this province and what would be required to do so?

Local Partner: NL Federation of Agriculture;

External Partner: Institute of Island Studies (UPEI)

15. Capitalization on Traceability of Local Foods

How does traceability of food products affect consumer buying decisions? Are more social concepts (such as fair trade, buy local campaigns) driving the purchasing decisions of consumers in Newfoundland and Labrador? Is this trend sustainable such that food producers in Newfoundland and Labrador can develop branding efforts to take advantage of the trend? Does the co-op model encourage more purchases of local goods?

Memorial University Partner: Nicole Helwig, Centre for Social Enterprise

16. A Feasibility Study of Farmers' Markets in Newfoundland and Labrador

Which communities have had success with farmers' markets as a source for local goods, including fresh produce, seafood, and value-added items? Are markets skew municipal or regional in scope? Which market models have proven records of success in Newfoundland and

Labrador? Is there a critical mass for farmers' markets in the province based on economic and demographic factors?

Contacts: None attached.

17. A Study of Food Insecurity in NL

What is the state of food security in Newfoundland and Labrador? How do the individual components of the province's food system grade in comparison to provincial and national benchmarks? Are there particular regions or demographic groups in the province that experience the impacts of food insecurity disproportionately? What are the consequences of not addressing the problems with food security in Newfoundland and Labrador?

Contacts: PROOF (University of Toronto), Food First NL.

18. Using Traditional Harvesting Activities for Physical Activity

Which traditional harvesting activities provide the ancillary benefit of physical activity? How can the consumption of local food be leveraged into promotion of physical activity? Are there other benefits to communities that can be realized by encouraging traditional harvesting?

Contacts: School of Human Kinetics and Recreation

19. A Study of the Labour Shortage in the Berry Industry

What are the economic costs of manual labour shortages in the harvesting of berries? What are the causes for labour shortages in these sectors? Can existing employment programs at the federal or provincial level positively affect producers' ability to attract the required labour? What conditions are required for long-term sourcing of labour for the berry industry?

Contacts: NL Federation of Agriculture

20. Analysis of the feasibility of a “Community Freezer” for residents of Nain

The Inuit of Nunatsiavut continue their tradition of sharing the results of their hunting or fishing efforts with the community. Caribou, char and other resources are brought back to the community and shared with elders and others. A commercial-grade freezer in the community would allow this tradition to continue while providing a more sanitary place to store food. The local partners wish to see a study of the feasibility of installing a community freezer in Nain.

Contacts: Food First NL, Nunatsiavut Government

21. A Study on the Feasibility of Providing Local Foods in Institutions

Provincial institutions such as schools, seniors’ homes, prisons and hospitals may be prevented from purchasing locally-produced foods due to regulatory restrictions based on sanitation or other factors. This locks out local producers and creates a dependency on pre-packaged, out-of-province products. The local partners feel there is an opportunity to provide fresh, healthy foods to vulnerable groups of individuals serviced by provincial institutions. There is a need to understand the barriers to providing local foods to institutions and to develop a strategy to overcome these barriers.

Contacts: None attached.

22. An Inventory of Natural (Wild) Products

Newfoundlanders and Labradorians, including Aboriginal populations, have exploited the local flora and fauna for centuries, for nutrition, medicine, and other uses based in heritage and culture. With the advent of packaged foods, mass-produced medicines and other industrial products, many of these traditional products have been forgotten or ignored. The breakout group envision a project where an inventory of traditional natural products available in the province is created; geographic regions where they are located; their practical applications and suitability as a commercial opportunity; and a portion where the origins/heritage of the product is examined.

Contacts: None attached

Investing in Rural Development

1. Expanding Memorial University Academic Programs – Bonavista Peninsula Field Schools

The local partner wishes to examine the feasibility of programs extensions to include field work to be completed in communities on the Bonavista Peninsula. Some of the suggested programs that would fit with the profile of the region, as proposed by the breakout group included: geology, folklore, engineering, geography, and history. The group is interested in seeing if an interdisciplinary approach, similar to the M.Phil. program, could be feasible. The group felt that a collaboration with College of the North Atlantic's Bonavista Campus could be explored for teaching space and other resources.

Local Partner: Jamie Best, College of the North Atlantic – Bonavista Campus

2. A Study of External Rural Investment on the Bonavista Peninsula

In what forms has external investment come into the Bonavista Peninsula region? What impact on the local economy has that investment made on the region? What factors are attracting young entrepreneurs to the Bonavista Peninsula? What role does government funding play in attracting external investment to the Bonavista Peninsula region?

Local Partner: Jamie Best, College of the North Atlantic – Bonavista Campus

Memorial University Partner: Brennan Lowery

3. A case study of the community of Elliston

Elliston is recognized as a rural development success story for the Bonavista Peninsula. It is similar in population to many communities in rural Newfoundland and Labrador, and has a similar history with the fishery and secondary processing industries. What sets Elliston apart from small communities so that it can be successful in attracting residents, visitors, and investment? What lessons for other communities in the province can be learned by studying the dynamics at work in Elliston?

Local Partner: Marilyn Coles-Hayley, Home From the Sea Foundation

4. A study of Volunteerism in the Bonavista Peninsula region and new practices in volunteerism

It is recognized by the local partner that volunteerism in the region is changing. This project would examine 1) current trends volunteerism in the region, 2) new ideologies for volunteerism and civic engagement and the effect these new ways of thinking will have on non-for-profit organizations in the region, 3) how organizations can adapt to these changes, 4) how organizations can attract volunteers with a view to long-term involvement and 5) how organizations in the region can attract participation in volunteer endeavours from targeted groups in the region, like youth and the private sector.

Local partner: Edith Samson, Coaker Foundation

5. A study of social return on investment in the Bonavista Peninsula Region

The local partners envision a research project that explores how volunteerism in the arts, culture, heritage, and tourism sectors/industries add value to the Bonavista Peninsula region. What influence does a not-for-profit organization have on the development of a community and/or region? In what ways can volunteerism and community-based organizations contribute to development in a region? Is there a measurable economic benefit to communities/regions where there are successful not-for-profit organizations and healthy levels of volunteerism?

Local partner: Cyndy Stead, Trinity Historical Society

6. Rural Development Forum for the Bonavista Peninsula

The local partners wish to develop a blueprint for a discussion and action forum that brings together stakeholders in the Bonavista Peninsula region to discuss existing strengths, weaknesses, opportunities and threats that can influence development. The partners seek to develop a working group to steer the event and determine key elements of the forum, including

but not limited to, invite list, discussion themes, materials required for participants, measurement of outcomes, follow-up processes, and feedback/evaluation tools.

Local partners: Beth Fitzgerald, Town of Bonavista; Barry Pearce, resident of Bonavista

Follow-up Process

The Harris Centre will follow up with individual session participants to determine contacts and descriptions for further collaboration between Memorial University units across the province and stakeholders in the Bonavista Peninsula region. The goal is to develop each opportunity, or research question, into a one-page description with a lead individual or organization specified from within the region as a local partner. These one-page opportunity descriptions will be circulated to appropriate Memorial University faculty, staff, and students. The Harris Centre will be responsible for tracking interest in the opportunities, facilitating the connections between Memorial University partners and local partners, and reporting of results. Opportunities will also be listed in Yaffle, (www.yaffle.ca), Memorial University's online brokering portal, to enable web-accessible listings for further follow-up.

Memorial Presents Public Policy Forum

A Memorial Presents Public Policy Forum took place on the evening prior to the Regional Workshop. The Forum was titled "Creating Cultural Destinations: Art, Heritage and Place. Originating from the Bonavista campus of the College of the North Atlantic, and streamed live on the Harris Centre's website, the Forum was viewed in-person by nearly 90 residents of the Bonavista Peninsula, along with 30 attendees joining the event online. The discussion topic was described by the Public Policy Unit of the Harris Centre as such:

“The Bonavista Peninsula is becoming a well-known cultural destination with picturesque outports, dramatic scenery, a rich cultural heritage, and a vibrant arts scene. Visitors from all over the world marvel at what the place has to offer. Relationships between business, non-profit organizations, and communities have allowed for collaborative development around cultural heritage. What else needs to be done to make the region an even more attractive place for visitors and residents alike? How can we better profile our artists and tradition bearers so that visitors can get an enhanced appreciation of our way of life? How can we preserve our built and natural landscapes so that they contribute to the sense of place? How can the arts community leverage resources to attract investment in the region? What is the role of governments, businesses, artists, and citizens in making the Bonavista Peninsula a showcase for Newfoundland culture?”

To answer these questions and provide context for the discussion, the Forum included contributions from four highly-knowledgeable panelists:

- Dr. Jennifer Dyer, Director, MUN Interdisciplinary PhD Program: Dr. Dyer spoke about the changing role of arts patronage, exploring the histories of models like patronage as private contribution and publicly funded support. She discussed how contemporary models of patronage are based around partnerships, the pursuit of shared goals, and intergroup collaboration.
- John Norman, Bonavista Creative: Mr. Norman spoke about the values and guiding principles for the firms that he manages in the community of Bonavista. Mr. Norman told the audience that uniqueness and authenticity is one of the major factors that guides

their development of heritage properties in Bonavista, and the type of tenants that the group seeks to attract to its commercial rental spaces.

- Marilyn Coles-Hayley, Home From the Sea Foundation: Ms. Coles-Hayley discussed her work as Executive Director for the Foundation, a group that preserves the history of the Newfoundland Spring Seal Hunt via the John C. Crosbie Sealers Interpretation Centre, and a Memorial Statue and Monument, both located in Elliston on the Bonavista Peninsula. Ms. Coles-Hayley spoke at length of the deep connection between Elliston and the culture and heritage of the seal hunt, and the positive influence this connection has on engagement of the local community in events organized by the Foundation.
- Marieke Gow, Artisan Inn and Twine Loft: Ms. Gow spoke about her experience as a young entrepreneur on the Bonavista Peninsula. She spoke about her initial reservations regarding a move to a rural area, and the transformation of the Bonavista Peninsula into a thriving cultural destination not just for visitors, but for young entrepreneurs and artists of all stripes. Ms. Gow credited an influx on the Bonavista Peninsula of new entrepreneurs and artists on the deep connection to art, culture and heritage felt by all communities in the region in their own unique ways.

The Discussion Panel and question and answer session was well-received by the in-person audience, with a number of intriguing questions for the panel, and a great cross-section of participation in arts, culture and heritage from all across the region. Overall, it was an extremely successful Public Policy Forum. A full summary of the feedback forms received by the Harris Centre following the session are included in Appendix C of this Document.

Conclusion

The Bonavista Peninsula Regional Workshop resulted in the creation of thirty-five new opportunities for Memorial University faculty, staff and students to engage in research, teaching and collaboration on project that benefit community stakeholders in the Bonavista Peninsula region. Additionally, the Memorial Present Public Policy Forum hosted in conjunction with the Workshop was well-attended in-person and online, and featured a stimulating discussion on a topic very current and relevant to the Bonavista Peninsula. Feedback for the Forum was extremely positive, with many noting the high quality of the presenters. Workshop day feedback was also positive, with a number of attendees noting that the sharing of knowledge and information by both the university and stakeholders was a hugely beneficial component of the event. All things considered, the Bonavista Peninsula Regional Workshop was highly positive exercise for the organizers, university partners, community stakeholder, and the region at-large.

APPENDIX A – Regional Workshop Agenda

Bonavista Peninsula Regional Workshop Agenda

Wednesday, June 8, 2016 @ Fisher's Loft Inn Conference Centre

8:00 – 9:00 AM	Breakfast (provided by the Harris Centre)
8:00 – 9:00 AM	Workshop Registration
9:00 – 9:05 AM (5 mins)	Welcome Rob Greenwood, <i>Leslie Harris Centre</i> ; Luke Fisher, <i>Councilor - Town of Port Rexton</i>
9:05 – 9:20 AM (15 mins)	Opening Remarks and Outline for the Day Rob Greenwood
9:20 – 9:35 AM (15 mins)	Profile and Priorities of the Region <i>Linda Hogan, Bonavista & Area Chamber of Commerce</i>
9:35 – 9:40 AM (5 mins)	Follow-Up Process for New Opportunities <i>Bojan Fürst, Leslie Harris Centre</i>
9:40 – 9:50 AM (10 mins)	Break; Groups heads into breakout sessions
9:50 AM – 12:00 PM (2hr 10 mins)	Parallel Breakout Sessions: Entrepreneur and New Enterprise Supports; Food Security; Investing in Rural Development
12:00-1:00 PM (1 hr)	Lunch and Networking
1:00-2:45 PM (1hr 45 mins)	Parallel Breakout Sessions: Entrepreneur and New Enterprise Supports; Food Security; Investing in Rural Development
2:45-3:00 PM (15 mins)	Break
3:00-4:00 PM (1hr)	Report Back/Wrap-Up and Next Steps <i>Rob and break-out group rapporteurs</i>

APPENDIX B – List of Stakeholder Attendees

Harris Centre Bonavista Peninsula Regional Workshop Attendance List

Name	Organization	Session Attended
Paddy Barry	Paddy Barry Photography	Food Security
Catherine Beaudette	2 Rooms Contemporary Art Projects	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Jamie Best	CNA Bonavista	Investing in Rural Development
Ken Carter	MUN – Grenfell Campus	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Mike Clair	Harris Centre	Food Security
Penny Cofield	Paddy Barry Photography	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Sarah Cook	Harris Centre	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Jennifer Dyer	MUN	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Calvin Efford	Town of Port Blandford	Investing in Rural Development
Ivan Emke	MUN – Grenfell Campus	Investing in Rural Development / Food Security
Betty Fitzgerald	Town of Bonavista	Investing in Rural Development
John Fisher	Fishers` Loft Inn	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Bojan Fürst	Harris Centre	Investing in Rural Development
Norman Goodyear	MUN Botanical Garden	Food Security
Kate Greenwood	Clarenville Farm & Market	Food Security
Rob Greenwood	Harris Centre	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Nicole Helwig	MUN – Centre for Social Enterprise	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Colin Heffernan	Harris Centre	Food Security
Linda Hogan	Bonavista & Area Chamber of Commerce	Food Security
Kristie Jameson	Food First NL	Food Security
Brennan Lowery	MUN	Investing in Rural Development
Shree Mulay	MUN – Centre for Applied Health Research	Food Security

Name	Organization	Session Attended
Olivier Murgier	RDÉE – TNL	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Barb Neis	MUN	Investing in Rural Development / Food Security
Barry Pearce	Citizen/Volunteer	Investing in Rural Development
Linda Pike	Town of Trinity Bay North	Investing in Rural Development
Nancy Robbins	ACOA – Clarenville	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Paula Roberts	BTCRD – Clarenville	Investing in Rural Development
Marlene Russell	BTCRD – Provincial Historic Sites	Investing in Rural Development
Margaret Ryall	2 Rooms Contemporary Art Projects	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Edith Sampson	Coaker Foundation	Investing in Rural Development
Kathi Stacey	Legendary Coasts Eastern DMO	Investing in Rural Development
Cyndy Stead	Trinity Historical Society	Investing in Rural Development
Taylor Stocks	Harris Centre	Investing in Rural Development
Florian Villaumé	MUN – Memorial Centre for Entrepreneurship	Entrepreneur, Cultural Entrepreneur, New Enterprise Supports
Roberta Wells	Community Volunteer	Food Security
Keith Williams	CNA – Carbonear	Food Security

APPENDIX C – Feedback Form Summary

Regional Workshop and Memorial Presents Forum

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.

Bonavista Peninsula Regional Workshop	
Total number of participants: 38 Total forms filled out & returned: 12 Response Rate: 32%	
Question	Average (out of 5)
The workshop increased my awareness of how Memorial University and community members can work together	4.6
The workshop covered topics and themes which interest me	4.6
There was good opportunity for dialogue at this workshop	4.8
Regional Workshops are good for NL communities	4.75
Regional Workshops are good for Memorial University	4.7
Memorial University plays a key role in finding solutions to issues in NL	4.4
The facilitated workshop format was a good way to conduct such a workshop	4.6
I will follow up on ideas and opportunities identified at this workshop	4.6

Memorial Presents: Creating Cultural Destinations	
Total number of participants: 120 Total forms filled out & returned: 30 Response Rate: 25%	
Question	Average (out of 5)
The speakers were well informed and provided relevant information.	4.7
The promotional materials for this event accurately described the content of the forum	4.1
There was sufficient time provided for the Q&A period	4.6
The presentation and the following discussion have given me a better understanding of the issues involved	4.4
The information and discussion at the presentation has given me a better understanding of the issues involved	4.4
I am interested in this topic	4.8
Memorial University plays a key role in finding solutions to the issues in Newfoundland and Labrador	4.1
Overall, this workshop and public forum has met my expectations	4.4

Regional Workshop Feedback Forms

Additional Comments:

- "There could have been more local representation. There was a strong academic presence"
- "Great forum for identifying new research/collaboration opportunities. It was also directly relevant to my research! Thanks so much!"
- "Informative and well-organized"
- "Fantastic. Enriching day. So much food for thought and inspiration to build on the ideas and projects identified today. Thank you to all organizers, speakers and participants"

Memorial Presents Feedback Forms

Age Grouping of Respondents:

- 30 years and under: 6 (20%)
- 31 – 54 years: 11 (37%)
- 55 years and older: 13 (43%)

Additional Comments:

- "A good panel- very enthusiastic speakers."
- "Amazing session! Thanks MUN, Thanks presenters."
- "Involve our College (of the North Atlantic) more with sense of place."
- "First presenter did not bring value- disconnection"
- "Panelists well informed. Great audience participation and dialogue."
- "It would be great if MUN did more sessions here like this!"
- "Very well presented. Great panelists."
- "More things like this. Wish I could make it to the workshop tomorrow. I am very interested in being involved with this cultural movement on the Bonavista Peninsula."
- "I think this topic- cultural identity and the building of cultural artistic hubs in rural NL- is so massively important and I would love to see more regions discussed in this way!"
- "Inspirational speakers..."

What other information would you like to see on this topic?

- "Infrastructural development."
- "How training can benefit the area."
- "A discussion of government's role in fostering rural sustainability and what they should (but aren't) doing"

- “Role of large corporations in placemaking- how do we hold them accountable on their influence in future investments to ensure they are compatible with local economy? (e.g. mining and forestry)”
- “How can we get businesses to be corporate sponsors in rural”
- “Separate events for tourism development, heritage development, and especially arts development.”
- “Government's reaction/value of work that's being done”

What other topics would you like to see Memorial Presents Public Policy Forums address?

- “Food security and local foods.”
- “What other types of business can add to what we have”
- “Government corruption.”
- “public engagement”
- “Sustainability of non-profits; Changes to government policies that affect HR capacity for tourism”

How did you find out about this event?

- “E-mail” (5 responses)
- “Ads, emails”
- “Poster”
- “Social Media”
- “e-mail from Bonavista Living”
- “Internet”
- “email, friends, Harris Centre”
- “email from friend”
- “Harris Centre email”
- “I heard it from a friend doing research on the topic.”
- “Phone call from a friend”

APPENDIX D – Projects Completed in Bonavista Peninsula Region

List of Memorial University Projects in the Bonavista Peninsula Region (Completed in last 5 years)

This list is not exhaustive, and most of these projects are from Yaffle (www.yaffle.ca). Visit Yaffle to explore Memorial’s current projects and opportunities, along with the research interests and expertise of Memorial’s faculty, students and staff. You can also use Yaffle to enter your own project ideas.

Project Title	Lead Investigator(s)
Sustainability Report Card – Clarenville – Bonavista – Isthmus Region	Dr. Kelly Vodden, Environmental Policy Institute, Memorial University; Brennan Lowery, Interdisciplinary PhD program
Healthy Corner Stores NL	Catherine L. Mah, Community Health and Humanities, Faculty of Medicine; Kristie Jameson (Food Security Network); Natalie Moody (Eastern Health); Bernadette Doyle-Follett (Eastern Health); Catherine Donovan (Community Health, MUN)
Reimagining the Outport: People from Here, People from Away	Emily Urquhart, PhD Candidate, Department of Folklore, Memorial University
Harris Centre Regional Workshop – Port Blandford	The Leslie Harris Centre for Public Policy and Regional Development
Autonomous Collision Avoidance System for Small Unmanned Aerial Vehicles	Siu O'Young, Faculty of Engineering and Applied Science, Memorial University; Co-researchers: Paul Hubbard, Department of National Defence; Kris Ellis, Institute of Aerospace Research, National Research Council; Pip Rudkin, Provincial Aerospace Ltd; and Nicholas Krouglicof, Faculty of Engineering and Applied Science, Memorial University
Mate Choice and Sperm Quality in Capelin	Dr. Craig Purchase, Biology Department, Memorial University
Increasing Fruit Consumption in Elementary School Children in Newfoundland and Labrador	Barbara V. Roebbothan, Community Health and Humanities, Faculty of Medicine and Department of Biochemistry, Memorial University