



Summary Report

Harris Centre Regional Workshop

**Marystown, NL
November 28, 2012**

Memorial University Partnering With:

Zone 16: Schooner Regional Development Corporation

www.mun.ca/harriscentre

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1.0 EXECUTIVE SUMMARY

The Harris Centre's twenty-first Regional Workshop was held on November 28, 2012 in Marystown, Newfoundland and Labrador.

Planning partners included:

- Burin Peninsula Chamber of Commerce
- Community Sector Council Burin Peninsula Clusters Project
- Department of Advanced Education and Skills
- Department of Innovation, Business and Rural Development
- Grand Bank Development Corporation
- Rural Secretariat - Burin Region
- Schooner Regional Development Corporation

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.

1.1 Memorial Presents

A 2-hour lunchtime public forum was held during the workshop on the topic of regionalizing public services and economic development in rural Newfoundland and Labrador. The entire forum can be seen here: www.mun.ca/harriscentre/policy/memorialpresents/2012f/index.php.

The main presenter was Ryan Gibson, PhD Candidate with Memorial's Department of Geography. Mr. Gibson's presentation was titled "Is there life beyond zone boards?"

Panelists included Irene Hurley, chair of the Heritage Run Tourism Association (HRTA) and the Burin Peninsula Arts Council; and Robert Keenan, community cooperation and development officer with Municipalities Newfoundland and Labrador (MNL).

1.2 Regional Workshop

The 'Regional Workshop' was held on Wednesday, November 28, 2012, from 8:00am to 4:00pm at the Marystown Hotel in Marystown (see Appendix A for the Agenda). Fifty-three people attended the workshop and Memorial Presents, and attendees included 18 faculty, students and staff from Memorial University, and 35 others from community-based and non-profit organizations, educational institutions, municipalities, businesses and business organizations, media, and provincial government departments (see Appendix B).

The morning and afternoon sessions were divided thematically into: (1) Business and labour market development, (2) Tourism, (3) Volunteerism, and (4) Health and wellness. These themes were determined by the planning committee in consultation with regional partners prior to the workshop.

In the morning, there was also an introduction of several Memorial services and departments during the opening presentations. Presentations were given by Mike Clair, Associate Director of Public Policy with the Harris Centre; Peter Rans, Director of Co-operative Education at Memorial University; and Bojan Fürst, Manager of Knowledge Mobilization with the Harris Centre. The group also learned more about Zone 16 through a presentation by Ellen Picco with the Schooner Regional Development Corporation. Jamie Ward, with Memorial University, also reported on the region's demographics.

Participants broke into the four themed groups for the rest of the morning and discussed the work of the faculty, staff and students within the various Memorial departments, faculties and centres which were represented at the workshop. The morning was also spent introducing

everyone in the group and getting to know more about their work and interests. The break-out sessions ended with the Memorial Presents lunchtime public forum.

During the afternoon breakout sessions, the participants informed Memorial faculty, students and staff, as well as the other participants, about development priorities in their region. Discussion then followed to identify potential new opportunities for Memorial in establishing linkages and partnerships for future projects.

There were a total of 30 follow-up opportunities identified at the workshop:

- Business and labour market development – 9
- Tourism – 11
- Volunteerism – 4
- Health and wellness – 6

Those opportunities are listed in section 6.0 of this report, and the Harris Centre will follow-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-pagers will be available online in Yaffle, Memorial University's online research database (www.yaffle.ca).

The workshop was very successful. Attendees overwhelmingly agreed that it increased their awareness of how Memorial and communities can work together, and that there were good opportunities for dialogue. It was also agreed upon that the facilitated workshop format worked well, and that Regional Workshops are good for Newfoundland and Labrador communities and Memorial University. The attendees also agreed that the workshop covered topics and themes that interested them, and that they would follow up on ideas and opportunities that were identified. Overall, the workshop helped facilitate strategic planning and development within the region by discussing regional priorities and brainstorming potential projects with which Memorial could become involved. The results of the workshop evaluation are found in Appendix C.

2.0 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. In brokering these activities the Harris Centre will in some situations take a leading role, while in others the role will be that of a partner, supporter or facilitator.

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 in contributing to regional policy and development in Newfoundland and Labrador

3.0 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, through 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 morning session of the workshop provides information to local stakeholders on current Memorial activities and provides an opportunity for local stakeholders to discuss the implications of these activities in the zone. It also allows people from the region to discuss their own work and interests and how they relate with the theme. The afternoon session entitled “new opportunities,” allows for discussion of possible new collaboration opportunities between Memorial and local stakeholders. The session closes with a discussion of next steps.

This report is intended to provide a summary of the information shared in the various sessions and opportunities for further Memorial University and community collaboration.

4.0 MORNING SESSIONS: MEMORIAL UNIVERSITY’S CURRENT PROJECTS

Following several presentations the workshop participants split into four parallel sessions. These sessions began with a brief discussion by Memorial faculty, students and staff on their work in the area, of their departments or about research in general. In addition, participants were all provided with a list of current research in the region, which included additional projects that may not have been discussed (see Appendix D). People from the region also had the opportunity to ask questions about the research and discuss possible opportunities for using the research. In addition, the people from the region had the opportunity to introduce themselves and discuss their own work and activities. Below is the list of the facilitators for each break-out group:

- **Business and labour market development**
Heather Hall, The Harris Centre
- **Tourism**
Mike Clair, The Harris Centre
- **Volunteerism**
Karen Follett, The Harris Centre
- **Health and wellness**
Bojan Fürst, The Harris Centre

5.0 AFTERNOON SESSIONS – NEW OPPORTUNITIES FOR COLLABORATION

Parallel sessions were held under the themes carried over from the morning sessions. Discussion followed between Memorial representatives and stakeholders from the region to identify potential new opportunities and partnerships between the university and the community. The Volunteerism group dispersed for the afternoon session, and people from that group joined with the three others depending upon their interests.

6.0 OPPORTUNITIES FOR FOLLOW-UP

Many potential opportunities for Memorial University research, teaching and outreach with stakeholders in the Schooner region arose from the afternoon sessions of the workshop. These opportunities will be further explored with local contacts before being entered in Yaffle, so more details will likely emerge for each one. The opportunities are categorized by break-out group below:

6.1 Business and Labour Market Development

1) Socio-economic impacts of building a highway between the Burin Peninsula and Coast of Bays regions

These regions are located in close proximity geographically (less than 50km); however, it is at least a 500km drive because there is no road connecting them. Would there be economic benefits for constructing this highway? What would they be? Could this impact the aquaculture industry and others? Would business travel be improved? A cost-benefit analysis could be completed to help understand these issues.

Local contact: Darrell Lafosse, Burin Peninsula Joint Councils, 709-832-1600

Potential local contact: Charles Penwell, Town of Fortune,

Charles.penwell@nf.sympatico.ca, 709-832-2810

2) Examination of why high unemployment is not addressed by labour shortages

There is both high unemployment as well as labour shortages in the Burin Peninsula region. How are both of these issues occurring at the same time? Employers suggest that they need

labour but cannot find workers, but people are unemployed and say they cannot find work. What is the disconnect in this situation? More labour market information and more of an understanding of the nature and reasons for unemployment are needed. This should be a regional study particular to the Burin Peninsula.

Local contact: Angie Dober, Department of Advanced Education and Skills,
angiedober@gov.nl.ca

3) Using non-wage benefits to retain workers in the service industry

There is an issue with retaining workers in lower paying service jobs. What is the potential of family friendly benefits, such as flexible scheduling, to attract and retain people to these jobs? How receptive are local employers to offering these kinds of benefits? Would these benefits attract more local people? Are there case studies or examples from inside or outside the region? Local contact: Angie Dober, Department of Advanced Education and Skills,

angiedober@gov.nl.ca

Memorial contact: Jenna Hawkins, Department of Sociology, jahawkins@mun.ca

Potential Memorial contact: Kara Arnold, Faculty of Business, karnold@mun.ca

4) Study role of philanthropy in regional economic development

What is the role of philanthropy in regional economic development in NL, focusing on the Burin Peninsula? The project could look at examples from across Canada and the United States, as well as examples from Newfoundland and Labrador. These examples should be related to the Burin Peninsula to show how they could be used in a local context. The research could look at both private and public foundations. What possibilities are there for utilizing philanthropy more? What lessons, policy implications, challenges and opportunities arise?

Local contact: Lisa MacLeod, Burin Peninsula Chamber of Commerce,
lisamacleod@bpchamber.ca, 709-279-2080

Memorial contact: Ryan Gibson, Department of Geography, r.gibson@mun.ca (currently completing research on this topic)

5) Study of the socio-economic impacts of a mobile workforce on the Burin Peninsula

What happens in the local labour market as a result of a mobile workforce? What are the impacts of workforce mobility on the local communities? When workers go away and make high wages (in Alberta, for example) what happens to the local labour market, wages, affordability, standard of living, family life? How does this impact the local service industry? What lessons and solutions are there?

Local contact: Lisa MacLeod, Burin Peninsula Chamber of Commerce,
lisamacleod@bpchamber.ca, 709-279-2080

Potential Memorial contacts: Kelly Vodden, Department of Geography, kvodden@mun.ca;
Barb Neis, Department of Sociology, bneis@mun.ca

6) Possible impacts of an economic downturn in Alberta for Newfoundland and Labrador

If there is a drop-off in productivity in Alberta, especially in the oil sands, what will happen in Newfoundland and Labrador communities? A study on the social and economic impacts is needed to prepare for a potential future downturn in Alberta's economy. What would be the social impacts with respect to employment, crime, addictions, and family life?

Local contact: Steve Warren, College of the North Atlantic, stephen.warren@gov.nl.ca

7) Best practices for succession planning in resource based economies

Are there examples of best practices in national/provincial succession planning for resource based economies? How will the province transition from an economy based largely on non-renewable resources to a new economy? Can this be a smooth transition, aided by a strategic plan? Have others created strategic plans for the future that we could look to?

Local contact: Steve Warren, College of the North Atlantic, stephen.warren@gov.nl.ca

8) ATV Trailway development research

Continue to build on research currently undertaken by Celina Waight in Burin around ATVs. Where and how are they being used and by whom? Burin is considering building an ATV trailway, and this information would inform this development. The research could shed light on how to develop this trail so that it is of most use. The research could look at what is being

done in other regions and countries, and whether there are useful models for trail development and maintenance. This has potential for the tourism industry on the Burin Peninsula.

Local contact: Elroy Grandy, Burin Peninsula Trailway Board Inc., egrandy@yahoo.com, 709-826-2290; Jeff Pittman, Department of Innovation, Business and Rural Development, jeffreypittman@gov.nl.ca, 709-279-5531

9) Identification of best practices for regional development

A project is needed that looks at the past work of Regional Economic Development Boards, Municipalities, and other bodies to see what they have done for economic development. Identification of best practices in successful initiatives is needed so that people will know what has worked in the past so this can continue into the future. Lessons could be drawn from both inside and outside the region.

Local contact:

6.2 Tourism

1) How to entice more young people into the tourism industry in the Burin Peninsula?

There are opportunities for young people to get into the tourism industry on the Burin Peninsula; however, they are not motivated to do so. Often, tourism organizations who receive funding to hire university and college students only get that funding for 7 weeks of work. These organizations would like to have the students work in July and August during the peak season, but by that time most students already have jobs because they finish school in the spring. What are the options for getting more students and youth involved in the tourism industry?

Local contacts: Linda Collier, Fortune Head Museum, fhf@townoffortune.ca; Wanda Kelly, Heritage Run Tourism Association, theheritagerun@nf.aibn.com, 709-279-1887

Potential local contacts: Travis Parsons, Patricia Clarke, Darrell Jackman (Youth Workers); Vanessa Jackman (College of the North Atlantic); Loretta Lewis (Keyin College)

2) How to tap into the financial resources of local workers who commute long distances to work?

The lifestyles of migrant workers are changing. People used to leave for low-paying jobs, but now people are leaving for work in Alberta and making a lot more money. There may be an opportunity for these families, who are now better off, to invest money in tourism. Most younger workers move their permanent home to St. John's, while older migrant workers are often situated in their traditional rural communities. These older workers often have money and time off that could be spent on the tourism industry.

Local contact: Harold Murphy, Rural Secretariat-BP Joint Council-PWDA-Town of Parker's Cove-Burin Pen Waste Management, hmurphy.murphy@gmail.com, 709-443-2632

3) Increasing tourism data collection on the Burin Peninsula

It can be difficult to get research data on tourism, such as the amount of visitors and money spent. It would be helpful to researchers if there was a voluntary collection of this data by tourism operators or tourism groups. A mechanism is needed to facilitate tourism data collection by having tourism operators and umbrella organizations collect and report data. Potentially, a directory could be created that provides information on researcher friendly tourism operators who would be open to sharing data with researchers.

Local contact: Wanda Kelly, Heritage Run Tourism Association, theheritagerun@nf.aibn.com, 709-279-1887

Memorial contact: Gordon Cooke, Faculty of Business Administration, gcooke@mun.ca, 709-864-6204

4) How to determine the economic impact of the tourism industry on the Burin Peninsula.

What are the assumptions, inputs and multipliers?

Tourism operators are often asked to justify the benefits of tourism for their region. There are “theories” or “multipliers” that are sometimes used. For example, people often hear that visitors spend three times the money when they stay overnight versus day trips, or that there is supposed to be four hours of tourist activities for every hour it takes to travel (3 hour drive = 12 hours of things to do). However, there is no local data on how the Burin Peninsula fits

in with these theories, and this would be interesting to find out. An important question would be: what is the economic value of the tourism industry to the Burin Peninsula, including spinoffs and employment generated?

Local contact: Brian Rose, Fortune Harbourview B&B, brianrose1@nf.sympatico.ca, 709-832-7666

5) Mapping a multi-use trail that encircles the Burin Peninsula

This trail map would be developed in order to identify the natural features that are of interest and/or need to be preserved, while it would also link the trail into services in the area. The Burin Peninsula Trailway Board is developing a multi-use trail network on the Burin Peninsula for ATV, snowmobile, skiers and hikers. This trail is pending environmental approval because all of the proposed trail, including undeveloped portions in remote areas, has not been accurately mapped with biology, geography, topography, etc. The development of such a map could help extend the tourism season.

Local contact: Elroy Grandy, Burin Peninsula Trailway Board, egrandy@yahoo.ca, 709-826-2290

6) Develop a mobile app that identifies/highlights/promotes the tourism assets of the Burin Peninsula (i.e. a Trailway Map/Guide, etc.)

Local contact: Wanda Kelly, Heritage Run Tourism Association, theheritagerun@nf.aibn.com, 709-279-1887

Potential local contact: Lisa Macleod, Chamber of Commerce

7) How to create an anchor attraction in the Burin Peninsula

How are tourism anchors developed, such as Gros Morne, Witless Bay Ecological Reserve, etc.)? Perhaps the Burin Trailway or the Fortune Head Ecological Reserve could be a regional tourism anchor if they are properly communicated to the world. How do you make an attraction stand out from all of the clutter of others that are available to them?

Local contact: Linda Collier, Fortune Head Museum, fhf@townoffortune.ca

Memorial contact: Mark Stoddart, Department of Sociology, mstoddart@mun.ca

Potential resource person: Andy Hennebury, Department of Tourism, Culture and Recreation

8) Determining the importance of volunteers to the tourism industry on the Burin Peninsula
How heavily does the tourism industry rely on the volunteer sector? How do these volunteers have an impact upon the industry and what contributions do they make? Can we determine how much their work would be worth if it was spent in wages? How can more volunteers be recruited, especially with an aging population.

Local contact: Sandra Shallow, sshallow@nf.sympatico.ca, 709-279-3364; Wanda Kelly, Heritage Run Tourism Association, theheritagerun@nf.aibn.com, 709-279-1887

9) Are there opportunities for social enterprise in the tourism industry?

What are some of the non-economic benefits of tourism? Does it better society? What are the positive and negative externalities of the tourism industry on the local region?

Local contacts: Paula Roberts, Dept. of Innovation, Business and Rural Development, proberts@gov.nl.ca, 709-466-4176; Doug Richardson, Grand Bank Development Corporation, drichardson@gbdc.nf.ca, 709-832-3235; Elizabeth Murphy, Voluntary Clusters Project, eamurphy54@gmail.com, 709-443-2632

10) Burin Peninsula's French Connection

Regional economic development and tourism workers would like to know what the current value of the tourism industry is to the Burin Peninsula, given the limited amount of promotion of St. Pierre and Miquelon to Newfoundland and Labrador tourists and travellers. If increased marketing and awareness of St. Pierre and Miquelon was undertaken, it could lead to increases in the number of tourists on the Burin and stronger partnerships between St. Pierre and Miquelon, the Burin Peninsula and Newfoundland and Labrador businesses. How can the French islands be promoted as a tourism anchor for the region and the province?

Local contacts: Trevor Bungay, Department of Innovation, Business and Rural Development, trevorbungay@gov.nl.ca, 709-279-5533; Brian Rose, Fortune Harbourview B&B, brianrose1@nf.sympatico.ca, 709-832-7666; Maxime Stephan, Rdee TNL, tourisme@rdeetnl.ca, 709-726-5973

Potential local contact: Cecilia Bungay, FrancoServices Consulting Ltd., francoservices@eastlink.ca

11) What is the economic impact of ATV/Snowmobile ownership and use in the province? There is no record on the number of ATVs/Snowmobiles in the province, while there is also no registration fee that could be used for trail building and maintenance. Are there any mechanisms that could be created to harness finances to develop and maintain the Burin Peninsula Trailway? Could this create positive health and wellness benefits that could be examined?

Local contact: Elroy Grandy, Burin Peninsula Trailway Board, egrandy@yahoo.ca , 709-826-2290

6.3 Volunteerism

Please note that the volunteerism break-out group split up after the morning session, as it just had eight members and they felt that they could better contribute by joining other groups for the afternoon. The below opportunities came out of the morning session, and they were not expanded upon because the group did not reconvene after lunch. Local contacts for each project were not provided, but the Harris Centre will follow up with members of this group to see if any of them would like to expand and work on these preliminary opportunities.

1) Assist Burin Peninsula municipalities to develop recreation programs

- Seniors walking programs
- Using recreation centres/trails in the off-season or non-peak hours
- Have training for instructors
- Training on rules and liability/insurance
- Possible co-op student participation
- Need funding for a percentage of costs and travel expenses

Potential local contact: Dominic Lundrigan, Town of Marystown

2) Workshop or question and answer forum on volunteerism issues –

This would allow people to inform local individuals of studies on relevant volunteerism topics. Information on (or a comparison/case study):

- Revenue streams for non-profits
- Rules/policies
- Social enterprises
- Marketing
- Recruiting volunteers
- Funding students/youth
- Co-op or Service learning

Potential local contact: Elizabeth Murphy, Burin Peninsula Voluntary Clusters Project

3) Demographics and volunteering: where are the young people?

A study/report is needed to inform volunteer organizations in the region on how to recruit and retain young people in volunteering. It is difficult to get youth to volunteer, but we need to have a better understanding of why. If someone studied this, maybe responses could help inform recruitment efforts. The Statistics Canada volunteer survey would be a good place to start, while the Burin Peninsula Voluntary Clusters Project could also provide guidance on what information is needed.

Potential local contact: Dominic Lundrigan, Town of Marystown; L. Robert Lymburner, Burin Peninsula Chamber of Commerce

4) Promote and create awareness of what volunteering entails

People who are going to volunteer their time need (job description and time commitment)

Need education on what jobs need to be done, and give them a “taste”

A study or engagement plan to engage young people early (in school) to get them used to the idea of volunteering so it doesn't seem too hard (overwhelming). Challenge – kids are bussed in from really far away so aren't “members” of community and time on bus eats up before/after school time.

Potential local contact: Elizabeth Murphy, Burin Peninsula Voluntary Clusters Project

6.4 Health and Wellness

1) Health issues of post-secondary students whose parents work away from home

There is a need to look at life experiences of k-12 and post secondary students who are living in homes with one or both parents who work away often in Alberta and are raised by one parent or even grandparents. Local education professionals are noticing impacts on the students' mental health and learning abilities.

Local contact: Craig Wells, College of the North Atlantic, craig.wells@cna.nl.ca, 709-891-5623

2) Impacts of long distance commuting on seniors

There are families who are deciding to place their older members into a long term care or retirement homes because they work away from their homes for long periods of time. What kind of effect does this have on families and communities?

Local contact: Gordon Brockerville, Personal Active Lifestyles Training and Consulting, gbrockerville@eastlink.ca

3) Presenting provincial and federal government with the evidence of social determinants of health

There is a need to make policy makers aware of social determinants of health, especially the role poverty plays in health outcomes of our populations. Specifically the loss of income among the seniors after a loss of a spouse is a large issue often tied with the lack of affordable housing. There is a need to present health policy makers with the real conditions on the ground in Newfoundland's rural communities.

Local contact: Everett Farwell, Town of Burin, ev.farwell@eastlink.ca

4) Recruitment of professionals to rural areas

What kind of recruitment incentives and experiences can rural communities provide to attract professionals needed in their communities? And how can they work better with university schools and faculties such as as medicine, education, and pharmacy.

Local contact: Ellen Picco, Schooner Regional Development Corporation, epicco@schooner.nf.ca, 709-279-4861; Elizabeth Murphy, Voluntary Clusters Project, eamurphy54@gmail.com, 709-443-2632

5) Regional health and wellness group

The region would find it helpful if an organization such as the Harris centre would help facilitate an initial meeting of a regional health and wellness group that would allow the regional stakeholders to connect with each other on a more regular basis. Regional expert group.

Local contact: Everett Farwell, Town of Burin, ev.farwell@eastlink.ca

6) A symposium on community health

A focused workshop-like event focusing on health and wellness that would identify specific regional needs, assets and barriers and discuss possible solutions. Such a workshop would include youth and senior groups, academics, health professionals and policy makers engaged in a productive dialogue.

Local contact: Everett Farwell, Town of Burin, ev.farwell@eastlink.ca

7.0 FOLLOW-UP PROCESS

The Harris Centre will follow up with individual session participants to determine contacts and descriptions for the opportunities for further Memorial collaboration with stakeholders in the 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 champion. These one-page opportunity descriptions will be circulated to appropriate Memorial University faculty, staff and students and the Harris Centre will track, facilitate and report results. Opportunities will also be listed in Yaffle (www.yaffle.ca), Memorial's online research database, to enable web-accessible listings for further follow up.

8.0 MEMORIAL PRESENTS

A Memorial Presents public forum was held during lunch at the Regional Workshop, on the future of regional development with the demise of most zone boards in the province. The entire session can be viewed here:

<http://www.mun.ca/harriscentre/policy/memorialpresents/2012h/index.php>

Ryan Gibson, PhD candidate with Memorial's Department of Geography, completed the main presentation called "Is there life beyond zone boards?" In this presentation, Ryan described a major issue here in the province, as funding has recently been cut for the Regional Economic Development Boards (REDBs) leading many of them to close their doors. In the face of this, Mr. Gibson asks "where to from here?" He addresses the question of how to capture the legacy of REDBs and their activities, while also seeing that there is a unique opportunity to move forward in a new way. He describes some examples of how regional development has been done throughout the country, including the use of alternative sources of funding such as fair share agreements and philanthropy.

Panelists included Irene Hurley, chair of the Heritage Run Tourism Association (HRTA) and the Burin Peninsula Arts Council; and Robert Keenan, community cooperation and development officer with Municipalities Newfoundland and Labrador (MNL). Mrs. Hurley's presentation outlines the role of tourism in economic development on the Burin Peninsula. She suggested that the Schooner Board played a limited role in the local tourism industry, as it was not part of their regional economic development planning or the mandate given to them. She outlined many of the activities and projects that the HRTA has been involved in that have added to regional development on the Burin. In addition, Mrs. Hurley described how the HRTA fits in with larger Eastern Destination Management Organization, and how this can be seen as a decentralization of the Department of Tourism, Culture and Recreation.

Mr. Keenan's presentation outlined his personal opinion on the REDBs and possibilities for how Municipalities can move forward on regional economic development without them. He

suggested that MNL has had good relationships with REDBs throughout the province, but that the municipal presence on many of the boards was lacking. He described how he was not a supporter of REDBs, as smaller municipalities had been marginalized in some instances and they were not effective as umbrella organization. Mr. Keenan also explored the reasons why municipalities have historically been lacking with respect to economic development. In the future, he said that municipalities should be leading economic development in the province, but that they need more funding and support to do so.

9.0 CONCLUSION

Based upon the evaluation results from the event (See Appendix C), participants of the Memorial Presents and the Regional Workshop felt that it was a useful and worthwhile way to become better informed on how Memorial University and communities can work together. The workshop also provided a good opportunity for dialogue. It was agreed that these workshops are good for communities in the province, while they are also beneficial for Memorial University. Memorial faculty, staff and students felt that it was a valuable way to learn about the needs and priorities of those in the Schooner region of the province. Memorial University is committed to the social and economic development of all areas of Newfoundland and Labrador; the Harris Centre is dedicated to advancing this mission through these workshops and the many opportunities they highlight and initiate.

APPENDIX A

Regional Workshop Agenda

Schooner Zone Regional Workshop

Marystown Hotel, Marystown
Wednesday, November 28, 2012 8:00am - 4:00pm

Agenda

8:00 – 8:45	Breakfast (provided by the Harris Centre)
8:00 – 9:00	Workshop Registration
9:00 – 9:10 (10 mins)	Welcomes <ul style="list-style-type: none">• Rob Greenwood, Harris Centre• Mayor Sam Synard, Marystown
9:10 – 9:20 (10 mins)	Outline for the Day Rob Greenwood, Harris Centre
9:20 – 9:35 (15 mins)	The Role of Memorial University in Regional Development Peter Rans, Co-operative Education, Memorial University
9:35 – 9:50 (15 mins)	Regional Profile and Priorities <ul style="list-style-type: none">• Ellen Picco, Schooner Regional Development Corporation• Jamie Ward, Department of Geography, Memorial University
9:50 – 10:00 (10 mins)	Follow-Up Process for New Opportunities Bojan Fürst, Harris Centre
10:00 – 10:15 (15 mins)	Break

10:15 – 11:30
(1hr 15 mins)

Parallel Sessions: Current Memorial Activities in the Region

Participants will discuss current activities in the region and discuss various Memorial departments/centres in break-out groups.

- **Business and Labour Market Development**
Facilitator: Rob Greenwood, Harris Centre
- **Tourism**
Facilitator: Mike Clair, Harris Centre
- **Volunteerism**
Facilitator: Karen Follett, Harris Centre
- **Health and Wellness**
Facilitator: Bojan Fürst, Harris Centre

11:30 – 1:30
(2 hrs)

**Memorial Presents Lunchtime Public Forum:
Regional Development without Zone Boards**

- Lunch provided by the Harris Centre
- Presentation by Ryan Gibson, Department of Geography, Memorial University
- Panelist response by Irene Hurley, Heritage Run Tourism Association
- Panelist response by Robert Keenan, Municipalities Newfoundland and Labrador

1:30 – 2:55
(1hr 25 mins)

Parallel Sessions: New Opportunities

Discussion of potential new opportunities for collaboration based on regional priorities. Groups will brainstorm new research questions, outreach/engagement activities, teaching opportunities, etc.

- **Business and Labour Market Development**
Facilitator: Rob Greenwood, Harris Centre
- **Tourism**
Facilitator: Mike Clair, Harris Centre
- **Volunteerism**
Facilitator: Karen Follett, Harris Centre
- **Health and Wellness**
Facilitator: Bojan Fürst, Harris Centre

Harris Centre Regional Workshop: Schooner Zone

2:55 – 3:10
(15 mins)

Break

3:10 – 3:50
(40 mins)

Report Back/Wrap-Up and Next Steps
Facilitator: Rob Greenwood, Harris Centre

3:50 – 4:00
(10 mins)

Evaluations
Facilitator: Mike Clair, Harris Centre

APPENDIX B

List of Attendees

Name	Organization
Sonya Abbott	Smallwood Crescent Community Centre
Simran Arora	Memorial University
Gordon T. Brockerville	Personal Active Lifestyles Training and Consulting
Trevor Bungay	Dept. of Innovation Business and Rural Development
Mike Clair	The Harris Centre
Gordon Cooke	Memorial University
Linda Collier	Fortune Head Interpretation Centre
Angie Dober	Dept. of Advanced Education and Skills
Greg Dominaux	Rural Secretariat
John Duff	The Harris Centre
Rhonda Emberly	Smallwood Crescent Community Centre
Everett Farwell	Town of Burin
Con Fitzpatrick	Heritage Run Tourism Association, Marystown Heritage Museum, Burin Peninsula Voluntary Cluster Project
Karen Follett	The Harris Centre
Bojan Fürst	The Harris Centre
Ryan Gibson	Memorial University
Elroy Grandy	Burin Peninsula Trailway Board Inc.
Heather Hall	Memorial University
Jenna Hawkins	Women in Resource Development Corporation
Paul Herridge	The Southern Gazette
Kimberly Hodder	Canadian Paraplegic Association
Irene Hurley	Heritage Run Tourism Association
Vanessa Jackman	College of the North Atlantic
James Keating	Burin Senior Citizens 50+ Club
Robert Keenan	Municipalities Newfoundland and Labrador
Wanda Kelly	Heritage Run Tourism Association
Roman Lukyanenko	Memorial University
Dominic Lundrigan	Town of Marystown/ Recreation
L. Robert Lymburner	Burin Peninsula Chamber of Commerce
Lisa MacLeod	Burin Peninsula Chamber of Commerce
Shree Mulay	Faculty of Medicine, Memorial University
Elizabeth Ann Murphy	Burin Voluntary Clusters Project
Harold Murphy	Rural Secretariat-BP Joint Council-PWDA-Town of Parker's Cove-Burin Pen Waste Management
Morgan Murray	The Harris Centre
Charles Penwell	Town of Fortune
Ellen Picco	Schooner Regional Development Corporation
Paul Pike	Schooner Regional Development Corporation

Harris Centre Regional Workshop: Schooner Zone

Jeff Pittman	Dept. of Innovation, Businesss and Rural Development
Peter Rans	Memorial University
Doug Richardson	Grand Bank Development Corporation
Paula Roberts	Dept. of Innovation, Businesss and Rural Development
Brian Rose	Business owner
Sandra Shallow	
Brenda Sheppard	Marystown/Burin Employment Services
Maxime Stéphan	Newfoundland and Labrador Economic Development Network
Mark Stoddart	Memorial University
Sam Synard	Town of Marystown
Stephen Tomblin	Memorial University
Martha Traverso-Yépez	Memorial University
Amy Tucker	The Harris Centre
Jamie Ward	Memorial University
Stephen Warren	College of the North Atlantic
Craig Wells	College of the North Atlantic

APPENDIX C

Summary: Regional Workshop Evaluation

Total number of participants: 53

Total forms filled out & returned: 23

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
The workshop increased my awareness of how Memorial University and community members can work together.				7	16
The workshop covered topics and themes which interest me.				8	15
Here was a good opportunity for dialogue at this workshop			1	4	18
Regional Workshops are good for Newfoundland and Labrador communities.			1	4	18
Regional Workshops are good for Memorial University.			1	6	16
Memorial University plays a key role in finding solutions to the issues in Newfoundland & Labrador.			3	13	7
The facilitated workshop format was a good way to conduct such a workshop			1	9	13
I will follow up on ideas and opportunities identified at this workshop.			2	9	12

Additional Comments:

- This was a good workshop and I hope this is followed up and we see you again in near future.
- One of the break-out rooms was in the same room as the main room. This meant that it was a little noisy during the breakout session. Memorial Presents took a negative spin. If it had of focused on the positive solutions a little more I think it would have been of more value.
- I plan to monitor some of these items on Yaffle, or follow up with MUN staff
- Great fun and think much good can come from this activity
- Enjoyed this session very much! Great opportunity to learn about the region and connect with people here. Awesome!
- In the planning it was never discussed that this Memorial Presents would be an opportunity for individuals to tear down the REDB Process and discredit the work it's

done in the region. In the future when planning such a session it would be beneficial if the partner had a heads-up on what the panelists were going to present. This panel with the exception of Ryan was nothing but a venue for individuals to vent publically.

How did you find out about this session?

- Invited
- Email from Tourism Association (HRTA) and Chamber of Commerce
- Invitation forwarded by Schooner Economic Board
- Email – 4
- Email: Schooner and Rural Secretariat
- Advertised in Southern Gazette and information available through employer.
- The Department of Advanced Education and Skills
- An email was circulated, which came to our department
- From Gordon Cooke
- Email from IBRD
- Harris Centre webpage
- Through Chamber of Commerce
- Chairperson
- From the nice people at the Harris Centre! Email.
- Through volunteer activities
- Co-worker

Was the one day period for the workshop adequate for its purpose?

- Yes - 11
- Yes. Good dialogue about opportunities led by participant ideas
- Yes, with limited time, it avoided elongated time spent on “issues” – identified them then moved on to possible solutions. Like the contact links made to follow through with the examination of potential studies.
- Yes, length was fitting
- Yes. Follow-up would be useful
- Would have been nice to sit in on all the sessions happening, but realistically, a good length of time for keeping the conversation focused and enthusiastic
- Yes – very busy day but worth it
- No it should be 2 days
- Really needed more than a day for this

If no, do you have suggestions about another format or workshop length?

- A 2 day would get a better idea and meet the people and have a longer conversation with each person.
- 2 days would give more time for discussion and an opportunity for MUN/Harris Centre people to become known to local people
- Would love a post-workshop networking session. There wasn't enough opportunity at lunch to talk because of the presentation

Harris Centre Regional Workshop: Schooner Zone

Age Group:

30 or under - 3

Between 31 and 54 – 7

55 or older – 11

APPENDIX D

List of Memorial University Projects in the Schooner Zone

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.

Principal Investigator	Department/Faculty	Project Title
Bill Carter	School of Ocean Technology	SmartBay: Better Information, Better Decisions
Alvin Simms	Department of Geography	Regional Economic Capacity Index
Alvin Simms	Department of Geography	Burin Peninsula Rural Secretariat Region: A Demographic Analysis
Amy Tucker	Department of Geography	Stakeholder Participation and Communication in the Placentia Bay/Grand Banks Large Ocean Management Area
Ian Murphy	Department of Geography	Investigating the Values of Coastal Landscapes on the Burin Peninsula, NL
Ratana Chuenpagdee	Department of Geography	Reconceptualising Ecosystem Complexity
Kelly Vodden and Ryan Gibson	Department of Geography	Exploring Regionalism in the Burin Peninsula
Sheena Roul	Department of Biology	Distribution and status of the Manx Shearwater (<i>Puffinus puffinus</i>) on islands near the Burin Peninsula, Newfoundland
Reade Davis	Department of Anthropology	Compromising Situations: Participation and Politics in the Sustainable Development of Canada's Oceans
Victoria Belbin	Marine Institute	Regional Governance and the Newfoundland Fishery
Steve Carr	Department of Biology	The Daughters of Eve in Newfoundland, and "The Da Vinci Cod:" Genetic Clues to the Genealogy of Newfoundlanders, and the Structure of the Newfoundland Cod Fishery
Stephen Bornstein	Newfoundland and Labrador Centre for Applied Health Research (NLCAHR)	The Reprocessing and Reuse of Single-Use Medical Devices in Newfoundland and Labrador
Stephen Bornstein	Newfoundland and Labrador Centre for Applied Health Research (NLCAHR)	Integrated Knowledge Translation for Decision Support in the Health Care System: an Innovative Approach in Newfoundland and Labrador
Bert Riggs	Queen Elizabeth II Library	Grand Bank Soldier: The War Letters of Lance Corporal Curtis Forsey
M.J. Batterson and	Department of Geography	Till Geochemical Surveys and Preliminary

D. M. Taylor		Quaternary Mapping of the Burin Peninsula and Adjacent Areas
Robert Hooper	Department of Biology and Ocean Sciences	Sea Urchins: A New Fishery for Newfoundland and Labrador
Matthew J.S. Windle and George Rose	Fisheries Conservation, Marine Institute	Do Cod Form Spawning Leks? Evidence from a Newfoundland Spawning Ground
Don Deibel	Ocean Sciences, Faculty of Science (STJ)	Non-native and Invasive Species in Newfoundland Harbours and Coastal Waters
M.J. Batterson and D. M. Taylor	Department of Geography	Regional Ice-Flow Mapping, Surficial Geology and Till Geochemistry of the Northern Burin Peninsula and Adjacent Placentia Bay
Trevor Bell	Department of Geography	A Re-evaluation of the coastal stratigraphy along the southwestern Burin Peninsula
Bill O'Gorman	Department of History	The Never Forgotten Days at Miller's Passage, Sagona and Harbour Breton
Dr. Maria Mathews	Department of Community Health and Humanities, Faculty of Medicine	Spousal Perspectives on Factors Influencing Recruitment and Retention of Rural Family Physicians
Philip Walsh	Centre for Sustainable Resources	Using Baited Pots in the Newfoundland Fishery for Harvesting Cod: Comparative Studies using Sentinel Fisheries Program and Commercial Harvesters
Gordon Jones	Department of English Language and Literature	The Known Soldier Portrays Story of Great War Hero (Review of The Known Soldier)
Stephen J. Mayor	Department of Biology	How Caribou See the World: Scale, Structure and Habitat Selection
Jeanette Browne	Department of Folklore	Nowhere Was Home: Displacement Narratives of Resettled People of Placentia Bay
Lynn Matte	Department of Folklore	Oral Narratives of 'The Tidal Wave': Burin Peninsula, Newfoundland, 1929