

Newfoundland and Labrador Regional Economic Development Association

'To ensure that the Coast of Bays region is prepared' ...

*Coast of Bays Corporation
Aquaculture 'Best Practices' Mission to New Brunswick*

To better understand the requirements of a 50,000 MT aquaculture sector, the Coast of Bays Corporation facilitated a 'Best Practices' Mission to New Brunswick for municipal leaders and economic developers in the region.

The Coast of Bays region has been the pioneering region of the province in finfish aquaculture since the mid-80s. The industry has been growing since then and the companies have been learning the advantages and disadvantages of various farm locations, brood-stock selection and farm site equipment. Entrepreneurs have been learning which support services are being required by the sector and municipalities are faced with challenges brought on by increased traffic through town, congestion at the wharves, demands on water systems and landfill sites and just dealing with companies wishing to set up in their respective towns.

To ensure that the Coast of Bays region is prepared to meet the demands of a growing sector with which has not yet reached its full potential, the Coast of Bays Corporation facilitated this mission to learn from the experiences of another region which had similar growing pains.

Without the REDBs leadership, this mission would probably not have happened. There was no steering committee which made it easier to make timely decisions. The staff of the REDB had the confidence of the Board of Directors and the stakeholders to do this right.

As a result of this mission, municipalities and economic practitioners now know the extent of business support services and marine infrastructure required to support a 50,000 MT aquaculture sector in a bio-secure and environmentally responsible manner.

In part, Conrad Collier, Executive Director of the Coast of Bays Corporation reports that "we have made two presentations to the Economic Policy Committee of Cabinet to point out the opportunities and challenges in the aquaculture sector in the region."

In itemizing other actions, Collier also advised that "We provide information to aquaculture companies and consultants planning aquaculture developments in the region."

"This information," he says, "can range from community contacts and other users - cabin owners, other aquaculture operations, beachfront areas, fishing activities, etc."



At the Kelly cove site



At a Cooke Aquaculture site in Little Passage near Gaultois. Left to right, Conrad Collier, Executive Director of the Coast of Bays Corporation, Jennifer Woodland, Cooke Aquaculture, Mark Lamswood, Business Officer, and Sean St. George, Executive Director of the Red Ochre Board.

The Newfoundland and Labrador Regional Economic Development Association & Municipalities Newfoundland and Labrador invite you to the launch of Remote Control an important new book addressing issues and opportunities in rural, regional and municipal developments.

When: 5:00pm, Thursday, December 3
Where: Ashton Room, Travellers Inn, 199 Kenmount Rd.
Hope to see you there!

Core Functions

Regional Economic Development Board (REDB)

1. Develop and coordinate the implementation of a strategic economic plan in each zone supported by an integrated business plan.
2. Develop a strong partnership with municipalities in each zone that incorporates the strategies and priorities of municipalities in the economic planning process.
3. Develop partnerships in planning and implementation with Chambers of Commerce, Industry Associations, labour organizations, post secondary institutions, CBDCs, and other zones that advance and support the economic and entrepreneurial environment of a zone.
4. Undertake capacity building and provide support to stakeholders to strengthen the economic environment of the zone.
5. Coordinate and facilitate linkages with the three levels of government in support of the strategic economic plan.

'Looking at their plans in a new light' ...

*Emerald Zone Corporation - Zone 11
Community Facilitator Project*

This board had hired on a community facilitator for the Emerald Zone back in 2002. The Facilitator was responsible for visiting 16 communities in the zone. The initial work of visiting the 16 towns and compiling information from them to develop an Economic Action Plan was completed in 2002. In the fall of 2008, the zonal board felt the need to have another community facilitator revisit eight of the communities on the Baie Verte Peninsula. The communities were: Baie Verte; Burlington; Smith's Harbour; Middle Arm; La Scie; Shoe Cove; Seal Cove; and Westport.

The second community facilitator compiled a worksheet for community council meetings outlining the targets, results and objectives of each individual community. All of the leaders agreed that in total, the community facilitator initiative was a very worthwhile project and should definitely be carried on in the future by all zones in the province of Newfoundland and Labrador.

From the meetings that were held with the town councils, the community facilitator reported an increase in community unity and confidence.

By reviving the economic action plans it seems that the town councils have come alive again and realized that they can indeed achieve economic development and obtain new infrastructure for their communities, and this caused them to become enthusiastic again about their priorities.

All towns have committed to looking at their plans in a new light and to make sure that the priorities that were once made are never put on the back burner again, and to make sure that their towns continue to prosper and grow.

'80% of tourists wish to see whales and icebergs' ...

*Emerald Zone Corporation - Zone 11
Dr. Jon Lien's Great Whale Tour*

Dr. Jon Lien, internationally acclaimed whale researcher of the Whale Research Group at Memorial University, had the ability & opportunity to recycle Newfoundland and Labrador whales that die of natural causes. Due to the nature of his work he was able to identify the location, species and give approvals to secure these carcasses. Whales were a large part of his life's work and the Great Whale Tour is a mechanism by which he had chosen to share his knowledge and passion for whales here in this area.

The Great Whale Tour initiative is highlighted in the Emerald Zone's Regional Tourism Strategy (2004) and fits into the



long-term tourism vision. Each Great Whale Tour community site will act as both a portal to market the other tourist offerings in the zone including other Great Whale Tour sites, existing tourist businesses, and most importantly act as a catalyst/focal point for generating a demand for new business and product

development. The location of these sites will also allow for communities on the way to the displays to market and attract tourists to visit their communities, thus providing benefits to all communities in the zone.

This region has a well-established history with whales.

According to Tourism reports for Newfoundland and Labrador, 80% of nonresident tourists wish to see whales and icebergs.

There is a deep interest to learn about these creatures. By using numbers from visitation to other sites in the Zone and factoring a yearly visitation increase as the pavilions become popularized by various methods, the level of visitation is projected to start at over three thousand in the first year and increase to over four thousand in a few years.

Two boards join to plan criteria for mutually beneficial development

Two Regional Economic Development Boards - Labrador Straits Development Corporation and the Southeastern Aurora Development Corporation - collaborated on an opportunity management initiative.

The Labrador Straits has a vari-

ety of hiking trails and major stories to be told including the wreck of the HMS Raleigh in 1922 near Point Amour and the history of the Grenfell mission. Other major attractions include the Maritime Archaic Burial Mound, a National Historic Site located near L'Anse Amour, the Labrador Straits Museum which interprets the local history of the area and Pinware Provincial Park, a popular site for salmon anglers and camping enthusiasts. The opportunities to sightsee icebergs, whales, birds, and unusual plants are plentiful.

The Labrador Straits Development Corporation represents economic Zone 5 which encompasses the communities of L'Anse au Clair to Red Bay located on Labrador's south coast.

Southeastern Aurora Development Corporation encompasses eleven permanent communities along the Southeast Coast of Labrador. It has 11 Permanent

communities and a total population of 2,615 from Norman Bay to Mary's Harbour.

There are essentially three key components to opportunity management:

Generating ideas:

Coming up with the widest possible range of potential initiatives for consideration. It is a free-thinking process that is not restricted by pre-conceived notions of what will or won't work. It usually requires discussion, reflection, and imagination. It uses techniques like brainstorming, jurisdictional scans and creative thinking exercises.

Recognizing opportunities:

Developing a process to prioritize ideas to ensure that organizational energies and resources are in alignment and directed towards the ini-



tiatives that hold the most promise. It involves the development of community-based assessment processes and evaluation criteria. It utilizes techniques such as the venture development funnel and stage-gate decision-making.

Driving opportunities: Laying

out a plan to work together to turn ideas into bricks and mortar, programs and services, or policies and procedures. Ideas don't produce tangible outcomes without a lot of commitment and work. It utilizes techniques such as partnership development and action plans.

Regional Economic Development Boards

Building Partnerships.
Strengthening Regions.

0-4011655

Newfoundland and Labrador Regional Economic Development Association Inc.

Regional Economic Development Boards

Contact your local Regional Economic Board

ZONE	Contact Info
Zone 2	Hyron Regional Economic Development Corporation
Zone 3	Central Labrador Economic Development Board
Zone 4	Southeastern Aurora Development Corporation
Zone 5	Labrador Straits Development Corporation
Zone 6	Nordic Economic Development Corporation
Zone 7	RED Ochre Regional Board Inc.
Zone 8	Humber Economic Development Board Inc.
Zone 9	Long Range Economic Development Board
Zone 10	Marine and Mountain Zone Corporation

ZONE	Contact Info
Zone 11	Emerald Zone Corporation
Zone 12	Exploits Valley Economic Development Corporation
Zone 13	Coast of Bays Corporation
Zone 14	Kittiwake Economic Development Corporation
Zone 15	Discovery Regional Development Board
Zone 16	Schooner Regional Development Corporation
Zone 17	Mariner Resource Opportunities Network Inc.
Zone 18	Avalon Gateway Regional Economic Development Inc.
Zone 19	Northeast Avalon Regional Economic Dev. Bd.
Zone 20	Irish Loop Regional Economic Development Board