

Getting Connected

One of the fundamental difficulties for business and social development in rural communities that are geographically challenged, when compared to their urban counterparts, is access to the delivery of business, health and residential services that draw upon the various ranges of technical resources for communication. Access to broadband technology will change that for a total of thirteen communities in the New World Island and New Wes Valley regions.

The announcement on August 21, 2006 by Industry Canada, the Atlantic Canada Opportunities Agency and the Province of Newfoundland and Labrador's Department of Innovation, Trade and Rural Development, along with the successful vendor for the project, Bell Aliant, will contribute a total of \$1,555,482 to the broadband project in financial support and in-kind support. This contribution is a direct result of the Kittiwake Economic Development Corporation's business plan application for funding consideration from the Broadband for Rural and Northern Development Program (www.broadband.gc.ca).



Erin Keough from Industry Canada announcing the thirteen communities to receive broadband.

As Community Champion for this project, the KEDC will ensure that high speed internet access is available in the communities of Bridgeport, Cobb's Arm, Fairbanks,

Hillgrade, Newville, Pike's Arm, Roger's Cove (Herring Neck), Green Cove, Too Good Arm, Badger's Quay, Pound Cove, Brookfield and Valleyfield by March 31st, 2007. Working closely with Bell Aliant and Industry Canada, it is anticipated that most of the build for the network and the infrastructure placement will be completed in New Wes Valley in the late Fall and in New World Island, early in the New Year.

As expressed by Bonavista North MHA Harry Harding, "This broadband initiative will be of tremendous benefit to the people of this entire region. High speed internet access will bring exciting new technological capabilities that will improve educational and economic opportunities as well as allow residents to more conveniently access the many on-line services of government and other agencies."

Without broadband technology, obstacles in business to business operation have been recognized by industry sector companies which operate out of smaller, rural communities in the New World Island and the New-Wes-Valley regions.

The KEDC recognizes that business interests, and their ability to compete with urban centers in Newfoundland and Labrador, other provinces and other countries, correlates to their ability to access telecommunication networks and to use these networks as a tool to access provincial, national and global markets with ease of access similar to their competition.

The core benefit of this project's implementation in these regions will allow companies to research new markets, access markets for sales development in globally targeted regions and to develop a global presence within a virtual network of business. This globally accepted manner of

developing sales and increasing communication reach will allow companies to increase their sales, export readiness and export capability, and also increase their profitability over time as they begin to reduce the overall cost of marketing collaterals, postage and design costs and increase productivity of their marketing efforts through networking and communication. These areas are ready for broadband technology in their businesses because the company owners already recognize the profitability impact this service will bring to their bottom line.



Vic Simmons from Bell Aliant expresses his support towards the project at recent media conference.

The Kittiwake Economic Development Corporation is pleased to be the Community Champion of this project and encourages all businesses and residents to consider accessing the technology as it becomes available in their community. For additional information, please contact the Program Administrator, Gail Hoyles at the KEDC office at 256-2745 or at: broadbandkedc@nfld.net.

Inside this issue:

Chairperson's Message	2
Fishing Symposium Update	2
Change Islands	2
Executive Director's Message	3
Socio-Economic: Fogo Island	3
Birch Sap	3
Tourism Talks Update	4

Executive

- Winston Jennings
- Roger Hewitt
- Doug Churchill
- Audrey Whiteway

Board Members

- Bill Jones
- Gerald McKenna
- Andrew Shea
- Frank Blake
- Gordon White
- Wilson Hoffe
- Philip Patey
- Pat Martin
- Hazel Bishop
- Angela Gardiner
- Wanda Loder
- Pearce Mullett

Staff

- Jill Bennett
- Crystal Anderson
- Sharon Loder
- Gail Hoyles
- Krista Robertson
- Mark Young



Chairperson's Message



Another year has gone by since our last AGM and as in the past, we encountered many challenges; despite that however, we still had a measure of success. Together, our Board and staff met those challenges in a professional manner, and through hard work and dedication made great progress toward meeting our goals.

Included in our initiatives were our involvement in developing the Blueberry Industry Co-operative, an socio-economic planning process on Fogo Island, and a start made in a Labour Market Study in the Gander Bay area. Also, I believe perhaps our largest and most significant initiative

has been the Broadband project. We are pleased that this will provide thirteen (13) communities in our area with high speed internet service early in 2007.

Significant personnel changes were made in our office administration during the past year and I would like to officially acknowledge and welcome them on board:

Executive Director: Jill Bennett, Economic Development Officer: Crystal Anderson, Administrative Assistant: Sharon Loder, Administrator—Broadband: Gail Hoyles, and Job Creation Partnership Participants: Krista Robertson and Mark Young.

On behalf of the Board and Staff, I would also like to acknowledge and thank the many dedicated volunteers without whom reaching our goals and objectives would be much more difficult. We greatly appreciate their assistance and expertise.

I would especially like to recognize and

show our appreciation to our funding partners Atlantic Canada Opportunities Agency, Innovation Trade and Rural Development, Industry Canada, Service Canada, and all other Government departments who have worked with us on a continual basis.

As we approach the end of the current calendar year, our projects for 2006 are either completed or very near completion. There are a number of ideas and initiatives listed in KEDC's long term plan for the upcoming year, and I look forward to working with everyone to make it another successful one. Therefore, I urge all stakeholders to move forward with the same enthusiasm and determination and thereby help strengthen the economy of the region served by KEDC.

Winston Jennings

Chairperson

Fishing Symposium Update

On November 30th and December 1st of 2005, the Leslie Harris Centre of Memorial University hosted a Fishing Symposium in Newtown. Since then, staff of KEDC, Innovation Trade and Rural Development, Service Canada, along with the Harris Centre, have taken discussions from that Symposium and created eleven projects.

The projects do not pertain just to the fishing industry in the Kittiwake region but also touches on topics of tourism, awareness programs, transfer knowledge workshops, and continue onwards.

An upcoming event pertaining to one of these projects is a Knowledge Transfer workshop to be held on October 10th, 2006 from 7-9 pm at the Marine Interpretation Centre in Terra Nova National Park.

Jill Bennett and Crystal Anderson of KEDC, along with David Yetman of the Harris Centre and Greg Stroud from Terra Nova National Park are organizing this event. The Harris

Centre have compiled a list of research projects pertaining to tourism being completed within the Kittiwake Zone and from that list, three experts will be chosen to act as a panel for this workshop and allow tourism operators along with government representatives an opportunity to learn and question tourism experts.

If you wish to learn more about this workshop, you may contact Crystal Anderson, Economic Development Officer at 256-2741.

Knowledge Transfer workshop to be held on October 10th, from 7-9 pm, at the Marine Interpretation Centre in Terra Nova National Park.

Change Islands

Following a successful 2003 workshop, the Centre for Coastal Studies at Simon Fraser University and the Stages and Stores Heritage Foundation held a workshop in Change Island on August 8-10th, 2006.

The workshop focused on the future of coastal communities and what actions can be taken to diversify coastal communities and build capacity to preserve not only the existing communities but the ocean and terrestrial environment in which they

are located.

Federal Minister Loyola Hearn was a guest speaker at the opening dinner while Provincial Minister of Fisheries, Tom Rideout, gave the opening address.

KEDC's Executive Director, Jill Bennett, gave a presentation on Aquaculture in Zone 14 as well as sat on a panel discussion with representatives from the Department of Aquaculture and Fisheries, Newfoundland Aquaculture Industry

Association, Fisheries and Oceans, and Memorial University of Newfoundland.

Other special events that took place during the workshop was a presentation by fisheries writer and marine conservation advisor Terry Glavin along with a special showing of film maker Ann Troake's film on sealing "My Ancestors were Rogues and Murders".

Executive Director's Message

WOW! What a year! Since assuming the position of Executive Director in April 2006, I have worked closely with the Executive and the Board of Directors to fill the positions of Economic Development Officer, Administrative Assistant, Tourism Development Officer and Broadband Project Administrator. As of July all positions have been filled and I am pleased to announce we have a new team and we are enthused, excited and eager to work for the businesses and communities within Zone 14.

Not only is it gratifying to work with staff that are committed and work diligently to fulfill the mandate as set out in our Work Plan for 2006, it is also rewarding to have the complete support and expertise that comes from our Board of Directors. I would be remiss if I didn't mention and express my gratitude to our partners, Atlantic Canada Opportunities Agency

and the Department of Innovation, Trade and Rural Development. I would also like to acknowledge the support we receive from Service Canada and Industry



Canada, who have also been very supportive of the Kittiwake Economic Development Corporation during its massive transformation and who continue to support the KEDC and its new staff as we venture into the world of economic

development. The support and commitment from the aforementioned makes for an environment conducive to productivity and success and we will continue to work hard on existing projects (some of which are outlined throughout this newsletter) and to support new and potential ventures within the Zone.

I look forward to the many opportunities and initiatives that lay ahead; and, I look forward to working with the stakeholders, partners, municipalities and the many volunteers who make up the region.

Jill Bennett
Executive Director, KEDC

Socio-Economic Planning Session On Fogo Island

On August 11th, 2006 Crystal Anderson, Economic Development Officer with KEDC, along with board members Bill Jones, Philip Patey, and Gerald McKenna, attended a workshop in Fogo Island called "Creating a Socio-Economic Strategic Plan: Where Do We Start?"

Dr. Rob Greenwood from The Leslie Harris Centre at Memorial University facilitated the workshop, which has hosted by the Fogo Island Development Association (FIDA) in partnership with KEDC and the Harris Centre.

Different organizations and associations were represented, such as FIDA, Town Councils, ACOA, INTRD, and the Cobb Foundation, which allowed for a diverse compilation of ideas to help the island both socially and economically. The end result was an extensive list of ideas and a starting point that will hopefully lead into the next step of the process for Fogo Island.

It is the hope of KEDC that this workshop will lead to the facilitation of further community capacity workshops to address issues on the island, as well as to

empower the community groups on Fogo Island to better research and develop projects for the island as a whole.



Dr. Rob Greenwood from the Leslie Harris Centre

Birch Sap

The initial idea of birch sap began with Traverse Enterprises. Subsequent to intensive investigation and discussions with Government Employees, Traverse Enterprises approached the Gambo Indian Bay Development Association (GIBDA) to further this entrepreneurial vision. To gauge interest and current information, GIBDA requested the National Research Council to conduct an information search for all products containing birch sap.

A Birch Sap Steering Committee was struck, including representatives from the Department of Industry, Trade and Rural Development, Kittiwake Economic Development Corporation, Traverse Enterprises, Gambo-Indian Bay Development Association, National Research Council, Atlantic Canada Opportunities Agency, and Department of Forest Resource and Agrifoods.

At present, a consulting team is cur-

rently working on a feasibility study to determine the marketability of sap and products derived from birch sap. The Japanese market is one that is being investigated for export potential, and the KEDC is excited to support this initiative.

This industry could open the door for economic activity and employment opportunities within the Zone.

Tourism Talks Update

KEDC has recently taken a step forward in dealing with current issues within the tourism industry and now hopes to take another step later this month.

In April 2006, two employees under the Job Creation Partnership were hired to address the problem of the lack of professionalism and regional awareness among tourism employees within the Kittiwake Coast. This concern arose from a 2004 round table discussion KEDC hosted entitled “*Tourism Talks*”.

Krista Robertson and Mark Young, since joining KEDC, have worked diligently over the last four months to develop and implement a tourism training program. Valuable research has been compiled through interviews with regional stakeholders, along with visiting and documenting sites within the zone that would appeal to tourists such as accommodations and museums for the development of such a program.

To date, a three part system has been devised and implemented. First, a “virtual familiarization tour” in a CD format has been produced; this will provide individuals with a visual aid of the Kittiwake Coast. Second, a hard copy reference system has been developed to complement the CD and provide individuals with in depth information about the Kittiwake Coast.

The third and final part is a series of training seminars have been put in place to deliver the information that has been uncovered, as well as touch on some tourism statistics and market information for the 2006 tourism season.

These sessions will be held in the month of September and will take place at the Splash “N” Putt Conference Centre and the Twillingate – New World Island Development Association Conference Centre. It is hoped that these sessions will contribute to the professionalism and regional awareness and help gain valu-

able insight on tourism operations in Zone 14, and produce a bright outlook for not only the tourism season of 2007, but for years to come

If you are interested in learning more about this project, you can contact Mark and Krista at 256-2573.



Front Page of “Virtual Familiarization Tour”
Now Available on CD

OUR STAFF



Jill Bennett—Executive Director



Crystal Anderson—EDO



Sharon Loder—Administrative Assistant



Gail Hoyles—Broadband



Krista Robertson—Tourism



Mark Young—Tourism

