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Keep it in Kittiwake

The Kittiwake Economic Development Corporation has launched its "Buy Local" Campaign. This campaign will be focused on agricultural produce, highlighting the high quality of vegetables and fruits grown within Zone 14.

"Keep it in Kittiwake" is the new slogan KEDC is using as part of this Buy Local Campaign. The KEDC's purpose of this campaign is to create awareness among consumers on the benefits of buying local. Buying local will enable more dollars to stay within the region, helping to create a more sustainable economy as well as growing and developing the agricultural industry, which has the potential for employment.

Signage will be located in 21 participating stores throughout the Zone with the Buy Local logo being the main component to make is easily identifiable for consumers to purchase local produce. Consumers will be able to find this new logo at their local grocery retailers from Gander to Lewisporte, Twillingate to Gander Bay, Musgrave Harbour to Gambo, and Glovertown to Eastport. The KEDC is very encouraged by the number of participating stores, and hopes to add more stores in the future as the campaign unfolds.

Throughout the meeting process with the local

grocery retailers, it was determined that there are still areas to which local produce is not being sold. The KEDC will be working with these retailers by connecting them with local farmers in hopes of increasing the number of stores selling local produce while increasing the sales of the current produce being sold.



Gander Consumer Co-op representatives showing their support

KEDC has also added a page on their current website showing the many benefits of buying local, the participating stores, profiling local farms and much more.

KEDC will also be working with the Town of Lewisporte and the Beaches Heritage Centre on creating a farmer's market as a part of their upcoming Trade Show and Exhibition, respectively. These farmers market will enable all farms an opportunity to sell produce to a large audience in the hopes of increasing sales while creating awareness of the produce being grown in the area.

If you wish to learn more about this initiative, please contact Crystal Anderson, Economic Development Officer, by phone at 256-2741, by email at canderson@nfld.net, or by visiting the KEDC's website at www.kittiwake.nf.ca.

KEDC's Annual General Meeting

Kittiwake Economic Development Corporation will be hosting its 2007 Annual General Meeting on October 4th at 7pm at Hotel Gander.

The Cobb Family will be KEDC's special guests for this year's AGM. The Cobb Family are originally from Fogo Island and are the visionaries behind the **Frangipani Foundation** which undertakes projects in rural Newfoundland & Labrador and in Africa.

Representatives from Atlantic Canada Opportunities Agency (ACOA), Department of Innovation INTRD, and Service Canada will also be bringing greetings on behalf of their respective departments.

All stakeholders and members are invited to attend KEDC's AGM. Registration will take place at 6:30. If you would like more information, please contact Sharon at 709-256-2595 or kedc@nfld.net.

OUR OFFICE IS RELOCATING!

Visit us at our new location on the 2nd Floor of Fraser Mall after Sept. 6th!



Chairperson's Message



Roger Hewitt, Chairperson

As summer is coming to an end, I am very pleased with the work completed by the Board of Directors and Staff of Kittiwake Economic Development Corporation. Many of our objectives set out for the 2007 year have been completed, while the remaining are well in progress.

The "Buy Local" Campaign has been met with a high level of support from industry, which has led to the campaign evolving into a successful and effective initiative. The Fogo Island and the Gander Bay projects have both been moving forward in a positive direction which I believe will end in positive outcomes for both regions of the Zone.

The support from ACOA, INTRD, Service Canada, Industry Canada, and other stakeholders, has been critical and I wish to thank everyone who has contributed to the KEDC and we look forward to your continued support.

As we head into the fall season, the KEDC will begin consultations for our 2008 workplan. I would like to encourage all stakeholders to contact our staff concerning initiatives that you feel KEDC could play a role in.

I wish you all well and I hope to see you all at our AGM on October 4th.

-Roger Hewitt, Chair KEDC

Fogo Island Socio-Economic Project



Nadine Decker, Community Strategist

The KEDC has recently hired a Community Strategist for Fogo Island and Change Islands. The role of the Community Strategist is to engage the community in the formation of a strategic social and economic development plan for the area.

The Community Strategist will be conducting extensive research into the past and current demographic trends, as well as the past and current economic, social and environmental landscapes of the islands, to gain a thorough knowledge of the area. The Community Strategist will also be collecting various stakeholder development plans and coordinating and hosting a variety of consultation sessions with community groups and organizations to derive future economic ideas.

In cooperation with a Consulting Team, the Community Strategist will encourage and foster

collaboration amongst the citizens, businesses, community groups, and stakeholder organizations on the islands, uniting them to work in cooperation for potential social and economic development opportunities resulting from the formation of a socio-economic development plan. This interactive approach with community stakeholders on Fogo Island and Change Islands will result in the identification of their priorities and the direction in which they would like to proceed with socio-economic development for the islands.

If you have any questions or would like to learn more about this project, please feel free to contact Nadine at the KEDC office on Fogo Island at (709) 266-1115 or by e-mail at cskedc@nf.aibn.com

Cultural Heritage Sites Professional Development Workshop



Andrew Hiscock and Crystal Anderson from KEDC with Rev. Barry King, Ute Simon with MANL, and Pat Martin and Barry Porter with LADA.

On June 14th, KEDC in partnership with the Museum Association of Newfoundland and Labrador (MANL) and the Lewisporte and Area Development Association (LADA) hosted a Professional Development Workshop for Cultural Heritage Sites.

Thirty attendees, representing 16 organizations, attended the workshop which was facilitated by Rev. Barry King. Topics included presenting museums as attractions, importance of staff training, and working with your collections.

This workshop was very well received by those involved as it was practical in nature and was

interactive for participants. It is KEDC's hope that this workshop provided participants with useful information that will be helpful in the current tourism season.

The KEDC would like to thank LADA for their hospitality in hosting this event as well as the MANL for helping in coordinating this workshop.

For more information on this event, please contact Crystal Anderson, Economic Development Officer, by phone at 256-2741, by email at canderson@nfd.net, or by visiting the KEDC's website at www.kittiwake.nf.ca.

Executive Director's Message

I hope everyone had a chance to relax over the summer months and the opportunity to take in a festival or attraction within the beautiful Kittiwake region. As I travel throughout the Zone I am always amazed by the beauty and unique cultural landscapes that exist here in Zone 14!

The KEDC will continue to be very busy this fall; and I am taking this opportunity to outline initiatives and events that will commence during the remainder of the 2007 year.

The Buy Local Campaign, launched in August, will include a Succession Planning component that will target Farmers within the region. Once the growing season commences, the KEDC will coordinate this forum - we encourage all operators to take advantage of this workshop.

The Exporting Initiative continues to progress. The Business Committee met with the Director of Marketing from the Gander International Airport Authority, Canadian Manufacturers & Exporters and a freight forwarder to explore exporting options via Gander International Airport. This initiative continues to evolve, and is one that spans the central region. I will continue to provide updates on the exporting initiative via this newsletter.

An application under Regional Sectoral Diversification Fund (RSDF) has been submitted to the provincial department of INTRD, to hire a Project Coordinator for the Business Mentoring Program. If approved, this project will design, market, measure and implement a mentoring program. This project is designed to assist and support new and existing small and medium enterprises within Zone 14.

I continue to work and support the staff located throughout the region. Nadine Decker, Community Strategist, located on Fogo Island, is working diligently with community groups and stakeholders as she collects economic plans, and strategies within the sub zone 7 region. A very special thank you to all of the councils, constituents, community groups and organizations that have provided Nadine with information; this support enables us to achieve our goal of compiling a socio-economic plan for Fogo Island and Change Islands. As well, Bill Hardiman, Project Coordinator for the LMP in Gander Bay, continues to work with the residents, community groups, businesses, and supporting agencies, to analyze the labour market within Gander Bay and profile the demographics, economic activity, and sector specific opportunities that exist.

During November 2007, there will be a **PRE-BUDGET CONSULTATION** with the Minister of Finance. This meeting is open to individuals, groups and organizations who want to provide input to government on budget priorities. This consultation provides user-groups with the opportunity to speak, on behalf of their members, on issues pertaining to the budgeting process. I encourage constituents throughout the region to contact the KEDC office at 1-877-256-2595 to put forth any comments or concerns you may have regarding the budgeting process. In order to prepare for this consultation, the deadline for feedback is November 1, and I encourage input from user groups within the KEDC region.

As always, I welcome any comments or feedback as we continue to work on the 2007 objectives.



Jill Bennett, Executive Director

Gander Bay—Labour Market Partnership Project Update

The Labour Market Partnership for Gander Bay has completed phase two and as a result, information pertaining to the demographics of Gander Bay has been achieved. There are 636 houses in the three local service districts of Gander Bay and each house received a human resource survey via Canada Post.

We had a 27% return from the surveys which provided information on education levels, employment status, employment location, computer skills and income source. The information attained from the surveys will be a valuable resource to assist in determining the training needs for Gander Bay and also be of importance to determine the human resource requirements for proposed business development.

Further to the human resource survey, a business

survey was conducted in person with each employer at Gander Bay. The information collected from this survey identified the number of jobs at Gander Bay, the title of each job and the age category from 18-64 for each position.

The social strengths and weaknesses for Gander Bay have also been identified during the second phase of the project. This information will help determine where there are needs for social improvement among the local service districts and where there are opportunities for increased social activities.

The LMP will now start to collect information about the opportunities for business development at Gander Bay and will report those findings in a final report at the completion of the LMP.

-Bill Hardiman Project Coordinator LMP



Gander Bay

2007 At-Sea Lobster Sampling Program

This summer the Kittiwake Economic Development Corporation has been administering an At-Sea Lobster Sampling Program for the Eastport Marine Protected Areas. Three local crews have been recording the size and reproductive status of a portion of every day's catch for study and comparison by DFO. The information will be combined with data from previous years to give a profile of the lobster population in the Eastport area.

At the same time, Memorial University researchers are collecting information inside the closed areas to be added to the same database. Community Coordinator Vicky Hammond does quality control checks to ensure that the information collected will stand up to scientific scrutiny and can be used as a reliable management tool.

This year fishers Terry Travers, George Feltham, John, Flossie and Phil Rogers, and Bill and Michelle Mercer measured almost 900 lobsters and provided other useful catch data despite a rough start to the season due to heavy ice conditions.



This female lobster laden with eggs bodes well for the future. Note her v-notched tailfin. This voluntary conservation measure practiced by Eastport Peninsula fishers protects fertile females from the commercial fishery for several breeding seasons.

KEDC will also be running a two-week lobster tag-and-release program for the Eastport Marine Protected Areas in September. This program also relies on specially-trained fish harvesters to capture and record information for scientific analysis. The research results contribute to lobster science generally,

provide a sound basis for managing the MPAs and will also be helpful to other communities interested in stewardship and conservation projects.

The Eastport Peninsula lobster harvesters began their conservation program in the early 1990s, and are starting to reap the benefits of a stable and sustainable fishery.

The lobster fishery is very important for small-boat fishermen, often their economic mainstay, and definitely an important factor in keeping the seven communities of the Eastport Peninsula alive and well.

The MPA steering committee also sees potential for the Marine Protected Areas to be an asset in marketing the Eastport Peninsula as a "green" destination for tourists, retirees, and summer residents.

For more information about the Eastport Marine Protected Areas, you can go to www.eastportmpa.com

Tourism Packaging Initiative Update

Over the coming months and years, the visitor to Newfoundland will be to avail of dozens of packages, and the KEDC is leading the way.

The Kittiwake Economic Development Corporation began a Tourism Packaging Initiative this year as a multi-phase project. It is designed to provide tools and support to tourism operators in the region so that they can design, market, and sell travel packages, a product that is becoming increasingly in demand. The initiative began in May with a workshop facilitated by Joe Veneto, *The Opportunity Guy*, and continued with 8 subzonal meetings facilitated by local consultant, Gail Hoyles.

The reception for this initiative is



Joe Veneto facilitating initial workshop.

overwhelmingly positive, as operators are beginning to design their packages and find partners within our region. By the 2008 season, we will see a number of dynamic and innovative packages appear on the market.

This initiative is far from over, as a conference call for tourism operators will take place at the end of the summer season. This will be a chance for operators to touch base directly with Joe Veneto and Ms. Hoyles. The KEDC also has a full time Tourism Officer, Andrew Hiscock, who will assist operators in the region in getting their packages together over the next year.

For tourism operators who are participating or interested in this initiative, a variety of tools and a Tourism Packaging Newsletter are available on our website.

For more information, please call Tourism Officer Andrew Hiscock at 256-2573.