

# Coastal Connection

Coast of Bays Corporation

April, 1999

## Tourism

March has arrived and though we cannot assume that the worst of winter is over (if you could call it that), we can be fairly safe in feeling that summer is just around the corner. In order to promote and prepare for tourism in the region we have placed an advertisement in the Exploits Valley Vacation Planner, highlighting what can be expected from a trip to the Coast of Bays. We will be participating in the 'Outdoor Show' in Mount Pearl at the end of April. We have also undertaken a Customer Service Luncheon and Information Workshop for tourism/service related businesses in the region.

From the first weekend in July, thru to the end of August, you can rest assured that you will have little problem finding something to do. The following are some of the major events being planned throughout the region, which will undoubtedly make for a very exciting and full summer of activity.

Date	Event
July 1-4	Pow Wow '99 in Conne River
July 9-11	Tradition By the Sea in Hr. Breton
July 10	<b>Bluenose II</b> is due to arrive in Harbour Breton on July 10 and Depart on July 12 <sup>th</sup> , 1999
July 11	Tour Soiree '99 in Harbour Breton
July 16 - 18	Iron Skull Folk Festival in Belleoram
July 23- 26	St. Anne's Day Celebration in Conne River
July 30 - 31	Bay d'Espoir Rainbow Folk Festival in St. Veronica's
Aug. 13-15	South Coast Arts Festival in St. Jacques - Coombs Cove
Aug. 19- 21	Rum Runners Racquet in Hemitage-Sandyville
August	Annual Sunny Cottage Garden Party

When planning your summer vacation be sure to take in some of these events. Let your friends and relatives, who may be visiting, know what is happening in the region. Help spread the word about what the Coast of Bays has to offer!

For more information regarding the Workshop, Outdoor show, and or any of the events listed above, please contact Baxter House at (709) 538-3401.

## Hospitality Nfld. & Labrador Training

The Coast of Bays Tourism Association is planning to arrange a One Day SuperHost Training Seminar. The date is tentatively set for May 10 and 11 to coincide with Tourism Awareness Month. In order to run such a Seminar a minimum of 15 participants are needed. The number and location of the seminars will depend upon demand. If you are involved in the service industry and interested in participating, please contact Baxter House at 538-3401 by May 7th. There is a \$35 charge per person for this training.

## Youth Council Established



L-R (back) Jodi Drake, Damian Power, Jennifer Lushman, Randy Augustine  
L-R (front) Joanne Hollett, Holly Vallis

Over the past three months Kim James, Youth Coordinator, has visited all of the schools in the region giving presentations on economic development opportunities. A Youth Forum was held on

**March 13 at Conrad Fitzgerald Academy in English Harbour West, and a council has been formed. To find out more about how youth can have a shaping role in this region's future, call 1-800-205-0799.**

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## IT Initiatives



One of the most important factors affecting the success of a business is *marketing*. All too often, businesses consider only their local geography when possibly a provincial, national or even an international marketplace can be tapped.

To assist local businesses in assessing the Internet as a marketing medium, the Coast of Bays Corporation (COBC) launched an initiative called “Coast to Coast with the Coast of Bays”. This is a database collection of e-mail addresses to which will be sent a periodic message showcasing a business or community initiative from the region. To receive this information “from home”, send your email address and those of friends & family living away to Conrad Collier at [zone13it@cancom.net](mailto:zone13it@cancom.net).

The Corporation has also assisted with successful applications for funding to establish Community Access Program sites in Rencontre East and Belleoram. CAP Sites in the region are already located at King Academy in Hr. Breton, Greenwood Academy in Milltown and at the Public Libraries in St. Albans, Gaultois and Hermitage. The Coast of Bays Corporation has also built a new website to promote the region and feature news releases. Check it out at [www.coastofbays.nf.ca/](http://www.coastofbays.nf.ca/)

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## Needs Assessment

The College of the North Atlantic and COBC is presently conducting a survey to determine the level of local interest in post-secondary education within the region. This survey will serve to support the continuation of the services provided through the Open Learning Centers, and possibly even expansion. For your copy, please call the Coast of Bays Corporation.

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## SEP Revised

The Strategic Economic Plan for Zone 13 has now been revised for the current year. Please call **1-800-205-0799** for your free copy.

## Aquaculture

The cultivation of cod has a long history and can be traced to Norwegian efforts. In the late 1800s a Norwegian fish inspector, Adolph Nielsen, was hired by the Fisheries Commission of the Newfoundland government to establish and manage a cod hatchery to “restock our exhausted bays.” Today, a mere one hundred years later, the situation is similar, except that cod landings are more drastically reduced, resulting in a closure of most of the cod fishery throughout the province.

Over the past twenty years the emphasis on cod farming has been the development of a hatchery, as well as the capture of live fish from cod traps and subsequent grow-out to increase size and value for later marketing.

In recent years the hatchery project was destroyed by fire and attempts to rebuild have not reached fruition. Emphasis is now on the grow-out of fish caught from the wild harvest.

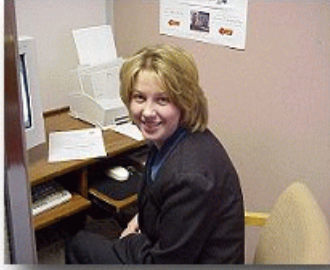
The advantages of this concept have been demonstrated in Trinity and Placentia Bay. Fish that are caught in cod traps during May and June, held in cages and fed a diet of herring and caplin are recorded to double its weight in approximately 100 days. The COBC views cod farming as an economic opportunity for the area and it is included as a priority item in the Strategic Economic plan.

Presently, five fishing crews (1 in Pools Cove, 1 in English Hr., 1 in Boxey and 2 in Hr. Breton) are licensed by the province to farm cod in selected sites. Meetings have been ongoing since January, including attendance at the annual meeting of the Newfoundland Cod Growers in Gander and holding a workshop in Hr. Breton on February 17. DFO has funds approved to purchase gear and provide technical assistance. A supply of fish is now the major factor. Fishers need to schedule the harvest time to capture the best sizes for growth performance (i.e. 20 to 50 CMS in length). The COBC aquaculture committee has made representation to the Fisheries Resource Conservation Council to ensure a supply of fish to these important projects in 1999. The harvest is expected to begin in late April however, no official announcement has been made by DFO, to date.



## Regional Profile

Cynthia Kelly was recently hired by the Coast of Bays Corporation in the position of Research Coordinator. This is a contractual position funded by Human Resources Development Canada. Cynthia is responsible for developing a detailed profile of the Coast of Bays Region. She has been collecting data concerning population trends; climate; medical, educational and recreational facilities. Ultimately, this information will be developed into a detailed regional profile which will be incorporated into our investment prospecting strategy. The profile will be available in electronic and print formats and will also be carried on the Internet.



- ▶ partnership with College of the North Atlantic to conduct a Needs Assessment to all our residents;
- ▶ partnering with ACOA, Nfld. & Lab. School Boards Associations, Dept. of Education and School Board 5 to pilot and improve the Salmonid Aquaculture Course.

Any questions or suggestions, please contact the Coast of Bays Corporation.



## Attention Volunteers!

The Voluntary Sector Network Support Program (VolNet) is a new federal government program administered by Industry Canada to improve the voluntary sector's access to information technology and to the related skills and tools available to help it play a stronger role in Canadian society. Volnet's mission is to enable voluntary organizations to access and use Internet technologies to further their own missions. The program's goal is to offer Internet connectivity, including computer equipment, new information technologies, network support and Internet skills development to 10,000 voluntary organizations by March 31, 2001. For further information, please feel free to contact the head office.

## Annual General Meeting

This year, the Coast of Bays Corporation will be holding its Annual General Meeting at the Lions Club in St. Alban's on Tuesday, June 8, at 7:00 p.m. All members are welcome and encouraged to attend.

## Education Subcommittee

Coast of Bays Education Subcommittee continues to work on behalf of its residents in our zonal region. Projects undertaken since last September include:

- ▶ proposed visit from Cecilia Hickey of Central's Lifelong Learners Group for seniors;
- ▶ lobbying for more hours in all our public libraries which has resulted in an increase of hours in the Cap Site Libraries;
- ▶ a proposed meeting of all Education Representatives from all zonal boards in Gander on May 29;



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# South Coast Community Development Corporation

An ACOA Partner, Serving Rural Atlantic Canada



## Services

The services offered by the South Coast Community Development Corporation include:

- ▶lending, counselling and technical assistance to its clients self employment benefits program for those starting a business who are in receipt of EI and meet the criteria to have their EI extended for a period throughout the first year of business
- ▶employment assistance services with offices located at Harbour Breton and St. Alban's student employment offices helping students gain summer employment
- ▶linkages program aimed at helping youth make the transition from high school to post secondary education or into the work force
- ▶basic administration of the Gaultois CDF program
- ▶Youth Ventures Program designed to promote entrepreneurship to high school and post secondary students by offering financial and counselling assistance to help them create employment for themselves by starting their own summer business
- ▶library service for the Canada Newfoundland and Labrador Business Service Network to entrepreneurs in our region

## Investment in the Region

1998-1999 was a productive year for the South Coast Community Development Corporation as evidenced by the number and value of loans approved. It is significant to note that approximately sixty percent of this is attributed to the traditional fishery.

New harvesting regulations, professionalization, quota allocations, and encouraging fish landings have prompted CORE fishers to evaluate their enterprise and determine the suitability of their equipment and technology for today's fishery. Many are finding that their relatively small boats are now inadequate to carry sufficient equipment and supplies and to travel the distances from shore to the fishing grounds. Safety is obviously a concern and new larger boats enable them to be more aggressive in pursuing the fishery while at the same time conducting it in a safer manner.

The response from this sector continues to be strong and all indications are that this will continue in 1999-2000. The traditional fishery has been targeted by the Coast of Bays Corporation as an industry which is vital to the survival of communities in the region.

## Performance to Date

Since inception in 1995 the SCCDC has seen over 40 Self Employment Assistance programs approved, 38 SEA businesses started, loans of over a million dollars disbursed, 191 new clients, 1,416 enquiries to the programs offered, and 5 SEED programs approved.

## Working Relationships and Roles

As in the past, the SCCDC strives to maintain positive relationships with other agencies and organizations. It is our firm belief that to achieve the greatest impact on businesses and community development, alliances must be maintained and new ones established wherever possible. Working together minimizes the risk of duplication and the collective strengths of staff and volunteers are utilized to the full capacity.

## Provincial Conference '99

The SCCDC will be hosting the Newfoundland & Labrador Association of CBDCs conference and annual general meeting June 2-5th, 1999. We expect 70-100 people to attend. Staff and Board are very busy with putting together the plans and organizing the event. It is expected to be a very busy time and we will be doing our best to promote the Coast of Bays Region throughout the week.

## Youth Ventures Program

We have just signed a contract to manage the Youth Ventures Program again this year. We are at present in the process of advertising the position of Program Coordinator. The successful candidate will begin employment on May 10<sup>th</sup> and will continue for 16 weeks.

## Student Employment Program

We are at present advertising for two student employment officers, one each for Hr. Breton and Bay d'Espoir. The positions should be filled by the last week of April and services beginning in early May.

## New Board Member

The South Coast Community Development Corporation just welcomed a new Director to its Board. Winston Fiander of Coomb's Cove will be representing the Fortune Bay North area of the Region. Mr. Fiander brings to the organization years of experience with the Federal Government and a wealth of knowledge gained through his many volunteer activities. We look forward to working with him on our team. We welcome you, Mr. Fiander.

**Our toll free telephone #:** 1-888-303-2232

