

# **Department of Innovation, Business and Rural Development**

**Government of  
Newfoundland and Labrador**

**OECD Conference**

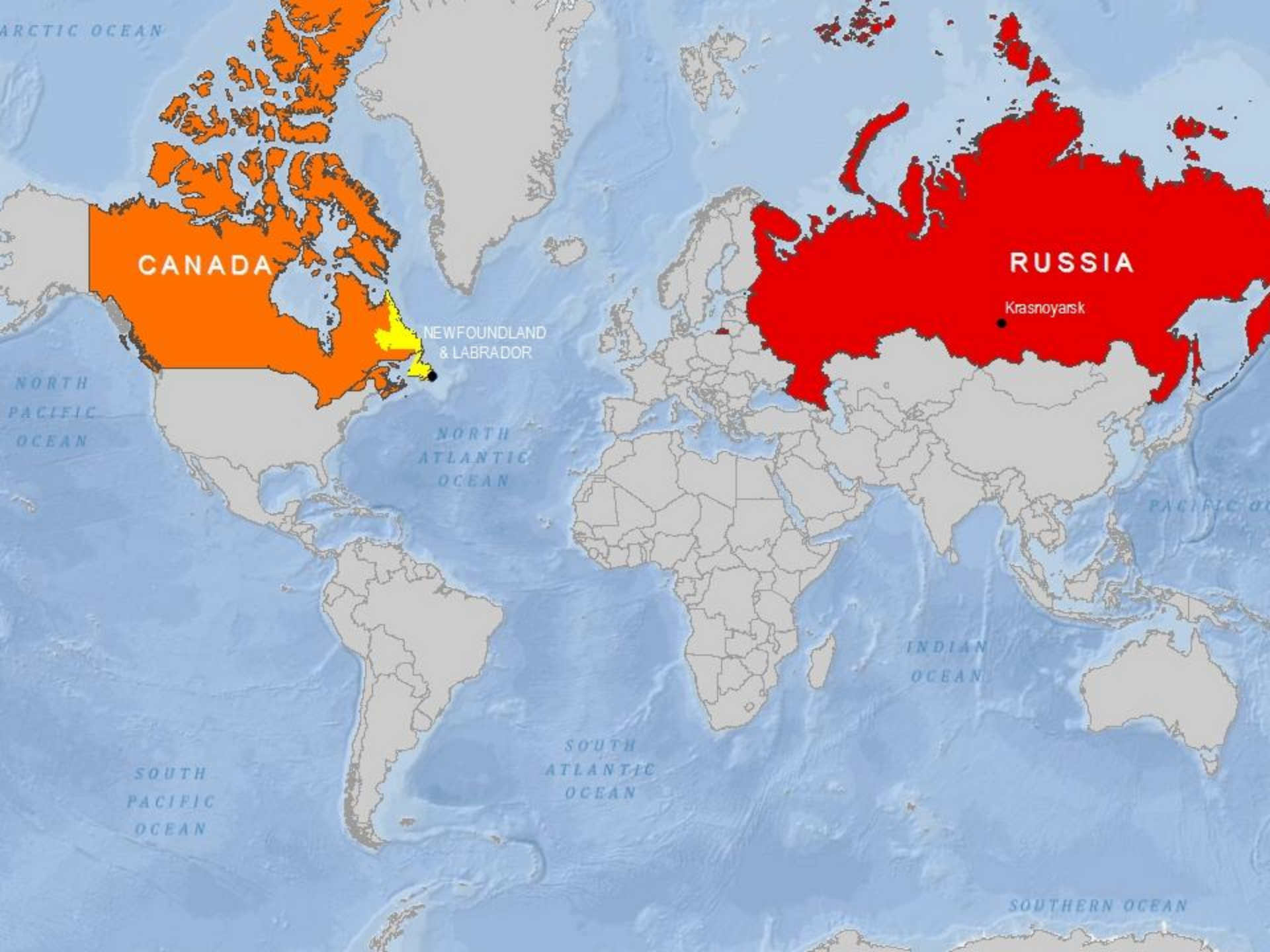
**October 2012**

**Presented by: Gillian Skinner**

# Presentation Overview

- Overview of Newfoundland and Labrador and Department of Innovation, Business and Rural Development
- Principles of Regional Development
- Skills Development as a Priority
- Development of Key Supports and Actions
- Support for SMEs
- Support for community organizations





CANADA

NEWFOUNDLAND  
& LABRADOR

RUSSIA

Krasnoyarsk





ARCTIC OCEAN

Canada Basin

Beaufort Sea

U.S.A.

Y.T.

N.W.T.

N.L.

CANADA

Hudson Bay

Labrador Basin

Labrador Sea

NEWFOUNDLAND & LABRADOR

NORTH ATLANTIC OCEAN

Gulf of Alaska

B.C.

Alta.

Sask.

Man.

Ont.

Que.

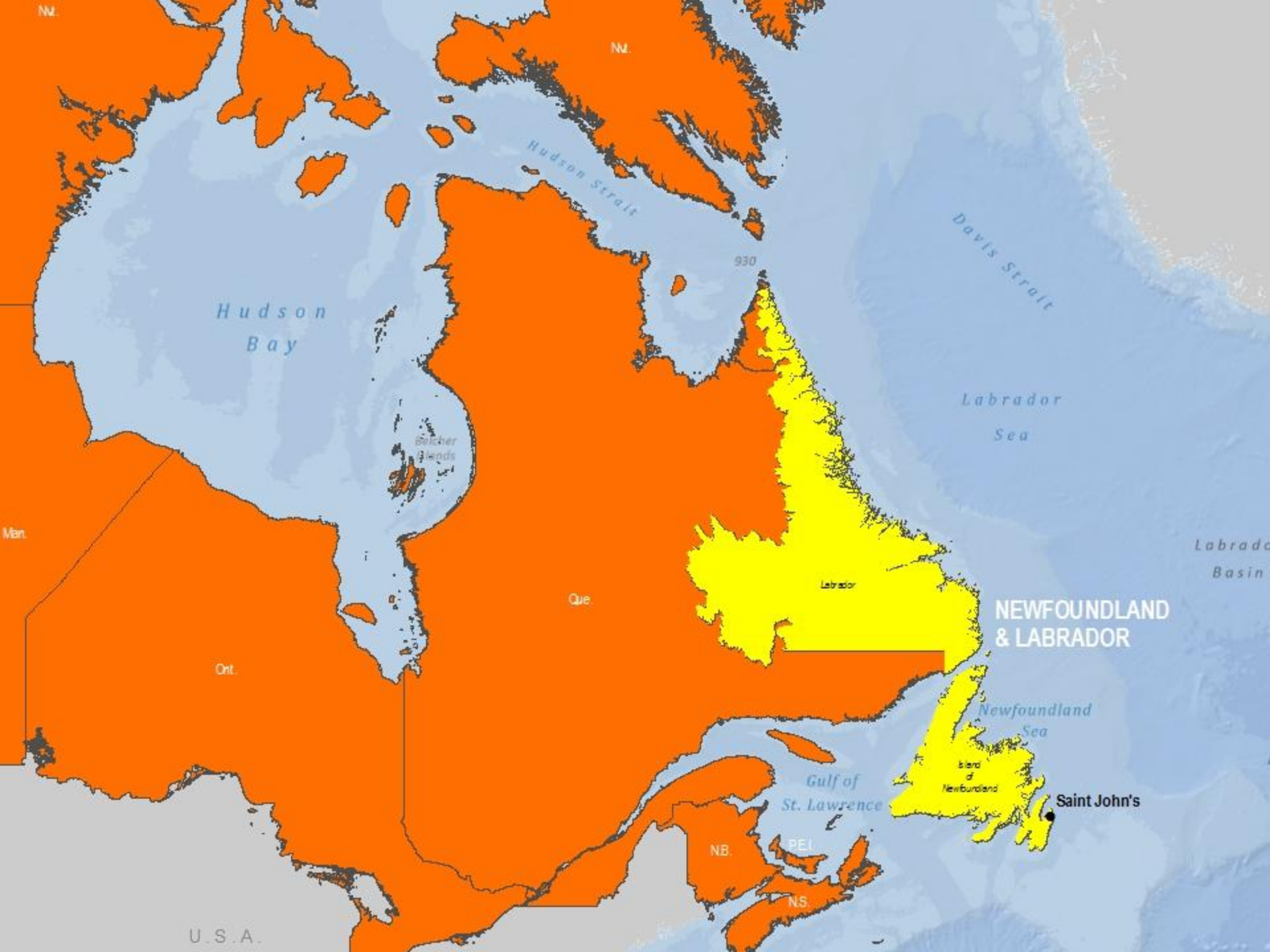
N.B.

P.E.I.

U.S.A.

North

Mid-Atlantic Ridge



Hudson Bay

Hudson Strait

Davis Strait

Labrador Sea

Labrador Basin

**NEWFOUNDLAND & LABRADOR**

Newfoundland Sea

Gulf of St. Lawrence

Island of Newfoundland

Saint John's

NL

930

Labrador

Que.

Ont.

NB.

PEI

NS.

U.S.A.

Belcher Islands

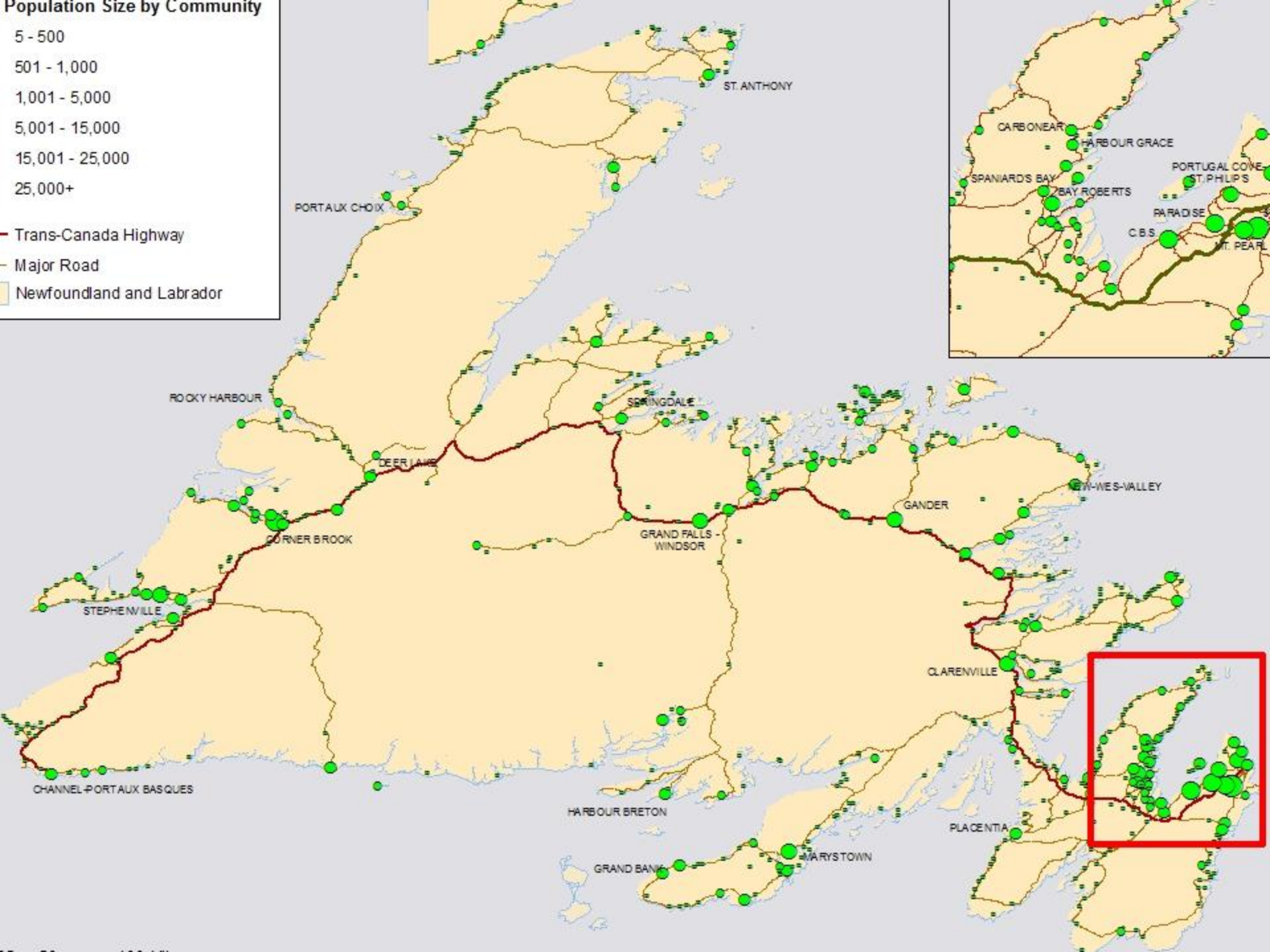
Man.



# Population Size by Community

- 5 - 500
- 501 - 1,000
- 1,001 - 5,000
- 5,001 - 15,000
- 15,001 - 25,000
- 25,000+

- Trans-Canada Highway
- Major Road
- Newfoundland and Labrador

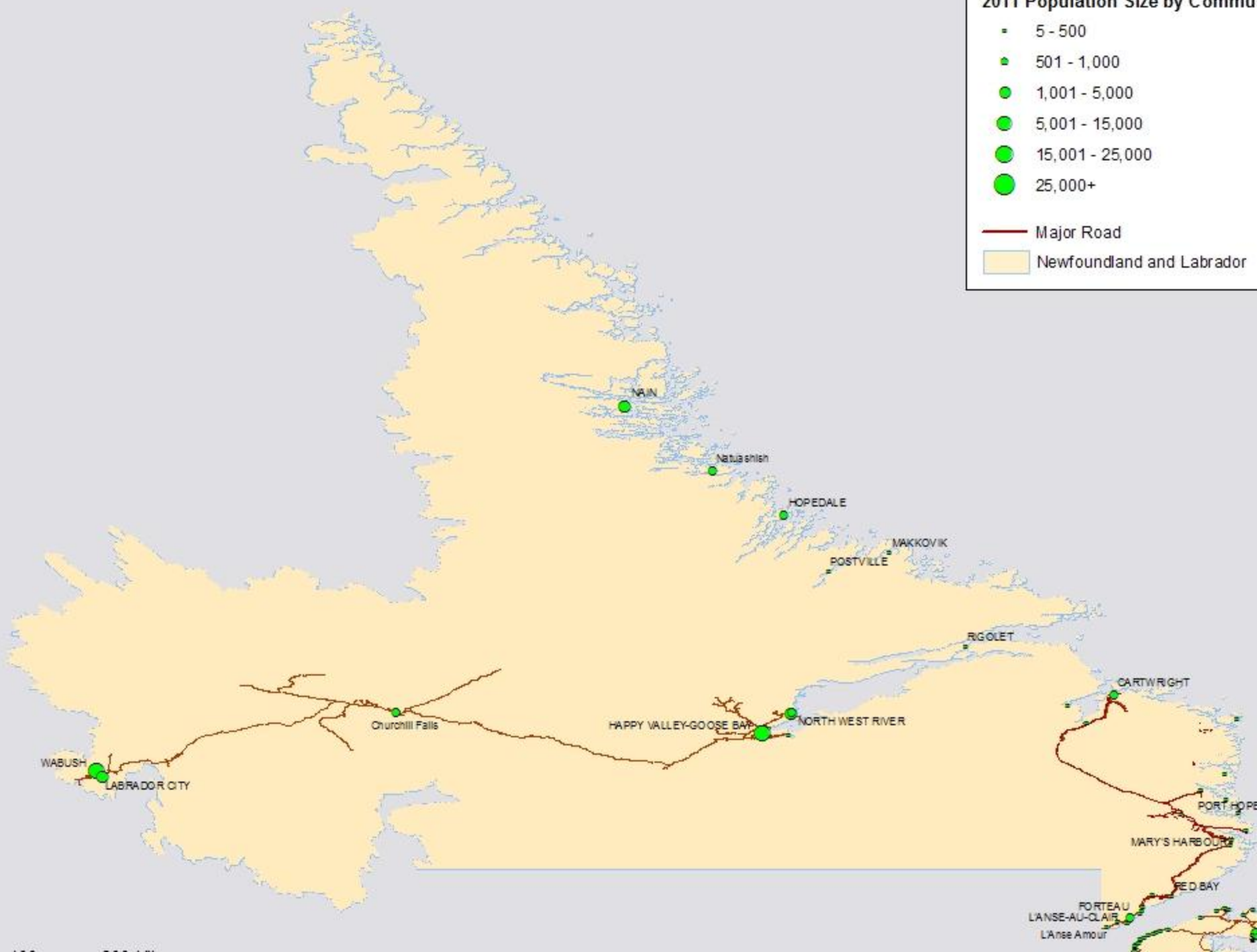


### 2011 Population Size by Commu

- 5 - 500
- 501 - 1,000
- 1,001 - 5,000
- 5,001 - 15,000
- 15,001 - 25,000
- 25,000+

Major Road

Newfoundland and Labrador



# Overview of Newfoundland and Labrador

- NL's economy is heavily based on natural resources
- Opportunity is to innovate and diversify within these resource-based industries, while at the same time, diversifying into new sectors
- Example: fishery/marine = ocean technology; fishery = secondary processing; fishery = aquaculture





# Overview of Innovation, Business and Rural Development

- Lead agency for economic development
- Lines of Business: Regional Development, Ocean Tech, Trade and Export, Innovation, Strategic Industries and Business Development
- Decentralized approach: Corporate Office with 5 regional offices, 17 field offices

## Vision

- **A diversified, competitive economy with productive and prosperous regions across the province**

# Principles of Regional Development Approach

- Emphasize regional industrial development
- Link industrial development to small business creation
- Recognize the linkages between social and economic planning
- Recognize innovation and technology as the cornerstones for industrial development
- Facilitation and engagement of stakeholders in economic development
- Government can play a significant role as an enabler and convener

# Skills Development as a Priority

- Build capacity
- Educated means productive
- Labour market (i.e. workforce to carry out business)
- Skills Transfers (industry closures)
- Leadership in communities (empowered to take action)



# Development of Key Supports

- Labour force development ( ie. Labour Market Agreement with Federal Government)
- Labour mobility initiatives (attract and retain talent)
- Research and Development
- Education and Training (sector strategies and workplace based training)
- Infrastructure Development (cluster approach)
- Investment Attraction
- Immigration Attraction
- Small – Medium Size Business growth and expansion

# Integration and Coordination within Government

- Supports span across many departments and agencies (ex. Innovation, Business and Rural Development and Advanced Education and Skills)
- Horizontal planning ensures a coordinated and effective approach
- Example: labour market development

# Actions

- IBRD assists business, community and economic development stakeholders to build capacity by:
  - assisting businesses in strategic sectors train employees to improve productivity and/or global competitiveness
  - Providing access to enterprise and entrepreneurial skills for commercial and non-commercial clients
  - enhancing coordination, planning and implementation skills
  - enhancing skills essential for leadership
  - leading or supporting development initiatives



# Support for SMEs

More Than Money - Must Haves for Vibrant Enterprises:

- Improved regional/rural cluster development
- Greater capacity for innovation
- Positioned to participate in the global economy
- Access to high quality education, training mechanisms for skilled workforce
- Access to applied research and technology transfer
- Quality public infrastructure

# Support for SMEs

## Example: Workplace Skills Enhancement Program

- non-repayable contribution for skills development of existing employees
- advanced skills training, technical skill development
- on-the-job training, workplace-specific skills upgrading
- industry-recognized certification (i.e. Aquaculture)
- brings training to the local level

# Support for SMEs

- available to not-for-profit organizations acting on behalf of SMEs, including industry needs assessments, sectoral training plans and labour market or human resource workshops and information sessions.
- Example: Canadian Manufacturers and Exporters providing lean training.





# Support for SMEs

- Many training initiatives were identified through a Business Retention and Expansion (BR&E) diagnostic, where skill development was identified as a red flag.
- BR&E linked SMEs to more than \$3.5 million in IBRD funding since 2010 (majority of which was skills development).



# Community Organizations

- Non-profits, just like businesses, need to focus on building the capacity of their entire organization if they want to maximize their impact in regions.
- Importance of economic development programs to enhance training to meet regional needs.
- Importance of capacity building supports such as skills development for non-profits.
- Example: Community Capacity Building Program.

# Community Capacity Building Program: Objectives

- Assist with building capacity within non-profit economic development organizations to enable them to assume the role of partners in regional economic development.
- To deliver a comprehensive orientation program designed to help build and shape communities.
- To develop collaboration and broad-based partnerships.

# Community Capacity Building Program: Who and How

- Non-repayable contributions to not-for-profit economic development organizations such as municipalities, industry/sector groups, educational institutions and any other community based organization involved in economic development.
- Provides training and supports development sessions based on a series of certified program modules for economic development

# Community Capacity Building Program Modules

- Strategic Planning
- Opportunity Management
- Proposal Writing
- Project Management
- Community Development Principles and Practices
- Alternative Dispute Resolution
- Meeting Management
- Group Dynamics



## CCB Modules (cont'd)

- Leadership and Motivation
- Legal Issues
- Organizational Governance
- Board Orientation
- Communications
- Co-op Development Training Modules – Basics of the Co-operative; Co-ops and the Community Development Process, and the Co-operative Development Process
- Being Developed: Financial Management for Non-Profit Directors, Conflict Management, Risk Management.

# Conclusion

- Government can be an effective enabler and convener.
- Requires an integrated approach, pulling on all levers in order to succeed.
- Policy and programs should be developed to meet the needs of businesses and community organizations, to advance regional development.
- Community engagement is critical to success.
  - Taking ownership of our future

