

# Tip of the Northern Peninsula Network Survey Report-Back Session



**October 4, 2010**  
**Plum Point Motel**  
*Compiled by Amy Tucker and Nina Mitchelmore*



## **Welcome and Introductions**

Nina Mitchelmore and Kelly Vodden welcomed everyone to the session and gave a brief overview of the project, how it came to be, partners, and the intent of the project. The goal of this action research project is to explore the nature of development network(s) in the St. Anthony - Port au Choix Rural Secretariat Region (Northern Peninsula), the contribution that network relationships make to development and the role that network analysis and network weaving processes can have in enhancing regional development processes and outcomes. The project is focused on efforts that address fisheries and tourism sectors as identified local priorities.

The project is exploring the following questions:

- 1) What is the nature and extent of development linkages and networks on the Great Northern Peninsula, including both local and external ties?
- 2) How have interactions within these networks contributed to local and regional development initiatives and outcomes?
- 3) How can development networks and their contributions to development be further enhanced through network analysis and facilitation (“networking weaving”)?

The project is a collaborative initiative involving Memorial University (Department of Geography), the Rural Secretariat (Government of Newfoundland and Labrador), MITACS (a national program with a mandate to create graduate student internships that apply research to real-world issues), and the Regional Collaboration Pilot (an informal collaborative process that sees regional stakeholders from the St. Anthony – Port au Choix Region working closely with various Provincial Government departments to develop decision- and policy-making advice that can enhance regional sustainability). It is being led by Dr. Kelly Vodden (Memorial University).

## **Overview of the survey methodology, respondents, significant results**

Amy Tucker, the researcher for the project, gave an overview of the results of a survey undertaken in the region in the summer of 2010. The survey results were used to map existing and potential network connections among individuals in leadership roles within the tourism, natural resources and research and education sectors in the region. Below is the link to view her presentation.

<http://networkweavinggnp.files.wordpress.com/2010/08/october-4th-presentation.ppt>

## Group Discussions

Each group was asked to consider the information given and to discuss where the sub-regions can be connected better and how we could extend the periphery. The following is a summary of what was discussed at each group:

### How can sub-regions be connected better?

#### Group 1:

- A process
- Regional staff
- For example, assistance from MNL
- Need to bring people in and encourage them to take leadership
- Often target specific people
- Revive those we have and re-engage
- Inventory of groups involved and who is not involved that could be
- Communication through existing groups
- Get leaders from sub-regions together to talk about strategies
- Better use of online databases (ex. base camp) and social networking tools (ex. facebook or ning)
- Look at past experiences ex. under rural development resources for communication vs projects
- Need for supports and rewards
- Challenges
  - Travel
  - Cost
  - Over-volunteered individuals
  - Loss of youth

#### Group 2:

- Identifying communication tool
- Identifying the issues that connect us
- Use this data to connect people
- Identify leaders and have them be more accessible

#### Group 3:

- Work on municipal level
- Expand interests on boards
- Communicate the big picture to major players so they can make connections
- Educate on using internet services
- Attract youth

#### Group 4:

- Any development groups should have members from all sub-regions (if forming a new group/committee)

- Any exercise needs equal representation from all industries, include tourism, fish, forestry
- Tap into all sectors equally
- All are connected
- Need less segregation
- Natural Resources include all “Nat Res”
  - Fish
  - Trees
  - Berries
  - Etc.
  - Often named by the government department name, not the resource opportunity
- Northern Peninsula is one region
- Get rid of boundaries
- Not large enough to be sustainable as many small regions
- Towns build on the main industry/combination
- Bring like towns together and work together
- Support other towns with other industries/respect others

How can we get more of a periphery, extending beyond NL?

Group 1:

- University and college to help us reach out
- Conferences (\$)
- Social networking tools (maintained by someone with reputation, integrity)
- Again person resources/staff required

Group 2:

- Think globally – find a region that is similar and research
- Work more closely with colleges and universities and their connections

Group 3:

- Invite “externals” to local events, conferences, etc.
- Help cover costs of travel to events to extend network
- Try to overcome fear of asking for help, admit that you don’t know something
- Attract youth
- Better outreach and exposure of our people and recruiting support

Group 4:

- Exposure to other areas via attending conferences
- Bring back information and implement what you learn

## **Marketing as a challenge to tourism development**

The group was then asked to discuss marketing and how networks could assist in moving this forward. The participants were asked to discuss the following questions: Can networks help to better address marketing challenges? How? Who can help? Who needs to work together?

The following is a summary of the discussion

### Marketing

- Money pit
- Networks can share the burden
- How do we reach into Parks Canada sites?
- Signage
- Internet presence
- Social media
- Product offering
- Knowing what the visitors want
- Visitors centres need to be aware of product offering
- FAM tours
- Put yourself out there
- Someone could do it for the region
- Information booklets (Nordic)
- Fish harvesters- products
- Reforestation projects
- Quality of product
- High speed internet

### **Network Weaving**

As a continuation of the Network Weaving session held in the morning of October 4<sup>th</sup>, June Holley facilitated a session on how to use the information that has been collected and to develop a plan of action. During this session people were asked to write down what they wanted to work on the most in the region with respect to tourism, and then they were organized people into groups based on their answers. The answers given were compiled into four different groups:

- 1) Communications and social media
- 2) Marketing
- 3) Product development
- 4) Linking tourism with different sectors (fishery, forestry, government)

When people organized into small focus groups during the session, the product development group and the linkages group decided to work together and dissolved into one group. Each group was given a worksheet, the results of which are summarized below for each priority. For complete details, please see appendix 1.

### *1) Communication and social media*

This group discussed the utility of existing communication tools such as the local newspaper, radio stations, and local groups such as the Great Northern Peninsula Forest Network. They discussed the need for a regional webpage that could possibly be completed by Municipalities NL, as well as the need for a regional trail map and the possibility of a GPS tour of the Northern Peninsula. They suggested utilizing students from the College of the North Atlantic GIS program to do research for their own projects that could be used for future tourism projects such as trails maps. They explored small steps to try and move ahead on communication, such as having a small group of people assess their needs and assets. They also suggested providing links on each other's websites and providing materials for other's websites. They took this one step further to suggest that everyone could have their information on one website. They expressed the need for high speed internet in all communities before a lot of communication work can be done.

### *2) Marketing*

This group reported a lack of co-operation as the largest issue in the region, and that areas have operated independently of each other. They also reported a lack of training for owners and staff of tourism operations. They identified the Trans-Labrador Highway and information technology (IT) as being new opportunities for tourism in the area. They discussed regional branding as a possible region wide initiative, as well as the possibility of co-operative marketing through marketing campaigns and brochures. They also suggested developing a network of attractions and identifying everyone's roles and what they can do. They also discussed the importance of using IT, web-based and social networking tools for partnering and networking. The need for skills such as strategic planning and proposal writing were also explored, along with the need to see existing marketing research.

### *3) Product development and linking different sectors*

This group expressed that there is currently a lot of talk about how to move forward but there is not a lot of action. There are many sites, trails and festivals in the area but they are not tied together. They discussed the opportunities that become possible through connecting with others, which is often not done. An example of this is that there are many trails developed but they do not link together. They suggested that they have everything in the region they need for tourism, but they just need to package it. They also suggested that they need region-wide marketing tools and people. The opportunity to use Gros Morne as a place to market the Viking trail was discussed. They also talked about the need for the creation of a Northern Peninsula brand. The need for more

interpreter training was also explored, possibly through video. The need for a meeting to discuss packaging and the identification of next steps was determined.

## **Next Steps**

The group then discussed next steps coming out of the research and what they would like to see happen. They also discussed some priorities that they would like to work on. The following is a summary of the group discussion:

### Priorities for training/workshops

- How to use social networking for free marketing
- How to find the money/funding we need
- Success stories – How did they do it? How did they overcome challenges?
- Access to research so we know what will work and make money
- How do we find out the economic value of initiatives we want to do? How do we use research to do this?)
- How to work on branding

### Priorities people want to work on:

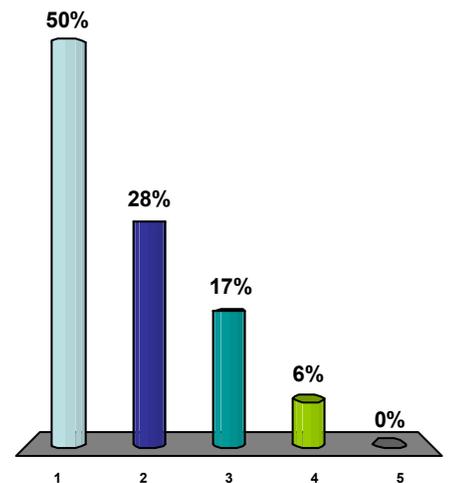
- Would like to work on any initiative that combines fishery and tourism and marketing
- Identify issues and concerns between forestry and tourism. Try and develop practical solutions
- Bring community groups such as councils and other groups together to discuss the future
- Product development workplan
- Product development
- To work on a textile centre for learning on the Northern Peninsula
- Marketing: Helping to identify government funding
- Research into tourism interest to target marketing
- Expand interests on economic development and target marketing
- Communications/marketing and education
- Want to work on:
  - Marketing the area
  - Creating social media
  - Strategies
- Want to work on:
  - Co-op (? unsure of word) marketing between sub-regions
  - Using social media to communicate
  - Youth engagement

- Expanding network and/or use of networks
- Want to work on:
  - Broadband
  - Funding opportunities
  - Marketing/communication strategy
- Want to work on:
  - Broadband (high speed)
  - Marketing of tourism resources
- Building communication tools (internet as well as others)
- Communication tools
- High speed internet
- Educate about free internet services to help build communities and promote communities and regions

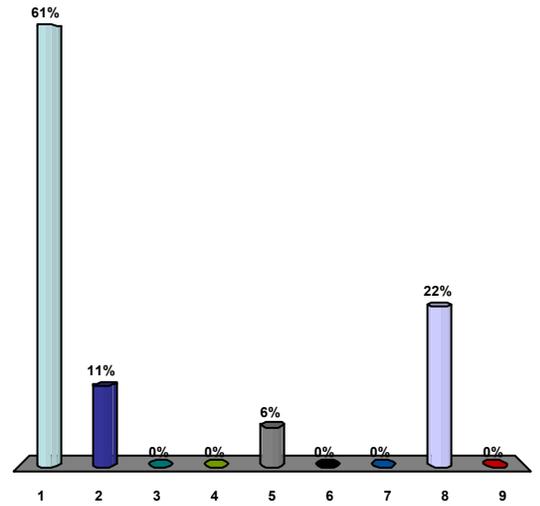
## Conclusion/Evaluation

The following questions were asked of the group at the end of the session:

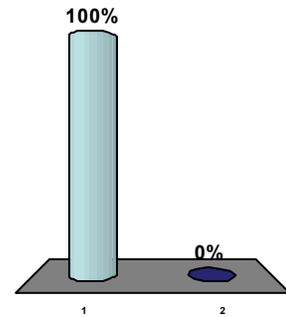
1. In my opinion, today's session and the work we are doing on smart network analysis and weaving is likely to be:
  - 1) Very beneficial for development in the region
  - 2) Somewhat beneficial for development in the region
  - 3) Neutral or unsure how useful it will be
  - 4) Not very beneficial
  - 5) Not beneficial at all



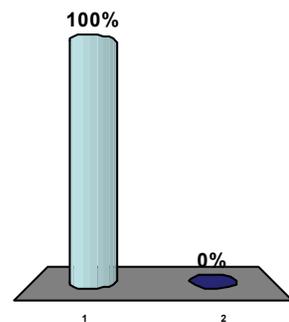
2. In my opinion the top priority for future action is:
- 1) Communication about what people and organizations are doing in various sub-regions and what they have in common
  - 2) Marketing
  - 3) Heritage/historical tourism
  - 4) Tourism and natural resources sectors
  - 5) Tourism related to marine education
  - 6) Tourism and archaeology
  - 7) Tourism and winter recreation
  - 8) Other



3. I am willing to work on identified priorities:
- a) yes
  - b) no



4. I would be willing to attend other networking sessions:
- 1) yes
  - 2) no



# Appendix 1:

## Worksheet: **Communication and Social Media**

Group:            Glenda Noble            Ivan Emke            Tom Cochrane  
                      Darlene Newman        Emily Smith         Dulcie House

### Part 1: Your Action Theme

1. What is already happening? How could we build on that? Trails, festivals, contests, music, hikes, gift shops, B & Bs and lodges, centers, etc
  - Tools – Northern Pen, CBC Radio, CFCB Radio, Great Northern Peninsula Forest Network, Job Bank
  - Content
2. What are new opportunities in this area, especially those that are region-wide?
  - Regional webpage
  - MNL should take leadership for website
  - Regional Trail Map
  - GPS tour of Northern Peninsula
3. How could we develop some region-wide initiatives? What might they be? Trails, brands, link websites, brochures, marketing campaigns
  - College of the North Atlantic GIS program – use students to get research projects done i.e., trails map
4. What small steps can we take to try our ideas out?
  - One small project – group of people to assess our needs and assets
  - Provide links on each others website to living rural NL
5. How could we work on this together?
  - Providing materials for website
6. Who could be conveners? Network weavers?
  - RED Boards
  - MNL
7. Who can help us learn Skype and Google Docs?
  - Need high speed internet first
8. What am I willing to do?  
??

## Part 2: Connecting the Region to Work on our Theme

1. What sub-regions need to be connected? How can we do that?
  - Who makes sure invited?
  - All regions of the Northern Peninsula!
  - One website; social network – Basecamp
  - Ning – free!

## Part 3: Getting More Innovation, Resources and Expertise

1. To get new ideas: What are key words we can look for on Google? What other interesting projects do we know about? Who might know interesting projects like ours around the world?
  - New tourism ideas/regional approaches
  - Resources
  - Network weaving models
2. To get resources: Who do we know in Canadian govt who could help us get resources? In provincial govt? Who has clout? Who is influential? What other resources do we know about? Who do we know who might know more about them?
  - Provincial gov – Robert Parsons
  - Industry Canada
  - Foundation Search
  - \$600 funding book
  - College/University
3. Expertise: what skills or expertise do we need? Who has that expertise?
4. Customers: what do your fans love about your region? What ideas do they have? How can you be connected to them?
  - Internet
  - Surveys

## Worksheet: **Marketing**

Group:            Sean St. George            Regina Rumbolt            Joan Kinden  
                         Kaye Gilbert                    Janice Pilgrim              Tammy Higgins

### Part 1: Your Action Theme

1. What is already happening? How could we build on that? Trails, festivals, contests, music, hikes, gift shops, B & Bs and lodges, centers, etc
  - Lack of coop- largest issue
  - Lack of training – owner and staff
  - Areas operate independently of each other
2. What are new opportunities in this area, especially those that are region-wide?
  - Trans Labrador Highway
  - IT
3. How could we develop some region-wide initiatives? What might they be? Trails, brands, link websites, brochures, marketing campaigns
  - Regional Branding (IAT)
  - Coop marketing – brochures/marketing campaign
4. What small steps can we take to try our ideas out?
  - Network of attractions/ones operating along the Viking Trail
5. How could we work on this together?
  - Part of a workplan – identify work to be done
  - Resource people to help implement
6. Who could be conveners? Network weavers?
  - VTTA
  - RED Boards
  - INTRD/ACOA
  - Forest Network
  - Other
7. Who can help us learn Skype and Google Docs?
  - HNL – IT support
8. What am I willing to do?
  - What is everyone's roles
  - Get people to help where they can

## Part 2: Connecting the Region to Work on our Theme

1. What sub-regions need to be connected? How can we do that?
  - North and south
  - Port au Choix
  - St. Anthony
  - GNP
  - East side of GNP

## Part 3: Getting More Innovation, Resources and Expertise

1. To get new ideas: What are key words we can look for on Google? What other interesting projects do we know about? Who might know interesting projects like ours around the world?
  - Using IT – Web based tools, social networking tools for renewal of partnering network
  - Look at Cape Breton
2. To get resources: Who do we know in Canadian govt who could help us get resources? In provincial govt? Who has clout? Who is influential? What other resources do we know about? Who do we know who might know more about them?
  - INTRD
  - ACOA
  - DTCR
  - CTC
  - HNL
  - VTTA
  - RED Boards
3. Expertise: what skills or expertise do we need? Who has that expertise?
  - Planning, proposal writing
4. Customers: what do your fans love about your region? What ideas do they have? How can you be connected to them?
  - See marketing resume
  - Parks/ACOA

## Worksheet: **Product Development and Linking Different Sectors**

**Group:** Joan Simmonds                      Denise White                      Keith Billard  
              Sam Hoddinott                      Carolyn Lavers                      George Gibbons  
              Ray Norman                              Mandy Ryan                      Kelly Vodden

### Part 1: Your Action Theme

1. What is already happening? How could we build on that? Trails, festivals, contests, music, hikes, gift shops, B & Bs and lodges, centers, etc
  - A lot being worked on (talk) but not a lot of action.
  - Tapestry is happening but no product yet.
  - We have a lot of good trail, festivals, but not tied together
  - Grenfell site, Limestone Barrens, Viking Trail trying to do stuff, French Shore the same thing but not tied together
  - Opportunities are about connecting
  - Trails developed but didn't connect them
  - No purpose
  - Marketing
  - Forestry trails could be used better
  - Good winter product
2. What are new opportunities in this area, especially those that are region-wide?
  - Package all this – we got everything here, just need to package it
  - We need region-wide marketing tools/person
  - Should use Gros Morne as an area to market Viking Trail
  - Need to create brand for the whole of the Northern Peninsula
  - Need more interpreter training – video? To help train students
3. How could we develop some region-wide initiatives? What might they be? Trails, brands, link websites, brochures, marketing campaigns
4. What small steps can we take to try our ideas out?
5. How could we work on this together?
  - Call a meeting to discuss packaging
  - Next steps must be identified
6. Who could be conveners? Network weavers?
  - Development Associations
  - RED Boards

7. Who can help us learn Skype and Google Docs?  
??
8. What am I willing to do?

## Part 2: Connecting the Region to Work on our Theme

1. What sub-regions need to be connected? How can we do that?
  - Government
  - Nordic
  - Red Ochre
  - VTTA
  - Department of Tourism
  - College
  - Development Association
  - Rural Development Committees
  - INTRD
  - Municipalities
  - Non-profits
  - ACOA

## Part 3: Getting More Innovation, Resources and Expertise

1. To get new ideas: What are key words we can look for on Google? What other interesting projects do we know about? Who might know interesting projects like ours around the world?
  - “Packaging Vacations” web research
  - Textile crafts
  - Anne of Green Gables, PEI
  - Creative Tourism New Zealand
  - Australian company that packages vacations
  - Have local – Bus Tours
2. To get resources: Who do we know in Canadian govt who could help us get resources? In provincial govt? Who has clout? Who is influential? What other resources do we know about? Who do we know who might know more about them?
  - Canadian Tourism Commission
  - Parks Canada
  - Canadian Heritage
  - French Embassy
  - Federal Member

3. Expertise: what skills or expertise do we need? Who has that expertise?
  - Marketing – CAN, Western DMO
  - Interpretation – Parks Canada
  - IT – College/MUN
  - Coordinating skills – all government people and local resource people
  
4. Customers: what do your fans love about your region? What ideas do they have? How can you be connected to them?
  - Survey
  - Scenery
  - Culture
  - History
  - Fishing
  - Berries