RURALWORKS

Vibrant, Sustainable Communities

Building a coalition for a stronger rural NL

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The FFAW – Rural Roots Run Deep

- Biggest (re. members) organization in rural NL and dedicated to sustaining and growing the largest source of employment in rural NL.
- 12,000 members; vast majority in rural NL. Members in 600 towns/communities.
- Most members in fishery, but also have members at Long Harbour, Molson, in Metal fabrication, hotels (Hotel Gander, for example), etc.

Myth Making – NL as a Post-Fishing Province



Roots of the Myth

- The moratorium.
- Horrendous economic climate = mass outmigration from rural areas.
- No effort to stop the outmigration; relying on the fishery for rural economic growth ignorantly implied to be a mistake.

Sustaining the Myth

- There is a lack of communication between the fishery and the various sectors of rural NL:
  - Fishery cut off from local gov., business, tourism, social organizations
- This has created presumptions and assumptions.
- It is time to talk more. Should be proud of the connection between rural NL and the fishery.





A Fishery of Tomorrow, Not of Yesterday

- A lot of lessons learned since the moratorium:
  - Diversify – now ten notable fisheries; no one fishery worth more than 35% of total fishery
  - Focused on value: the better the product, the more economically sustainable the fishery.
- The fishery could be the brightest economic light in NL this year:
  - Total value in 2015 in excess of $1 billion, most of which flowing through rural NL.

Rural Works – The Goal

- To build vibrant, sustainable rural economies around the fishery.





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www.ruralworksnl.ca

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Rural Works – The Logic of the Goal

The current inshore fishery with better management (in excess of $1 billion annual value)

The new cod fishery

(estimated value: $400-$500 million annually)

Supports a re-purposed fishery that focuses on better jobs, higher pay, and a longer season

Rural Works – The Hurdles

- Addresses five converging issues:
  - Securing adjacency as the primary fisheries management principle;
  - Securing the sanctity of the owner-operator principle;
  - Securing and managing the growing groundfish fishery, particularly cod, halibut, and turbot;
  - Securing investment in marketing and infrastructure needed to grow a fishing-based economy.
  - Rural depopulation.

Securing Adjacency

- Adjacency: Those who live closest to the resource are the primary beneficiaries of the resource.
- Guiding allocation principle since the early 1980s.
- Now ignored for shrimp and halibut; adjacency completely removed from the groundfish management plan.

Securing Owner-Operator

- Owner-Operator: The quota attached to a fishing license shall only be harvested by the owner of the license.

- The benefit of the fishery remains with the independent inshore fleet that is locally based, as opposed to large corporations not connected to local communities.

Securing the New Cod Fishery

- The northern cod fishery will once again be a substantial fishery in the next 1 to 3 years.
- The inshore fleet was guaranteed the first 115,000mt of the northern cod quota.
- Not seeking to rebuild the cod fishery of yesteryear. Focus is on high-quality and high value product.
- Focus on quality will benefit the entire cod fishery, including on the South Coast and Gulf.

A Rural Repopulation Strategy

- The success of the rural fishing economy is explicitly tied to a sustainable rural population.
- The FFAW's population strategy is straight-forward - JOBS
- Need to create better fishery sector jobs in rural NL.



Rural Works – Building the Coalition

Phase One

- Coalition Building
- Coalition Activity: lobbying, rallies, media campaign, support pledges

Phase Two – Build off phase one success

- Organize and implement new approach to the fishery
- Work with business and municipal partners to maximize value of new fishery

Rural Works – The Municipal Interest

- Municipal governments are major stakeholders in the inshore fishery:
  - Incomes of thousands of residents tied directly or indirectly to the fishery
  - Millions of dollars in annual municipal revenue tied directly to the fishery; a far larger amount is indirectly tied.
  - The successes and challenges to rural municipalities track closely to successes and challenges of the inshore fishery.
  - In general, the fishery is very good for local revenue. Fishery-related local revenue also far more evenly distributed than oil and gas and natural resource local revenue.

Rural Works – The Municipal Role

Municipalities have a strong voice in the province:

- Towns are organized (MNL, Joint Councils)
- Towns are an order of government
- Towns have a tax paying constituency who need jobs to sustain all aspects the town.

Rural Works is proposing combining the interests and power of local government with the interests and power of the fishing sector.

Rural Works – The Commitment

- Municipal government, business, the FFAW, and other sectors, interested groups and parties to work together to build a stronger sustainable rural NL around the fishery.

- The establishment of a community of interest focused on speaking with one voice on matters of rural economic sustainability.

- To be focused on the opportunities of the future and to not be constrained by the difficulties of the past.

Rural Works – The Commitment

The support we are seeking includes:

- Speaking out in support of Rural Works;
- Passing resolutions in council;
- Posting your commitment to Rural Works in the town office and around the town, if possible;
- Attending rallies and meetings;
- Lobbying for Rural Works to federal and provincial politicians.

In Closing…

- Rural NL does not need to reinvent itself or accept inevitable decline.
- The future of Rural NL is in mega projects, but….
- … that mega project is the fishery.
- The fishery as an economic pillar for rural NL has never before been pursued with a cohesive vision. That no longer has to be the case.
- Rural Works is the vision.

For more information on Rural Works, please visit:

Booth

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