



Newfoundland  
and Labrador  
Regional Economic  
Development  
Association Inc.



Regional  
Economic  
Development  
Boards



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*Working Better Together: Fisheries and Tourism in Newfoundland and Labrador*

**A workshop for policy makers and opinion leaders**

**8:30 am -12:30 pm**

**June 15th, 2012**

**Junior Common Room,  
Gushue Hall, Memorial University**

**Organized by:**

**Community-University Research for Recovery Alliance, Memorial's Leslie Harris Centre, Newfoundland and Labrador Regional Economic Development Association and Corner Brook-Rocky Harbour Council of the Rural Secretariat**

**Synopsis**

From a policy and organizational perspective, Newfoundland and Labrador's commercial fisheries and tourism industries have developed largely in isolation from each other. Here as elsewhere, there exists an interdependence between the two sectors: tourists want to consume local seafood, experience fisheries infrastructure, and meet fishing people, while local fisheries provide much of the seafood tourists eat, some members of fishing families work in the tourism sector and fishing families are among the clientele who patronize local restaurants and hotels. There are therefore substantial opportunities to promote stronger synergies between the two sectors that would create new investment opportunities and enhance the sustainability of both sectors and of rural communities.

Participants in this strategy session will be invited:

1. to explore potential opportunities for creating stronger synergies between the two sectors in the form of fisheries-tourism initiatives;
2. to examine some of the barriers to promoting such synergies;

3. to explore the possibility of establishing a steering committee to help develop a strategy to promote fisheries-tourism synergies including enterprises that bridge the two sectors in the province; and,
4. to provide the committee with a preliminary strategy to help guide their work.

Invited participants include representatives from key government departments (Fisheries and Oceans; Canadian Food Inspection Agency; Fisheries and Aquaculture; Tourism, Culture and Recreation; and Innovation Business and Rural Development; etc.), key industry stakeholder groups, the Federation of Municipalities, Municipalities Newfoundland and Labrador, and Rural Secretariat Council representatives and researchers.

### **Program**

8:30-8:45 Coffee and Registration

8:45-9:30 Introduction: Promoting Fisheries-Tourism Synergies in Newfoundland and Labrador:  
(Missed) Opportunities and Challenges

9:30-10:00 Stakeholder panel/comments (industry and communities)

10:00-10:15 Nutrition Break

10:15-10:45 Stakeholder panel responses/comments (government)

10:45-11:45 Breakout group discussions on the opportunities/challenges and options for moving forward

11:45-12:30 Plenary: Feedback, identify steering committee and assemble strategic advice for moving things forward

#### **Information:**

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