



Lunenburg Queens
Regional Development Agency

CLEAR DIRECTIONS

**A PUBLICATION OF THE LUNENBURG QUEENS
REGIONAL DEVELOPMENT AGENCY**

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Executive Director's Message

I was at an economic developers' conference a few years ago and the speaker said to the audience, "I don't envy you guys – you have one of the most difficult jobs there is". People hesitantly looked at each other. Around the room there were many heads slowly nodding in agreement. All at once, they seemed to collectively acknowledge what each individual was already thinking – yes, economic development is hard work.

Volume 8 Issue 3

In an ever-changing landscape that is becoming more global in reach every single day, the realities of economic development are more challenging than ever. There is stiff competition for business from all corners of the world. There are diminishing amounts of skilled labour, meaning there are less people to do the jobs. Escalating operating costs mean industries must transition to adapt to the changing environment. Companies are bringing in technologically-advanced manufacturing, developing innovative managerial approaches, and locating in urban centres where there are similar industries so that they can find the trained workers they need and so that they can buy supplies from suitable dealers already located near by.

For rural Nova Scotia, the challenges have been mounting for some time – and our communities have been trying to address them for some time. At one point there were over 100 industrial commissions or similar agencies in communities across the province, each basically trying to do the same thing: build business, attract business, bring jobs. The effort was fragmented and quite often unsuccessful as small communities located right next to each other competed for the same thing.

In the early 1990s, the Province of Nova Scotia looked at ways to streamline economic development – to create a more effective, results-driven way to address challenges and opportunities. Thirteen Regional Development Authorities were formed to replace the abundance of industrial commissions across the province. Their job was to facilitate community-based economic development. Community-based economic development is about citizens working toward and achieving economic growth. Since 1996, the Lunenburg Queens Regional Development Agency (LQRDA) has been one of your community partners, helping you identify and accomplish the opportunities that create economic growth.

Much of the work done by the LQRDA aims at laying the groundwork to make the area appealing for economic developments to continue or to advance – we are not in the business of creating jobs, we are in the business of developing an environment where it is possible for jobs to be created and where people can live harmoniously in a robust society.

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As a resource in your community we: provide guidance and direction for community developments and area improvements ♦ deliver business counseling for start-ups or existing business ♦ develop economic-related strategies ♦ work on a variety of major development project teams ♦ design and implement special promotions and build relationships to attract investment by way of new business and new residents ♦ provide support for specific industry sectors ♦ coordinate training sessions

But we cannot do this work alone. Our community's economic growth and well-being depends on all of us working together to make it happen.

– Neil Emenau, Executive Director

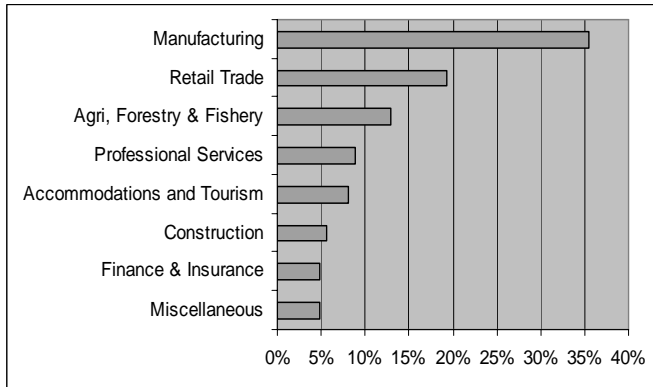
Business Retention & Expansion Project Update

May 6, 2007

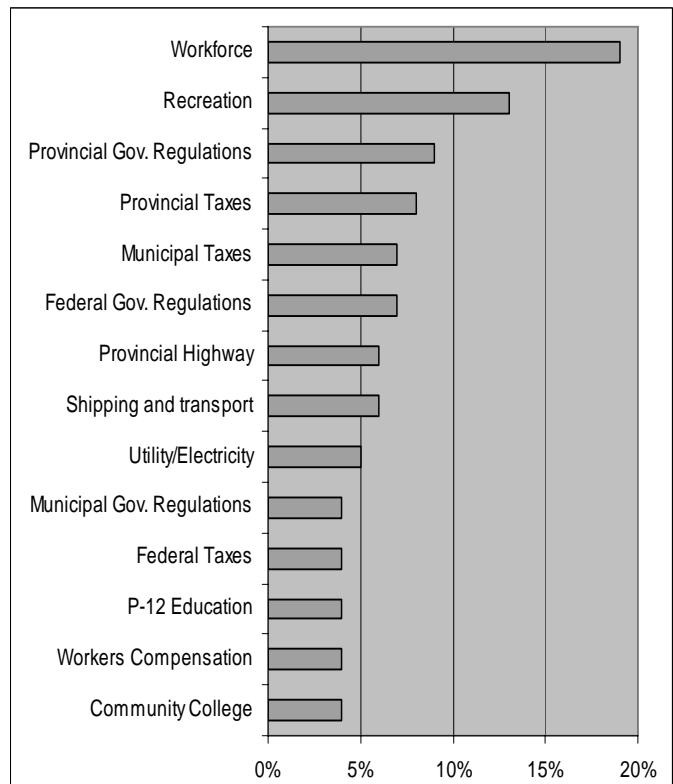
Number of visits: 124

- Major Business Issues:**
- Improved access to capital
 - Workforce quality and availability
 - Improved government regulations
 - Succession planning
 - Buying locally

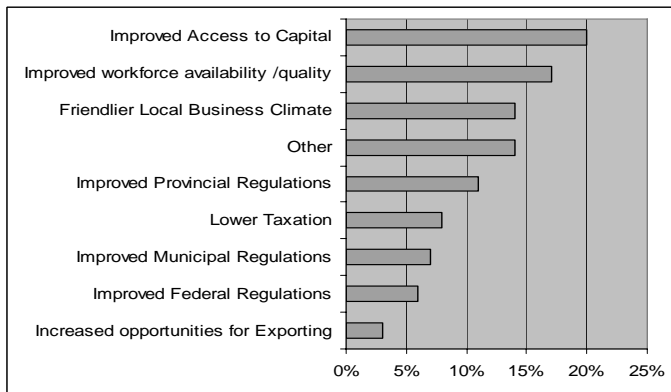
Type of Business Visited



**The factors that are most important to businesses are:
(Clients were asked to list top 3)**



Business Issues



Lunenburg Queens Employment Strategy

Out-migration, aging baby boomers and low birth rates mean that a shortage of skilled workers is quickly becoming a reality. By identifying and addressing current and future human resource adjustment requirements, as well as skills and competencies required to meet these requirements, we anticipate narrowing an existing gap for employers and the workforce.

Stephanie Beaton, Employment Strategist with the Lunenburg Queens Regional Development Agency (LQRDA) will focus on developing a labour force strategy designed to address employment related issues that affect youth, others in the workforce and employers within Lunenburg Queens. The work will also concentrate on the out-migration of youth and identify approaches that can be taken to curtail the trend.

Stephanie will be expanding on research already completed both by the LQRDA and by other sources to ensure that an appropriate and actionable strategy is developed for the region of Lunenburg Queens.

NEWS FROM THE LQRDA!

Come to Life Branding

No doubt you've all seen elements of the Province's superb "Come to Life" campaign on television. The campaign was launched in the summer of 2005 to strengthen Nova Scotians' pride in their home and to reinforce what we already believe about ourselves. The campaign is also used to represent the province to people elsewhere who want to know and understand what makes Nova Scotia unique.

The first step in building Nova Scotia's brand was to identify the province's key attributes. Through considerable research, the brand was developed around these eight words: coastal, accessible, safe, genuine, dependable, resourceful, creative, and innovative. We are all encouraged to adopt elements of the new brand so that collectively we can better carve out our competitive advantage in the global economy. If more of us are representing the province in a similar manner, a unified message is sent to attract new residents and new businesses. Please visit www.novascotialife.com for additional information.

LQRDA has developed a new regional brand identity and a full slate of promotional materials by combining attributes of the new provincial brand with key characteristics of our own area. The new regional brand identity is available to any citizen or business of the Lunenburg Queens region who wishes to apply it to their own marketing materials as a representation of who they are and where they are from, and it reinforces the work being done by the Province. You can download the new regional brand from our website, www.lqrda.ns.ca.

2007 Western Woodland Owners' Conference

This year the Western Woodland Owners' Conference was held in Canning. The Conference program consisted of woodlot management planning, climate change, specialty forest products, Global Positioning Satellite technology, tax consequences, and small equipment for the woodland owner (which included a well-received outdoor demonstration). In fact, the entire event was well-received. Evaluations were excellent with high marks from every participant.

LQRDA has been deeply involved in the planning and implementation of this annual Conference for a number of years and is pleased to announce that the 2008 Conference will take place here in our own region next March.

Professional Development Workshop

Volunteer-run organizations working toward community-based economic development projects sometimes need a helping hand. With this in mind, on April 24, the LQRDA partnered with the Aspotogan Heritage Trust to bring a **grant proposal writing** workshop to Hubbards. The workshop covered the fundamentals of proposal writing, leaving 20 participants from various organizations with an easy to follow outline to follow this year and in years to come.

The next professional development workshop for not-for-profits is on **fundraising** and will take place on May 30 at the Family Resource Centre in New Ross. The workshop is being coordinated by Chester Recreation and LQRDA. To register, call Rubia Hutt at 689-2414.

Setting Sales in Lunenburg Queens

In partnership with Trade Team Nova Scotia (TTNS) the LQRDA hosted a unique exporting event at the Wandlyn Inn in Bridgewater on Feb. 27, 2007. The one-on-one "meet and greet" conversations with TTNS members (16 different TTNS providers were available during the event) allowed each business to discuss where they were in the exporting cycle and ask questions uniquely applicable to their own business. There were 31 business persons who came to ask questions (including 4 exporting business owners that sat on a panel during lunch) and 14 service providers (bankers, consultants, etc).

The unstructured morning and afternoon meet and greet sessions seemed to meet the needs of our busy business owners. By using this format they were able to attend when it best suited them. In between the morning and afternoon session was a panel luncheon with three local exporters who told their stories about delving into exporting and answered questions from the floor. Comments after the event were extremely positive. Look for further sessions on this topic (and others) in the upcoming year.

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