



Lunenburg Queens
Regional Development Agency

Executive Director's Report

Fall 2009

HIGHLIGHTS

- CONNECTING WITH PARTNERS
- IMMIGRATION
- BUSINESS DEVELOPMENT
- COMMUNITY DEVELOPMENT
- MARKETING / COMMUNICATIONS
- MID-YEAR REVIEW
- PARTNERSHIP MEETINGS

THE LUNENBURG QUEENS REGIONAL DEVELOPMENT AGENCY'S EXECUTIVE DIRECTOR'S REPORT PROVIDES A SNAPSHOT OF PROJECTS, EVENTS AND ON-GOING WORK IN CORE AREAS BY LQRDA STAFF. QUARTERLY, WE WILL ALSO DETAIL PROGRESS ON STRATEGIC INITIATIVES IDENTIFIED IN THE 2009-10 WORK PLAN.



Representatives from the six municipal units and RDA staff held a full-day facilitated session to identify and map-out priorities for the 2010-11 business plan

CONNECTING WITH PARTNERS

The fall of 2009 was highlighted by an increased level of input and collaboration with municipal, federal and provincial partners.

- The region's new MLAs and their constituency assistants were invited to an information session and presentation by RDA staff in October
- In November a full-day facilitated session was held with representatives from the six municipal units. While focused on strategic planning for the 2010-11 LQRDA business plan, it also helped new councilors to better understand the various roles of the RDA.
- Meetings continued with the five RDAs involved in the *Halifax International* initiative. Due to the limited financial resources available, it was decided to focus on foreign direct investments; and how to retain and grow these companies in Nova Scotia.

IMMIGRATION



LQRDA immigration navigator Corey Pickens enjoys an informal session with Nova Scotia's minister of immigration, The Honourable Ramona Jennex during a recent citizenship ceremony held in Halifax.

Encouraging and facilitating immigration settlement in Lunenburg Queens are helping to highlight our region within key international markets such as the U.K and Germany. Strong and growing partnerships are being developed with employers, regional healthcare organizations, recruiting & immigration consultants and other settlement partners.

Activities:

- Employment Coaching for Newcomers
- Employer information presentation
- Contact with NS credential recognition
- South Shore Newcomers Network special events
- Local contact with Service providers (financial, Immigration settlement / consultants / office of MP)

Meetings:

- Private Settlement Partners / Relocation Nova Scotia
- NS Cosmetology Association (credential recognition for local Immigrants)
- Representative from India re: possible LQ presentation / investment opportunities
- South Shore Newcomers Network – Newcomer appreciation supper sponsored by Local Family Support Centre
- Finding New Talent – Employer information session re: recruitment / skilled workers / filling job shortages (Co-sponsored by MISA/ LQRDA)
- Citizenship Ceremony – welcoming new residents who have taken the oath of Citizenship. Included an informal meeting with NS Immigration Minister Ramona Jennex
- Met with CIBC manager to review new financial programs specifically designed for new immigrants
- Met with MP's office for update and client referrals
- Meeting with NSAHO credential representatives, re: recruiting of international CCA - Continuing Care Assistants, LPN's and RN's
- Career Expo – job fair, Bridgewater – introducing clients to local and Provincial employment opportunities
- Met with Local HR manager (Resolve Corp – Davis & Henderson)
- Met with Local HR manager (Composites Atlantic)
- PR employment coaching
- South Shore Newcomers Network special event: Olympic Torch relay Celebration – Lunenburg
- Met with Immigration consultant re: client referral
- South Shore Newcomers Network Special event: Christmas Open house/ activity / potluck
- Immigration Inquiries:18, from the following countries: USA, Germany, Italy, Ukraine, Ireland, Austria and the Netherlands

BUSINESS DEVELOPMENT

Highlights:

- Participated on the Sustainable Focus Group for Bridgewater's Integrated Community Sustainability Plan
- Lunenburg Queens Business Excellence Awards held Sept. 24th; very well attended, achieved significant print and radio media coverage
- Assisted with marketing and business plans for small businesses
- Small Business Week – LQRDA helped to organize, promote and host workshops:
 - * Social media
 - * Waste management
- BRE visits continuing and Local Action Team (LAT) meetings held every eight weeks
- Attended NSARDA annual general meeting
- A new business opened in Bridgewater Mall creating 1 full and 3 part-time jobs; RDA assisted with business planning and development of financials
- Two BRE success stories were published in *Ignite* on-line magazine
- Coached local business in InNOVAcorp's I-3 Technology Start-up Competition during his ascension to the final three in Region 2 (South Shore). LQRDA marketing officer distributed media release that resulted in two feature stories in local and provincial newspaper and picked-up by newswire services
- Attended two BRE peer-to-peer sessions with account executives from all provincial RDAs
- Initiated a series of BRE interviews with native businesses in Lunenburg and Queens counties

COMMUNITY DEVELOPMENT

Highlights:

- Attended NSARDA Annual General Meeting and Conference
- Represented RDA at a one-day provincial workshop & meeting held in Lunenburg – focus on the Farmers Markets of Nova Scotia Cooperative. This was spearheaded by NS Dept. of Agriculture
- Attended annual tourism conference (TIANS AGM)
- Destination Southwest Nova Scotia – participated in Visitor Information Centre strategy session
- Co-organized workshops with LQ Volunteer Partnership
 - * Fundraising – “Beyond the Bake Sale” (New Ross and Bridgewater)
 - * Proposals & Applications – “Take Your Grant Proposal to Lunch” (Bridgewater)
- LQ Partnership invited to host content on LQRDA website
- Annual Woodland Conference -- planning activities continue; secured location for annual one-day forest-industry event. 2010 workshops will be held Saturday, March 6th at the West Queens Community Centre in Port Mouton.

CGRE Program

Based upon the internationally-recognized Business Retention & Expansion (BRE) program, this Community Group Retention & Expansion (CGRE) program is a similarly proactive consultation process that seeks to uncover “red flag” issues that affect community groups throughout Lunenburg Queens. Test surveys have been conducted with four not-for-profits; edits and suggested improvements were gathered and have been implemented.

Community group meetings included the North Queens Board of Trade and New Ross Regional Development Society. Community resource consultations produced a variety of inquiries, including financing and infrastructure needs in New Germany, a land purchase-financing and long-term planning initiative in Brooklyn and setting-up policies and procedures for non-profits in Bridgewater.

MARKETING / COMMUNICATIONS

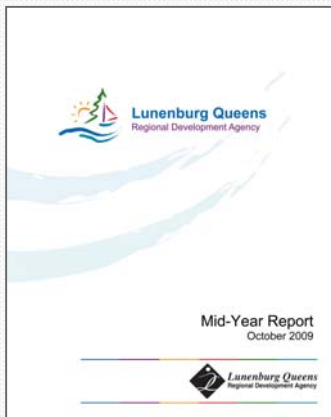


LQRDA continues to create cost-effective marketing & communication tools to foster awareness and increase market reach for businesses and organizations in Lunenburg Queens. We have adopted popular social media networks such as Twitter to communicate news quickly to interested parties. We are also building a video library of testimonials and success stories for our new website.

We are working with several groups and businesses to provide marketing assistance and connect them with the right people and resources. Media pick-up has continued to increase, providing valuable third-party coverage and commentary for clients and some of our initiatives.

Actions items resulting from the municipal input session suggest a desire to increase collaboration on regional marketing pieces, and to pool our scarce marketing resources for the greatest possible leverage of those funds and efforts.

MID-YEAR REVIEW



In October the LQRDA presented its mid-year report to federal and provincial funding partners at the office of Economic and Rural Development in Halifax. RDA staff and executive appreciated the support of board members and municipal representatives in attendance.

The 13 RDAs in Nova Scotia are all evaluated using the same performance-based funding model as prescribed by ACOA and NS Economic and Rural Development. This valuable tool provides continuity and context across organizations that differ in philosophy, geography, staffing compliment and regional priorities.

The mid-year report and review process is far more than a scorecard — it is an opportunity to re-focus, re-assess and effectively move forward.

The 2009 Mid-Year Report is available at www.lqrda.ca as a PDF.

PARTNERSHIP MEETINGS

- All six municipal units
- Regional MLAs
- MP office, South Shore – St. Margaret's
- ACOA
- NS Economic and Rural Development
- Destination South West Nova Scotia
- Nova Scotia Association of RDAs
- Metropolitan Immigrant Settlement Association
- Nova Scotia Office of Immigration
- Nova Scotia Association of Health Organizations
- Nova Scotia Agriculture
- InNOVAcorp
- BACC

Lunenburg Queens Regional Development Agency

220 North Street

Bridgewater, NS

B4V 2V6

P: 902-543-0491 / F: 902-543-1156

lqrda@eastlink.ca

www.lqrda.ca

