

# Summary Report



## Rock: This Way Youth Summit

Youth Charting a Direction for  
Rural Newfoundland



**KITTIWAKE**  
YOUTH COUNCIL



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**To leave or not to leave, and, having left, to stray away or go back home? I knew of Newfoundlanders who had gone to their grave having never settled the question, some who never left but were forever planning to and some who went away for good but were forever on the verge of going home.**

*From The Colony of Unrequited Dreams*

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**This island that we cling to has been handed down with pride  
By folks who fought to live here taking hardships all in stride  
So I'll compliment her beauty hold on to my good-byes  
And I'll stay and take my chances with those saltwater joys**  
“Saltwater Joys”, Buddy Wasiname and the Other Fellers

□ □ □ □ □

**Here's a joke I think explains it:**

**Q. How do you tell the Newfoundlanders in heaven?**

**A. They are the ones that want to go home.**

John Crosbie, CBC Interview

## INTRODUCTION

***“As a population we need to do a better job at educating our young people to stay in the province and find work ... The goal should be to provide our young people with an education whereby they can find meaningful, full-time employment in our within the province. For economic development agencies, the focus can only be on working cooperatively and diligently to do as much as possible to preserve our current human resources, and to then create as many new opportunities as possible.”***

***- KEDC Strategic Economic Plan***

Sustainable communities can only be built when citizens are involved. Without youth remaining in our communities and having families, communities will have a difficult time surviving. This is a very transient point in Newfoundland's history, particularly for young people, particularly in rural Newfoundland.

Rural youth outmigration is a continuing problem for rural development initiatives in Canada. Moving in search of a job has traditionally depleted the human capital complement in rural areas. This decline in job has re-emphasized attention to rural youth retention as a rural development strategy. Mobility for individuals 20 to 24 years of age from rural to urban is high. In *Understanding Rural Canada: Structures and Trends*, Dr. Ivan P. Fellegi, Chief Statistician of Canada, notes that between 1986 and 1991, 19 percent of rural youth moved from rural to urban centres. Those who moved had a higher labour force participation rate (89 percent), lower unemployment rate (13 percent), a higher school attendance (33 percent), a higher share had some university education (37 percent) and their incomes were higher. These findings lend credence to the theory that rural communities are in fact losing some of their “best and brightest.”

Outmigration of our youth has to be considered one of our culture's greatest tragedies. Youth are our future, and when people see our young people leave, they often see the future of our province going with it. Outmigration is an emotional issue and if action is to be taken to address the matter, emotion must be divided from the matter at hand, which brings us to the key question surrounding our initiative.

According to the Department of Economics and Statistics Branch's population projections for Zone 14, the youth-aged population (15-29) is expected to continue to erode from 10,071 in 2002 to 6,429 in 2016, a net loss of 36.2 per cent. This will impact demand for teachers, among other occupations, and impact the consumer base and the businesses that serve it.

Countries around the world with competitive job markets – Malaysia and Iceland, for example – encourage their young people to move abroad, gain skills and experience and eventually return home to work and contribute to the economy. In the early 90s, Ireland was decimated by the outmigration of its young people. A decade later, Ireland's economy is the envy of the world – and its young people have returned. It remains to be seen whether young Newfoundland expatriates will be coming home, although many provincial recruiting initiatives, such as Operation Online's *Bring IT Home*, have had some measure of success in achieving this goal.

The message circulating within popular, governmental and scientific discussion has been overwhelmingly bleak: regional communities are dying; youth are disenfranchised; regional services are withdrawing; youth are disappearing; the rural community has been forgotten. This sense is beginning to make way for a newfound optimism buoyed by a growing economy, but many communities, particularly small rural ones, are frustrated with the struggle to retain young people.



**“Should young people stay in rural communities? Yes and no. If people are certain that their future is here, they should stay ...”**

**- participant, Appleton**



In the midst of this issue, there is a belief gaining currency: that 'if only 'we could curb population loss, preserve regional communities, and keep young people at home then everything will be all right'. The contrary argument is that some rural communities cannot or do not have career opportunities tailored to today's youth, or the services, infrastructure or lifestyle offering to make staying attractive.

This dialogue surrounding outmigration is characterized by "the glass if half full" versus "the glass is half empty." While some argue that young people leaving to work is beneficial, the questions still remains as to whether they will, in fact, return. Is outmigration a natural flow of young residents of a smaller centre to a larger centre? Is our province on the brink of a human resources crisis and skills shortage in the years to come? If it is our "Best and Brightest" who are leaving, how can our province expect to compete in a globalizing economy where brains are knowledge are the most

valuable capital? Should we be working harder to encourage our young people to stay and work in Newfoundland and Labrador?

## UNDERSTANDING RURAL

The Kittiwake Coast is predominantly rural. Even service centres such as Gander and Lewisporte, are, in both a provincial and national context, small towns. Of the 102 communities on the Kittiwake Coast, 97 are considered coastal – that is, within two kilometres of the sea. There are six large towns, with populations exceeding 2,000 people – 40 per cent of the zone's 48,164 people reside within those six communities. The region includes several inhabited islands accessible only by ferry - St. Brendan's, Change Islands and Fogo Island. The coast has a rural character which is tied strongly to Newfoundland's fishing heritage.

Newfoundland and Labrador's economic performance has been a tremendous source of provide for all her residents over the last few years. But overshadowing Newfoundland's recent sense of economic momentum is the continued outmigration of our key capital – people, who continue to leave the province, and for those who say, migrate to urban centers. This situation is not specific to this province – urbanization is global phenomenon that is exerting extreme hardship on rural communities. While service centers and larger communities are positioning themselves for growth, smaller communities are struggling for survival.

**"We need to keep rural communities from extinction and to keep a balance between urban and rural communities."**

**- participant, Eastport**

## POPULATION PROJECTIONS

### Kittiwake Coast—High Scenario

YEAR	POPULATION
1999	50,668
2003	49,056
2008	47,552
2016	45,681



Many rural areas face significant challenges in the years ahead. Stagnant economic growth combined with negative population change and youth outmigration will make it very difficult for population to be maintained in many communities.

A labour shortage will inevitably fuel a demand that wages and tax regimes be competitive with the rest of North America. While workers will likely enjoy higher salaries, employers will have to grapple with heightened operational costs. In the short term, we have an excess of lower educated, less mobile workers. Many young workers with the skills and education required of emerging sectors have left. Both issues impede business development.

## THE ROCK: THIS WAY YOUTH SUMMIT

Economic development demands the involvement of those young people who will lead tomorrow's economy. The Kittiwake Economic Development Corporation (KEDC) has long recognized the need to involve our young people in building our region. For that reason, the Kittiwake Youth Council (KYC) was established in 2000. The KYC is mandated "... to give wings to youth ideas and power to youth voices. The KYC is a youth-driven organization that works to improve social, educational and economic opportunities for young people in the Kittiwake Zone, by encouraging meaningful participation in community economic development."

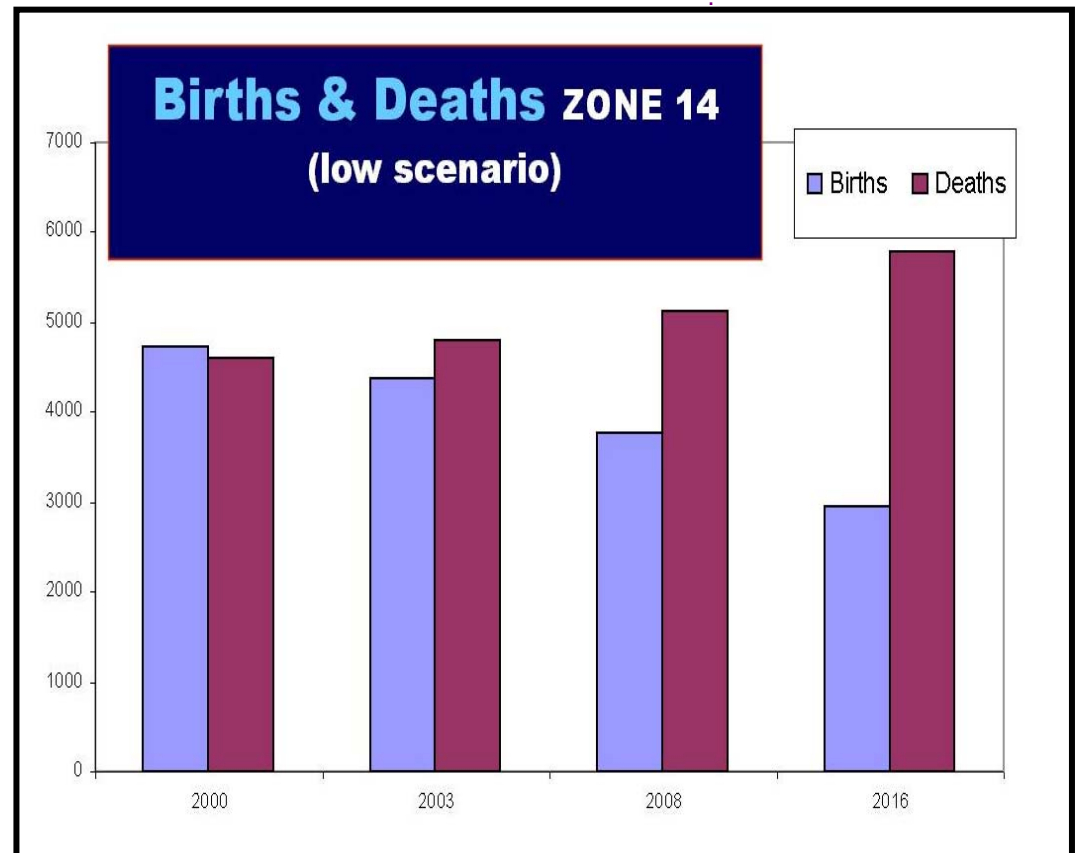
The KYC hosted the **Rock: This Way Youth Summit** at the College of the North Atlantic in Gander, Saturday, May 10th. The summit brought together 30 youth aged 15-30 from across the Kittiwake Coast to address challenges facing youth in rural communities.

Delegates at the summit were challenged to devise a plan for a fictional Newfoundland community, Cranky Whale Gulch, by identifying opportunities for community development, job creation and survival.

The conference also featured roundtable discussions on key rural youth issues, with a focus on interactivity.

The youth summit is keeping with the KYC's goals to promote economic and social planning that supports the continued viability of rural communities; and working to ensure that adequate resources are directed towards the development of rural communities during this time of an expanding global economy.

This report details discussions themes and findings from the summit.



## ADDRESSING THE BIG PICTURE ISSUES

Summit delegates were broken into working groups to answer four key “big picture” questions pertaining to youth in rural Newfoundland. The questions – and synopsis of responses – are found below. Verbatim reporting transcriptions are located in **Appendix A**.

### 1) What are the main reasons young people are leaving rural communities?

#### No job, no pay, no stay.

The dominant reason is also the most obvious – the lack of **jobs**. Over three-quarters of delegates indicated they would stay in their home community if they were offered a well-paid, full-time position in their chosen field. Many delegates also expressed some frustration that their home communities only had resource harvesting and processing-based positions such as the fishery.

“All there is to do is the fishery,” one delegate said. “Why can’t we have jobs with computers and technology at home?”

There is also consensus among delegates that, generally speaking, salaries offered in rural Newfoundland are not comparable to those in urban centres or in mainland Canada. Delegates also pointed out, however, that the cost of living in rural Newfoundland was significantly cheaper.

Other delegates indicated that some niche fields, professions and university courses are not available in rural Newfoundland and Labrador. Secondary students expressed frustration that some courses, including university requisites, were unavailable in their local high school curriculum. Delegates indicated that youth moved because they needed to get an education. Simply put, there were no training institutions near home.

### The opportunity to see something new.

Like most young people, many delegates expressed an interest in “broadening their horizons”, “seeing something new” and “meeting new people.”

In general, rural living was considered to lack social and recreational opportunities found in urban areas.

“I want to connect with the rest of the planet,” one delegate said. “Rural living is boring. Urban living is exciting.”

Boredom was a word often cited to describe life for rural youth living. Most youth indicated that youth recreational facilities and youth programming were inadequate.

### 2) What are the advantages of living in rural communities?

Prior to the youth summit, the Kittiwake Youth Council reviewed findings from an interesting study commissioned for the Government of Canada, entitled *Rural Youth Migration: Exploring the Reality Behind the Myths*. A trend outlined in that report indicated that rural youth said their communities had attractive elements, but those elements – including safety, cleanliness, and a good environment to raise a family – were not relevant or important to youth.



**“I mean, if you need a cup of sugar or an egg, you go next door and get it. What do you do in Toronto if you need a cup of sugar?”**

**- participant, Lumsden**



Similar discussion held true at the youth summit. All groups cited **low crime rate/safety, scenery/outdoors, rich culture/history** and a **close sense of community** as advantages of living in rural communities.

In short, the cleanliness, community, beauty and tranquility of rural Newfoundland is not lost on youth. Other students said they appreciated small class sizes at the secondary level and the closeness to family.

### 3) Should young people stay in rural Newfoundland?

Response to this question was distinctly mixed. Youth understand that the future of their communities may very well be tied to whether communities can retain youth and that youth themselves play a role in a community's survival.

However, reaction to this question was mixed:

"Young people should aim to stay in rural Newfoundland for the future of Newfoundland," one group noted. "If all youth leave, there will be a huge decline in the rural economy."

"Unless there is a change in opportunity, there is no reason for young people to stay," said another group.

Other groups cited the need to "keep alive traditional values and historic roots."

### 4) What can rural communities do to keep youth in rural Newfoundland and Labrador?

Groups concurred on this question: keeping youth in rural communities requires the availability of well-paid positions in their chosen fields.

There was generally a feeling among delegates that rural jobs have less competitive pay, don't require the education of skills they have or seek, and involve traditional manual labour, such as resource harvesting and processing jobs.

"Why can't we come up with modern jobs? Why is that most rural areas depend on the fishery? There are people in rural Newfoundland who can benefit from computer or technology-type jobs," said one delegate.

Other groups talked about the need to develop youth leadership in the community, encourage an entrepreneurial spirit and provide more youth activities. Also cited was a need for encouragement from parents and educators to encourage young people to stay rather than leave.

## CRANKY WHALES GULCH

The goal of the Cranky Whales Gulch exercise is to engage delegates in a hands-on community development exercise and hone strategic thinking skills by providing a realistic scenario relevant to rural Newfoundland.

The fictional Cranky Whales Gulch scenario is modeled on a hybrid of several rural coastal communities – its history, distinguishing features and demographic profile are actually culled from real towns on the Kittiwake Coast.

### Cranky Whales Gulch Community Profile

An overview of Cranky Whales Gulch and explanation of the exercise sets the tone. Cranky Whales Gulch is home to approximately 845 people and has lost about 20 per cent of its population since 1986. It has struggled to diversify since the cod moratorium in 1992, although fishing remains the mainstay. The local processing plant has been mothballed, except for periodic use as an offloading site. The town has strong tourism assets but is significantly located some 60 kilometres off the main stretch. The all grade school was closed and students are now bussed to Pool's Arm. Cranky Whales Gulch has a history of pirates, UFOs and lobster processing. The community overview is supplemented by speeches from the four "townspeople" who provide personal insight into life in Cranky Whales Gulch. Their speeches are below.



**"If communities could offer more jobs to young people and create more excitement, why wouldn't they want to stay? If you got the same pay in Newfoundland as you did in Toronto, where would you choose to live?"**

**- participant, Port Albert**



## Mayor's Speech

*Hi folks. My name is Dave Jones, and I've been the proud mayor of Cranky Whales Gulch for going on 15 years now. I've seen a lot of foolishness in that time, and lately, I wonders where it's all going.*

*See we used to have 15 street lights, right? Now we got three. That's all we can afford to keep on. If you goes walking after dark in Cranky Whales Gulch, good chance you be knocking heads with some other poor fool.*

*But what can we do? Since the mid-90s, everyone be moving. Seems every day one family or another be gone to Scarborough or Fort McMurray or St. John's. Can't blame em. There's just no work. When the fish plant was booming, there was a new truck in every driveway. Now, times are tough.*

*And I finds that sad cause we got a lot to offer here. The fish plant is all mothballed now, but she's a new facility. What a waste. We're trying to find a use for it. Same as the old school. All boarded up. Then there's the old lobster cannery, real sense of history in town, but we might have to tear it down, as the youngsters been lighting fires around it, and she's a real hazard.*

*But we do have a beautiful community. You can walk to Ireland on the backs of whales and icebergs come summer. But we gets no tourists oh man. I guess they just don't think about turning off the road or coming down our way, and there's no sign or nothing saying what we got. But she is beautiful. Me neighbour is from Connecticut. A photographer. Retired here. Takes snaps of the town all day long. Weird fellow, but he pays his taxes. A few more people here like him and we'd be all right.*

*The only thing we is really known for is that foolish UFO circle they always talks about. Bad enough the boys was on the 'shine and thought they saw E.T. Anyway, there's this big circle in the grass there, and they figures it be a UFO landing. They probably landed and saw no sign of intelligent life, so went on out of it again. Ha ha!*

*Then they says the place was maggoty with pirates and we got that big ship sunk just outside the harbour. We also got a fierce amount of blueberries. If we had as many jobs as we had blueberries, we'd be Toronto.*

*I feels bad for the young people here, though. Nothing to do but stand outside the post office all day. Make no wonder they don't want to stay. And the town is getting so old. I don't know who's going to take care of the seniors. We got a knitters club on the go now, for the older people, and they makes some amazing stuff. Not a person in Cranky Whales Gulch without a set of vamps or a scarf.*

*But I mean, not much point for the few tourists we gets. I always says, the few tourists who comes here has the cheapest vacation ever. Can't spend a dollar here, oh man. No craft shop or tea shop and the Whales Tail restaurant makes dog food. All deep fried. Even the salad. Only people who wants a heart attack eats there. Any they got nowhere to stay. So they comes, goes for a walk, picks a few berries, takes a few snaps, and its adios.*

**“We need to set aside places for internships for young people. The young people aren't coming back to Whales Gulch because there aren't any jobs. This is a place to start.”**

**- participant, Frederickton**





*So anyways, I think we needs help. If things around here don't improve, if we can't make a few jobs and opportunities, were gone oh man, like the Great Auk. Just like resettled Victoria Island out there. I goes out for picnics with the wife all the time. It's beautiful there, but I wonders if Cranky Whales Gulch be the same in 50 years? If you got suggestions, I'd love to hear 'em.*

### **Jennifer B**

*Hi. I'm Jennifer B. I'm 16. I'm the one who wanted to burn down the old lobster cannery building. But don't tell.*

*Anyway, let me tell you why Cranky Whales Gulch sucks. First off, there's nothing to do but try and burn down buildings. We hang out at the post office, some people drinks or they walks up and down the road, which takes all of 10 minutes. There's so few lights and so many potholes, walking is dangerous cause you might fall into a pothole and end up in China.*

*We can't wait to get out of here. As soon as I graduates, I'm gone away. I'll go to Acadia or MUN. Man, I'll even go to the University of Peru, so long as I gets out of here. The university students from Cranky Whales Gulch don't come home in the summer no more, cause the town don't make any summer jobs for 'em.*

*My older brother does come home for a few weeks from St. John's to go sea kayaking. He says it's the best spot for sea kayaking in Newfoundland, bar none. I guess with the whales and icebergs and pirates and all.*

*The only thing young people in Cranky Whales Gulch really likes is volleyball. I think if they had a choice, they'd play volleyball over anything, drinking, breathing or whatever. But they got the school barred up,*

*right?*

*Anyway, I just don't see how the town can survive. I don't know anyone my age who would live here, for any amount of money. Sure, I'll come home once in a while or whatever, but not too often. I feels bad for the folks, though. Dad been out of a job for over 10 years before he took this course on VCR repair and opened a shop. I says, "Dad, no one uses VCRs. It's all gone to DVD." He says, "D-V-What?" sounds like some kind of disease." Sad, it is. But you can't uproot father. He's like mussel stuck to a rock. But most parents here tells their kids, "Get out while you can. Go on to the Mainland." Then they complains that all the young people is gone when they been telling us to leave all our lives.*

*I wouldn't mind if the Internet here was decent, but waiting for a few songs to download, by the time its done your hairs gone grey and you're retired, right?*

*Anyway, I gotta go burn down the Post Office, so I'll see ya.*



**“Whales Gulch has no volunteerism, and this is a big aspect to consider.”**

**- participant, Gambo**



## Nathan O'Reilly

*Hi all, my names Nathan O'Reilly. I was born in Danbury, Connecticut and I moved to Cranky Whales Gulch 10 years ago. I came here in the 70s on a photo assignment, and I just fell in love with the place. Every morning, I take a walk and watch the sun rise above the bay, take a few pictures. I worked in Chicago for 10 years and it just about killed me. The crowds, the traffic, the crime. People here don't seem to understand what they have. I know a hundred people in Chicago who would buy homes and retire here if they only knew about it.*

*The people here are unbelievably good. They kind of reinforce your belief that God still makes kind, decent people. I live next door to the mayor, so if I have a problem, all I do is shout out the window.*

*I think Whales Gulch is a town with tremendous potential for growth. It'll never be a city, but there are so many natural resources here – the berries, the fish, the granite, the land suitable for farming, the natural beauty for tourists. But I think the town has stumbled from one tragedy to the next and is more concerned with survival than growth. The young people haven't been given a reason or encouragement to stay, so in a few generations, this town will probably be gone unless something happens. You'd think the older crowd would stay, but there's going to be no one left to take care of them. It's hard for me to tell people here what they should be doing, being the local Yank and all. I think if we could just bring the town together to talk things over and devise a plan, you know, we could do something. But it all begins with a hard look at where we came from and where we're going. Just the other day, I went to the post office and some kid was trying to set it ablaze. Things need to change. I think there are a lot of business opportunities here, but*

*people need to be willing to take a risk.*

*But I love it here – this is where they'll bury me.*

## Dougie Jennings

*Well bys, she up and collapsed. The cod fishery is gone. One-quarter of my income for the summer. The feds closed her. And it'll be hard to make up.*

*So what's I going to do now? It's desperate. I've fished my whole life. That's my education – on the sea. And now I'm 45. It's too late for me to turn around now. In my earlier days, I could have been a male stripper. But you knows, a few too many jigg's dinners and me looks have withered some. Me and me buddies were sitting down at the wharf the other day, and me buddy Jarv said, "Dougie, where's it all going?"*

*I thought about that for a minute.*

*"Jarv," I said, "it's all going to Toronto. Because there ain't no hope left for rural Newfoundland. They've gutted it. They took the heart and soul of rural Newfoundland – the cod fishery – and chopped it up on the splitting table. Then they sliced it with a ginsu knife. Then they put it in the blender. Then they tenderized it and put it on the George Foreman grill and ... anyway, you get's the point.*

*And in the middle of it all, I says, "Jaysus, I wish I had the crabs."*



Creating Opportunities  
and Tourism Development

- 1) Fish Plant:
  - Sell old equipment to bring in money for winery production from berries from the land.
  - Bring in Internships to get the youth to return: (factory, clean-up of town + tourism)
- 2) School:
  - change to a tourism center including accommodations, restaurant, photography and gift shop.
- 3) Lobster Comary:
  - Lobster Comary with Youth Center with...

*You see, the big boats, the offshore vessels, they got the crabs, and they makes the money. Now us small inshore fishermen, the lifeblood of the fishery, were the ones getting pushed out. The crab fishery. That's where the big money is. And I tell you this much, when people loses their will to get up in the morning, then boy you got some problems.*

Following the speeches, groups broke out and appointed a reporter. They were tasked with answering three primary questions:

Based on the community profile you have seen, and speeches from residents, outline a strategy for Cranky Whales Gulch that identifies opportunities for community enhancement, the creation of jobs and business opportunities.

- ◆ **What can be done to create opportunities for the young people of Cranky Whales Gulch?**
- ◆ **What do you think could be done to improve tourism in Cranky Whales Gulch?**
- ◆ **What ideas do you have to create new jobs in Cranky Whales Gulch?**
- ◆ **In general why do you think Cranky Whales Gulch is struggling to survive?**

The questions, and group's transcribed flipchart reports, are located below.

### **What can be done to create opportunities for the young people of Cranky Whales Gulch?**

Start youth clubs and make recreational centres, build a volleyball court, start sports teams.

Open the old school as a rec centre

Student projects ex. Boardwalk, lookout  
Dances/Hangouts

Get a new mayor

Reopen school  
Organized sports/activities  
Summer recreational programs  
Leisure time activities

Encourage internships to get youth to return to the communities

Lobster cannery – make youth centre with gym, art classes, scouts, etc.



**“Why can’t we come up with modern jobs? Why is that most rural areas depend on the fishery? There are people in rural Newfoundland who can benefit from computer or technology-type jobs.”**

**- participant, Lumsden**

## What do you think can be done to improve tourism in Cranky Whales Gulch?

Use signs to promote tourism and community activities

ghost tours, ice fishing, cross country skiing, interpretive hikes

Develop tourism sites. Tours, blueberry u-pick, lobster cannery, icebergs, sea kayaking, souvenir shops, postcards, cabins, dinner theatre, crop circle tours

Advertising, web site, signs, brochures in tourist chalets, photography, hiking, amenities

Signage for tourism

Build on the UFO history

Iceberg tours

Improve tourism (involve photographer)

Birdwatchers (advertising)

Crafts for Tourists

tours

scuba diving

history/knowledge

Lobster cannery

History restoration

Sea Kayaking

Historical sites (lobster cannery)

Develop crab fishery

Recreation, youth centre out of school

Signs, brochures

Advertisements (radio/internet, TV)

Create a gift shop B&B

Boat tour

Dinner theatre (No deep fry)

Campgrounds (kayaks, canoes)

Turn the old school into a tourism centre including accommodations, restaurants, photography and a gift shop

Turn the old school into accommodations

Put up signs to attract tourism

Get photographer to take photos for signs

Senior citizen's home

Craft shop, clubs

Make a recreational centre out of school

Lobster cannery restoration

Sea Kayaking

Historical sites (lobster cannery)

Develop crab fishery

Recreation, youth centre out of school

Signs, brochures

Advertisements (radio/internet, TV)

Create a gift shop B&B

Boat tour

Dinner theatre (No deep fry)

Campgrounds (kayaks, canoes)

Turn the old school into a tourism centre including accommodations, restaurants, photography and a gift shop

Turn the old school into accommodations

Put up signs to attract tourism

Get photographer to take photos for signs

Senior citizen's home

Craft shop, clubs

Make a recreational centre out of school



**“There’s a real lack of youth recreation. We need concerts, good bands, and places to shop.”**  
**- participant, Glovertown**

## What ideas do you have to create new jobs in Cranky Whales Gulch?

Sell old equipment to bring in money for winery production from berries from the land.

Create caregiving and nurses, jobs with a new senior citizens home. Develop the crab fishery. Get a new mayor, nothing has been done for 15 years (no offence). Tourism will create jobs on its own.

Bed and breakfasts/Hotel – Seniors  
Restaurants  
Craft shops  
Blueberry farm/U-Pick  
Student Projects  
Tourism  
Restoration  
Sea Kayaking  
Crab Fishery

Turn fishplant into old age home  
Tourism  
Restaurants  
B&B  
Basically all the above

Education

- ◆ get grants from government to educate the elderly
- ◆ train for new trades

## In general, why do you think Whales Gulch is struggling to survive?

No one has taken any initiative to change the way things are. Get people's interest going, the town is iso-

lated and no one knows its there. The fishery has collapsed, not many opportunities.  
**THE MAYOR NEEDS TO GO!**  
If all else fails, blame the mayor.

Whales Gulch is struggling to survive because of the declining population, lack of infrastructure, and a lack of ability to acknowledge the resources they have to improve the quality of life. The attitude of the residents and how they force it on themselves and their future ("there are NO jobs here")

- ◆ People lack confidence in the town.
- ◆ Lack of resources/people/jobs
- ◆ No volunteerism
- ◆ No job opportunities
- ◆ Lack of activities for the youth
- ◆ Youth are moving away to get jobs
- ◆ Negative attitudes
- ◆ Decline in the fishery
- ◆ Aging population



**“We could sell the old equipment from the fish plant, and buy new equipment for our blueberry winery.”**

**- participant, Frederickton**

## Key Points

There are no correct answers in this exercise – the idea is to foster strategic thinking in a collaborative environment. However, this following list outlines several opportunities for the community of Cranky Whales Gulch inherent in the speeches and presentation. Like most rural and remote communities, many opportunities are seasonal, and often in resource exploitation or tourism-based.

- ◆ *Erect signage and create promotional materials to market Cranky Whales Gulch as a tourist destination (the photographer has images to use)*
- ◆ *Encourage the senior's knitting club to set up a craft shop*
- ◆ *Open up the school gym for young people, create a youth centre, open up a library*
- ◆ *Restore the lobster cannery as a tourist destination*
- ◆ *Examine opportunities for non-traditional fish processing at the plant*
- ◆ *Provide interpretation of the UFO phenomenon*
- ◆ *Encourage people to open Bed and Breakfasts and Tea Shops*
- ◆ *Offer sea kayaking tours*
- ◆ *Develop blueberry industry/offer picking tours*
- ◆ *Offer diving tours to sunken ship in harbour*
- ◆ *Encourage young people to pursue careers in Senior's Care*
- ◆ *Examine feasibility to build senior's home care complex*
- ◆ *Have the town hire young people in the summer to provide tourist information and tours*
- ◆ *Market Whale's Gulch as a retirement destination*
- ◆ *Organize other activities for senior's and offer senior's services, such as snow shoveling programs*
- ◆ *Tours of the lighthouse and resettled Victoria Island*

- ◆ *Offer literacy courses and other educational programs*

Organizers were tremendously pleased with the caliber of ideas presented to revitalize Cranky Whales Gulch. While many youth may not feel they understand the concept of the *community economic development*, they showed strong critical and strategic thinking skills into putting principles of planning into progress.

## CONCLUSION

This youth summit represented a very small step in what will be a long journey to offset rural outmigration and retain youth in Newfoundland and Labrador's rural communities.

Youth in our zone must be engaged to make a meaningful contribution to community and create a distinct connection with their town, environment, culture, politics and economy.

Youth issues are difficult to address in isolation, as many are rooted in socio-economic and deeply-set cultural influence. But the strength of Newfoundland and Labrador's economy over the next 50 years is very much dependent on our ability to retain our skilled youth.

The Kittiwake Youth Council will be developing a follow-up action strategy to forward the ideas presented at the Rock: This Way Youth Summit.



**“I want to do film when I graduate. There are a lot of things you have to leave the island for.”**  
**- participant, Glovertown**

## VERBATIM FLIPCHART TRANSCRIPTIONS

### What are the main reasons young people are leaving rural communities?

No jobs  
To get an education which matches their skills  
Curiosity  
Social activities  
Money, money, money  
Boredom

No jobs  
Lack of youth recreation  
Lack of opportunities  
Education.  
Rural living is boring. Urban is exciting.  
Accessibility to the rest of the planet

Don't like Newfoundland  
Want to live in city  
Want to expand horizons  
No good job opportunities  
Low pay  
Too many old people  
Jobs are limited

Lack of work  
Boredom  
Secondary education  
Money  
Nothing offered  
Just plain sucks

Education, jobs, sick of it, lack of social activities, meet new people, have more success in urban areas, better futures for families, join family members, business opportunities

### What are the advantages of living in rural communities?

You know of everybody  
Help is close  
Student focus  
Cost of living  
Scenery (saltwater)  
Low crime rates and pollution

Low crime rate  
Familiarity to people/town  
Close to family/relatives  
Scenic, peaceful  
Small classes in school  
Trees. Everybody likes trees.

Cost of living  
Low crime rate  
Freedom  
Family  
Sense of community  
Outdoor activities  
Friendly people  
Pace of life

You know everyone  
Safety and security  
Less crime rate  
Everything is closer, travel is convenient  
Living expenses are lower  
Scenic, fresh air quiet  
Family is close by  
Friendly neighbourhood. You can go next door and ask for sugar.



**“We need to boost our economy, and our taxes really need to go down.”**

**- participant, Hare Bay**



Prettier, not a lot of pollution, smaller crowd, less violent, crimes, more of a sensitive community, lots of history, class sizes, children have more freedom, opportunity to participate more in activities, better recreational opportunities

### Should young people stay in rural Newfoundland and why?

Young people should aim to stay in rural Newfoundland for the future of Newfoundland. Of they all left, then Newfoundland would have a huge decline in the rural economy. If you want to have a family, it would be better to raise your children in a rural area.

Sustain yourself (fishing, hunting, farming)

To keep alive traditional values

Closeness to grandparents and traditional historic roots.

To keep communities from extinction

To keep an even balance between urban and rural communities.

Unless there is a change of opportunity, no.

Professional encouragement in high school (develop young people's ideas and talents)

Go away to get training and save money, then return

Yes and no. It depends on the person. Some people leave with no intentions of coming back. But it is nice to have a hometown to come home to. We don't think that anyone would ever want to see their hometown reduced to nothing.

If people are certain that their future is there, they should stay in rural Newfoundland – if rural Newfoundland exists, the culture is there. You lose a lot of money through tourism. You also lose a lot of resources such as the fishery.

### What can rural communities do to keep young people in rural Newfoundland?

If communities could offer more jobs for young people and create more excitement, why wouldn't people want to stay? If you got the same pay in Newfoundland as you did in Toronto, where would you choose. People versus cleanliness. Newfoundland is so much better than Toronto when it comes to land and beauty.

youth activities

skills training

Provide jobs

Bribe them

Access to shopping, leisure activities, recreation and volunteering

Put up gates, so they can't escape

Provide options for education

Own the resources. Develop our own opportunities like oil and minerals, rather than waiting for someone else to do it.

Education and training aimed at rural NL and develop natural resources.

Competitive pay to give incentives to stay in NL.

Come up with modern jobs. Why is it that the main jobs in most rural areas depend on the fishery? There are people in rural Newfoundland who can benefit from computer or technological type jobs. Start tourism businesses and souvenir shops. One of the hardest things to do in rural Newfoundland is to get work experience without taking an hour to drive. We need new job opportunities other than the fishery to get young people to stay in rural areas.

Create more jobs, better educational opportunities (high school and post-secondary), positive forward thinking leaders (not necessarily a mayor), make people aware of what they can do (business wise), find out what people are good at so you can get activities and groups set up.