



Tugâpvik NUNATSIAVUT

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Nutak ceremony commemorates apology



A ceremony was held at Nutak on August 15 to commemorate the formal apology made by the Government of Newfoundland and Labrador to former residents who were relocated from the community in 1956.

“The ceremony marked the end of a journey that began some 56 years ago when the people of Nutak were forced to move, against their will, to live in communities where they had no ties, no connection to the land, and no real sense of belonging – removed from their way

of life, away from friends and, in many cases, other family members,” says President Leo. “As a strong and vibrant people, we know we will overcome these challenges. We are determined, ambitious, proud and resourceful. Those traits could never be taken away from us.”

The ceremony was also attended by former residents, as well as Nunatsiavut’s Minister of Culture, Recreation and Tourism, Johannes Lampe; provincial Intergovernmental and Aboriginal Affairs and Minister Nick McGrath; Labrador

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MP Peter Penashue, Minister of Intergovernmental Affairs and President of the Queen's Privy Council for Canada; and Treasury Board President Tony Clement.

On January 22, 2005, former Premier Danny Williams apologized to former residents of Nutak as well as Hebron, which was closed in 1959, and committed to assist in the construction of a monument as a memorial to those who



were affected by the closure of the communities. A monument, identical to the one unveiled at Nutak, was erected at Hebron. Three bronze plaques affixed to the monument contain the names of those who were forced to move from the two communities, as well as the texts of the apology and its acceptance. The texts are in both English and Inuktitut.



Mitchell appointed Minister of Education and Economic Development

Nunatsiavut President Sarah Leo announced on September 11 the appointment of Gary Mitchell, Ordinary Member for Upper Lake Melville, to the Nunatsiavut Executive Council. Mr. Mitchell will serve as Minister of Education and Economic Development.

Mr. Mitchell was sworn-in as Minister during the opening of the fall sitting of the Nunatsiavut Assembly.

"I look forward to working with Mr. Mitchell in his new role," says President Leo. "He has the talent and the ability to be an effective member of the Executive Council, and I am confident that he will bring much energy and enthusiasm and will play a key role in improving, enhancing and advancing programs and services within the Department of Education and Economic Development on behalf of all Beneficiaries of the Labrador Inuit Land Claims Agreement."

Mr. Mitchell grew up in the community of Makkovik and moved to Happy Valley-Goose Bay with his wife and two daughters in 2001. Prior to being elected to the Nunatsiavut Assembly during a by-election last fall, Mr. Mitchell was employed as an inspector with the Canadian Food Inspection Agency, and DFO Inspection. He also worked as a fieldworker with the National Committee on



National Issues, relating to self-government issues.

Prior to moving to Happy Valley-Goose Bay, Mr. Mitchell was very much involved in local politics and volunteer work. Some of his past positions included: mayor of Makkovik, president of Combined Councils of Labrador, board member of the Labrador Inuit Association, board member of Labrador Legal Services, and head chapel servant for the Moravian Church in Makkovik. He also served with the Canadian Rangers.

While in Makkovik, Mr. Mitchell received a national award for Community Service Work from the Government of Canada. Since moving to Happy Valley-Goose Bay, Gary has volunteered for the Labrador Winter Games, and recently served as board member on the Lawrence O'Brien Arts Centre.

Mr. Mitchell has always been a strong advocate for culture, heritage and traditions and has recorded two albums of songs, some of his own and some written by older Labrador people, related to Labrador life. Along with his daughter Jennifer, Mr. Mitchell has spent countless volunteer hours performing for various functions in Labrador. The two recorded a CD together back in 2009. Mr. Mitchell won a Fine Arts Award in 2010 for his contributions to music and volunteer work.

A message from the President

Illitânnamik Ilannâka,

I want to take this opportunity to say that I am humbled and feel privileged to be the first elected woman President of Nunatsiavut.

As you know my road to becoming President was not an easy one. For the first time in our short history as a government, Beneficiaries of the Labrador Inuit Land Claims Agreement this spring were asked to vote on two occasions to determine who would have the honor to occupy this seat in this Assembly. I deeply appreciate the enormous faith and trust Beneficiaries of the Labrador Inuit Land Claims Agreement have in me to lead this government. I plan to use my background, skills and knowledge to enhance the decision-making process of our government, as we strive to improve the lives of our people and the health of our communities.

I firmly believe that being a good leader begins with listening. It's about being open and accountable, reaching out to people, listening to their concerns and finding solutions.

These are exciting times for Nunatsiavut. We are proud of our past, for it has helped shape who we are today as a people, and as a government. We now have to focus on the future, using the wisdom of those who have laid the groundwork for us. The decisions we make, as elected officials, will help shape that future for our children and our grandchildren.

It will take sacrifice, planning and hard work to create the future we need and want. As President, I will work

to the best of my ability, putting in all the effort and energy necessary for our Beneficiaries.

As elected officials we must ensure we are all accountable to the people we serve. We have often been criticized for not meeting enough to deal with issues that are important to our people and our communities. Shortly after assuming office I announced that the Nunatsiavut Assembly would hold two extra sessions,



and meet longer, during this coming year. In the past, sessions were held in crowded rooms and often sittings were rushed. Our new Assembly building, which we officially opened in early September, provides a more appropriate atmosphere, and has all the necessary resources available to us as a government.

As well, since assuming office, the Nunatsiavut Executive Council has held four face-to-face meetings – two in Nain, one in Rigolet, and one in Hopedale.

This will become common practice, as I feel it is important that the NEC visits all of our communities and beneficiaries on a regular basis.

In August I had the opportunity to go to Nutak for the ceremony commemorating the formal apology made by the Government of Newfoundland and Labrador to former residents who were relocated from community in 1956. Listening to the stories and memories of the relocatees made it a moving experience, one that will remain with me for a long time.

At the assembly sitting in September the Nunatsiavut Government said good bye to Kate Mitchell who had held the position of Secretary to the Executive Council/Deputy Minister of the Secretariat. Kate had been with the Nunatsiavut Government for six years, she will be missed, and as noted during the good-byes by Assembly members, her laugh will most certainly be missed! I would like to wish her all the best in her future endeavours.

The position of Secretary to the Executive Council/Deputy Minister of the Secretariat has been filled by Isabella Pain. Isabella brings much experience to the President's office and I look forward to working with her over the next few years.

It's been a very busy few months, and the fall schedule will be even busier. I look forward to working on your behalf, to achieve great outcomes for our people and our communities. I also look forward to seeing most of you during my travels within our beautiful land.

Nakummesuak

Nunatsiavut housing needs assessment

The Nunatsiavut Government, in conjunction with the Government of Canada and the Government of Newfoundland and Labrador, conducted a Housing Needs Assessment in the five Labrador Inuit communities.

The Assessment will generate detailed, accurate and up-to-date information regarding housing needs in Nunatsiavut; provide an understanding of individual

and family housing needs; assist in the ability to make comparisons between the housing needs of Nunatsiavut residents and the residents of other regions in Canada; and provide communities with important data on housing conditions.

A final report is expected to be completed by the end of March 2013.

Updates from the Nunatsiavut archaeology office

By Jamie Brake and Victoria Allen

The Nunatsiavut Archaeology Office (NAO) grew in 2012 with the creation of a permanent archaeology assistant position which was filled in July by Victoria Allen of Rigolet. Vicky graduated from Memorial University with a B.A. in archaeology and is particularly interested in Labrador culture and history. This new position greatly increases the Nunatsiavut Government's capacity for managing historic resources within the region. This is a very important step for the government which helps ensure that it is able to meet its responsibilities with regard to archaeology. Some of the things that Vicky has been working on so far have included assisting with field work, artifact cataloguing and analysis, and reviewing land use referrals and archaeological permit applications. Vicky is also currently busy making preparations for the 2013 Nunatsiavut Heritage Forum which is planned for Rigolet this coming spring.

Having another staff member in the archaeology office means that we now have the ability to be in two places at once. One of the projects we were busy with throughout the summer involved a detailed archaeological assessment at the site of the proposed Torngâsok Cultural Centre in Nain. A registered archaeological site was present within the project area which needed to be properly documented before being impacted by the development, and after this was complete it was necessary to monitor heavy equipment activity in the area. This took considerable time and would simply not have been possible with just one person.

Another project that Vicky is participating in involves field work at an eighteenth century site just south of Nain. Many readers may already be familiar with a set of Moravian land grant markers north of Nain that were recorded for the first time by the NAO in 2011. This year we recorded another

marker south of the community, and in both cases local knowledge allowed us to locate these significant sites. We were able to locate the southern site this year because of information provided by Joe Dicker of Nain.

In 1770, the first successful Moravians on the coast of Labrador made a preliminary trip to this region to meet with Inuit and explore the area and to choose a location for settlement. The stone markers mentioned above were placed on August 6-7 of that year and would have been brought onboard the Jersey Packet with Jens Haven and Christian Drachart. The famous Mikak and Tuglavina were also onboard that ship and they guided the Moravians to this area. They also played a major role in selecting the site location for Nain. They would no doubt have seen the monuments, which are some of the very few surviving tangible features that are still visible on the surface of the ground in the area from that time period. The Moravians worked out land purchase agreements with Inuit during that trip and used the monuments to mark the area that would subsequently be granted to them by King George III of England. Markers were only placed on the north and south sides of the land grant area (Hiller 1977; Taylor 1983, 1984).

In recent years the land that the southern set of markers was placed on has fallen away due to erosion and it appears as though one of the stones has been destroyed. One is still largely intact, though it is now on the active beach and is vulnerable to very high tides and to sea ice. In the following paragraphs Vicky provides us with a narrative of a field trip to the southern Nain land grant marker site when an attempt was made to move it to a safer location. Although this initial attempt was unsuccessful, plans are being made to return to the site before winter sets in.

When I first started this position in July, Jamie, Simon and I went to Anaktalak Bay to investigate a proposed

mining company base camp site which also gave us a chance to check out some sites in the nearby region. Among these, was a particularly cool site, on the beach of a nearby island. Jamie had his suspicions about the site beforehand and had shared them with me prior to the trip, I was excited and hopeful that his suspicions would turn out to be true. He had heard that there were some remains of the old original Moravian land grant markers located on this beach!

Once we finished work at the Anaktalak Bay site, we wasted no time and headed in the general direction of the markers. We didn't know whether we were going to find the markers intact or pieces, or if there were even remains of the markers left at all. It had been rumoured that they could be seen from the water. As we reached the beach we quickly ruled that out, but landed anyway to begin the search. As we walked the length of the beach we recovered pieces of what looked to be a sandstone type of material, similar to what northern markers are made of. Though it was exciting to find these pieces, it was also a little disheartening – I kept thinking, what if this is all that's left! We continued to comb the beach in search of the monument, we walked the length of it and explored a little more in-depth around the area that the marker was supposed to be. Finally Jamie spotted something buried in the sand that seemed to fit the description.



Figure 1: Moravian land grant markers placed in 1770, recorded in 2011. The inscription GR III refers to King George III and U.F. stands for Unitas Fratrum which is another name for Moravian Church.

We carefully removed the sand around this small glimmer of stone in hopes that it would be much larger and fully intact. As we moved the sand, it became apparent that this was in fact the stone markers were searching for and that they could possibly be intact! Sadly, it was nearing the end of the day and we had to return to Nain. But in the meantime – we had a bit of time to decide what to do about the markers.

As summer progressed, we had other tasks and getting back to the site was a challenge. But we both agreed that this site needed immediate attention. After conferring with a few other people, Jamie and I decided that we needed to get back out, excavate and, try to move the monument. It was in danger in its



Figure 2: Moravian land grant marker south of Nain, originally placed on August 6th, 1770, recorded by the NAO on July 25th, 2012.

present location of being slowly washed away or shattered by ice or shifting rocks.

We finally got back to the site, it was a cloudy and chilly day but we were excited to get the chance to conduct work outside. We reached the island shortly after noon and set up shop. After a little taKuak, we began excavating the monument. We didn't know what to expect, if it was going to be intact, fragmentary, or somewhere in between. To our surprise, the monument was almost fully intact! Sadly though, the monument was very fragile. It was flaking on the corners and there looked to be worms eating away at it, which were causing even larger fractures throughout the structure. We were wary of the situation, but continued to dig nonetheless. Our original plan was to dig up the monument, and if stable enough, we would move it. We completely exposed the monument, which was much larger than we had anticipated, and took a multitude of pictures and finally decided to try to move it.

No luck; we tried to gently move it but it we immediately realized that it was too fragile and any attempt to shift it might cause the stone to shatter. We

spent some time trying to devise a plan to move the monument. With the day coming to a close and because we still had to get back to town, we had to make the call to leave it until we could consult with conservators who could advise us how to handle the situation. So we removed all the rocks that could potentially pose a threat to the monument, and solemnly began to fill in the hole with fresh sand. This time we covered the stone with a great deal of sand so that it would at least be better protected than when we arrived. We left vowing that we would be back to recover the monument and save it.

Since we returned to the office, we've been trying to come up with a way to stabilize the monument enough to move it out of the danger zone. It is our hope to do this soon as these monuments are extremely important to the history of Labrador. They would be some of the first monuments erected in Labrador, claiming the territory for the first successful mission station on the coast. Because of this we are seeking the advice of professional conservators who may be able to provide us with information on how best to stabilize the stone before it is moved to a safer location.

Thank you

In grateful appreciation for your dedication and outstanding service to the Nunatsiavut Government:

5 Years of Service: June – September 2012

Joe Dicker
Dean McLean
Jodie Goodwin
James Goudie
Tracy-Ann Evans
Kenneth Dicker

10 Years of Service: June – September 2012

Sarah Merkeratsuk
Roberta Baikie-Andersen

15 Years of Service: June – September 2012

Tom Evans

20 Years of Service: June – September 2012

Paula McLean-Sheppard

First year access program

Memorial University has rolled out a new access program aimed at incoming students with entrance averages between 70-75 per cent. Studies show that students in this percentage are especially vulnerable to academic distress that could impact their entire post-secondary experience. This two-year pilot will include mandatory courses as well as electives; regularly scheduled appointments with academic advisors and career development; and teach students the skills they need to succeed at university. It is designed to enrich a students' experience of what's available on campus in terms of learning and facilities such as the Writing Centre and the Math Help Centre, both of which support learning. More information can be found at www.mun.ca/success.

Assembly has productive sitting, says President

Nunatsiavut President Sarah Leo says she's pleased with the work that was carried by the Nunatsiavut Assembly in September.

"It was a busy week, and I think all members were pleased with the progress we made," she says. "As elected officials of a consensus government we recognize the importance of working together and standing as one voice in building a better future for our communities and all Beneficiaries of the Labrador Inuit Land Claims Agreement."

The week started with the official opening of the Nunatsiavut Assembly Building on Monday, September 10.



Taking part in the official Nunatsiavut Assembly building opening were, from left: Past President Jim Lyall, Youth Jullian Hunter, Elder Andrew Piercy and President Leo.

"The Nunatsiavut Government has a vision for the future – one that will ensure Labrador Inuit are vibrant and self-sufficient, where our culture and traditions are part of everyday life, and where our communities are healthy and sustainable," says President Leo. "The opening of this building is a positive and significant step in helping us achieve that vision."

The Nunatsiavut Executive Council (NEC) met Monday evening to discuss a number of ongoing issues and to prepare for the start of this week's session, which got under way Tuesday morning.

"Shortly after assuming office in June I indicated that the NEC would meet more often, in all of our constituencies, on a regular basis," she says. "The face-to-face meeting this week was the third for the NEC since June. These meetings allow us to remain focused on the issues and concerns facing our communities and our people."

Before getting down to business Tuesday morning, the Nunatsiavut Assembly approved the appointment of Gary Mitchell, Ordinary Member for Upper Lake Melville, to the Nunatsiavut Executive Council. Mr. Mitchell is the new Minister of Education and Economic Development.

"I look forward to working with Mr. Mitchell in his new role," says President Leo. "He has the talent and the ability to

be an effective member of the Executive Council, and I am confident that he will bring much energy and enthusiasm and will play a key role in improving, enhancing and advancing programs and services within the Department of Education and Economic Development."

During the session, which lasted until Thursday afternoon, Assembly members were presented with, and approved, the audited consolidated financial statements for the fiscal year ending March 31, 2012.

A report for the Nunatsiavut Chief Electoral Officer for this year's presidential election, and subsequent run-off election, was also presented. A special committee of the Assembly was struck to review the recommendations outlined in the report.

As well, the Assembly approved technical amendments to the Labrador Inuit Land Claims Agreement. The amendments still require approval from both the federal and provincial governments.

Legislation was also approved to waive the requirement for an impacts and benefits agreement and authorize the Minister of Lands and Natural Resources to issue a lease to J.F. Fur Farms Limited, to operate a mink farm on a 40-acre parcel or lot of Labrador Inuit Lands near Postville for a term of 20 years with an option to renew for a further term of 20 years at an annual rental of five hundred (500) dollars per annum. The legislation also authorizes the Minister to establish the terms and conditions of the lease.

On Wednesday, the Assembly approved the Nunatsiavut Government's Fiscal Financing Agreement with the Government of Canada and the Government of Newfoundland and Labrador. The Agreement still requires approval from the other two levels of government before it is in force.

The annual reports of the Tasiujatsoak, Implementation and Settlement trusts were also presented. As well, the annual report of the Nunatsiavut Government, the financial audited statements of the Settlement and Implementation trusts were tabled.

"All reports tabled in the Assembly are public and can be obtained from the Clerk of the Assembly," notes President Leo. "Openness and accountability are hallmarks of good governance."

The President also welcomed Isabella Pain as the new Secretary to the Executive Council. Ms. Pain previously served as the Nunatsiavut Government's Senior Negotiator. She takes over from Kate Mitchell, who resigned from the position after six years. "Ms. Mitchell has accomplished a great deal for us over the years, and we wish her all the best in her future endeavours," says President Leo. "At the same time, we are confident Ms. Pain – with her experience, enthusiasm and straight-forward approach to tackling issues – will have little trouble in fitting into the position."

Northwords

NORTHWORDS, a new documentary project from award-winning journalist and activist Shelagh Rogers and the creators of The National Parks Project, has been launched with screenings, readings, an interactive experience and an ebook. The project premiered at the 2012 Planet in Focus Film Festival in Toronto on October 11. The documentary also screened at the International Festival of Authors (IFOA) on October 20, and had its broadcast premiere on CBC Documentary on October 25.

NORTHWORDS is a documentary that takes acclaimed Canadian writers to one of the world's most extreme environments, to join the conversation about the North. Hosted by Shelagh Rogers, the voice of CBC Radio's popular book show The Next Chapter, the project follows a group of Canada's finest writers as they travel to awe-inspiring Torngat Mountains National Park to explore, have adventures and create new works that add to the continuing story of the North.

The featured authors are Giller Prize winning novelist Joseph Boyden (Through Black Spruce), Toronto's Alissa York (Fauna), critic and journalist Noah Richler (What We Talk About When We Talk About War), graphic novelist Sarah Leavitt (Tangles: A Story about Alzheimer's, My Mother and Me), and Trillium Prize winner Rabindranath Maharaj (The Amazing Absorbing Boy).

Through emotional moments, gripping action on the land, amazing wildlife encounters and insightful conversations between the writers and Rogers, the film explores the idea of North, and shows what happens when the country's best writers tackle its most overwhelmingly beautiful places. Directed by FilmCAN's Geoff Morrison, a Genie and Gemini-award winner for his work on the National Parks Project, the film has already been hailed as "Essential Canadiana for all citizens" (BigPacific.com).

The journey continues via an interactive experience, located at northwordscanada.ca, which invites users to read the story in the writers' own words, explore their creative process and learn more about the majestic Torngat Mountains – a spectacular glacial landscape on the edge of the

north Atlantic, and a sacred homeland for the Inuit. Through photographs, drawings, excerpts and bonus audio and video content, the site immerses users in the sights, sounds and spirit of Torngat Mountains National Park.

House of Anansi Press will digitally release NORTHWORDS, the first eBook in the new Anansi Digital imprint, as individual stories or as a collection introduced by Shelagh Rogers. The works explore the themes of risk, family and wilderness in the Canadian North. The stories are meditative additions to the narrative constructed about the North, and offer readers the opportunity to explore new works by their favourite authors in an interactive environment. A portion of the profits made from the sales of the eBooks will go to PGIs for Literacy, a charity named in honour of the legendary broadcaster Peter Gzowski.

The eBook can be purchased at: <http://www.houseofanansi.com/northwords>

NORTHWORDS brings us another astonishing documentary revealing the beauty of the Canadian wilderness, from the creators of the highly successful and critically acclaimed NATIONAL PARKS PROJECT (NPP).

NORTHWORDS is a FilmCAN production.

View the trailer at:

<http://vimeo.com/41991259>

For more information, visit:

<http://filmcan.org/northwords/>

Follow NORTHWORDS at:

twitter.com/NorthwordsCan facebook.com/northwords-canada

For screening copies, more information and interview requests, please contact:

Kevin McLean - District PR | kevin@districtpr.ca | (647) 444-7300

Connections group

If you are feeling socially isolated and need to connect with people, then please join us in our Connections Group for an afternoon of fun and games. This regular group meeting takes place Wednesday afternoons, from 1:30 to 3 p.m. at 14 Corte Real Road. Transportation is available upon request. For more information call Carla Blake at 896 3396. Hope to see you here!

Meet the Lands and Natural Resources Department staff based in Nain

In following the theme of the summer Tugâpvik Nunatsiavut newsletter this article will introduce Department of Lands and Natural Resources staff based in Nain. The Department currently has nine staff in Nain, in addition to one Postdoctoral Fellow working with the Environment Division and the Labrador Institute of Memorial University.

As a Postdoctoral Fellow, Rachel Hirsch works as a research and evaluation adviser for the Nain Community Freezer Pilot Youth Outreach Program. She is a researcher advocate who works collaboratively with government, academic, and indigenous stakeholders to evaluate success in environmental health knowledge translation. Rachel grew up in Alberta and is now living in Nain for one year.

Katie E. Winters has been working as the Northern Contaminants Researcher for the Environment Division since September 2011. Katie assists researchers and scientists who come to Nunatsiavut to conduct research and also coordinates the Nain Community Freezer and Youth Outreach Program run out of the Nain Research Centre. She has been involved in research since 1994 and is a certified Interpreter/Translator for Inuktitut and English.

The Inuit Research Advisor for the Nunatsiavut Government is Carla Pamak. Carla is the first point of contact for researchers working in and with Nunatsiavut communities. She also works with researchers to ensure study findings are brought back to the region and helps coordinate the Nain Community Freezer and Youth Outreach Program. In her free time, Carla volunteers with Ulapitsaijet, a local organization that works to improve the overall well-being of the community of Nain. Carla is happily married and when she is not working, loves spending time with her four children and friends, going to her cabin, reading and cooking.

The Environment Division recently hired Jean-Sébastien Boutet as Project Co-ordinator for the Voisey's Bay 10-year Review Project. Jean-Sébastien grew up in Québec city and completed post-graduate studies at McGill University and Memorial University. Most recently, he completed a historical study of the Innu and Naskapi relationship with industrial mining development in the Québec-Labrador peninsula. His favorite part of his work is talking with people about their everyday life experiences and learning from them.

Rodd Laing was born and raised near Monarch, Alberta. He studied marine biology and biological oceanography at

Dalhousie University and University of Manitoba. Rodd joined the NG as the Environmental Assessment Manager in February 2012 and is currently helping to coordinate the development and implementation of community and regional research studies and projects to promote a better understanding of the Nunatsiavut region.

As Director of the Environment Division, Tom Sheldon focuses on the relationship between people and the environment. He works on policy development and helps manage programs out of the Nain Research Centre, which now includes a new 10 year review of the Voisey's Bay development and its impact on Inuit and Inuit communities. He lives

in Nain (the longer he lives here, the more he realizes he has a lot to learn) with his fiancée Mandy and his dog Chance, coaches and plays hockey in the community and volunteers with the Jens Haven Memorial School breakfast program.

Christina Goldhar joined the Environment Division in February 2012 as the Environmental Protection Analyst. Christina works towards the implementation of the Environmental Protection Act and is currently helping coordinate the Sustainable Communities Initiative- a program that aims to help improve the

health and well-being of residents through new approaches to community planning and development.

The Non-Renewable Resources Division is directed by Brent Denniston. Brent is married to Tracy and has four children- Allison, Danika, Stephen and Tristan. He is responsible for files that include mineral exploration, quarrying and offshore oil and gas activities.

Ernie Ford was born and raised in Nain and has been working as the Environmental Enforcement Officer since 2008. His job takes him to mineral exploration sites across Nunatsiavut to carry out inspections. Traveling to these remote areas and experiencing the fantastic scenery and wildlife of Labrador are Ernie's favourite part of his position.

Simon Kohlmeister was born in Hebron, relocated in 1959 to Goose Bay, then Hopedale and has since made Nain his home. He is married to Deirdre, has four daughters, and five grandchildren. Since 2007, Simon has been working as a conservation officer in the Renewable Resources Division and works closely with the RCMP, DFO and other conservation officers to ensure the safety of harvesters and the health of the environment.



Jean-Sébastien Boutet, Brent Denniston, Carla Pamak, Simon Kohlmeister, Christina Goldhar, Rodd Laing, Katie Winters, Tom Sheldon and Rachel Hirsch (missing: Ernie Ford)

Division of Tourism update

STAFF



We would like to send our sincerest thanks to Jon Beale who, as the previous Product Development Specialist, offered his unique perspective, appreciation and enthusiasm to significantly contribute to various files. Jon's objective approach and solution driven attitude were welcome additions to the department. Jon, we wish you well in your new role as the 2013 Labrador Winters Games

Coordinator.

The competition for the product development specialist position closed on August 7, 2012. Having completed the interview process, the position is expected to begin sometime in October and will be located in Nunatsiavut.

Travel Trade and Media Familiarization (FAM) Tours

Partnering with Destination Labrador, Parks Canada, Newfoundland and Labrador, Nunatsiavut Solutions, Inuit Community Governments and additional local and provincial tourism stakeholders, we leveraged a \$12,300 investment to generate nearly \$44,000 in marketing and product development return.

Of the six organizations/businesses hosted (nine individuals in total), the resulting return on investment is:

- four new product development options and promotion (two international operators, two NL tourism staff);
- seven Canadian and one United Kingdom magazine publications;
- four blogs;
- 100 photo professional image library;
- one website promotion;
- one social media promotion;
- one website development; and
- one app development.

We have continued our relationship with both the trade and media to ensure continued promotion, re-use of materials and engage in product development options associated with our Inuit experience.

Print Promotion

We have promoted Nunatsiavut as a destination in the upcoming 2013 Newfoundland and Labrador Tourism Guide with a two-page advertorial highlighting the Northern Ranger ferry service and the Torngat Mountains National Park Base Camp and Research Station. The goal is to showcase our accessible tourism experiences while focusing on a customer 'call to action' to contact Inuit suppliers, such as CAI Nunatsiavut Marine and Nunatsiavut Solutions. This promotion

will assist in consumer awareness for the upcoming season.

Leveraging the launch of Earl Pilgrim's new book, *Freddy Frieda Goes to War*, we have promoted the literary inclusion of Inuit culture and the community of Hopedale by Mr. Pilgrim as a means to 'explore' Nunatsiavut. We provided a forward for the book welcoming visitors to experience Nunatsiavut while directing them to our consumer website.



(Photo: Outpost Magazine, 2012)

Web Promotion

As a means to improve our knowledge sharing and communication tools with Beneficiaries, the Tourism Division updated its government website (www.nunatsiavut.com) content in August 2012. The content, available in both Inuktitut and English, details the function, development areas and mission plan for regional tourism development. Feel free to take a look and provide your feedback.

Media Promotion

Working with Parks Canada in the 2011 summer season, the Division partnered to showcase the Torngat Mountains and the Inuit culture of Northern Labrador to CBC personality Shelagh Rogers and five urban writers. The project aimed to draw attention to the ongoing need for a connection of individuals to nature and how Inuit are synonymous with the story of the Canadian north. The resulting footage and literary productions have been compiled into a film, ebook and interactive website (www.northwordscanada.ca) increasing the market awareness of Nunatsiavut as a must-see tourism destination. The premiere of the Northwords project will be aired on CBC Documentary on October 25 at 6:00pm and 10:00pm ET.

PRODUCT DEVELOPMENT

Cruise Sector

Nunatsiavut, at the end of the September season, will have hosted four cruise companies with twenty-two ports of call (9 community, 13 wilderness stops). Working with each



community, we have assisted in excursion development, and depending on staff location, the delivery of cruise shore based programming. Partnering with the Department of Education and Economic Development we have developed a standardized excursion budget formula to ensure equitable funding access to each community hosting cruise operations through the Community Economic Development Fund. The 2013 Nunatsiavut cruise schedule is currently being confirmed and will be sent out and available online in November 2012. (Photo: Tourism Nunatsiavut, 2012)

Kayaking

Working with Benoit Havard of White Bear Adventures, we facilitated the August 2012 exploration of weekend kayaking



package development for the 2013 season in Rigolet. Follow up on development requirements and local industry training in preparation for community partnership opportunities will continue in the Fall/Winter season. (Photo: Benoit Havard, 2012)



Motor Coach

Working with Destination Labrador, we promoted and successfully showcased Nunatsiavut as a motor coach destination with Wells Gray Tours (B.C) utilizing the Northern Ranger ferry service. Rigolet provided welcome services and excursions to the first thirty-six motor coach passengers to visit Northern Labrador on June 23, 2012. This

product continues to be showcased to the Newfoundland and Canadian markets, and will serve as a product offering option at upcoming tradeshow events.

Art Showcase

Working with Adventure Canada, Nunatsiavut will be featured at 'The Art Gallery of Peterborough' in the September 7-October 28, 2012 in Arnold Zageris's show 'On the Labrador'. Our goal in partnering on this opportunity is to market domestically while focusing on pairing promotion with purchasable product provided by Nunatsiavut-based Adventure Canada



cruises.

Mealy Mountains National Park Reserve

The Nunatsiavut Government is continuing the negotiation process with Parks Canada to successfully draft an Impacts and Benefits Agreement for the proposed Mealy Mountain National Park Reserve. To continue the preparation associated with National Park planning, the Division is working with community partners to explore the Visitor Experience opportunities associated with establishing the Inuit experience in the Mealy Mountains.

Hebron Season

The season operated from July 12-September 6 and September 18-23, 2012 with Joseph and Jenny Merkuratsuk (and their children Julius and Simeonie) serving as Ambassadors hosting cruise and Base Camp visitors. Reviewing the program administration in 2012 it was recommended that the program move from contractual to hourly wages. A review will be conducted during the Fall/Winter in preparation for 2013 season to plan the Ambassador function/duration, to investigate a land use plan for the area and determine the restoration requirements of the site.

Base Camp Season

The 2012 Torngat Mountains National Park Research Station and Base Camp hosted over 320 visitors in a seven week period!



Working with Nunatsiavut Solutions, the Division incorporated an online booking feature to facilitate the conversation of client interest to sales on our consumer tourism website. A market readiness review of the Base Camp experience will be conducted with the operator, Nunatsiavut Solutions and supporting Nunatsiavut Government staff in the Fall. Similarly a product development session focusing on Base Camp offerings provided by Destination Labrador will be attended in October 2012. (Photo: Kait Wilson, 2012)

POLICY

Marine Transportation Safety Regulation

Responding to Transport Canada regulation requirements, the Division of Tourism coordinated the regulation development for cruise visitation for the five Inuit communities in August 2012 in cooperation with the Community Development Officers. Providing a template for inspection, Transport Canada traveled and inspected the communities in late August. The Occasional Use Facility Security Requirements were initially implemented for the September community cruise visits, and will be finalized in mid-October to ensure all Nunatsiavut communities are compliant.

Industry Needs and Research

Recognizing the current needs of operators in the region, we identified and researched two key industry priorities to foster tourism growth in Nunatsiavut, (1) Meetings, Conventions, Incentive Travel (MCIT) sector, and (2) Insurance options for current and would-be operators. We are currently reviewing the options of implementation within our division/government structure.

Hosting the International Polar Tourism Research Network (IPTRN) Conference in May 2012 in partnership between Parks Canada, IPTRN and the Nunatsiavut Government, the Division presented and participated in various Arctic-based research panels to explore development options in Nunatsiavut. Specifically, the applicability of cooperative tourism development models is being further reviewed by the Division as a potential community development approach. The proceedings of the conference, including articles authored by the presenters, will be published in December 2012.

Communication Strategy (internal)

To ensure increased information sharing on the function of the Division and to further facilitate tourism development through awareness and stakeholder buy in, an internal communications strategy has been developed. Working in partnership with the Community Development Officers, NG's Education and Economic Development and Secretariat departments as well as Destination Labrador the plan will be finalized in late October/early November.

HUMAN RESOURCES/TRAINING

Customer Service Training

To increase customer service skills prior to the beginning of the cruise and adventure tourism seasons, a training session was offered in Nain from June 4-6 facilitated by Terri McCulloch of 'Wow Factor'. The 20 training participants included bear monitors from Base Camp, Hebron Ambassadors, community development staff and local operators. Currently, follow up is on facilitator suggestions and divisional observations are underway (web presence, social media promotion, business facilitation, etc.), including a community training plan, will be completed by December 2012.

UPCOMING WINTER PROGRAMS AND EVENTS

Tradeshows

Nunatsiavut will be showcased Hospitality Newfoundland and Labrador in February and Rendezvous Canada in May in both local and international tourism markets with the Division attending provincial and national tradeshows. To ensure effective representation, we will be contacting operators in January 2013 to explain the available opportunities and to request updated information on their product offerings, contact information, and partnership interest as

a means to showcase interested operators at these events. If you require further information, please contact the Division. We look forward to working with you to promote your experience offering.

Nunatsiavut Guide Book

To further ensure operator (cruise, media, and group) awareness about the history, population, unique skill sets, lifestyle, industry and must-see experiences of our Nunatsiavut communities, a guide book providing an overview our destination is in development. This project will help promote both established operations/operators and available community services. Please feel free to contact the Division for further details and/or to provide information for consideration in this project.

Northern Ranger Experience Development

Researching the previously operating 'Cruising Labrador'



dor' project in the last 1990's and early 2000's, the Division is exploring ways to increase the visitor experience on the Northern Ranger and the associated community benefits and employment options available. Once

these options have been explored and a suggested development plan drafted, the Division will contact the community planners and partners to both notify and seek feedback on the proposed planning for 2013.

Branding

Building on our previous work (early branding processes, website, marketing, etc.), the formal process of determining the 'Nunatsiavut tourism brand' (logo, etc.) will be finalized during the Winter season in preparation for the 2013 fiscal year and operating season. An RFP will be prepared and circulated by the Division to determine the successful candidate that will assist in this development. Please check our website for further details.

Product Development Facilitation

To further establish our next steps on product development, we are researching our short and long term next steps to first reach our Tourism Nunatsiavut Strategic Plan goals and secondly working with Destination Labrador to prepare for the Spring launch of the provincial Tourism Assurance program. Specifically, we plan to review and update our tourism operator and services directories, to first ensure their accuracy and also the required next steps to assist current and would-be operators in meeting their development goals (ie: training, online presence, marketing, market readiness, sales, etc.) and linking appropriate programs with those needs (such

as mentoring, training, facilitate industry networking, etc.). We look forward to contacting those listed in our directory by email and phone in the coming months. Please feel free to also get in touch with us to discuss this project and provide your feedback. A draft 'development plan' will be available in March 2013.

Training

Responding to requests to assist in operator development and capacity building, the Division is committed to offer access to various training programs in the Fall/Winter seasons. Specifically, working with numerous partners (tourism and service sectors), we are preparing a schedule of available training opportunities for Nunatsiavut communities and beneficiaries including cruise, cultural and experiential tourism programs. This schedule will be made available online and sent to the communities (and will be continuously updated) in December 2012.

Division of Tourism

Email: tourism@nunatsiavut.com

Web: www.tourismnunatsiavut.com

Phone: 709-947-3568

Scholarship recipients

Sandra Hollett: National Grenfell Association Secondary Scholarship and Memorial Entrance Scholarship. Both awards are given for high academic achievement.

Kendra Pain: Vale High School Scholarship, based on academic achievement, leadership and need.

Patrick Webb: Vale High School Scholarship, based on academic achievement, leadership and need.

Mitchell White: Carleton Entrance Scholarship, based on excellent academic achievement.

Mark Andersen: Horizons Fry Family Foundation Junior Leadership Award, based on leadership development.

Kelly McLean: Regents In-Course Scholarship, Senate of Victoria University, based on academic achievement in previous studies.

Inuit Pathways update

Inuit Pathways operates under Nunatsiavut Government's Aboriginal Skills and Employment Training Strategy (ASETS) Agreement with HRSDC / Service Canada. Programs and services offered are in response to the needs of the labour market, is responsive to the skills demands of employers and promote strategic partnerships with the private sector and other governments.

Skills Development Program

Skills Development funding can be provided (dependent upon budget availability) to clients that:

- have established a career goal that meets the priorities established by Inuit Pathways; and
- have demonstrated that career path is linked to employment.

Skills development training interventions can include:

- training for employment opportunities associated to the mining, construction, oil and gas, tourism, fishing, and service industries; and
- Adult Basic Education (as part of career plan).

Financial support can be provided for living allowance, travel, tuition and books.

Deadline date for Skills Development applications is March 1, except for short-term training programs, application has to be submitted four weeks in advance (ie. programs less than three months).

Please note that all Skills Development funds for long-term training have been allocated for 2012-13 school year.

Applications for training beginning in September 2013 has to be submitted by March 1, 2013.

Work Experience Program

The objective of the Work Experience Program is to provide organizations/employers with funding to hire unemployed individuals. This is an opportunity for these individuals to obtain valuable work experience in their desired occupations and/or exposure to the work environment to enhance career development.

Self-Employment Benefits (SEB)

Entrepreneurs can apply to Inuit Pathways for a pre-determined benefit to provide a salary during the critical period of the first six months of a business start-up. This allows an individual to develop and manage a business venture during the first crucial period, without having to avail of an income from the business during the period of the SEB.

Mobility Assistance Program

Inuit Pathways will provide funding to eligible clients for travel costs as required to travel to location of employment. This program can accommodate clients who have guaranteed employment, that is meaningful and/or in the area of their field of studies.

Please contact Inuit Pathways staff for more information on any of these programs. (709) 923-2105 or toll free @ 1-877-923-2171 or email roberta_baikie-andersen@nunatsiavut.com