

LET'S HEAR IT!

Rural Revitalization Strategy

Discussion Guide



engageNL.ca
RuralRevitalization@gov.nl.ca

Newfoundland
&
Labrador

Newfoundland and Labrador Rural Revitalization Strategy Discussion Guide

How to use this guide: You can use this guide during the discussion, fill it in on your own, or take it away and submit your written comments later. You do not need to answer every question.

Note: Optional prompts are there to help you think about your answer. You do not need to answer each prompt separately.

Please answer from your own experience. Please focus on the questions that are most relevant to you and your experience. You may respond from your own perspective or on behalf of an organization or region.

About the Strategy and Consultation

The Government of Newfoundland and Labrador is developing a Rural Revitalization Strategy to support vibrant, prosperous, and sustainable rural regions throughout the province. The Strategy will build on regional strengths, support economic opportunities, strengthen regional collaboration, and help communities adapt to future challenges. We are also developing a complementary Population Growth Strategy focused on how we can help grow the province's population overall.

This discussion guide invites you to share your experiences, ideas, and advice. We want to hear from:

- The Public;
- Employers, business groups, and chambers of commerce;
- Community groups, labour groups, and unions;
- Local governments and Indigenous Governments and Organizations;
- Colleges, universities, and schools; and
- Provincial and federal partners.

What We Hope to Learn

By the end of the process, we should have a clearer understanding of:

- What rural revitalization means to Newfoundlanders and Labradorians;
- The main economic opportunities and priorities in each region;
- The actions needed to support strong rural economies;
- How regions should be organized and supported;
- How regional leadership can be strengthened; and
- How success should be measured and reported over time.

Privacy

Information asked in this discussion guide is being collected under the authority of section 61(c) of the **Access to Information and Protection of Privacy Act, 2015**, for the purpose of collecting public feedback on the Rural Revitalization Strategy.

Please do not share personal information during in-person sessions or in online submissions. If any personal information is received, it will be handled under the **Access to Information and Protection of Privacy Act, 2015**, and it will only be used to help inform the Rural Revitalization Strategy.

If you have questions about how this information will be collected, used, or shared, please contact RuralRevitalization@gov.nl.ca.

Considering Different Perspectives

When answering the questions, please consider how rural revitalization may affect people and communities with different needs, backgrounds and experiences. This may include Indigenous Peoples, newcomers, youth, seniors, people with disabilities, smaller and remote communities, and groups whose perspectives may not always be heard. You may answer only the questions that are relevant to you or your organization.

Learn More

Email: RuralRevitalization@gov.nl.ca

Website: engagenl.ca/en/Rural-Revitalization-Strategy



Your Community: _____

Your Industry/Organization (if you are responding on behalf of an industry, group, or other related organization):

Introduction

Context

Rural communities and regions are important to Newfoundland and Labrador's identity, economy, and future. A Rural Revitalization Strategy will help regions respond to opportunities and challenges, prepare for change, and build a stronger future.

Question to Consider

- 1. When you think about rural Newfoundland and Labrador thriving twenty years from now, what comes to mind?**

Section 1 – Vision for Rural Revitalization

Purpose of this Section

To identify a shared vision for the future of rural Newfoundland and Labrador.

To build a shared understanding of what successful rural revitalization looks like.

Context

The Rural Revitalization Strategy should be guided by a clear vision. This vision should reflect the goals of people, businesses, Indigenous communities, local governments, and regional partners.

This section asks what rural revitalization means and what a successful future could look like.

2. What does rural revitalization mean to you?

- What words or ideas should be part of a shared vision for rural revitalization?
- What aspects of your daily life would rural revitalization affect?

3. What are the greatest strengths and assets of rural Newfoundland and Labrador?

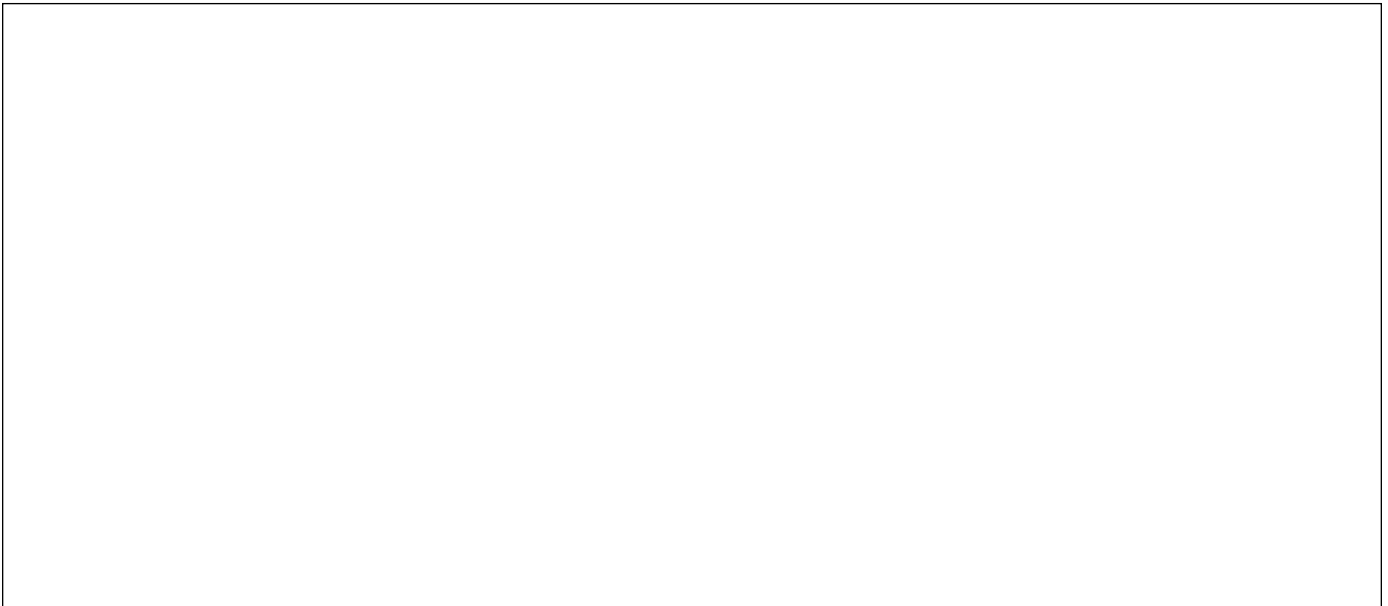
- For example, think about local people, businesses, services, culture, natural resources, community groups, or places that make your area special.
- What is working well in rural communities, and what can be built upon?
- What are some existing models of best practice supporting your region right now?
- What makes rural Newfoundland and Labrador a good place to live, work, visit, or invest?

4. What are the biggest challenges affecting life in rural communities?

- For example, think about jobs, health care, housing, transportation, child care, internet, education, local services, or the cost of living.
- Which challenges affect you, your family, your workplace, or your community the most?
- What makes it harder for communities to grow or plan for the future?
- Which challenges should be addressed first?

5. If the Strategy works well, how would daily life improve for people living in rural Newfoundland and Labrador?

- What would make life easier for people in their day-to-day lives?
- What would improve for families, seniors, youth, workers, and businesses?
- What services, supports, or opportunities would people have better access to?



Section 2 – Strengthening Local Economic Development

Purpose of this section

To explore the economic opportunities, barriers, partnerships, and support needed to strengthen local and regional economic development.

Context

Strong local economies support jobs, businesses, services, investment, and quality of life. This section asks about economic opportunities, barriers, partnerships and the resources needed to strengthen local and regional economic development.

6. What economic opportunities have the greatest potential in your region over the next 10 years?

- What industries, businesses, or activities are already strong in your region?
- What new opportunities could create jobs, business growth, or investment?
- What local strength could your region build on over the next 10 years?

7. What makes it difficult for your region's economy (businesses, workers or communities) to grow and succeed? What would help?

- What skills, services, organizations or resources has your region gained or lost?
- Have changes in the number of residents and workers affected your region?
- What support would help local businesses and the regional economy grow?
- What supports, services, or infrastructure are missing or hard to access?
- What supports or resources would help address these challenges?
- What would help attract more investment or business activity?
- Which industries, projects or activities should receive the most attention?

- 8. How can communities and regions work together more effectively on economic development?**
- Who needs to be involved?
 - What roles should local governments, community groups, industry, businesses, and people play?
 - What would help people work together better?

- 9. What are the top three opportunities that could make the biggest difference to your region's economy over the next 10 years?**
- Why could these opportunities make a big difference?
 - What needs to happen for them to succeed?
 - Who needs to be involved?

Section 3 – Key Priorities and Actions

Purpose of this Section

To explore the priorities, actions, investments, and changes needed to support rural growth, prosperity, and long-term regional development.

Context

A successful strategy needs clear priorities and practical actions. This helps focus effort on the changes that matter most to rural communities and regions.

10. What should be the top priorities of a Rural Revitalization Strategy?

- What issues should the Strategy focus on first?
- What investments would make the biggest difference?
- What priorities would help improve daily life, local services, jobs, or business opportunities?

11. What changes would help your region grow in a sustainable way?

- What changes would make it easier for communities and regions to grow?
- Are there programs, policies, or rules that need to be improved?
- What infrastructure or local capacity is most needed?

12. What would help rural regions attract and retain people, workers, businesses, and investment?

- What would encourage people to stay, return, or move to rural regions?
- What would make it easier for businesses to start, grow, or invest in rural regions?
- What supports are needed for workers, families, and employers?

13. If you could recommend only three actions for the Strategy, what would they be?

- Which actions should happen first?
- Who should be responsible for moving these actions forward?
- What would make these actions successful?

Section 4 – Establishing Functional Regions

Purpose of this Section

To explore how communities are connected through daily life, services, work, and economic activity.

Context

Communities thrive on collaboration. They are connected through work, industry, education, health care, services, transportation, and business activity. Functional regions will be used to reflect these collaborations and connections as well as allow for data collection and progress tracking.

14. What factors should be considered when deciding which communities should be in the same region?

- What places do people regularly travel to for work, school, health care, shopping, or services?
- What communities are already closely connected?
- What helps a region work well together?

15. Do you use/rely on formal or informal regions for your work or personal life?

- What formal or informal regions do you use/rely on?
- How do you use/rely on formal or informal regions?
- What feels right or wrong about the formal or informal regions you use/rely on?

16. How can hubs and nearby communities work together to support the whole region?

- What already works well?
- What could be improved?
- What concerns should be considered?



Section 5 – Regional Leadership and Local Voice

Purpose of this Section

To explore how locals, communities, and regions can lead rural revitalization, make decisions, build partnerships, and take shared action.

Context

Successful revitalization needs local leadership, strong partnerships, and shared responsibility.

17. Who should help lead rural revitalization in each region, and what role should each partner play?

- Who is best placed to bring people together at the regional level?
- What role should each partner or organization play?
- How can leadership be shared across communities and sectors?

18. How should regional decisions be made, and who should be involved?

- How should regional decisions be made?
- What kind of partnership model would be fair and effective?
- How can different communities and organizations stay involved over time?

19. What support do regions need to lead planning and action?

- What funding, staff, information, or tools would help?
- How can governments support regions without taking over local decision-making?

20. What role can you play in supporting rural revitalization efforts?

- What skills, knowledge, connections, or experience could you contribute?
- What would help you or your organization get involved?
- What action could you or your organization take to support rural revitalization?

Section 6 – Measuring Success

Purpose of this Section

To explore how success should be measured, what outcomes should be tracked, and how progress should be reported over time.

Context

A successful strategy needs clear goals, ways to measure progress, and regular reporting.

21. What signs would show that rural communities and economies are doing well?

- What signs would show that the local economy is getting stronger?
- What should be tracked for jobs, businesses, services, and investment?
- What local information or community experience should be included?
- How should economic growth be balanced with community well-being, culture and the environment?

22. What should success look like after 5, 10, and 20 years?

- What changes should people notice first?
- What would show steady progress over time?
- What would long-term success look like for future generations?

23. How should we report on the success of the Strategy?

- Who should be involved in measuring progress?
- How can communities help define what success means?
- How should progress be shared with the public?

Section 7 – Final Comments

Purpose of this Section

To give you an opportunity to identify anything that has not been covered and emphasize the ideas that matter most to you.

Context

The closing discussion is an opportunity to reflect on the conversation, identify any important points that may have been missed, and highlight the messages participants most want decision-makers to hear.

These final questions will help bring the discussion together and identify the ideas, priorities, and bold actions that should be considered as the Rural Revitalization Strategy is developed.

Questions to Consider

24. Is there anything else you would like to add?

- Is there an issue, opportunity or concern that has not been covered?
- Is there a perspective, community or region that may not be reflected in this guide?
- Is there anything else decision-makers should consider when developing the Strategy?

Submitting Your Response

Completed responses may be emailed or mailed as per the information below. Please visit engagenl.ca/en/rural-revitalization-strategy for more information, including alternate ways to participate.

Email: RuralRevitalization@gov.nl.ca

Mailing address:
Rural Revitalization Strategy
Natural Resources Building
50 Elizabeth Avenue
P.O. Box 8700
St. John's, NL A1B 4J6

Submission deadline: December 4, 2026

