

Tip of the Great Northern Peninsula Research Themes
For the Harris Centre Sustainable Northern Coastal Communities Applied Research Fund

1) Regional Governance

Like much of the province, the tip of the Great Northern Peninsula is grappling with a decreasing population residing in dispersed communities. Many of these communities face challenges in providing services and infrastructure, and regional governance has been suggested as a more efficient and effective way for communities to share and advocate for resources. While there has been research and activities by various organizations and institutions advancing this process in the region, it has still not taken hold on a large scale. Research is needed that helps explain why regional governance has not occurred to the extent possible, what its benefits or drawbacks might be, what supports and policies are required, what specific needs communities have, how the regional boundaries could be defined, and the roles the different stakeholders could play. A research project could examine any or all of these topics, and/or include a review of case studies and models in other places that could provide useful information for the implementation of regional governance on the tip of the Great Northern Peninsula.

2) Fishing and Port Industries

The tip of the Great Northern Peninsula has numerous advantages when it comes to the fishing industry and port facilities, and there are many ways these opportunities could be built upon to further advance the region. For example, there has been an identified need for policy, practice and marketing changes that favour quality products over quantity. There are value-added opportunities that could arise from the full utilization of fish and their by-products; possibly in nutraceuticals, cosmetics, craft products, or other industries. The development of markets for these products is also necessary, and just as important as the development of the products themselves. In addition, there are opportunities related to marketing very high quality fish to high-end consumers. Research could address any or all of these opportunities; while it could also include case studies from other applicable northern jurisdictions, such as Iceland, Norway or Fogo Island. There are also interesting and important global opportunities for developing the fishing and port industries in the region, including the Canada-European Union Comprehensive Economic and Trade Agreement (CETA), which may allow advantageous access to European markets. Research could examine how this agreement has benefited and could further benefit the region, as well as what needs to be done to ensure that adequate port infrastructure is in place.

3) Tourism

Tourism has become a very important contributor to the economy on the tip of the Great Northern Peninsula because of its unique cultural and natural assets. The concept of *placemaking* capitalizes on those local assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness and well-being. Making places better to live in for everyone is key to tourism development, rather than just making them appear that way for tourists. Research could examine how this already occurs on the tip of the Great Northern Peninsula, how it can be expanded, and how lessons learned in other regions could be applied. Creating profiles of current

and potential tourists with respect to their demographics, as well as what they want to see, do and spend money on, is also necessary. A research project could examine current tourism data, collect new data, and make the results readily available to tourism operators so they know how to best meet the expanding expectations of tourists. Research could also examine how people working in the tourism industry in the region are currently working with each other and others outside the region, and suggest how these collaborations could be strengthened to make the most of their time and efforts to successfully move tourism initiatives forward.

4) Entrepreneurship

The development of new enterprises and the expansion of current enterprises are essential to the sustainability of the tip of the Great Northern Peninsula. Strengths identified include local cultural and natural assets, a high quality of life, and commitment to place among businesses and others. There are numerous successful businesses in the region that can provide mentorship and model entrepreneurial success for others. Despite the successes, there are challenges related to entrepreneurship in the region, such as a lack of skills for prospective entrepreneurs, limited support resources, poor regional infrastructure, and a weak entrepreneurial culture. Researchers could work with regional partners, current entrepreneurs, and potential future entrepreneurs (including youth) to identify supports and amenities that could entice them to overcome challenges to start and expand local businesses. Research could also consider how the quadruple helix of industry, government, community and university collaboration can create a supportive entrepreneurial culture in the region. This research may also include the examination of case studies related to overcoming local barriers, supporting start-ups, and accelerating existing businesses in remote regions.