

Summit Report

Provincial Youth Summit

St. John's, NL

November 14 and 15, 2008

Making Newfoundland and Labrador a Province of Choice for Young People

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For further information on this and past dialogues, please visit CPRN's website at www.cprn.org.

About CPRN

Canadian Policy Research Networks creates knowledge and leads public dialogue and discussion on social and economic issues important to the well-being of all Canadians. Since its beginning in 1994, CPRN has provided advice to Canada's leaders on the issues of our times and produced policy options to move Canada forward.

CPRN carries out its mission by:

- Having experts do original research in all major socio-economic areas;
- Conducting Canada-wide dialogues and roundtables to discuss policy issues, raise awareness, and align outcomes with public attitudes and expectations; and
- Publishing its research to promote broader discussion.

CPRN specializes in outreach to young Canadian leaders, helping them develop their skills and encouraging them to participate in public issues and policy development.

These approaches have made CPRN one of Canada's most recognized sources of high quality, social and economic policy ideas, as well as a leader in engaging the public.

EXECUTIVE SUMMARY

In June 2008, Newfoundland and Labrador Premier Danny Williams announced the development of a provincial *Youth Retention and Attraction Strategy* (the Strategy) to counter the negative impacts of youth out-migration, strengthen the labour market and support the economic development of the province. The government indicated it wanted to engage its young people to get their input and advice on the Strategy. CPRN was contracted to design and organize the engagement. The project took place under the direction of the Department of Human Resources, Labour and Employment (HRLE), which is responsible for the development of the Strategy.

The Youth Advisory Panel provided advice on the organization of the project. CPRN trained a team of young people to facilitate and note-take for the dialogue sessions and the Provincial Youth Summit.

The Summit, held in St. John's on November 14 and 15, 2008, was the culmination of a cutting-edge process that engaged youth in public policy. Throughout the process, participants individually and collectively expressed their passion for the province and their commitment to making it better. The Summit built on the findings from 13 dialogue sessions that took place in September and October. A total of 484 young people, aged 18 to 30, participated in the dialogue.

A total of 117 young people from across Newfoundland and Labrador attended the Summit. Members of the Youth Advisory Panel attended as observers. They explored the dialogue findings and prioritized the values they felt should underlie public policy on out-migration. They wrestled with tough trade-offs and generated concrete actions for consideration in developing public policy options. At the final session of the Summit, government, community and private sector leaders attended and listened to the views and ideas participants identified to make Newfoundland and Labrador a province of choice for young people.

Participants appreciated the complexity and interconnectedness of many of the issues. They determined that a simplistic approach to out-migration would not work, noting that strategies to help with the retention of young people did not always align with strategies to attract youth.

The issues identified in the dialogue and at the Summit, and the action ideas put forward by participants, cannot be addressed with individual public policy solutions. Because they are interconnected, they require a government-wide response and coordination to develop and implement policy responses. The following conclusions could form the basis of developing policy options going forward:

- Two central themes dominated much of the discussion: the need for good jobs and comparable wages and a strong, affordable, quality education system in Newfoundland and Labrador. These are connected, with a crucial link being an effective transition between education and work.

- The issue of student debt stood out as a major frustration for young people. The debt is not only a product of tuition fees, which people appreciated are comparatively low; rather they stressed that action on student debt meant reducing or subsidizing the associated costs of transportation and accommodation, especially for those living away from home.
- Improvements to services and greater accessibility to services – notably transportation, health and child care – are demanded and expected with Newfoundland and Labrador’s new status as a “have” province, since as of October 2008, it no longer receives federal equalization payments.
- The priority values identified by participants were closely aligned with the key decision points they make in early adulthood. A focus on key life cycle transition points for young people as they make decisions about post-secondary education, where they will go for work and where they will set down roots as they establish their families, could form a framework for the Strategy.
- The concept of balance emerged in participants’ desire to not choose between youth retention and attraction. Instead they explored how different actions might achieve both. Alternatively, how the Strategy might start with retention and over time emphasize attraction had appeal. From this perspective, situating the Strategy as “creating the province of choice for young people” would find strong support among young people.
- There is a high level of interest in the environment. However, its connection to youth retention and attraction is indirect. Preserving the natural environment is critical to both the standard of living and quality of life goals held by young people in the province.
- The issues of diversity and immigration, recognized as critical to the future growth and development of labour skills capacity, needs to be considered carefully, supported by leadership and public education on its value and benefit to the province.

For all participants, the dialogue process has been a new experience in active citizenry and contributing to the policy-making process. It reflects a societal shift toward a “culture of participation.” More and broader opportunities are needed for citizens to be engaged in strengthening the province’s democratic principles and functions beyond voting. There is a strong argument to be made that this kind of active engagement is timely and, if done successfully, will strengthen democratic participation.

Participants hope for change through the *Youth Retention and Attraction Strategy*. They believe in the goal of making Newfoundland and Labrador a province of choice that offers the quality of life and opportunity they desire for themselves and their families. Most importantly, they want to be part of the process, partnering with government, communities and business to realize this goal.

I. INTRODUCTION

In June 2008, Newfoundland and Labrador Premier Danny Williams announced the development of a provincial *Youth Retention and Attraction Strategy* (the Strategy) to counter the negative impacts of youth out-migration, strengthen the labour market and support the economic development of the province. The government indicated it wanted to engage its young people to get their input and advice on the Strategy. CPRN was contracted to design and organize the engagement. The project took place under the direction of the Department of Human Resources, Labour and Employment (HRLE), which is responsible for the development of the Strategy.

The goal of the project was two-fold:

- to help identify ways to encourage young people to stay, live and work in the province; and
- to find ways to attract those who have left to come back, as well as attract newcomers.

The Youth Advisory Panel, made up of 19 young people from across the province, was established at the time of the announcement. The members provided advice on the organization of the project, issues and themes, and helped to frame the options for dialogue. They also advised on the development of dialogue tools such as the workbook used by participants. The Panel will continue to advise the government on the development of the Strategy. Its members are listed in Appendix A.

Project Methodology

The process for this engagement was CPRN's deliberative dialogue methodology. It identifies the core values that participants hold and believe are important as a foundation for developing public policy. The values are used to determine choices or trade-offs related to possible policy outcomes. Action ideas rooted in the identified values and trade-offs are then produced.

In September and October, a series of 13 dialogue sessions took place in each of the nine Rural Secretariat regions in the province, including two in St. John's. Dialogue sessions were also conducted in Fort McMurray, Alberta, and Ottawa, Ontario, where many young Newfoundlanders and Labradorians have relocated. A total of 484 young people, aged 18 to 30, participated in full-day dialogues to discuss the challenge – the net loss of young adults from the province, a result of historic out-migration.

The out-migration experience has affected many families at a personal level, as well as the overall development of the province, including the social and economic fabric of its communities. Out-migration was greatest in the 1990s, largely due to the collapse of the fishery. In the early 2000s, net out-migration slowed but increased again before falling in 2007. In the second half of 2007, the number of people moving into the province recorded its highest level in 30 years.

On November 14 and 15, 2008, a unique gathering of over 140 young people from across Newfoundland and Labrador met for a Provincial Youth Summit in St. John's. Government, community, and private sector leaders attended and listened to the views and ideas Summit participants identified to make Newfoundland and Labrador a province of choice for young people.

The Summit was the culmination of a cutting-edge process that engaged youth in public policy. Throughout the event, participants individually and collectively expressed their passion for the province and their commitment to making it better.

The ideas put forward at the Summit were defined by the values participants believed are needed to guide policy to enhance quality of life and to build Newfoundland and Labrador's future. The Summit participants developed innovative ideas as to how the province could retain its young people and attract more.

CPRN deliberative dialogue methodology and its application in the dialogues and the Summit are detailed in this report.

Report Organization

This report details the proceedings and outcomes of the project, including the Provincial Youth Summit. The introduction provides an overview of the project and its public policy context. Section II, *The Path to the Summit*, discusses the process and the core methodology of deliberative dialogue, as well as the organization of the dialogue. Section III describes the purpose and organization of the Provincial Youth Summit. A summary of the Summit's key findings follows in Section IV. It details the values that participants identified as most crucial in guiding an overall Strategy to make Newfoundland and Labrador a province of choice for young people. Also described are the choices or trade-offs they made when the potential ways of dealing with core issues led in different directions.

Section V, *Taking Action*, describes the Summit's key themes and the ideas for public policy action that participants determined could be taken by government, communities and the private sector. Section VI summarizes participant evaluation comments and the personal reflections they shared about being part of this innovative engagement process. Section VII provides conclusions. Appendices follow.

Sections IV and V are based on the notes taken by young people who were trained as note-takers, as well as other data collected. These sections also build on the Synthesis Report of the dialogues (available on the CPRN website at www.cprn.org/doc.cfm?doc=1957&l=en).

To communicate the voices, passion and critical thinking young people brought to the Summit, the report uses quotes from participants to help illustrate important ideas and perspectives. Two videos – one that presents highlights of the dialogues and a second that reports on the action ideas put forward in the Summit – have been produced. The videos complement this report and provide a chance to hear the participants' own voices and see them in action. The videos may be viewed at www.cprn.org/doc.cfm?doc=1958&l=en.

A Note on Youth Facilitator and Note-Taker Training

In support of the project, CPRN trained a team of young people to facilitate and note-take for the dialogue sessions and the Summit. This helped to ensure that the gatherings offered a safe and comfortable environment for young people to share their views and to explore ideas together in a frank and productive way.

A call for young people interested in being trained was distributed through the Youth Advisory Panel, youth-based organizations and other avenues. Potential candidates completed an application form. In total, 16 people participated in a 2.5-day training session that helped develop their skills and confidence to take on the challenge of the one-day dialogues. They worked closely with three professional facilitators who coached and mentored them throughout the process. Most of the facilitators and note-takers performed similar tasks at the Summit. Another training session prior to the Summit prepared them for this gathering.

One of the long-lasting legacies of this project is the group of trained facilitators and note-takers. They offer the province a new capacity to continue to engage young people in future issues and to create a healthy dynamic between citizens and the government. Further, these young people and their skills can be useful in other engagement situations by community organizations, NGOs and businesses. The list of trained facilitators and note-takers is provided in Appendix B.

II. THE PATH TO THE SUMMIT

In June 2008, CPRN began the substantive work to design the engagement process in close collaboration with HRLE.

Deliberative Dialogue Methodology

Deliberative dialogue is the central methodology used to engage young people in this project. It emphasizes the identification and prioritization of core values that participants believe are important to developing public policy. These values act as a lens to consider possible ways forward. Participants ask themselves which directions best align with their key values. This facilitates a discussion of choices or trade-offs in terms of possible policy outcomes. The results of this deliberation are used to prepare actions rooted in the identified values and trade-offs.

To support good dialogue, a workbook was developed that outlined three approaches to thinking about youth retention and attraction. While not policy options, the three approaches offered different takes on how youth retention and attraction might be addressed. Each is based on a different understanding of the problem. Deliberative dialogue reveals that we often cannot find lasting solutions to key issues because people start with a different understanding of the core problem and the associated correct solution. By focusing on core values, agreement on more effective answers can more easily be reached.

By examining different perspectives on the problem, participants worked through what is important to them in each of the approaches, rather than feeling they had to choose one.

Each approach emphasized different values. As participants worked through what they liked or did not like about each, their values came to the forefront. This provides a shared understanding of the values that are most important to them in finding solutions to a complex issue. Sometimes called common ground, the resulting value statements are used as a measure from which dialogue participants can think through trade-offs and possible actions.

The three approaches were:

1. **Focus on the economy** – Making a living in Newfoundland and Labrador. Strengthen and diversify the economy so it can support a skilled and educated young workforce.
2. **Focus on quality of life** – Enjoying life in Newfoundland and Labrador. Build on Newfoundland and Labrador's strengths and ensure that the quality of life in the province is second to none.
3. **Focus on diversity, tolerance and in-migration** – Opening Newfoundland and Labrador to the rest of Canada and the world. Attract newcomers, especially young people, to Newfoundland and Labrador and help them to stay.

The three approaches anchored the dialogue. They were developed through an issue-framing session with the Youth Advisory Panel whose members understood the issues from the perspective of participants. The approaches were tested in a focus group, with the young people being trained as facilitators and note-takers, and then finalized for the sessions.

Dialogue Sessions

The dialogue sessions took place from September 4 to October 5, 2008. A total of 484 people participated in the 13 sessions. Eleven of the sites were in communities across the province and two in centres outside of the province where many young people have relocated. The attendance, locations and dates of the sessions are provided in Appendix C.

A professional market research company recruited participants using random telephone dialing. Media notices, community outreach and referrals supplemented the process. A good representation of the young people of Newfoundland and Labrador in terms of age resulted, when compared to the province's demographics for the 18 to 30 population. More women and a greater percentage of people without employment participated. (The latter was probably linked to the fact that there is a high percentage of students in that age range.)

Dialogue Process

Each day-long dialogue began with a presentation on the current climate in Newfoundland and Labrador, including statistics and trends behind out-migration. The case was made for both retention and attraction. It was noted that even if all people born in the province remained, there would still not be enough young people for expected labour demands as the province's population ages and a greater percentage retire.

Participants then divided into breakout groups of about 10 to 15 people, depending on total numbers present. Discussion on the three approaches took place. The participants worked through each approach in the breakout groups, identifying what they liked and disliked about each approach. Aspects they valued in common, as well as trade-offs (which often signalled where a difference of opinion existed), were recorded.

In the afternoon, participants reported back on the values and the trade-offs important to their group. Participants then divided into smaller subgroups to create ideas for bold actions for presentation in a plenary session. The day ended with participants sharing their personal reflections on the experience and their commitment to help make Newfoundland and Labrador a province of choice for young people.

The Synthesis Report of the dialogues details the values, trade-offs and bold action ideas identified in the dialogues.

III. THE PROVINCIAL YOUTH SUMMIT

The dialogues demonstrated that participants shared a number of strong values that are important in considering how to make Newfoundland and Labrador a province of choice for young people. They also identified areas where perspectives diverged and required more conversation. While a substantial number of action ideas were generated, time did not allow for prioritizing or developing them further.

The dialogues, being geographically organized, brought together participants from a specific area. To build a provincial policy, the government needed to know if strong differences in views existed between geographic areas and, if so, could they be reconciled. To this end, a Provincial Youth Summit was organized on November 14 and 15, 2008 with four objectives:

- confirm common ground identified in the dialogues and prioritize the values;
- further explore areas of differences and trade-offs and identify common ground when possible;
- prioritize and develop actions to address youth retention and attraction; and
- provide key advice to the government and decision-makers for the development of the *Youth Retention and Attraction Strategy*.

The Summit also engaged young people in the process of developing public policy, giving them a deeper experience of democracy than what just voting offers. In addition, government, community and private sector leaders heard directly from the young people on their action ideas. Appendix D provides the Summit agenda.

Who Attended?

A total of 117 participants randomly selected from the regional dialogue sessions attended the Summit. The members of the Youth Advisory Panel participated as observers. The trained youth facilitators and note-takers led the small group sessions. On the second day, Premier Danny Williams, HRLE Minister Susan Sullivan and close to 40 other leaders from business, community and government joined the young participants.

Participants represented all of Newfoundland and Labrador's youth population, based on region, age, gender, ethnicity, education and income. They were evenly split over the three age categories, (18 to 21; 22 to 25; and 26 to 30). As in the dialogue sessions, there were more women than men. Over 75 percent were in or had completed college and/or university. Nearly 20 percent identified as Aboriginals and about 15 percent did not reside in the province. About 20 percent indicated that they had moved from a rural or small town to a city.

The Summit Process

The Summit began on the afternoon of November 14, with a review of findings from the dialogue sessions. Use of a voting keypad technology enabled participants to individually prioritize and rank ideas with total responses recorded.

Initially, in small groups, a review took place of the values that had been identified as common ground from the dialogue. Participants were encouraged to specifically focus on the values needed to achieve the goals of youth retention and attraction. Using the keypads, the Summit attendees identified the three most important values.

A presentation of four key trade-offs or areas where perspectives diverged, as identified in the dialogues, followed. The trade-offs examined: the availability of services; a comfortable or competitive wage; equality in the job market or privileged hiring for Newfoundlanders and Labradorians; and attracting newcomers or protecting the province's culture. These trade-offs are described in Section IV.

Using the keypads, participants expressed their choice for each trade-off. Following small group discussion of the votes and their potential consequences, each person voted again. In this vote, participants identified their choice, if considering the retention of young people, and then considering the attraction of young people to the province.

In the evening session, Summit participants were introduced to nine themes identified in the dialogues from the creation of the bold actions. These are detailed in Section V, Taking Action.

Participants chose three themes to discuss in small groups, moving from one theme to another at designated points of time. Each had a chance to discuss three of the nine themes. Under each theme, participants brainstormed ideas of what could be done from a policy perspective to address the issues represented in the themes. At the close of the session, participants identified the themes they would work on the following morning in the thematic breakout groups.

The next day, participants added to and then grouped similar ideas generated the previous evening. This followed with a selection of three action ideas for each theme based on the following criteria:

- grounded in identified key values;
- respectful of the trade-offs made;
- will make a real difference to youth retention and/or attraction;
- are creative but also practical enough to be implemented over the next few years; and,
- acceptable in terms of any costs or negative impacts they may have.

Each breakout group further divided into smaller groups to develop their three action ideas and to prepare presentations to explain their ideas in the planned session with community, business and government leaders.

The session with leaders opened in the afternoon with select participants presenting an overview of the key findings from the previous day. Premier Williams spoke to the importance of the Summit and his appreciation to the participants for the time and energy they were bringing to the issue of youth retention and attraction. He reinforced the intention of the government to take action after listening closely to their ideas and advice.

The invited guests then divided into smaller groups and had the opportunity to visit and hear the ideas from at least two breakout groups.

The Summit ended with closing remarks from Minister Sullivan. The Minister thanked participants for the passion, clarity and wealth of ideas they had brought to the challenge of making Newfoundland and Labrador a province of choice for young people.

IV. THE KEY FINDINGS

Value Statements

The value statements are the important principles that participants believe to be the foundation for public policy decisions to make Newfoundland and Labrador a province of choice for young people. Developed through the course of the dialogue sessions, virtually all the value statements detailed below resonated for participants at the Summit.

Significantly, one additional and important value emerged from the conversations: affordable education. It was an overriding concern, both in the dialogues and in the Summit discussions. As a result, it is shown as a top-level value even though it was not included in the voting process. The results of the voting rounds for the value statements are provided in Appendix E.

The Summit affirmed the following value statements (no particular order):

- affordable education
- good quality jobs (fair wage, security, opportunity for growth, etc.)
- economic development that is sustainable over the long-term
- building a diversified economy that is not dependent on a single resource
- better access to a range of services including health care, transportation, recreation and social services
- a “comfortable wage” to support enjoying the quality of life Newfoundland and Labrador offers
- a better transition between school and work, e.g. more variety of entry-level jobs
- providing services in a practical and realistic manner
- protecting the environment for enjoyment and for tourism
- economic development that is environmentally friendly
- improving the quality of environmentally sustainability services (e.g. waste removal/pick-up, recycling/composting programs)
- rural lifestyle including a strong community, safety and access to the outdoors
- urban lifestyle including entertainment, culture and diversity.

The highest-rated value statements were:

- affordable education
- good quality jobs (fair wage, security, opportunity for growth, etc.)

The following value statements were given high importance (no particular order):

- economic development that is sustainable over the long-term
- better access to a range of services including health care, transportation, recreation and social services
- a “comfortable wage” to support enjoying the quality of life Newfoundland and Labrador offers
- a better transition between school and work, e.g. more variety of entry-level jobs.

Over two-thirds of participants rated the other value statements (listed above) as important.

In probing deeper, participants explored the relationship of a value to the central issue of youth retention and attraction for its perceived level of importance. Participants described these as key personal decision points. For example, where they choose to study or where they get their first good job often leads to setting down roots. If their education or a job opportunity is in another province, the likelihood of returning to Newfoundland and Labrador is reduced.

Protecting the environment, while valued, rated lower as people did not see it as directly related to retention and attraction. The lower rating for rural and urban culture reflected a similar sentiment, although rural culture ranked somewhat more important than urban.

***“The environment might not retain people
but it is important for the future.”***

Participants cautioned about favouring only one or two value statements. They saw youth retention and attraction as complex, and did not believe that any one approach, such as a focus on jobs only, would make a significant difference. Rather, the values identified are interrelated. Consequently, there is a need for balance and not choosing one focus to the exclusion of others.

For example, building a diversified economy was strongly connected to sustainable economic development. A combination of a sustained and diversified economy, quality jobs and access to services provides a strong basis for youth attraction. Similarly, others believed in a strong connection between access to services and the delivery of services in a practical and realistic manner.

***“Answers don’t exist in silos; we need to
keep all issues in mind.”***

In addition, participants made a strong connection with the transition between education and jobs. As well, quality of life and the environment were strongly linked for many.

“We need to keep things in balance – not ignore some values while favouring one or two.”

Through the keypad technology, a determination could be made as to whether the voting patterns varied with demographic variables such as age, gender or education. In addition, participants self-identified whether they currently lived in or grew up in a small town, rural community or city. While the numbers are small and thus not statistically valid, it is possible to identify some potential preferences:

- Younger age participants (18 to 21) are more likely than other age group to value a better transition between school and work as a high priority.
- The oldest age group (26 to 30) is more likely to rate comfortable wages as a high priority.
- Those growing up in small towns are less likely to rate comfortable wages as a top-level priority than those growing up in rural areas or in cities.
- Participants who grew up in rural areas are less likely to rate transition between school and work as a top-level priority.
- In comparison to participants who grew up in rural areas or cities, those who grew up in small towns are more likely to rate improving the quality of environmentally sustainability services a top-level priority.

Trade-Offs

At the Summit, participants considered four trade-offs first identified in the dialogues and which reflected areas of strong difference of opinion:

1. Centralize services in regional hubs, or provide all services in each rural area, or share services between rural communities in a particular area.
2. Ensure comfortable wages that cover living costs with some extras, or provide competitive wages with other parts of Canada and the world.
3. Create equality for all in the job market, or give privilege to Newfoundlanders and Labradorians in the job market.
4. Attract and accommodate newcomers, or protect the province’s culture.

Voting by participants indicated the four trade-offs are true areas of divergence. For example, on the trade-off on wages, half the participants voted for comfortable wages and half for competitive wages.

The only trade-off option that did not receive a significant portion of votes was the first trade-off, centralizing services. This trade-off had three options and the second one, to provide all services in each rural area, did not resonate, receiving less than 10 percent of the vote.

In the small group discussion, it became clear that participants were often conflicted about a trade-off because they would make a different choice depending on whether the goal is retention or attraction. This observation was reinforced in the subsequent voting. Appendix F provides the results of the trade-offs voting.

These results have significant implications for policy choices and directions, as the same policy option may not enhance both retention and attraction. For example, when it comes to jobs, a strategy for retention based on comfortable wages and privileging people in the province runs counter to what the participants think would suit an attraction strategy, namely competitive wages and equality for all.

Alternatively, based on the voting patterns, it is reasonable to suggest that, for both retention and attraction, youth would be willing to see policies developed that attract and accommodate newcomers, if there could also be some measure of protection for Newfoundland and Labrador culture. Some participants suggested that a slow, gradual change would be acceptable.

However, participants generally put more emphasis on retention strategies. About one-third said that retention should be the priority, compared to only 10 percent favouring attraction. Moreover, half of the participants preferred a two-prong approach that gives equal priority to both retention and attraction.

Generally, participants wanted to find a “third way” or an approach that did not mean choosing between the trade-offs. For example, the idea of comparable salaries came up in contrast to comfortable or competitive; comparable meaning competitive given the cost of living. In terms of communication and framing, the lens of “a province of choice for young people” may have more resonance than messaging about retention and attraction.

Again through voting keypad technology, potential preferences based on demographics, while not statistically valid, were identifiable:

- The middle age group (22 to 25) is more likely to choose comfortable wages and privilege for Newfoundlanders and Labradorians when considering retention than the other age groups.

- There are no obvious differences in how people voted based on the area of the province they lived or the degree of education obtained.
- Those living outside Newfoundland and Labrador are more likely to rate competitive wages as more important than those living in the province. They are also more likely to choose equality for all in the job market than those in the province.
- Those growing up in cities are more likely to choose the option of centralizing services in hubs than those living in small towns or rurally.

Service Delivery

The issue of how services can best be provided in a province where there are sparse pockets of population has long challenged Newfoundland and Labrador. The trade-off for service delivery sparked considerable participant interest at the dialogue sessions and the Summit. Significantly, the discussion showed that the option of providing all services in each rural area is not supported. The discussion provided insights into the factors participants considered in determining how services should be delivered, even though uncertainty existed regarding what regional hubs meant.

Those supporting regional hubs reasoned that it:

- reflected the values of sustainable development;
- increased economic diversity; and,
- provided services in a realistic and practical manner.

Those supporting sharing services between rural areas suggested it:

- increased the viability of a rural lifestyle; and,
- promoted fairness, as services are needed in every region, not just large centres.

A number of participants observed that if young people moved because of the lack of services in their area, they were as likely to move outside the province, as they were to a regional hub.

Several participants commented that the approach to service delivery might vary with the specific service. For example, no one expects hospitals to be in all rural areas. However, clinics could be provided. Similarly, some argued that the education system should be the same everywhere, but new modes of delivery, like a “virtual teacher,” should be used.

Others looked for alternate solutions. For example, providing transportation to services could replace having the service in the community. Several spoke about services being within a reasonable driving distance (i.e. one to two hours). Participants considered this a reasonable trade-off for choosing to live in a rural area.

Several groups suggested that some government services could be moved outside of St. John's in order to provide jobs and services to those living in other areas. Some participants who live in Labrador also spoke to the need for basic services such as water and electricity.

For participants, having access to adequate services such as transportation, health and child care is important, especially when they are considering having a family. Also, there is a sense that the issue of how best to deliver services has been discussed long enough. It is time for action, based on a realistic distribution of services.

Wages

The trade-off on wages explored the option of comfortable wages. Participants considered this to mean a sufficient salary to afford decent housing and pay bills, including student debt, rather than competitive wages that compete with those provided for similar jobs in other parts of Canada.

The trade-off provided a very different response when participants considered retention rather than attraction. When focused on retention, the votes were evenly split between comfortable and competitive wages. For attraction, however, the vast majority placed greater importance on competitive wages. Others suggested that, while comfortable wages will help retain youth, competitive wages would both retain and attract young people.

For many, the consideration of wages was related closely to the cost of living. Some argued that competitive wages would drive up the cost of living, making life especially hard for those on a fixed income.

Some felt that Newfoundlanders and Labradorians are modest. They do not need a lot of money to be happy, as long as they have a little extra over and above the regular necessities, i.e. comfortable wages. Lower wages are acceptable if the cost of living is also low.

Others argued that anything less than a competitive wage "devalued" the population. Competitive wages would help increase economic diversity.

Participants explored the issue of what a competitive wage means; specifically, competitive with what, where? They suggested you cannot compete with Fort McMurray where high wages are offered because there is nothing else that would attract people to move there.

In some groups, the idea of comparable wages meant reasonably competitive, reflecting the norm in the country given differences in cost of living. Other groups suggested an easing towards higher wages, gradually moving from comfortable to competitive.

Participants also discussed the quality of employment. One group agreed that they would be willing to accept a job that paid, say, 20 percent less than in other places, as long as it was a quality job, including time to enjoy the quality of life.

Equality versus Privileging Newfoundlanders and Labradorians in the Job Market

This trade-off generated an emotional discussion. Some participants expressed frustration that they had not been able to compete for jobs with outsiders because of a lack of experience or a view that education elsewhere was better. Others felt internal pulls, especially for those who came from an immigrant family or who had a partner from outside the province. Still others suggested the option of privileging Newfoundlanders and Labradorians could violate human rights and would be seen negatively from outside the province.

“As a son of an immigrant, I would not want to see a discriminatory system but instead one that gives a chance to everyone. As a Newfoundlander and Labradorian I would not want all jobs to go to people from outside the province.”

The sentiment “given equal qualifications, hire a Newfoundlander or Labradorian” resonated strongly. However, there were different interpretations of what equal qualifications meant; for example, equal credentials or equal years of experience. Many raised the issue of the difficulty to define a Newfoundlander or Labradorian. There is a tension around eligibility, for example, between hiring someone born elsewhere and living in the province for say, 10 years; or, the eligibility of a person born in the province, but who has lived elsewhere for 10 years.

Those who supported privileging people from the province suggested that no labour shortage currently existed. Rather, a jobs shortage existed and, therefore, all jobs should go to people from Newfoundland and Labrador first.

Those who supported equality for all did not see privileging through government policy as practical. Rather, they felt it was the obligation of employers. They also viewed this approach as short-sighted and felt it limited the province’s ability to recruit those it needed.

“For the longer-term good of the province, we want to attract the best and most suitable in terms of training, education, etc.”

Most believed that balance was needed. Further, some suggested that Canadians from other provinces should have easier access to jobs in Newfoundland and Labrador than people arriving in Canada from other countries. Several suggested making sure people from Newfoundland and Labrador are the best qualified. Then “discriminatory practices” would not be necessary. This concept resonated with participants.

Participants also suggested strongly that by improving the transition between school and employment, people from within the province could get job training and be the best qualified. In addition, offering incentives to stay in the province and making education affordable could help to support Newfoundlanders and Labradorians in gaining access to the labour market. It was also noted that training could be obtained through offering challenging volunteer opportunities, as long as employers acknowledged this experience.

“Let’s not set ourselves up for failure. Give Newfoundlanders and Labradorians a reasonable chance. Give them the tools to stay.”

Attracting Newcomers versus Protecting Newfoundland and Labrador Culture

A majority favoured the attraction of newcomers. However, there was also a desire to both attract newcomers and protect the province’s culture. Participants expressed a view that this was feasible, that Newfoundland and Labrador’s culture is strong and flexible enough to accommodate new people and cultures.

“Culture is not its own entity, but within all Newfoundlanders and Labradorians. It is not something that needs to be protected, since it will not be taken away with an influx of people from outside the province.”

Those in support of attracting newcomers suggested that the younger generation is more open to diversity, and wants to live in diverse communities. They added that government policy could not determine or protect culture.

“Culture is fluid anyway – it will continue to change, protecting it makes no sense.”

Uneasiness emerged about the degree of adaptation that might occur. In addition, a number of participants expressed the sense that the province's culture is unique and deserves to be protected.

“Can we still have a Christmas tree? Or does it have to be a Holiday tree?”

Many encouraged a gradual approach to attracting newcomers rather than a rapid influx, in order to have a “natural accommodation.”

The conversations also uncovered concerns about existing racism in the province towards minorities and especially towards Innu, Inuit and Métis. Participants warned that the process of accommodation could not be taken lightly.

“We shouldn't think it's just a matter of opening our doors and all will be rosy. There are some significant issues to be aware of and tackle.”

A number of participants commented about the difference between Newfoundland and Labrador culture and reflected on the strong Aboriginal communities in Labrador. Some of the cultural characteristics included traditional fishing and hunting activities, and language.

V. TAKING ACTION

In this section, the key themes that emerged from the Summit are identified and discussed followed by participant ideas for public policy action.

The Key Themes

Nine key themes for action were distilled from the dialogues (presented in no particular order):

- Education
- Business development
- Transportation
- Jobs and wages
- Attracting newcomers and providing incentives to stay
- Social services and community development
- Environmental protection
- Diversity
- Image and perception of the province.

The most popular themes for discussion were jobs and wages, education and transportation, which are connected to services, attracting newcomers and diversity. Participants considered them to be critical issues. They suggested that it was wise to focus efforts on keeping or attracting young people as they make their early transitions in adult life – choice of education and where; first jobs and career path; and establishing a family (obtaining goods and services). Several argued that jobs and wages should be the central driver. Many participants put emphasis on the transition between education and work.

“Deal with this (jobs and wages) first and the rest will follow.”

The other themes also resonated as important. However, participants were challenged to connect protecting the environment directly to youth retention and attraction. Some linked it by seeing environmental protection as a source of jobs, e.g. recycling industry, green technologies, or eco-tourism. Others saw it as a basis to secure the future and required for quality of life or jobs. Still others suggested that there are youth who seek a lifestyle consistent with environmental sustainability and who will choose to live in a place that provides that.

Summit Action Ideas

Participants produced creative, practical ideas for action for each theme area and identified the “pros and cons,” including mitigation strategies for potential actions. Their passion for the province and their determination to make it better was strongly expressed in their ideas and in their verbal presentations.

Three action ideas were prioritized and developed for each theme area. A summary is provided below. The themes are not provided in any particular order.

Business Development

Many participants regarded business development as key to fostering economic diversity and jobs, especially in smaller towns and communities. Government and business support for youth entrepreneurship is critical.

Participants identified three action ideas that could provide opportunities for youth to be employed, engaged or business owners:

- **Attract and sustain business development** – Encourage new businesses to start in Newfoundland and Labrador and support existing enterprises.
- **Develop and sustain small businesses through co-operatives in rural areas** – Develop co-operatives to provide basic services at a lower cost in rural areas and contribute to the viability of small businesses.
- **Increase tertiary manufacturing** – In order to increase permanent, year-round production, use the province’s natural resources to create finished products, and attract and expand industry that is not reliant on natural resource exploitation.

Environmental Protection

Participants considered the environment an important factor in the province’s sustainability and development and its quality of life. They saw a strong link between the beauty of the province and quality of life.

The three key action ideas were:

- **Expand recycling** - Develop a recycling and composting program and plant.
- **Teach the three R’s** - Educate on how and why it is important to use the three R’s: reduce, reuse and recycle.
- **Enact environmentally-supportive regulations** - Support and attract innovative energy technology. With environmentally-supportive regulations, Newfoundland and Labrador could expand the current management and protection of its resources, while attracting innovative technologies.

Jobs and Wages

Participants strongly believed that entry-level job opportunities needed to be created to keep young people. Increased wages, desirable by all, was closely linked to the availability of quality jobs. In addition, if people could earn liveable wages, they would move back to the province.

The three key action ideas were:

- **Employment Quality Organization of Newfoundland and Labrador** – Create a resource centre for employers to better support their employees by improving the quality of employment through flex hours, and development and promotion opportunities.
- **Work in progress – Investing in our future** – Encourage employees to attend school on a part-time basis while working. They would receive tuition and salaries in return for signing a contract to work in areas of high demand.
- **Youth tax credit** – Offer a bonus/tax credit for workers who come to or stay in the province during youth (18 to 30 years old) that is a percentage of their salary or income each year for a set number of years.

“Now that Newfoundland and Labrador is a ‘have’ province it needs ‘have’ wages.”

Education

Participants recognized the advantages of low tuition fees for post-secondary education and how it attracts students. However, students pursue post-secondary education opportunities only to face the burden of debt and interest on the loans required to support their post-secondary endeavours. They believe strongly that the issue of student debt needs to be addressed. This could be done through debt reduction and/or higher salaries to help students pay off student debt more quickly.

Participants also suggested the need to strengthen the quality of kindergarten to grade 12 education. This could help develop the province’s workforce to be competitive and to attract young families through a quality education program.

The three key action ideas were:

- **Education incentives and debt education strategies** – Provide loan payment subsidies for graduates who live and work in the province, regardless of origin.
- **Strengthened education** – Increase the quality of K to 12 and post-secondary education to make it more appealing to people both in and outside the province. Possible actions include offering more life skills courses in K to 12, upgrading

education facilities infrastructure and equipment, offer a wider variety of courses and increase the number of spaces in courses at the post-secondary level.

- **Career development** – Place greater importance on career development in all levels of education in the province to provide youth with the tools they need to be competitive in Newfoundland and Labrador industry and business.

Transportation

This theme had strong resonance for many. It is an ongoing source of frustration. Participants believe that efficient and affordable transportation to and within the province is an essential service that will increase mobility for individuals and business, as well as ease the sense of isolation. Otherwise, with the high cost of travel, it could prove less expensive and easier to move out of the province for school or work.

The three key action ideas were:

- **Subsidized travel** – Travel should be subsidized for medical purposes, for students, for purposes of relocation and for isolated areas.
- **Newfoundland-Labrador transit** – Create a mass transportation system making it easier and more efficient to transport people and goods into and throughout Newfoundland and Labrador.
- **Connecting Labrador** – Ensure smooth transportation between Labrador and the island; build and improve Labrador's roads.

Attracting Newcomers and Providing Incentives to Stay

Participants placed importance on both attracting people who have left the province and bringing in new people and helping them to settle. They cautioned that the pride of Newfoundland and Labrador could interfere with attracting new people.

The three key action ideas were:

- **Assistance for new home buyers** – Create incentive programs for young adults, aged 18 to 30 years, to purchase a home. Incentives could include: lower interest or property tax; a land purchase discount; a matching down payment; or a clean energy subsidy.
- **Active recruitment** – Start a recruitment agency at both national and international levels.
- **Credentials and skills recognition equivalency program** – Recognize workers who do not have credentials but have experience and skills. Qualified people from outside the province would be recognized based on a shop test for the trades.

Image and Perception of the Province

Participants held strong views that it is time for negative stereotypes about the province and its residents to be changed from within. The province's image needs to be repositioned both within and outside its boundaries. It needs to be seen as both a great place to visit and a place you can live and work (encourage an attainable lifestyle).

The three key action ideas were:

- **Use of technology to promote success within the province** – Create an online community for young people to network with others in their field and share success stories.
- **A new marketing focus** – Initiate fresh marketing that focuses on getting people to want to live in Newfoundland and Labrador by promoting lifestyle and security.
- **No more sweeping under the rug** – Address core issues instead of just throwing money at them, e.g. suicides, addiction.

Social Services and Community Development

Many participants spoke to the need to improve services such as health care, transportation and child care. They also identified the need to improve services, in particular in areas such as Labrador, to discourage people from leaving. This is not seen as only a government responsibility; rather, citizens can also organize within communities to support their area. For example, there has been and will continue to be a strong role for the voluntary sector in providing important community services such as child care, hospice support and recreational activities.

As well, more supports for students such as student housing would help to offset the costs of post-secondary education and the accumulation of debt by many students.

The three key action ideas were:

- **Improve access to health care services by bridging the gap between patients and health care providers** – Offer incentives to students; increase health care training capacity; actively promote the province's health care employment opportunities; improve infrastructure to facilitate travel to health care facilities.
- **Accessible and affordable child care** – Provide reliable and practical daycare services for parents who work or attend school.
- **Newfoundland and Labrador Housing Corporation (NLHC) Student Housing** – Construct student housing, administered and maintained by NLHC.

Diversity

Participants want to see the province's population more diversified, and to promote acceptance of different ethnicities and cultures, including those who are already a part of Newfoundland and Labrador, e.g. Aboriginal peoples. People who come from diverse backgrounds will not be attracted to the province unless there is some diversity and a clear acceptance of it.

The three key action ideas were:

- **Attract newcomers by promoting Newfoundland and Labrador culture** – Use tourism and the natural openness of the province's people to make the province more welcoming and accepting.
- **Teach and promote diversity** – Promote the inclusion of minorities and the acceptance of diversity through the education system.
- **Support multicultural community sharing** – Build awareness of the province's diverse arts and culture.

VI. PARTICIPANT EVALUATION AND PERSONAL REFLECTIONS

“This was the experience of a lifetime.”

At the end of the Summit, all participants were asked to complete an evaluation survey and give their feedback. Overall, participants rated the Summit highly. They expressed strong satisfaction with the process design, the opportunity for meaningful conversations, the facilities and the facilitation. They wanted more time for discussion and more time to engage with invited guests.

The vast majority of participants appreciated the opportunity to participate. They commended the government for organizing the engagement process and seriously seeking the input of young people to address the issue of making Newfoundland and Labrador a province of choice. Participants felt they had learned from each other. Further, they gained a deeper appreciation for the province and the issues it faces, as well as the challenge of creating public policy to address its needs.

Many noted the respectful, high quality nature of the dialogue and the creativity displayed throughout the process.

“It speaks very well for our current government and Premier that they are taking this initiative.that a consultation is taking place before the formulation of policy, and putting the prominence on youth, rather than as an afterthought is incredible. This is very innovative and does not go unnoticed.”

“This experience was exciting and productive. I was proud to have a voice and appreciative of government officials and other guests for giving their time to listen.”

“As an elected official, [this was] probably the most insightful process I have seen or participated in related to hearing from our youth and what they believe are the issues that government need to prioritize related to youth retention and attraction.”

On the evaluation forms, ideas continued to be offered. For example, a Newfoundland and Labrador reunion could be organized to encourage all those who have moved away to come back and celebrate the province.

“The Summit increased my awareness of the issues faced by people in different parts of Newfoundland and Labrador. I have a new sensitivity to the challenge of living in remote communities and living in Labrador.”

“The greatest experience I have taken away from this Summit is the knowledge that there are so many young people who are concerned and care about this province. Up until this point, I thought this province was doomed to be one big retirement centre. Now I see differently and I sincerely hope to see some of the changes mentioned over the short time we have spent together.”

Participants expressed hope that change will happen, but this was peppered with some skepticism that change will result. Participants look forward to the project report and to see what actions will emerge.

“Please, please don’t let our hard work go to waste. Make sure that those with the ability to affect change consider all viewpoints and not enact the most popular trade-off.”

VII. CONCLUSION

What Participants Told Us

Throughout the Summit, participants worked with passion and dedication to deliberate and arrive at ideas to help Newfoundland and Labrador become a province of choice for young people. They are committed to their province. Many want to stay or return, if the right opportunities are created.

Participants hope for change through the *Youth Retention and Attraction Strategy*. They believe in the goal of making Newfoundland and Labrador a province of choice that offers the quality of life and opportunity they desire for themselves and their families. Most importantly, they want to be part of the process, partnering with government, communities and business to realize this goal.

Participants appreciated the complexity and interconnectedness of many of the issues. As a result, they recognized that a simplistic approach to out-migration would not work. They wanted a more balanced approach to address the province's challenges of youth retention and attraction.

The issues identified in the dialogue and at the Summit, and the action ideas put forward by participants, cannot be addressed with individual public policy solutions. Because they are interconnected, they require a government-wide response and coordination to develop and implement policy responses.

CPRN draws the following conclusions that will form the basis of developing policy options:

- Two central themes dominated much of the discussion: the need for good jobs and comparable wages and a strong, affordable, quality education system in Newfoundland and Labrador. These are connected, with a crucial link being an effective transition between education and work.
- The issue of student debt stood out as a major frustration for young people. The debt is not only a product of tuition fees, which people appreciated are comparatively low; rather they stressed that action on student debt means reducing or subsidizing the associated costs of transportation and accommodation, especially for those living away from home.
- Improvements to services and greater accessibility to services – notably transportation, health and child care – are demanded and expected with Newfoundland and Labrador's new status as a “have” province.
- A focus on key life cycle transition points for young people as they make decisions about post-secondary education, where they will go for work and where they will set down roots as they establish their families could form a framework for the Strategy.
- The concept of balance emerged in participants' desire to not choose between youth retention and attraction. Instead they explored how different actions might

achieve both. Alternatively, how the Strategy might start with retention and over time emphasize attraction had appeal. From this perspective, situating the Strategy as “creating a province of choice for young people” would find strong support among young people.

- There is a high level of interest in the environment. However, its connection to youth retention and attraction is indirect.
- The issues of diversity and immigration, recognized as critical to the future growth and development of labour skills capacity, needs to be considered carefully, supported by leadership and public education on its value and benefit to the province.

For all participants, the dialogue process has been a new experience in active citizenry and contributing to the policy-making process. It reflects a societal shift toward a “culture of participation.” More and broader opportunities are needed for citizens to be engaged in strengthening the province’s democratic principles and functions beyond voting. There is a strong argument to be made that this kind of active engagement is timely and, if done successfully, will strengthen democratic participation.

The young people of Newfoundland and Labrador want action to strengthen the capacity of the province to retain and attract young people and enhance quality of life. There is a strong sentiment that as a “have” province, Newfoundland and Labrador has a unique opportunity now to address the issues that have prevented it from being a province of choice for young people. Failure to do so will continue to mean a slow decline caused by out-migration, making the province an “ever-smaller” pond and not attractive to those who want to be challenged and part of a dynamic and creative society.

The bar for action to address the historic challenge of youth out-migration has been raised. The participants in this engagement process, and the wider networks they have created and engaged through their experience, are waiting to see what action the province’s leaders take.

Moreover, they want to know how they, as participants, will continue to be involved in the *Youth Retention and Attraction Strategy*. Continuing their interaction with decision-makers is essential. A first step is to ensure their awareness and involvement in any actions taken to make Newfoundland and Labrador a province of choice whether they are initiated by the provincial government, the private sector, the voluntary sector, communities or through the young people themselves.

“Don’t adopt a Fort Mac approach to oil and gas development. Those kinds of salaries in a boom environment don’t attract people that will stay to build communities and community.”

APPENDIX A. MEMBERS OF THE YOUTH ADVISORY PANEL

A provincial Youth Advisory Panel made up of 19 young people from across the province, was established in June 2008. The members provided advice on the organization of the youth engagement and the dialogue process, issues and themes and helped to frame the options for dialogue. They also advised on the development of dialogue tools such as the workbook. The members are listed below.

Nushka Blais

Remzi Cej

Amanda Cull

Jonathan Earle

Sabrina Fitzpatrick

Kent Foran

Sarah Hann

Jeremy Hoffe

Thomas Howard

John McLean

Pam Morrissey

Lezlee Anne Pitcher

Chris Sheppard

Daniel Smith

Kara Snow

Adam Vickers

Jenelle Welshman

Heidi Williams

Chan Wiseman

APPENDIX B. TRAINED FACILITATORS AND NOTE-TAKERS

Erin Aylward
Jonathan Earle
Alanna Felt
Aaron Felt
Katie Gambin
Tom Kendell
Christie Meadus
Pam Morissey
Megan Pelley
Jan Reid
Chris Sheppard
Kara Snow
Adam Vickers
Joanne Whalen
Heidi Williams
Chris Wilson

APPENDIX C. ATTENDANCE AT YOUTH DIALOGUES BY LOCATION

Date	City	Number of Participants
Thursday, September 4	Gander	34
Saturday, September 6	Corner Brook	38
Saturday, September 6	Grand Falls-Windsor	39
Monday, September 8	Stephenville	49
Wednesday, September 10	Marystown	41
Friday, September 12	Carbonear	36
Saturday, September 13	Happy Valley-Goose Bay	45
Sunday, September 14	St. John's	41
Monday, September 15	St. John's	41
Saturday, September 20	Clarenville	36
Saturday, September 27	Hawke's Bay	30
Saturday, September 27	Fort McMurray, AB	10
Sunday, October 5	Ottawa, ON	44
TOTAL		484

APPENDIX D. PROVINCIAL YOUTH SUMMIT AGENDA

CPRN Youth Summit

Making Newfoundland and Labrador a Province of Choice for Young People

Fairmont Newfoundland Hotel, St. John's

AGENDA

Objectives

- Confirm common ground identified in the dialogues.
- Further explore areas of differences and trade-offs and identify common ground when possible.
- Develop actions to address youth retention and attraction.
- Provide key advice to the government and invited guests for the development of the Youth Retention and Attraction Strategy.

Friday, November 14, 1:00 pm – 9:00 pm	
12:30 pm – 1:00 pm	Registration
1:00 pm – 1:45 pm	Welcome and Introductions
1:45 pm – 2:15 pm	Overview of Process and Presentation of Key Information
2:15 pm – 3:30 pm	Common Ground Revisited
3:30 pm – 3:45 pm	<i>Break</i>
3:45 pm – 5:30 pm	Trade-offs Revisited
5:30 pm – 6:30 pm	<i>Dinner</i>
6:30 pm – 8:30 pm	Bold Actions Revisited
8:30 pm – 9:00 pm	Sign-Up for Breakout Group
Saturday, November 15, 8:30 am – 4:00 pm	
8:30 am – 9:00 am	<i>Full Breakfast</i>
9:00 am – 9:20 am	Opening and Agenda for the Day
9:20 am – 10:30 am	Action Development in Breakout Groups
10:30 am – 10:45 am	<i>Break</i>
10:45 am – 11:30 am	Action Development (continued)
11:30 am – 12:00 pm	Preparation of Action Presentations
12:00 pm – 12:45 pm	<i>Lunch</i>
12:45 pm – 1:45 pm	Finalize Presentations with Peer Feedback
1:45 pm – 2:00 pm	<i>Break</i>
2:00 pm – 2:45 pm	Welcome Invited Guests
2:45 pm – 3:45 pm	Presentations by Youth Participants
3:45 pm – 4:00 pm	Closing Remarks and Evaluations

Re-Visiting Common Ground/Values from the Dialogues

1. Value good quality jobs (fair wage, security, opportunity for growth, etc.).
2. Value a “comfortable wage” that allows me to enjoy quality of life in NL.
3. Value a better transition between school and work, e.g. more variety of entry level jobs.
4. Value rural lifestyle including a strong community, safety and access to the outdoors.
5. Value urban lifestyle including entertainment, culture and diversity.
6. Value improving the quality of environmental sustainability services (e.g. trash removal/pick-up, recycling/composting programs).
7. Value protecting the environment for enjoyment and for tourism.
8. Value economic development that is environmentally friendly.
9. Value better access to a range of services including health care, transportation, recreation and social services.
10. Value providing services in a practical and realistic manner.
11. Value economic development that is sustainable over the long-term.
12. Value building a diversified economy that is not dependent on a single resource.

Revisiting Trade-Offs from the Dialogues

1. Invest in larger centres versus invest in rural communities.
 - Centralize services in regional hubs.
 - Provide all services in each rural area.
 - Share services between rural communities in a particular region.
2. “Comfortable wages” that cover living costs with some extra versus “competitive wages” with other parts of Canada and the world.
3. Equality for all versus privileging Newfoundlanders and Labradorians in the job market.
4. Attracting and accommodating newcomers versus protecting Newfoundland Labrador culture.

Action Themes from the Dialogues

1. Education
2. Business Development
3. Transportation
4. Jobs and Wages
5. Attracting Newcomers and Providing Incentives to Stay
6. Social Services and Community Development
7. Environmental Protection
8. Diversity
9. Image and Perception of the Province

APPENDIX E. VALUE STATEMENTS VOTING

This table provides the results of the two rounds of keypad voting at the Summit. In the first round, people were asked to indicate, for each value statement, whether it was high, medium, low or of no importance in relation to retaining and attracting youth. The first column gives the proportion of participants who indicated a value statement was of high importance. The second column gives the percentage that specified it was of either high or medium importance. In the second round, participants identified their three most important values. The third column gives the percentage of participants who chose that value statement as one of the top three.

Value	First Round		Second Round
	% High importance	% Medium and High importance	% Top Three
Value good quality jobs (fair wage, security, opportunity for growth, etc.)	91	97	91
Value economic development that is sustainable over the long-term	84	98	40
Value building a diversified economy that is not dependent on a single resource	78	96	20
Value better access to a range of services including health care, transportation, recreation and social services	74	96	35
Value a “comfortable wage” to support enjoying the quality of life	69	94	33
Value a better transition between school and work, e.g. more variety of entry-level jobs	60	94	32
Value providing services in a practical and realistic manner	56	90	3
Value protecting the environment for enjoyment and for tourism	53	85	6
Value economic development that is environmentally friendly	51	90	13
Value improving the quality of environmental sustainability services (e.g. waste removal/pick-up, recycling/composting programs)	42	71	8
Value rural lifestyle including a strong community, safety and access to the outdoors	38	81	16
Value urban lifestyle including entertainment, culture and diversity	29	71	10

APPENDIX F. TRADE-OFFS VOTING

This table provides the results of the keypad voting at the Summit after participants had discussed the trade-offs. The column labelled “% Retention” indicates the proportion of participants who preferred this option when considering what was important to keep young people in the province. For example, for the first trade-off, 49 percent chose to centralize services in regional hubs, six percent to provide all services in each rural area and 45 percent to share services.

The column labelled “% Attraction” provides the results of the choices made when participants were asked to only consider what was important for attracting young people.

Trade-off	% Retention	% Attraction
1. Centralize services in regional hubs	49	62
Provide all services in each rural area	6	13
Share services between rural communities in a particular area	45	25
2. Comfortable wages that cover living costs with some extras	58	11
Competitive wages with other parts of Canada and the world	42	89
3. Equality for all in the job market	45	81
Privileging Newfoundlanders and Labradorians in the job market	55	19
4. Attracting and accommodating newcomers	57	90
Protecting Newfoundland and Labrador culture	43	10