

Department of Fisheries and Communities Strategic Plan



AQUACULTURE

★ Collaborative ★ Honest ★ Supportive
★ Responsive ★ Science-oriented

Provide quality advice, assistance, and information through science-based decision-making to support the continued sustainable growth of the aquaculture and shellfish fishing industries.

- Advocate for the aquaculture industry by strengthening existing technical programs⁶
- Seek research and development and partnership opportunities for the continued sustainable growth of the industry^{1, 2, 6}
- Ensure financial support programs are relevant^{3, 4}
- Promote environmental stewardship using science-based evidence to protect and ensure the efficient use of the resources³
- Modernize legislation to complement the evolving needs of industry³



MARINE FISHERIES AND SEAFOOD SERVICES

★ Excellence ★ Collaborative ★ Responsible
★ Accountable ★ Capable

Provide quality advice, assistance, and support through industry management and science-based decision-making, and foster partnerships to support the viable, innovative, and sustainable growth of all Island fishery sectors.

- Promote awareness and accessibility of services^{6, 7, 11}
- Support product and market development to maximize value for products and raw resources^{1, 2}
- Support direct-to-consumer models^{1, 2}
- Foster technology adoption, automation, and innovation for the viable and sustainable growth of the industry^{1, 2}
- Support and protect the resource sectors and promote environmental stewardship using science-based evidence^{1, 2, 6, 7}
- Grow the seafood sector's contributions to GDP^{11, 15}

MUNICIPAL AFFAIRS

★ Consistent ★ Reliable ★ Professional ★ Collaborative ★ Supportive ★ Caring ★ Resilient ★ Balanced

Provide quality advice and information to municipal governments and build awareness and support for local governance and service delivery.

- Strengthen local governments and reduce CAO/Council turnover^{3, 5, 6}
- Increase awareness of the roles and responsibilities of local governments^{4, 11}
- Improve municipal compliance^{3, 9}
- Modernize legislation and regulations³
- Improve municipal government sustainability^{3, 4, 8}
- Improve client satisfaction^{5, 14}
- Increase transparency and public reporting⁵
- Improve programs and services³

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RURAL AND REGIONAL DEVELOPMENT

★ Engaging ★ Resilient ★ Adaptable
★ Empowered ★ Resourceful

Develop partnerships that support and enhance the quality of life in rural PEI by providing stakeholders with information, assistance, and quality advice.

- Revitalize rural community infrastructure²
- Support rural population growth^{1, 5, 6}
- Build resilient rural communities^{1, 2}
- Increase the strategic capacity of rural communities²

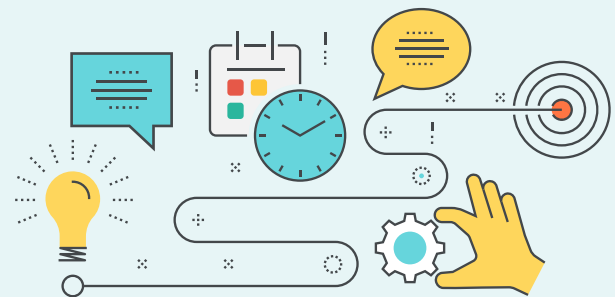


EMPLOYMENT DEVELOPMENT AGENCY

★ Collaborative ★ Diligent ★ Excellence ★ Transparent

Support employment opportunities for Islanders facing barriers to employment, students, and rural-based businesses.

- Improve client services¹⁴
- Increase retention rates¹²
- Reduce repeat usage of programs¹³
- Create new partnerships¹⁰
- Improve student programs^{1, 7}



PERFORMANCE METRICS

1 Average \$ per project 2 # of projects 3 # of new or reviewed measures 4 # of assessments, performance monitoring or evaluations 5 # of information sharing 6 # of training/knowledge transfer events 7 # of participants 8 # of meetings 9 # of municipalities in compliance 10 # of new employers 11 # of new clients 12 # of clients retained by employer 13 # of non-returning clients 14 # or % of positive client feedback 15 Industry sectors \$ value