

2020



**COASTERS**  
**ASSOCIATION**  
UNITED FOR A BETTER FUTURE



# A Portrait of the Territory

## Driving Innovation for a Stronger Future

*A depiction of the Coasters Association on the Lower North Shore, an overview of the region, a breakdown of each community profile and the way forward from here.*

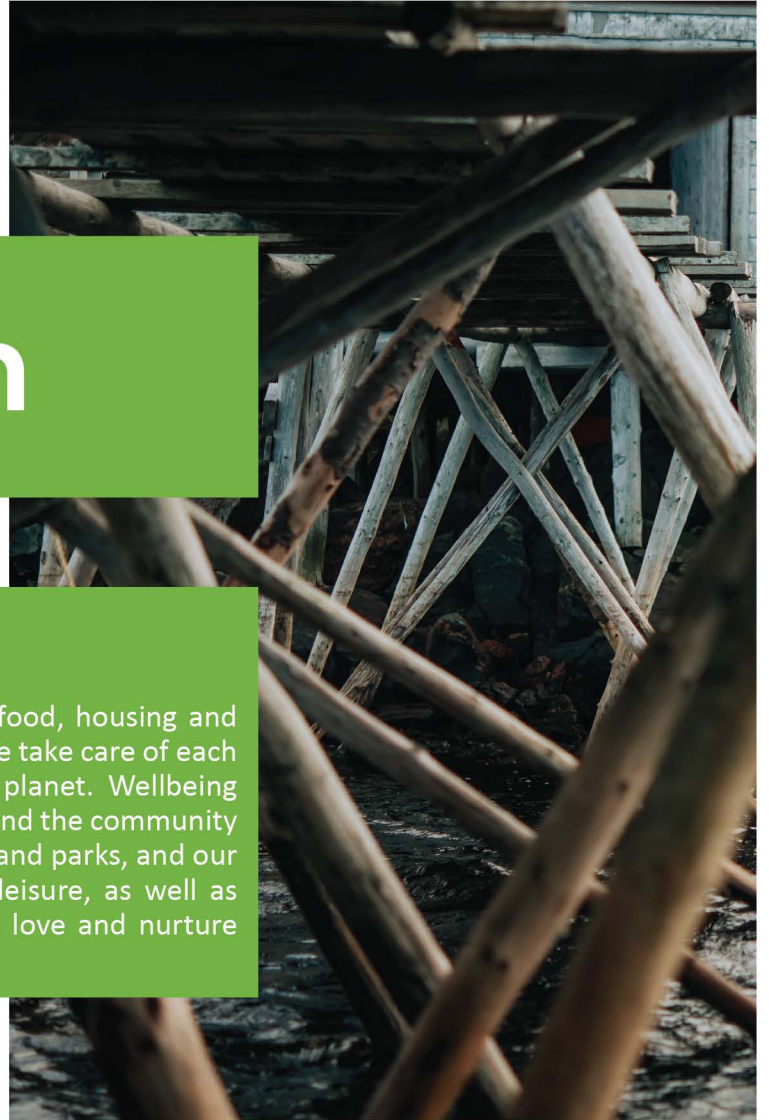
- Part 1: The Coasters Association
- Part 2: Overview of the Lower North Shore
- Part 3: Community Profiles
- Part 4: The Way Forward

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# Introduction

## Wellbeing

also known as quality of life, starts with the basics - food, housing and health. Also, it includes how we spend our time, how we take care of each other, how we earn a living, and how we treat the planet. Wellbeing means being safe and feeling connected to the people and the community around you. It is about the quality of our communities and parks, and our lived environment. It is also about arts, culture and leisure, as well as having the time to take part in the activities that we love and nurture creativity.



What makes for a good quality of life varies from one community to another. This report presents some of the latest statistical measures that have been identified as important to the Lower North Shore. It explores issues like population decline, the economy and our social structures. This document was prepared for the Community Wellbeing Initiative (CWI). It provides a snapshot of the current state of wellbeing on the Lower North Shore based on selected indicators. Along with other measurements, these indicators form a baseline in which the success of the CWI can be assessed. They show where we are making progress, where we are falling behind, and what we can do – both as a region and as individuals – to improve quality of life.

The Coaster Association and its partners extend a thank-you to all the population, community organizations and businesses across the territory for their valuable feedback incorporated in this portrait, and we look forward to working with the communities as we collectively grow as a region.



# About the Community Wellbeing Initiative (CWI)

**i** CANADIAN  
**ndex**  
OF WELLBEING

The Community Wellbeing Initiative has the goal of providing each person the best possible quality of life on the Lower North Shore. The initiative will define a vision for the future and develop a shared plan for action to achieve the goals set out by the community.

Measuring what matters  
Making measures matter

## How the Indicators were Selected

This report was based on the Canadian Index of Wellbeing ([www.ciw.ca](http://www.ciw.ca)) - a pan Canadian initiative, which has developed an innovative, comprehensive and integrated system of indicators to measure and report on wellbeing. This index is based on the understanding that a true measure of wellbeing takes into account social, cultural, and environmental factors, as well as economic ones. This study emerged out of a general dissatisfaction with traditional measures of progress that focus primarily on economic vitality, such as the Gross Domestic Product (GDP).

**The Canadian Index of Wellbeing is comprised of eight domains that contribute to the wellbeing of Canadians:**

Community Vitality  
Democratic  
Engagement  
Education  
Environment

Healthy Populations  
Leisure and Culture  
Living Standards  
Time Use





# Eileen Schofield President

*This is an exciting time for the Coasters Association!*

As we're examining current processes and outcomes and laying the groundwork for stimulating innovation initiatives and community support – now is the time for that change to be executed. I'm confident this will be an energetic period of renewal for the Coasters Association and the beginning of an exciting chapter for the Lower North Shore.

I can say from personal experience that volunteering with the Coasters Association is incredibly rewarding and an absolute privilege. I can also say that it's a big commitment and a huge responsibility to our board and staff but we are dedicated to supporting the communities with social and economic development.



*I feel strongly that with the support of partners and communities, facing any challenges that confront us and understanding that sometimes commitment is required – anything is possible.*





## Cornella Maurice

### Executive Director

*To say we have grown over the last 32 years is an understatement.*

The vision of the Coasters Association Inc. started with the formation of a founding committee in 1988, and established a steering committee made up of citizens of every community on the Lower North Shore in St. Augustine in 1989. A modest budget of ten thousand (\$10 ths.) supported the setting-up of the organization and to hold our first meeting. The association was incorporated in La Tabatière in February of 1991. The community representatives, partners, special guests and media arrived on Friday by snowmobile and airline, combatting the harsh stormy weather. There were so many people in attendance from across the coast and off the territory that Friday night challenged us to accommodate everyone. The Founders and the population had a clear objective of protecting and furthering the interests of the population and contributing to the vitality of the Lower North Shore of Quebec.

The Coasters Association has gone from one office to having offices in every community along the coast. Our budget has grown from ninety thousand (\$90 ths) in 1990 to 1.35 million in the last fiscal year. Throughout the years, we have gone through several re-structuring processes, but we are still committed to our core values: to support the Lower North Shore in being an active, thriving region that values the wellbeing of its people. We seek to promote healthy choices for all residents through open communication, collaborative relationships and affordable resources. We are dedicated to building partnerships and coalitions to improve the overall community wellbeing without stigma or judgment. We support and connect all groups, organizations and individuals that are committed to making the Lower North Shore a healthy place to live, work, play and grow old.

#### We believe pursuing this vision requires the following principles:

Resources are accessible, equitable and inclusive to everyone

People are informed, connected & empowered

Communities, organizations and government connect and collaborate across our communities

Healthy communities have infrastructure that encourage growth and healthy lifestyles

**We are proud to share this Lower North Shore portrait with the communities, our partners and government officials, and look forward to working with the communities on their future growth.**



# TIMELINE

## OUR STORY

**1988** **Coasters Association**  
 formed in St. Augustine, Quebec by a group of local citizens on the Lower North Shore

**1991** **Incorporation**  
 The Coasters Association becomes incorporated & presents to the Federal Government Departments for core funding.

**1995** **QCGN Member**  
 The Coasters Association becomes a founding member of the Quebec Community Groups Network (QCGN).

**2004** **Cod Moratorium**  
 Decrease in cod endangers Lower North Shore economy.

**2004** **LNSCH & NPI Program**  
 The Lower North Shore Coalition for Health (LNSCH) was formed and the Network Partnership Initiative (NPI) was established with Community Health and Social Services Network (CHSSN).

**2007** **CLC & KIDS Summer Camp**  
 Community Learning Centres (CLC) were established in St. Paul's River, Mecatina School & Netagamioi School. KIDS Summer Camp is managed by the Coasters Association.

**2008** **BCNF Movement & SMTW**  
 Two programs, Basse-Côte Nord en Forme and Show me the Way, developed to promote healthy living and early childhood development.

**2010** **Nordic Wildberry Project**  
 Bioproducts Solidarity COOP develops six prototypes for wildberries (jellies purees).

**2011** **McGill University**  
 Partnership to provide bursaries under the Health and Social Science program financial aid in their education.

**2012** **LNS Health Fund**  
 The Lower North Shore Health Fund was created to support LNS residents dealing with illness.

**2012** **Youth Skills Link & Career Focus programs**  
 Introduce youth to new skills and work experience in local organizations.

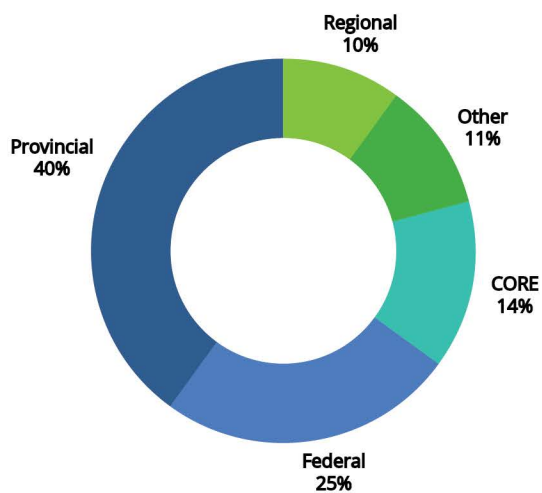
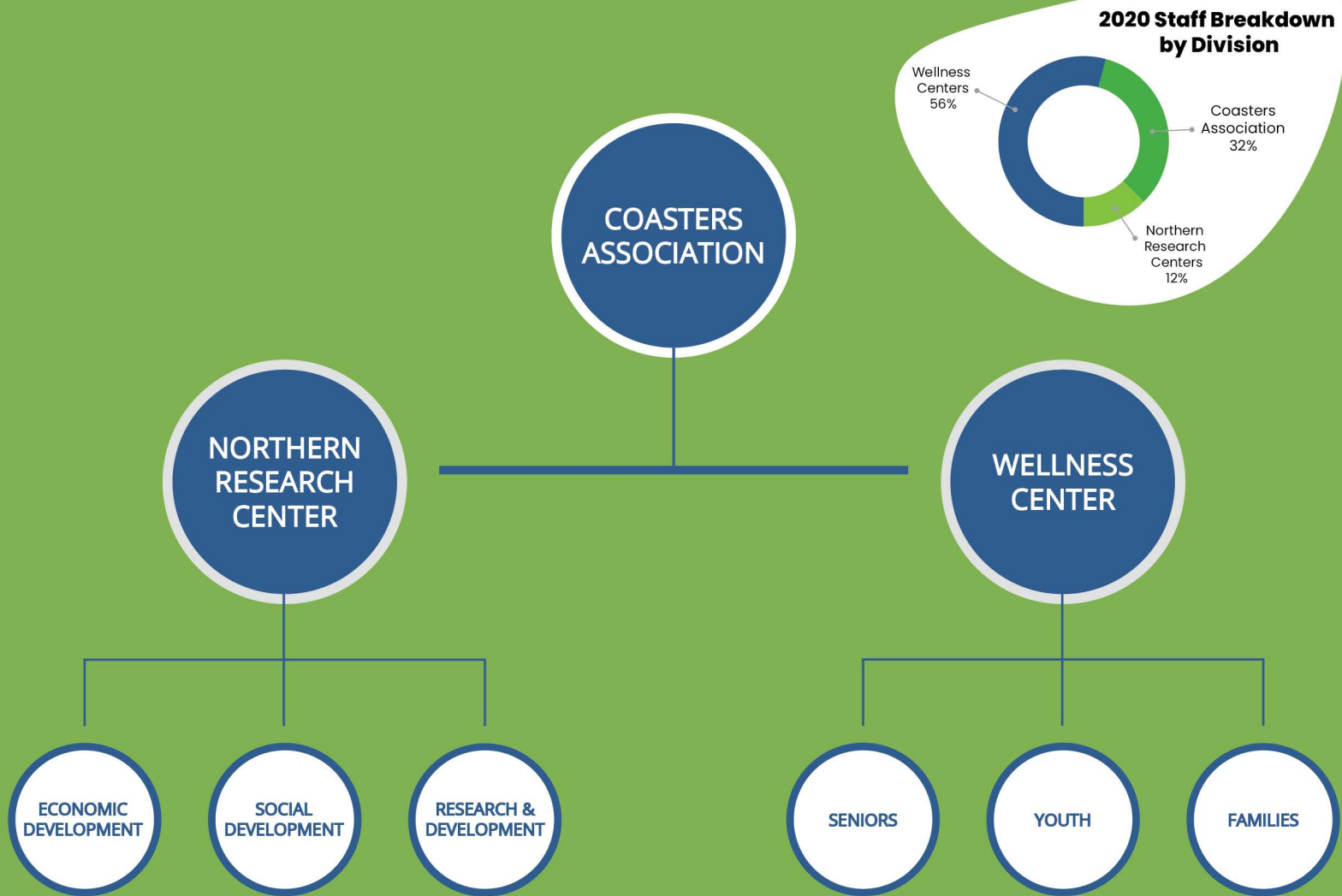
**2013** **LNS Bioproducts Solidarity COOP AGM**  
 The Coasters Association R&D on Non-Timber Forest Products led to the incorporation of the LNS Bioproducts Solidarity COOP.

**2013** **Avenir d'enfant**  
 The LNS Coalition for Health presents program which helps early childhood development in children between the ages of 0 to 5 years old.





“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”  
 –Margaret Mead



Coasters' funding revenues increased 46% from 2012 to 2019.

90% and above of all revenue is dedicated to delivering programs to the Lower North Shore.

Coasters Association successfully leverages its core funding to attract additional funders and program partners every operational year.



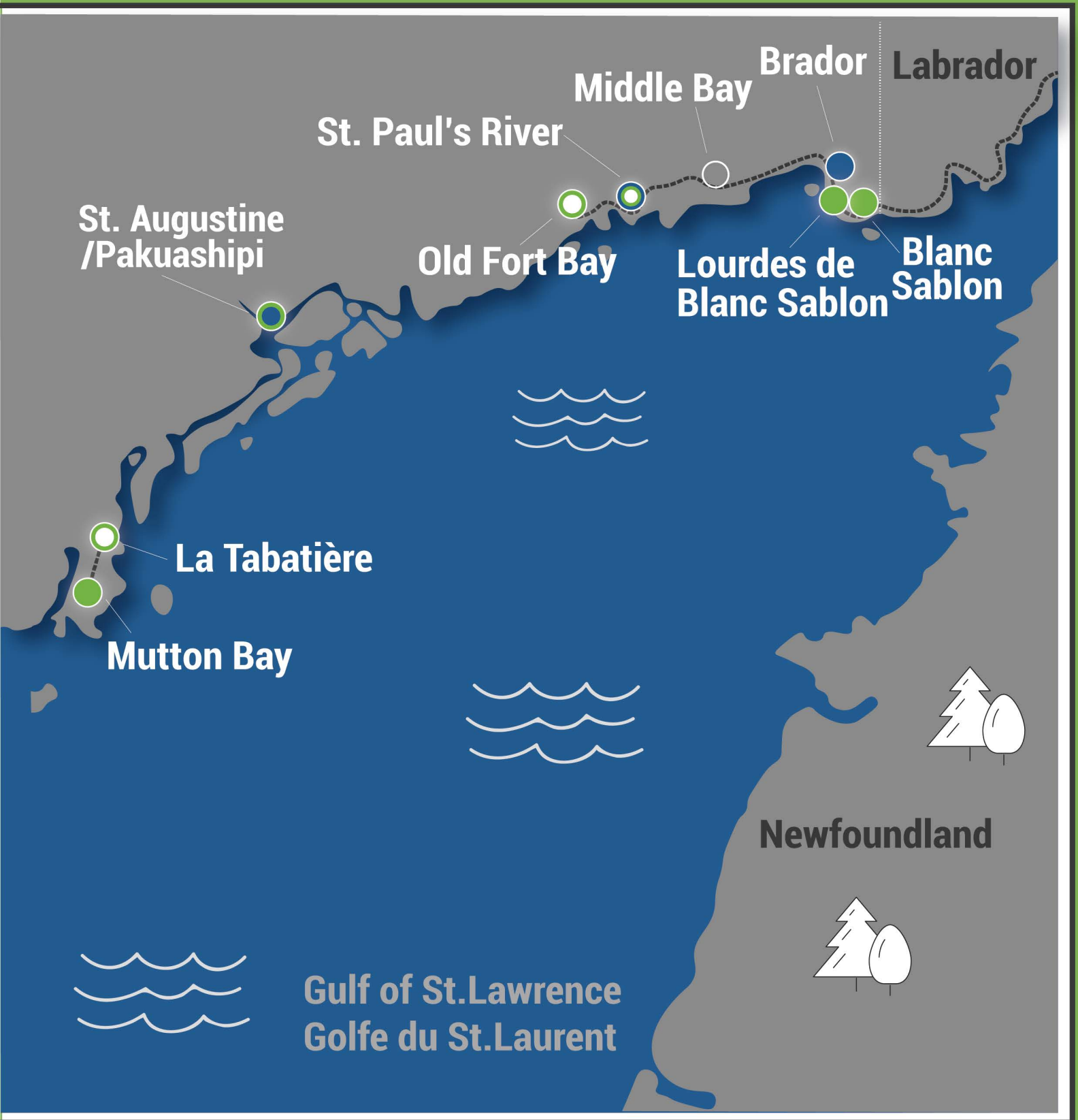
# Evolution of Change

The cycle of change is never ending. We must work together often and constantly to make true influential change.









# Legend

			
No Staff	Coasters Association	Wellness Centers	Northern Research Centers

# The Lower North Shore

Along the Gulf of St. Lawrence lies a rugged coastline in eastern Quebec. This unique climate and environment are home to the Lower North Shore, consisting of 16 remote communities, including 2 first nations communities, and over 5000 residents.

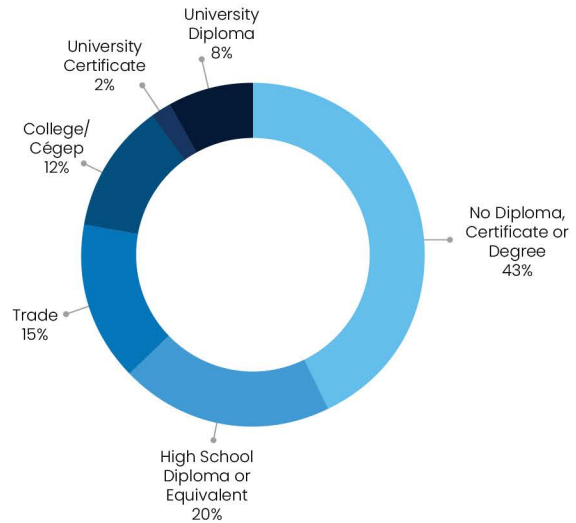
The Lower North Shore provided an abundance of resources to Indigenous peoples for roughly 9,000 years followed by European fishers, whalers, sealers and merchants.

The region opened to English settlement after the Treaty of Paris in 1763. Many settlers arrived from Newfoundland, influencing the culture of the region then and now.

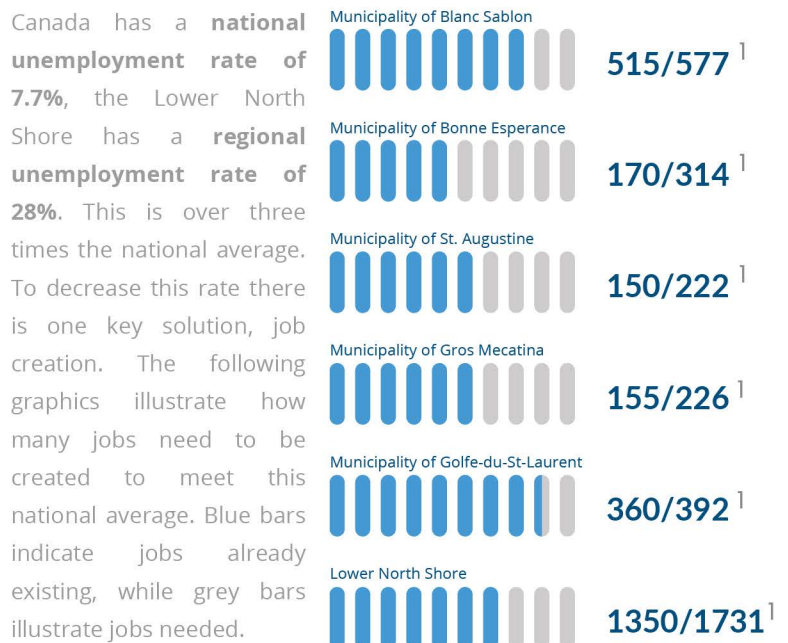
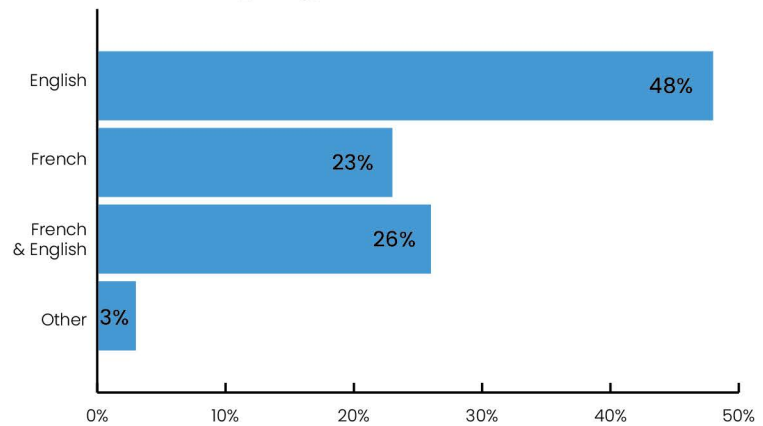
The cod industry has been at the core of our economy for centuries. The collapse of the North Atlantic cod stocks in the 1990's resulted into a rapid decline of the industry. Although there are other fishing efforts such as snow crab and shrimp, the future of commercial fishing remains uncertain.

While we do face many challenges, leaders and communities of the region joined forces to explore other potential economic sectors, such as: bio-development, tourism, agriculture and aquaculture.

Education Levels Ages 25-64 LNS 2016 <sup>1</sup>



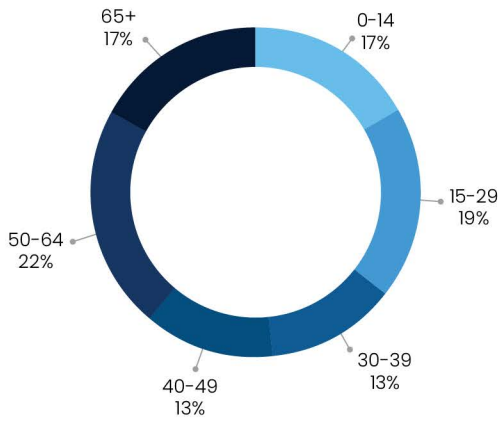
Language on the LNS 2016 <sup>1</sup>



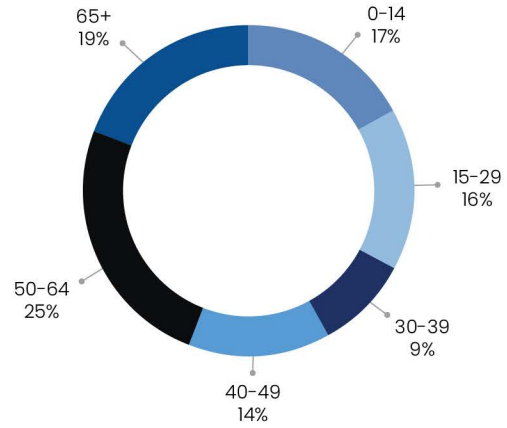
<sup>1</sup> All data is taken from Statistics Canada.

<sup>2</sup> These numbers are based on current databases the Coasters Association has access to. There may be small-medium enterprises or community groups across the territory we are not aware of.

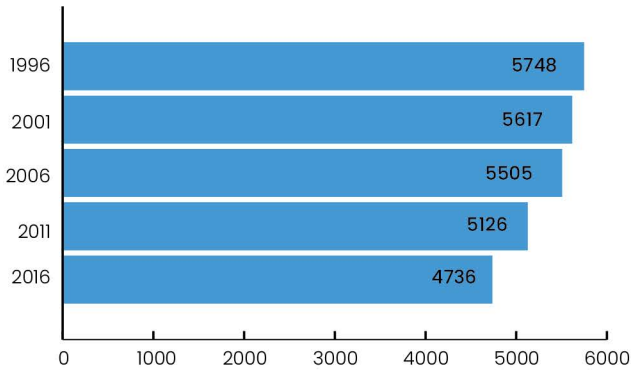
### Population Age Groups 2016 Canada <sup>1</sup>



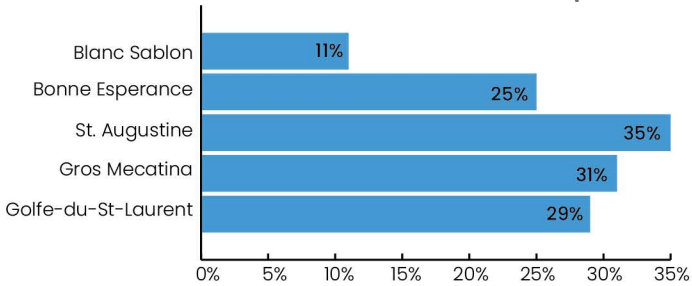
### LNS Age Cohorts 2016 <sup>1</sup>



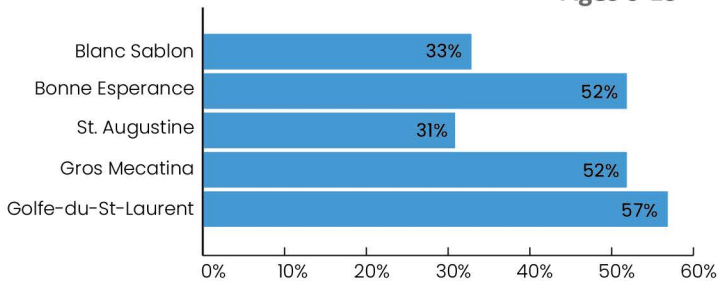
### Total Lower North Shore Population 1996-2016 <sup>1</sup>



### Population Decline 1996-2016 - LNS <sup>1</sup> Total Population



### Population Decline 1996-2016 - LNS <sup>1</sup> Ages 0-19



-  **110** Small-Medium Enterprises <sup>2</sup>
-  **50** Community Groups <sup>2</sup>
-  **5** Municipalities
-  **14** Villages
-  **2** First Nations Communities
-  **4736** Total Inhabitants <sup>1</sup>



# What's the big deal about demographic data?

Demographic data shows statistics about a given population, giving us information on the socioeconomic status, and population information such as age, language...etc.



This data covers a generalization of a snapshot in time, usually related to a census year. It is important to note that not everyone will feel represented by this data as it consists of averages of the total population. Additionally, in rural areas this data can change rapidly because of the population size, meaning even small changes like a family moving home can make a big impact on the statistics.

Demographics are essential for the growth and development of communities. The data and statistics provide valuable information about a region's needs, resources, and services. Demographic trends help to determine budgets, government programs and services, infrastructure needs, resource allocation, and so much more. They are a main source of information when creating a plan for a community's future.

**Blanc-Sablon:**

Situated on the border of Quebec & Labrador, Blanc Sablon is the easternmost village of the Lower North Shore. It's home to many extraordinary archaeological sites representing the earliest contact between First Nations Peoples & Europeans in all of Canada. Blanc-Sablon gets its name from the archaic French of "white sands" for its long stretch of sandy beach.

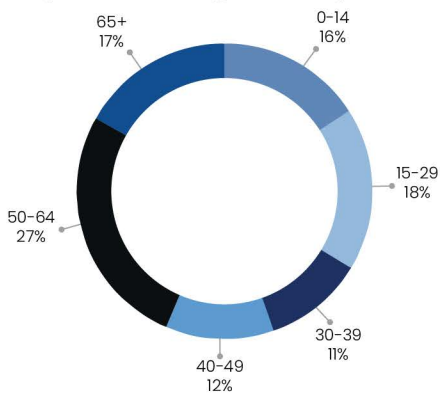
**Lourdes-de-Blanc-Sablon:**

Originally known as Long Point, Lourdes de Blanc-Sablon is a French community on the coast of the Strait of Belle Isle. On a clear day, you can see the mountains on the northern tip of Newfoundland. Nowadays, the village maintains its French identity but is becoming increasingly bilingual.

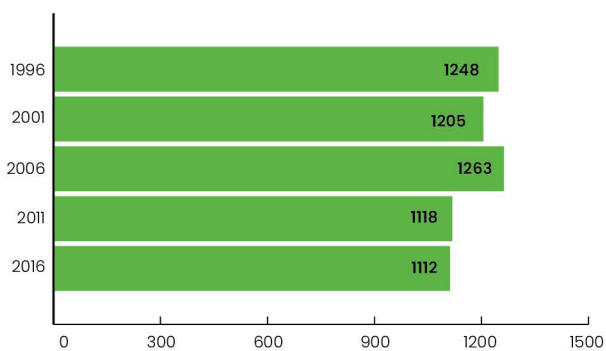
**Brador Bay:**

One of the safest harbours on the Coast, Brador provided a rich supply of cod, herring, mackerel, salmon, seals and whales; making it a hub for fishing, hunting and trading. Its name began appearing on maps at the end of the 18th century, possibly from the French term "bra d'or", or "golden arm", referring to the rich marine resources.

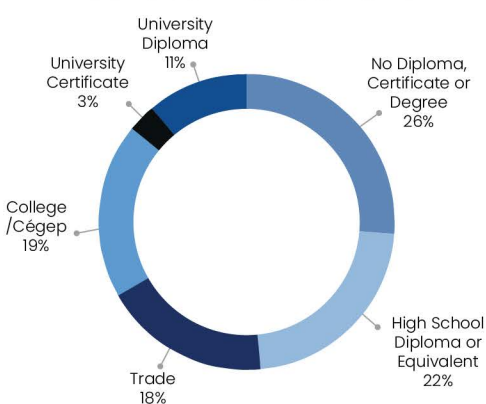
Population Age Groups 2016<sup>1</sup>



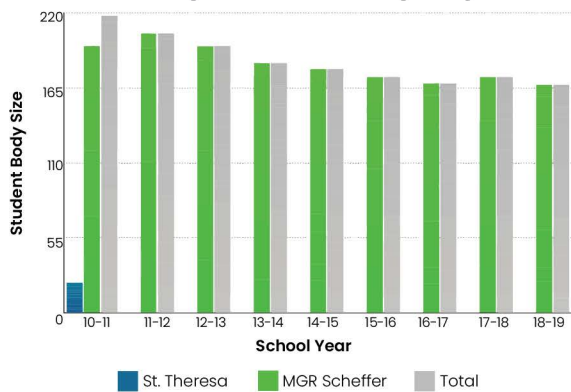
Total population size 1996-2016<sup>1</sup>



Education Levels 2016<sup>1</sup>

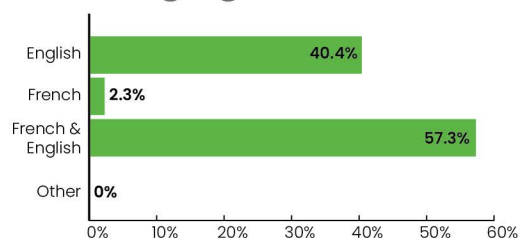


Elementary & Secondary Population<sup>2</sup>



**Unemployment Rate: 17.6%<sup>1</sup>**

Languages 2016<sup>1</sup>



<sup>1</sup> All data is taken from Statistics Canada.

<sup>2</sup> All data is taken from Centre de services scolaire du Littoral annual reports.

**Middle Bay:**

Middle Bay is a small village with an intriguing history. Basque fishermen crossed the Atlantic to fish cod and whales in the Strait of Belle Isle during the 16th century; leading to the permanent settlement of this small fishing village. You can find artefacts and exhibits of Middle Bay's vibrant history at their local Interpretation Centre.

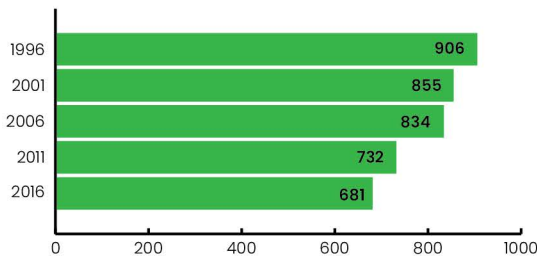
**St. Paul's River:**

One of the oldest settlements on the Lower North Shore, St. Paul's River is located on a bay sheltered by islands near a world-class salmon fishing river of the same name. The village is also famed for its invention of the cod trap by William Henry Whiteley, which revolutionized the cod fishing industry in Eastern Canada.

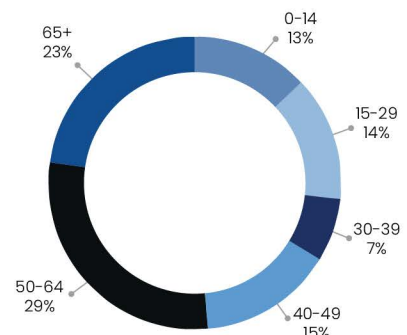
**Old Fort Bay:**

Old Fort Bay is a community with a long and intriguing history and lively cultural traditions. The village provided a perfect port for early European fishing fleets. It is presumed that the name comes from an early trading fort built in the area. Nowadays, many residents continue to work in the fishing industry.

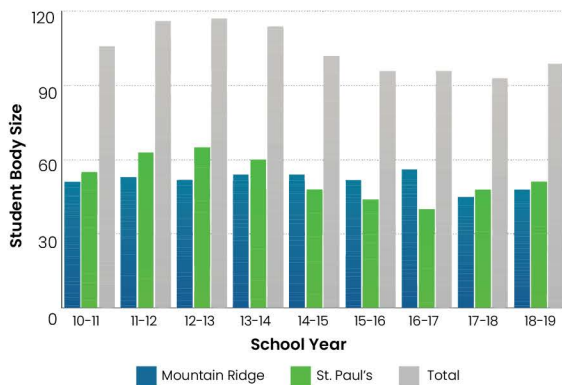
**Population Trends 1996-2016**<sup>1</sup>



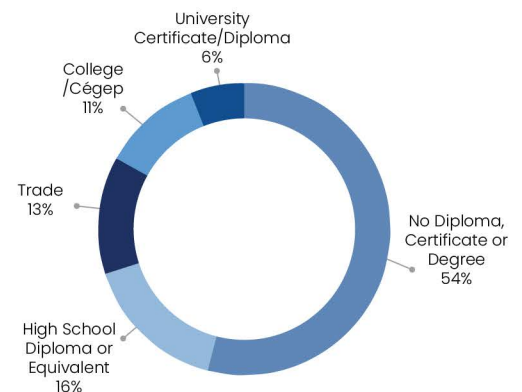
**Population Age Groups 2016**<sup>1</sup>



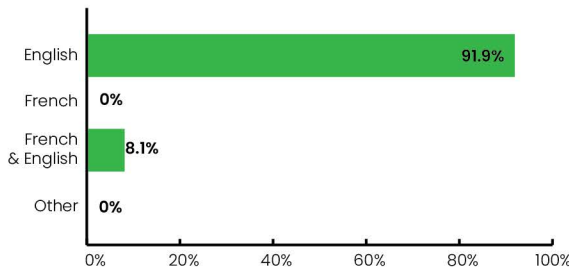
**Elementary & Secondary Population**<sup>2</sup>



**Education Levels 2016**<sup>1</sup>



**Languages 2016**<sup>1</sup>



**Unemployment Rate: 50%**<sup>1</sup>

<sup>1</sup> All data is taken from Statistics Canada.  
<sup>2</sup> All data is taken from Centre de services scolaire du Littoral annual reports.

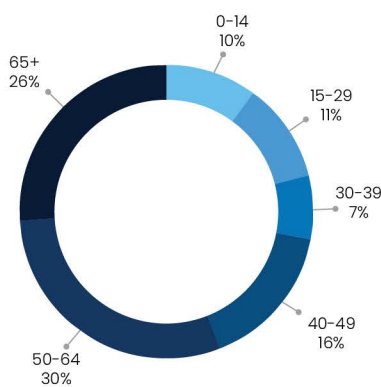


## St. Augustine:

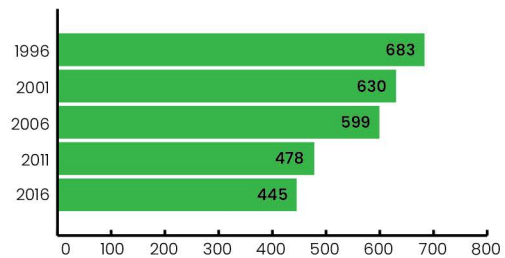
On the east bank of the St. Augustine River is the community of the same name. Early visitors and settlers first stayed on the islands near St. Augustine. Over time, residents moved to the main village in the winter, and then year-round. Some within the community still stay on the islands in the summer to fish multiple different species.



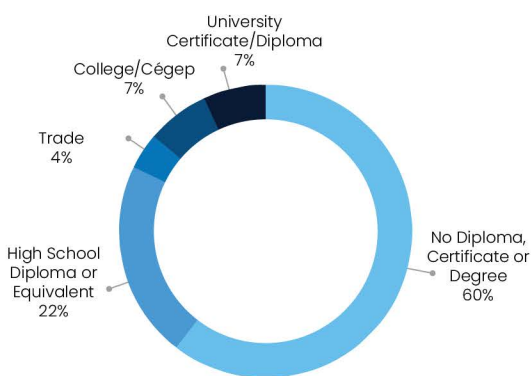
Population Age Groups 2016<sup>1</sup>



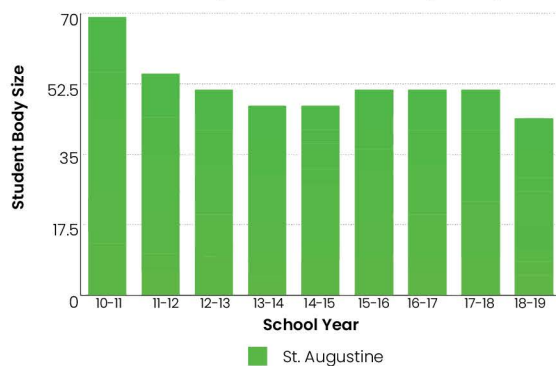
Population Trends 1996-2016<sup>1</sup>



Education Levels 2016<sup>1</sup>

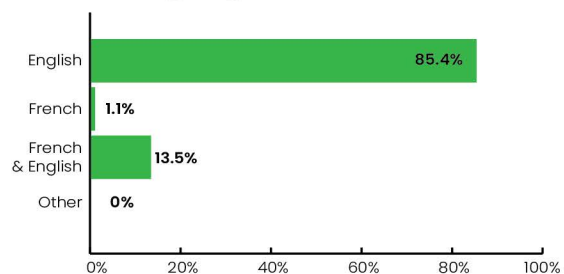


Elementary & Secondary Population<sup>2</sup>



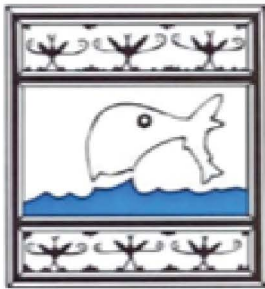
**Unemployment Rate: 37.5%**<sup>1</sup>

Languages 2016<sup>1</sup>



<sup>1</sup> All data is taken from Statistics Canada.

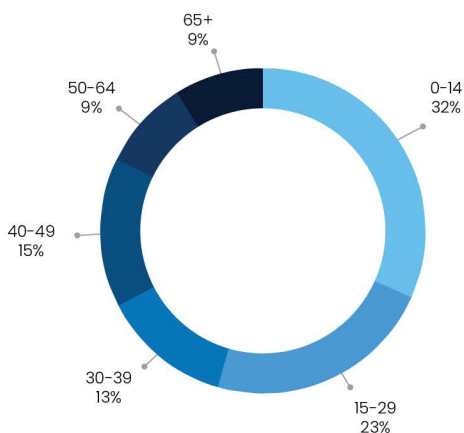
<sup>2</sup> All data is taken from Centre de services scolaire du Littoral annual reports.



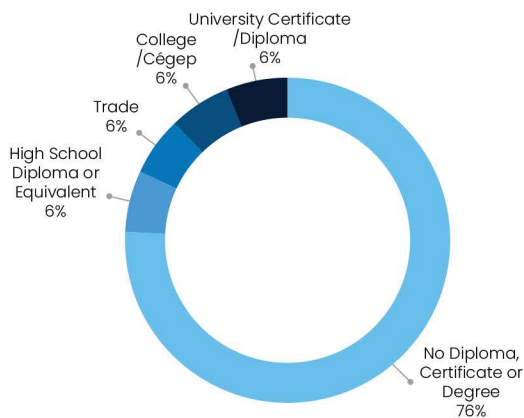
**Pakua Shipi:**

The easternmost Innu community of the region, Pakua Shipi is located on the west bank of the St. Augustine River. Its name derives from an Innu term meaning “river of sand”. The residents of the community continue to practice traditional Innu activities, such as hunting, fishing, trapping, and handcrafting. They speak the Innu language among themselves and most also speak French.

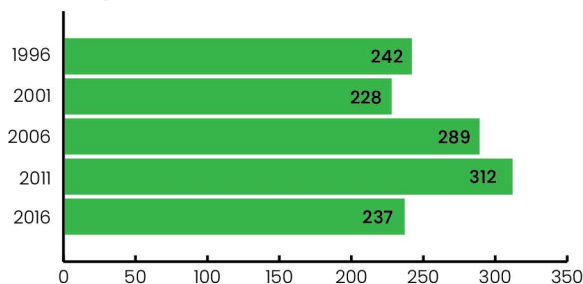
**Population Age Groups 2016<sup>1</sup>**



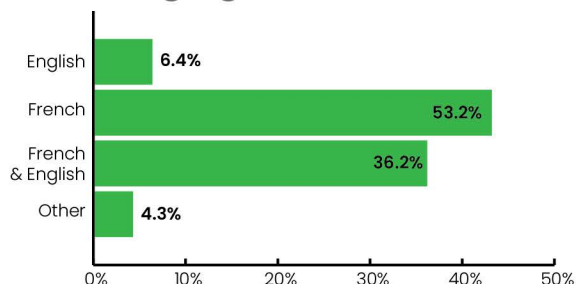
**Education Levels 2016<sup>1</sup>**



**Population Trends 1996-2016<sup>1</sup>**



**Languages 2016<sup>1</sup>**



**Unemployment Rate: 31.6%<sup>1</sup>**

<sup>1</sup> All data is taken from Statistics Canada.  
<sup>2</sup> All data is taken from Centre de services scolaire du Littoral annual reports.

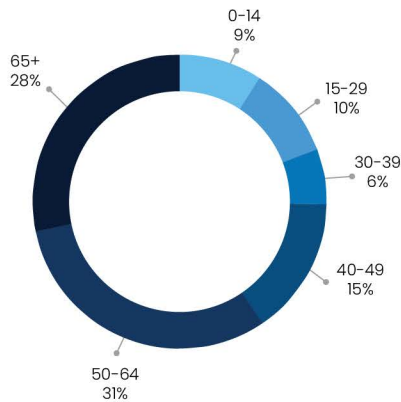
**La Tabatière:**

La Tabatière is a community composed of three hamlets: one of the same name, Red Bay and Old Post. Since the 18th century, La Tabatière has been known as the best seal-fishing station on the Lower North Shore. After the seal and fish oil factory burned down in the 1930s, it was rebuilt as a fish processing plant.

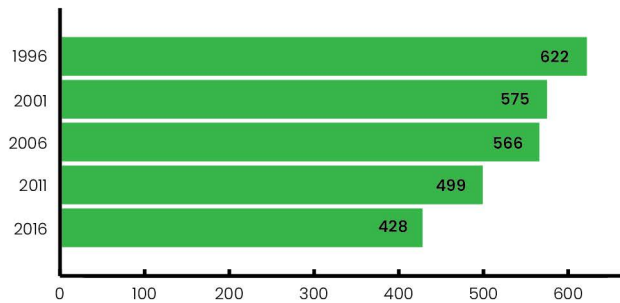
**Mutton Bay:**

Mutton Bay is located on the shore of a protected bay and is known for its proximity to excellent crab, lobster and scallop fishing grounds. Originally named Baie-du-Portage, after an ancient Aboriginal portage in the area, it was renamed in the early 1800s; possibly due to sheep brought to shore by foreign fishermen.

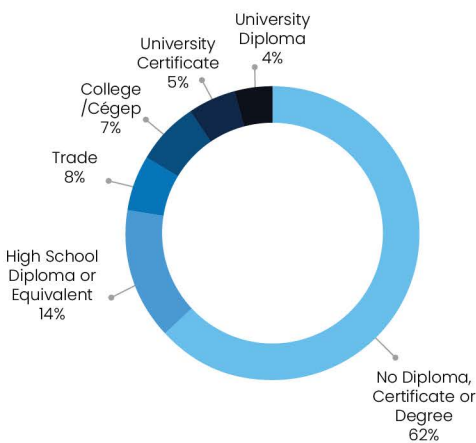
**Population Age Groups 2016<sup>1</sup>**



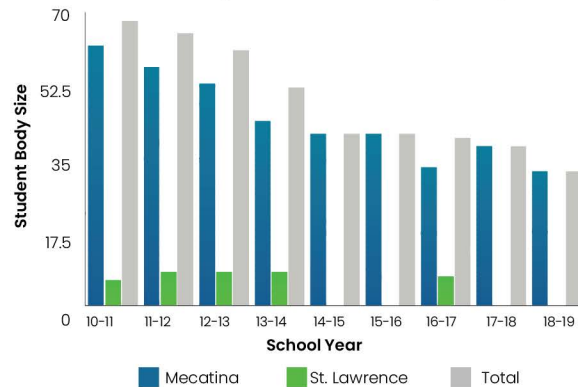
**Population Trends 1996-2016<sup>1</sup>**



**Education Levels 2016<sup>1</sup>**

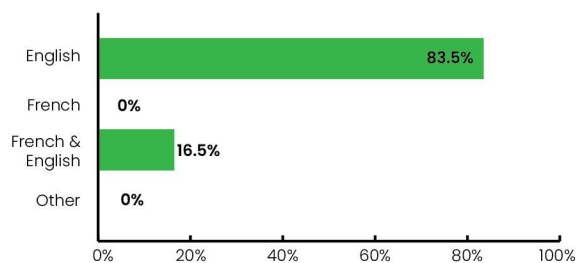


**Elementary & Secondary Population<sup>2</sup>**



**Unemployment Rate: 36.7%<sup>1</sup>**

**Languages 2016<sup>1</sup>**



<sup>1</sup> All data is taken from Statistics Canada.

<sup>2</sup> All data is taken from Centre de services scolaire du Littoral annual reports.



### Tête-à-la-Baleine

Tête-à-la-Baleine is one of the three French-speaking communities in the region. Known as Whale Head by the English-speaking population, the village was named after a whale shaped island nearby. Many residents still spend their summers on Providence Island, where St. Anne's Church was built in 1895.

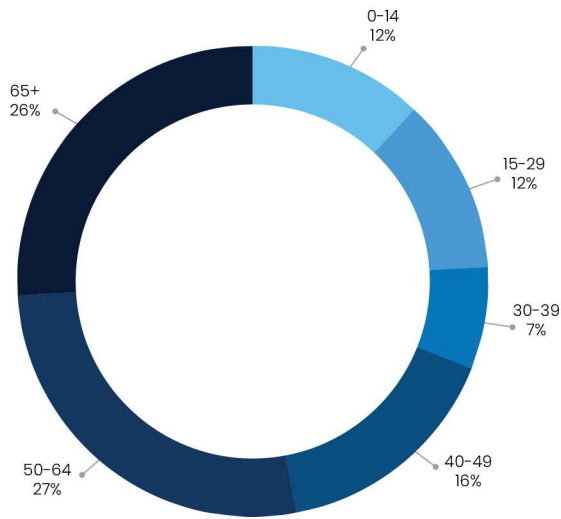
### Harrington Harbour

Named one of the thirty most beautiful villages in Quebec, Harrington Harbour sits on a rocky island with a distinctive boardwalk and colourful wooden houses. There are no roads and no cars - only pedestrians, bikes and all-terrain vehicles. Like many other communities on the Lower North Shore, Harrington's economy is based on the fishing industry.

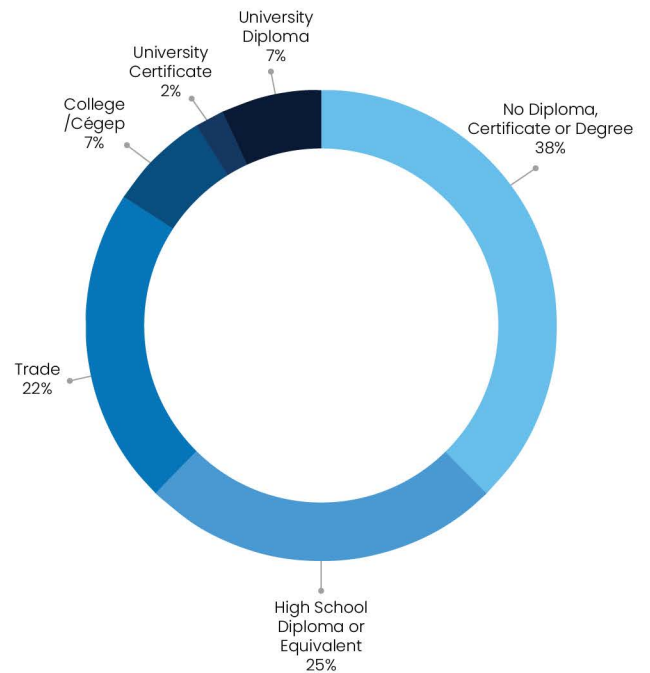
### Chevery

Located along a sandy bay near the Netagamiou River, Chevery was established in the 1950s for residents of various abandoned settlements requesting a permanent mainland community. Before becoming a permanent settlement, Chevery was used for a seal and salmon fishing post. It was also home to an experimental agricultural farm that operated until World War II.

Population Age Groups 2016<sup>1</sup>



Education Levels 2016<sup>1</sup>



**Unemployment Rate: 15.3%**<sup>1</sup>

<sup>1</sup> All data is taken from Statistics Canada.  
<sup>2</sup> All data is taken from Centre de services scolaire du Littoral annual reports.

### La Romaine

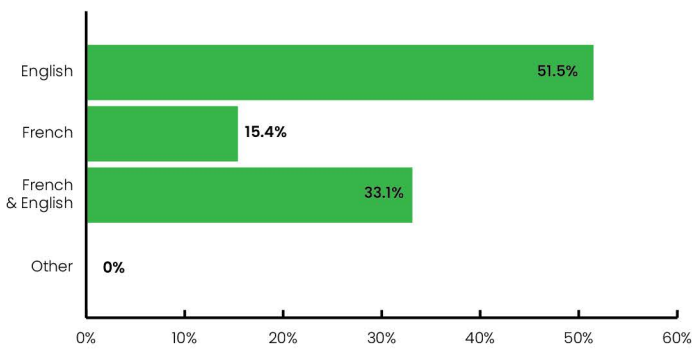
Located near the mouth of the Olomane River, La Romaine consists of a French-speaking population and an Innu reserve, Unamen Shipu. Once home to a fishing and trading post owned by the French, the village is now a hot spot for commercial lobster fishing and private sport-fishing camps.

### Kegaska

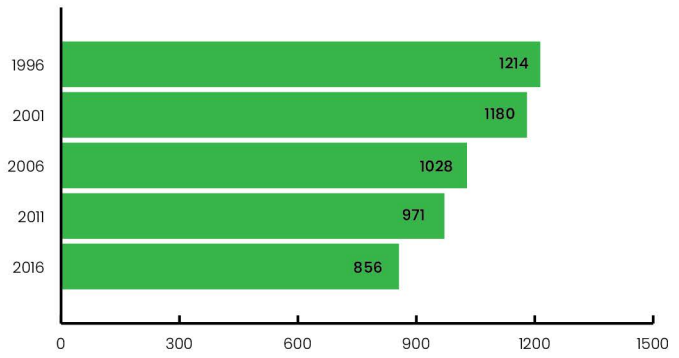
Kegaska is the westernmost village of the region. Its name comes from the Innu word “quegasca”, which may refer to the passage at high tide between the mainland and the islands. This fishing community once depended on the cod fishery. Nowadays snow crab is the main source of revenue.



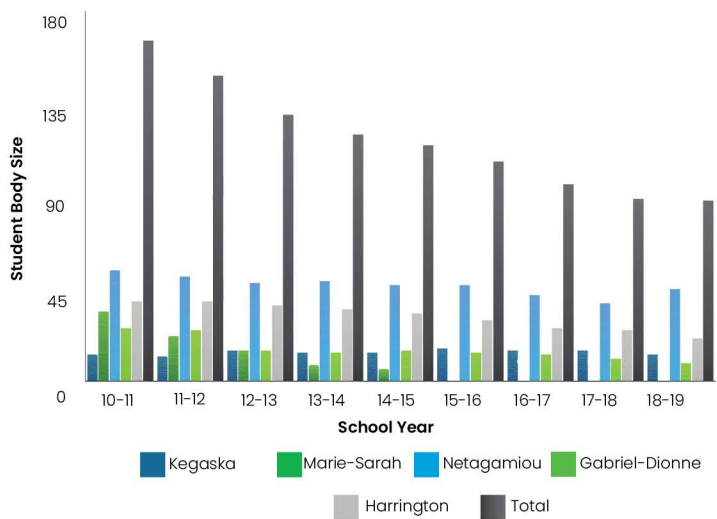
Languages 2016<sup>1</sup>



Population Trends 1996-2016<sup>1</sup>



Elementary & Secondary Population<sup>2</sup>



<sup>1</sup> All data is taken from Statistics Canada.

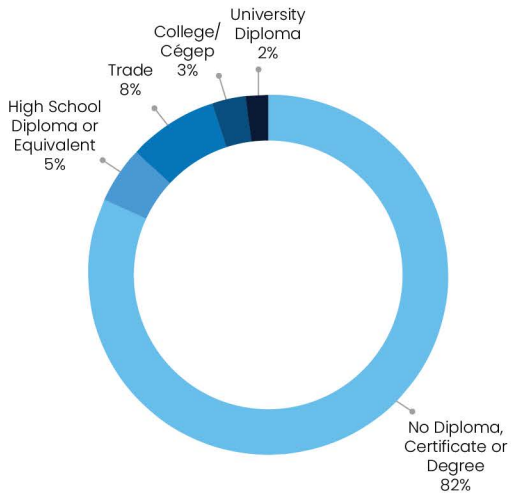
<sup>2</sup> All data is taken from Centre de services scolaire du Littoral annual reports.

### Unamen Shipu:

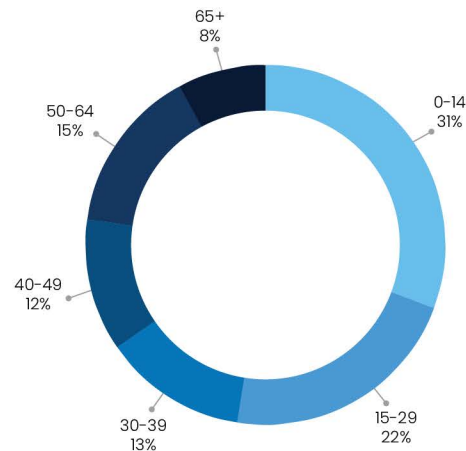
The Innu reserve, Unamen Shipu, dates back to the mid-1950's. Traditionally, they maintained a nomadic lifestyle. Known for their birch bark canoes, the Innu of the Lower North Shore were one of the last nomadic Aboriginal groups in North America. Although they now live a more sedentary lifestyle, the people of Unamen Shipu still carry-on their traditional activities.



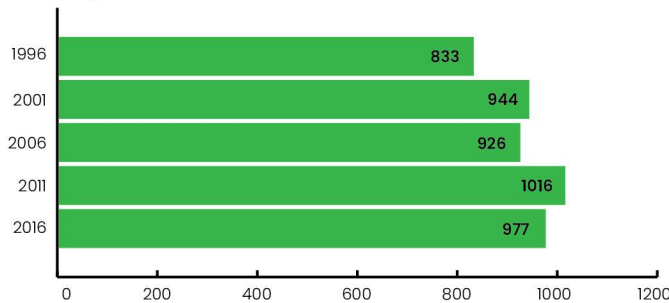
Education Levels 2016<sup>1</sup>



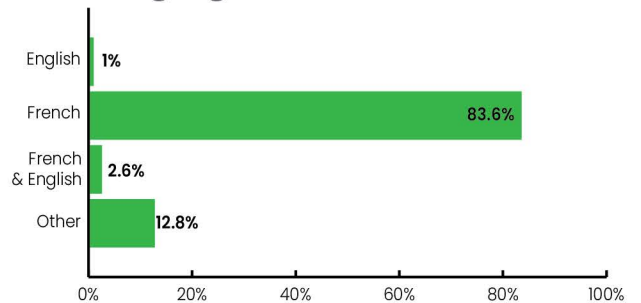
Population Age Groups 2016<sup>1</sup>



Population Trends 1996-2016<sup>1</sup>



Languages 2016<sup>1</sup>



**Unemployment Rate: 29.5%**<sup>1</sup>

<sup>1</sup> All data is taken from Statistics Canada.  
<sup>2</sup> All data is taken from Centre de services scolaire du Littoral annual reports.



# To Conclude



*Sometimes the most rewarding and beneficial investment is the one we make in our people.*

Often absence of improvement in social and economic development results from lack of consistency, alignment, and of capacity at the community level to take advantage of resources and services. The development and sustainability of the Lower North Shore can only work with involvement from all of the key players in a community and representatives of each sector – public, private and civil.

It was the intent of the Coastal Summit, along with the surveys carried out over the fall of 2020 with community groups/nonprofits, businesses, and Municipalities, to identify the needs and challenges of the communities of the Lower North Shore and how a strategic sustainable development perspective could benefit community development as a whole. Through partnerships, capacity building, community leadership and logical governance models, it is the hope of the Coasters Association that communities are fully supported so they can develop and maintain themselves effectively through learned practices aimed at sustainable development, prosperity, and self-sufficiency.



# Our Way Forward

## Growing a Vibrant Region, Together



A message from the Director of Operations and Innovation  
Kimberly Buffitt

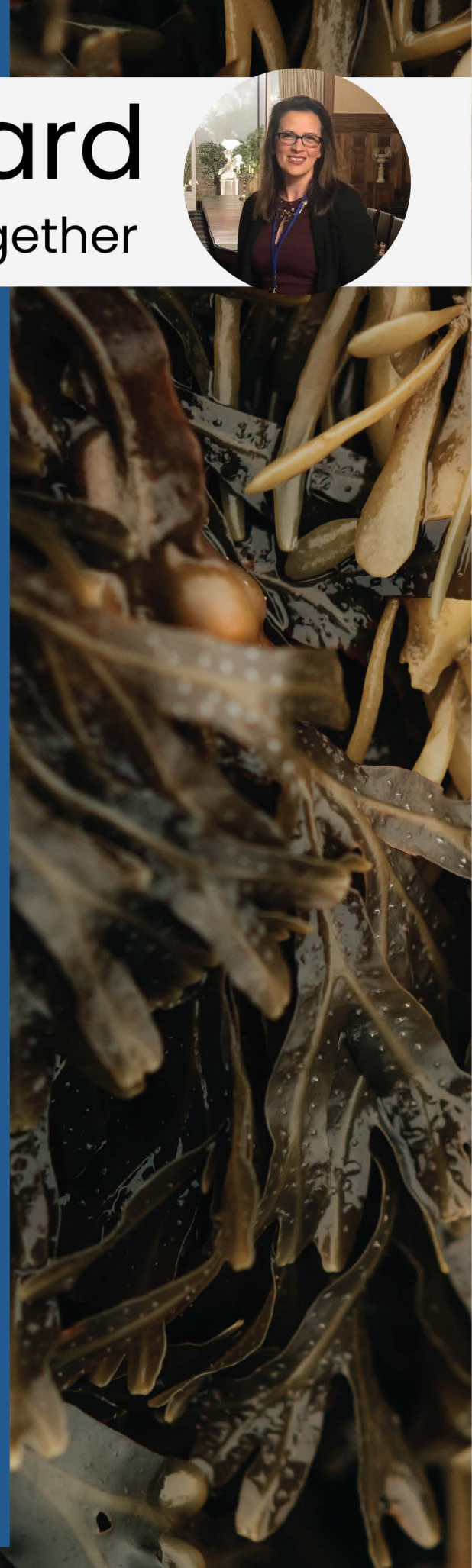
Throughout the next five (5) years the Coasters Association and its partners will be working on developing and supporting the implementation of community wellbeing plans (CWP) with each community. These CWP's will allow the Coasters Association and its partners to be able to support the communities, businesses and non-profits in growing and developing the region.

The Coasters Association and its partners are listening to your recommendations and acting on them. It's not perfect as many of the systems we are putting in place have never existed in Quebec, Canada or the world. We are committed to creating and building a model of what works for us as a region respecting the unique culture, infrastructures and realities of each community.


This model doesn't always fit the conventional federal and provincial government models in Canada. So it has been an extreme challenge to fund all of our initiatives. We have seen the local school board, businesses, universities and industry partners step up to help fund initiatives because they believe so strongly in having our territory survive. They have often also provided us with their time, infrastructures and resources for free because they believe in what we are doing. For that we give them a tremendous thank you. We wouldn't be here today without you.

We expect over time and through advocacy of the Coasters Association and our partners we will see changes to policy and funding models at both provincial and federal levels for northern isolated regions. We are determined to see this through for our region.

The Lower North Shore is a unique region with many challenges but we also have many assets. We will emphasize these assets while building our capacity to overcome our challenges. We are developing some of the most cutting edge research and development in the world and it is time we acknowledge all our successes, resilience, determination and hard work. It has been an honour to work with you this far and we look forward to growing the region with you as we continue to determine "Our Own Way Forward" .







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*"Here's to the crazy ones,  
the misfits, the rebels, the  
troublemakers, the round  
pegs in the square holes  
... the ones who see  
things differently --  
they're not fond of rules,  
and they have no respect  
for the status quo. ... You  
can quote them, disagree  
with them, glorify or vilify  
them, but the only thing  
you can't do is ignore  
them because they  
change things. ... They  
push the human race  
forward, and while some  
may see them as the  
crazy ones, we see  
genius, because the  
people who are crazy  
enough to think that they  
can change the world,  
are the ones who do."*

*-Steve Jobs*



# Acknowledgments

Our appreciation and gratitude goes out to our partners, staff and board of directors for their input, expertise, valued support and belief in the Coasters Association and the Lower North Shore. It is only with this continued collaboration that the communities will continue to develop and flourish for years to come.



Groupe  
Accessibilité

Centre intégré  
de santé  
et de services sociaux  
de la Côte-Nord

Québec



Table Locale de Concertation des Aînés de la  
MRC du Golfe-du-Saint-Laurent (Basse Côte-Nord)  
Local Concertation Table for Seniors of the  
MRC du Golfe-du-Saint-Laurent (Lower North Shore)



MRC du  
Golfe-du-Saint-Laurent



L.N.S.C.H  
Lower North Shore Coalition for Health



Centre  
de services scolaire  
du Littoral

Québec



Secrétariat aux relations  
avec les Québécois  
d'expression anglaise

Québec



Health  
Canada

Santé  
Canada



Canadian  
Heritage

Patrimoine  
canadien

THANK YOU



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