Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act, our file # TCII/13/2017

This is to confirm that on June 30, 2017 the Department of Tourism, Culture, Industry and Innovation received your request for access to the following record:

We would like all documentation (correspondence, internal memos, emails, letters, minutes of any meetings etc.) between the Department of Tourism, Culture, Industry and Innovation and Ocean Choice International (OCI), and other government departments (including Executive Council and/or the Premier's Office) regarding the creation and funding of the Ocean Choice International Industrial Research Chair at the Fisheries and Marine Institute.

I am pleased to inform you that a decision has been made by the Deputy Minister for the Department of Tourism, Culture, Industry and Innovation to provide access to some of the requested information. Access to the remaining records, and/or information contained within the records, has been refused in accordance with the following exceptions to disclosure, as specified in the Access to Information and Protection of Privacy Act (the Act):

Disclosure harmful to the financial or economic interests of a public body

35. (1) The head of a public body may refuse to disclose to an applicant information which could reasonably be expected to disclose

(d) information, the disclosure of which could reasonably be expected to result in the premature disclosure of a proposal or project or in significant loss or gain to a third party;

As required by 8(2) of the Act, we have severed information that is unable to be disclosed and have provided you with as much information as possible. In accordance with your request for a copy of the records, the appropriate copies have been enclosed.

Please be advised that you may appeal this decision and ask the Information and Privacy Commissioner to review the decision to provide partial access to the requested information, as set out in section 42 of the Act. A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner. Your appeal should identify your concerns with the request and why you are submitting the appeal.
The appeal may be addressed to the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner
2 Canada Drive
P. O. Box 13004, Stn. A
St. John's, NL A1B 3V8

Telephone: (709) 729-6309
Toll-Free: 1-877-729-6309
Facsimile: (709) 729-6500

You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the Act. Please be advised that responsive records will be published following a 72 hour period after the response is sent electronically to you or five business days in the case where records are mailed to you. It is the goal to have the responsive records posted to the Office of Public Engagement's website within one business day following the applicable period of time. Please note that requests for personal information will not be posted online.

If you have any further questions, please feel free to contact me phone at (709) 729-3356 or by e-mail at wcomeau@gov.nl.ca

Sincerely,

Wayne Comeau
ATIPP Coordinator
Ok

Sent from my BlackBerry 10 smartphone on the Bell network.

From: Hunt-Grouchy, Michelle
Sent: Thursday, June 15, 2017 7:55 PM
To: Mitchelmore, Christopher; Lomond, Ted; Kielley, Marc
Cc: Humber, Eric; Mundon, Tansy; George, Bradley; Halliday, Janice
Subject: FW: OCI Industrial Research Chair Announcement on June 28

Please advise on RDC speaking opportunity outlined in email below.
Thanks,
M

From: Russell, Ashley
Sent: Thursday, June 15, 2017 12:08 PM
To: Hunt-Grouchy, Michelle; Humber, Eric
Cc: Mundon, Tansy
Subject: OCI Industrial Research Chair Announcement on June 28

Hi Michelle,

The Marine Institute has reached out to RDC to be involved in an event on June 28 at 2:30 p.m. to formally announce the Ocean Choice International (OCI) Industrial Research Chair RDC is investing in this research chair project. The project abstract is below.

Mark Ploughman will speak at the event and there is also an opportunity for Minister Mitchelmore to speak. Unfortunately, at this time they do not have any flexibility on timing, as OCI has identified this as the only time they can announce before travelling for a trade mission. Can you please advise if the Minister or a government representative is available to participate?

Thank you,
Ashley

Ashley Russell
Marketing and Communications Specialist
Hi Michelle,

Great news: the Marine Institute was able to move the event to 2 pm on June 28. They had quite a few hoops to jump through. They are developing an event scenario which I will forward to you once as soon as I receive it.

Ashley

Thanks so much Ashely. Staying tuned...

A quick FYI to say that the Marine Institute is trying to move this to 2pm but it has not been confirmed. There were quite a number of people committed to 2:30 but MI is trying to make it work. Please stay tuned and I will touch base as soon as I know either way.

Ashley

Hi Ashley,
Minister Mitchelmore has asked if you can please check to see if the time for this event could be moved to earlier that day (June 28) so he can still participate?
Thanks,
M

1
Hi Michelle,

Just wondering if we should we touch base on this announcement this morning or wait until you have more information?

Ashley

From: Hunt-Grouchy, Michelle  
Sent: Friday, June 16, 2017 3:40 PM  
To: Russell, Ashley  
Cc: Humber, Eric; Mundon, Tansy  
Subject: RE: OCI Industrial Research Chair Announcement on June 28

Wait might be a change on this again...lets chat on Monday.

From: Hunt-Grouchy, Michelle  
Sent: Friday, June 16, 2017 3:38 PM  
To: Russell, Ashley  
Cc: Humber, Eric; Mundon, Tansy  
Subject: RE: OCI Industrial Research Chair Announcement on June 28

Thanks for this information Ashley. Minister Mitchelmore has advised that he is available to attend and speak at this event as the GNL/RDC representative. Let's discuss details for materials, letting MI know the Minister will be the speaker, etc. Would 10 am on Monday work for you?

From: Russell, Ashley  
Sent: Friday, June 16, 2017 12:13 PM  
To: Mundon, Tansy  
Cc: Hunt-Grouchy, Michelle; Humber, Eric  
Subject: RE: OCI Industrial Research Chair Announcement on June 28

Hi Tansy,

At this point MI does not have the event scenario finalized but they expect the formal part of the event will be approximately 30 minutes (start time 2:30 p.m.), followed by a short reception.

Ashley

From: Mundon, Tansy  
Sent: Friday, June 16, 2017 11:55 AM  
To: Russell, Ashley; Hunt-Grouchy, Michelle; Humber, Eric  
Subject: Re: OCI Industrial Research Chair Announcement on June 28

Hi Ashley,

How long do you expect this event to be? Minister Mitchelmore has another commitment at 3:30 pm.

Thanks, 
Tansy

Sent from my BlackBerry 10 smartphone on the Bell network.
From: Russell, Ashley  
Sent: Thursday, June 15, 2017 12:08 PM  
To: Hunt-Grouchy, Michelle; Humber, Eric  
Cc: Mundon, Tansy  
Subject: OCI Industrial Research Chair Announcement on June 28

Hi Michelle,

The Marine Institute has reached out to RDC to be involved in an event on June 28 at 2:30 p.m. to formally announce [REDACTED] as the Ocean Choice International (OCI) Industrial Research Chair [REDACTED]. RDC is investing [REDACTED] in this research chair project. The project abstract is below.

Mark Ploughman will speak at the event and there is also an opportunity for Minister Mitchelmore to speak. Unfortunately, at this time they do not have any flexibility on timing, as OCI has identified this as the only time they can announce before travelling for a trade mission. Can you please advise if the Minister or a government representative is available to participate?

Thank you,
Ashley

Ashley Russell  
Marketing and Communications Specialist

Research & Development Corporation  
68 Portugal Cove Road  
St. John’s, NL  
A1B 2L9

T: 709.758.0308 C: 709.730.4079  
F: 709.758.0927

www.rdc.org
Hi Minister,

Just heard back from RDC and MI has managed to adjust the time for the news conference on June 28 to 2 pm instead of 2:30 pm in order to accommodate your schedule. RDC advised that you will only be needed for a half hour so you will have time to get back from MI on Ridge Rd to Confed Blding for the [REDACTED] Please advise if this new time works for you so I can let RDC know. Also, please find attached the draft Event Scenario that MI has put together. Before RDC goes back to MI again, I just need to confirm that you are the only PG rep and that they can remove the RDC CEO from the speaking line up – unless you want both yourself and Mark? Just let me know.

Thanks,
Michelle

From: Mitchelmore, Christopher
Sent: Friday, June 16, 2017 9:40 AM
To: George, Bradley; Hunt-Grouchy, Michelle; Lomond, Ted; Kielley, Marc
Cc: Humber, Eric; Mundon, Tansy; Halliday, Janice
Subject: Re: OCI Industrial Research Chair Announcement on June 28

Yes. I'll ask to go first :)

Sent from my BlackBerry 10 smartphone on the Bell network.

From: George, Bradley
Sent: Friday, June 16, 2017 1:28 PM
To: Mitchelmore, Christopher; Hunt-Grouchy, Michelle; Lomond, Ted; Kielley, Marc
Cc: Humber, Eric; Mundon, Tansy; Halliday, Janice
Subject: RE: OCI Industrial Research Chair Announcement on June 28

Note the Minister has agreed to do an interview at NTV (Issues and Answers) at 3:30pm.

Bradley George, MBA
Executive Assistant to the Minister
Hon. Christopher Mitchelmore
Minister of Tourism, Culture, Industry and Innovation

From: Mitchelmore, Christopher
Sent: Thursday, June 15, 2017 3:27 PM
To: Hunt-Grouchy, Michelle; Lomond, Ted; Kielley, Marc
Cc: Humber, Eric; Mundon, Tansy; George, Bradley; Halliday, Janice
Subject: Re: OCI Industrial Research Chair Announcement on June 28

Ok

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From: Hunt-Grouchy, Michelle  
Sent: Thursday, June 15, 2017 7:55 PM  
To: Mitchelmore, Christopher; Lomond, Ted; Kielley, Marc  
Cc: Humber, Eric; Mundon, Tansy; George, Bradley; Halliday, Janice  
Subject: FW: OCI Industrial Research Chair Announcement on June 28

Please advise on RDC speaking opportunity outlined in email below.  
Thanks,
M

From: Russell, Ashley  
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To: Hunt-Grouchy, Michelle; Humber, Eric  
Cc: Mundon, Tansy  
Subject: OCI Industrial Research Chair Announcement on June 28

Hi Michelle,

The Marine Institute has reached out to RDC to be involved in an event on June 28 at 2:30 p.m. to formally announce [redacted as the Ocean Choice International (OCI) Industrial Research Chair [redacted]] RDC is investing [redacted] in this research chair project. The project abstract is below.

Mark Ploughman will speak at the event and there is also an opportunity for Minister Mitchelmore to speak. Unfortunately, at this time they do not have any flexibility on timing, as OCI has identified this as the only time they can announce before travelling for a trade mission. Can you please advise if the Minister or a government representative is available to participate?

Thank you,
Ashley

Ashley Russell  
Marketing and Communications Specialist  
Research & Development Corporation  
68 Portugal Cove Road  
St. John's, NL  
A1B 2L9  

T: 709.758.0308 C: 709.730.4079  
F: 709.758.0927

www.rdc.org
SCENARIO

Event: A news conference to announce the Ocean Choice International (OCI) Industrial Research Chair [redacted] at the Fisheries and Marine Institute of Memorial University of Newfoundland (MI).

Date: June 28, 2017

Time: 2:00 p.m.

Location: Hampton Hall Lecture Theatre
Fisheries and Marine Institute
155 Ridge Road
St. John’s NL

Speakers: Emcee - Glenn Blackwood, Vice-president, Memorial University, (Marine Institute)
Martin Sullivan, CEO, Ocean Choice International (OCI) (TBC)
Hon. Christopher Mitchelmore, provincial Minister of Tourism, Culture, Industry and Innovation (TBC)
Mark Ploughman, CEO, Research and Development Corporation (TBC)
Carey Bonnell, head, School of Fisheries, Fisheries and Marine Institute

Audience: MI and Memorial communities, members of the fisheries and oceans sectors, business community and media.

Background:

General and pre-event Logistics: The event will be held in the Hampton Hall Lecture Theatre at MI. A podium and media monitoring equipment will be provided by MI. The backdrop will include Canada, Newfoundland and Labrador, Memorial University and Marine Institute flags, provincial government, RDC, OCI and MI pop-up banners. MI will invite MI and Memorial communities, members of the fisheries and oceans sectors, business community stakeholders to the event. Media will be invited by the Marine Institute.
June 28th

Running Order:

1:50 p.m. Guest speakers will arrive at MI and will be met in the main lobby by Mr. Blackwood and Dr. Gary Kachanoski, president and vice-chancellor, Memorial University.

1:58 p.m. Guest speakers are escorted to Hampton Hall to begin news conference.

2:00 p.m. Mr. Blackwood (emcee) welcomes guests to the event, provides opening remarks and invites Mr. Sullivan to speak.
(2 minutes)

2:02 p.m. Mr. Sullivan speaks
(4-5 minutes)

2:07 p.m. Mr. Blackwood thanks Mr. Sullivan and invites Minister Mitchelmore to speak.
(1 minute)

2:08 p.m. Minister Mitchelmore announces provincial RDC funding.
(4-5 minutes)

2:13 p.m Mr. Blackwood thanks Minister Mitchelmore and invites Mr. Ploughman to speak.
(1 minute)

2:14 p.m. Mr. Ploughman speaks.
(4-5 minutes)

2:19 p.m. Mr. Blackwood thanks Mr. Ploughman and invites Mr. Bonnell to speak.
(1 minute)

2:20 p.m. Mr. Bonnell speaks about the significance of the chair to MI
(3 minutes)

2:23 p.m. Mr. Blackwood thanks Mr. Bonnell and invites [redacted] to speak.
(1 minute)

2:24 p.m. [redacted] speaks to the work of the Chair
(3 minutes)

2:27 p.m. Mr. Blackwood thanks [redacted] wraps up with final remarks, thanks everyone for coming and advises that Minister Mitchelmore, Mr. Sullivan, [redacted] Mr. Bonnell, Mr. Blackwood will be available to take media questions at an area near the podium, following a brief photo-op.
(2 minutes)

2:30 p.m. Photo-op and media availability.
(10 minutes)

3:00 p.m. Speakers mingle with guests and depart at their discretion.
Contacts:

Kimberley Thornhill
Manager, Marketing and Communications
Fisheries and Marine Institute
709-778-0544
Kim.Thornhill@mi.mun.ca

RDC

OCI
For approval, please see RDC Media Advisory sent over this morning and just approved by Minister Mitchelmore to be issued later today. Thx

**Tourism, Culture, Industry and Innovation**
June 27, 2017

The following is being distributed at the request of the Research & Development Corporation:

**Media Advisory: Minister Mitchelmore to Announce Funding for Ocean Choice International Industry Research Chair**

The Honourable Christopher Mitchelmore, Minister of Tourism, Culture, Industry and Innovation and Minister Responsible for the Research & Development Corporation, will announce funding for the Ocean Choice International Industrial Research Chair at the Fisheries and Marine Institute tomorrow (Wednesday, June 28). The event will take place at 2:00 p.m. at the Hampton Hall Lecture Theatre, Fisheries and Marine Institute, 155 Ridge Road, St. John's.

- 30 -

**Media contacts**
Eric Humber
Tourism, Culture, Industry and Innovation
709-729-4819, 725-9655
erichumber@gov.nl.ca

Ashley Russell
Research & Development Corporation
709-758-0308, 730-4079
ashleyrussell@rdc.org

**Michelle Hunt-Grouchy, BBA, BPR**
Department of Tourism, Culture, Industry and Innovation
Government of Newfoundland and Labrador
P.O. Box 8700
St. John's, NL A1B 4J6
709-729-4570
michellehuntnorth@gov.nl.ca
Tourism, Culture, Industry and Innovation
June 27, 2017

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Ashley Russell
Research & Development Corporation
709-758-0308, 730-4079
ashleyrussell@rdc.org
Thanks Ashley. Attached is the updated MA that Min has approved and I just sent to Comms Branch for final approvals.

As for quotes, I’m thinking the one you have prepared for Min should be fine. If you are good with that.

Staying tuned for the Min’s quote and speaking notes...

Thx

Good morning,

The media advisory for tomorrow’s event is attached, as well as the key messages. I am still waiting on Mark’s approval of the quote for the news release as well as the Minister’s speaking notes. I expect to have those shortly.

Also, in my email on Friday I asked you if Mark also needs a quote in the news release. We currently only have a quote prepared for the Minister but I can certainly add one for RDC, if you recommend. Please let me know.

Thanks,
Ashley

Hi Ashley,
Just got confirmation from the Minister that he is available to attend and speak at 2 pm for the OCI Chair announcement on June 28 at M1. Can you please let M1 know that Minister Mitchelmore will be the GNL/RDC rep. If Mark could be attendance that would be great and if he can be prepared for any technical questions from media afterwards that would be helpful. If you could send along a draft media advisory, speaking notes and key messages either this afternoon or Tuesday morning for review that would be fab. Btw, is M1 issuing a news release for this? If so, then we would need to review draft quotes from Min and Mark.

Also, Minister is wondering if Ministers Crocker and Byrne have been provided invites to attend this event as this matter relates to their portfolios? If not, I can advise their comms folks to pass along to their Ministers. Just let me know.

Thanks,
Michelle
From: Russell, Ashley  
Sent: Friday, June 23, 2017 10:16 AM  
To: Hunt-Grouchy, Michelle  
Subject: RE: TIME CHANGE: OCI Chair announcement June 28

Any word from the Minister on the time change?

Ashley

---

From: Russell, Ashley  
Sent: Thursday, June 22, 2017 3:10 PM  
To: Hunt-Grouchy, Michelle  
Subject: FW: TIME CHANGE: OCI Chair announcement June 28

FYI

Ashley

---

From: Kim Thornhill [mailto:kim.thornhill@mi.mun.ca]  
Sent: Thursday, June 22, 2017 2:57 PM  
To: Russell, Ashley; pkieley@oceanchoice.com; [email protected]; Rebecca Hefferton; Barrett, Catherine; Barry.McCallum@dfo-mpo.gc.ca  
Cc: Tom Brown; Carey Bonnell; Debbie Seaward; Leslie Earle  
Subject: TIME CHANGE: OCI Chair announcement June 28

Hi everyone,

To assist with the Minister’s attendance at the news conference, we are adjusting the news conference to start at 2:00 pm on June 28.

Please note for your calendars and attached is a revised event scenario with the times adjusted accordingly.

Many thanks

Kim

Kimberley Thornhill  
Manager, Marketing and Communications  
Fisheries and Marine Institute of Memorial University of Newfoundland  
T: 709-778-0544  
F: 709-778-0672  
www.mi.mun.ca

---

From: Kim Thornhill  
Sent: Wednesday, June 21, 2017 4:08 PM  
To: 'Russell, Ashley' <AshleyRussell@rdc.org>; 'pkieley@oceanchoice.com' <pkieley@oceanchoice.com>; [email protected]; Rebecca Hefferton <Rebecca.Hefferton@mi.mun.ca>; 'Barrett, Catherine' <crbarrett@mun.ca>; 'Barry.McCallum@dfo-mpo.gc.ca' <Barry.McCallum@dfo-mpo.gc.ca>  
Cc: Tom Brown <tom.brown@mi.mun.ca>; Carey Bonnell <Carey.Bonnell@mi.mun.ca>; Debbie Seaward <Debbie.Seaward@mi.mun.ca>; Leslie Earle <Leslie.Earle@mi.mun.ca>  
Subject: FOR REVIEW: OCI Chair announcement June 28  
Importance: High
Hello everyone,

Thank you everyone for your patience as we plan for the upcoming announcement of the OCI chair next week.

Attached is a draft event scenario and news release for your review and input. As you’re see in the news release, we would like to have quotes from OCI and the province to complete the release. Please feel free to make any edits you require to ensure the information is accurate.

Carey, could you please share the release with [redacted] for their review?

We will be sending out invitations on Friday or Monday at the latest. If there is anyone you to whom you like to extend an invitation, please provide their name and email address to me and I’ll be sure to add them to our distribution list.

Many thanks again,
Kim

Kimberley Thornhill
Manager, Marketing and Communications
Fisheries and Marine Institute of Memorial University of Newfoundland
T: 709-778-0544
F: 709-778-0672
www.mi.mun.ca

This email is governed by the Terms and Conditions found in our Disclaimer.
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June 27, 2017

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- 30 -

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erichumber@gov.nl.ca

Ashley Russell
Research & Development Corporation
709-758-0308, 730-4079
ashleyrussell@rdc.org
Hi Ashley,

Thanks so much for sending these drafts along. I have sent quote to Min for approval. Wondering if you can reformat the MI news release to our format so we can issue tomorrow as well following the event. As for the speaking notes, they look good, just a couple things see attached.

Thanks,

M

Hi Michelle,

The speaking notes are attached. The quote has been inserted in MI’s news release, also attached.

Ashley

Thanks Ashley. Attached is the updated MA that Min has approved and I just sent to Comms Branch for final approvals.

As for quotes, I’m thinking the one you have prepared for Min should be fine. If you are good with that.

Staying tuned for the Min’s quote and speaking notes...

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Sent: Friday, June 23, 2017 1:53 PM  
To: Russell, Ashley  
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Cc: Tom Brown <tom.brown@mi.mun.ca>; Carey Bonnell <Carey.Bonnell@mi.mun.ca>; Debbie Seaward <Debbie.Seward@mi.mun.ca>; Leslie Earle <Leslie.Earle@mi.mun.ca>
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F: 709-778-0672
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This email is governed by the Terms and Conditions found in our Disclaimer.
SPEAKING NOTES
The Honourable Christopher Mitchelmore, Minister of TCI and
Minister Responsible for RDC

OCEAN CHOICE INTERNATIONAL INDUSTRIAL RESEARCH CHAIR ANNOUNCEMENT

Date: June 28, 2017
Start Time: 2:00 p.m.
Location: Hampton Hall Lecture Theatre, Fisheries and Marine Institute
155 Ridge Road, St. John's

• Thank you, Mr. Blackwood.

• Mr. Sullivan, members of the Fisheries and Marine Institute community, invited guests, ladies and gentlemen.

• Good afternoon.

• I am delighted to be here with you today. It is wonderful to see so many people from the Marine Institute, industry, as well as local researchers join us for this announcement.

• It is always a pleasure to visit this facility and share in the energy and enthusiasm that is present in the academic community, and I am especially delighted to share in the work that is supported here by the Research and Development Corporation.
• Our government recognizes the vital role that academic research and development plays in supporting researchers to exploit their passion to develop science and innovation.

• It is through one of the key commitments in our government’s vision, *The Way Forward*, that we are resetting the provincial innovation agenda and focusing on ways to advance innovation, productivity and competitiveness, as well as to increase research and development in Newfoundland and Labrador.

• We are creating an environment that captures the full potential of our province’s people and resources, and through strategic investments, we are driving technological advancements in both traditional and emerging industries.

• From fisheries to mining to offshore oil and gas, to ocean technology and clean tech, our natural resources have led us to present day, where our province is emerging as a leader in technology and innovation.

• It is through our exceptional academic institutions that we are enabling much of that research and development, providing
researchers and businesses with tools required to drive this innovation.

- For centuries, Newfoundlanders and Labradorians have earned their living from the waters around us. As such, we have derived a natural, strategic competitive advantage because of our proximity to this resource.

- And now through the development of new technologies, we are supporting the modernization of traditional industries such as the fishery.

- Funded through RDC’s Collaborative R&D academic-led research program - which supports academic-led research that fosters R&D partnerships and collaboration, locally, nationally and internationally -
• This investment will provide vital research and development capacity in a key sector for this province, while fostering industrial collaboration.

• Our government believes industry partnerships are fundamental to success, as they demonstrate genuine market interest.

• I commend OCI for their vested interest in strengthening our understanding of the fishery through this collaborative project with [REDACTED]. There is great potential to change the way the fishery is managed in our waters and ensure the long-term sustainability of Newfoundland and Labrador’s oldest industry.

<<Pause>>
• It is evident here today, that technology truly is everywhere and it has the potential to transform our understanding of a centuries-old industry.

• There is no question; [REDACTED]. It is that type of innovative thinking that assists us in our efforts as we work together to strengthen the province’s economy.

• Thank you for being here today. On behalf of the Provincial Government and RDC, I commend your work. We are proud to support you and are eager to learn about the outcomes derived
from your R&D activities. Thank you.
Hi Minister,

Please find attached kms and qs&as that RDC has drafted for your review. They can be on standby tomorrow for a briefing if you still need one after reading the materials. In addition, for your approval are the speaking notes for tomorrow afternoon’s event.

M

From: Mitchelmore, Christopher
Sent: Tuesday, June 27, 2017 3:58 PM
To: Hunt-Grouchy, Michelle; Lomond, Ted
Cc: Humber, Eric; Mundon, Tansy
Subject: Re: For app: RDC Quote - OCI Chair

Ok, can I get briefed on this?

Sent from my BlackBerry 10 smartphone on the Bell network.

From: Hunt-Grouchy, Michelle
Sent: Tuesday, June 27, 2017 2:10 PM
To: Mitchelmore, Christopher; Lomond, Ted
Cc: Humber, Eric; Mundon, Tansy
Subject: For app: RDC Quote - OCI Chair

29(1)(a), 35(1)(d)

Michelle Hunt-Grouchy, BBA, BPR
Department of Tourism, Culture, Industry and Innovation
Government of Newfoundland and Labrador
P.O. Box 8700
St. John’s, NL A1B 4J6
709-729-4570
michellehuntgrouchy@gov.nl.ca
KEY MESSAGES:

- The project is funded through RDC’s Collaborative R&D academic-led research program.

BACKGROUND:

- 
- 
- 
- 
- 

(Redactions are marked with black boxes)
5. **What is the Marine Stewardship Council and what is its role in the fishery?**

   Marine Stewardship Council (MSC) is an international non-profit organization that was established to address the problem of unsustainable fishing and safeguard future seafood supplies. Through certification and labelling, the MSC works with partners to promote sustainable fishing. This certification is important for any company in the fisheries sector as it provides access to international markets that sell MSC certified products exclusively.

6. **What is the potential of this research?**
10. Through which research and development program is RDC investing in this project?
The project is funded through RDC’s Collaborative R&D academic-led research program.

11. What is the objective of the Collaborative R&D program?
Collaborative R&D supports academic-led research that fosters research and development partnerships and collaboration locally, regionally, nationally and internationally. Applicants must demonstrate opportunities, along with significant potential for economic impact in Newfoundland and Labrador.

12. Who is eligible to apply for Collaborative R&D funding?
Eligible institutions are publicly-funded academic or not-for profit research institutions and facilities in Newfoundland and Labrador.

13. What is RDC’s total funding investment to-date?
To-date, RDC has committed $140 million to over 790 R&D projects in Newfoundland and Labrador.

14. What is RDC’s investment in academic and academic projects?
RDC has committed $88.2 million to academic-led projects and $48.8 million to business-led projects. RDC has leveraged $86.2 million in industry funding for academic-led projects.
SPEAKING NOTES
The Honourable Christopher Mitchelmore, Minister of TCII and
Minister Responsible for RDC

OCEAN CHOICE INTERNATIONAL INDUSTRIAL RESEARCH CHAIR ANNOUNCEMENT

Date: June 28, 2017
Start Time: 2:00 p.m.
Location: Hampton Hall Lecture Theatre, Fisheries and Marine Institute
155 Ridge Road, St. John's

• Thank you, Mr. Blackwood.

• Mr. Sullivan, members of the Fisheries and Marine Institute community, invited guests, ladies and gentlemen.

• Good afternoon.

• I am delighted to be here with you today. It is wonderful to see so many people from the Marine Institute, industry, as well as local researchers join us for this announcement.

• It is always a pleasure to visit this facility and share in the energy and enthusiasm that is present in the academic community, and I am especially delighted to share in the work that is supported here by the Government of Newfoundland
and Labrador through the Research & Development Corporation.

- Our government recognizes the vital role that academic research and development plays in supporting researchers to exploit their passion to develop science and innovation.

- It is through one of the key commitments in our government's vision, *The Way Forward*, that we are resetting the provincial innovation agenda and focusing on ways to advance innovation, productivity and competitiveness, as well as to increase research and development throughout Newfoundland and Labrador.

- We are creating an environment that captures the full potential of our province's people and resources, and through strategic investments, we are driving technological advancements in both traditional and emerging industries.

- From fisheries to mining to offshore oil and gas, to ocean technology and clean tech, our natural resources have led us to present day, where our province is emerging as a leader in technology and innovation.
• It is through our exceptional academic institutions that we are enabling much of that research and development, providing researchers and businesses with tools required to drive this innovation.

• For centuries, Newfoundlanders and Labradorians have earned their living from the waters around us. As such, we have derived a natural, strategic competitive advantage because of our proximity to this resource.

• Through the development of new technologies, we are supporting the modernization of traditional industries such as the fishery.

• Funded through RDC’s Collaborative R&D academic-led research program - which supports academic-led research that fosters R&D partnerships and collaboration, locally, nationally and internationally -
• This investment will provide vital research and development capacity in a key sector for this province, while fostering industrial collaboration.

• Our government believes industry partnerships are fundamental to success, as they demonstrate genuine market interest.

• I commend OCI for their vested interest in strengthening our understanding of the fishery through this collaborative project with [REDACTED] there is great potential to change the way the fishery is managed in our waters and ensure the long-term sustainability of Newfoundland and Labrador’s oldest industry.

•
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from your R&D activities. Thank you.
Thanks so much. Oh and he just approved the quote.

Hi Michelle,

The revised speaking notes are attached.

Ashley

Hi Ashley,

Thanks so much for sending these drafts along. I have sent quote to Min for approval. Wondering if you can reformat the MI news release to our format so we can issue tomorrow as well following the event. As for the speaking notes, they look good, just a couple things see attached.

Thanks,

M

Hi Michelle,

The speaking notes are attached. The quote has been inserted in MI's news release, also attached.

Ashley
Thanks Ashley. Attached is the updated MA that Min has approved and I just sent to Comms Branch for final approvals.

As for quotes, I’m thinking the one you have prepared for Min should be fine. If you are good with that.

Staying tuned for the Min’s quote and speaking notes...

Thx

From: Russell, Ashley
Sent: Tuesday, June 27, 2017 8:50 AM
To: Hunt-Grouchy, Michelle
Cc: Humber, Eric; Mundon, Tansy
Subject: RE: TIME CHANGE: OCI Chair announcement June 28

Good morning,

The media advisory for tomorrow’s event is attached, as well as the key messages. I am still waiting on Mark’s approval of the quote for the news release as well as the Minister’s speaking notes. I expect to have those shortly.

Also, in my email on Friday I asked you if Mark also needs a quote in the news release. We currently only have a quote prepared for the Minister but I can certainly add one for RDC, if you recommend. Please let me know.

Thanks,
Ashley

From: Hunt-Grouchy, Michelle
Sent: Friday, June 23, 2017 1:53 PM
To: Russell, Ashley
Subject: RE: TIME CHANGE: OCI Chair announcement June 28

Hi Ashley,

Just got confirmation from the Minister that he is available to attend and speak at 2 pm for the OCI Chair announcement on June 28 at MI. Can you please let MI know that Minister Mitchelmore will be the GNL/RDC rep. If Mark could be attendance that would be great and if he can be prepared for any technical questions from media afterwards that would be helpful. If you could send along a draft media advisory, speaking notes and key messages either this afternoon or Tuesday morning for review that would be fab. Btw, is MI issuing a news release for this? If so, then we would need to review draft quotes from Min and Mark.

Also, Minister is wondering if Ministers Crocker and Byrne have been provided invites to attend this event as this matter relates to their portfolios? If not, I can advise their comms folks to pass along to their Ministers. Just let me know.

Thanks,
Michelle

From: Russell, Ashley
Sent: Friday, June 23, 2017 10:16 AM
To: Hunt-Grouchy, Michelle
Subject: RE: TIME CHANGE: OCI Chair announcement June 28

Any word from the Minister on the time change?

Ashley
Hi everyone,

To assist with the Minister’s attendance at the news conference, we are adjusting the news conference to start at 2:00 pm on June 28.

Please note for your calendars and attached is a revised event scenario with the times adjusted accordingly.

Many thanks
Kim

Kimberley Thornhill
Manager, Marketing and Communications
Fisheries and Marine Institute of Memorial University of Newfoundland
T: 709-778-0544
F: 709-778-0672
www.mi.mun.ca

Hello everyone,

Thank you everyone for your patience as we plan for the upcoming announcement of the OCI chair next week.

Attached is a draft event scenario and news release for your review and input. As you’re see in the news release, we would like to have quotes from OCI and the province to complete the release. Please feel free to make any edits you require to ensure the information is accurate.

Carey, could you please share the release with [ ] for their review?
We will be sending out invitations on Friday or Monday at the latest. If there is anyone you to whom you like to extend an invitation, please provide their name and email address to me and I'll be sure to add them to our distribution list.

Many thanks again,
Kim

Kimberley Thornhill
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www.mi.mun.ca

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