

ANNEX C: COMMUNICATION AND INFORMATION STRATEGY

COMMUNICATION AND INFORMATION STRATEGY

1. INTRODUCTION

The Labrador Inuit Land Claims Agreement (“the Agreement”) will provide certainty about rights to lands and rights affecting the development of resources; ensure Inuit culture and language is protected; provide Labrador Inuit with opportunities to improve health, education, and quality of life in Inuit communities; provide for a system of government that will allow Labrador Inuit to co-manage resources, and to make democratic decisions regarding matters affecting the lives and future of Labrador Inuit; provide Canada with the newest national park; and resolve the last unsettled Inuit land claim in Canada.

The Agreement (section 23.3.4 (g)) requires that the Parties develop a Communication Strategy to inform Inuit and other interested Persons of the content of the Agreement, and the accompanying Implementation Plan, and implementation developments.

Communication initiatives surrounding the implementation process must inform target audiences of the key activities in the implementation process. Direct involvement of the Parties in transmitting information to their respective audiences will increase the likelihood of effective implementation.

2. TARGET AUDIENCES

Target audiences include: Beneficiaries to the Agreement; institutions of the Nunatsiavut Government; Provincial Members of the House of Assembly; and federal government Members of Parliament, including their respective departments and agencies. Target audiences also include third parties with interests in the Labrador Inuit Settlement Area such as, but not limited to: commercial wildlife operators, cabin owners, hunters and fishers, archaeologists, mining and other industry, Chambers of Commerce, environmental groups and the media.

Communication to the general public is essential for effective implementation of the Agreement in the Labrador Inuit Settlement Area. It is through effective communications that the concept of fairness and equity of the Agreement will be reinforced. The general public must be given information on how their interests are or are not affected.

3. RESPONSIBILITIES

Nunatsiavut Government and Beneficiaries

The implementation of the Agreement most directly affects Beneficiaries to the Agreement, therefore leadership involvement is necessary to ensure effective implementation of the Agreement. The Nunatsiavut Government must play a lead role in ensuring that the Beneficiaries are made aware of their rights and obligations under the Agreement.

Acceptance of the Agreement by the Labrador Inuit and its institutions and their assistance in

implementation will depend on a clear understanding of the process, therefore Beneficiaries have a responsibility to become familiar with and understand the Agreement and the Implementation Plan.

Translation into Inuktituk of communication activities and instruments will be provided by the Nunatsiavut Government.

Government of Newfoundland and Labrador

Direct involvement of the Government of Newfoundland and Labrador is essential to the implementation of the Agreement. The Government of Newfoundland and Labrador will inform its departments and agencies and their employees, contractors and agents of their obligations, responsibilities, and any new processes under the Agreement and the Implementation Plan. Where these obligations may affect the Nunatsiavut Government or Labrador Inuit or third parties, appropriate communication strategies will be developed and implemented by the Government of Newfoundland and Labrador. The Department of Labrador and Aboriginal Affairs will play a lead role in these internal and external communication initiatives.

Translation into Inuktituk of communications activities and instruments will be provided by the Provincial government as required by the Agreement, or if not specified in the Agreement, as deemed appropriate by the Provincial government.

Federal Government

The federal Government will inform its departments and agencies and their employees, contractors and agents of their obligations, responsibilities and any new processes under the Agreement and the Implementation Plan. Where these obligations affect the Labrador Inuit or third parties, appropriate communication strategies shall be developed and implemented by the federal government. The Department of Indian Affairs and Northern Development will play a lead role in these internal and external communication initiatives.

Translation into Inuktituk of communications activities and instruments will be provided by the federal government as required by the Agreement, or if not specified in the Agreement, as deemed appropriate by the federal government.

4. GENERAL INFORMATION ACTIVITIES

In order to assist in the effective communication of the Agreement, the Parties to the Agreement will undertake to internally sponsor workshops, seminars and other means of in-service training in order to ensure that their respective employees, agents and contractors are aware of and understand the impact of the Agreement and the Implementation Plan on the performance of their duties.

In an effort to promote awareness of the Agreement among members of the public who are interested in or affected by it, the Parties to the Agreement will undertake activities to make

public and explain the Agreement and the Implementation Plan.

The Parties shall consider using methods such as: regular and special publications, computer-based information, video aids, public service announcements, news releases and advertising, communiques and media briefings, and public information meetings.

Specific communication activities may be held to ensure that special interest or third party groups are well informed about the Agreement and the Implementation Plan and their potential impacts. These specific communication activities may be undertaken as actions occur during the implementation process.

5. DESIGNATED INFORMATION ACTIVITIES

Media

The continuation of open and effective communication, such as joint news briefings on implementation developments will help ensure accurate media coverage of the Agreement. During the implementation process, the distribution of information and media kits will continue, at the discretion of the Parties, in light of any new Agreement developments.

Annual Reporting

As stipulated in section 23.4.7 of the Agreement, an annual report of the Implementation Committee is required and will be funded by the federal Government.

6. BUDGET

The costs of communication and education activities will be the responsibility of the party or organization undertaking the activity unless expressly stated otherwise.

When the Parties are undertaking activities in support of the Communication Strategy they will, if they agree that it is desirable, conduct communications activities jointly.