

Battle Harbour

SUMMER 2025

NEWSLETTER



Battle Harbour
LABRADOR - CANADA

Historical Context



For two centuries Battle Harbour was the economic and social center of the southeastern Labrador coast.

The location's mercantile saltfish premises were established in the early 1770's and the Island developed into a thriving community, which was known as the Capital of Labrador. It fell into decline following reductions in the cod fishery and a major fire in 1930, and was abandoned as a permanent settlement following government resettlement activity in the 1960's.

Battle Harbour provides a commemoration of the life and society created there by Newfoundlanders and Labradorians during the 18th, 19th and 20th centuries, and is a classic example of a traditional outport community. It is the last and most complete example of traditional fishing mercantile premises in

Newfoundland and Labrador. It preserves a complete settlement and features the oldest surviving Anglican church in Labrador, Grenfell's first hospital, wireless telegraph towers, first Labrador Ranger establishment, and large functional buildings, such as the Salt, Flour, Pork and Salmon stores, dating from the 18th and 19th centuries.

In 1990, the Battle Harbour Historic Trust, a not-for-profit organization, was founded with a mandate to protect, restore, interpret and promote Battle Harbour's significant heritage resources. The Trust was comprised of leaders from the academic, commercial, historical and government sectors, as well as strong local membership.

Historical Context

In 1992, The Earle Freighting Service Ltd. donated the entire mercantile premises to the Trust. During this year, with funding from the federal and provincial governments, Battle Harbour's rebirth was underway with the restoration of St. James the Apostle Anglican Church, and the construction of a new dock, critical for the broader work that began the next year. Utilizing almost exclusively the local workforce, the majority of restoration work was completed in the next five years.

Today, Battle Harbour is designated as one of the National Historic Sites of Canada

In 2003 was recognized by National Geographic Traveler Magazine, Conservation International and the Smithsonian Institute as one of the most significant heritage sites in the world. It is a priceless collection of natural, cultural and historic beauty and a classic outpost fishing community island retreat in the Labrador Sea, sought after by an increasing number of global guests to enjoy a profound escape experience that is deeply moving, personally inspiring and unique in the world.

The Trust is currently focused on the sustainability of Battle Harbour such that it can achieve all aspects of the mandate. The primary emphasis is on strengthening the financial sustainability of the Trust to ensure Battle Harbour retains its natural, cultural and historical attraction and continues to be a leading authentic and inspirational living heritage destination in Canada.



Strategy



- BHHT's vision is to be the leading authentic and inspirational living heritage destination in Canada.
- This vision is achieved by a mission to protect the integrity of Battle Harbour as a classic outport community with its traditional mercantile fishing premises; while promoting a profound escape experience for global guests that is deeply moving, personally inspiring and unique in the world.
- The key risks of the Trust have been identified through an Enterprise Risk Management exercise
- Priority Initiatives have been identified to ensure the Trust's key risks are addressed and its strategic goals are achieved



Strategy



01 Resource and Site Authenticity – to be effective stewards of Battle Harbour and protect the authenticity of this classic outport fishing community and its traditional fishing mercantile premises, along with its cultural and historical resources for future generations

02 Talent Management – to ensure the Trust continues to have a complement of staff who are uniquely talented with a skill set that is intimately tied to the authenticity of a high-quality guest experience, and led by engaged leaders who coordinate operations effectively and efficiently

03 Financial Sustainability – to secure funding from all sources, including government, sponsors, donors and operations, sufficient to satisfy all funding requirements of the Trust to adequately satisfy its full mandate

04 Guest Experience Quality– to enhance the quality of the guest experience and promote it effectively to attract a wide variety of guests from the global marketplace and grow the organization

05 Safety and Security – to ensure the safety and security of the Island and its guests and personnel

06 Local Community Support – to ensure a high degree of engagement with, and support from, the local community

2024 Operational Report



Battle Harbour has continued to persevere and strengthen its position over the last number of years with 2024 representing continued strong performance

Our very competent and committed staff and management proactively identify challenges as they present themselves and exhibit the creativity and flexibility necessary to address them very effectively. Through their exemplary efforts in 2024 we purchased a ferry, secured a captain, enhanced our energy reliability, filled our staff compliment and increased the number of guests enjoying the Battle Harbour experience.

Increases in our three primary sources of funding resulted in a financial performance that enabled us to cover all our costs and provide sufficient cash flow for the opening of the 2025 operating season.



2024 Operational Report



Our typical funding profile consists of 3 primary sources, including operating revenues at 65%, funding partners at 25% and donors at 10%. Our 2025 budget calls for increases from these sources of revenue by continuing to increase the number of guests, seeking further contributions from our funding partners and executing a capital campaign.

Battle Harbour continues to focus on providing benefits to the local area and our cost profile reflects our success in this regard. Salaries and benefits represent approximately 60% of our expenses, providing employment to 20 employees, the vast majority of whom are residents of Labrador. A further 15% of expenses are incurred for the provision of services and supplies sourced from the local area.

Early indications are that 2025 is shaping up to be another successful year.



Local Engagement



Critical to the success of Battle Harbour is effective local engagement.

In addition to equal local representation on the Board of Directors, the Trust continues to look for ways to increase this through communication and engagement initiatives.

- In recent years the Board has held a board meeting and strategy session at Battle Harbour
- This newsletter represents our most recent example of engaging further with the local area
- Furthermore, the Board will hold meetings in Mary's Harbour at the beginning of the 2025 operating season, in June.



Local Engagement



2025 Summer Season



The 2025 summer season is shaping up to be a busy one.

With seven expedition cruise ships, 12 motorcoach tours, several large group tours and many independent travellers, we will be sharing the magic of Battle Harbour with many new friends. Some of the events and activities we are looking forward to include:

- Presentations by Local Birding Expert
July 14-15 | Vernon Buckle
- Cemetery Restoration
July 16-22 | Black Cat Restoration
- Soap and Candle Making Workshops
July 20-22 | Spruced Up Labrador
- Senior's Day
July 23
- Church Service with the Bishop of Eastern Newfoundland and Labrador
August 23



2025 Summer Season



Again, this summer we have a great lineup of musical entertainment for the Loft:

- Jamie Jackman
June 20-21 | Silver Wolf Band
- Carolina East
July 7-8
- Jodee Richardson and Nicole Hand
July 27-29
- Richard Neville
August 15-16
- Sabrina May and Laquita Normore
August 22-23

Labrador's own craft beer Iron Rock will be the brew of choice in the Loft again this summer. Keep an eye out for the exciting new beer label they will be premiering with a distinctively Battle Harbour theme.

We look forward to seeing you all as you experience the wonders of Battle Harbour. We are confident that you will find it to be deeply moving, personally inspiring and unique in the world, as does all of our guests.

