

PORT ARTHUR ROTARY CLUB

PRESIDENT & CEO, CHARLES CIRTWILL

14 JULY 2015, THUNDER BAY



My First Thunder Bay headline

– name is right, almost (and another thing too)



3 July 2013

Charles Cirtwill to Head Northern Policy Institute

THUNDER BAY – Breaking News – Charles Cirtwill, the president of the Atlantic Institute for Market Studies in Nova Scotia is headed to Thunder Bay.

The Atlantic Institute is a Halifax based think-tank. **Cirtwell** will be heading up the **Ontario Governments** new Northern Policy Institute.

He has been at the Atlantic Institute for 12 years, and has family in the Thunder Bay area.

The new head of the Northern Policy Institute will be based here in Thunder Bay.



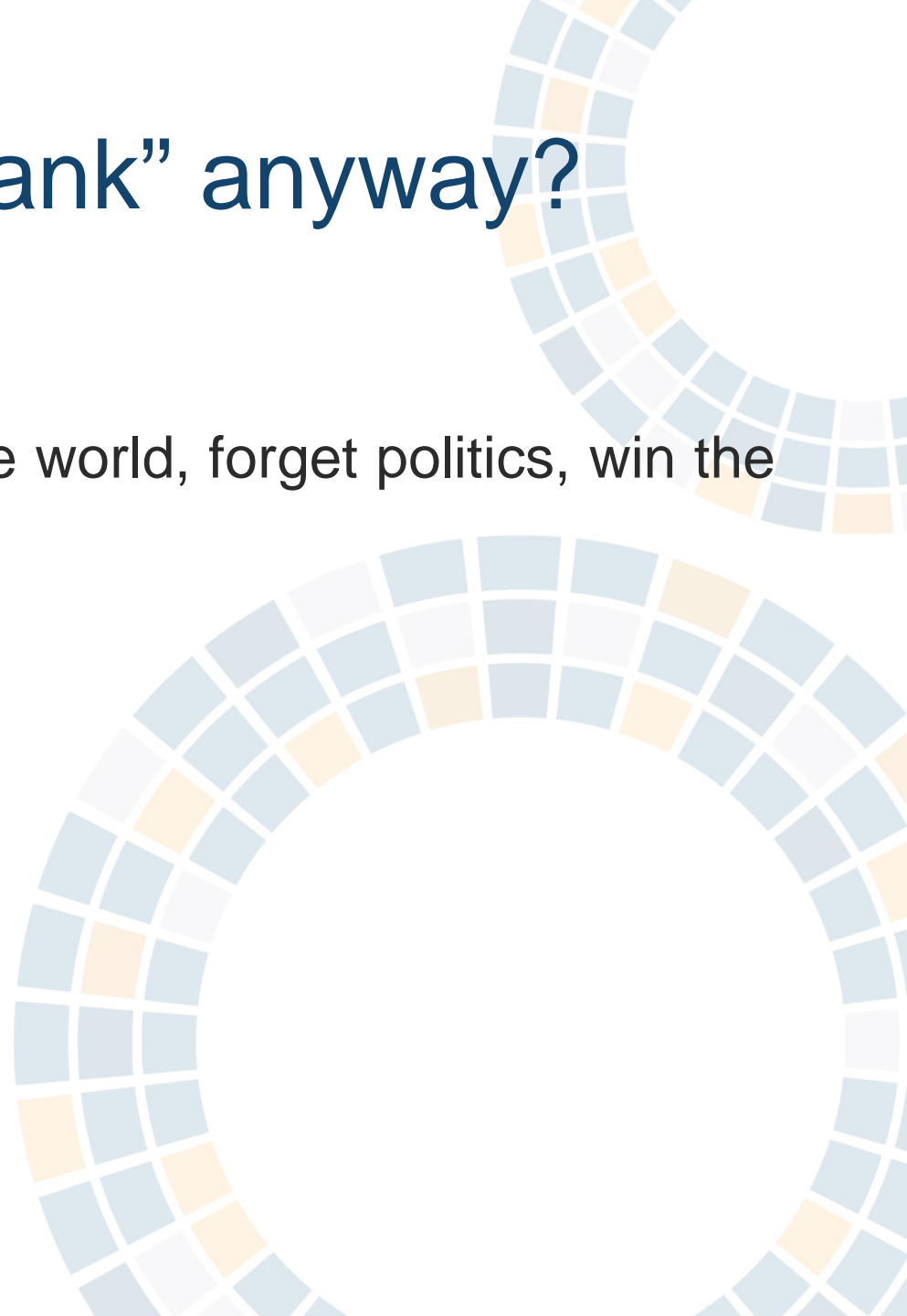
Wrong!

Wrong again!

What is a “think tank” anyway?

“If you want to change the world, forget politics, win the war of ideas.”

- Friedrich Hayek



Political ploy or positive step?

New Policy Institute part of growth plan or election ploy?

The Toronto Star, March 11, 2011

\$5 million will go to create the institute, which the Opposition calls a ploy to save Liberal seats in the Oct. 6 election.



A positive step for Northern Ontario

Friday, August 31, 2012

The institute, an independent, not-for-profit organization, will monitor the implementation of the Growth Plan for Northern Ontario and make provincial policy recommendations for the region.

About Northern Policy Institute

NOT a government agency or a consulting service-

There are a couple of **BIG** differences between “working **WITH** a Policy Institute” and “**HIRING** a consultant”: we don’t work for our funders and we can’t guarantee them an answer they will like.

Independent means just that –

- Funders, members and stakeholders do not direct the work of Northern Policy Institute.
- Board, funders, members and stakeholders do not “pick” projects or pre-determine results.
- Staff and contract authors follow the evidence
 - Northern Policy Institute does NOT take positions – we ask the questions – the authors provide, and defend, the answers.
 - Their analysis is tested before publication: Double blind peer review – just like academic journals.

800,000 bosses

We work for and take direction from the people of Northern Ontario.

Over 100 meetings and events in the past twelve months throughout Northern Ontario and beyond. Top ten issues:

1. Coordinated economic development
2. Infrastructure
3. Energy
4. Mining development
5. Local decision making
6. Partner with aboriginal communities
7. Demographic challenges
8. Competitiveness & mis-regulation
9. Taxation
10. Employment and training

Engaging with our communities



“Doug” - Egli's Sheep Farm, April 2015



Northern Policy Institute staff visit Queen Elizabeth High, Sioux Lookout, 2014



James Cuddy, Transportation Roundtable with Parliamentary Secretary, Sudbury 2014

Northern Policy Institute Board visits Weyerhaeuser, Kenora, 2015



Samples of our work: Our First Paper – and the WSJ

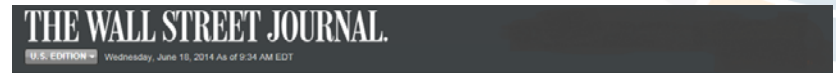
The Airport/Port Transportation Authority Model

Is It Applicable for Ontario's Ring of Fire Mineral Development?

By Nick Mulder

Released June 17th 2014

- Arms length
- Community managed
- Shared risk
- Shared investment
- Market driven
- Needs based
- Flexible and responsive
- No “if you build it” – THEY build it



June 18, 2014, 9:34 a.m. ET
(MKTW) KWG Applauds Northern Policy Institute
Commentary

NORTHERN ONTARIO
Business

ESTABLISHED 1980

Published on: 6/17/2014 4:00:00 PM

Think-tank report calls for Ring of Fire port authority

By Northern Ontario Business staff



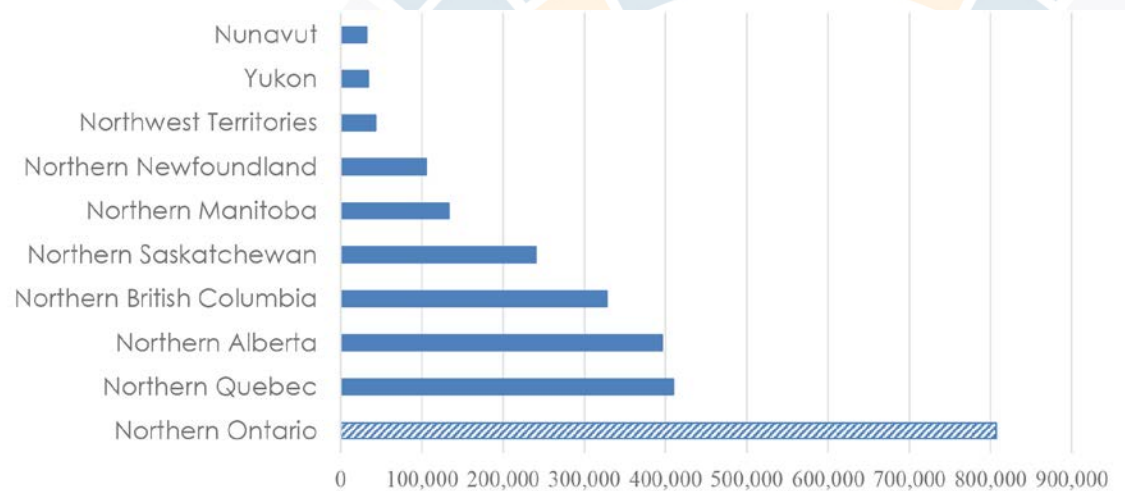
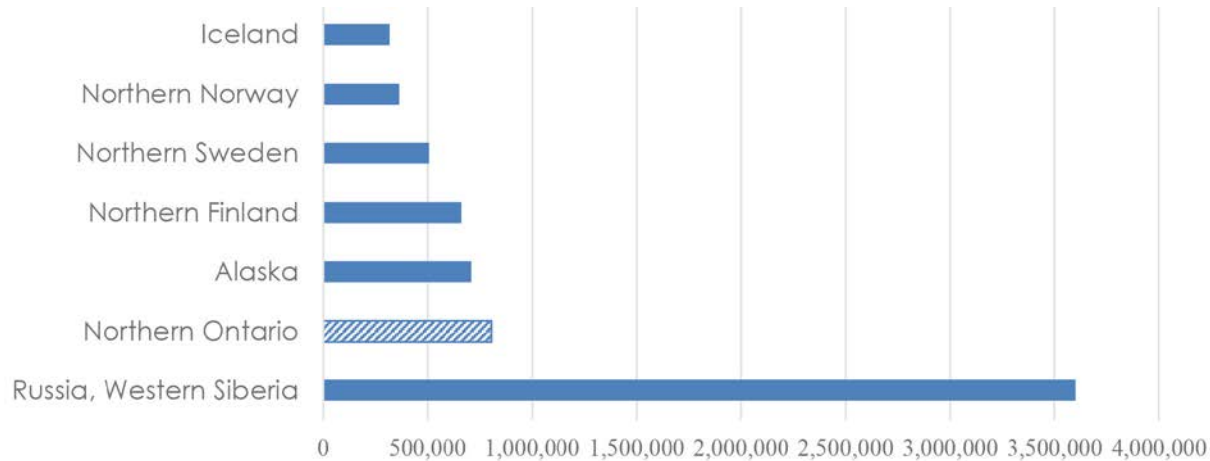
RESOURCE CLIPS

Clear, accurate mining/exploration news

New way to the Ring of Fire?

A think tank suggests Ontario's development corporation is on the wrong track

Samples of our work: We are a big part of the global “north”



Samples of our work: The North is growing – in places

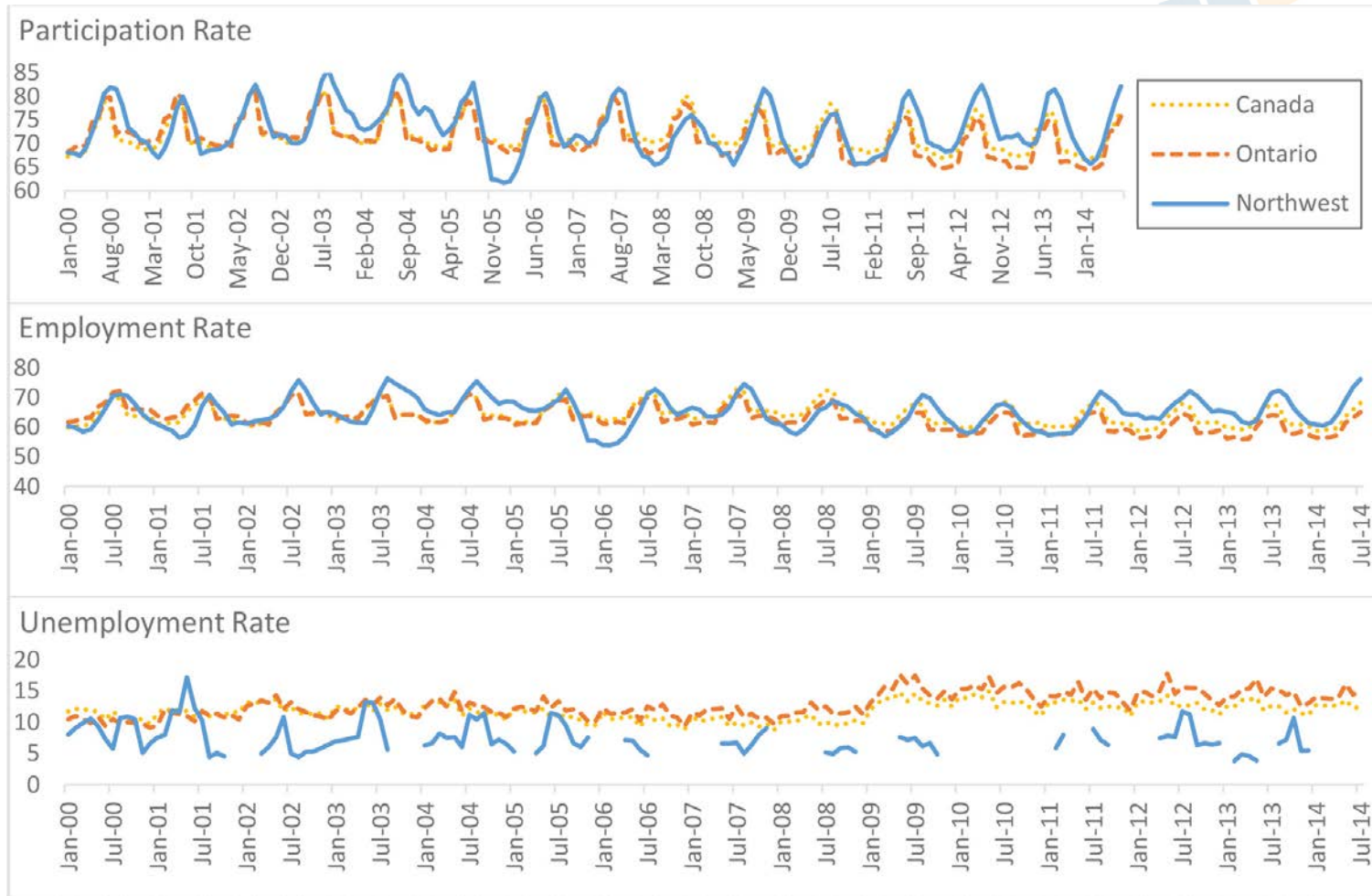
	Population		Population Change	
	2001	2013	Difference	Percent
Manitoulin	12,713	13,538	825	6.5
Kenora	66,526	70,002	3,476	5.2
Parry Sound	41,201	43,077	1,876	4.6
Greater Sudbury	161,146	165,087	3,941	2.4
Nipissing	86,313	87,362	1,049	1.2
Thunder Bay	157,034	149,604	-7,430	-4.7
Algoma	123,763	117,600	-6,163	-5.0
Timiskaming	35,700	33,509	-2,191	-6.1
Cochrane	89,509	82,289	-7,220	-8.1
Rainy River	22,943	20,166	-2,777	-12.1
Sudbury	24,202	21,086	-3,116	-12.9
Northern Ontario	823,051	805,333	-17,718	-2.2

Samples of our work:

Northeast outperforms Northwest

- Educational attainment for the Aboriginal population is much higher in the NE than the NW.
- Average income for everyone is higher in the NE than the NW.
- Dependency on government transfers is lower in the rural NE than in the rural NW.
- Participation rates are higher and unemployment rates lower in the very rural and remote parts of the NE than in the NW.
- There is a higher percentage of rural income earners in the NE than the NW (more people have jobs).
- There is greater economic activity in strongly rural areas in the NE than the NW.
- **Why? Think CONNECTIVITY**

Samples of our work: Good News – for young people in the NW



Source: *Settling Down in the Northwest*, NPI 2015

Getting there – a monthly column and, mostly, my name is spelled right

NORTHERN ONTARIO
Business

Do you “know the North?”

Think Tank



Charles Cirtwill
President & CEO
Northern Policy Institute

I give a lot of talks about what is going on in Northern Ontario. Those sessions require me to cite data, lots of data: demographic data, health data, education data, economic data, and more.

One of my favourite experiences is the quiet visit after the talk by some local expert. Often a subject expert or a local councillor or public servant. They almost always want to assure me that while they understand that the data I have just described applies to the region, or the district, or the province, it just doesn't apply to their community.

Things are different here, their situation is unique. If I just talk to them, they will be able to demonstrate that the numbers are wrong, that they (and sometimes only they) know what is really

(well, it actually is data, of a type, just not robust enough by itself to prove anything).

This is a very human thing, extrapolating our own experiences and assuming that the rest of the world, or just the people next door, look and act exactly the same way. In the realm of public policymaking this tendency gives rise to something called executive paternalism. Someone in a position of authority decides that the government should do something because what they have heard, and therefore what they know, suggests they should. This process is the bane of data-driven decision-making. We do things not because we know they will work, or have worked in the past, but because they sound good to someone with the authority to make them happen. The problem

“We make the best decision we can with the information available.”

is, garbage in, garbage out. Sometimes the information available, to put it bluntly, just sucks. This is why economists and policymakers across the country are up in arms over the termination of the long-form census.

But the census isn't the only means to collect reliable and comparable data about what is going on in your community. In

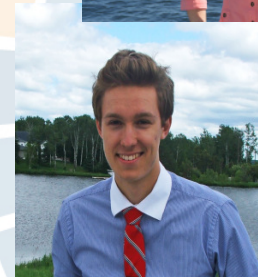
Policy Institute will be contacting organizations across the North to ask them what they know about their community and how they know it. What questions do they ask? Who do they ask them of? How? What do they do with the information once they have it? Most importantly, are they willing to share it with others?

Think of it as crowdsourcing our own census. In my experience, we collect a lot of information locally. Much, if not all of what is collected then usually ends up stuck on some forgotten flash drive. What if instead we took all of that information and put it online, in a single location? A virtual Northern data centre as it were. A common broom closet where we can all dump our data flotsam.

Perhaps, by putting it all in one place, and having lots of people

Know the North – summer internships and our “army of minions”

Know the North builds on our ongoing efforts to talk to and learn from the people of Northern Ontario. Northern Policy Institute is challenging all of you to share what you know with your neighbours and with the world. We already Know the North, it is time we tell others.



Know the North

Statscan knows a little:

- 2 summer interns are trying to find out how much
- Drill down (to postal codes) then build up (to community level)

Collectively, we know a lot:

- 6 summer interns – **will be calling**
- Municipalities, First Nations Communities, Aboriginal Groups, Economic Development Agencies, Research Institutes, Unions, Chambers and other Community/ Grassroots Organizations
 - What do they know? – their data and measures of success
 - How do they know it? – their tools, their timing (one time or cyclical?)
 - Common tools - provincial surveys, common questions, common measures
 - Examples: chamber and municipal satisfaction surveys, Sioux Lookout mining permit survey, Kenora growth project, Thunder Bay index, everything you ask or know about your community

The KEY – open honest sharing of information

In closing – LOTS of ways to get involved with Northern Policy!

- **Stay informed:** blog, twitter, Facebook, website, e-newsletter
- **Participate:** stakeholder discussions (like this one), on-line consultation, direct meetings, speaker invitations – tells us how much YOU Know the North
- **Volunteer:** Board of Directors, Advisory Council, Research Advisory Board
- **Paid:** author, reader, senior fellow

Thank you. Merci. Miigwetch.

NORTHERN
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www.northernpolicy.ca