

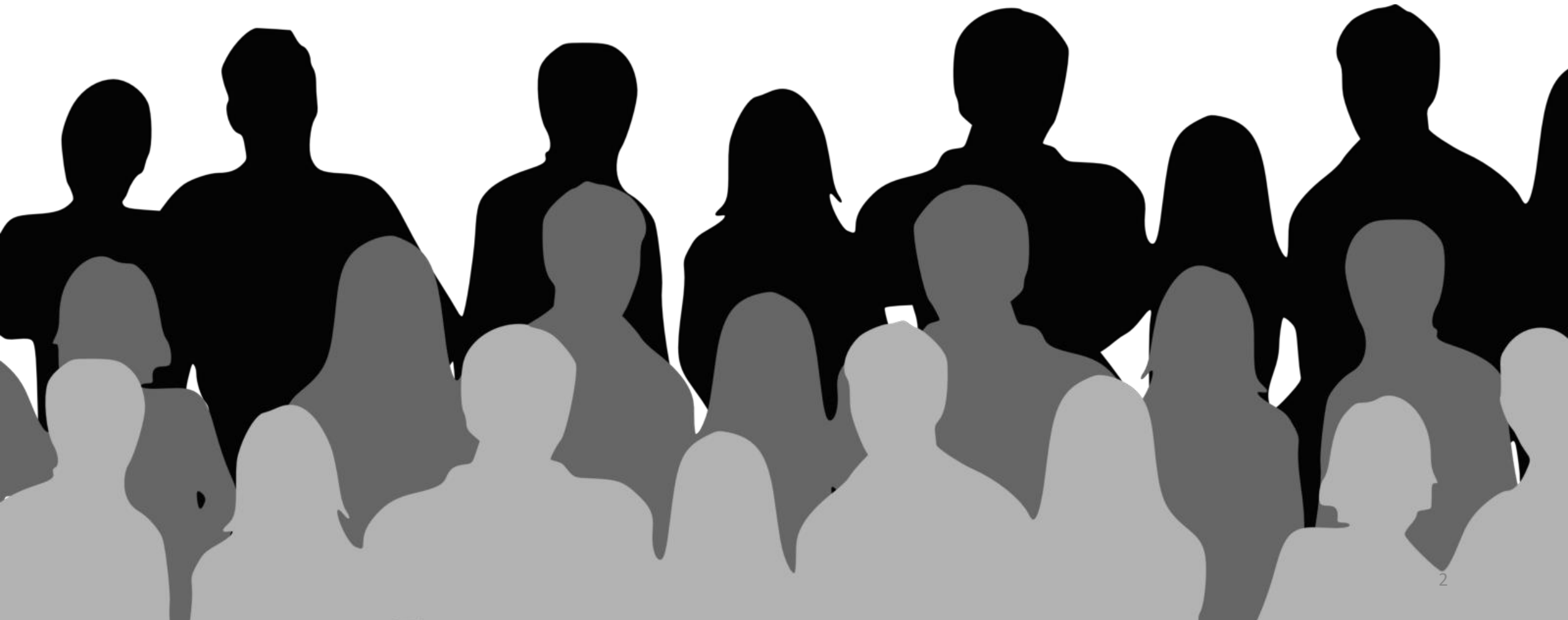


Vision of Ontario's Future North

Katie Elliott, FutureSSM
September 26, 2019



PEOPLE



Where we're at...



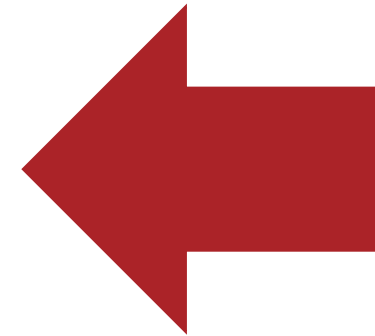
Declining,
ageing Labour
Force*



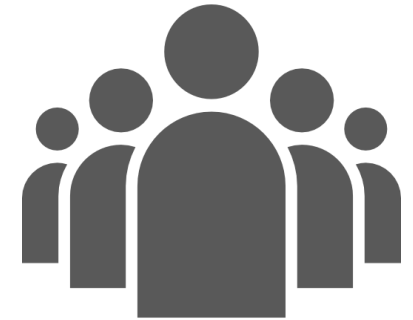
Ontario's fertility
rate is below the
threshold needed
to balance the
population at 1.6



Population is
stagnant,
declining,
ageing*



Negative net
migration



78% of
immigrants settle
in large urban
centres

*Indigenous population has increased in every district since 1996.

With the exception of Manitoulin, Parry Sound and Kenora, all districts have seen negative population growth since 1996

Source: StatsCan



= Need to increase population to:

1

meet economic development
and labour market needs

2

Increase revenue-generating
capability

Recruit.
Retain.
Repatriate.



17 rank-ordered characteristics of a welcoming & attractive community:

1. **Employment** opportunities;
2. Fostering of **social capital**;
3. Affordable and suitable **housing**;
4. **Positive attitudes** toward immigrants, cultural diversity, and the presence of newcomers in the community;
5. Presence of **newcomer-serving agencies** that can successfully meet the needs of newcomers;
6. Links between main actors working toward welcoming communities;
7. Municipal features and services sensitive to the presence and needs of newcomers;
8. **Educational** opportunities;
9. Accessible and suitable **health care**;
10. Available and accessible **public transit**;
11. Presence of diverse **religious organizations**;
12. **Social engagement** opportunities;
13. Political participation;
14. Positive relationships with police and the justice system;
15. **Safety**;
16. Opportunities for use of **public space** and **recreation facilities**; and
17. Favourable media coverage and representation.



Recruit.



Promote Northern Ontario's competitive advantages with innovative strategies & tactics.



Ensure newcomer settlement supports are accessible & sustainable.



Work with post-secondary institutions to grow, attract and retain international and Indigenous students.



Support 'welcome to the community' initiatives.



Collaborate with local Indigenous Skills Employment & Training Strategy service providers.

Retain.



Build greater awareness amongst high school students about future employment opportunities (& the skills training required).



Work with youth to identify quality of life initiatives that make the community more appealing.



Create Spousal Recruitment Advisory Committees



Expand employment and mentorship opportunities for youth, newcomers and international students.



Collaborate with service organizations to develop strategies to ensure the retention of newcomers and Indigenous people in the city (supports, welcoming community).



Encourage local employers to create and support the development of job-entry training programs for youth, low skilled, entry level and social assistance recipients.





Repatriate.



Outreach to “boomerangs” by focusing on those who grew up in the city and may want to move back— including those who attended college/university here.



Celebrate repatriation success stories through web and social marketing platforms.



Use of technology to enhance communication platforms to communicate with expatriates by making them aware of job opportunities.



Work with post-secondary institutions alumni boards.



Development of active networks (ex. The Sault Network)

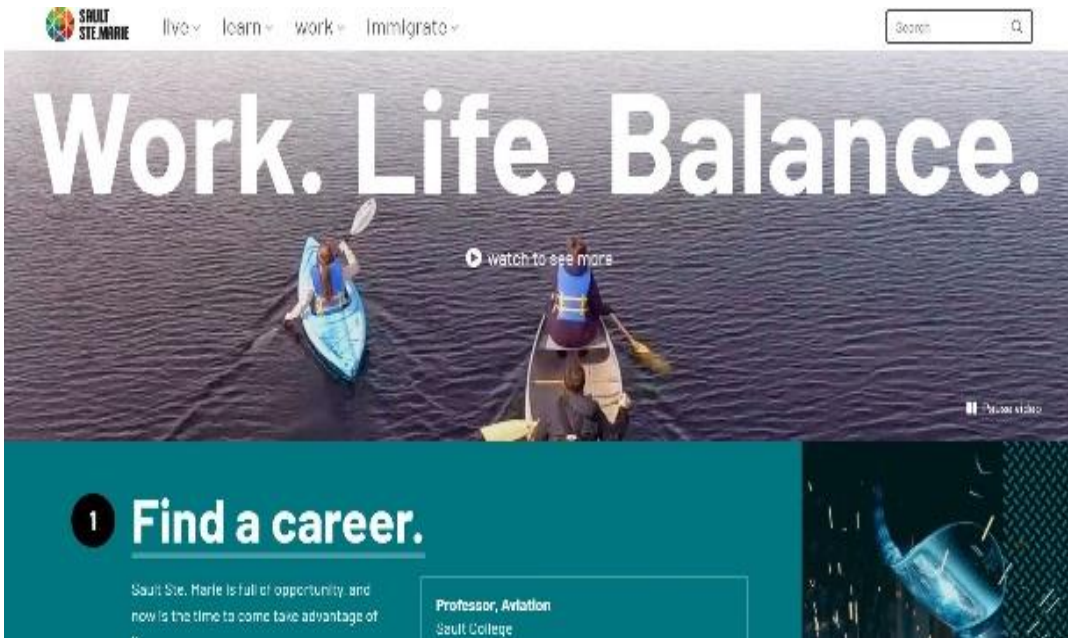


How we tell our story matters.

A marketing and communications strategy is needed for a community to attract & retain newcomers (people) AND build community pride. *It is important to think about the following:

- i. What features/attributes of the community are we going to market?
- ii. How are we going to make the message sound inviting?
- iii. What tools are we going to use to target our desired audience?
- iv. Will we be using any social media? If so, which tools and how will we use them?
- v. Does our community have a website?

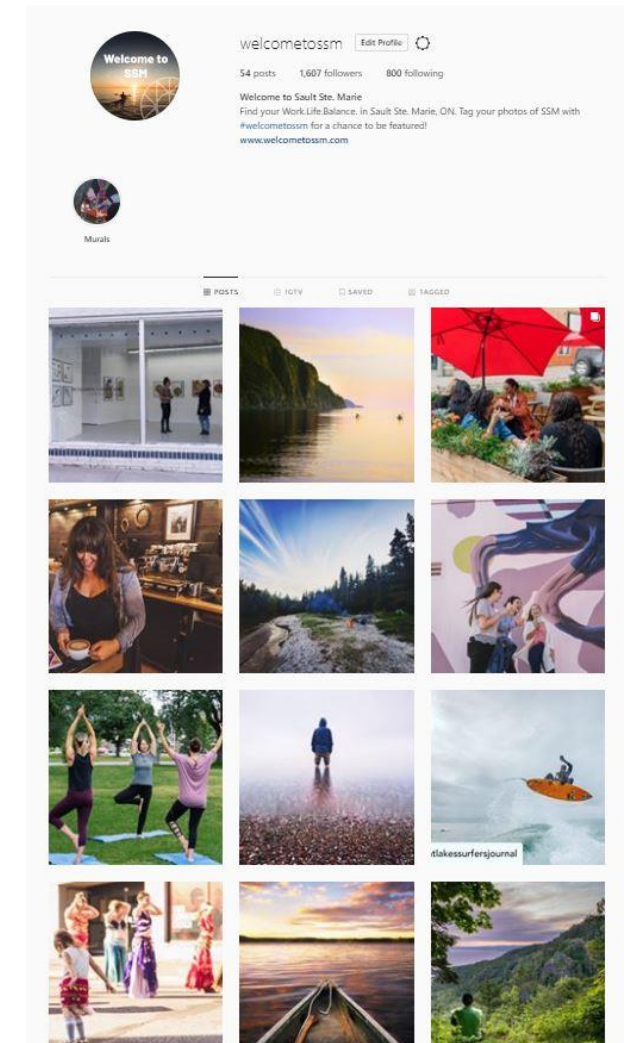
*Source: The Northern Attraction Series Thinking Local: Best Practices and Solutions for Northern Ontario Communities by Christina Zefi, 2019



A new website www.welcometossm.com has been developed to showcase Sault Ste. Marie's exceptional lifestyle and job opportunities



Related to the www.welcometossm.com a video series is highlighting stories of people who have moved or returned to Sault Ste. Marie. The purpose of these videos is for people to see themselves living in the Sault.



A revamped Instagram site showcases the lifestyle of Sault Ste. Marie and links back to www.welcometossm.com

Key Audiences

Millennials

1

Young professionals
aged 22-30



2

Young professionals aged
30-40 with young families
(incl. former 'Saultites')



3

Newcomers



Key Messages

Sault Ste. Marie defines Work.Life.Balance & affordability in an urban setting with quick access to outdoor adventure.



Launch an exciting career.



Access quality education at every level.



Buy a home.



[Have the time] to take advantage of world class outdoor adventure.



Get to work in <10 mins and your own personal paradise in <30 mins.



Do all the things you wished you had time for in the GTA.



Access food, drink & and up and coming culture scene.

2



“With the little one, we wanted more space, and we knew we’d never be able to buy anything [in Toronto]. Now I work a 9-5. My daughter’s school is a five-minute walk from our house. Being this close to nature was also a big draw, and is a big plus to living in Sault Ste. Marie.” – *Keith Brown, The Very Strong Case for Moving the Hell out of Toronto – Vice Canada*

Average
commute times
to work is 10
minutes.



The average commuter in Toronto spends more than **350** hours commuting to work in a year. That’s 50 7-hour working days. For every 12 months you’d work in Sault Ste. Marie, you are working 14.5 months in Toronto if you add commute times.

2

Sault Ste. Marie

GTA

Average house price is around \$186,539

Average price of a rental unit is \$785

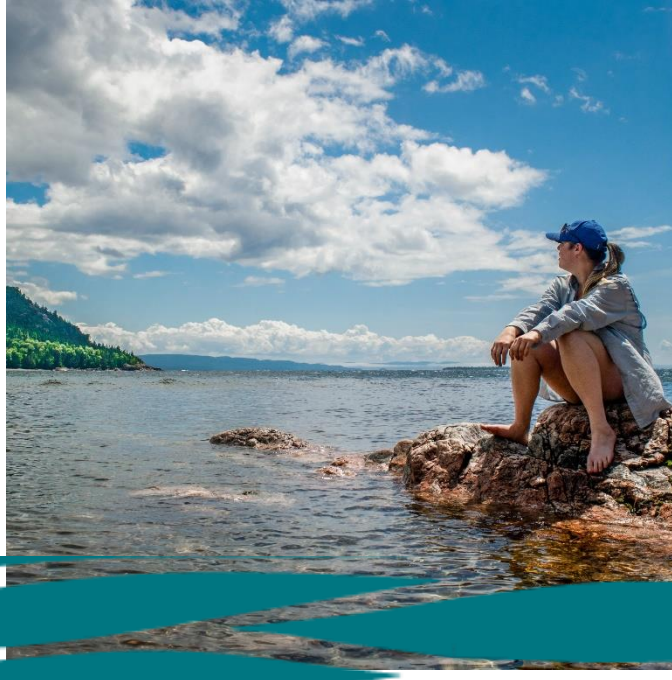
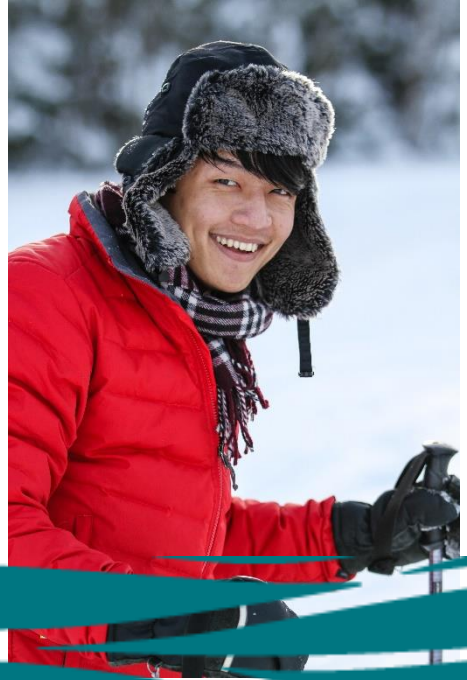
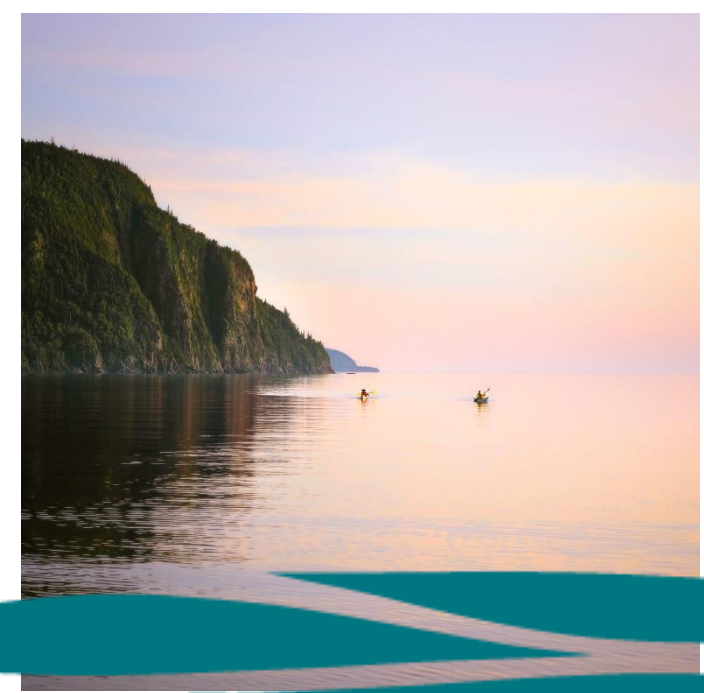
Average house price is around \$806,755

Average price of a rental unit is \$1,925



2

Easy access to open spaces & outdoor adventure.



As Ontario's northern regions, how do we work together to tell our story in order to attract and retain people?