

Come North Viens au nord

WHAT ARE YOU GOING TO
DO?

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20 FEBRUARY 2020
THUNDER BAY



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Conference summary

- **What we have talked about**
- **What we have planned**
- **Where do we go from here**



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Discussion sample - Online resources

- Key Asset
 - Immigration Portal
- Critical Gap
 - Funding for the webpage – while hosting the webpage is relatively inexpensive, it's the content updates that eat at costs.
- Missing Partner
 - Tourism agencies
- Intended Action
 - Succession planning – there has been turnover in terms of staff that has been trained on how to update the portal page.



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Discussion sample – Call before you come

- Key Asset
 - Northwest Employment Works (for people in Ontario already)
- Critical Gap
 - Talk2 tool – people are able to message someone online if they have a question (not staffed all the time)
- Missing Partner
 - Embassies
- Intended Action
 - Easing restrictions on the types of populations served (permanent resident vs non-PR)



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Discussion sample – How do we know

- Key Asset
 - CRRIDEC (Centre régional de recherche et d'intervention en développement économique et communautaire is a research centre affiliated with l'Université de Hearst)
- Critical Gap
 - Definitions – for example, the definition for “Francophone” needs to be the same for all levels of government
- Missing Partner
 - Municipalities – linguistic questions usually stops at the provincial level
- Intended Action
 - Creation of programs based on analysis of data relating to Francophones filling labour gaps



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Discussion sample – Sharing best practices

- Key Asset
 - AFN00 and AFO – creation of welcome kits have become an essential tool in the reception of new arrivals in Northwestern Ontario
- Critical Gap
 - Lack of information sharing
- Missing Partner
 - Are we optimizing our relationships with economic development officers and employment officers?
- Intended Action
 - Working with post-secondary institutions about filling labour market gaps – raising awareness about filling trades jobs, for example



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Discussion sample – Making first impressions

- Key Asset
 - The Key Magazine – activities and events that are occurring in the area
- Critical Gap
 - In some communities, the services are not present
- Missing Partner
 - Service Canada and Service Ontario
- Intended Action
 - Navigator position – helps refer people to the most appropriate service that they may require



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Discussion sample – learning together

- Key Asset
 - Centre francophone
- Critical Gap
 - There are accessibility issues for those who live in more rural communities
- Missing Partner
 - Seniors homes – seniors could help international students with learning English, help to break feelings of isolation
- Intended Action
 - Create a group of “ambassadors” to help new residents to communities



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Discussion sample – Marketing & attraction

- Key Asset
 - Dual marketing efforts by Université de Hearst that markets to both community on how to be welcoming and to attract foreign students abroad
- Critical Gap
 - No joint regional marketing efforts
- Missing Partner
 - Do not have enough feedback from people we are marketing to
- Intended Action
 - Market in languages other than French or English



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Discussion sample – Building a home

- Key Asset
 - Recreational facilities, places of worship, childcare services, etc
- Critical Gap
 - Shopping facilities that carry culturally appropriate clothing
- Missing Partner
 - Employers
- Intended Action
 - Partnership between Thunder Bay Multicultural Association and unions as the latter has international workers



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Discussion sample – Funding & leveraging

- Key Asset
 - NOHFC Internship Program – opportunity to keep intern; short term access to skills not already in organization
- Critical Gap
 - Employers don't know how to access funding or that some sources even exist
- Missing Partner
 - International associations
- Intended Action
 - Providing exceptions to small communities where organizations who have a long-running gap cannot traditionally access certain funding pools



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Sample: Who, what, where? (Asset Map)

What	Category
Centre francophone	Community Connections
Thunder Bay Indigenous Friendship Centre Systems Navigator	Community Orientation
EarlyON Geraldton	Childcare and Family Services
Atikokan Economic Development Corporation	Entrepreneurial and Financial Services
ESL at Lakehead Adult Education	Language Training and Translation Services
7 Generations	Job Matching
Thunder Bay Ventures	Data



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Sample: Who, what, when? (Calendar)

Who	What	When
Réseau du Nord	Community consultation on strategic local plan in Francophone immigration	March 2
	Diversity Breakfast	March 18
	Bhangra on Superior	March 26
PARO Centre	Entrepreneurship Workshops	Every Wed in April
TBay Indigenous Friendship Centre	Point in Time Count	April 18
	Folklore Festival	May 2-3
	Enterprise Olympics: Headstart in Business	May 28-29



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Where do we go from here

Conference Strategic Report:

- Draft report sent to those attendees who request it in the event evaluation survey
- Strategic report finalized
- Report & briefing provided to:
 - FedNor
 - CF Network
 - ENDM
 - Tribal Councils
 - NOMA
 - FONOM
 - LIPs/RIF
 - Tourism Northern Ontario
 - Colleges
 - Universities
 - Other groups on request



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Where do we go from here

Time to act:

- You will be asked to:
 - Reflect findings in your business and strategic plans
 - Commit YOUR resources to it
 - Enter into partnerships
 - Communicate your progress and your results
 - Reconvene to assess our collective direction and results

* If you've written notes throughout the conference and would like to share them, please email Rachel at rrizzuto@northernpolicy.ca. This information can be valuable when drafting the strategic document!



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Thanks - Merci

**Thank you all for joining
us.**

**Merci de vous joindre à
nous.**

We are pleased to be here in

Nous sommes heureux d'être ici dans

Robinson-Superior Treaty territory,
the traditional territory of the
Anishnaabeg.

Le territoire du traité Robinson-
Supérieur, le territoire traditionnel des
Anishnaabeg.

Region 2 of the Métis Nation of Ontario

Région 2 de la nation métisse de
l'Ontario

And the beautiful city of Thunder Bay

Et la belle ville de Thunder Bay



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Recognition - Reconnaissance

We would like to recognize
our co-hosts

The City of Temiskaming Shores
Lake of the Woods Business Incentive
Corporation

Thank you to FedNor
for proudly supporting this
initiative.



Nous aimerions remercier
nos co-hôtes

La ville de Temiskaming Shores
Lake of the Woods Business Incentive
Corporation

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initiative

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Our event partners - Nos partenaires d'événements



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Travel & Accommodation - Voyage et hébergement



FAR NORTHEAST TRAINING BOARD (FNETB)
your Local Employment Planning Council

COMMISSION DE FORMATION DU NORD-EST (CFNE)
votre Conseil Local de Planification de l'Emploi



North Superior
Workforce Planning Board



Local Employment
Planning Council
Conseil local de planification
en matière de l'emploi



Professions
NORTH * NORD



RÉSEAU
du NORD | Soutien à l'immigration
FRANCOPHONE



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Media partners - Partenaires médiatiques

Greater Sudbury Chamber of Commerce
Timmins Chamber of Commerce
Temiskaming Shores Chamber of Commerce
Thunder Bay Chamber of Commerce
Kenora Chamber of Commerce
Red Lake Chamber of Commerce
Dryden Chamber of Commerce
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Thank you. Marsee. ᑭᑭᑦᑎᑦ ᑎᑦᑎᑦ
Merci. Miigwech.



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