



Come North – Population Growth in Ontario's Northern Regions

Conference Proceedings

February 2020

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Come North – Population Growth in Ontario's Northern Regions

“Communities throughout rural and northern Canada are important to the growth and prosperity of our country...”

*- The Honourable Navdeep Bains,
Minister of Innovation, Science and
Industry*

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Structure Approach and Purpose

Come North – A Population Growth Strategy for Ontario's Northern Regions, is a combined effort of community leaders from across Ontario's northern regions. The effort is headed by the Lake of the Woods Business Incentive Corporation (with the support of the Northwest Community Futures Network) and the City of Temiskaming Shores. This report will summarize the findings and recommendations coming out of two conferences held in February 2020. The first was held in Temiskaming Shores on February 11-13 and will be referred to throughout this piece as the Northeast Conference. The second was held in Thunder Bay on February 18-20 and will be referred to as the Northwest Conference.

The conferences had three stated goals:

1. Increase awareness among all participants about the resources available to attract, retain, and assist people living in or moving to our communities.
2. Identify through direct interaction opportunities to leverage, partner, coordinate, and/or share resources, staff and activities.
3. Develop a concrete list of next steps identifying not only what is to be done, but by whom and by when.

Each conference followed an identical agenda: leading off with two plenary sessions on supporting and building sustainable connections with First Nations and Métis communities; five breakfast and luncheon speakers on current assets, known labour market trends, and current population growth efforts; three 60 minute long "learning and sharing breaks"; and nine 90 minute long breakout sessions spread over two and a half days.

The purpose of the breakout sessions was to allow for information exchange, capacity assessment, as well as setting of goals and priorities in EACH discussion area for the next three years. The priority set for each session was to enhance local capacity, mutual support and leveraging. The nine breakout themes were as follows:

- Breakout 1 – About Us – online resources and information
- Breakout 2 – Who can you call before you come?
- Breakout 3 – Are we growing and how do we know?
- Breakout 4 – Sharing best practices, coordinating our efforts
- Breakout 5 – First Impressions – the first few months
- Breakout 6 – Living & learning together
- Breakout 7 – Marketing & attraction – play, study, stay
- Breakout 8 – Making our community their home
- Breakout 9 - Funding, partnering and leveraging

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In each session participants were invited to explore the assigned theme by answering a series of eight questions. The questions were consistent across each theme.

- 1) What are the key assets we have in place now?
- 2) What are the key assets we are missing right now (the gaps)?
- 3) Who IS using these services right now?
- 4) Who ISN'T using these services right now?
- 5) Who do you REGULARLY partner with right now?
- 6) Who DON'T you REGULARLY partner with right now?
- 7) What new services/clientele could we deliver/serve with EXISTING assets/resources?
- 8) What new services/clientele could we deliver/serve with NEW assets/resources?

The breakout sessions were facilitated and were a blend of moderated group and table discussions involving a maximum of forty participants. Provision for discussions in French were made and notes were taken in both official languages.

Targeted Attendees

Invitations to attend the two conferences were sent to a broad range of community organizations. There was a special focus placed on economic development agencies, municipalities, First Nations, Indigenous service organizations and immigrant attraction and settlement agencies. Broad private sector representation was pursued through tourism industry organizations, chambers of commerce, and direct appeals to small, medium and large employers known to have an unmet need for workers. Police, fire, secondary and post-secondary institutions, health institutions, and other local service delivery agencies were also invited. Local unions, senior's organizations, youth support groups and local sports agencies were also sought out to provide a well-rounded perspective at these events. Federal and provincial agencies in the areas of education, health, economic development, transportation, rural and municipal administration, Indigenous relations and services and immigration were also invited. The general public was also welcome to attend, and multiple efforts to engage students and international students at northern colleges and universities were also undertaken. A full list of those organizations represented at the events is available in Appendix C.

Presentation Observations

NORTHEAST - Hilary Hagar – Northern Policy Institute – Asset Mapping

- Initial interactive activity with audience demonstrated that:
 - o Few people felt they knew everyone in the room or were aware of all services in their community or were confident that current or new members of their community would be able to access the help and support they need
 - o More people were comfortable that they knew similar organizations to theirs in their own community and in other northern communities. There was also a reasonable level of confidence in being able to identify service gaps in their community.
- While there are distinct needs and challenges for groups, there are still commonalities of needs
- Asset mapping
 - o Community development strategy
 - o Right now, we need to focus on what is currently being done in order to accurately describe and understand what assets we actually have
 - o Is a Living process

NORTHWEST - Hilary Hagar – Northern Policy Institute – Asset Mapping

- Initial interactive activity with audience demonstrated that:
 - o Noticeable increase from the Northeast event in number of people who felt they knew everyone in the room or were aware of all services in their community
 - o Total unanimity that current or new members of their community would not be able to access the help and support they need
 - o Most people were comfortable that they knew similar organizations to theirs in their own community and in other northern communities. There was also a high level of confidence in being able to identify service gaps in their community.
- While there are distinct needs and challenges for groups, there are still commonalities of needs
- Asset mapping
 - o Focus is on ease of referral
 - o Right now, we need to focus on what is currently being done in order to accurately describe and understand what assets we actually have
 - o Is a Living process

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NORTHEAST - Discussion 1 - Building a better bond: helping new arrivals learn more about local First Nations, Métis and Inuit communities

Lorette McKnight, President of the Temiskaming Métis Community Council

- Métis Nation of Ontario (MNO) has different programs for communities. Our council is small, 125 Métis citizens at this time
- Their council offers
 - o Aging at Home – provided through their office and helps to support independence and caring for elderly
 - o Family Well Being program – mental health, crisis prevention – focus is mitigating violence against women. Intended to reduce the need for children to be taken into other care. There are activities that help support families; provides individual services
 - o MNO also has job opportunities
 - o Cultural events – e.g. harvester's gathering

Liz Edgar-Webkamigad, Algoma University faculty member and Director of the Shingwauk Residential School Centre

- Preserving the story of residential schools
- When you think about coming together in the north...
 - o You are exactly where you are supposed to be at any given time
- Building relationships, forming partnerships, bridging gaps
- We have a lot of history (each one of us)
- How do you relate to each other, what history do we share
- How do we reach out, fix past relations – we all carry history.
- For my partnership with the Local Immigration Partnership, look at ways we can help newcomers understand that history
- Acknowledge the relations we have, build on similarities
- Algoma held an event recently about the events in the middle east, to learn about what is happening
- We need kindness
- Seven grandfather teachings
- Ask the hard questions, moving toward true altruism
- We want to provide an opportunity for people to understand
- There are a lot of similarities around cultural oppression. I think to build on those similarities is how you connect to people. Providing some kind of comfort
- One of the things we see in Sault Ste Marie is the different celebrations
- Food, song, prayer, food, worship – areas we share commonalities

- In terms of this class I teach, it's always a full class. That speaks volumes – why are they there, what draws them there. They are very interested in learning about Indigenous peoples and historical ties
- Their assignment is to connect to knowledge keepers. Then they come back to the class and transfer that knowledge of what they learned from the individuals to the rest of the class
- Smudging – non-Indigenous students are very interested in learning
- As you think about new arrivals and how to engage with the Indigenous peoples, etc – use your contacts. Approach them, include them
- Education is key, ask questions.
- Community is how we survive

Ogimaa Duke Pellier, Ogimaa of Wiikwemkoong Unceded Territory

- Our belief is that we were placed here by the Creator onto these lands
- I cannot go anywhere in the world to relearn my language except here in this area
- Unfortunately, there were some institutions that had a detrimental impact on our younger generations in terms of knowing their language, etc.
- There are many divisions now that you see in the news
- Our cultural views are embedded in our language
- We have many visitors coming into our communities, seeking the guidance of our healers and seeking cultural expression
- My people controlled all of Lake Huron at one point. Then government policies started kicking into place in the early 1800s. My people were promised in 1836 at a gathering – the Crown representative told my people that based on our promises embedded in the Wampum, the Governor General took it upon himself to initiate an agreement that my people would forever retain the ability to live unrestricted. Our people agreed with that – no interference with our people and economies, etc.
- In 1848, another agreement. Copper deposits were discovered.
- 1850 – Robinson-Huron treaty was created
- We are trying to reconcile, hold the Crown to their duties
- We require your support to help us reconcile
- We are trying to bring people into northern Ontario, we need to understand the history and seek out the appropriate solutions. I continue to work on these issues.
- Investments stay in the north – investments at the discussion tables and such, - benefit our people, the people in this room, etc.
- We continue to seek support on education on appropriate relationships. That is the only way to allow for continued growth.
- Continue support of tourism.
- Prior to 1960s, our people could not gather together. Our community was the first in eastern Canada to ask our relatives in western Canada to bring song and dance back to the forefront. As a result, a PM came to our first gathering. The gatherings still happen on an annual basis. That's one of our tourism events
- Investing into our own facilities

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- Investment into tourism offerings that are complementary to current tourism offerings. It's our way of sustaining the environment, showcasing our people
- These are some of the things people need to be aware of – there are people that come from this area

Q & A for first panel

Have you been involved with Norwegian cruise lines?

- Duke: I've been involved in the early stages. Identifying lands where the port could be established

How do we ask questions and have cultural conversations? To avoid taking more than we give

- Liz: I can share from my perspective. Good intentions go a long way. Sometimes one of the things we struggle with, when we are bridging gaps – being aware of that history and knowing the impact helps to remove the privilege some of us have. Being interested in where we come from, that helps to build the relationship. I come from a multicultural background. How do we ensure history is not forgotten and stories are learned?
- There are opportunities like going to pow wows to learn
- In my relationships with non-Indigenous people, I make it clear that if you share those good intentions and I follow those relational teachings that were taught to me, that can help to build relationships
- Send me a note, I can connect you to resources to help you learn.
- Having people be interested in making amends.
- SHIFT – shifting Indigenous front-line tactics
- If you want to look at building relationships – we encourage you to investigate and look a little deeper. Sometimes that can be hard but know that there are some of us who want to help

We are finding it difficult to have a member from a First Nations be an elder for families who are looking for consolation (while an Indigenous Person is in a hospital)

- Duke: hospital in Sudbury. We asked about trilingual services in addition to bilingual services. When we asked that 6 years ago, they said no but the institution still calls themselves tri-cultural.
- Lorette: the hospital in New Liskeard has been great to use the services available at the Indigenous health centre. When people ask for services in their own language or in their own cultural needs, the institution is very open to providing that.
- Liz: we were funded by the Ministry of Health and Long-Term Care to service orphan Anishinaabe people. We were also open to accepting orphan patients from mainstream community.
- Balance

- There are areas that need to be nurtured. Education for me is key. It really helped. Going into my current role, that my parents maintained cultural teachings at home. I am very thankful for that, but it was kept underground and hidden at the time.
- We need to know that not all things are positive – the residential school experience.
- Being introduced to the thought that many of our people are still practicing and connected to organized faith, it makes me think about the scenario you talked about – we have a lot of work to do. There are successes. I think if we continue to persevere and force conversations, hold people accountable
- Information sharing, conversing, bringing people in to help. We have a number of traditional practitioners
- I believe it's forums like this that can allow for continued relationships and that we don't go back 50 years

NORTHWEST - Discussion 1 - Building a better bond: helping new arrivals learn more about local First Nations, Métis and Inuit communities

Charmaine McCraw - Project Manager at ORIGIN

Kerry McLaughlin - Citizen Of The Métis Nation Of Ontario

- The presenters did not make any opening points, they invited the audience to use the entire time for dialogue.

Q&A

Are we teaching the history of Canada's First Peoples as it needs to be taught?

- Kerry: sometimes the approach is one person at a time, or a classroom setting. But, for those that have an already set opinion on Indigenous people that are negative, it is important to take that stigma away about who an Indigenous person is.
 - o In the schoolboard of southern Saskatchewan, they are teaching three languages
 - o De-stigmatize that people have a bundle. It's the invitation to one person at a time to teach them what that bundle is, what the sash is
 - o People are curious...but you need to find a common ground to share that
- What is being taught in schools is important

How do new arrivals learn about traditional communities?

- Kerry: Loneliness is something we all struggle with, especially when moving to a new community. Rely on the first person to extend their hand and welcome, on an individual basis. Need to be curious about new people's stories. Need to approach situations with a desire and willingness to learn.

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- MNO is there to offer services to you. When you come into our doors you are welcome and part of our community
- Charmaine: define new arrivals. Need to know how to ask for information and protocol. Can get official training, or can simply ask an elder. Up to Canadians to reach out and learn these new things. You can learn this from anyone in First Nations reach. A number of programs in Thunder Bay. Wake the Giant initiative, raise more awareness about Indigenous culture and people. Aboriginal offices at the schools are good resources to hear perspectives.
 - Each community is distinct. Cannot assume all protocol is the same
 - Anishinabek teaching, we are all people that walk together on Turtle Island. Anyone is welcome to learn and walk with us
 - If you're lucky enough to have an Indigenous person in your life, ask them and build relationship with them. Working together to navigate and get information you want to learn.
- Kerry: a good percentage of Indigenous people learn about their culture from behind the wire. Don't experience culture activities, smudging. Kerry tells them it is not your fault that you don't know who you are. You use your own free will to listen to the fresh vinyl.
 - Fear for any new arrival to attend a traditional ceremony is a downfall
 - Kerry meets with people who are unable to attend funerals/wake for those who have passed on their communities. Write prayer on birch bark and burn and release to four corners of mother earth so they have a chance to let go. This is a positive experience
 - Must be a shock to new arrivals from Greater Toronto Area (GTA) to come to Northern Ontario. Kerry asks, is the creator calling you to the part of Ontario.
 - Get too caught up in protocol, when you shame or label new arrivals and stigmatize, you are continuing to perpetuate colonial perspectives. Dos and don'ts only further separate us. Need willingness to listen. Need to have a unified city. Need to build this one person at a time. Put aside differences to go to public events and learn.

Do more organizations need to be partnered to learn about Indigenous culture? Is there a way to learn?

- For Indigenous people, there isn't a hub like Thunder Bay Multicultural Association (TBMA) to tell people where to go. Need to have something like this for Indigenous people
- Optics, what is real and what is just optics. It takes people stepping out of their comfort zone. Depends on sincerity in heart.
- Need to ask questions about constitutional backings.
- Kids learn when they are little and open and don't have prejudice that we acquire.
- Need to have program similar to Association des francophones du Nord-Ouest de l'Ontario's (AFNOO) new program of learning about culture

- Universities and colleges need to have some education about Indigenous language and culture, particularly for international students.
- Simply having a class isn't enough
- Never downgrade the power of storytelling. Need to also deal with racism, when trying to share seven grandfather teachings or road allowance – squatters on land that wasn't cleared. Community needs to buy in, we belong to each other.
- Walk a Mile film project – this is still what many Indigenous people are living today. People missing from this room. Not being fed same info when there are people missing. Not boxes or checkmarks, Canada's first people.

How can municipalities do better to include Indigenous people and cultures?

- Thunder Bay and other cities have hired Indigenous liaison officers, though one person can't do it all
- All municipalities can do is make space for learning, but comes down to people doing this work. Create empathy to eliminate stereotypes, what things there are in common. Stepping up when you hear racist comments.
- Room for broader representation, less difficult to get on committees. Forms and paperwork end up being a barrier for a lot of people. Language as well is involved in this. How do we connect people whose first language isn't French or English?
- Make annual events to share culture and traditions – find common things to do that don't cost any money.
- Have places available in communities that we need to utilize
- Chicago – example, religious community buying up buildings, offered health services, community, garden, etc. people had to leave comfort zone to make footprint in community.

How can we welcome new arrivals here when Indigenous people aren't even welcome here?

- Need to stop segregation of First Nations people. If we continue to put Indigenous peoples in a box, then we won't achieve anything. Different lenses of Indigenous peoples, need to look at people as human beings more than anything else.
- Maybe risk of Indigenous peoples pushing back, need to find an ally.
- Kerry
- Indigenous culture – like to have fun, being together

NORTHEAST - Discussion 2 - Working together to support each other

R. Martin Bayer, Lawyer at Weaver, Simmons LLP

- Canada's and Ontario's commitments
 - o Have recognized and apologized for the harm caused by the denial of Indigenous self-determination, forced assimilation and a historical tendency to forget treaties and the rights that flow from the treaties
 - o Committed to United Nations Declaration on the Rights of Indigenous Peoples
 - o Section 35 of the Canadian Charter of Rights and Freedoms
- What can we do together?
 - o We share lands with many municipalities and have many First Nations communities, yet we don't meet together to discuss issues that are common to one another
- What interests do we have in common?
 - o This land that is rich in resources
 - o We both purchase the same kinds of goods and services – insurance, audits, etc.
 - o We are geographically spread out and small in community numbers compared to Southern Ontario
 - o Municipal governments have an interest in promoting reconciliation
 - o Many Indigenous peoples live off-reserve
 - o Some communities serve as hubs
 - o Many municipal governments are in close proximity to First Nations communities
 - Local governments and First Nations communities can work together on areas of mutual interest
- Now is the time to work together
 - o We would have an enormous buying power if we all worked together
 - o Imagine a single association for all of the municipalities and First Nations together
 - Imagine the savings of having this single organization
 - o Imagine the political advocacy of the same number of northerners represented through an association
 - o "Federation of Northern Ontario Municipalities and First Nations"
 - o Think about inviting more First Nations to the municipalities gathering that is going to happen in May

Kevin Eshkawkogan, President and Chief Executive Officer at Indigenous Tourism Ontario

- Indigenous Tourism Ontario (ITO) - industry led and focused – we are grassroots
- Cultural genuineness
- The time is now to partner and work with those in Indigenous tourism. There is a lot of demand now
- Tourism is job creation. You don't have to be a drummer or a dancer to be involved in an Indigenous business. There are other jobs available – anyone can be a part
- One in three international visitors are interested in Indigenous tourism.
- We need to collectively do better – we are all a part of that community
- We know the lands very well and we aren't going anywhere.
 - o The new Canadians aren't going anywhere either. As such, why not work together
- Some ideas they are working on a national level:
 - o Culinary tourism
 - o Micro-grant program
 - o Research
 - o Marketing
 - o Artisan authenticity
 - o Etc.
- Indigenous food tourism strategy for Northern Ontario – world's first to have such a strategy
- There is a lot of potential for Ontario – we can have a big impact
- Being good neighbors
 - o ITO did a research report recently
 - o We need to create more inclusive entities
 - o "Indigenizing" is a first step, but being inclusive at the beginning is a better model
 - o Get to know your neighbors, we're all simply human beings

Victoria Grant, President and Owner of Moving Red Canoe

- The Indian Act separates our people
- I would describe myself as a community builder
- I think the canoe is Canada's greatest artifact
 - o It teaches us lessons
 - o Thinking of the two-row wampum – we are both moving in the same direction in our own canoes. While we respect what the other is doing, we all still need to take care of the water. If we don't, it doesn't matter what we are each doing in our own canoe
- 63% of all Canadians felt they belonged to Canada
- 45% of all Canadians felt they belonged to their province
- 32% felt they belonged to their community

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- That speaks volumes to migration. When we think of community and that relationship between Indigenous and non-Indigenous peoples...
- Every Canadians should read the Truth and Reconciliation Commission (TRC)
- Ask yourself how the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) can be applied within your organization and other resources
- In 2015, we wanted to do something. We wanted to make a commitment. We created a declaration of action. It was signed that day by 85 philanthropic organizations. It is a declaration that has seven actions. It talks about learning and remembering – understanding and acknowledging, participating and acting. It is about doing something together and making that commitment
- When we think about building community, inclusiveness is important
- We run an art camp in the summer and invite kids
 - Bringing kids together, kids and adults together
 - Camaraderie builds relationships
- Communities can flourish when strangers recognize each other as neighbors
- Fogo Island on Newfoundland – rural renewal and an economic success. Building community
 - “Act where we live and learn from the world”
 - Community is the physical place where you are entangled with those around you within the distance you can walk before dark. I think this is important when trying to do things. It isn't the size of the community; it is how much you can work together to build your community.

Q&A for panel 2

How can we have better success in securing First Nations representation on boards?

- Kevin: reach out to communities and ask.
- Victoria: you have to build a relationship, find something in common. One of the things I find in my work is that we are constantly being asked to join something but mostly for the benefit of the organization. There has to be reciprocity.
- Martin: it starts with forums like this where we share and learn. The takeaway from this afternoon is how to work more effectively together. Use the information we've learned and share it with others.

How do you target people to come to these events? I don't see another member of my community here. How do we get our youth to come back to our communities?

- Martin: with respect to the Federation of Northern Ontario Municipalities (FONOM) in May, I would encourage First Nations communities to just register and show up to the meeting. We wait for invitations – I would just encourage members of Chief and Council to just register. Each year it can build

- Kevin: invite Indigenous peoples on committees. Indigenous Peoples lack confidence. We've been through a lot and when it comes to things like these, we need to raise each other up
 - o Get young people involved now; ask them to provide the solutions. They need to speak for themselves.

How do we integrate all Northern Ontario people?

- Martin: all of our municipalities and chambers, must be for all First Nations business people and individuals – start attending meetings at chambers of commerce and such. We wait around for invitation. We need to be a bit more aggressive about inviting ourselves.
- Victoria: cultures working together. I don't think you can accelerate it. What we have here in this community is a culture. We all look at our culture and see how cohesive it is.
- We are not there yet. We need time to build bridges appropriately

Here we are recruiting people to live on your land. Oftentimes, those people have also gone through cultural oppression and the like. And there may be a language barrier to help them learn about the history here. How can we work on this together? How can we work together to understand the impact of colonization across the globe when there are language barriers?

- Martin: we did a study of our communities in 2003 and measured a number of things: housing, health, education, etc. One of the things we measured was language use and retention. We updated the study in 2017 and found that the language use and retention hadn't gotten better. One thing we can learn from the French is the way you use to retain the French language. We are struggling with different ways of passing on the use of language. There are synergies there we can build on.
- Kevin: we moved to Chapleau when I was a kid and that is a predominant French community. However, we found common interests. Find those like-minded things you can work on together.

NORTHWEST - Discussion 2 - Working together to support each other

John DeGiacomo - Executive Director of Anishinabek Employment and Training Services

- They have partnerships with a variety of different sectors
- Their partnership with the Thunder Bay Public Library
 - o Welcoming space
- They have an elder in-residence program
- They've done all sorts of programs in different sectors and for different purposes
- Supercom service delivery partnership
- Labour Market Information (LMI) pilot project – collaboration with Employment and Social Development Canada (ESDC)

Denise Hardy - Indigenous Relations Advisor at Ontario Power Generation and President of Fort William Curling Club

- The club is open to anyone
- They do all sorts of events that are accessible to people
- They did a partnership with Pinty's
- Curling club is a home for people

Charmaine McCraw - Project Manager at ORIGIN

- How do we refer people to services in the city no matter who they are?
- We help people to discover their own gifts and abilities, test for natural aptitude, match people to employers
- How do we holistically look at this individual?
- When you are accepting people from the outside, not everyone comes into thunder bay often
- Important to centralize services

Q&A for Discussion 2

What makes partnerships work?

- Think about innovative tools
- Reinvigorate leadership

NORTHEAST – VIEW FROM A SMALL WELCOMING COMMUNITY - Luc Denault, Chief Administrative Officer/ Director of Economic Development and Sue Perras, Councillor, Town of Smooth Rock Falls

- Population has declined → tax revenue declined as a result
- They had to tear down buildings because of the population decline
- Wanted to be proactive not reactive
- What does it take to change?
 - o Willingness to learn
 - o Willingness to change
 - o Agreeing to change if we want a different outcome
 - o Leading by example
 - o Agreeing to one common vision
 - o Understanding where we are so we can decide where to go
 - o Understanding our collective roles in the overall plan
- Community
 - o We need to make sure we represent the community
 - o We need to have a focused plan
 - o They set priorities
- There will be challenges in the plan you set for yourself
- They did a service delivery review
 - o Staff time was being used effectively. So they hired a dedicated finance guy
- Spend money to make money
- They made a 20-year capital plan
 - o Looked at their revenues, identified risks
- Four strategic goals in the 20-year plan
 - o Economic leadership
 - o Fiscal responsibility and sustainability
 - o Culture
 - o Collaboration
- Identify and manage risk
 - o One of our risks – the town may experience financial losses in connection with economic development activities like limited value received from ongoing economic development activities and losses on investment in specific initiatives
- A lot of time it's us versus them
- They rebranded themselves
 - o New logo, new website, etc.
- Marketing played a huge role
- 81 properties sold, over 175 leads, and 34 new families

- Population growth of 8%
- Key future building blocks to attraction
 - o Industrial park, seniors housing, waterfront development, residential housing, more road upgrades, multi-rec centre, town hall, community daycare
- How to attract people and investors to Northern Ontario:
 - o Position yourself for success
 - o Agree to one common vision
 - o Promote what you have
 - o Believe your plan but be willing to course correct
 - o Take a chance, not everything is going to work

Q&A

Are you working on controlling the environment around you to help people seize new opportunities?

- Luc: that is more long term. What we agreed to is that small to medium size wins are what we are after right now. What we learned is that we weren't diversified to cushion ourselves.

How are we making sure we are sticking to the plan and how much can we deviate?

- Luc: We may need to advance some goals and push some down the road. They think of the end goal. Make adjustments accordingly. Making common decisions together.
- Public consultation is very important.

NORTHWEST – SMALL WELCOMING COMMUNITY - Jody Davis, Mayor of Terrace Bay

- Mill opening led to an influx of newcomers
- International students work at municipal office through the Northern Ontario Heritage Fund Corporation (NOHFC)
- Aging population
- Hard to fill trades positions
- 91% of the total owner and tenant households spend less than 30% of income on shelter costs
 - o Affordable and most are suitable
- Opened “Your Welcome Centre” this year
- Work with partners to carry out initiatives
- Strategic location of community hub – the mall is fairly centered
- Indian community in Terrace Bay
 - o Lots of cultural sharing
 - o Local grocer provides foods that are culturally appropriate for the Indian families in the community
- There are education and training opportunities/pathways
- They are doing a broadband project – waiting on NOHFC funding
- Free/affordable facilities
 - o Great for families
- Cultural festivals
- Building knowledge and awareness
 - o Measure success and adjust when necessary
 - o They used the Community Immigrant Retention in Rural Ontario (CIRRO) program
 - o Promotion/marketing
- Volunteerism
- Pay attention to what the newcomers are saying – what they like or dislike about the community, survey those who have left, etc.

Q& A

What makes for a welcoming community?

- Three major themes from presentation: support, food and feedback.

NORTHEAST – WORKFORCE TRENDS - Julie Joncas, Executive Director of the Far Northeast Training Board

- Declining and aging population is an issue
- NEO since 1996 lost 9.5% of its population – total
 - o Forecast for the future – increase in senior population, smaller working age population
- Impact of the demographic trend
 - o Openings in occupations as people retire – degree of availability is different between them, though

NORTHWEST – LABOUR MARKET TRENDS - Madge Richardson and Anthony Noga - Executive Director at North Superior Workforce Planning Board

- Population in Northwestern Ontario has been declining and aging
- There will be fewer workers to support more dependents
- This is not sustainable
- Retaining Indigenous peoples will be key but is not enough
- Growing the migrant and immigrant population remains just as important
- Already seeing early progress with population growth and decrease in forecast demographic dependency ratio
- Key is to align skills in demand with skills in supply
- Where locals are not interested in the available jobs, this is where newcomers fit in
- Where locals wish to fill those jobs, focus must be on access and training

NORTHEAST – VIEW FROM A LARGE WELCOMING COMMUNITY - Lynn Despatie, Business Development Officer at City of Greater Sudbury

- Understand your current labour force
- Work with your community partners
- Value every role in your economy
- Workforce strategy
 - o Everything based on data and research
 - Three foci: local workers, domestic workers, international workers
- Understand your current labour force
 - o Need to compare your data to other communities and provinces. Interpreting that some industries may be across sectors

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- Don't do blank marketing strategies. Need to strategically replace jobs with people who have proper education, skills, etc. Look at specific countries/demographics (ex. Francophone). Provincial and federal programs allow for easier pathways for French speaking people
- When people retire – there won't be as much income tax coming in because they aren't earning as much as they did before they retired. That puts the need to fund healthcare services and the like on young people
- Indigenous population is growing more quickly in Sudbury than the rest
- Addressing barriers each labour force group is facing is important
- Work with community partners
 - Know your community partners and the services they offer so that you can appropriately refer somebody if you can't help them given your service limitations
 - Community buy-in – both from partners and by the people that access services. Need to address barriers to employment at the same time as bringing people in otherwise you'll get the domestic workers thinking that immigrants are coming to steal jobs
- Value every role
 - You have to look at every occupation in the community, not just focus on the high-skilled National Occupation Classifications (NOCs)
- Need to address barriers to employment instead of just plugging holes and quick fixes

NORTHWEST - Welcoming Communities – experience from one of the “Big Five” - Thunder Bay

Cathy Woodbeck – Executive Director at the Thunder Bay Multicultural

Emily Lauzon – Workforce Development Officer, Thunder Bay Community Economic Development Commission

Sean Spenrath – Co-founder of Wake the Giant

- Need new approaches to both First Nation and Métis retention and immigrant/migrant attraction
- Rural and Northern Immigration Pilot (RNIP) is a real opportunity to showcase the north and to achieve real progress that will accelerate growth
- Reconciliation provides a pathway to retention and mutual success
- People need to see themselves in the community
- Celebrate diversity and success
- Focus on real opportunities that actually exist
- Harness the energy and enthusiasm of youth
- Help people achieve their dreams

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Conference Breakout Session Raw Notes

NORTHEAST - SESSION 1 - ABOUT US – ONLINE RESOURCES

1. What are the key assets we have in place now?

- Far Northeast Training Board (online), classified by Community Futures Development Corporations (CFDCs)
- 211 North
- NEOimmigration.ca (lists all communities, links to city webpages, needs to be updated)
- Movetonwontario.ca
- Repondant a cette question, les participants ont de maniere generale ressorti les atouts suivants:
- Un site web qui permet aux gens de connaitre nos differentes ressources, ou les trouver et comment les trouver.
- Un groupe de connection communautaire: partage d'idees qui peuvent connecter les communautes sur les plans culturel, social et economique
- Des groupes Facebook en charge de relayer nos information sur les reseaux sociaux

2. What are the key assets we are missing right now? (the gaps)

- Missing a Northern Ontario-wide website that is credible that has info to retain and attract
 - o Need to agree as a region that this type of site is needed and get behind it
 - o Also needs to highlight regional/community specificities
 - o By-product of not having regional government in the North, rural areas are missing this layer of governance. Need to replace and support it
 - o Put this in greater context of goals, need to make sure everyone is on the same page
- Others say there is danger in re-inventing the wheel, there is 211 North, if this group says that this site isn't good enough, then maybe it needs to be updated
 - o This conversation has happened a lot already
 - o Employment services are mandated to update quarterly. Rather than having one-person update thousands of services quarterly, there are smaller sites that are updated.
- Instead of dreaming of new webpage, individuals need to update their own webpages
- Further, there are a number of missing resources (staff, money, and expertise) that are needed to update existing webpages, even though it may be their mandate to do so
 - o People forget that these things exist and maybe aren't comprehensive anymore

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- Need to make sure sites are mobile friendly
- Also missing trained people. There can be high staff change over for many organizations, every time someone new comes in they don't know what has already been attempting or what has
- Vu que la plupart des participants viennent des organismes a but non lucratif, ils ont commence par mettre l'emphase d'abord sur le manque de fonds pour alimenter leurs outils en ligne. Ensuite au nombre des elements qui manquent ils ont cite:
- Un manque de suivi aupres des personnes que nous desservons
- Une communaute fondee sur le developpement communautaire
- Un developpement de la connection communautaire
- Des agents de communication
- Des mises a jour reguliere de nos sites web.
- Un etat des lieux pour voir si nos sites web sont compatibles aux outils qu'utilisent nos les gens qui naviguent sur nos differents sites web.

3. Who is using these services right now?

- People who can read the language, what is the equity and accessibility of this
- Analytics - if you go on a web once, it's the same sites that appear, whether they are credible or not
- Les immigrants
- Les etudiants internationaux
- Les membres de la communaute
- Les canadiens souches
- Chercheurs d'emploi (residents permanents, citoyens, detenteurs de permis de travail)
- Les autochtones
- Les aines

4. Who isn't using?

- It is challenging to fill gaps many people in the room have not experienced themselves. There is a need to engage migrants and immigrants in what resources they are already using and how they want to access information
- Also, access to information/internet in home country (for immigrants), may not even be able to access internet or censor info
- Finally, people may want more face to face communications. Someone came all the way to office and were given a website, more comfortable in person
 - Has to be human service behind any tool we have
 - Further marginalizing our northern population without having the face to face, people don't have internet accessibility

5. Who do you REGULARLY partner with right now?

- No discussion

6. Who DON'T you REGULARLY partner with right now?

- No discussion

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7. What new services could we offer with existing resources/assets?

- Use of social media. This costs almost nothing
 - o Publishing newsletters isn't working as much anymore, maybe make key messages on social media is more effective?
 - o Could use social media to bring people to webpage.
 - o Need to intentionally target groups using mediums they are exposed to. For example, students are not on Facebook anymore
 - o Resource needs to be accessible to people in urban communities in Southern Ontario that want to move out but don't know how, and don't know how to reach them
- Others say there are challenges with this. Ownership of media (say Facebook owns), use social media to bring people to webpage?
 - o Controls what you see and when you see, forces people to push ads, which is also problematic
 - o Need to be cautious with social media, few know how to use for properly
 - o There is no free marketing, need to commit human resources to learn how to do it, or need to have someone to do your web marketing. You need to pay to be top of Google searches
- There is no one magic resource that will work
 - o Need to be in different places - website, need to update this, Facebook, need to use for one demographic
 - o If media isn't used by young people, need to find other way to promote to these people
- Human interaction?
 - o There is technology that can match key needs. Presentation that showed that many people thought they were talking to a real person even though it was a robot
- Renforcer la credibilite de nos informations en ligne
- Trouver du financement pour la cration de sites web performants
- Faire des mises a jour regulieres de nos sites web
- Avoir une vision communautaire dans toutes nos communications en ligne
- Rendre nos outils en ligne plus attractifs et plus actifs
- Rendre tres simple le contenu de nos ressources en ligne

8. What new services could we offer with new resources/assets?

- Revamp marketing approach, cannot just make a page and expect people to come
- Money to revise and maintain webpages
- Establish in your website what the credible sources are, marketing would emphasize those that are credible
- In some cases, may mean starting from scratch

- Need to drive traffic all to one area, have this one area kept up to date, notify the partners of changes,
- Generate webpages that are more user-friendly
- Something half decent is \$10,000-\$20,000, without including future re-branding or maintenance
- Full-time job to maintain this webpage, and using webpage platforms that are easy to up date
- Private partners maybe need to support?
- Colleges (placement students or coders) – but this is maybe unstable in the long-term
- Developper un site web general et credible par communaute dans lequel chacun aura ses informations. Cependant, a cette proposition, certains ont mentionne que cela pourra bien fonctionner dans les grandes communautes, mais difficile a etre appliquee dans les petites localites
- S'unir pour promouvoir les differentes ressources
- Faire le bouche a oreille
- Utiliser des logiciels pouvant faire comprendre aux utilisateurs de nos differents sites web qu'ils son ten contact avec des etres humains.
- Il faut dans nos approches cibler notre clientele, connaitre leurs besions et developper nos outils de communication en fonction de ces besions.
- Initier des transitions entre nos sites web et nos reseaux sociaux vice-versa.
- Il faut s'inspirer des premieres nations qui se rencontrent, qui interagissent ensemble pour donner plus de valeur a ce qu'ils font.

NORTHWEST - SESSION 1 – ABOUT US - ONLINE RESOURCES

1. What key assets are the key asset we have in place now?

- Portal is asset. 32 Municipalities across Northwestern Ontario All have own sub-pages on the page.
 - o Includes business for sale directory, information on living in communities, information for employers on how to be welcoming, has job bank that feeds from Canada Job Bank as well as posts from local employers
 - o Information might be out of date, been three years since there was last funding to do this. Originally was with Community Economic Development Commission (CEDC) Thunder Bay, then Information Technology (IT) Department of Thunder Bay, kind of sitting with no one currently.
 - o Thunder Bay Multicultural Association (TBMA) and a volunteer committee are keeping it alive with the hope that there will be more funding. TBMA is keeping it online in-kind donation. Agreements for in-kind expire in 2022.
 - o Have a meeting set up with CEDC to have it go back to them.
 - o There have been up to 10,000 unique visitors/week or month? Live chat feature with settlement worker at TBMA, 5-10 chats a day when this was being marketed. If a campaign is run internationally, a lot from India, China, the

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United Kingdom, and Caribbean and South America – but this is when they had \$150,000 to spend on promotion and advertising. Does generate much activity when it is not being advertised

- College is asset with potential skilled people do to marketing and advertising work
- Upcoming Connector program software
- People who are able to make those connections for communities on the ground

2. What assets are we missing right now (what are the gaps?)

- Human resources needed to update these things
 - o Portal site needs a home. Looking at who will take on this project, has been over one million dollars over the years. The work already has been done, don't need to start from scratch.
 - o Cost of hosting webpage is relatively inexpensive. The cost comes from the content updates. Need someone who knows how to update the site as well as people to provide the updates. \$40,000-\$50,000 a year probably, along with marketing budget. But shared between all the municipalities, would be affordable. Toronto has a portal that has a lot of money and it does well. Part of the challenge is that not one municipality owns it, so politically it's difficult.
 - o FedNor said they don't want to keep funding if there isn't a sustainability plan
- Need to rely on employers to post jobs online, which they often do not.
 - o Union challenges on creating full time jobs, not just part time.
- Funding for this resource/portal and for advertising and marketing that resource. If hosted with the city, cannot sell external advertising because it is against city policy.
 - o Portal had previously looked at advertising.
 - There was interest from banks, employers, and law firms to advertise on this website. Would be difficult to do this with public dollars. They weren't allowed to at the time.
- Any tool needs be inclusive and requires someone to reach out to include a large variety of services.

3. Who is using them?

- TBMA is always a contact on portal services for all communities. For example, in Terrace Bay, why is the connection TBMA?
 - o TBMA volunteered to receive inquiries and send them to people appropriately. But, on the municipal pages, there is a municipal contact. If there wasn't one, then it was because the municipality declined to give a contact
 - o Any general inquiries go to TBMA, and anything business related goes to CEDC. Web team contact to the city IT department.

4. Who isn't using?

- Lack of knowledge about portal even amongst municipalities and community partners

- Tourism agencies are maybe left out of online portal and should be included in developing and potentially hosting content

5. Who do you regularly partner with?

- Employers
- School boards
- Municipalities
- First Nations communities – did have someone working at Nishnawbe Aski Nation (NAN) to write information about Indigenous communities on portal and information they felt important for newcomers to know, map of communities, definitions of First Nations terms, etc.

6. Who don't you partner with?

- Immigration consultants – challenge with paying for services when immigration is publicly funded
- Immigration lawyers

7. New things with current assets?

- Maybe shouldn't waste money and resources marketing to people with skills that cannot work here (ex. Regulated jobs in medicine, etc.). Shouldn't recruit people who communities don't have jobs for.
- Create welcoming committees in each community
- Social capital – need to connect with people and volunteer work. Volunteer organizations that could be linked to people.

8. New assets with new resources?

- Need to develop procedure for managing, approving, writing, and posting content to the portals
 - o Possibility of intern to manage this?
 - o There was training to municipalities on how to update portal page. But this information was likely lost in staff turnover. There is a need for succession planning for this tool.
 - o There is a lot of content to gather for this project which would be very time consuming to do it right
- Next steps if there was interest in reviving the portal:
 - o Would need to be brought to volunteer community who works on this. Committee hasn't met in two years.
 - o Would ask them how to start that process. There has been little interest in reviving so far.

NORTHEAST - SESSION 2 – WHO CAN YOU CALL BEFORE YOU COME?

Description of breakout session participants:

Some settlement agencies, education, indirect services, economic development, employment, entrepreneurial services, federal government, media, municipal and provincial government, healthcare – various sort of people in the group

1. What are the key assets we have in place right now?

- Guides and people (recruiter, elders, etc.) are available for various types of individuals coming into the community, both formally and informally
- Courses and tours are offered to help introduce people
- There are community organizations like libraries and faith-organizations that help people settle
- Chamber has welcoming package and visitor's guide – talks about health services, where they can go to for groceries. For international students, they are given welcoming packages.
- International students are able to contact someone at Northern College if they have questions – Community Liaison Officer
- We have a guidebook – Temiskaming Shores
- We provide settlement services to those overseas, but that is limited by the clients they are able to serve – North Bay
- Kirkland lake – we have connections in the community. It is informal – not funded. Pre-community visits – personalized tours. Utilize community members that are from elsewhere to help make people feel welcome
- For people that come down from the Far North, we have Indigenous elders and advisors on campus that students can connect with. Tours with students before they officially enrol at Northern College
- Full-time recruiter in the GTA- students want to come to programs.
- College Boreal – we are trying to get students to come north so we offer accessibility courses. We are also merging some campuses. Talking to Immigration, Refugees and Citizenship Canada (IRCC) about providing settlement services – online.
 - o Also, will have a navigator position – very close to providing this service
- We have many faith organizations
- Retirement living Elliot Lake – organization
- Library – reference librarian in Timmins helps to answer questions when students are in the community already
- Employers like mines may have services available for temporary workers that are coming in

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- ***NSB program – allows for funding for temporary workers, however funding is limited so they can't serve tons of people¹
- Informal English as a Second Language (ESL)
- Remax office
- Education Francophone dans le nord
- Pre-depart (Connexion Francophone)
 - o Lorsque entre express in est mis en contact pour les services dans les communautés franco-ontarienne.
- Missauga, Pearson, CFT on un kiosque ' l'aéroport
- Seulement Collège Boréal à Sudbury établissement avant avril 2020 puis après quelques communautés de plus mais pas tout
- Matchmaker, répond au besoin individuelle, peu importe son statut il est offert des services. Connexion d'employeur. TRES gros bassin, offert en français majoritairement. (200 clients actuellement)
- Professions North/Nord, service bilingue, qui travaille avec le monde qui sont déjà en Ontario. PNN fait le mieux pour enligner les gens avec d'autre qui sont dans leurs domaines.
- Université de Hearst, Premis d'étude, membre de personnel assigner pour garder le contact du moment où il y a un intérêt. Avant, après, pendant. Accueil integration NAS, compte bancaire, grocery shopping, participation dans la communauté. Aide avec permis de travail post diplôme.
 - o Aide à l'immigration, genre de conseillère.
 - o La majorité ne parle pas anglais
- SEO + Hearst, accompagnement en employabilité pour les étudiants. Encourager l'établissement.
- Destination Canada (recruter en France et en Belgique)
- Chaque communauté autochtones
- Contact Nord/North – Pre départ pour ceux du Sud
- Liens avec le QC
- « Relocation guide » - bilingue
- Connexion Francophone, Pearson Kiosk
- Pearson Kiosk only sends new arrivals towards settlement services according to IRCC (they only look at the numbers so small communities are rarely considered)
- Matchmaker (for non-permanent residents) Professions North for people already in Ontario, Contact Nord/North for people coming from the south
- Education (grade school, high school, university, college) in French are available
- Hearst working with SEO (partnerships that work)

¹ Any acronym/word with a *** refers to agencies, organizations, or programs that the authors were unable to discern their reference.

2. What are the key assets we are missing right now? (the gaps)

- Limited services for pre-arrival in Northern Ontario. In Sudbury, we've tried to leverage some of the work of pre-arrival organizations in GTA but it's a challenge because now we are seeing people from going country of origin to Sudbury directly. We don't have those services set up like in the GTA.
- We aren't going overseas – we are going to a national event in the GTA
- Because international students have a nine-digit SIN number, they can't access some services in the community to help get them into employment
- As a student, they can work a certain number of hours a week depending on their study permit
- Gap between study permit (SP) to permanent residence (PR)
- Services depend on your status – non-PR and PR
- Their temporary status – hard to put funds towards individuals with this kind of status as we are not sure whether they will be back. However, that means we are falling down on the willingness part. Willingness to put funding toward those people to help retain them. That is a gap
- The policy needs to be different for various areas
- Don't have a wide range of faith organizations – so there is a bit of an isolation.
- French as a Second Language (FSL)/English as a Second Language (ESL) services and status of people – however there are attempts to try and change this to make it more accessible to people.
- Support services for family
- Staff at an organization can be limited
- Key points
- Who can we serve
- Certain services are not available – general pre-arrival, language, faith, support services for family
- Staff can be limited to provide services Connexion Francophone
- Le probleme c'est qu'ils on pas beaucoup d'infos de communaute du Nord.
- Faudrait les faire venir dans les CLIF et les PLI
- Destination Canada en afrique Francophone
- N'opere pas avec les pays Francophone comme en Afrique Matchmaker
- Trop gros bassin pour 1 personne
- L'organisme Francophone principale devrais faire plus de connexions avec tous les autres organismes.
- Manque de Centre multiculturelle i.e. Temiskaming Shores is served by North Bay
- Manque de ressource et d'argent, pas beaucoup de subvention disponible, par exemple
- Guides are not often offered in French
- Mississauga, Pearson, CFT on un kiosque
- Mais seulement orienter vers services d'etablissement (selon IRCC). Le gov. ne regarde que les chiffres donc les petites communaute ne sont pas considerer.
- Connexion Francophone ***huge asset

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- Missing information about Northern Ontario
- Need Connexion Francophone to visit ***CLIF and Local Immigration Partnerships (LIPs)
- Destination Canada
- Should go to Canada Francophone
- Matchmaker
- Too many people for just one person

3. Who is using these services?

- We are attracting seniors to our community.
- International students
- Some people are more "proactive" in finding services – they don't mind seeking out those connections and resources
- Mine employees
- Families
- Permanent Residents
- Indigenous populations
- Étudiant international
- Resident permanent connexion Francophone
- Temporaire matchmaker
- Université et college (hard to generalize i.e UdeH uses it, but not Laurentienne)
- Société économique de l'Ontario (SÉO)
- Centre multiculturel
- PLI – et autre organisme en immigration (Réseau)
- International Students
- Permanent Residents – Connexion Francophone, temporary residents – matchmaker
- University and college
- Multicultural centers

4. Who isn't using these services right now?

- Sometimes the students use the services and sometimes they don't. Sometimes it's hard to navigate where services are. We need to tell them how to get this information
- People who don't speak English have a hard time accessing services
- We only know when someone can't access a service when something happens.
- People who aren't students may not know what is available
- Key points
- There is an issue with people being able to navigate the services that are available
- Language barrier – so those who may not speak English
- Employers (many Francophone candidates are bilingual and can speak English)
- Anglophones (bilingual services could be used by bilingual anglophones but are not)

5. Who do you regularly partner with right now?

- Post-arrival
 - o LIPs work with every single service provider
 - o Post-Secondary Institutions (PSIs)
 - o Rotary club
 - o Mines, employers
 - o Non-profits
 - o School boards
 - o International students through Rural and Northern Immigration Pilot (RNIP)
 - o Employer council – service providers, agencies – services for newcomers
 - o Reseau du Nord – pushing programs at an international level
 - o Municipalities
- Pre-arrival
 - o People themselves that want to move there
 - o Community liaison officer
 - o Chamber
 - o Members of Parliament (MPs) and Members of Provincial Parliament (MPPs) office
 - o Directing people
 - o Online resources
 - o Settlement services at the multicultural center
 - o Local friendship centers
 - o Other YMCAs contact them
- Referrals from shelters in Toronto municipalities (ex. L'Association française des municipalités de l'Ontario (AFMO))
- College and universite (Hearst, Laurentienne, Boreal) – for non-permanent residents and employabilite with permanent residents
- Bulle de l'immi
- Autochtones (autochtone, Tem First Nations – can't offer funds because they are in Québec)
- Far North East Training Board (FNETB)
- Regional Economic Development Councils/Community Futures Development Corporations (Sociétés d'Aide au Développement des Collectivités) (REDC/SADC)
- Professions North/Nord (PNN)
- Société économique de l'Ontario (SÉO)
- Northern Policy Institute (NPI)
- Reseau du Nord
- Employeurs
- Economic Development Offices (EDOs)
- Multicultural associations
- Municipalities (ex. AFMO) small –medium sized Francophone communities work together
- First Nations, Indigenous groups

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- FNETB, REDC, PNN, SÉO, NPI, Réseau du Nord, Employeurs, EDOs, Multicultural associations.

6. Who don't you regularly partner with right now?

- Some municipalities not talking to other levels of government
- Ministry of Immigration
- Sometimes reaching out is not always successful – will get an automatic response/tell them to call this general number
- Immigrants/new arrivals (individuals themselves)
- Association Ethnoculturelle-
- Rotary clubs
- Immigrants/new arrivals (individuals themselves)
- Multicultural associations

7. What new services/clientele could we deliver/serve with existing assets/resources?

- We have a large senior population – approach Postsecondary Institution's about a satellite campus to look at healthcare and trends for seniors. How do I package my community and market it?
- Simply accessing funding would be great Utiliser Connexion Francophone et aeroport, avec le nord de l'ontario
 - o Travailler avec les commite locaux.
 - o Se deplacer dans le nord de l'ontario pour parler avec les organisations et services d'establissement.
 - o Avoir plus que juste le college boreal dans le Nord.
 - o Rencontre Zoom en utilisant Contact Nord + Connexion Francophone
 - o Contact Nord doit trouver des communaute Francophone pour mettre un bureau (116 currently)
- Faire un melange interculturelle, a la place de pas en avoir parce qu'on a pas assez d'haitiens
- Use Connexion Francophone and Pearson services to the max.
 - o Work with LIP and committees
 - o Connexion Francophone should come to the north and talk to existing services to be aware of what is around
- Have more multicultural associations

8. What new services/clientele could we deliver/serve with new assets/resources?

- Employment options to connect people with
- Employment services
- Partners in larger cities to ensure people come north
- More affordable housing, more transitional housing – currently it is difficult. Accessing these places
- Multicultural service within that transitional housing
- A one-stop shop department

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- Federal government to open funding envelopes to northern and rural communities to have proper pre-arrival services. It is our responsibility as communities to be welcoming and retain people, but if we do not have the support for that, do it as a pilot to measure how we did. Give us the opportunity to do those services.
- Connecting better to investor newcomer – dedicated service branch in Northern Ontario
- Being able to refer people to services that they can access no matter their status
- ESL services – being able to offer at a higher level
- Accreditation services
- Accessibility of service is difficult in northern Ontario
- Service pre-depart dans toutes les
- Pas de restriction de status pour TOUS les fournisseurs de services (students and all)
- Education payer pour tout le monde
- Vol direct entre tout les communaut  Francophone et les capital des pays Francophones.
- Augmenter la fr quence de rencontre
- Financement au PRs qui viennent dans le Nord
 - o Sensibilisation et  duquer la population (population plus  g es)
- Train pour aller dans le Nord
- Entre exp resse
- Mobilit  francophone (3mois)
 - o Int ressant pour les employeurs
- Test de langue
- C'est rapide (6-18mois)
- UdeH programme « Mamo » = ensemble, anglo, franco, autochtone, trouver une fa on de se rapprocher, partnership with Constance Lake)
- Boreal, sensibilisation, integration to Indigenous studies
- Contact North – cours sur la culture autochtone
- Le d veloppement  conomique est n cessaire pour l'employabilit .
- Programme de mentorat
- PNN a 1 agent d'engagement qui travaille avec les EDOs
- Projects are nice, but resources are so slim.
- Hearst on fait un gala africain, 150 personnes sont venues.
- Immigrants on le m me probl me que que les Canadiens fran ais,  mplifier
- Have no restrictions on status for all service providers
 - o Direct flights from capital of Francophone countries to northern communities
 - o Train to go to the north
 - o Free education for everyone
- Money to give to new arrivals that move to rural and northern communities
- More funding and resources.

NORTHWEST - SESSION 2 – WHO CAN YOU CALL BEFORE YOU COME?

Description of breakout session participants:

- Government, Francophone Organizations, Settlement, local service agencies

1. What are the key assets we have in place now?

- Thunder Bay Multicultural Association (Multicultural Associations not all over the North)
- Local Immigration Partnership
- Confused of areas and boundaries of different programs
- Rural and Local Immigration Partnerships
- Canada Immigration centre online
- Reception office at city offices
- NPI - job matching in Ontario cities in specific fields
- Indigenous - to move off reserve or from other community - there are organizations specific to First Nations
- Family resources - family members already in community -
- Community Economic Development Commission (CEDC) has a lot of resources
- FedNor
 - o Economic Development Initiative for Northern Ontario
 - o Growth strategy for Northern Ontario we developed a framework from the gaps that were inhibiting economic development; barriers
 - o Focus on attraction and retention - funding focus of FedNor
 - o Immigration, Refugees, and Citizenship Canada (IRCC) worked with trying to work across departments to see when and where appropriate that Northern Ontario is taken into account
 - o Primary focus - economic development - goal is self-reliant communities - we are evaluated on this (metrics)
 - o FedNor is the eyes and ears of the federal government on the ground, make the connections with province and local governments
- Main asset is the IRCC - government of Canada sites
 - o Con: not very helpful and not tailored to community - not great at funneling down to a person you can talk to
- Associations for New Canadians-
 - o Con: don't exist in smaller communities
- Recent newcomers expertise is helpful to new
- Municipal level - municipal building/website - local office and getting info like that
- Throughout the North, pick up the phone and call, network exists, Community Futures Development Corporation (CFDC), provincial government, federal government. Things are facilitated quickly due to informal networks.
 - o Cons: people will be retiring - presents challenges, connections may be broken

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- Local municipality, Welcome Centre in Terrace Bay, cultural communities, Welcome Kit (not sure from where) many communities have a portal for immigration.
- Settlement services - officially can only help people who already have an address, others are being helped but numbers are not being caught in data
- Emploi
- Dubreuilville
- Regional employment help centre (pour les personnes en Ontario deja)
- Rive Nord du lac Superieur
- Northwest Employment Works (Marathon, Manitouwadge, peut-etre Terrace Bay – pour les personnes en Ontario deja)
- N-Ouest
- Association des francophones du Nord-Ouest de l'Ontario (AFNOO) (a partir du 1e avril 2020)
- Commissions de planification en matiere d'emploi (niveau de district)
- Infos generals
- Municipalite est la premiere place pour les informations (Dubreuilville)
- Centre d'accueil a Terrace Bay
- Centre Francophone a Thunder Bay – trousse d'accueil
- Communautés culturelles
- Northwestern Ontario (now) portail en immigration
- Etablissement
- AFNOO – services a venir

2. What are the key assets we are missing right now (the gaps)?

- Kenora needs immigrants - don't qualify for RNIP
- Organizations not knowing who is talking to whom; if there is a conversation happening in the community, who's talking?
- Lack of ability to get in touch with a person - website are about documents, formal steps, wait times for responses are long
- New information is there but newcomers don't know where to look for it
- You find more info when you actually come here, only superficial level of information when you are researching
- Smaller communities - can't be serviced directly, must drive sometimes a great distance for service
- Back in the day you met face to face, as time goes on are we losing interaction because of it being internet based, will we lose those connections
- Difference between Service Canada, Service Ontario – Driver's license, health cards
 - they should be in one venue, Service Ontario could not tell us what Service Canada does
- Internet based society - small communities struggle with broadband
- Worry about no human interaction, tech must be supported by human contact
- Someone who is shy, introverted - there should be one individual (community contact) to connect with who knows all the connections
- These services are services that you can get once you are in place, even just moving from province to province, awareness needs to be created.

- Heard Aime DiMatteo is talking about how to put it all together - one key - willing to put the money behind it. One app to drive people to all the other areas/services - "Come to Canada" app
- Organizations aren't aware of each other, implementing an informal no wrong door - I can't help you but I know someone who can
- Government needs to consider opening up to the people we are serving: tourists, students
- Talk 2 - live chat with settlement officers - was a pilot project - they were able to track the people and what kinds of things they were looking for -they look for information first but then they want to talk to somebody about it.
- Connaissance / informations
- Elargir le champs de service – plus de populations
- Talk 2 option

3. Who IS using these services right now?

- Parents, friends of people already living in the community, employers for new recruits, new recruits themselves
- The people who are already here
- Les parents pour savoir s'il y a des services, activités pour les membres de la famille
- Les amis des personnes déjà sur place
- Les employeurs vont se renseigner pour pouvoir accompagner leurs nouveaux recruits

4. Who ISN'T using these services right now?

- Young people, non-English speaking people
- The people who are coming, they don't know about the services
- Les jeunes
- Quelqu'un qui ne parle pas ni l'anglais ni français

5. Who do you regularly partner with right now?

- We bring Indigenous people for the trades but they want to go back home to live once trained
- Program for people still in their home community, reserves, etc. Talk 2 - the tools are not there
- The immigration portals - were supported for a while - issue is there is no sustained long term funding to sustain

6. Who DON'T you REGULARLY partner with right now?

- Embassies should be available to provide information in advance of the move in the foreign location
- Embassies are overwhelmed and not there to give information about specific communities, higher level immigration information, people coming from outside, once you're permanent resident there is an official path, but not until you are
- Destination Canada - for overseas market - starting to extend into Africa, in China

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7. What new services/clientele could we deliver/serve with EXISTING assets/resources?

- Convince the current funders to open up their definitions of the populations they serve. i.e. Employment Ontario couldn't help someone because they didn't have an address in Ontario - excludes students, excludes certain folks with certain SIN numbers
- Technically IRCC only allows service to people with permanent residency
- Remove restrictions to services
- Remove address restriction prior to being eligible for services
- Les bailleurs de fonds doivent alléger les restrictions sur les populations qu'ils servent

8. What new services/clientele could we deliver/serve with NEW assets/resources?

- Build a college on northern reserves? Fastest growing youth demographic, education levels are an issue. Group that could be targeted to solve workforce numbers.
- If we had all the money, legal clinic for temporary residents - applications, legal issues, free legal advice - a lot of the services get legal questions but are not able to provide
- un Clinique juridique gratuit pour les nouveaux arrivants
- Les personnes ne sont pas desservis dans leur communauté (s'agit des petites communautés)
- Disconnection entre les services des paliers du gouvernement
- Questions de succession – comment retenir des relations et des connections entre les acteurs pour assurer une continuité
- Broadband inexistant dans les petites communautés
- Comment desservir les personnes introverties
- Popularisation des informations (p. ex. Infos sur les permis de conduire par exemple)

NORTHEAST - SESSION 3 – ARE WE GROWING AND HOW DO WE KNOW?

1. What are the key assets we have in place now?

- Northern Policy Institute (NPI)
- Immigrants
- Far Northeast Training Board (FNETB)
- Local training boards
- Northeast Ontario immigration portal
- Employment options
- Municipalities
- Economic Development Corporations (EDCs)
- Immigration portals
- Do all municipalities suggest that inward migration is something they are eager for?
 - o Not sure if they state it?
 - o Do they imply it with their actions?
 - o It's cited as a service but whether it is what they meant

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- I think they don't say that we are open for business
- Maybe geographical issue- some others certainly are
- Elliot Lake has attracted seniors and have track record
- 4500 seniors from out of town
- Marketing is focused on attracting seniors, may be even better than what they can actually offer
- Provincial Nominee Program (PNP) is strong
- Franchises coming (primarily immigrants)
- Staying in hotels
- Overall it depends where you are
- Town can say all they want but biggest connector is when someone talks to someone they know (friend, family)
- Kirkland Lake – transient town, people come in and out and spend money in other places after they leave.
- Immigrants may solve problem if they moved to community
- NPI and FNETB provide data, stats for our regions
- Quality of life is the common asset across Northern Ontario
- Community evaluations, compilation of assets. Most but not all communities have done this
- Very big disparity in information sharing between communities
- Statistics Canada (StatsCan) / Census data every 4 years
- How many newcomers are entrepreneurs? Chambers of Commerce could potentially capture and transmit this data
- Kirkland Lake: Newcomer entrepreneurs are integrating in community activities; newcomers are self-directed
- We have successes in service development/delivery but we don't analyze or celebrate the data enough
- We have jobs which is perhaps our biggest asset.
- Northern College and Université de Hearst international students are a fast growing population
- Community diversity data; IRCC administrative data

2. What are the key assets we are missing right now (the gaps)?

- Do you have any data on who is moving there (StatsCan has which country people are from)
- StatsCan is most reliable but not most up to date
- Looking for most recent data to provide online service to immigrants to show diversity but struggle to find recent data and numbers they found is really, really low (not good marketing) fluctuation and transient work force isn't good
- Do municipalities know? Some have a bit of data
- Maybe collaboration between multicultural association
- Workforce training boards do some of that in some communities
- Local data such as business creation, retention
- Chambers of commerce as an asset

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- Toronto labour coming in to fill franchise model (Killarney is trying to make lodge like Blue Mountain and can't find people to hire there)
- Interesting to see if it will go well or wrong
- Want one database where whole city by city can put diversity statistics
 - o Citizens don't have to register so we can't collect that data
- How are people supposed to track culture and diversity and use it to market
- Talk to local Subway or gas station and talk to them about who they know
- Advertise at grocery store (are you new to city? Enter draw or something)
- People dispersed makes it hard to get that number
- Immigration portal- it exists and is it being used effectively
- People don't know about it so it's not really being used effectively
- But your group knows about it (Kirkland Lake) but others might not know about it
- Are all municipalities represented?
- Most of them are
- There is another service for immigrants coming to Canada through settlement.org
- Can use resources on how to promote their community
- Lots of services on there for immigrants to look at
- Professions North/Nord is for bringing Toronto market to Northern Ontario
- Uses lots of housing markets and infrastructure to tell them
- If we are competing against Toronto and Montreal, I am sure that there is a big fair to bring people elsewhere
- Do we have a northern Ontario representative that can afford and go to these fairs to promote northern Ontario and so we have representation
- Employers don't know who or what they can hire or not (in reference to immigrants) if smaller companies want to hire one or two they don't know how while bigger organizations hire lots
- Client (employer) has to pay world education services to match and evaluate credentials of candidate before they can immigrate and fill job
- RNIP- can't force people to stay after getting their permanent residency. Can have safe community, etc. and it doesn't matter but doesn't matter if racialized or experiences so people don't stay
- Strong belief in northern Ontario that racism doesn't exist because it's not violent but instead people say racial slurs when walking by. How do we measure the impact of oppression in the community?
- There is a gap with respect to a "one-stop-shop"
- Population decline because immigrants are not choosing rural or northern communities; attraction efforts need to be improved and streamlined
- Opportunities to clarify expectations and align them with experiences and perspectives
- Access to integration services in all communities
- Unfortunately, we all stay in the North for a variety of reasons, but those who left are not here to tell us why

- We need to have conversations with outsiders to get a sense of perspectives on the North
- We have a crisis of population decline that we need to make important changes
- 25 years ago, Kirkland Lake was on the verge of collapse and becoming a ghost town before they developed a diversification strategy.
- How do we measure the impact of oppression experiences? There's a tendency to view our communities with rose coloured glasses
- Need to collect and analyze qualitative data in a more sophisticated manner
- Communication strategy around immigration programs
- Racism in our communities need to be addressed and partnerships need to form to combat misconceptions
- Post-secondary, how not many services for temporary residents and international students and people working off the record. So need people to work together and create a system that works that allows organizations to do what is needed to help retain
- Can we see data on the back end of portals to see who is looking at or using the portal? Some do, some don't
- More of a collaborative marketing towards southern Ontario, how to we collaboratively market northern Ontario
- We are not doing good job at getting experiential data and qualitative data collection
- Sense that the asset mapping is not understood by us or by those who will be using the map
- Hard data is out of date or not accessible and tough to adjust.
- How do you start conversation when saying the word racism is taboo- school co-ops have started conversation but still room for improvement

3. Who IS using these services right now?

- Data is only as good as what it is used for- if no one uses the data then what is it for?
- Professions North/Nord uses [NPI's] District Reports and found it helpful
- Are there economic development folks that use the services? NPI data, portals? No one really knows, but we hope so. Are they using those in their planning
- Where do people go to know what is going on?
 - o People go to municipal website (first place they go)
 - o If you don't have the full staff you don't have the ability to collect this data
 - o Municipality plays huge role as that is the first place they go
 - o Smaller municipalities don't know that the people at this conference exist
- Who are using this are the Big Five municipalities

4. Who ISN'T using these services right now?

- Those not using it are the smaller municipalities
- Data is based on the major five and not for the smaller towns
- We can't be all things to all people without the info for it

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- Some communities are doing a good job- some are not or it doesn't even exist
- Some are getting rid of those positions- the Economic Development Officers can't justify the positions. Doing good work but can't justify the data, don't have the facilities
- That's why the asset map is good as one place
- I am coming to northern Ontario and can work your way down into the smaller communities
- The people that are invited because of the past five years (refugee issues, immigration) and the capacity of those that support, house, integrate immigrants in rural communities, faith based organizations have carried the bulk of refugee immigration side and they are not being represented here

5. Who do you REGULARLY partner with right now?

- Discussion of Northeast and Northwest immigration portals - asks if anyone updated their communities. We created it but didn't think about it going forward. People go on and find dates for events and stuff but its old data (old dates etc.)
- Difficult to keep it up because the resources to build it was one-time grant and no money going forward.
- Elliot Lake mall collapse and by the time they got the LIP the leadership had changed. Too much change and that was only one small location.
- Similar challenge for Ontario 211- you have to tell them information, and you find the services where the office is located (not service area)
- If municipalities understand the effectiveness of relevant portal then there will be more buy in and more usage (whether that is through sharing interns etc.) most portals when rolled out there is a quick splash then dead
- How was the reporting for the portals get rolled out to the municipalities? Did they even get the reports on how many times the community profile was viewed

6. Who DON'T you REGULARLY partner with right now?

- People access services- find that they don't meet criteria and go place to place and then eventually ask friend or someone and get information from there. Getting bounced around and give up on services. Immigrants don't want to ask for help but want to understand how system works for Northeast and Northwest
- Usually promote or talk about five big areas because the info is there but not there for smaller places so the services don't market those smaller places
- That's why the immigrants (living in those smaller areas) are assets in themselves because they have current info and can share to others
- Give them place to find information and find service that is most relevant to what they are looking at
- One stop access, seamless, welcoming and every municipality having the same generic info available and on a portal website- how easy would that be or the process, gathering together collaborative, cooperation, at act as a consortium making sure the experience for everyone coming to Northern Ontario is positive

- Kind of exists but need more updating and needs to have everyone
- information is not available; demographic report done for Temiskaming Shores not disseminated widely
- Far Northeast Training Board (FNETB) tries to amalgamate data from a variety of sources and increase the specificity of StatsCan data
- RNIP in Timmins used FNETB's Labour Market Forecast to determine target National Occupation Classification (NOC) codes
- NPI reports are read by industry professionals and policy wonks, maybe even certain employers but not often received by the general public

7. What new services/clientele could we deliver/serve with EXISTING assets/resources?

- Many people don't read reports; information needs to be transmitted in a simplified, accessible way
- Misinformation circulates much faster than our concrete data
- Data is not reaching the most important target audience i.e. General public
- Infographics or one-pagers would be a more palatable way to transmit the data
- Need to confront incorrect mentalities head on.
- Those who come to Canada are those that bring skills
- Net negative immigration growth
- Need to force change in our communities; attitudes and prejudices can be addressed by presentations and real human stories/interactions
- Attitudes will not be changed by way of dense reports
- Need to be more realistic, specific and transparent with our goals in terms of numbers
- Need to provoke discussion among those closest to us. Encourage discussion to provide education. Don't be afraid of uncomfortable conversations.
- Clarify misconceptions among employers around immigration status and eligibility to work in Canada

8. What new services/clientele could we deliver/serve with NEW assets/resources?

- Offer existing services if there is better communication
- One participant worried that this is the flavour of the day (we were talking green a few years ago, now talking about immigration) what will we be talking about next year? Those in power shake money at the issue and then in a few years it is a new issue.
- But labour force is going to be an ongoing issue- regardless of who is in power
- Younger people don't want to come to the north as the tech and buzz is south
- Sell what you have but don't try to compare to big city. Just market what you have
- People want to leave this big city- thought I could find a job etc etc I would like to move but not sure on what is out there- job opportunities versus job seekers
- We want to help non- permanent residents but not sure where to send them
- We are at shortage of people with skills- we either have to address it and if we fail we will fail to get taxes to maintain critical services. We need to market what is

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unique for northern Ontario, place to call home, where you can buy home, dignity, job, raise family and be contributing member of community, you don't spend hours of your day in commute to work

- Locals take it for granted
- Newcomer services needed if not in existence

NORTHWEST - SESSION 3 – ARE WE GROWING AND HOW DO WE KNOW?

1. What are the key assets we have in place now?

- StatsCan does regional socio-economic and share with community future associations but not sure who else they share with
- Make up of business community- not newcomer-specific
- University and college collect lots of info but not sharing with anyone
 - o Majority of newcomers start with the university or college
 - o Have country of origin etc.
- We could create own surveys (Terrace Bay uses survey monkey) and create report to council
 - o Council meetings are open to public so can listen to report
- Hard to find data on Indigenous communities
 - o Also not on Facebook or other platforms
 - o Hard to target and communicate to them
 - o Google statistics and data on Indigenous women in Northwestern Ontario- find nothing
 - o StatsCan collected data has some very vague data
 - o Uneven data- Conservatives got rid of long-form Census creating data gap
- If you get government money, you have to provide reports (track ethnicity, gender, country of origin) so a lot of this data is housed and everyone feel that we can't share it. We keep it close to ourselves.
 - o Need to find a way around it (health did, electronic records that can be shared)
 - o Mine and my clients and I don't want people to know- sometimes conditions of funding
 - o Maybe talk to them about it and ask if we can release some of it
 - o Responsibility on us to say that we have a gap and that this info can help set scene of what is happening in Northern Ontario and see if we can create change on how we treat data
 - o Those who fund get all this info and should disseminate it
- FedNor does an annual roll-up with pages and pages of stuff, but how do you use any of that
- Lots of organizations in area and data they have- multicultural association, post secondary institutions.

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- Need to get them to give up all the info they have
- Northern Policy Institute (NPI), Local Employment Planning Councils (LEPC)
- Stats Can, Census (which aren't perfect)
- Need to in real-time community survey.
- There is a bad reputation on the short and the long surveys. Missing questions to obtain specific data.
- Ask for maternal language, but not do you have access to education in French. Therefore school boards can't prove the need to French schools.
- College and University (Laurentienne, Confederation, Lakehead)
- Do they share this information? Do they have specific data? For targeted groups? Are they asking on application if students are Francophones? Immigrants? Which country? New arrival? It would help to identify profiles to attraction and support retention.
- Francophone researchers that partner up with LEPCs. Provide data.
- Studies by the commissaire aux services en français (does not exist anymore) but their research is useful, especially on youth childcare and integration. Francophone childcare affects new comers because they need it.
- Centre for Rural and Northern Health Research (CRaNHR) health care consortium.
- Réseau du Nord, did a in place recherche. Face to face surveys.
- April 2020 (five years with IRCC, and hope three years with FedNor), Association des francophones du Nord-Ouest de l'Ontario (AFNOO) will offer establishment services in French. With that there will be a new data base, and tracking social economic system in Thunder Bay and Northwest Ontario.
- Goal is to know about pre-arrivals and have data on that and following their path all the way until permanent residency.
- Regional Center for Research and Intervention in Economic and Community Development/Centre régional de recherche et d'intervention en développement économique communautaire (CRIDDEC)
- Northwest Training and Adjustment Board (NTAB)
- Northern Superior Workforce Planning Board (NSWPB)
- Population studies
- Assemblée de la francophonie de l'Ontario (AFO)

2. What are the key assets we are missing right now (the gaps)?

- Never mind about getting the information, it doesn't matter if it is not accessible to those that need it
- Government collects data and uses it to determine funding
- Early development indicator report- disseminated to show younger demographic and how parents perceive school system
- We don't have an inventory of this anymore
 - Cities, municipalities collect lots of data- and hard to get. Lots of good info out there though

- Thunder Bay Community Economic Development Commission (CEDC)- used to let those access data in specific sector of business to let new entrepreneurs look at sector
 - o Not sure how to get it now
- Lots of businesses paying taxes- barely ½ are registered in Chamber of Commerce so big gap in data. Larger enterprises on lists, but smaller are harder to track
- You need information about community
 - o Where do you find community profiling
 - o Nearly impossible to find that, especially for smaller communities
 - o 2016 StatsCan community profiles
 - o Indigenous profiling is missing large amounts of the data
 - o Only for the one year is almost useless as there is nothing to compare it to
- Lots of data out there but hard to access
 - o We need a contact person so then they can reach to higher authority to get permission to access it. Need relationship, time and effort to get to data.
 - o Usually comes down to someone knowing someone
 - o Data from Indigenous- the numbers say nothing about what is actually going on qualitative-wise
- Exit interview idea is great- but not sure how to do it
 - o Red Lake was only able to target locals who moved out (youth migration) and if people moved in and left in a short time hard to track
- Missing- having current data, some is current but some outdated
- Need to make political lobbying, because there's a gap between are you Francophone or not, because Francophone is not only skill it's an identity. Federal government, needs to accept that people/kids are bilingual not just French or English.
 - o The definition for "Francophone" needs to be the same on all levels of government. Provincial, federal, StatsCan
 - o If it possible to have 2 maternal languages.
 - o Immigrants speak 2,3,4 languages. Canadian is an identity.
- Temporary residents are not in census. Need numbers on those. Not just international students, but also temporary workers, and transitional people.
- Having access to that data makes it easier to find these people and help integrate them. If you have access to registration names or numbers.

3. Who IS using these services right now?

- Nipigon- uses ***EDI to get grants and data to get grants
- Anyone who applies for grants uses data
- Know how best to deliver those services
- Not sure if any organization can get by without using some form of data
- People in the community are overwhelmed and not sure where to go to get the services they need. Trying to figure out who to talk to is extremely hard. Talk to one person who passes you to another etc etc

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- Had to hire someone called navigator
 - Which shows that the system has failed. This means that the system is broken and needs to be fixed, not band aid with “navigator”
- Everyone comes up with new program trying to be helpful but it can also hinder
- Government
 - Procurement, Employment, Partnerships (PEP) conference
 - Use NPI information
 - The use this data to make decisions or to develop programs.
- Commissariat aux services de langues française.
 - Not to interpret it, but to share it and use it to prove things.
 - Use the data to show what we can't say.
- Organizations in general, they are aware of the data.
 - The problem is, that they don't share their information to each other. Refer to each other.
- We have data, but sometimes people don't have the capacity to record everything or to quantify it all.
 - Funding agencies (obviously look at the data) will always ask for numbers, so we need to make sure to have it.
 - People always want very specific data, sometimes it is hard to find. Knowing the amount of people that we served is hard to track. Have a base, instead of everyone starting from scratch in a bunch of different ways.
 - Have a culture, a lot of community organizations don't see the value in collecting specific data. But if they just had the culture to gather data pro-actively, it would be easier.
 - Develop a tool to be able to quantify specific numbers.
- University and College
 - Including organizations in their organizations

4. Who ISN'T using these services right now?

- People just want a human face that can tell me what to do
 - I want someone else to navigate the data and tell me what to do
- Large business closed and lots of high paying jobs gone
 - Set up a place for these people to go and help them set up a plan
 - Delivered no service except information and referral and getting someone to the next step. Focused on the human at other side of table and what is best for them. No separate agenda
- Big push towards technology
 - Almost too much data out there- overwhelms people
 - Raises caution (Phoenix [payroll] issues in government)
 - We lose the reason of why we are trying to do
- Centralizing data like Ontario 211 for the north is a huge job
 - Issue with Ontario 211 is that those services whose funding is cut are still on list. Hard to keep data up to date

- People want technology but not sure how it works and get overwhelmed
 - o Library spends lots of time helping navigate the online world
 - o People play services off one another
 - o Show up at door A and access service and then go to door B and get service and then to door C
 - o No relationship between services and push people through system even if it is not right for them
 - o Funding is based on metrics (must always go up, static not good so force places to force service on people who may not fit it right)
- Imagine world where there is one basic client file
 - o Go use other services and the data travels with them so you don't have to spend the time re-going over the basics
- Smaller communities (because they don't have the resources or capacity).
- Not-for-profits organizations.

5. Who do you regularly partner with right now?

- NPI, StatsCan, we share data among groups AGRs, share data with partners, you partner up with everyone because you benefit with any partnership
- Lots of partners with Community Futures Development Corporations (CFDCs), northern FedNor partners
 - o Couple in Northeastern Ontario that we are not partnered with
- Important as we do really well with partnerships, communication is a challenge because of the distance between
 - o But data can be used to strengthen relationship
- Need to do more work on using the data to help
 - o What is the priority data that we should be using to serve the population that we are trying to serve
- What do we need and how do we know when they need it
 - o Don't do data internally, publish it
 - o Where is the mega data on what is happening at that level?
 - o Data = power and people are scared to share that power
 - o Nervous about sharing with what someone else will do with that data
 - o How do you let everyone know that the stuff is available
 - o Need to get better at marketing
 - o Page long brochures aren't working anymore. We need to get idea on what people need first and needs to be easily searchable online, not long brochures where people have to filter the data themselves
- Funds end, people move on, things drop
- Nipigon gets everyone at the table and share what they are doing (Legion, District Social Services Administration Boards (DSSABs) etc. so they share resources
 - o You are as good as you can remember at the meetings
- Need something that has someone guide you through it
- Francophone organizations

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- Research institute
- Municipalities
 - o On a political level a lot of communities are officially bilingual
- French media
- Government
 - o Province (is hard, but starting)
 - o Federal
- StatsCan
- General Public
- Parliament
- Community Minority
- Post-Secondary Institutions - College and Universities
 - o They share a lot of information with a lot with a lot of people.
 - o Because there are a lot of departments
 - o They offer programs in partnerships with all six colleges in Northern Ontario (this has been going on for three years now. Business and Chemical engineering).
 - Same Curriculum for programs. A student can do their first year at Confederation, and go to Northern College and all the credits will be transferred.
 - This helped a lot with student retention and post-secondary continuation.
 - All online and distance available classes.
 - Also with College Boreal
- Northwest Ontario Employment Works
- Ministries
- Indigenous communities
- Francophone groups (Province-wide)
- Anglophone groups (Province-wide)
 - o Economic partners
 - o Community Partners
- Employers
- New arrivals

6. Who DON'T you REGULARLY partner with right now?

- Thunder bay has 57 employment services
 - o Someone doesn't know where to start
 - o Referral services are only as good as what they know and remember
 - o Need the whole approach so people can access, and people working in organizations need to be aware of what is happening around them
- Fear is that technology will take over and those won't see the need of a human face

- Target audience (under 25 want to find anything online or email, don't want to pick up phone and call)
 - Not an either or, but a both. Online and in person options with best data and guidance and support
 - Works in big community- doesn't work in small communities
- Funding went away- no one updated it and it hasn't been touched, but people want it
 - Who is going to own it, who can afford it
 - Intern after intern forms gaps and can't budget doesn't allow it
- Summary:
- Government agencies working together across provincial and federal level working in collaboration
- Organizations in similar field working together
- Suggestion of getting out there and meeting the clients where they are
 - Most conversations around technology as that is the cheaper solution
- Smaller communities have round tables to talk with groups
- Push to go online
 - Serve some people, but some people like the face-to-face and be told what they should do
 - How do you find and disseminate stuff online?
- If you are trying to have easily searchable data portal
 - Who will keep it updated, staff it, fund it?
- Indigenous Peoples
 - Hard to find French people
- Municipalities (linguistic questions usually stops at the provincial levels).
- University and colleges
- Northwest Employment Works, More Than Words (MTW) Employment Services, YES Employment (work more thoroughly with them, have a French billboard to encourage people to identify as bilingual) Most bilingual jobs are vacant because can't find qualified people. Just having the information available.

7. What new services/clientele could we deliver/serve with EXISTING assets/resources?

- How much money comes into the community through services
- Short answer is to figure out what is here, where money is going and obvious duplications
 - This is where data comes in on what is coming into the community, where it's going
 - Determine what is okay duplication (multiple doctors' offices=good, other services maybe not)
 - Do we have enough resources in community?
 - Thunder Bay is regional hub, services not necessarily just serving Thunder Bay- sometimes serve outside area.

- Have a client orientation- what is best for the people we are supposed to serve
 - Don't trust that people can make that decision for the community in this example
- Everyone talks to each other, and then go to budget meetings with a community plan instead of individual people saying I need I need. Come with WE talked together and this is what WE need
 - Come with a plan (these are challenges and opportunities) and how we want to deal with it that was community developed
- Went to many community planning sessions, economic sessions, but never see the plan. It gets bound and hidden on a shelf.
- Leadership combined with empathy- can't teach these
- Can access information online but need a human to think of it and put it there
- Things need to be diverse- online not the only answer for people who can't afford or access technology
- Can't take money from libraries
- College and University data
 - They need to know that organizations exist and can help them out on a personalized services.
- Organization that have data SHOULD make it accessible to ALL
- Establish a referral system between organizations.
 - This person offers this and this, you should go see this person
 - If new arrivals or others understand the value they'll want to participate
- Employers (most important)
 - The organizations that work with employers should get in contact and have contact people and identify who has good contacts with who.
 - If you have jobs available, let your partners know
- Better connection through open communication
- If one person can't offer a specific service, refer to someone else.
- Won't get different results from doing the same thing. Change contact person, need more? reconsider the process?
- Better use of the Portal, people don't know about it. MovetoNWOntario. Also in French.
 - Is it updated regularly? Get funding of that.

8. What new services/clientele could we deliver/serve with NEW assets/resources?

- New services- funding will disappear and then new service will disappear
- What is best for clients that we are serving, versus what the community now, services from 10 years ago might not be applicable now, silos, everything online but communities don't have reliable broadband access. Importance of meeting people at their level (some want independence, some want interaction)
- New service development- the money goes away eventually and then the Hub stops getting updated.

- One stop shop- Hub, always proposed but doesn't go anywhere
 - o This will eliminate the silos (Indigenous, black, low income etc.) and create one community
- Knowing services that are out there
- Getting to people that use them
- Keeping it updated
- NOUVEAUX actifs/ressources ? / What new services/clientele could we deliver/serve with NEW assets/resources?
- Being able to offer services to people that don't have a SIN number and to international students.
- Post-secondary pay for more personalized services?
- French community wants post-secondary in French in the Northwest – we know it's not doable. BUT make a project and use the data from the Local Employment Planning Council (LEPC) and AFNOO research on what are the most important labour gaps and figure out if those jobs/gaps require French as an asset to fill in those gaps. If we offer that program in French in Thunder Bay and guarantee you a job in that field, would you take this program?
 - o From there you create partnerships with other colleges and universities to offer the programs. It would be beneficial for everyone, students, post-secondary institutions and economy.

NORTHEAST - SESSION 4 - SHARING BEST PRACTICES AND COORDINATING OUR EFFORTS

1. What are the key assets we have in place now?

- Local Immigration Partnerships (LIPs) and Les réseau en immigration francophone (RIF) are a great resource for consultation regarding immigration, settlement, and integration service
- Far Northeast Training Board (FNETB) consults with employers who say that they can't offer full-time and newcomers are unlikely to relocate for part-time
 - o FNETB job boards ask job posters if they're willing to share a part-time employee and the system will automatically match two or more part-time jobs
- Every community has a profile, Northeastern Ontario portal, the needs, the key industries, maybe missing some information in these profiles
- FNETB developed Regional Attraction strategy tools and resources to share with smaller municipalities.
- There are online resources to get degree or diploma. Via Contact North, you can do University of Toronto but live here

2. What are the key assets we are missing right now? (the gaps)

- It's not a profession to know a region. Need people who can accurately and effectively get the information about Northern Ontario to new arrivals

3. Who is using these services right now?

- We all work from the corner of our desks, how can we collaborate for effectively
- Société économique de l'Ontario (SÉO) offer employment and entrepreneurial services and Francophone economic development
 - o Kirkland Lake Multicultural is a grassroots organization led by newcomers to the community which provides welcoming, orientation and integration service. They receive no funding and are 100% volunteer based.
 - o FNETB's Annual General Meeting (AGM) featured a keynote speaker from Morden, Manitoba who highlighted the keys to their success as being largely dependent on volunteer engagement.
 - o LIPs and RIF are a great resource for consultation regarding immigration, settlement, and integration service
 - o Timmins LIP is working on a variety of programs and initiatives to encourage welcoming of new arrivals
 - o University de Hearst is leading the way in terms of Francophone international student recruitment and anti-racism
 - o College Boreal is leading the way in terms of Francophone settlement and language services
 - o Destination Canada is a Francophone immigration fair where prospective newcomers can explore various Francophone communities and receive and expedited processing through Mobilite Francophone (6-8 months to permanent residence)
 - o FNETB consults with employers who say that they can't offer full-time and newcomers are unlikely to relocate for part-time
 - o FNETB job boards ask job posters if they're willing to share a part-time employee and the system will automatically match two or more part-time jobs
 - o Service and trades sectors are the primary users of the FNETB's job boards
 - o Lifestyle and cost of living; cost of home ownership
 - o Social media featuring community highlights
 - o NEOImmigration portal is a great resource for attraction but requires updating
 - o More inter-community collaboration on marketing/attraction and allow newcomers to select the community that suits them best
 - o Intersectionality among newcomers; understanding that not all newcomers have the same wants and needs from their new community
 - o FNETB Regional Attraction Strategy; employment fairs, aggressive recruitment
 - o Social awareness and integration is required to effectively refer newcomers
 - o Professions North/Nord (PNN) works on matchmaking and partners with settlement services and bridging programs in Southern Ontario; bridging programs in nursing, information technology, engineering, etc.

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- International students, temporary foreign workers and visitors are by and large not eligible for federally funded services. Provincial funding for settlement in North Bay covering Parry Sound to Hearst; one person with no travel budget
- LIPs and RIF collaboration is stronger than ever, even with very limited travel budgets and large geographical area
- Univesite de Hearst – CRRIDEC, settlement services along Highway 11
- McKevitt Trucking says ideal employees are from Romania; multi-lingual with experience driving in mountainous conditions
- Employers need to be included in the conversation. They aren't here for a variety of reasons.
- Well need to be aware of changing demands of newcomers, and adapt accordingly
- LIPs are limited in their capacity to work with private enterprise
- Generalist needs to be very delicate in the hand-off to the specialist
- How do you develop an enhanced experience with the same assets?
- Larger centres have more specialized settlement services that are embedded within other social services
- Need to start thinking ahead of how we're going to fill undesirable jobs
- RNIP includes a Mentorship program requirement in each community based on the experiences with the Host Program
- Repurposing a baseball field as a cricket pitch
- Employers often operate in survival mode and aren't paying attention to new opportunities

4. Who isn't using these services right now?

- Almost no organizations are funded to provide student and work permit people, They are only in North Bay (provincially-funded settlement services)
- Many people who need assistance don't see services, they think it looks bad if they get services. Also, employers don't want to leave jobs open because it makes them look bad

5. Who are you partnering with right now?

- Relationship between LIPs and RIFs is stronger than ever, having one voice is better than five. All of us need to take this approach

6. Who don't you partner with?

- LIPs are limited in what they can do with employers. Cannot often work one-on-one with employers as they would like to. LIP function is to coordinate efforts made by community organizations and not by private businesses
- Need to include municipalities, cannot achieve what a municipality doesn't want
- Need to work with employers, for several reasons they are not here, but without employers support people won't be able to find work. In the future when talking

about these things, need to move closer to the communities where we would have more employer participation

- Need to work with post-secondary institutions

7. What new services could we offer with existing resources/assets

- More cohesion between those that recruit new arrivals and those that actually place them with jobs. Sometimes communities are promoting region, but not offering services that will help them find a job.
- Need more cohesion when going to job fairs, whether for newcomers specifically or not
- Develop ways to fill undesirable jobs
- Bigger centres and organizations can do training in smaller communities and employers that can learn to be inclusive
 - Need to make safe spaces for 2SLGBTQ+. Cannot ignore intersectionality among newcomers; understanding that not all newcomers have the same wants and needs from their new community
- Needs of people are changing, need to be self-aware about the cultural differences and barriers people are facing. And then go beyond and provide existing services in that way. Need to know some people need an extra push to use existing services
- There may be a need for a primary person helping someone through the system, from a case management perspective. Then assess what the experience was like. Others offered that settlement services do this for newcomers. These services can also be offered online. LIPs serve this role to enhance the communication and help the client trade-offs
- RNIP, mentorship component – everyone needs to have mentor to help this community connection, this is a key to retention
- Communities need to have things newcomers want. For example, spaces for sports they are interested in, community centres, etc. This can easily be done with existing resources

8. What new services could we offer with new resources/assets

- Need common marketing strategy for Northern Ontario. More inter-community collaboration on marketing/attraction and allow newcomers to select the community that suits them best
- Better communicate needed jobs to people who are trying to recruit people to fill those jobs
- Need to market cost of living, especially to youth

NORTHWEST - SESSION 4 – SHARING BEST PRACTICES AND COORDINATING OUR EFFORTS

1. What are the key assets we have in place?

- On the French side there is already lots of collaboration taking place
 - o Sudbury and SÉO partnership - similar to LIP
 - o What is being done together is to try to work better together
- Problem for Francophone immigrants is MTV – Montreal, Toronto, Vancouver
 - o By working together and getting known, we can attract people here to the North
- Targeted immigration – perhaps we should look at Finns for Thunder Bay because it's called "Little Finland"
- The community also needs to get behind these efforts and collaborate
- Education system – welcome kit for Francophones
 - o All communities that have a school in Thunder Bay area (including Manitouwadge)
 - o Schools disseminate this kit – so it's given to parents, etc.
 - o Kit generated by Centre Francophone and AFNOO
- Pooling resources can help to generate kits; these then need to be updated which can take funding
- Au niveau Francophone : existence de partenariats entres les organismes
- (exemple de partenariats :
- Entre l'AFNOO et le Carrefour Francophone de Sudbury en rapport au Réseau de soutien en immigration Francophone du Nord de l'Ontario.
- Entre le centre Francophone, l'AFNOO et l'AFO pour la création des trousse d'accueil qui sont devenues un outil incontournable dans l'accueil spécifique des nouveaux arrivants selon leur localité dans le Nord-Ouest.
- Le Nord de l'Ontario abrite 2% de la population Francophone Canadienne il est donc urgent d'avoir des équipes disponibles Francophones et anglophones qui travaillent ensemble et qui aideraient à l'immigration.
- Le problème de migration vers les grands centres constitue un enjeu important pour nos communautés du Nord. Il existe une volonté de rediriger ces personnes vers le Nord en leur vendant la région et ses atouts.
- Selon l'Institut des politiques du Nord, il y a une erreur fréquente qui est commise par les communautés accueillantes. Cette erreur consisterait à ne pas cibler davantage le type d'immigrants que ces communautés voudraient pour soutenir leur économie et leur communauté.
- Ce qui manque
 - o Dilemme Emploi VS les ressources pour y accéder.
 - o Manque de processus et de partage d'informations.
 - o Difficulté de planification de la part des employeurs.
 - o Mauvais recrutement basé sur le hasard (temps plein ? temps partiel ?)
 - o Manque de logement dans certaines régions (ex : Kenora)

- Pénurie des services d'aiguillage en emploi au niveau des étudiants gradués
- Manque de solutions concrètes au problème économique

2. What assets are we missing right now? Gaps?

- Job listing not reflective of need in market
- Not enough employer data
- Not working together well enough – we are working in a way that is too silo'd and individual
- International students do not have services that can directly support them – they are not receiving any individual advisory services (beyond what can be found on websites)
- No services to help them find employment
- Can make retention difficult
- Schools (universities and colleges) also lose touch with graduates once they leave school
- There are projects that target this through Northern Policy Institute (NPI)
- Also some applications through FedNor, the cities
- Matchmaker (MM) program gap
 - Too many points of contact and user being shuffled around
 - Collaboration is important as is having a unified voice

3. Who IS using these services right now?

- Kenora service sector ***WG – look to table gaps (e.g. lack of housing – ***WG brings people together for collaboration)
- In Kenora/Rainy River, there's also the Regional Economic Development Group
- Another challenge is the fly-in-fly-out nature of the north – pool come to work here, but then fly home – much of this is due to lack of housing in communities
 - Funding available for communities and local service providers
 - If we had available housing we could recruit contractors immediately
- Re: attracting and retaining
- Doesn't happen quickly, happens incrementally – building on positive experiences
 - Need to think that (international) students coming have come from big cities so Thunder Bay is already a village for them, a smaller community may be inconceivable
 - Where there have been success, we should look at who the people are; often they are older and trying to find a place that's family friendly
 - ***NFW/CEDC/Peel region partnership
 - People looking to move to smaller communities
 - But there wasn't a lot of success with that – perhaps due to lack of uptake on employer side/lack of prospective interest
- There is lots of marketing. Attraction and retention efforts in Thunder Bay

- We need to speak more/spotlight success stories – this could help people provincially, nationally and internationally to feel they'd like to come here
- Quality of life should be stressed in attraction efforts and marketing – also the ability to live safely

4. Who ISN'T using these services right now?

- In the Northwest there is very little money allocated/earmarked for housing
 - o Need to ensure the funding formulas from government make sense
- Kenora trying to incentivize housing market and offer affordable housing – how municipality can provide support – municipality rejigged definition of affordable housing and created a tool for it which has received a positive response
- From the city of Kenora/Rainy River perspective – there needs to be a pool of skilled trade workers to work on a project and infrastructure
- We should be able to raise awareness with colleges and universities about the need for trades and what trades are needed
 - o Doesn't come down to colleges, but up to employers
- Gap is also lack of opportunities for skilled trades work and training where the person lives
- Lack of senior people who can administer training
- Re-examine apprenticeship structure and time it takes
- Trades issue is multi-tiered – it's political, an employer issue, raising awareness and students also don't want to go to smaller places/cities for these jobs

5. Who do you regularly partner with?

- Businesses have issue with training and succession planning – time isn't built in for this
- Supporting apprenticeships costs money for a business – including time expended training an apprentice
- Should be more funding for tool allotments/allowance – could governments provide this?
- Professions North/Nord (PNN)
 - o Help to connect jobseekers with employers
 - o Eligibility is narrow – international students and those from abroad who came back and settled not eligible
 - o For those who are eligible they provide staff expertise, individual support, training
 - o Work with employers on what their needs really are and don't get caught up with titles – look at skill set
- Also work with employers from south to attract them up here where possible
- Un fond de 55 milliards de dollars est disponible au fédéral pour l'aide au logement mais n'a depuis pas bénéficié de receveurs. La condition pour l'obtenir, avoir un partenaire constructeur prêt à s'engager (à vérifier).

6. Who DON'T you REGULARLY partner with right now?

- What can be done with our natural resources/existing ones (e.g. hemlock for medicine)
- Even when we compare cities – Finland makes good use of their natural lumber market – it is sustainable and they also produce five times more lumber than us
 - o Because the country has a forward looking perspective; sustainability focus
- Centralization of milk market – opening for a cheese production plan in the north
- Diversification of existing assets would benefit local business as well
 - o Internalization of alcohol
- But how much do we want to really diversify? Does mining want to? Are people ready to do that especially environmentally because people don't see the benefit for themselves
- This is connected with innovation on a small scale, there is agricultural/agri-food innovation – this is happening with developing new crops and cultures – we should encourage this and also people leaving Toronto to come here
- Présence du projet pilote de match-maker pour les deux dernières années grâce à FedNor qui permettait de connecter les employeurs et les chercheurs d'emploi. Cependant un problème subsiste : les employeurs ne prennent pas forcément ce projet au sérieux du fait de son contenu.

7. What new services/clientele could we deliver/serve with existing assets/resources?

- More routes to permanent residency
- Resources and funding related to moving
 - o Some employers offer this but not the small/medium sized ones
 - o Could help people from the south
- In Yellowknife, most businesses in non-profit sector offer moving services
 - o It works as part of employment contract, two-to-three year commitment
 - o The two-to-three years is good because then the person develops community connections – there is time
- Medicine – attract to North Bay with bonus – you need to see X amount of patients or don't get benefit – effective for doctors in Northwestern Ontario, why don't they do this for other industries?
- Should present incentivized options for moving to students in universities, especially about the availability of different kinds of jobs and salaries
 - o Get this out to recent graduates; we could have campaigns about this
- AFNOO offers free service to all employers
 - o Doesn't have to be bilingual but "French is an asset" and they will list the job and put info for a job offer out at a provincial/national/international level
 - o An additional network for jobseekers
- Career advancement webinars available online
- Also, cultural competency tools are key and being delivered
- Partner to get information out about Northern Ontario online via webinars

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- Free webinars available about settlement services and living in your community – five organizations that do this down south to connect with
- Afficher les besoins économiques des communautés par les municipalités pour constituer des sortes d'appels d'offre pour attirer des entreprises, des travailleurs, des immigrants.
- Problèmes économiques dans les communautés
- Les gens n'ont pas le temps de faire des plans de relève car déjà préoccupés par la réalité actuelle.
- De plus, cela coûte chère et rien ne garantit la durée que fera le travailleur dans l'entreprise. Miser sur sa formation pourrait être une perte.
- Ce qu'il faut faire pour attirer et retenir les nouveaux arrivants
- Apprêter le terrain
- Sensibiliser les communautés à l'intégration communautaire
- Fournir du soutien
- Donner des incitatifs au déménagement dans le Nord
- Créer des webinaires qui iront rejoindre les gens dans leurs recherches et aspirations
- Chercher des similarités (pays, régions) à nos villes du Nord à travers le monde pour faciliter la comparaison et créer un lien d'appartenance dès le départ (Ex : Thunder Bay qui est comparée à la Finlande)
- Question sans réponse : doit-on maximiser les emplois en développement économique ?

8. And what new services/clientele could we deliver/serve with new assets and resources?

- This could include natural resources
- Coordinate our efforts – understand how we leverage our strengths
 - Try to do this early, especially with trades
- Business succession planning can also attract newcomers
 - Are rebates being offered in communities to encourage development?
- Do people within your communities want people to come and for there to be change?
 - Not necessarily; there needs to be an awareness campaign and welcoming committee – especially within Francophone community
 - Some communities are less welcoming, they don't understand the benefits of newcomers and the importance of being welcoming
- Some communities have a deal where they can get a lot in town, free of tax and build but not a lot of people have accessed it
- More restrictions as well around building houses making it less accessible and more costly
- We could offer training; this might encourage people to get into building houses
- Can include northern information in webinars
- Are we optimizing our relationships with Economic Development Officers and Employment Officers? Can we collaborate better? Are there winning practices in your community?

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- Thunder Bay – Northwest Employment Works (NEW) and CEDC have a great partnership – work together to help employer; direct them to services and help with training – do so proactively
- Kenora – service sector working group
 - Anyone (many different community actors) doing economic development
- Do you have newcomers accessing what you're doing/just existing population?
 - Kenora – can refer
 - Thunder Bay – YES Employment Northwest; open to everyone – not all opportunities available to international students but they can go to visitor centres and we can support them in getting jobs

NORTHEAST - SESSION 5 – FIRST IMPRESSIONS – THE FIRST FEW MONTHS

Description of breakout session participants:

Education, settlement, employers' representatives, economic development, federal government, tourism, volunteer, municipal government, finance, entrepreneurship

1. What are the key assets we have in place right now?

- Orientation session for international students – tell them about the college and about the community, do a bus tour of the community
- Local doctor and student health service; other student services
- MoreCare plan
- Connect students with housing and possible job prospects
- Settlement worker at the Timmins Multicultural Center
- Friendship Center has an employment worker and person dedicated to delivering the childcare program
- Connect Indigenous students with Indigenous student advisor and the elder at the campus
- Indigenous Culture Awareness Week in the first week or so of school
- Indigenous student advisors – “grad coaches” – help Indigenous students and larger school community as they host events. Also provide specific support services for Indigenous students
- Multicultural Center – they can help refer people
- Immigration, Refugees and Citizenship Canada (IRCC) employment-related funding
- English as a Second Language (ESL)
- Key individuals at the schools to help facilitate connections for newcomers
- Northern College helps connect students to services in the community
- Host events during the first week of school
- Welcome to Timmins – event that brings together various organizations and individuals – to introduce them to services and organizations in the community.

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There are some people in a community that have lived there a long time but may not know all of the services available. It is an opportunity for them.

- Awareness Day – another event a community hosts
- Kirkland Lake Multicultural Group socially integrating people
- Chamber of Commerce
- Curling clubs and arenas
- Settlement services
- Multicultural training offered by some organizations
- Post-secondary institutions (PSIs)
- Sports event – brings in businesses from the community so students see what's out there
- Indigenous advisory council
- Formation post-secondaire
- Université de Hearst – Team working with and for international students, before, during and after. All along the first year of university. One specific person helping each student get SIN, banking started, settlement services...
 - o Offer training for academic integration
 - o Integration with employers
 - o Programs with coops.
- AFCO-Temiskaming is good with Francophones.
 - o Bilingual welcome package
 - o Repertoire disponible en sante, sport, ecoles, service sociaux.
- Multicultural training offered by organizations, but they need the support (financial and human resources) from people like the city...

2. What are the key assets we are missing right now? (the gaps)

- No ESL for school aged-children – up until they are 18
 - o Nothing formal – pulling teachers together to help provide that language service
 - o With RNIP coming, that's not good for our community that we don't have this service formally
- No resource to help people navigate the services – there is Facebook or they hear it at work (more informal than anything)
 - o We aren't communicating formally, trying to piece these things together
- Are we having focus groups with people and asking them what they need? Is that happening?
 - o I feel like we do ask, but we don't aggregate that data. Are we as a community putting that data together?
- Retention piece from employers is missing, need investment from employers in their employees. Employers don't see it as their problem
- Linking employers with resources
- Needs of spouses and children aren't being met – they are forgotten about in terms of linking services available to them

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- Educating housing options to Indigenous peoples moving to a community
- ESL
- Transitional housing
- Multicultural training/cross
- Adequate signage is not available
- Transportation services
- Daycare services
- Nothing in Temiskaming Shores. Multicultural center is in North Bay and the other is in Kirkland lake.
 - o Usually are born from community involvement, more population mobilization.
- Not enough partnerships to share resources.
- No funding, need to find what we have in common. Need to work on integration with locals.
 - o Organized meetings around key days like semaine de l'immigration or black history month
- Offer workshops to reduce racism
 - o I.e. Morden in Manitoba
 - o Offer it to seniors, young people are usually pretty open.
- The city and municipality itself need to be more involved.
- A family should be partnered with another family. Matchmaking. These are not a municipally-funded area, they are organization based.
- Hockey teams, that come to play, but also work and buy.
- Need people that think about « I need to do this ». Without welcoming services, there not intention to stay. Need volunteers that want to help. Reinforcing community capacity.
- Communications and marketing strategy for northern Ontario.
- College Boreal
 - o Click, Link (languages services) are only available to permanent residents. Or need to pay for post-secondary.

3. Who is using these services?

- International and Indigenous students
- Immigrants – both primary and families
- First Nations and Métis individuals
- Permanent Residents
- Employers
- Service providers utilizing service providers – good at talking to each other but difficulties communicating that to the greater community
- College Boreal
- Multicultural centers
- People in the know
- Entrepreneurship, Employability, Immigration
- Matchmaker

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- Non-permanent residents
- Centre Multiculturel (Timmins)
- Students

4. Who isn't using these services right now?

- The employers
 - o Union employers have additional barriers
- Those who don't know the services available
- Non-permanent residents
- Spouses who did not get a job
- People that don't know about them
 - o SÉO is nice, but Toronto is still their main, so Northern Ontario is left on the side.
 - o People in Toronto don't know about the realities in Northern Ontario
- People that don't KNOW us
- Husbands and wives of people that have a job
 - o If a person wants to start a business, do they want to start a business, or do they want to start their own business to have a job.
 - o Funding is hard for entrepreneurship because of status.

5. Who do you regularly partner with right now?

- Multicultural center
- Service providers – Employment Options Emploi
- Healthcare providers
- Canadian Mental Health Association (CMHA)
- Local First Nations communities
- Bands
- Elders
- Recreational facilities
- Chambers of commerce, municipal government
- Local employers
- Branches of government – provincial and federal
- School boards
- Early On Centre – pre-school
- Surrounding municipalities
- Northeastern Ontario municipal organization
- Settlement services
- Local employer council – employers, post-secondary institutions, local school board, settlement providers, multicultural center
- Local labour boards – e.g. Far Northeast Planning Board (FNEPB)
- Police services
- College Boreal, Réseau du Nord, Université de Hearst (UdeH)
- Multicultural centers
- Economic Development Officers

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- Municipalities
- Conseil Cooperation Ontario (CCO)
- Northern Policy Institute
- FNETB
- Working together to make sure new arrivals are not falling in the cracks.
- Not everyone gives multicultural training but it is necessary.

6. Who don't you regularly partner with right now?

- Those involved with housing
- Hospital doesn't communicate well with schools in one community
- Not working directly with individuals
- Some Indigenous organizations may not be communicating effectively about their services to others, primarily within themselves
- There are some barriers in place to communication
- Municipalities
- Schools boards
 - o College Boreal goes in high schools, it would be nice if they had access to the resources of the immigration and settlement and other newcomer services of the region to be able to share them.

7. What new services/clientele could we deliver/serve with existing assets/resources?

- More job fairs
- New to Canada app – specialized for the north
- Northern Ontario has a lot of networking and settlement, but it would be nice that smaller communities all have access to those.
- More housing services
- Cultural awareness workshops (cultural centers travelling to other cities that don't have any)
- We have data, but make people aware of the data

8. What new services/clientele could we deliver/serve with new assets/resources?

- One-stop shop
- Person who knows who exactly to connect with – referral person
- Services available to all people
- Professions North/Nord but for trades
- Organization that connects people from outside of Canada to employers
- Employment Ontario – sharing and working with organizations between northern and southern Ontario. Reduce duplication and leverage current system.
 - o Northern partners work with other northern organizations, but no communication with the south
- ESL for low and high levels
- Organizations in the south aren't willing to work with organizations in the north – they don't want to lose people. More competition between service providers is not as

prevalent in the north compared to the south. This may be more the case in urban centers in the north

- Affordable and transitional housing
- Sculptures built by our own tradespeople that tells a story and are connected together
 - o Helps to connect communities that are geographically spaced very far apart
- Access to all services not matter your status (health care, educations, social)
- Access to transportation
- Transitional housing (and no one wants to pay for it)
- If there was a magic wand, the city starts working towards immigrant
- Municipalities like Temiskaming Shores lose a lot of people in the general labour force to the mining industry
- Municipalities need to prepare for the worst before instead of waiting to hit rock bottom (i.e ***SRF) and then not knowing what to do.

NORTHWEST - SESSION 5 – FIRST IMPRESSIONS – THE FIRST FEW MONTHS

Description of breakout session participants:

- Government, Francophone organizations, settlement, community futures, law, local service agencies

1. What are the key assets we have in place now?

- Settlement services
- Matchmakers
- Service Canada
- Service Ontario - health insurance
- Schools
- Community health centres
- Employment services
- Community Welcome Centre
- Multicultural Association
- Sports Organizations
- Upping the ante on employment (bonuses etc.)
- Informal outreach
- Realtor sites, Facebook groups
- Services d'établissement Thunder Bay Multicultural Association – Thunder Bay et Kenora – juste les RP et AFNOO a partir de 1e avril
- Matchmaker 1e avril – AFNOO – services d'emploi, services de prearrivee
- Service Canada – ***NAS
- Service Ontario – des refugies – assurance sante, potentiellement pour changer leur permis de conduire
- Ecoles

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- Centres de sante communautaire – Nor'west a Thunder Bay et Longlac, Mary Bergland a Ignace, clinique
- Services d'emploi – Refugies et residents permanents et ceux qui ont une adresse fixe en Ontario
- Groupe
- Magazine the Key, Welcome Centre a Terrace Bay
- Employeurs – incentiviser l'emploi
- Connaissances des activites dans les communautés par les personnes qui vivent dans la communauté
- Listes d'immobilier
- Transport
- Implication des grands projets – les personnes impliquees dans ces projets, comment sont ils sensibles au fait immigrant

2. What are the key assets we are missing right now (the gaps)?

- Local people aren't encouraging in terms of available town activities
- People coming from larger urban centres want new builds - not available
- No way to find out how to get involved in volunteering
- Poor transportation
- No publicly funded legal services available for low income or refugees

3. Who IS using these services right now?

- International Students - multicultural centre, university welcome with kit, Service Canada, on campus services, health care, employment services at university
- Refugees
- Students from other provinces
- Employers and Trade Unions
- Extrovert
- Can be reflected in the privileged; feeling of self-worth and empowerment to step forward, no barriers - educated, employed
- People of represented religions
- M et Mme tout le monde
- Permanent residents

4. Who ISN'T using these services right now?

- Smaller community residents - no travel, etc. Infrastructure-related
- Introverts
- Indigenous - accustomed to a helpful band office and don't have that touchstone
- Those who come with jobs and the support of their employer
- 2SLGBTQ+ - don't feel safe
- Students, especially international - they don't fit into categories - can't access?
- People whose first language is not English
- People of specific religions - their own place of worship does not exist within the community
- Marginalized people may not access due to lack of confidence, power, people who face institutionalized bias

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- Anyone who was refused service at a single organization due to mandate and does not understand why - feels unwelcome, unheard
- Les nouveaux arrivants qui travaillent dans les companies minières – qui viennent
- Population 2SLGBTQ+
- International students

5. Who do you regularly partner with right now?

- School Boards
- Economic Development Corporations
- Labour Force
- Employers
- Municipality
- Community Members
- Trade Unions
- Libraries
- Schools
- Social Clubs
- Sports Clubs
- Community Centres
- Daycares
- Organizations in Thunder Bay or nearest urban centre if we don't have the local services in town
- People/organizations met through networking events - informal networks
- Municipal offices
- Other neighbouring communities
- Individuals who may not fit our mandate especially in small towns - refer/redirect
- Interagency committees - to assist with referrals to other services
- Services d'établissement
- Conseils scolaires/écoles
- Centre de santé communautaire
- Services d'emploi
- Municipalité et services municipaux (bibliothèque, services récréatif)
- Centres d'accueil
- Clubs sociaux
- Bibliothèques
- Centres communautaires
- Garderies
- Organismes religieux
- Services frontaliers
- Banques
- Services d'entrepreneuriat

6. Who DON'T you REGULARLY partner with right now?

- Services that are not available within our community
- Organizations who view your organization as competition
- Clients who can't reach you geographically or technologically

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- Religious communities
- Service Canada
- Service Ontario
- IRCC
- Tout services (pas disponibles dans notre communauté – on est desservi par Wawa)
- Barriers to partnering:
 - o Size
 - o Geography
 - o Funding

7. What new services/clientele could we deliver/serve with EXISTING assets/resources?

- Attract English families to our schools (Dubreuilville) - bilingual schools
- Partner with other organizations re: infrastructure resources - sharing spaces - someone else can use your space outside of regular work hours
- Whole process from start to finish for immigrants - a navigator - jiggling of resources
- No wrong door policy
- Directory of services
- Welcome Centre bulletin board
- Service Ontario/Service Canada work closer together and share a location
- Newcomer club
- English conversation club
- Clinique juridique gratuite
- Garderies Francophones

8. What new services/clientele could we deliver/serve with NEW assets/resources?

- More grant money for people to start businesses
- Education and training to break down existing attitudinal barriers
- Transportation services across the North
- Housing for families - low/medium income interspersed in various neighborhoods in the community
- Seniors Assisted Living/housing
- Personal Service Worker (PSW) services
- More doctors
- Free legal clinic
- Access to the internet
- Affordable housing
- Transportation for people who live on reserve but want to work off reserve
- Navigateur/navigatrice
- Inventaire/repertoire des services
- Babillard/Facebook

NORTHEAST - SESSION 6 – LIVING & LEARNING TOGETHER

1. What are the key assets we have in place now?

- North on Tap beer festival in Haileybury
 - o Tickets sell out fast, on marina
 - o Do you feel that you reach out to many different groups?
 - Attracts beer and non-beer drinkers (through food)
 - People come from Quebec by road and boat
 - Lots of neighbouring communities visit
- June Africa Sudbury event
 - o Invited African well-known artist
 - Said that because of it they got a larger audience than previous years and from the African community
 - Welcoming Francophone group had African members that did not know or attend the event which was surprising
- Multicultural group potlucks in Kirkland Lake
 - o 200-300 people attend
 - o People share culture through food
 - o Other events that is catered you only get 20 people, but events where they get to share you get lots of attendance and families
 - o Timmins, New Liskeard
 - o But advertise through Facebook and thinking of WhatsApp, so if you are not online you won't know about it
 - o Targets newcomers
- North Bay Multicultural Association
 - o Holds events throughout the year targeting the immigrants
- Food seems to be a common draw
 - o When assimilating, food is the last thing that is given up when someone goes through that transition.
- Harvesters gathering every fall
 - o Traditional food, wild game and get the Métis population coming. Not sure if our fault
 - o Don't advertise in newspapers, I guess we could advertise through the Chamber of Commerce to get more people
 - o Now have Facebook so maybe we can target different people
- Barrier of people not wanting to intrude
 - o We want to come and support but not intrude because it is your group
- Back to communication again
- Mattawa Voyageur Days
 - o Is huge and great
- Timmins has big multicultural festival (not through centre but hosted by separate group)
 - o People bring traditional food and sell it

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- Immigrant gets to make money off their work
- Established multicultural centers and societies and events
- Art gallery weekly event in Temiskaming for Aboriginal artists
- June 21st has multiple Aboriginal Events in Northern College there is a powwow
- The assets are the multicultural events happening about our communities and the gap is inclusivity
- Une activite interculturelle appelee Mano qui regroupe les autochtones et les membres de la communaute ayant pour objectif le partage culturel.
- Des evenements de connection entre etudiants et employeurs
- Des diners communautaires
- Des excursions avec les etudiants
- Un gala africain devenu un gala multicultural
- La fete de la Saint Jean

2. What are the key assets we are missing right now (the gaps)?

- Gaps are how to communicate
- People say they didn't know it was going on
 - It was online, radio, newspaper but people still say they didn't see it
- Temagami doesn't host many events
 - Hosting Shiverfest and new canoe festival
 - Others will plan the same thing on the same day
 - Signs and mailers were sent out
- Communicating effectively
 - In my head its clear but to someone else it may not be clear enough
 - Why is often missing in advertising materials. Why should you go
- Chamber of Commerce advertises events in newsletter and asks that they pass it along to the chamber
- A lot of events are not getting to the next town over.
- Sent marketing materials out with time so people can plan (not week before)
- Insufficient funding and limited capacity
- Many events only offered for English speaking Aboriginal attendees
- Not everyone is aware that many events are open for the public

3. Who IS using these services right now?

- Always the same people and their networks
- Village Noel
- New Liskeard annual event in late November
 - Lots of Anglophones think its run by French community and don't attend
 - Those who feel that they belong to the event go, those who don't won't go
- Bring someone new to break ice and then they will attend next time and maybe bring someone new next time
- Hear the rumblings at the Chamber that it's for the French despite how amazing the event is

- Trouble getting First Nations- been before and pushed to other venues or not in the main part of the event. It is a vender event and so the First Nations got pushed to the edge to do their dancing and activities. Currently having discussions to fix the issue
- Rotary Clubs allow you to bring new members for free to break the ice
- Les etudiants internationaux
- Les membres de la communaute
- Les autochtones
- Les aines Quant a l'Universite de Hearst, il les manque
 - o La celebration des differentes fetes
 - o L'organisation des activites au gout de la communaute estudiantine
 - o Organisation des activites d'evaluation des besoins des etudiants

4. Who ISN'T using these services right now?

- The ones who haven't had that initial contact and been brought to event by someone else
 - o Listen to the online comments and complaints about those who didn't go and make a note to ensure that someone brings them along next time
- Pow wow
 - o Fantastic, great food and entertainment
 - o Lots of people don't go because they don't feel that they should be there
 - o Needing payment or bringing item to share to break down intrusion barrier because people had to buy in
 - What do you mean its free, should I donate? Maybe I won't go because I'm not sure
- Anyone with a language barrier are not using the services
 - o Finding someone who speaks their language to connect and do the ice breakers for them so they felt included
 - o Go and get them (Mosque bombing, went and got local Syrian family and asked them to say a prayer)
- Volunteers (do you want to learn new language, we will pair you up with someone to learn from and you teach them) so they have someone to bring them to events and share
- If you were dropped in a new country with foreign language- you will find someone who speaks your language and stick together
- Low income families, seniors, newcomers. People who don't own transportation. Younger age groups in senior orientated events. Single adults in family-oriented events
- More services for people with SIN starting with (9) like employment and settlement

5. Who do you REGULARLY partner with right now?

- Chamber does lots of outreach and outreached to- used as an asset to push something along by others
- Northern College partners with Kirkland Lake Multicultural Group
- Radio stations- like a community service and great resource
 - o Newspapers can be also
- Work with volunteers
- Rendezvous de francophonie
 - o March
 - o Organized at College Boreal and stayed within the community
 - o This year want to open it up to immigrant and Indigenous communities and talk about connects us all and what we have in common, food also, beyond that it would be movies for kids and families from the National film Board
 - o Challenge is how to bring in the other groups so the thought that maybe music and drumming could be a way to connect everyone
 - o Challenge is now to connect with the Indigenous leaders so they can get involved
 - o Invite to attend and participate
 - o Have immigration groups already, trying to contact Indigenous and ahead of time and not last minute so they don't feel like a token
- Work with arts group
 - o Art works great for collaboration as well newcomer and immigrants organizations don't work with Aboriginal organizations often
 - o Whoever is part of that community
- Usual suspects, those with the capacity to attend, breaking ice, using similar types of interest to build bridge for next place
- Culture vultures can afford and attend everything
- Same population attending (older attend spaghetti suppers, younger attend dances)
- Employees bring in ties from their interests and backgrounds which helps facilitate partnership. However, ties may break with the move of employees in/out of organizations
- Les ecoles secondaires
- Les colleges
- Les services communautaires

6. Who DON'T you REGULARLY partner with right now?

- Don't work with major stakeholders in our town until we have an immigrant working for them (Kirkland Lake Multicultural Group)
- Boards need new blood to get the youth on to break the stereotype of an "old mans' club" or just to get a new perspective
 - o Can't get new ideas in when full of old
 - o Political correctness- the young are teaching the old

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- From not enough culture in communities and exposure to help with those issues
 - Offer volunteer hours for school may be way to help get them build that relationship after initial contact
- Nous ne travaillons pas avec le secteur privé
- Not a lot of cross population
- Ideas to break the ice- drag them down, buddy system like at school
- Low income families don't attend
- Arts and culture are hard to get support
- 1. Connection of newcomers- share what it's like to be a refugee
- 2. Newcomers and immigrant organizations- rarely do work with Indigenous organizations at all and not funded to work with them
- 3. Multicultural groups and societies
- 4. Gaps are funding and possible not inclusive
 - Multicultural festival does not include Indigenous
- 5. Art in the Park
 - First Nations art and musicians one week and then Francophone art and music the next

7. What new services/clientele could we deliver/serve with EXISTING assets/resources?

- Targeting marketing: un partenariat avec poste Canada qui consiste à envoyer des notes à nos clients
- Food
- How to reach the guy who lives under a rock (no radio, newspaper, online)
- Communication needs to be clear and reach outside town and organization
- Need to have fresh eyes look at the marketing materials
- Thought that everyone knows everyone and everything
 - This is bad thinking because people get left out as our networks are not complete and get left out of planning process and event
- Not one big thing but offer more, more often to build and maintain relationships
- All about networking
 - But how do you get people at the table to network and do these things
 - Need to be specific and make a list of everything that you need and then reach out to the heads (list of all the groups and invite everyone)
 - Get more diversity and youth on boards
 - What value and interest do you have to attract to the board?
 - Can't be looking in the rearview mirror- will crash
 - Hard to think young when you are old
 - Difference between being invited to board and being allowed to speak and be listened to
- Bringing in new ideas that older people are not used to will take time to get them to be used to it and not be a scary idea
- Targeting marketing- target those that attended and tell them to bring a friend

- Canada Post has system to target age, genders etc. to send postcard of event
 - o Have two sides where they can break apart to give to friend
 - o Old fashioned and modern approach
- Initiative that is happening in Timiskaming and north area
 - o Idea of micro-experiences
 - o Through micro- experiences people can make relationships
 - Learn how to make pasta, salsa dance, etc.
 - People can buy into experience and at the end leave with a friend
 - Advertise through AirBnB
 - Build relationships organically
- Similar to bartering- you teach me to make pasta and I teach you how to play guitar
 - o Idea to build a platform to advertise the bartering system
 - o Sault Ste Marie has a Facebook page with this idea

8. What new services/clientele could we deliver/serve with NEW assets/resources?

- Developper un comite d'actions communautaires qui sera compose d'un representant de tous les organismes pour proposer des activites
- Introduire des conseillers communautaires dans les differents comites de la region
- Creer des emplois de connections etudiants-communautes
- Having all players at table in planning process so everyone is included
- Breaking the ice- need someone to convince them to go out to the supper/event and drag them there to break the ice. Not always someone to do that

NORTHWEST - SESSION 6 – LIVING & LEARNING TOGETHER

1. What are the key assets we have in place now?

- Stock car races in Schreiber
- Festival of India
 - o Is organized by somebody from Thunder Bay so have to ensure he keeps wanting to come to Terrace Bay
- Northern Ontario Heritage Fund Corporation (NOHFC) has funds for events- but restrictions (not generally for multi-year events)
- Italian festival
- Heritage days in Schreiber
- Pays plat pow wow
- Fort William First Nation has pow wow
 - o Not well-advertised but locally you know about it
- Blueberry festival
- Would be good for tourists if we coordinate along north shore so tourists can travel and hit up multiple events without them all being on the same day
 - o Regional calendar
 - o Lake Superior Circle Tour- organize events so people can hit event after event

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- Hiemers Fair
- Drag Fest
- Java Journey- tracks coffee shops that you can stop and enjoy along the circle tour, craft breweries is coming up
- Train students working at tourist information centres to know about the festivals and have information of all festivals in paper documents ready to grab
- Fort William has something almost every week during the summer
- Nature, outdoors, recreation
 - o Sports
- Diverse People (making connections with people outside of work)
- Travel
- Indoors
 - o Cricket. Friendship centers to get activities going and make friends.
 - o Sports
 - o Curlers, friendly people, they just want to get more curlers. Such a welcoming sport. Sportsmanship is lost in the competitive nature. We could do that better and promote it more. Equipment is expensive, so how do we make it available to all?
 - o Turf facilities.
 - o Getting all those things under one roof and one spot. Hub context. Maximizing the facilities.
- Pow wow (open to all)
 - o Is now a significant symbolic, but also healing venture, economic aspect, too. Blending modern and old tradition to put on a show for our new friends.
- Recreation facilities
- Centre Francophone
 - o Use the offices for FSL classes, Franco-Ontariens and other Francophone culture celebrations
- Public libraries partnerships with post-secondary education
 - o Using libraries offer space for a lot of things like citizenship ceremonies, second language classes, legal clinic.
- Women centers/shelters
- Multicultural association
- City Hall and municipalities
- Friendship Centers
- Good attitude
- International food access
- Ontario Native Women's Association (ONWA) - beading, welcome to all, bannock
- Festival of India invites the Thunder Bay community
- Asian Women Tapestry is now Women Tapestry

2. What are the key assets we are missing right now (the gaps)?

- Some assets are not marketed- Alexander Henry Ice Breaker Tour
 - o Signage is something we are missing- lots of rules and restrictions around advertising on waterfront
 - o Destination Northern Ontario has helped small communities and events with wayfinding
 - o City payed for part, Destination Northern Ontario pays for part, FedNor and NOHFC pitched in as well and have received great feedback on it
- Road between Thunder Bay and Upsala doesn't have lots of visitor information or anything in between here and there
 - o There is nothing to talk about the resorts, cabins, fly in fishing, boating or anything
 - o Same with way to Fort Frances
 - o Not much left in Upsala now as there is not much left there
 - o Amenities are not always open when tourists are on the road (closed before Labour Day, not open until middle of summer)
 - o Lack of rest stops, clean, information etc.
- Rainy River- first welcome to Canada effect-entry point
 - o Not representing what Canada has to offer
 - o When going to the United States it is a different effect
 - o Townships are larger, 24-hour amenities, while the Canadian side doesn't even have a restaurant
 - o Welcome to Canada signage
- Destination Northern Ontario did a workshop to develop a circle tour from Manitoba to Thunder Bay and back
- Lake Superior Circle Tour
 - o Lots of pretty landscape but not many pretty places to stay and play on waterfront to facilitate more tourism and benefit that Lake Superior Circle tour
- Rainy River Fish Derby
 - o Three days, international attendees, everyone comes back
- Destination Northern Ontario launched a program to get new Canadians into fishing and learn to fish.
- Multiple resorts on Cushing Lake- full to the brim, waiting list to get in
 - o Not many services there, though
 - o Need to think of the journey to and from the resort, what town are they coming in, how are they getting there
 - o Entrepreneurs are hard to find, lodges on Cushing Lake are American owned
- Promotion and marketing of accessible, social media, more word-of-mouth. Volunteering options.
- Eliminating silos
- Under-utilized space. Work under one roof instead of 10.
- Peripheral services that should be ready to serve a bridging population
 - o Preparing in advance before hitting the wall and having to back pedal.

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- Proper childcare access and early childcare education.
- Perhaps offer childcare at events. Be innovative, have volunteers take care of children.

3. Who IS using these services right now?

- Visitors are very interested in festivals and cultural events
 - o Red Rock festival
- Need the space for the short-term visitors to stay and services for them and accommodate them
 - o Lack of development on the North Shore to develop and fit the American tourists on the Superior Circle Tour
- Everyone gets camps and are gone- not in town anymore for the activities on the weekends
- Cancelling of Thunder Bay BluesFest
 - o Lots of people are bummed
 - o Lack of A-list performers available (based off news articles) so not sure if they can keep up to previous reputation
 - o Was huge and sold out in weeks and hotels book out
 - o Mostly made up of volunteer committees
- North is not North Bay or Muskoka- there is so much more
 - o We have flights available and those from Toronto are not coming here and using these assets
 - o Americans are using our assets
- Working on developing North Superior Tour
 - o Stories like Group of Seven, Indigenous stories and cool parks
 - o Not many attractions like water parks but we have great national and provincial parks
 - o People want to come and do the small-town stuff - drive to the end of Highway 11 to say they did for Instagram
 - o Parks that are available fill up quick
 - o Government paid for so many sites to be reserved for transient travel but not existing anymore
 - o Now you have to drive for a while and not find a place as everything is full
- Newcomers and international students and want to participate are using the assets in the summer
 - o Tourists use the events
- Government officials for photo opportunities and two-five minutes to speak
- Schools (elementary, high school, university, college)
- Community leaders
- City councilors and mayor
- Members of the specific communities participate to their own culture events
- Nokiwin Tribal Council opening had partner events

- Family Day at the marina, everyone came down (young, old, white, non-white) to see the sculptures and equity.
- Workplace honor specific days like ***NAPB or Franco-Ontarian
- Agencies (not all, but more and more)
- Cruise ship thing? Why don't we put together excursion packages?

4. Who ISN'T using these services right now?

- Some locals not using them as they go to camp (but not as many have camps now)
 - o Maybe the locals need to grab a friend or someone who hasn't been and bring them together
- Here for conference but you saw something that would attract you to bring your family back
 - o Need to market like that
- Retired couples use Circle Tour in September-October when it is not too busy. International travelers would be here earlier if they were open
 - o People will make trips in fall to watch leaves change
 - o Tourist season is longer than originally perceived
 - o Are we looking more at targeting the retired demographic now?
 - o Want to see more Toronto people to come here
 - o Transportation issue (four hours is considered long in Toronto)
 - o Lots of shiny objects between Toronto and here so they sometimes don't make it.
 - o Toronto people are not using our assets
 - o Maybe need more info needed to give to them reason to come or stop
 - o No hub for events here, alternate places to stay if you can't get into busy parks
 - o Give them an itinerary
 - o How cheap it is to fly here or consider this as a destination
- Why don't we put together excursion packages for international students to do on the weekend
 - o Was done in Haileybury
 - o If you go to the Caribbean they have day excursions that we could do here
 - o We need guides, outfitters and people who want to offer these services
- Locals don't always participate in events and take that opportunity to visit elsewhere (tourists elsewhere instead of own town)
- Toronto people are not using due to lack of info (Muskoka is not north), that there are things to do here to attract those that are going from Toronto to Vancouver and back
- American tourists and retired folk are using assets
- Retired folk using assets outside peak times (in the fall or spring)
- Student unions?
 - o Free food attracts students
- Seniors

- People who don't want to (i.e. people who don't support gay pride)
 - o People just aren't ready to participate
- People in rural communities can't make the trip (accessibility, remoteness)
- Introverts
- Are we really welcoming? Is it just the people who aren't welcoming that get the headlines? Do welcoming people have to work twice as hard to drown the negative aspect?
- Do people from the big city go to the smaller towns' events? Or is it just a one way street?
- Transportation network

5. Who do you regularly partner with right now?

- Parks Canada has lots of resources and visitor experience strategy and want to partner with operators
 - o Terrace Bay wants to develop waterfront and when that happens have a space for Parks Canada to be located to work with tourists
 - o Those operators that exist may need some help to grow to accommodate people like those who may come on the future cruise ships to the northwestern Ontario area
- Thunder Bay puts so much red tape on entrepreneurs
 - o Super hard for them in Thunder Bay but other places like Terrace Bay or small municipality may be more open minded to look into it and work around it to accommodate
 - o Need to encourage younger group to have vision and make vision come true. Need a champion that town can help build up
 - o Need operators but so hard in cities
 - Smaller communities can pick up on this loss from the city and encourage them to do it
- Volunteer events
 - o Dorion Bird Watching Festival
 - o Sells out and is huge, to lose it would be a loss for the community
 - o Volunteers need to be supported more
 - o High schoolers- why don't we see them more. How can we help develop passion and keep them interested in it
- Groups and associations
- Volunteers
- Immigrants
- Schools
- AirBnB
- All levels of gov
- Multicultural Association of Northwestern Ontario, youth council
 - o Summer students jobs
- Kinowaya legal clinics (like minded agencies)

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- Builds social capital
- Churches
- Small schools
- Individuals
- Local business work together more often
 - Crafts and artisanal stuff, culinary scene. "The really long, long table". "Road to harvest", gives local people that are not caterers the opportunity to cook and sell it.
- Restaurants
- Multicultural association
 - Libraries

6. Who DON'T you REGULARLY partner with right now?

- Do we take advantage of the winter months here? We can do something maybe there?
 - United States has a large ice fishing business, but not in Canada
 - Opposite is true in the summer- U.S. guys come here
 - Why don't we have ice fishing villages in Canada?
 - Do we have operators here?
 - Legal issues maybe?
 - Something that we are not capitalizing on
 - Dryden and Wawa have ice village
 - Snowmobiling used to be huge
 - Terrace Bay
 - Now it is gone, snow clubs gone, groomed trails gone now but it used to be big
 - Northeast Ontario has market for snowmobiling due to closer to GTA. No snow in GTA they go to Cochrane, Timmins
 - Large stretches, huge volunteer commitment and burn out
 - When mills shut down the network breaks down and clubs shrink
 - Are clubs reaching out to local Indigenous communities for volunteers or partnerships?
 - Pays plant working on Medicine Trail and Terrace Bay would love to partner with them on that
- Lakehead University wanted to do a dog sled race and reached out to Destination Northern Ontario
 - Could connect lots of people (Indigenous) and snowmobile clubs that are often ignored in winter
 - Need to cut trail, and volunteers etc.
- Could reach out to local academic institutions for partnerships
 - Could provide research that can help in searching for funding
- Biggest thing in red tape for operators is liability
 - Could partner with advocacy groups to help support and fight the red tape

- Liability is stopping people in doing things in a lot of areas
- CEDCs in smaller communities are sometimes under-used and could help mitigate the red tape issues
- The information is not available or the hectic process generally hinders those interesting in using the resources such as grants
- Lots of liability for operators and red tape on start up
 - But we need to partner with operators to provide those experiences
- Seniors homes
 - Match with youth (daycare system)
 - Seniors helping international students with English skills, seniors get to break their isolation. Volunteer work
- Underutilized space, partnerships help a lot, you can work a lot around food to make you feel more welcoming.
- Big corporations (Walmart)
- Emergency services
- Banks
- Government ministries or representatives, local, province, First Nations
- The city/municipalities
 - The deliver programs in their own spheres without really knowing what is already offered in their own communities.
 - If you're not connecting with the city, then what you are doing is not getting acknowledge further "up".
 - We need to have one set of priorities about social issues that reflect the realities of the community not just one aspect of it. If we all come up with different priorities, no one will get anything.
- Corrections
 - After care worker, referred to from the court, probation officers.
- Health care (hospitals, paramedics)
 - Too much paperwork sometimes.
 - Attaching nursing home with hospital

7. What new services/clientele could we deliver/serve with EXISTING assets/resources?

- Maybe market the fishing industry on whole new clientele (market in Winnipeg and Asian communities and get them to come to Rainy River) and developing a tourist package
- Terrace Bay developing waterfront
 - Want to target private sector for camping spots
 - Maybe ice tents to see sky since we don't have light pollution
 - Bring Winterfest from main drag to golf course and develop snowshoeing and cross-country skiing trails and get more outdoor stuff and would like to expand that to do year-round instead of volunteer-based only in the summer time

- North Shore is doing great for developing a North Shore tourism strategy instead of the individual towns working against each other, have them work together
 - o Think a little bit larger outside of your community
- Maybe partner on ideas to put them together and make them stick
 - o Who will hold on to a website, develop a sustainability program
 - o Idea for verbal tour in North Superior, tape or something you play when you are in an area to learn more about it
- Inventory log for the northwest, what are the assets? How much money is actually coming in? Where is it going?
 - o If we know that, we could answer a bunch of opportunities.
- PROkids, 0-17 ages, for kids who have never registered for programs and low-income families
- Thunder Bay District Tele Unit – Now opening for more clientele

8. What new services/clientele could we deliver/serve with NEW assets/resources?

- Park Canada is getting into implementing their 2017 strategy that they developed
 - o They have lots of resources and should be partnered with more
- Need pragmatique archivable goals
- Immigrants/newcomers
- Find a permanent and sustainable home for the MovetoNWontario.ca portal.**
- If we don't know about it, how are newcomers supposed to know.
- Wikipedia page
 - o People can add to the asset mapping
- 211 is a start
- Apps that map the services available around you. And anyone can add.
- Information booth, in airports (Sioux lookout, Pearson)
- Ambassadors
- Build trust

NORTHEAST - SESSION 7 - MARKETING & ATTRACTION

1. What are the key assets we have in place now?

- Points of attraction: cost of living, quality of life, leisure activities, short commute times, as well as natural environment and outdoor activities.
- Doing some marketing presently. Works especially well when we market to those that fit into existing demographics
- Online resources able to assist with marketing
- People who are familiar faces to new arrivals really help attract people (i.e. people who are of their same demographic group). It is important to have these people employed in organizations. In Sudbury, for example, the strong Ivory Coast culture attracts others
- Tourism in agricultural experiences, cheese factories – these are appealing for tourists and new arrivals

2. What are the key assets we are missing right now? (the gaps)

- Need to come together as a region to market. This is essential to recruiting. Streamline any municipal marketing efforts with small business and services as well.
- Need to look at graphic design and how community is marketed. Have documents and brochures that are attractive. Need to have this done professionally, have a registered design approach. Can't overwhelm these documents with too much information.
- Need to find attraction system where you can identify yourself in the welcoming community.
- Need places of worship relevant to people who are coming to communities

3. Who are using these services right now?

- No discussion

4. Who isn't using these services right now?

- When marketing communities, put yourself in new arrivals shoes'. Need to see themselves in marketing campaigns.

5. Who do you regularly partner with right now?

- Far Northeast Training Board (FNETB), attraction is part of their strategy,
- Multicultural centres
- Post-Secondary Institutions (PSIs) that are attracting international students
- Centre de sante communautaire de Sudbury
- Immigration, Refugees and Citizenship Canada (IRCC) working with PSIs, letting students know there are opportunities in the northern community they are studying in. While they are in school but also after they are completed
- Economic Development Offices (EDOs), Chamber of Commerce, Small Enterprise Business Centre – partnering with people who don't necessary have the mandate to work with immigrants, but recognize that everything is interconnected. The objective is to increase demographic weight
- Arts and culture groups and clubs – introduce new arrivals these and explore art immigrants would have back home
- Local committees help facilitate connections

6. Who don't you regularly partner with right now?

- There aren't formal connections to connect PSIs in the north. If a student can't find a program they want at Northern College, still want students to stay in the region – so this conference has been good at connecting people to pass students off
- Chambers work with everyone, but mostly members. It's hard to reach those who aren't members. The Chamber of Commerce is the first place people look when they move to community – should encourage members. Chamber doesn't know if there are immigrants. You can tell if someone is an immigrant?

- Need to have better inclusion of new arrivals and what they want
- Need to include students/young people
- Need to work the sports associations

7. What new things with existing resources?

- Recruiting municipalities, and PSIs, etc. jointly.
- How employers market jobs matters. Can influence whether female candidates apply
- Need to look at long-term planning.
- Marketing and promoting services available to new arrivals
- There is a new initiative to of six municipalities to do joint marketing. This will also do well when people come for job interviews or site visits.
- There used to be a Tourism Ontario app that showed all events and happenings in an area.
- More promotion for things and events that are happening

8. What new things with new resources?

- Maybe have graphic designer/marketing person from municipality work with small businesses
- Need to market to community a global movement of acceptance
- Have a community liaison in each municipality to help people get the lay of the land and have the first point of contact who will refer to other people, including employers. Could be someone who has been a new arrival themselves to know how to navigate.
- Need to better market outdoor lifestyle available in the north
- Need tools to help represent us in other countries
- More tourism experiences for new arrivals
- There is an aspect of human connection
- 30 second- one-minute videos are really effective to learn about communities and opportunities there. These are more dynamic ways of promoting the region or communities that reading documents

NORTHWEST - SESSION 7 – MARKETING & ATTRACTION

1. What are the key assets we have in place now?

- Destination Canada – tourism and Paris tour visit
- Move to Northwestern Ontario website.
- Kenora handbook, videos, etc.
- School board marketing efforts
- Social media Facebook group for young Francophones in Toronto. Post jobs in Northwestern Ontario (NWO).

- Dual marketing to both (1) community to be welcome and (2) the people abroad. Universite de Hearst is a good example of this.
- Pre-arrival services offered by federal government.
- Thunder Bay has widespread approach to marketing that is effective
- Having newcomers themselves represent and work for municipalities, EDOs, etc.
- Canada Job Bank – but difficult to find info for centres that are outside of big cities.
- Kenora Service Sector Working Group – identify gaps in the service sector, tourism economy. Kenora/Rainy River – EDO and First Nations associations, meeting quarterly
- AFNOO
- Programme Destination Canada
- Programme touristique pour le Canada
- Programme d'immigration qui recrute à Paris, Bruxelles, Maghreb.
- Activités de promotion pour le Nord dans le Sud de l'Ontario.
- Programme pré-départ qui établit des connections avec les nouveaux résidents canadiens avant leur arrivée au pays.
- Emplois disponibles dans le nord – difficultés de les combler
- Communauté accueillante
- Logement abordable
- Services d'établissement en français disponibles à partir de avril (AFNOO)

2. What assets are we missing?

- Joint strategy that still highlights individual aspects of communities. Four northern Ontario municipalities go to southern Ontario to market. Need to market collectively as a region or districts. Need to break competition that might exist.
- Getting information about community and services out before people come (online resources).
- Bring services to newcomers if they don't come to it.
- Need better knowledge of each other's services, work less in silos.
- Lack of updates on to NWO website, everyone needs to do their part until this becomes a world-class resource
- Not marketing to people to fill the jobs that are available.
- Missing presence on the ground for federal services (FedNor), more difficult to locate
- Gaps in knowledge of how to navigate provincial and federal services
- Need to strengthen existing networks and resources: housing, jobs etc. before you go out and recruit
- Challenges with quick turn arounds for federal government funding applications.

3. Who is using these services right now?

- Need to develop target number of how many people you want to attract
- For small communities – need to have things online rather than just word of mouth

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4. Who isn't using these services right now?

- Manque de participation du gouvernement
- Difficultés à combler les postes malgré la grande disponibilité
- Difficulté de déplacement en région
- Aucune garantie de trouver un emploi après le déplacement dans le nord pour un stage ou pour y vivre
- Échec des municipalités à trouver des solutions aux problèmes du logement dans les petites localités

5. Who do you PARTNER with regularly

- Post-secondary institutions

6. Who don't you PARTNER with regularly

- Don't always have feedback from people they are marketing to. For school boards, they do public marketing, but word of mouth and in person visits are much more impactful.
- Alignment between pre-arrival services of federal government and local community services and what can be offered. Anglophone and Francophone services and partnerships available.
- Local employers, when the mine promotes themselves they say they are north of Wawa rather than in Dubreuilville. Employers need to realize they are part of greater community
- Urban planners contracted out for small municipalities

7. What new services could we deliver with existing assets/resources

- Marketed quality of life, healthcare, safety, quality jobs, quality schools, French immersion schools, etc. of communities
- Over play nature aspect of communities. Homogenous to all northern Ontario communities, need to highlight distinct aspects of community.
- Efforts need to market to a wide range of individuals (international students, - interest in jobs, quality of PSIs).
- Promote in languages other than English or French. Mother tongue is your home and is attractive. Cultural communities could be the best people to recruit others from their communities to northern Ontario.
- Housing: Need rental accommodations to attract people, even though this is challenging in smaller communities – still need to address this. Laws favour tenants and a potential policy change could address this
- A piece for NOHFC or FedNor interns, maybe need to look at if you can provide housing or help connect them with housing

8. What new services could we deliver with new assets/resources

- Create community ambassadors for each municipality
- Invest in more buildings and resources that attract people – needs to be done at federal level as most municipalities won't have the funds to do this work
- Miser sur les attractions primaires : la nature, le système de santé, la sécurité, le logement.
- Nécessité d'adapter le marketing aux personnes qu'on veut cibler; mettre l'accent sur ce qui est disponible, factuel (Université, santé...)
- Faire du marketing dans d'autres langues pour cibler divers publics.
- Faire un travail de sensibilisation avec la communauté.
- Créer un système qui facilite l'accès à l'emploi pour retenir les arrivants.
- Offrir de l'information pertinentes sur les sites internet des organismes, municipalités...
- Favoriser davantage les partenariats sociaux et économiques entre organismes et institutions.
- Fonds disponibles au Fédéral (55 milliards de dollars) pour l'aide au logement

NORTHEAST - SESSION 8 – MAKING OUR COMMUNITY THEIR HOME

Description of breakout session participants:

- Settlement, employers, economic development, education, faith-based, indirect services, government, Indigenous services

1. What are the key assets we have in place right now?

- Multicultural groups – host activities – newcomers that have been there a while connect with newcomers to help bring them into the social web. Building those relationships.
- What keeps people: social infrastructure/safety net
- EarlyON and other related services – they have a lot of family-oriented activities
- North Bay – character-based loan program (but it is offered at a national level too)
- Talk and turkey meal for free in Haileybury for all students, sport clubs and organizations. North Bay has a "sampler" model for families to try different activities
- Settlement Services in certain communities
- Ride-share program in Sudbury – students do ride-alongs with police officers to increase understanding of policing services
- Volunteering groups – committed people, especially for smaller and remote communities
- Recreational facilities – Example of the state-of-the-art pool in Kirkland Lake (also provides employment for students)
- Publicly funded schools
- Character Loan Program – North Bay (key partnerships to make it happen)
- Timmins, place to make prayers for Muslims (not quite a mosque)

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- They also have a lacrosse team
- Retention is hard in northern Ontario. Mines pay a lot, so it's hard to compete with that. You train employees and then you lose them right away. It's hard to bring people to the north for cultural reasons, mostly climate. We are able to bring people and thought that Earlington was far from Toronto, and really don't like the idea of being far from the city.
 - Millwright, engineer, draftsman, construction
 - Chile, China (not a lot of Chinese people, but felt alone and went back to Toronto)
- People are able to have activities with locals, let them know that they care about them, and you're able to have fun. But this needs to continue beyond the first three months.
- Nature, lake (tri-culture between French, English and First Nations)
- University and college (education)
- Sudbury has a good welcoming system (lots of multicultural groups)
- Safe and a simple life (medium and long term, they will need more than just safety. It'll have to be having a nice and good life.)
- Having establishment services
- Having job stability
- Friendship (Francophone community is very welcoming.)
- Community services (Matchmaker) are available, but employers need to be aware of it.
 - Mobilite Francophone Immigration Stream. Is recommended to employers?

2. What are the key assets we are missing right now? (the gaps)

- Making sure all the schools know that the multicultural group is there
- A space for people to meet so that they can connect and build those relationships
- Public transportation – need to be able to access – taxi and such
- Services that are available after-hours
- Inexpensive access to activities – feeds into the people element and making those connections between people idea
- Established community needs to recognize that new people need to support – in an appropriate and affirming way. People can “pick up the threads” of what they need to do like registering their children in school and connecting with healthcare providers → welcoming community
- Some newcomers may not have the necessary resources to easily pick back up what they were doing in their previous home
- Signage
- Services for seniors
- Limited staff to carry out services
- Appropriate cultural training – e.g. an employer providing services/support to an employee in order to retain them

- Multicultural Group or Centre – Kapuskasing (missing a way to bring new and more settled immigrants together)
- Activities and centres for children and families (preferably free or affordable)
- Outreach from groups – families who will register their kids in hockey did it on their own. The groups did not outreach to them proactively
- Affordability of sport clubs
- Organizations and clubs taking responsibility of outreach and opening their doors
- Integration activities that do not rely on settlement organizations to plan
- No ESL for school-aged children
- More resources in schools
- Orientation session for volunteers – ensure cultural sensitivity
- More opportunities to welcome their communities
- More religious openness
- Retention strategy at a community level, life social integration.
 - o This needs to be an implication for all partners
 - o Have a specific place to meet with everyone to have feedback.
 - o BUT the lack is involvement with employers.
 - o Need good examples of hard employers
- The thing is that you need qualified people to work. Need to have at least basic training.
 - o Time is money, so training sometimes is a waist.
 - o But immigration is the way to go.
- There are high costs and a lot of time to put into international work.
 - o You have to make sure they will stay and work
 - o Sometimes their family doesn't come.
 - o Having examples of success stories
 - People that have full integration
 - Stayed in a job
 - Have their family with them
 - What are the challenges, but also the success
- We have the data, but people don't know that kind of information is available.
 - o Better marketing strategy to get the data out.
- There needs to be more access to multicultural centers for small and rural communities.

3. Who is using these services?

- Families with younger children
- Families and individuals who have financial resources (for sport clubs etc.)
- People who **connect** with someone in the community who made them aware of these services and activities – importance of the human connection. Creating the circumstances required to spark friendships
- New arrivals
- People that are aware of the services.
- LIPs + Reseau du Nord (not all communities have access to these though)

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- Bilingual new arrivals
- Not for profit organization

4. Who isn't using these services right now?

- People who aren't in the know of services – unless you're resilient and want to seek those services by themselves. However, some people may be coming from traumatic circumstances and that may be a stretch for them
- Students, newcomers
- Systems in place to become a citizen in Canada or permanent resident can be difficult and is difficult for people to navigate (they'll have been in the community for several years when they apply)
- Sometimes people who provide services are rude to people who want to come to Canada and to Indigenous peoples as well
- Hard to navigate the system
- Lack of partnerships affects service provider and organizations' ability to properly refer individuals to others that can help that person
- Cooperation and collaboration and civility are needed – enhanced
- Accessing services for people that may be a newcomer but have a disability, or are an Indigenous individual but are Two Spirit – individuals have layers and different needs
- Individuals and families who are further marginalized (example: immigrant, racialized, transgender, child with a disability, etc.) – gathering feedback is vital in addressing this because sometimes we wonder why they are not accessing
- Assumptions sometimes creates barriers to access
- Lower income individuals and families
- People living at the margins
- People who are shy, do not want to impose etc.
- Fear of the stigma of getting help
- Language barriers
- Employers
- People who aren't aware of the services
- The new arrivals partner that doesn't have a work visa is less willing to stay

5. Who do you regularly partner with right now?

- Churches – doing events – informal partnership
- Employment centres and Ontario Works to reach out to individuals who cannot go to a place of employment or school
- International students
- People with whom we build relationships,
- people who have connections in the community
- Employers (provide support and training)
- Community groups
- "Centre d'emploi"

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- Banks (everyone needs a back account, so might as well give them settlement services information)
- Multicultural centers
- All of the above are able to refer each other (but it would be nice if employers were aware of these services so they can refer new arrivals when they have questions.)
- Employers are the economic force. Employers will get so much help if only they know about the resources.
- Municipalities (but not in all cases)

6. Who don't you regularly partner with right now?

- Government – bureaucracy
- Teenagers who have the means to go to post-secondary, but do not explore most cost-effective ways (Contact North)
- Large employers like mines (Kirkland Lake multicultural group)
- We need to work with employers more regularly
- Again though, it's not their responsibility to provide social integration or housing services. They need help.
- They take care of the work integration side of things.
- Provide newcomers with respect (religious openness)
- But they need to be at the discussion table, and knowing the available resources.
- Chambers of Commerce
- Employers

7. What new services/clientele could we deliver/serve with existing assets/resources?

- We need buy-in from the wider community – awareness of need – people are fearful of what they don't know
- Instead of using the language 'client', it needs to be 'friend' or 'people'
- Need for culturally appropriate food; inclusive terms to those who are new to the community (at what point is a person not a 'new arrival'/'newcomer' anymore?); food brings people together – there are various instances of organizations doing that
- Common goal moving forward – cultural community engagement – messaging is important (consistency, not piecemeal, simple, better together)
- Employer orientation program delivered online (for employers to access on their own time) Université de Hearst received funding for this – InnovaNord
- Rebranding of current cultural centre (Kapuskasing – currently branded as a Francophone centre)
- Partnership with the two governments that they will work for fast food companies
- Recreation committee, having a chance to integrate, but you can't force them to integrate.
- Create a link between, Matchmaker and Regional Economic Development Councils (REDCs), link between immigration services.
- Cultural association, kind of just started as people getting together to hangout, but grew bigger to bigger organizations with money.

8. What new services/clientele could we deliver/serve with new assets/resources?

- A dedicated safe space for anyone – cooperative sharing space and resources
- Funding would help
- Space to host a community hub (Kirkland Lake Multicultural group) – could combine various activities for social, wellness, service delivery etc.
- Free activities, transportation, etc.
- Facilitated dialogue opportunities for long-standing residents (to address fears, misconceptions)
- A way to connect long-standing immigrants to new immigrants (mentorship)
- All organizations will have a willingness to foster relationships and include a variety of groups on their boards and in their workforce
- Services for temporary workers, students etc. Could be led by the Municipality Open a multicultural center in Temiskaming Shores. They are welcomed, have a bunch of kids.
- Reinforce the community capacities, and have a lot of connection between them, and have a movement in all of Northern Ontario.
- Have something not only for students, (cultural associations at school) need to families and individuals that are here to work.
 - o ESL and FSL courses for all
- School boards have classes and cooking facilities and they let the community use?
- Need to have a full research, but also case by case basis. Need to find the right strategy.
- Need a group of volunteers or groups/organization, that will work with organizations.
- We're missing employers to sit at the table.
- Ultimately if employers don't want to help themselves, we can't do anything.
- As an individual, can't do much. You need to get the top of the pyramid.

NORTHWEST - SESSION 8 – MAKING OUR COMMUNITY THEIR HOME

1. What are the key assets we have in place now?

- Assistance with sponsoring family members – citizenship
- Recreational facilities
- Greenspaces
- Outdoor activities
- Automotive businesses – buying a car helps to retain as they help to transport people
- Employers
- International Baccalaureate program – for students, access to programming like that
- College and universities / education systems in general (thinking of K-12)
- Affordable housing
- Finding a dentist and such like that
- Social networks

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- Language supports
- Childcare
- Employment services for students that are done with school
- Places of worship
- Women's tapestry program
- Facebook can be a tool to access information
- Business counselling and loans
 - o Full life cycle
- Community culture in organizations, workplaces, the community itself
 - o Building the links between smaller individual communities to larger communal society
- Multicultural association
 - o What happens in six months determines if they stay five-10 years
 - o Planting roots
 - o Mitigating the culture shock
- Indigenous population
 - o Unique and interesting
- Not Toronto
- Ways of Living
 - o Advertise what we are, don't try to be something we're not
- Thunder Bay Experience, Walleye
 - o Good marketing within the community
- Inclusivity
 - o Still work to be done
 - o Mostly in Thunder Bay
 - o Some elsewhere, nascent but growing
- Old Fort William Historical Park
 - o Not advertised enough
 - o Indigenous perspective not shown
 - "it's a disgrace"
- Family
 - o Will keep you or pull you away

2. What are the key assets we are missing right now?

- Affordable housing – rental is expensive
- How do we have those conversations with women about what they can do in Canada now – places for women to connect with the community
- Shopping facilities – pregnancy clothes are hard to come by, culturally appropriate clothing is hard to come by
- Culturally appropriate food – making food halal only happens once a year
- Having family here as not everyone has their parents, grandparents with them
- There isn't a prayer room in the airport now

- Once families are done raising children, what happens after – perhaps then she can start language training.
- Note: it's interesting because some assets which would be done at the beginning of someone's start in a community may happen later for others
- Much better job for newcomers than for Indigenous
 - o Not trying hard enough to improve it
- Marketing our lifestyle to outsiders
- Knowledge of services
 - o Kenora Community Futures Development Corporation (CFDC) didn't know multicultural association was out there
 - o Employers doing the most work toward retention
- Accommodation in small centres
 - o Impossible to get rooms at times, impossible to fill any at others
- Post-grad services for international students

3. Who is using these services now?

- Newcomers
- Families
- Three different groups
 - o New to Canada
 - o New to community from in the region
 - o New from elsewhere Canada

4. Who isn't using these services right now?

- People who aren't a part of the workforce
 - o Spouse that can't find work, for example
- People who aren't in the know – can be both the individual that needs a service or is providing a service
 - o Advertising resources is important – Facebook advertisements can be cheap
 - o The web is not always the answer to everything, though
- Unlikely partnerships are the way to bring things in – for example, Thunder Bay Multicultural Association (TBMA) can't do everything – through these partnerships we can catch those people falling through the cracks
- Access to employment here is a gap which can affect who can access services; unaware of the “secret job market”
- People aren't using the new to community resources
 - o Don't need them
 - o Feel they're not for them
 - Inaccessible and/or unwelcome
 - o Introverts, people who aren't out and about
 - o Graduates
 - Placement services that disappeared and are coming back
 - Lack of transitional services for all grads

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- Non-permanent residents that are outside the mandate
 - Track the boomerangs
- People who don't to the education and skill levels that we covet
- Locals are waiting for you to leave
 - "We'll see if you last the winter"
- Who is using them?
 - Only the people that they are designed for

5. Who do you regularly work with right now?

- Post-secondary institutions
- **individuals kind of just do services themselves, they didn't really give much
- CFDC and library for engagement and retention
 - PARO Centre
 - Welcoming and settlement committees
 - Don't work with multicultural associations, didn't know they were there
 - Employers
- PARO
 - We work with everyone
- NSWPB
 - As broad a definition of partners as possible
 - Depends on the organization due to capacity and internal change

6. Who don't you regularly work with right now?

- Unions – some have members that are international individuals
- Working with employers would be great – instead of just solely focusing on the newcomer for services
- Knowing what is appropriate in the workplace like saying 'no' to more work – like if they are already buried – some cultures may not encourage saying things like that
- Employee turnover causes breakdowns
 - Loss of networks and communication
- Not enough work with groups that could or should help youth
 - Homeless, addicts, etc.
 - The forgotten ones

7. What new services/clientele could we deliver/service with existing assets/resources?

- TBMA and union
- Services for employers that have done an Labour Market Impact Assessment (LMIA)
 - in order to keep temporary individuals and encourage them to go on to permanent residents
- One-stop shop – but with who?
- Could help more people if funders allowed broader mandates and more discretionary funding

- Fewer boxes
- More needs oriented, rather than outcome oriented
- Have to find the way to do it, even if it means nagging funders endlessly
- We want to deliver the services, but how?
 - Work with people where they're at instead of 'we're here to help'
- Argue your case
- Work with people who aren't the 'useful/worthy' level

8. What new services/clientele could we deliver/service with new assets/resources?

- Lessen up restrictions on certain population groups – those with the 900 SIN numbers, for example
- Free legal clinic
- All agencies working to serve any population – funding to do that capacity
 - For example, services that may be available for newcomers ought to also be available to Indigenous youth and the like
- Services that target people during the transitional time – those who are waiting for permanent residency for example
- Interpretation services – when individuals have to do face-to-face activities like going to the dentist or something. Dedicated individuals available for when newcomers come into those businesses and organizations
- Engaging employers
- Adopt and deliver a sustainable livelihoods model
 - Five asset areas of human existence
 - Holistic approach to support
 - Living approach that grows and evolves
 - Privilege resilience

NORTHEAST - SESSION 9 – FUNDING, PARTNERING & LEVERAGING

1. What are the key assets we have in place now?

- FedNor
- Training boards in rural and smaller communities – work with Community Futures Development Corporations (CFDCs)
- Ministry of Northern Development and Mines (MNDM)
- Northern Ontario Heritage Fund Corporation (NOHFC)
- Ministry of colleges and training
- Churches, health care professionals, schools,
- CFDC – resources they provide for business start up
- It's been about 30 years that at an economic development level has talked about attracting people from other places to move there.
- Local Economic Development Officers – need more people like James [Franks]

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- College and post-secondary institutions
 - o Trying hard to show domestic students to see that they can stay and have skills to stay
 - o International recruitment- what is the difference between convincing them to stay and giving them the skills to stay than a domestic student? And they have more aggressive approaches to keep them here than domestic students
 - o College can help students look for part time work- Employment Options helps as well
 - o But international students can't formerly be helped by either or those working towards their permanent residence
 - o College's expertise is to be a college not a settlement service but is a key function
 - o People can get in trouble by giving advice without being a certified immigration person
 - o East Ferris build partnership slowly
 - Programs where the CFDC pays the 10% for the community instead of the community was successful but coming to end
 - Broadband application
- First Nations are an asset and can help leverage funding, and the duty to consult is hard but it's easier if they are included at the table from day one instead of part way down the road
 - o Takes time to get relationship and it's easier once you have that
- Key asset was post-secondary education in all forms and formats
- When lost agricultural college also lost youth seeking to stay in the north
- Broader resources are key as they do their own thing but are also helping to achieve in other community goals
- Trillium, FedNor, training advisory boards, rural economic development, Réseau du Nord: funding for projects related to Semaine immigration Francophone, employer sensitivity training, travel

2. What are the key assets we are missing right now (the gaps)?

- Gap in rural communities
- Lose out on colleges and others out in rural community
- Also there are no LIPS and RIFs so it's up to the churches or other groups to pick up slack when immigrant is placed in that community
 - o They have to learn on the fly and opportunity that is missed
 - o Relationship issue and resource issue
 - o How do we align and better resource the services that are there to expand
- Can't be expert at everything so it's hard to have specialized services and how do we get those that know what they are talking about in the areas where there are none? Multicultural centres in larger areas don't have budget to visit smaller rural communities with their expertise

- Opportunities to have more partnerships and joint applications
- We tend to work in silos (don't touch my dollars) so the broader the partnership the better
- Municipalities, Indigenous communities
- Using new technology as opportunity
 - o Don't always see things as a new northerner would
 - o Technology can maybe help create young people opportunity
 - Indoor agriculture
- Community Futures program is a gap - Communication of programs and services has gaps
- Should explore new technologies for leveraging and partnering
- Opportunities for city councils
 - o Partnerships with the government/municipalities/Indigenous communities
- Need fewer silos and use lessons learned from other organizations

3. Who IS using these services right now?

- FNETB does good in attracting funding
 - o Also does not go after funding to leave it for partners to get
- Communities with economic development folks probably does better than places that don't
- Entrepreneurs are great on their own to get support to open businesses and then CFDCs see them a few years later to help grow
- Talks about who is missing from conference (heads of larger companies, employers, immigrants themselves so we can have better conversations)
- Educational institutions use these services to address needs
- Various small communities are a gap as they are not using the service
 - o Not because they don't need but because they don't have resources or knowledge
- NOHFC, FedNor not on the road as much to advertise service
- Partnerships happen on a project by project based but not long-term
- South Ontario has advantage of county system on a funding perspective versus townships who don't have relationships with each other
- Each campus and campus manager has different relationships but the grant writing is focused on particular mission of department who is doing it. Northern College wants to grow their grant writing capabilities
 - o Was able to participate in grant writing workshop in Kingston that was hosted by university
 - o Thinks that it would be great opportunity if others (CFDC and other organizations) could go to these workshops to help with the grant writing process (but financial/monetary and inclusion barriers)
 - o Offered sometimes by Trillium (not as extensive) and it's to support smaller organizations

4. Who ISN'T using these services right now?

- Divide between church and public sector- lots of churches in northern Ontario and need to find a way to address that audience as it is a large audience. Should be more comfortable working with- not a church and state divide. Important channel to reach citizens of community. Needs to be more comfortable talking and working with it
- Discussion about funding but more important is the people at the table to get things done.
- Places that have people to write funding applications do better than those
- Travelling is a challenge and trying to deliver services is tough
 - o Higher use of tech is required to get job done
- Importance of demographics and who is using services depends on demographics
- Not-for-profits, employers, entrepreneurs, keepers of the circle groups are always looking at what are there and using them
- College and university youth don't necessary use them unless you have class that talks about those things. Students in themselves can be resource to others.
- More events and organizations and services to support women (women in entrepreneurship, etc.)
- Youth and college and university students not in a social service course
- Women use less than men
- Need partnerships
 - o But travelling is a challenge and capacity issues to deliver services, maybe use technology to help fill gap?
- Review demographics
- Not-for-profit
- Employers
- Entrepreneurs
- Board of education
- First Nations and Keepers of the Circle

5. Who do you regularly partner with right now?

- Community Futures works with funders like NOHFC, FedNor and other municipal funding agencies, a little with school boards for youth entrepreneurship
- As a municipality- not working much with First Nations partners, reach out on project-specific stuff but not generally
- FNETB- broad range – found they talk to employers, but not talking to employees
 - o Had skills round table and talked to employers and stakeholders and was asked- have you talked to apprentices? Talking about the issues but not talking about who is going through it
 - o Now going to talk to students in school and get their opinion
- Community Futures does work with employers
- Way of connecting with Indigenous was working with friendship centres
 - o Get on board and create relationships that way and connections and buy in

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- Don't do enough events like Come North where you get to interact with others outside your circle or natural environment

6. Who DON'T you REGULARLY partner with right now?

- Community Futures don't normally work with urban services (no communication or relationship with post-secondary institutions or agencies located in the area)
Challenge there dealing with rural issues similar to urban issues. Lack of understanding that urban centres are not necessarily urban centres
 - o Think they are city but kind of not
 - o Don't extend service or partner with those outside and realize that rural and urban have similar issues they can partner with

7. What new services/clientele could we deliver/serve with EXISTING assets/resources?

- Project-based, work with someone to get project done and then move on to other pieces
- Trying to work with everyone in northern Ontario is a challenge due to size
- Don't go south to recruit just for your community- recruit for everyone
 - o People go to recruit for your community but those people who are recruiting don't live in the area and understand it
- Lack of understanding where we can work together among all these organizations
- Sometimes municipalities don't work closely with local college (when main college campus is elsewhere and community only has satellite office)
- Urban and rural divide
- First Nations relationships based on projects but not maintaining relationship for long-term
- Need to expand beyond network more often (like the Come North conference)
- Bureau du Quebec
- Youth that have returned
- In forums like today these videos could be utilized to promote north
 - o Success stories
- Local organizations (volunteer group)
 - o Not always familiar with government and organizations and funding partners and vise-versa
- Make social networks presentation available electronically

8. What new services/clientele could we deliver/serve with NEW assets/resources?

- Université de Hearst: volunteer/community engagement coordinator; application pending for micro lending program to create start-ups in experiential tourism
- Kirkland Lake: structures exist but funding is lacking; need to establish a professional and official image to go out and get funding. Families will ultimately leave if their basic social needs are not met.

- NPI: regional mandate, high capacity and funding; partnerships with Francophone post-secondary institutions; Thomas has a plan to create a position for Francophone research
- Earlton: Mayor and Member of Parliament are supportive of immigration to the community
- FedNor: succession planning, attraction and retention
- Timmins and District Multicultural Centre (TDMC)/Timmins Local Immigration Partnership (TLIP): Primarily funded by IRCC; FedNor funded intern and several funding applications pending
- NECO: Rural economic development, funded by FedNor, small envelope for small attraction projects; development of start-ups
- Conseil Coopération Ontario (CCO): FedNor funded offices in the North, Temiskaming Shores to Hearst, social enterprise development and small business start-ups; community service development through strategic partnership; NOHFC intern to coordinate experiential tourism program development
- Nicole, social entrepreneur with background in tourism. Developing a program for experiential tourism throughout the North; partnered with a number of stakeholders; AirBnB has a separate part of their platform dedicated to "experiences" so the framework for marketing this idea already exists and has a high user base; engages the passion of partners
- Opportunity for a funding coordinator who surveys promising projects and finds funding opportunities; LIPS and RIFS do this partially with respect to immigration-related funding
- Thomas (Reseau du Nord/Carrefour Culturel de Sudbury) is limited by the fact that his IRCC contract is not held by an independent organization
- UdeHearst: mentorship program with specific goals for social and economic integration of mentees
- Post-secondary in the region, who can make that a reality?
- Human capital recruitment
- College Boreal looked to set up a campus in Temiskaming Shores; there is space in each community to support accessibility to post-secondary institutions
- Northern College
 - o Used to have New Liskeard Agricultural College – felt it was a tool to retain youth and northern agricultural growth in the sector. Retaining, not attracting

NORTHWEST - SESSION 9 – FUNDING, PARTNERING & LEVERAGING

1. What are the key assets we have in place now?

- CFDCs
- NOHFC
- Internships and apprenticeships
- Lake of the Woods Business Incentive Corporation (LOWBIC) private sector interns
 - o They apply through Community Futures and Superior North
- Employers and industry should be investing in it – this has happened previously in certain industries – in partnership with CDCs and CFDCs
- Wage enhancements to attract doctors and supplement existing packages in Fort Frances/Rainy River
- Mine built state of the art medical clinic could be a factor of who approaches industry?
- CEDC, CFDC, CDC, Superior North
 - o Could be projects and partnerships with industry and agencies
- FedNor, Trillium, Rural Economic Development Program from OMAFRA
- NOHFC
- Private donation
- Tangible relationships with funders, having knowledge on what is going on in community so funders know when they can jump in
 - o You have this idea but if you tweak it slightly then we can help you
- IRCC
- Networks as organizations and communities
 - o Non-profits
 - o What is going on how can we leverage
 - o Volunteers
- FedNor
- NOHFC
 - o Funding for women-owned business
- Trillium
 - o SEED grants (focuses on physical activities, active seniors)
- Rural Economic Development grant
- Service Canada
- French Women Center have a regional mandate, offer activities like knitting, crochet...
- Funding from Métis group. They contributed a portion to Terrace Bay for the waterfront project. Had to do with heritage (Ministry of Transport Ontario)
- SÉO (Partners and connections, not funding?)
- Conseil Coopération Ontario (CCO) (For social enterprises)

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- PARO Centre. Give micro funds to help women. Social enterprises. Help all women in the north.
- Nishnawbe Aski Development FundCommunities/municipalities are implementing mat (municipal accommodation tax) tax. Encourage small businesses and local tourism.
- Francophone center, reach out to people that feel isolated, three years ago got funding for outreach to welcome them to activities. i.e. bring Indigenous youth in the Francophone center. To show that they are welcoming to everyone. Reduce discrimination. Programme d'appui à la francophonie ontarienne (PAFO)

2. What are the key assets we are missing right now (the gaps)?

- Looking at smaller, rural communities, what big industry is around to partner with – for sustainable funding
- Leveraging big projects for people to get employed – other benefits (spillover benefits)
- Some communities like Greenstone don't have bigger industry to leverage from (mining not there yet)
- Grants are time limited; need more sustainable funding – this also helps to attract industry
- All funding assets in place are through government
 - o Not much out there for local businesses
 - o Get municipality more involved – what tools are available and how do we access them?
 - o Idea: go to a fair as the North/Northwest all together – go to Toronto or another big city
 - o Highlight assets – quality of life (safety, healthy communities, lower cost of living)
- Silos are a gap
 - o Awareness on what services are out there that can be referred instead of taking stuff on
 - o Managing multiple funders is like herding cats
 - o Deadlines for applications, approval, coordinating deadlines are hard. Maybe more flexibility in that
- Lack of succession planning- people retire and aren't necessarily passing the knowledge along to replacement is a gap
 - o Long hiring process and not hiring replacement until person has left
 - o IRCC has training program for students coming in
 - But those on the other side (those using IRCC)- it is always a new officer I have to deal with now
 - o Have your locals but the broader officers that offer programs are travelling less and getting to those communities
 - Different when you can talk to officer that is providing the funding and lead you down the path

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- Needs to be recognized that we need more help maintaining these relationships between funders and users
- First Nations have two-year terms- this fast turn-over is hard to maintain relationships
- Things that need funding need to be reflected in the policies in place now, or policies need to reflect what needs funding instead of trying to fit a square in a round hole
- Tap into expertise of staffing (used internally this way but not externally)
- 2SLGBTQ+ community grants?
 - University of Toronto received \$2 million and are doing a study case about 2SLGBTQ+ communities and identified Toronto, Thunder Bay and somewhere else. So they'll be coming to Thunder Bay at some point.
- Health care. Yes Horizon grant, but the Local Health Integration Network (LHINs) issue has a lot of restrictions. What is going to happen with that? Entirely dependent on the government.
- For Francophone organizations, it's just hard to find people that speak French.
 - Having a Francophone at the table makes workplaces more welcoming to other Francophones
- Scholarships towards newcomers
 - Incentives
- Making funding more sustainable
 - Short term or end dates are limiting. What happens after?

3. Who is using these services right now?

- Newcomers
- Not-for-profit
- People trying to start new business, expand, or maintain it
- All interested parties in northern Ontario
- Municipalities
- Indigenous youth (**NOIP)
- Interns- NOHFC intern program
 - Doesn't fund a program or project- it funds skills. Opportunity to keep intern, short term access to skills not already in organization. Way to bring immigrants in. best use of government money
- Municipalities are using these services
- First Nations
- Local Service Boards- rely on it
- Non-profits use them
- Economic Development Corporations
- Municipalities
- Hospitals
- Not-for-profit organizations (then again the sustainable funding comes back in play)

4. Who isn't using these services?

- Employers (FedNor)
- Private sector organizations
- Retail/restaurants (Rainy River/Fort Frances)
- Indigenous youth/associations
- Southern Ontario that want to launch industry in the north
- Should consider community needs when looking at funding – could start business and then incentive later (Aboriginal Business Canada does it)
- Nishnawbe Aski Development Fund has grants and loans for start-ups; they have to have 15% themselves as entrepreneur
- Lack of public awareness, especially with youth – people won't follow up on applications or rejected applications
 - o Localized support in smaller communities – FedNor and NOHFC presence in Thunder Bay there should be stronger referral and individual attention
 - Town office could have a grants database with informal intern who can refer Innovation.ised-isde.canada.ca – good site for grants referral
- Those not using services are those who we fail to reach (representatives not on road as much)
 - o The ones that don't know due to no outreach
 - o Those without capacity to access (broadband access, those with capacity issues, staffing to deal with legal and application process)
 - o Those who find the process too long and complicated
 - o Timing between funding windows (get funding and then have to wait before you can re-apply)
- Non-profits are not using the funding programs due to lack of resources, or not applicable to them
 - o Internship side they use a lot
 - o Need it the most but access is the issue
 - o Cash flow is the biggest issue in the non-profits
- ***CNOO program in Marathon or Schreiber
- Some Indigenous not using
 - o Lack of capacity
 - o Dorion- one lady
- Local service boards
 - o No using due to capacity
- Restaurants not using services
- Private sector doesn't seem to do the effort because they don't have the resources to spend these grants and get turned off from just filling the forms.
 - o Townships help connect this. But you can bring a horse to the water, but can't force him to drink it.
- People living with handicap
 - o Studies have shown that on jobs, these people are more reliable and enthusiast about the work. But don't know if there are programs facilitating or

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- funding them to help them get in the workforce. Sometimes physical access to their offices. Need more accommodations.
- Seniors and retirees that want to go back into the labour force or starting a business.
 - o Some seniors want to get paid; they don't want to do volunteer work anymore.
- People just don't feel comfortable asking for money.
- Elementary school children go to old folks' homes to bring them joy. This is a nice partnership.
- People who don't know about the services
 - o Internet connects us, but it also disconnects us.
 - o We have an aging population that might not be using social media.
- Childcare services exist, but people don't know about it.
 - o i.e. if you're low income, going back to school, single mother/father. PROkids, gives money to the city to support those people.
 - o People who are in need don't know
- Tax breaks?

5. Who do you regularly partner with?

- Policy makers
- Government at various levels (FedNor, NOHFC)
- CEDC
- ***AGDF; funding for Métis and Aboriginals
- Métis Nation of Ontario (MNO)
- Municipalities
- First Nations
- CFDCs
- Same people as last questions we are working with
- Funders
- NOHFC
- FedNor
- Service Canada, ISETP (Indigenous Skills Education Training Program)
- Medium to small businesses
- Training schools (Taranus)
- Local bands
- Investors, Innovation centers, Northern Policy Institute
- All levels of government
- Newcomers
- Indigenous organizations
- Business owners (or future business owners)
- Chamber of Commerce

6. Who don't you regularly partner with?

- International associations – in sporting; international associations – for partnering
- International associations/governing bodies
- Partnering with southern Ontario businesses for resources
 - o E.g. ski hill in Terrace Bay took supplies from ski hill in Barrie that gave away for free – still using it five years on
- Community Futures are underutilized – they are great resources
- Don't only market to India, China, etc. – also do so within Canada – Toronto, Winnipeg, Montreal, Ottawa, etc. – that's also where immigration consultant offices are
- Work within departments (MNMD passes info along if they can't help)
- Don't work with a lot of newcomers (especially in small communities)
- Being out of province is hard to immigrate in (license plates, health cards, etc.)
- Not working with people who don't know to reach out
- Francophone groups (Terrace Bay)
- Private sector (AV Terrace Bay) don't have a relationship to feel comfortable to have projects.
 - o i.e. Marathon got a \$1 million grant from Barrick Mining Company to build a senior home so the city didn't have to pay all for it.
- Multinationals
- Indigenous communities
- Who is your treaty partner?
- Mental health services
- Housing services

7. What new services or clientele could we deliver or service with existing assets or resources?

- Networking – not service but conferences like this that utilize various expertise
- Refugees can help with community building
- Use federal grant for an intern or regional representative to promote north/northwestern Ontario to southern Ontario/rest of Canada
- Shared interns
 - o Supporting events like Come North so people can come out and see what is available
 - People looking for funding can talk to those that fund so they can see when and how we can work it out
- Always get requests for funding for things that they can't fund
- Make a case for those that are not applicable but need that service in an under-served area (dentist doesn't fall under health sciences grants BUT MAYBE let them access some funding if they are trying to start up in a place that hasn't had a dentist in the area for 10 years)

8. What new services or clientele could we serve or deliver with new assets or services?

- FedNor to bring back old grant program for Community Futures - \$75,000 (up to) for non profit
 - o Can give up to \$5,000 for different economic development projects in communities
- Funds for recreational facilities; lots of requests for infrastructure maintenance
 - o This is a need; good for immigration purposes
 - o Not eligible for funding unless it has a strong tourism dimension currently
- Intended action – sharing information or intern among organizations that can help access funding.
- Always get requests for funding for things that they can't fund
 - o Make a case for those that are not applicable but need that service in an under-served area (dentist doesn't fall under health sciences grants BUT MAYBE let them access some funding if they are trying to start up in a place that hasn't had a dentist in the area for 10 years)
- Not sure if we have any funding dedicated to immigration
 - o Could we have new services or program to direct towards that need
- Add aspect of multiculturalism within an existing event or create new event
 - o Do promotion video (like Kenora or Morden)
 - o Need more staff to do this type of stuff
 - o People and money is what everyone needs more of
- Identify who does what so we are able to refer to people to the good people
 - o There is overlap and duplication, need to reduce that, or start working together. Don't do the same thing differently. Do the same thing together.
- Asset mapping / Service map
- Need more capacity how?
 - o Collectively an intern
 - o Sharing information (via a portal or app?)
 - o Trillium road show, to show people how to apply to their grants. Everyone should do that.
- Why do they need to train people on funding?.
 - o Is it in your job description?
 - o Create positions to apply and write proposals for organizations.
 - o So they will be trained just for that. Consultants
 - o Basically creating this job that would be a one stop shop.
 - o Francophones have that through CCO. But funding agencies doesn't allow organizations to pay people to write their grants for them. So it's tough to actually use those services.
 - o Charities offer grant writing services.

Participating Organizations

NORTHEAST CONFERENCE

ACFO-Témiskaming
Algoma University
Canadore College
Centre de santé communautaire du Grand Sudbury
Chair of Northern Policy Institute
City of Greater Sudbury
City of North Bay
City of Temiskaming Shores
Collège Boréal
Conseil de la coopération de l'Ontario
Contact North/Nord
Destination Northern Ontario
District School Board Ontario North East
East Algoma CFDC
East Ferris Economic Development Committee
Employment Options Emploi - Northern College
Enterprise Temiskaming
Far Northeast Training Board / LEPC
FedNor
Huron North Community Economic Alliance (HNCEA)
Immigration, Refugees and Citizenship Canada
Indigenous Tourism Ontario
IVEY Group
Kirkland and District Community Development Corporation
KL Multicultural Group
La Société Économique de l'Ontario (SÉO)
Lake of the Woods Incentive Corp. (LOWBIC)
Les Suites des Présidents' Suites
Métis Nation of Ontario
Ministry of Energy, Northern Development & Mines
Moving Red Canoe
Mushkegowuk Employment and Training Services
NECO CFDC
New Canadians TV
New Resident to the New Liskeard area
Nord-Aski REDC
North Bay & Area Local Immigration Partnership
North Bay & District Multicultural Centre
North Claybelt CFDC
Northern College

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Northern Ontario Angels
Northern Policy Institute
NWO Local Immigration Partnership
Office of John Vanthof, MPP Timiskaming Cochrane & Temiskaming Shores CDC
Office of the Commissioner of Official Languages
Professions North/Nord
Re/Max Pursuit Realty Brokerage
Réseau du Nord
Resident
RLDM Consulting
Sault Ste Marie Local Immigration Partnership
St. Joseph's Hospital - Elliot Lake
Sudbury Local Immigration Partnership
Superior East CFDC
Temiskaming Rift Valley Aspiring UNESCO Global Geopark
Temiskaming Shores & Area Chamber of Commerce
The Charlton Sustainability Hub
The Temiskaming Foundation
The Venture Centre
Timiskaming First Nation
Timmins and District Multicultural Center
Timmins Economic Development Corporation
Timmins Local Immigration Partnership
Town of Cobalt
Town of Cochrane
Town of Kirkland Lake
Town of Smooth Rock Falls
Township of Armstrong
Township of Hornepayne
Université de Hearst
Unknown
Weaver Simmons LLP
Wiikwemkoong Unceded Territory
YES Employment Services / Chair of North Bay LIP
YMCA Employment Services & Immigrant Services

NORTHWEST CONFERENCE

AFMO

Anishinabek Employment & Training Services

Association des Francophones du Nord-Ouest de l'Ontario

Association française des municipalités de l'Ontario

Atikokan Economic Development Corporation

Avista Realty Group Ltd

Avista Realty Group Ltd.

Calstone Search Group

Chukuni Communities Development Corporation

City of Kenora

City of Thunder Bay

Club Francophone du Lac Supérieur

Confederation College

Conseil de la coopération de l'Ontario

Conseil Scolaire de District Catholique des Aurores Boréales

Destination Northern Ontario

FedNor

Firedog

Fort William First Nation

Greenstone Economic Development Corporation

Intercultural Skills Lab, Rotman School of Management

IRCC

La Société Économique de l'Ontario (SÉO)

Lake of the Woods Business Incentive Corp. (LOWBIC)

Lakehead Adult Education Centre

Lakehead University

Metheus Dagsvik Law

Métis Nation of Ontario

Ministry of Energy, Northern Development and Mines

Municipality of Greenstone

Municipality of Neebing

Nipissing University

Nokiiwin Tribal Council

North Superior Workforce Planning Board

Northern Policy Institute

Northwest Business Centre

Northwest Employment Works - Confederation College

Northwest Training & Adjustment Board

NWO Local Immigration Partnership

Office of the Commissioner of Official Languages

Ontario Power Generation

Origin Recruitment

PARO Centre for Women's Enterprise

Patricia Area Community Endeavours

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Professions North/Nord
Rainy River Future Development Corporation
Reseau du Nord
Thunder Bay CEDC
Thunder Bay Chamber of Commerce
Thunder Bay Indigenous Friendship Centre
Thunder Bay Multicultural Association
Thunder Bay Ventures
Town of Fort Frances
Town of Ignace
Town of Rainy River
Township of Dubreuilville
Township of Hornepayne
Township of Manitouwadge
Township of Nipigon
Township of Terrace Bay
United Food and Commercial Workers Union Locals 175 and 633
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A large crowd of people is walking through a modern, brightly lit corridor. The image has a strong blue tint. The corridor features a high ceiling with recessed lighting and large windows on the right side. The people are dressed in casual to business-casual attire, and the overall atmosphere is one of a busy, public space.

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