

MAGNETIC NORTH

PRIORITIES FOR A PROSPEROUS NORTHERN ONTARIO

MERCEDES LABELLE, JUNE 12, 2023
PREPARED BY HOLLY PARSONS

About the Magnetic North Initiative

- **Purpose:** Support community coordination in population growth and welcoming community efforts
- **Key component:** Assessing progress and resetting priorities
- *Not intended to replace existing or future local initiatives.*
 - Instead, intent is to support *local* initiatives



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Initiative Partner Organizations

Platinum Level

- FedNor
- Northern Policy Institute
- Northern Ontario Heritage Fund Corporation

Silver Level

- Association des Francophones du Nord-Ouest de l'Ontario
- Northwestern Ontario Local Immigration Partnership
- North Superior Workforce Planning Board
- The City of Temiskaming Shores
- Thunder Bay Community Economic Development Commission
- Thunder Bay Chamber of Commerce

Gold Level

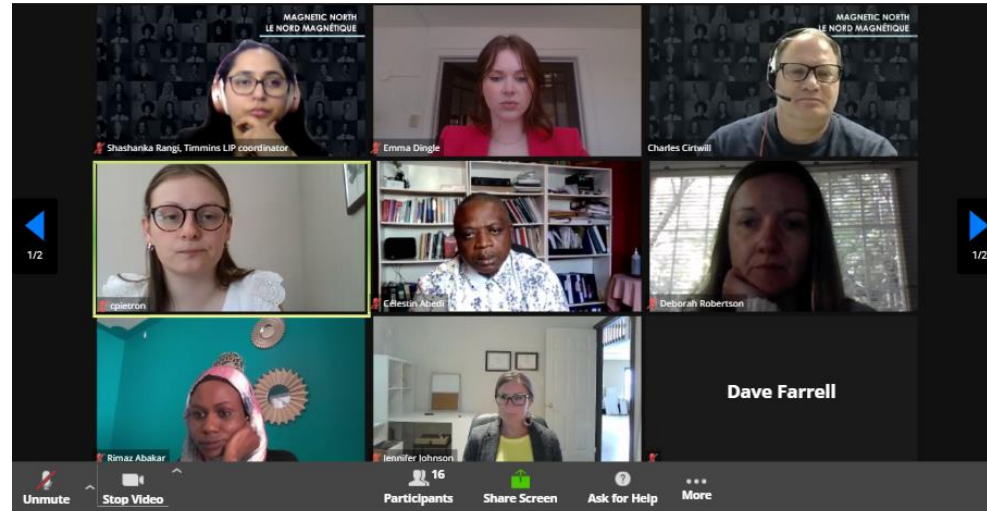
- Réseau du Nord
- Sault Ste. Marie Local Immigration Partnership
- Sudbury Local Immigration Partnership

About the Magnetic North Conferences

1. Reset priorities
2. Measure progress
3. Collaboratively set priorities for the years to come



February 2020



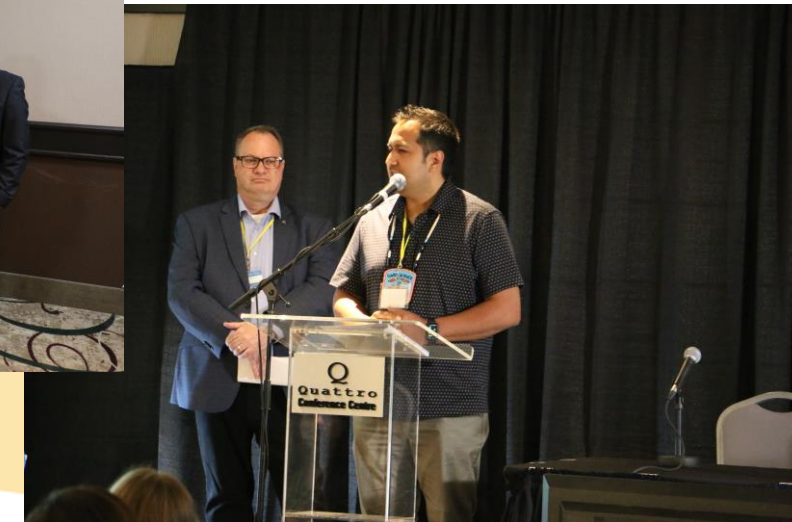
June 2021



June 2022

Magnetic North 2022 Overview

- 200 attendees representing over 90 organizations
 - Representation from across regions, organizations, levels of government, and industries
- 2 full days of content, including:
 - 6 panel discussions
 - 10 breakout sessions
 - 3 keynote speakers
- In-person and virtual sessions
- Networking opportunities
- Display booths



2022 Breakout Sessions

1. Establish a baseline: **What do we currently have?**
2. Identify challenges: **Are there gaps?**
3. Priorities/next steps: **What needs to be done?**



Breakout 1: Effectively Marketing Ontario's Northern Regions

- Key Assets: shorter commutes, more affordable housing, job opportunities, outdoor activities, & Francophone culture
- Gaps: public transportation, limited cultural amenities, & housing supply issues.
- Efficiencies to Pursue: promote financial advantages, promote job vacancies, inward marketing, & transparency about challenges.



Breakout 2: Reasons to Stay: Retaining International Students

- Key Assets: internship programs & the RNIP program
- Gaps: housing affordability & availability, & misalignment between the immigration process & post-secondary education
- Efficiencies to Pursue: alignment between post-secondary programs and labour demand, & relationship building between post-secondary institutes & employers.



Breakout 3: Migration Outside the Big 5: Rural Population Growth

- Key Assets: local service providers
- Gaps: limited human & financial resources, & insufficient & unsuccessful marketing.
- Efficiencies to Pursue: more funding, staff & training,
& employers taking more active role
in helping newcomers settle



Breakout 4: Knowing and Measuring Our Regions

- Key Assets: various secondary data sources & primary data collected by municipalities
- Gaps: underestimate of Indigenous peoples & limited data available for smaller communities
- Efficiencies to Pursue: data availability, accessibility & capacity, & data and knowledge sharing



Breakout 5: Housing Resources to Help with Welcoming and Accessibility

- Key Assets: settlement service providers & housing provided by employers
- Gaps: lack of housing resources, housing availability, & affordable housing.
- Efficiencies to Pursue: more housing development & construction, & updated webpages & resources

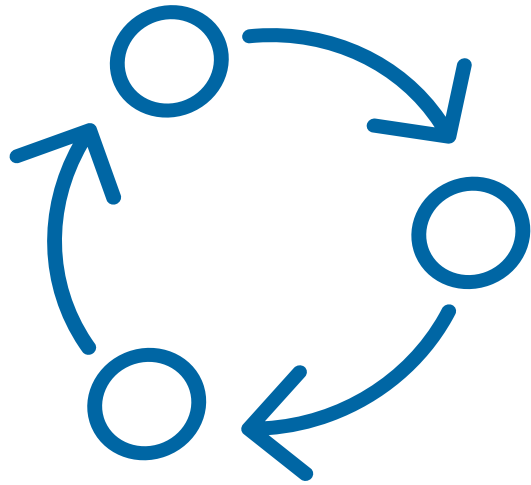


Breakout 6: Everyday Reconciliation Practices for Your Organization

- Key Assets: departments dedicated to reconciliation & Indigenous representation within organizations
- Gaps: practices for connecting newcomers & Indigenous peoples, relationship building between communities & business leaders, & lack of traditional knowledge sharing
- Efficiencies to Pursue: relationship building & coordination of reconciliation resources



Identification of Priority Actions



What, and how, we hear from **YOU**

1. Magnetic North Conferences
2. Magnetic North Advisory Committee
3. Meetings and events throughout the North



Daphnée King
Gestionnaire du programme
Nord Magnétique

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2022 Priority Actions: Online Resource(s)

*Having an online resource to attract, welcome, and retain people to/in our regions has been a consistent theme throughout the Magnetic North initiative — specifically, **updating and maintaining the Northeast and Northwest Immigration Portals** (now termed “Welcoming Portals”).*

- Rebrand the Portals
- Explore a data sharing agreement with 211 North
- Employ a summer student
- Collect primary data
- Encourage support from organizations
- Ensure longevity

Moving Actions Forward: Online Resource(s)

■ Northwest and Northeast Portals

- Rebranded to be “welcoming” portals
- Two interns hired to help with updating and maintaining the portals
- NPI working with NBDMC and TBMA to update/maintain both portals
- Re-design currently underway
- *Asset Mapping Best Practices*
 - 3-part series forthcoming

■ Primary Data Collection re: Assets

- Réseau du Nord
- Northwestern Ontario LIP
- Sault Ste. Marie LIP
- Timmins LIP
- North Bay LIP
- Sudbury LIP
- ACFO-Témiskaming
- AFNOO (Kenora)
- Sault Career Centre (Dubreuilville/White River/Wawa)
- Northern Policy Institute

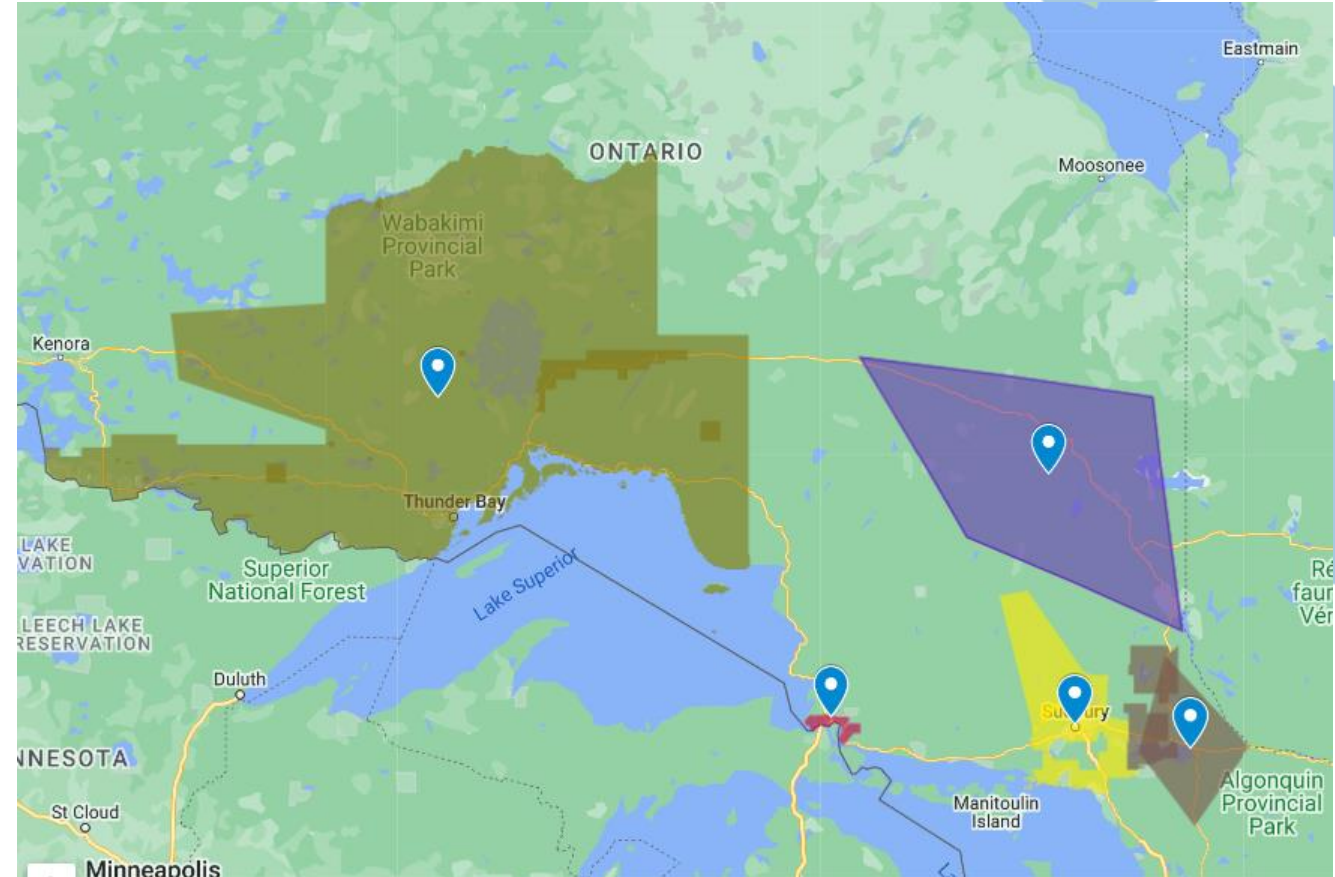
2022 Priority Actions: Rural Immigration

More work remains to **ensure small communities** have the **capacity and services** to adequately **welcome** and **retain newcomers** and the **existing population**.

- Identify existing services & gaps in service offerings
- Assess capacity
- Seek help from the Magnetic North Program Officer

Moving Actions Forward: Rural Immigration

- **RNIP Expansion**
 - 2021 Action Item #4
 - August 2022 – RNIP boundaries and duration EXTENDED
 - Many communities also received an increase in recommendations since the program began



Source: "Rural and Northern Immigration Pilot Community Boundaries," Google Maps, September 23, 2022.

Moving Actions Forward: Rural Immigration

- **Kirkland Lake Multicultural Group**

- Non-profit organization providing welcoming support for newcomers to Kirkland Lake and surrounding areas
- Provide free assistance to newcomers via orientation, introductions, family-oriented social gatherings, and referrals

Moving Actions Forward: Rural Immigration

- **Guide by Your Side — Helping to Increase Rural and Remote Capacity**
 - Magnetic North Program Officer – mandate to act as an **advisory resource** for communities without local dedicated capacity to plan and deliver efforts relating to population growth
 - Can also assist in **resolving challenges** or **removing barriers** to the introduction, expansion, and delivery of programs relating to the initiative



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2022 Priority Actions: Collaboration and Communication

Collaboration and communication among organizations throughout Northern Ontario should be prioritized. This will help **mitigate issues with capacity, highlight efficiencies, and create a better continuum of settlement and retention.**

- Communicate regularly
- Partner on data-sharing and data-collection initiatives
- Partner on survey design, distribution, and analysis

initiatives

Moving Actions Forward: Collaboration

Community Coordination on Immigration in Northern Ontario, Réseau du Nord

- Currently discuss immigration on a regional-level via the Northern Ontario Immigration Table
 - Purpose of this project is to bring more communities to the table with the main objective of jointly developing a community plan model for the delivery and funding of services
- Réseau du Nord
 - Northwestern Ontario LIP
 - Sault Ste. Marie LIP
 - Timmins LIP
 - North Bay LIP
 - Sudbury LIP
 - ACFO-Témiskaming
 - AFNOO (Kenora)
 - Sault Career Centre (Dubreuilville/White River/Wawa)
 - Northern Policy Institute

Moving Actions Forward: Collaboration

Talent Retention Project, Thunder Bay

- **Purpose:** Research and implement strategies for retaining and attracting skilled youth in the region, with the goal of narrowing labour market gaps and promoting economic prosperity
- Conducted surveys and key informant interviews with post-graduate students re: factors that would influence their decision to reside in the community post-graduation
- **2022 Report** included **three community-based recommendations**, of which, implementation is underway

Steering Committee Members:

- Lakehead University
- Confederation College
- TD Bank Canada
- Student unions
- Thunder Bay Economic Development Corporation
- North Superior Workforce Planning Board

2022 Priority Actions: Reconciliation

Reconciliation is a fundamental pillar of **population growth** and **prosperity** in Northern Ontario.

- Involve Indigenous organizations and individuals
- Support those facilitating reconciliation
- “Make a friend before you need a friend”
- Education and up-skilling programs
- Recognize reconciliation as a lifelong process

Moving Actions Forward: Reconciliation

- **Indigenous Ingenuity: Timeless Inventions – Northern Tour**

- Partnership between Indigenous Tourism Ontario and Science North
- Purpose: Celebrate the diversity, interconnectedness, and resourceful ways of knowing and being that Indigenous knowledge and innovations provide in the global community
- Travelling to approximately 20 locations around the North
- Upcoming stops:
 - North Bay – May 24 to July 1, 2023
 - Parry Sound – July 9 to August 12, 2023
 - Gravenhurst – Sept. 21 to Oct. 26, 2023



Moving Actions Forward: Reconciliation

Northern Policy Institute Community Visit, May 2023

- Wiikwemkoong Tourism (@wikytours)
- The Unceded Tour + Indigenous culinary experience
- Furthering knowledge and reconciliation



Wiikwemkoong Unceded Territory



2023 Roundtable Sessions

These roundtable sessions aim to identify current needs, challenges, and opportunities in Northern Ontario for the next 12 months.

Purpose: The purpose of each roundtable session is to allow for information exchange, capacity assessment, as well as priority and goal setting for the coming year in EACH area.

1. Establish a baseline: **What do we currently have?**
2. Identify challenges: **Are there gaps?**
3. Priorities/next steps: **What needs to be done?**

The focus of discussion should be on enhancing local capacity, mutual support, and leveraging resources.

NORTHERN
POLICY INSTITUTE

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DU NORD

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THANK YOU. MARSEE. P_aq̄^udΓN^p MERCI.
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