



For Immediate Release

Greater Sudbury a leading destination in Northern Ontario

Greater Sudbury continues to demonstrate strength in supporting education and employment success

January 31, 2017 – Greater Sudbury should build on their role as a leader in education and skills enhancement – particularly for Indigenous and newcomer populations.

That is the message coming out of the newest report from the *Northern Projections: Human Capital Series*, a partnership between Northern Policy Institute and Northern Ontario Workforce Planning Boards.

The new report by Dr. Bahktiar Moazzami and James Cuddy found that Greater Sudbury is in a better position than any other census district in Northern Ontario to meet current and future skills requirements. Recent investments in post-secondary institutions in Greater Sudbury indicate a collective awareness of this opportunity.

Perhaps even more noteworthy is the fact that it has the highest human capital index – ability to develop and utilize talent - for Indigenous and newcomer populations not only in all of Northern Ontario, but also provincially and nationally. Today, Greater Sudbury has the highest number of newcomers per capita compared to other census districts in Northern Ontario.

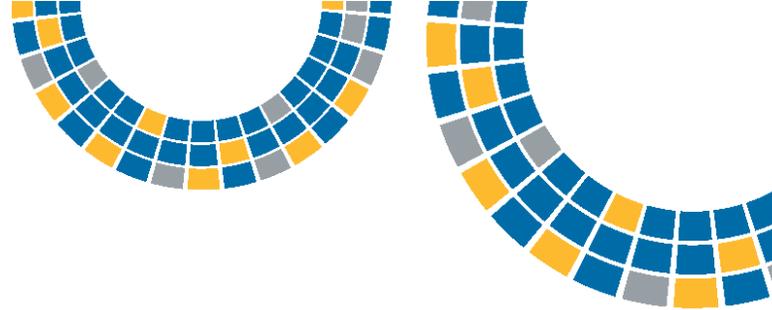
While these are positive signs, the city's total population is expected to remain largely constant from 2013 to 2041, with the labour force expected to decline by about 14 percent during that same period.

"With significant numbers of unemployed and underemployed new Canadians in the Greater Toronto Area, there is a real opportunity for Greater Sudbury to address its population challenges by playing to its demonstrated strength in supporting newcomer success," states Reggie Caverson, Executive Director, Workforce Planning for Sudbury and Manitoulin.

As with new Canadians, there is a real opportunity for Greater Sudbury to be marketed as a destination for Indigenous migration within Canada. The Indigenous population in Northern Ontario is expected to increase from 101,990 in 2013 to 134,727 in 2041, a growth rate of about 32.1 percent. The Indigenous labour force (20 to 64 years old) is expected to increase by about 23 percent.

"The city has a track record of delivering better social and education outcomes to its Indigenous population, compared to the rest of the province." said Charles Cirtwill, President & CEO of Northern Policy Institute, "Given the growth trends among this population across Northern Ontario, this is a real opportunity that Greater Sudbury should continue to pursue."

In terms of the economic health of Greater Sudbury, the report found that labour income and GDP grew more than any other Northeastern census district from 2001 to 2011. In that time period, labour income in Greater Sudbury increased by 13.6 percent from \$3.02 to \$3.43 billion, compared with a 6.7 percent increase in Northeastern Ontario.



Based on these trends, the report offers three key recommendations to promote the long-term sustainability of the district:

1. *Market the City of Greater Sudbury as a desirable destination for secondary migration in Ontario;*
2. *Continue to build on Indigenous partnerships and the opportunity for Greater Sudbury to be marketed as a destination for Indigenous migration within Canada.*
3. *Market education as another high quality product produced by the city, over and above traditional strengths in mining and mining supply.*

The full report, *Northern Projections: Human Capital Series – Greater Sudbury* is available on our websites:

Northern Policy Institute www.northernpolicy.ca

Algoma Workforce Investment Corporation www.awic.ca

Far Northeast Training Board www.fnetb.com

The Labour Market Group – Nipissing Parry Sound www.thelabourmarketgroup.ca

Northwest Training and Adjustment Board www.ntab.on.ca

North Superior Workforce Planning Board www.nswpb.ca

Workforce Planning for Sudbury & Manitoulin www.planningourworkforce.ca

Northern Projections: Human Capital Series highlights all of the 11 districts in Northern Ontario, and is part of an ongoing, collaborative effort between *Northern Policy Institute* and *Northern Ontario Workforce Planning Board* to provide evidence-based analysis for effective decision making in the region.

Reports examine past and present characteristics and trends in each district's economy in order to forecast future challenges and opportunities.

Media Interviews: Northern Policy Institute President and CEO, Charles Cirtwill and Reggie Caverson, Executive Director, Workforce Planning for Sudbury and Manitoulin are available for comment. To arrange an interview, please contact:

Katie Elliott
Communications Coordinator
705-542-4456
kelliott@northernpolicy.ca

About Northern Policy Institute:

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern Communities. Our Operations are located in Kenora, Thunder Bay, Sault Ste. Marie and Sudbury. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.

**About Northern Ontario Workforce Planning Boards:**

Workforce Planning Ontario is a network of 26 Workforce Planning Boards covering four regions across the province. Workforce Planning Boards gather intelligence about the supply and demand side of the local labour market and work in partnership with employers, employment services, educators, researchers, economic development, government and other stakeholders to identify, understand and address labour market issues. This includes supporting and coordinating local responses to meet current and emerging workforce needs. Given the unique geography and labour market issues that impact Northern Ontario, all 6 planning boards in the north have collaborated to form Northern Ontario Workforce Planning. They include: Algoma Workforce Investment Corporation (AWIC); Far Northeast Training Board (FNETB); The Labour Market Group (LMG); Northwest Training and Adjustment Board (NTAB); North Superior Workforce Planning Board (NSWPB); and Workforce Planning for Sudbury & Manitoulin (WPSM). FNETB and NSWPB are currently pilot sites for Local Employment Planning Councils (LEPC).