



For Immediate Release

You're Invited! Magnetic North to discuss population growth in Northern Ontario

June 1, 2021 – Anti-racism and discrimination. Population attraction and retention. Reconciliation, Francophone welcoming, and the Rural and Northern Immigration Pilot (RNIP). These are all topics that will be discussed at the upcoming Magnetic North conference.

A lot has changed since February 2020 when the first Come North – Population Growth Strategy Conference was launched. With the evolving demographic challenges in our communities and the growing urgency to retain and fully embrace the existing populations, Magnetic North will build off lessons learned and priorities established last year.

The conference will be hosted this year by the Northwestern Ontario Local Immigration Partnership, the Sault Ste. Marie Local Immigration Partnership, the Greater Sudbury Local Immigration Partnership, Réseau du Nord, and Northern Policy Institute.

The conference will be hosted virtually on June 22-23, 2021 and **admission is free**. The sessions will be run in the mornings, from 8:30am to noon. Sessions will include panel discussions, breakout rooms and presentations. With plenty of topics, there will be something for everyone!

Main purpose of this event:

1. Celebrate new initiatives that have been launched to attract or retain people in any region of Northern Ontario.
2. Update progress against the Come North Plan.
3. Review and, if necessary, revise the priority action items for the coming year. Actions that will make and sustain our communities as the most welcoming in Canada.

Who should attend?

- All population attraction, retention and support actors in (or impacting) the regions of Northern Ontario.
- Anyone facing challenges in remaining in, or moving to, any region in Northern Ontario.
- Anyone combatting racism or trying to make their community more welcoming for all.

For more details about the conference, or to register, please visit the website at <https://northernattraction.ca/>



newcomers, to ease the transition into the work force and social integration into the City.

About Réseau du Nord:

Northern Ontario Francophone Immigration Support Network creates links between organizations from all regions of Northern Ontario, such as: Sudbury, Timmins, North Bay, Sault-Ste-Marie and Thunder Bay, to put in place a system to facilitate the reception and integration of newcomers. The northern network follows the objectives of the strategic plan developed by the Steering Committee:

1. Increase the number of French-speaking immigrants as to increase the demographic weight of the francophone communities in a minority situation.
2. Improve the capacity of French-speaking communities in a minority situation and strengthen welcoming and settlement structures for French-speaking newcomers.
3. Ensure the economic integration of French-speaking immigrants within Canadian society and francophone communities in minority situations in particular.
4. Ensure the social and cultural integration of French-speaking immigrants within Canadian society and francophone communities in minority situations.
5. Foster regionalization of francophone immigration outside of Toronto, Montréal and Vancouver