



For Immediate Release

## Hitting the Bullseye with Targeted Migration Strategies

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To hit a target, you need the tools and know-how. The same can be said when planning for population growth – you need data and the knowledge of how to reach that goal. The latest series by Northern Policy Institute and Réseau du Nord, *Taking Aim: French-Speaking Migration Targets* by Mercedes Labelle is the tool for the job.

This series of papers projects how many future French-speaking and Francophone migrants should be targeted to maintain the current levels in Northern Ontario for these two groups. If Northern Ontario communities do not at least *maintain* the current share of French-speakers and Francophones in the core working-age population (through both **migration** and **retention**), there may not be an adequate supply of workers to provide services in French in the coming years. The *Taking Aim* series breaks down the needed in-migration targets on a regional basis, featuring 16 papers available in English and French.

In some regions and communities, the targets are small while others are quite large. Of all the northern districts, Cochrane needs the highest percentage of French-speaking and Francophone in-migrants to maintain current levels in their workforce, due to the already high prevalence of these populations. Rainy River was the lowest – around 3 per cent for both in-migrant groups.

“Community growth and prosperity is not just economic, it is the diversity of cultures and experiences too,” said Thomas Mercier, Coordinator at Réseau du Nord. “To ensure continued demand for French services and to fill future labour market gaps, planning out next steps is critical.”

To support targeted attraction and retention efforts, communities can work within existing programs, like the Rural and Northern Immigration Pilot or the Francophone Welcoming Communities Initiative, and develop new initiatives, to encourage French-speaking and Francophone migration. In addition, the regions of Northern Ontario should continue working towards creating welcoming communities for individuals that are calling Northern Ontario home for the first time, and for individuals who already do.

Want to learn more? [Read the reports here.](#)

This work was conducted in partnership with Réseau du Nord under Northern Policy Institute's Northern Analyst Collective.



**Media Interviews:** NPI Research Manager Rachel Rizzuto, Author Mercedes Labelle, and Thomas Mercier, Coordinator at Réseau du Nord are available for comment.

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### **About the Author**

**Mercedes Labelle** graduated from McGill University in 2020 with an Honours Bachelor of Political Science and Urban Systems. During her studies, she focused on Canadian politics and public policy processes, specifically researching the uneven distribution of benefits and services between urban and rural communities. At McGill, Mercedes provided analysis on Canadian Politics for the McGill Journal of Political Studies (MJPS). Through her involvement with MJPS, Mercedes developed a deeper understanding of the diverse interests and needs of the Canadian population.

### **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 Thunder Bay, Sudbury, and Kirkland Lake. 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 Réseau du Nord**

Reseau du Nord 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.