



For Immediate Release

**The final installment to Northern Policy Institute's Northern Attraction Series proposes strategies and solutions to attract Newcomers to the North**

**July 11, 2019** – When it comes to attraction and retention, the literature is rich with best practices and solutions. However, not all strategies are appropriate for all communities.

Northern Policy Institute's final installment of the "Northern Attraction Series" by Christina Zefi, *"Thinking Local: Best practices and Solutions for Northern Ontario Communities"* identifies the need for a coordinated newcomer attraction and retention strategy. Zefi proposes a step-by-step strategy to facilitate the newcomer process and mitigate demographic concerns within Ontario's northern regions.

The author dives into several successful case studies that provide useful practices for Northern Ontario communities to consider. Some of the case studies explored are the community-focused Morden Community Driven Immigration Initiative, the targeted strategies by Assemblée communautaire francosaskoise, La Coopérative d'intégration francophone, and the Halifax Connector Program, and finally, the regional approach taken by the Southwest Regional Immigration Committee in Manitoba.

The commentary also provides an example of possible immigration targets for each census subdivision in Northern Ontario. This will allow Northern Ontario communities to determine if their annual goals are met by benchmarking against other successful regions. This calculation is based off an analysis of immigration trends in the five highest performing municipalities in Manitoba and Saskatchewan in various population ranges from 2001-2016. For example, if the population of Dryden was 7,580 in 2016, their annual target would be 111 immigrants.

Part One of the "Northern Attraction Series" determined the need for a newcomer strategy while Part Two identified Ontario's strengths and weaknesses in the attraction of newcomers to the North. Finally, Part Three compared the current federal and provincial immigration programs to other provinces to develop a list of best practices.

Read the full commentary, *"Thinking Local: Best practices and Solutions for Northern Ontario Communities"* at <https://www.northernpolicy.ca/northernattraction4>



**Media Interviews:** Author Christina Zefi and NPI President & CEO Charles Cirtwill are available for comment. To arrange an interview, please contact:

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**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 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 the author:**

Christina Zefi is a former Research Analyst at Northern Policy Institute. She has an Honours Bachelor of Arts in Sociology and Criminology from the University of Toronto as well as a Graduate Certificate in Public Administration from Humber College. Her research interests include immigration reform and policy related to Indigenous Affairs, the environment, and mental health. Prior to her role at NPI, Christina worked at TD Canada Trust as a Financial Advisor.