



LOOK NORTH

NORTHERN MANITOBA ECONOMIC MOVEMENT

DRAFT
WORKSHOP REPORT

THE PAS

3-4 APRIL 2017

INTRODUCTION

This report is a distilled version of workshop outcomes from the Look North Workshop undertaken in April 2017.

The objective of the workshop was to develop an understanding of economic development needs, issues and opportunities at a community level to:

- Inform the development of a wider Northern Manitoba Economic Strategy.
- Foster local thinking and ownership of economic development – with a view to communities developing their own solutions to their own needs and opportunities.

WHAT WE DID AT THE WORKSHOP

We captured whatever was ‘front of mind’ for workshop participants in regards to the local economy and community. We used that as a basis on which to explore local needs, unearth insights, define challenges and develop ideas to respond to those challenges. Each group took an idea through to a proposal for presentation to a ‘Dragons Den’ as a ‘fast track’ creative process for testing ideas.

We also had some presentations from Look North Task Force members and the local community.

WHAT'S NEXT?

Outcomes from workshops, ‘roundtable’ meetings, meetings with key people and industries, along with desktop research, will all contribute to the development of a wider Northern Strategy which will be released in June or July 2017 as a ‘living document’ to enable further engagement and consultation over summer.

WHAT WE DISCOVERED

- The Pas and surrounding communities, including Flin Flon, still hold a lot of untapped potential.
- It is evident that whilst key industries such as mining and forestry are in decline, they still have significant potential for growth.
- There is a general lack of information, coordination, planning and connection to realize opportunities.
- There needs to be some changes in behavior and mindset for change to occur, in particular moving from a competitive paradigm to a collaborative one.
- The CKP story showed what kind of turnaround is possible when minds are collectively turned toward problem solving and people get onboard.
- Infrastructure is seen as both a barrier and an enabler – with road and rail improvement being seen as needed to open up industry and trade corridors, whilst access to broadband is seen as a key to unlocking the potential of small and remote communities in order to access information and support, as well as to communicate and open up potential of an online economy.
- All groups recognized the need for working closer together as a community to understand needs and develop solutions and opportunities.

WORKSHOP CAPTURE

The following pages illustrate a distilled version of what was captured and shared at the workshop, including:

- Community Enterprise (social enterprise and NGO sector)
- Local Enterprise (start-ups and small local business)
- Commercial Enterprise (large business / industry)
- Government: Issues arising for government attention.
- Dragons Den Proposals: Ideas presented by groups.

NEEDS:

- Action / Pilot Projects
- Planning. Understanding local needs and planning how to meet them.
- Engagement & Inclusion
- Self Champions. Need stronger community champions / leaders.
- Nothing for us without us. We need to shape the services we receive.
- Developing Model for Success.
- Engage youth in the process and planning.
- Develop and maintain networks.
- Engage youth.

INSIGHTS:

- Opportunities exist but we are not organized and coordinated enough to seize them.
- 'Others' tend to decide what we need, not us.
- We tend to view each other as competitors and this is blocking collaboration.

COMMUNITY ENTERPRISE

Make it Local & Make it Work

IDEAS:

- Encourage job creation through tourism initiatives e.g. Zip Line.
- Develop a marketing plan to highlight the positives and opportunities we do have here – generate positive messaging.
- Provide support & Tax breaks for new biz.
- Develop a commercial service hub, a place to connect people, youth & opportunities.
- Generate mind/attitude shift through modelling benefits.
- Learn about existing resources and how they are being used or could be used.
- Billet with community to learn about them.
- Youth enterprise competition.
- Key idea: Establish a 'safe place' to share ideas and foster connection & collaboration.

CHALLENGES:

How might we:

- Foster confidence in our own community.
- Stop competing with each other and learn to collaborate instead.

NEEDS:

- Financial: Better access to capital, training,
- Collaboration: Working together to develop 'down town' business to meet local needs and a c community vision for downtown renewal.
- Networking: Opportunity to work together and work as one as well as opportunity for youth engagement.
- Remove / Reduce red-tape / access to finance, support, consents etc.
- Technology: Need High Speed Internet for business to function effectively.

INSIGHTS:

- We are all working on same things – but not working together.
- There is appetite for enterprise, but less activity to feed that appetite.
- There is a lot of goodwill towards youth and youth enterprise, but little support available.
- There is a general lack of connection and communication between business in the area – that would help create opportunity and synergy.
- High Speed Internet is a way of overcoming barriers of distance for remote communities – new technology could make this possible e.g. via satellite not wires.

LOCAL ENTERPRISE

Make it Start & Make it Smart

IDEAS:

- Low Flat Tax Rate for small business.
- Use of Social Media / Groups to connect. Develop a local business incubator.
- Think Tanks.
- Opportunity in medicinal marijuana.
- High School Work Placement Programs.
- Easy access biz loans for early growth.
- Remove Red Tape for Start-ups 'Easy Start'
- Northern trade missions: Help SMEs gain trade and market exposure.
- Provide more small biz workshops for SMEs to connect with one another and learn.
- Bell to give FiOs / Free WiFi downtown.
- World Class Tech Incubator to build sector.
- Free Community Internet (Internet as part of community infrastructure like roads).
- RJA become leading tech in sector and support Tech Hub.
- Rockets from Churchill for Satellite coverage.
- R&D projects in Mining & Forestry.

CHALLENGES:

How might we:

- Build partnerships.
- Build entrepreneurial spirit and a 'why not' attitude.
- Create an environment for biz development.
- Create interest from youth.
- Foster regional thinking.
- Access \$

NEEDS:

- The right training & education to get local people in local jobs.
- Better preparing youth for enterprise and employment with 'fit for purpose' education and pathways into industry.
- People need to listen more to First Nations and First Nations need better understanding of resources in area and how to partner to utilize them.
- To optimize our resources, particularly mining, forestry, local meat and produce.
- To remove or reduce regulatory barriers, such as mining permit times.
- Government needs to work with local industry on identifying and addressing barriers.
- Improved transport / Infrastructure to open up opportunity across region - in particular rail and road corridors.

INSIGHTS:

- The group agreed a 'state of emergency' should be declared for the northern resource industries - recognizing how vital their health is to the economic health of the region.
- We really need more information as to what we have got already and what we need, to understand where to invest effort and resources e.g. Labour market needs, resource potential, local community needs.
- The level of investment in mining exploration and prospecting has declined dramatically and is a root cause of industry decline.

COMMERCIAL ENTERPRISE

Make it Grow & Make it Global

IDEAS:

- Create the best tax incentive of mining regions to attract investment which will generate jobs.
- Create investment certainty through longer permit times.
- Introduce 'use it or lose it' policy for permits / license (unused licenses / permits are preventing others exploiting resources).
- Greater clarity in regard to Duty to Consult.
- Attract Foreign Investment.
- Value add to our exports.
- Joint ventures.
- Local training for local jobs.
- Invest in road & rail corridors.
- Labour market research to inform training for jobs.
- Cross-cultural training between First Nations & Industry i.e. about each other.

Note: Most of these ideas focus on the 'what', rather than the 'how' - more thinking is needed on the 'how'.

CHALLENGES:

How might we:

- Engage and listen to First Nations and Metis more, particularly before we explore for minerals.
- Create incentives to attract and stimulate enterprise and investment.
- Create policies that will attract exploration to cause a boom in mining.
- Make this area a transportation hub to the North.
- Use resource development to address local social needs.

NEEDS:

- More relevant education for local industry needs and opportunities.
- Youth engagement in the economy and enterprise
- To develop an enterprise mind-set.
- A training and education strategy for northern Manitoba.
- Healthy 'environment' needed for healthy communities. That environment includes opportunities for collaboration, infrastructure and resources as well as natural environment.
- To create a paradigm shift towards enterprise thinking.

INSIGHTS:

- People don't necessarily want to go to school or pursue education as they do not see the relevance of what they are learning.

OTHER

General

IDEAS:

- Youth Camps at various sites around the community with various challenges including enterprise.
- Manitoba Networking Group.
- Digital Story-telling "why we love Northern Manitoba"
- Pooling political power / influence to support one another.

CHALLENGES:

How might we:

- Develop more relevant education and training for the North.
- Create a paradigm shift towards more enterprise / entrepreneurs
- Create more environmentally and socially responsible business.
- Create more opportunities for connection across different Manitoba Communities.

GOVERNMENT

Make it Local & Make it Fits

We did not focus specifically on Government as a focused agenda, rather we identified points of note for Government arising from group workshopping the other agenda i.e. Community Enterprise, Local Enterprise (small biz) and Commercial Enterprise (large Biz).

FINDINGS:

COMMUNITY (SOCIAL & NGO) ENTERPRISE

- A stock take of what existing resources are going into, and exist in, the community is needed.
- Establish targets for local procurement and local provision of public support and services.
- Provide / share models for success in community enterprise including NGOs and Social Enterprise.

LOCAL (SMALL) ENTERPRISE

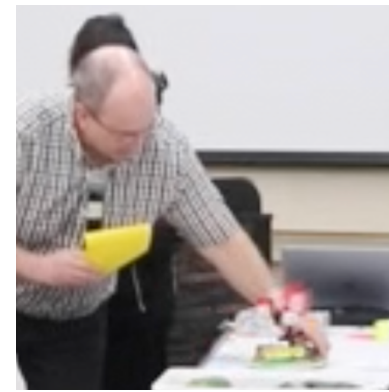
- Make support more visible and accessible.
- Provide incentives and support for start-ups e.g. tax break for first year of operation.
- Incentivize early stage growth e.g. low flat tax rate for 3 years for new biz under \$100k revenue
- Provide small business training through workshops that bring small biz together.

COMMERCIAL (LARGE) ENTERPRISE

- A labor market study to understand local skill and education needs and demands in order to provide targeted training to equip local people to meet local needs.
- Work with closer local Industry to understand and reduce or eliminate regulatory barriers.
- Provide models and processes for effective First Nations consultation and partnerships.
- Mining permit times need lengthening and their needs to be ability to revoke unused licenses.

OTHER:

- Assure more relevance of education and training to community needs.



Dragons Den The Pas

Groups rose to the challenges they identified and the ideas they generated to advance one idea to a presentable prototype stage for pitching to a 'Dragons Den' of Look North Task Force members Chuck Davidson, Christian Sinclair and Oswald Sawh.

The Creezies

Growing together and going global. Development of an information sharing network with an element of business competition for pitching ideas.

Continued focus on use of Natural Resources; Forestry, Mining, Fur.

Aurora Borealis

An environmentally and socially conscious idea exchange forum / conference for people to come together from across the North; industry, entrepreneurs, individuals, nations and global interest groups.

Use Northern Boreal Values framework to unite.

www.northernvalues.com

Similar to globe forum in Vancouver.

www.globeseries.com

Point North

Training and education for the northern economy through bridging partnerships.

Developing Trust in order to share information and build a joint understanding of gaps and needs, and co-developing solution partnerships.

A working environment to create training & employment solutions.

Building bridges between First Nations, Industry, Community and education.

One North Rail

Building a more comprehensive Rail Network across the North linking The Pas, Snow Lake, Thompson and up to Churchill - as well as opening up eastern corridor from Saskatchewan.

All reliant on moving commodities, such as grain, iron ore, wood chips.

Reduce pressure on roads and a single rail car can carry twice load of truck.

One North Railway



KEY RECURRING THEMES

The Dragons Den presentations highlighted some recurring themes:

Collaboration:
Share information
Understand needs and opportunities
Codevelop solutions

Connectivity:
Between people
Between communities
Infrastructure: Rail, Internet

Sustainability:
Underpinned with a sustainability focus – refer Northern Values framework.

Forums:
A need for ongoing opportunities to meet, share and create together.

continued...

NMMRITC

Northern Manitoba Marijuana Research, Innovation and Technology Centre.

Developing a sustainable Incubator for medicinal Marijuana Industry – also companion projects e.g. BioFuel, Hemp Fibre, and other related enterprise.

Access to finance and loans for innovators and small business available through the incubator.

TRIPLE C

Connectivity, Communication & Creativity – tied together through use of existing infrastructure to create a high speed broadband and cell network.

There is power line poles, TV towers and other infrastructure that could be used to open up the North in terms of internet and cell service connectivity via a net set / wireless setup – to open up a Northern economy where distance and location is not an issue.

HALF STAR

A campaign using the symbol of the ‘Half Star’ as a unifying symbol of a movement.

A symbol representing:

- Collaboration
- Inclusivity
- Equality
- Opportunity
- Sharing of ideas and views
- Building Networks

Inspired by the Dr Seus story of star-bellied sneeches – it promotes working together as equals, rather than viewing each others as competitors or different.