

**BE PART OF THE
PICTURE!
TAKE THE CHALLENGE!**

When deciding where to live and raise their families, workers look for employment opportunities and long-term economic and social stability. The challenge for community leaders in North Bay/Nipissing is to create good jobs across a diverse number of sectors including:

- a revitalized business and tourism sector;
- the public sector including health, education and social services;
- the arts and culture sector; and
- the innovation and technology, industrial and mining sector.

It is time for community leadership in North Bay/Nipissing to build and support a strategy for a strong, dynamic and sustainable workforce creating unlimited economic opportunities.



Ready and Able to Work



North Bay Waterfront



This initiative is sponsored by the Social Planning Network of Ontario and the North Bay and Area Social Planning Council and is funded by the Ontario Trillium Foundation.



For more information, please visit:
<http://www.northbayandareasp.com/current-projects.html>

**A Community
Challenge for
North Bay/
Nipissing:**

**To Build a
Strong, Dynamic
and Sustainable
Workforce**



Be Part of the Picture!

North Bay and Area Social Planning
Council

in partnership with



Social Planning Network of Ontario

PURPOSE

Our purpose is to undertake planning for improving the quality of life in North Bay/Nipissing in a way that:

- ***balances both social and economic considerations;***
- ***includes all members of the community; and***
- ***respects the natural environment within which all human activity and development occurs.***

Introduction

In October 2010, over 40 representatives from diverse sectors gathered to talk about how the quality of life in North Bay/Nipissing depends on social and economic sectors working together.

A Leadership Group was formed to continue this discussion with a wider outreach to the community.

We invite you into this conversation.

Integrated Community

Planning

A strong local economy is essential for a good standard of living. It requires both financial capital and a healthy and skilled workforce.

We think the workforce is a key link for social and economic development in North Bay/Nipissing. To thrive socially and economically we need to draw from a large, diverse, healthy, well educated and linguistically and culturally diverse workforce.

We think decisions for rural and urban land use must balance the preservation of our natural environment and the need for development.

Our Vision of a Prosperous, Healthy and Dynamic Community



Discussing how North Bay/Nipissing's quality of life is dependent on planning that links both social and economic development.

Participants framed a vision for our community where:

- ✓ residents have access to education, good local employment and quality family life;
- ✓ residents have affordable homes in safe neighbourhoods;
- ✓ no one is left behind or without the basic necessities for good and healthy living;
- ✓ the natural environment is valued and respected when land is developed;
- ✓ **all** residents have access to a well-coordinated system of health and social services throughout their lives; and
- ✓ an affordable transit system for residents enables access to community services and activities.

Action Priority:

Supporting the Development of a Strong, Dynamic and Sustainable Workforce

Both social and economic factors intersect in the lives of workers. The workforce needs good jobs, education, training, housing, recreation and other social supports to achieve quality of life.

The workforce is aging in North Bay/Nipissing and many of our young people are moving away for work. We need to develop and invest in our local human resources to fill current and future jobs.

Strengthening the quality of the workforce and creating good jobs are critical social and economic development planning priorities that need to address:

- A.** a declining workforce as the population ages;
- B.** local youth including Francophones and young Aboriginal/First Nations as our key human resource; and
- C.** attracting and supporting newcomers to locate in North Bay/Nipissing.

Come Talk to Us



We are the future!