

Canada

FedNor 



NORTHERN SPIRIT.

PARTNERS IN SUCCESS.



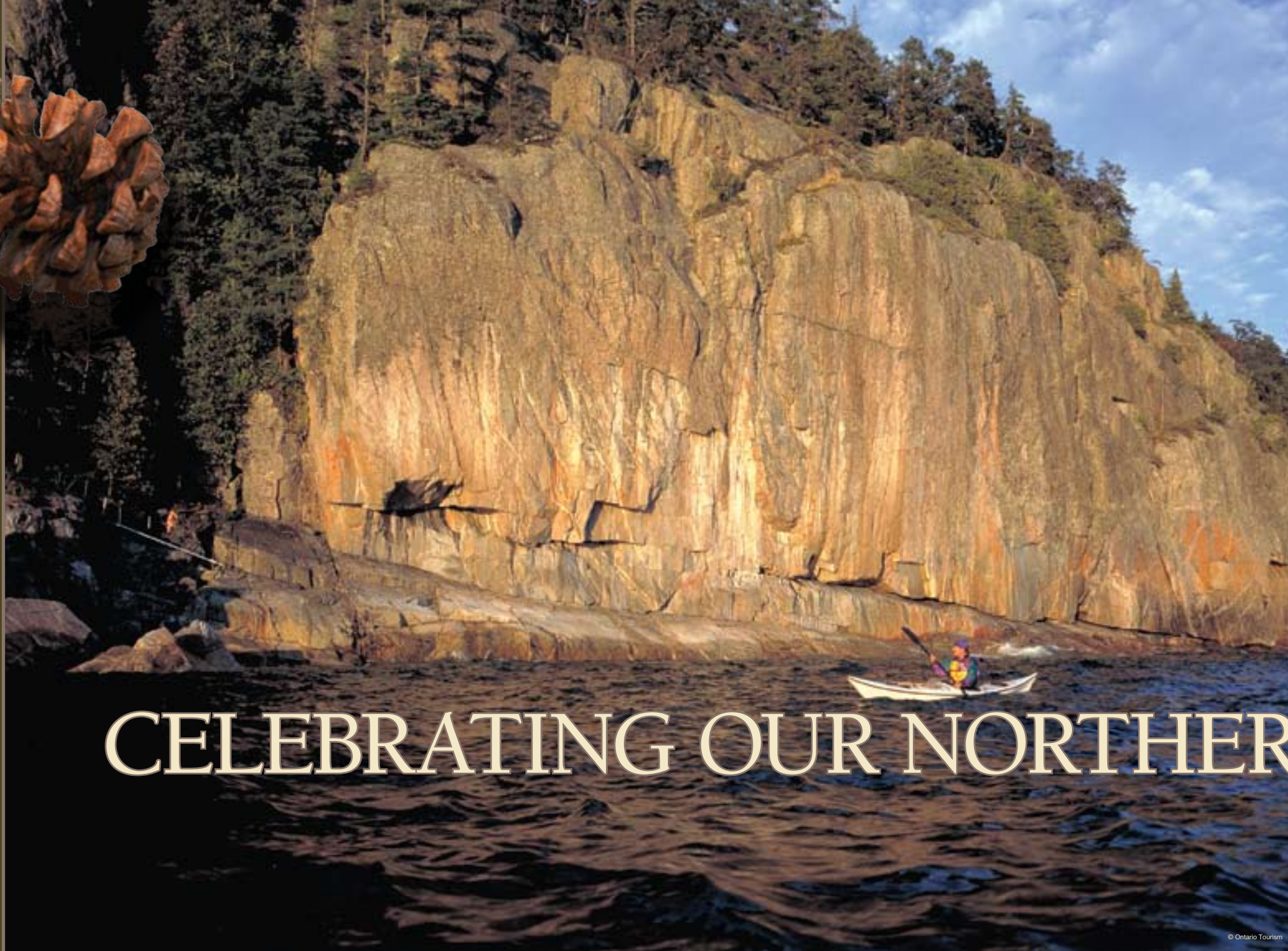
At FedNor, measuring true success involves more than merely counting the projects we support, or the millions of dollars we invest in Northern Ontario. Instead, our goal is to ensure that these investments have a lasting and sustainable impact on the lives of residents who choose to make their home in the North.

In this edition of *Northern Spirit – Partners in Success*, you'll read how FedNor is working to help communities meet their economic development needs. By investing in projects that support science and health research, local and distance education, small business owners, entrepreneurs and local tourism operators, FedNor is ensuring the long-term growth and success of Northern Ontario.

Enjoy!

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CELEBRATING OUR NORTHERN SPIRIT.

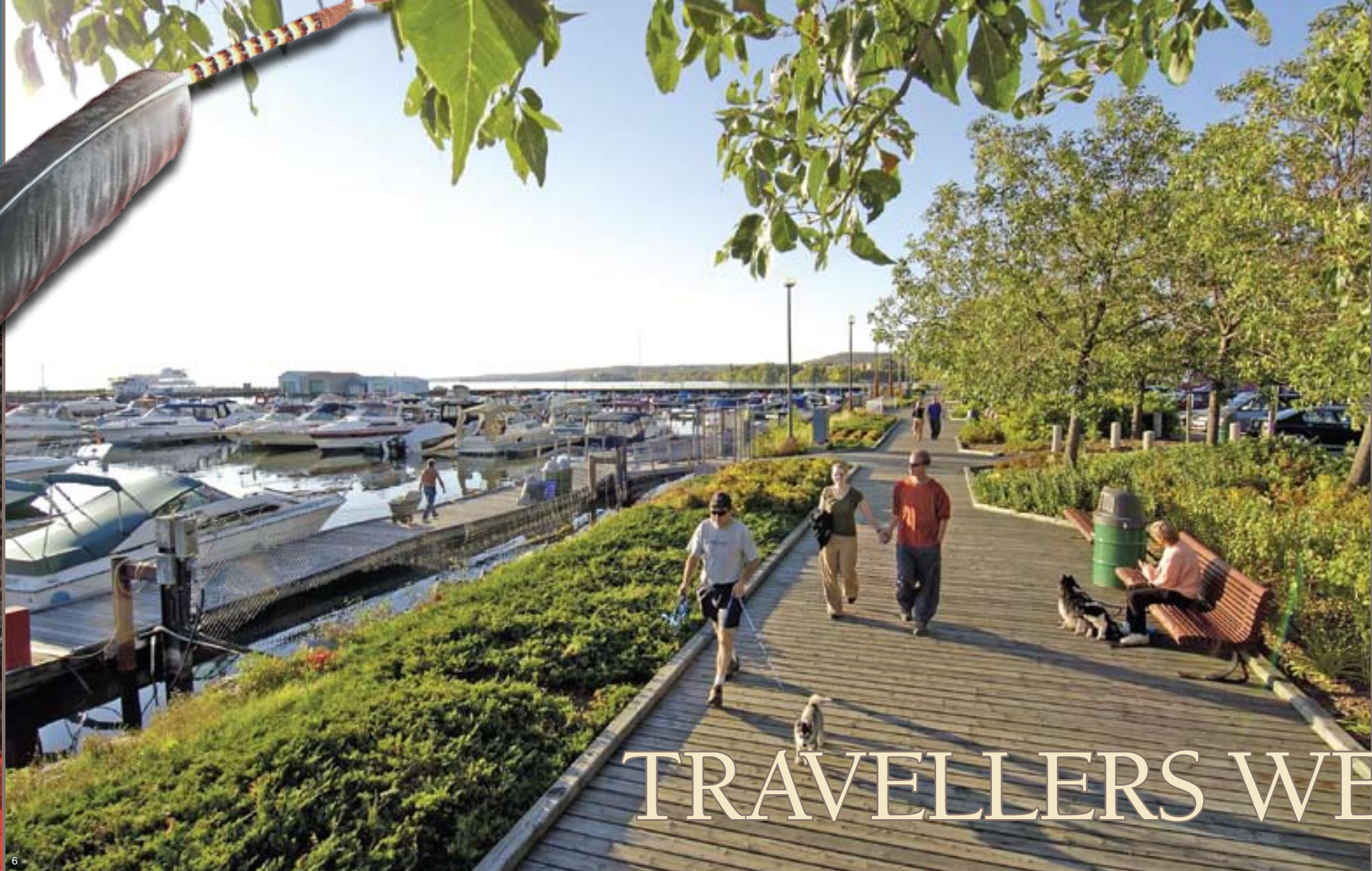
Since 1987, FedNor has led the Government of Canada's economic development efforts in Northern Ontario.

After more than 20 years of serving Northerners, we can look back with pride at the countless ideas FedNor has helped transform into reality. These projects are having a real impact on the quality of life of residents across the North thanks in part to FedNor's hands-on approach to community development. Simply put, we work hard to make this beautiful region a great place to live because we also call it home.

From Thunder Bay to North Bay, from Parry Sound to the James Bay coast, FedNor is doing great things. In the following pages, you'll learn how we're making a difference across the entire North.



Tourism in Northern Ontario is a thriving multi-billion-dollar business, thanks to the approximately 10 million visitors who enjoy a unique Northern experience each year. With more than 18,000 people whose jobs depend directly on tourism, FedNor understands the importance of this sector to the North's economy.



From fly-in fishing resorts to cultural and agri-food festivals, Northern Ontario boasts hundreds of popular destinations for all tastes. By making investments to enhance and promote existing attractions, and to support exciting new ventures, FedNor is ensuring the North's tourism industry continues to grow and attract visitors from across the globe.

TRAVELLERS WELCOME.

1) The Great Spirit Circle Trail on Manitoulin Island immerses visitors into the vibrant culture of the Anishnawbek people. Tourists from all over the world have come to live the experience thanks to a successful international marketing campaign.

2) A marketing campaign is attracting more visitors to Northern Ontario's great outdoor experiences, including Thunder Bay's legendary Sleeping Giant.

3) The Polar Bear Habitat and Heritage Village in Cochrane draws over 20,000 visitors annually from across Canada and around the world.

4) The popular *La foire gourmande* food festival showcases the offerings of agri-food producers from across the Temiskaming region each summer. A record 35,000 aspiring food connoisseurs descended on *La foire* last year, making it the North's "gastronomical" event of the year.

5) Sudbury's Dynamic Earth uses history, education and technology to showcase the region's rich mining heritage, giving visitors an eye-opening virtual mining experience.

6) North Bay's historic waterfront promenade is attracting large numbers of tourists and locals alike as the city continues to pursue an ambitious multi-million-dollar development plan for the downtown's crown jewel.



With over two-thirds of Northern Ontario's farmland still available for use, there are plenty of opportunities for growth in agriculture throughout this fertile region. Success in this sector is ensured as Northerners work together to develop this natural advantage.



Over the past several years, FedNor has been working with its partners to further develop the agricultural sector to make it an engine for growth in Northern Ontario. By promoting major events, and supporting local businesses, associations and community-based projects and festivals, FedNor has made it clear to communities, stakeholders and potential investors that the Northern agriculture industry is ripe with potential.

GOOD TO GROW.

1) Since 2002, more than 150 agricultural organizations from across Northern Ontario have promoted their products and services at the Royal Agricultural Winter Fair in Toronto. This has resulted in close to \$4 million in direct vendor sales and several business deals for Northern agri-food producers.

2) Owned and operated by the Wahta Mohawks, the province's largest cranberry farm, Iroquois Cranberry Growers, successfully markets a variety of products across Canada, the United States and Europe.

3) Northern Ontario is home to a variety of niche agricultural operations. In its eight years participating in the Royal Agricultural Winter Fair in Toronto, the Rainy River Elk Company in Devlin established a thriving market for its line of elk products.

4) The Thornloe Cheese Factory in New Liskeard has been making award-winning cheese for more than half a century. The plant uses five million litres of locally produced milk each year, bolstering the area's dairy industry.

5) The equine industry contributes over \$70 million annually to the economy of Northeastern Ontario. A FedNor-supported study identified opportunities for horse owners and local stakeholders to reap further economic benefits from this growing sector.

6) Maple syrup is as Canadian as it gets, and here in Northern Ontario, the economic benefits of this sweet delicacy are really beginning to pour in. As a result of a conference and trade show on St. Joseph Island in 2006, increased cooperation among the North's producers is leading to dramatic results, ushering in a new era of business success for this traditional mainstay.



A strong community is built on a solid foundation put in place by people with a common goal – to make their home the best it can be. For most, achieving “quality of life” means benefiting from economic prosperity and long-term health, and living in a community that offers a bright future for friends and family.



FedNor officers from across Northern Ontario are working closely with communities to connect the pieces of the quality-of-life puzzle. By building on the North’s strengths, like tourism, and by supporting priorities such as medical care, education and employment for Northern youth, we are providing the building blocks for the future prosperity of Northern Ontario and its residents.

THE PLACES WE LIVE.

1) Like other communities in the North, Greater Sudbury is using its natural beauty as a focal point to attract investment and development.

2) The Fire Tower Lookout in Elliot Lake gives visitors a breathtaking 360-degree view of Lake Huron, Manitoulin Island and, on a clear day, the U.S. mainland.

3) Improvements to Little Current’s marina have resulted in increased visits by private boaters who sail the waters in and around the North Channel of Lake Huron.

4) Founded in 1971, Magnus Theatre, Northwestern Ontario’s professional theatre company, attracts thousands of people from across the region each year.

5) The boardwalk along St. Marys River in Sault Ste. Marie welcomes thousands of visitors by boat and on foot every summer.



For a community to thrive and grow, access to high-quality health care and medical professionals is essential. Northern Ontario is home to 37 local hospitals, as well as 22 nursing stations that service remote and isolated communities without a local physician. Thanks to recent tele-health initiatives across the region, we are now able to overcome the area's geographic challenges.



FedNor-supported projects are providing residents of the North with access to immediate medical care, reducing lengthy travel and providing consultations with doctors hundreds of kilometres away. As well, under FedNor's direction, increased educational opportunities for nursing and medical students are allowing Northern youth to study, graduate and practise their profession without leaving the region.

WELLNESS MATTERS.

1) With new picture archiving and computer radiography equipment, health professionals are now able to share digital x-ray information so that patients no longer have to travel long distances to receive specialized medical care.

2) Two new hospices in Sudbury and Sault Ste. Marie are providing much-needed residential palliative care, allowing terminal patients to spend their final days close to family and friends.

3) The recent expansion of the Ontario Telemedicine Network is ensuring Northern medical and health care students, as well as patients, have access to doctors and specialists located across Canada.

4) The Northern Ontario School of Medicine, with campuses in Sudbury and Thunder Bay, is advancing health-related research in rural communities and providing physicians and scientists with access to leading-edge medical and scientific facilities.

5) Confederation College and Lakehead University in Thunder Bay now offer degree-level nursing programs to students across Northwestern Ontario thanks to four new satellite campuses in Dryden, Kenora, Fort Frances and Sioux Lookout.



Education is a key building block for the growth and success of any community. Considered one of its most important strategic advantages, Northern Ontario is home to three universities, the Northern Ontario School of Medicine and six community colleges.



To ensure Northern Ontario is increasingly competitive in the local, national and world economies, our centres of higher learning are preparing students to thrive in emerging knowledge-based fields. By supporting these institutions, FedNor is providing students with access to leading-edge scientific programs, preparing Northern youth to take the helm and lead our region into the 21st century.

HIGHER LEARNING.

1) The Federated School of Mines brings together post-secondary institutions and the mining industry to provide training to students interested in a career in this dynamic field.

2) The first of its kind in Canada, the Community Economic and Social Development program at Algoma University in Sault Ste. Marie trains graduates to address the unique challenges faced by Northern and remote communities.

3) Cambrian College's eDome provides students, residents, as well as business and community leaders with an interactive video link to educational programs across the globe.

4) The Aviation Centre of Excellence at Confederation College in Thunder Bay allows students to study with some of the most advanced aircraft maintenance and simulation technology in the world.

5) Now under construction, the Science Research Complex at Nipissing University in North Bay will house cutting-edge research labs and classrooms that will enhance the school's post-graduate programming.



As Northern Ontario evolves into a more diverse and knowledge-based region, there are more and more opportunities for Northern youth to contribute to its changing economic landscape. Since less than 25 percent of youth who leave the North ever return, FedNor is working hard to ensure we keep our best and our brightest right here at home.



For years, the popular FedNor Youth Internship Program has opened doors for young people in the North, helping to stem the flow of out-migration. Now a model of excellence in Ontario and across Canada, the program provides post-secondary graduates with valuable job experience as they make the transition from campus to workplace.

THE NEXT GENERATION.

1) After returning to the North for an internship at the Charles W. Stockey Centre for the Performing Arts in Parry Sound, Nadine Hammond is now applying this experience in her full-time role with Parry Sound Place.

2) Youth intern Kerri Reid is benefiting from her experience as the director of marketing and events for the Friends of Chippewa Park in Thunder Bay, where she is learning best practices in the promotion of tourism.

3) Under the tutelage of municipal planner Peter Tonazzo, youth intern Taylor Elgie is gaining valuable experience coordinating a review of the City of Sault Ste. Marie's official plan.

4) The Honourable Tony Clement, Minister of Industry and Minister responsible for FedNor, celebrates the placement of FedNor's 1000th youth intern in Northern Ontario.

5) Natalie Lajeunesse and Jennifer Chan are two of the many interns successfully hosted by Science North in Sudbury. Internships with this Northern Ontario attraction have led many young graduates to rewarding careers in tourism, science and hospitality.



Small business is the true backbone of Northern Ontario communities. The private sector drives the local economy through job creation, and ensures a strong, healthy future for Northern residents.



FedNor is a catalyst for business growth in the North. An advocate for small enterprises, we have laid the groundwork for countless successful projects, inspiring new ideas, creating employment opportunities, and building the capacity entrepreneurs need to lead Northern Ontario to success.

INSPIRING ENTERPRISE.

1) As a result of the extension of rail services and the purchase of state-of-the-art laminating equipment, Flakeboard Company Ltd. in Sault Ste. Marie has prospered and now employs 125 local residents.

2) Advisors from the FedNor-led Team Northern Ontario Trade Network point the way as businesses across the North develop international trade and export opportunities.

3) Up-and-coming entrepreneurs learn what it takes to run their own businesses at the Youth Enterprise Camp *Entreprise Jeunesse* hosted by the North Claybelt Community Futures Development Corporation in Northeastern Ontario.

4) Technician James Williams operates an injection molding machine at Niigon Technologies, located in Moose Deer Point First Nation outside of Parry Sound. The Aboriginal-owned company is doing business around the globe, and creating opportunities locally.

5) Researcher Katrina Maki is part of the Genesis Genomics team in Thunder Bay, a cutting-edge company that is leading the international charge in cancer research, prediction and screening. This award-winning company has been attracting world-class researchers and academics to the area since 2002.



Innovation is the key difference between a leader and a follower. Through innovative thinking and applied research and development, Northern Ontario communities are building on their indigenous strengths as they shape their workforce, image and economy, leading the way into the future.



Towns and cities that once relied on resources to fuel their economies are now embracing the knowledge economy, helping to make Canada a global leader in technology and research. FedNor's support of innovation has led to the creation of research centres of excellence across the North, spurred advances in mining technology, and propelled individual projects to success on the world stage.

IMAGINATION RULES.

1) Professor Peter Hollins of Lakehead University in Thunder Bay is leading research into groundbreaking geoscience techniques that will enhance gold exploration within the Canadian Shield and around the world.

2) Airborne scientific mapping conducted by the Discover Abitibi Initiative in Northeastern Ontario has helped to pinpoint mineral-rich areas across the region, resulting in a dramatic increase in mining exploration activities.

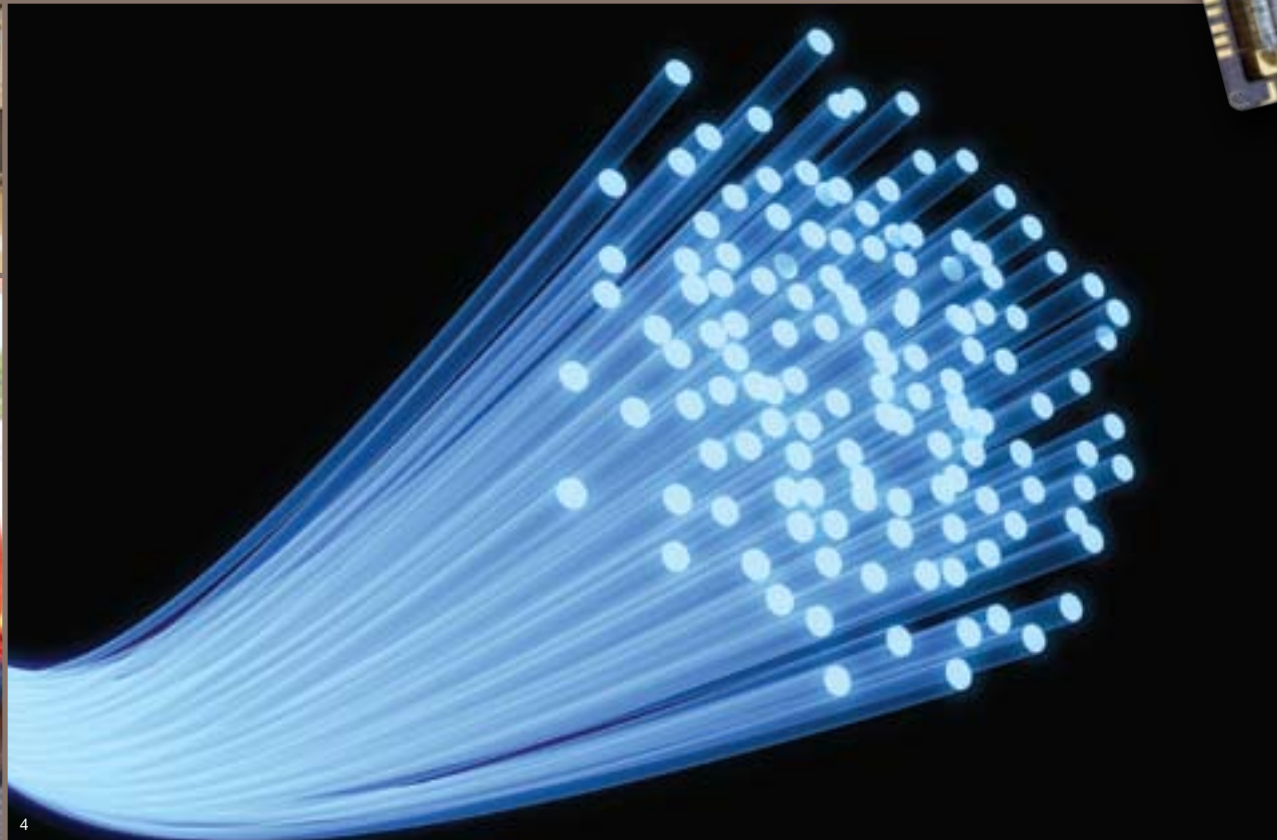
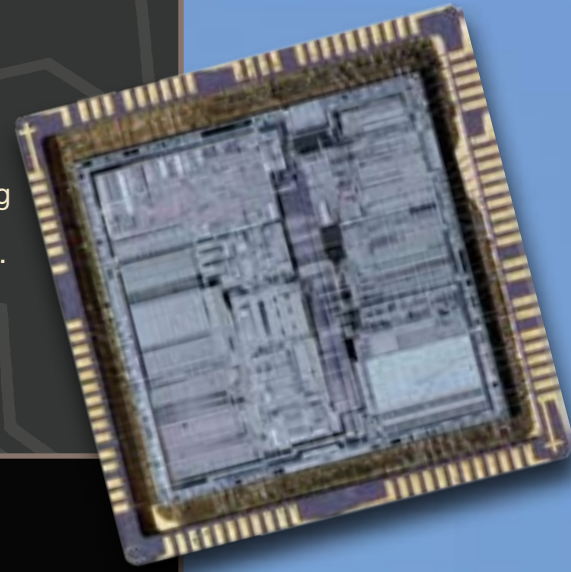
3) The Sustainable Energy Centre in Sudbury is an innovative teaching and applied research facility that provides entrepreneurs with the opportunity to prototype, test, and demonstrate sustainable energy systems and green building technologies.

4) Sudbury's Dr. Greg Baiden of Penguin ASI and his team of researchers are developing groundbreaking underwater mining technologies that will be used around the world.

5) The Molecular Imaging and Advanced Diagnostics Research Program in Thunder Bay is bringing together internationally acclaimed researchers and scientists to develop leading-edge programs in support of neurological, cancer and cardiac research. Founding Scientific Director, Dr. John Rowlands (right), collaborates with a colleague from the University of Toronto.



Since 2005, FedNor has invested over \$10 million in support of telecommunications projects in Northern Ontario. Northern residents and businesses are reaping the benefits of these investments every day, including 125 previously unserved communities who now have access to broadband.



FedNor's telecommunications projects have given Northerners greater access to educational opportunities, consultations with medical specialists thousands of kilometres away, and high-speed Internet in places where phone lines were a rarity only a few years ago. By connecting communities across our vast Northern geography, the challenge of living and doing business in Northern Ontario is being overcome.

LINKING TO THE WORLD.

1) The Satellite Internet for Remote Areas program has allowed remote communities and businesses to access affordable satellite Internet connections.

2) NEOnet in Timmins is one of five FedNor-supported Community-Based Networks, providing a variety of innovative information and communications technology services to communities across Northern Ontario.

3) James Kaegi of the Township of the Archipelago inputs information that will be used to create a regional map using Municipal Geographic Information Systems (GIS) networks. GIS is a valuable computer system used by municipalities to support economic development, tourism, land planning and asset management.

4 & 5) Some of the broadband solutions deployed include fibre optics, fixed wireless and broadband satellite systems.

As Northern Ontario looks toward the future, each community across our region will face new and different challenges. As times change, so too will our region's community and economic needs. FedNor, through its Northern Ontario Development Program, is committed to helping Northerners respond to these challenges, as they transition from a resource-based to a knowledge-based economy. Through lasting investments that are shaping the future of the North, FedNor and its partners embody the Northern Spirit that permeates this rugged terrain.



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