

RURAL MATTERS

REALITIES, IMPLICATIONS, AND OPPORTUNITIES

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Overview

» Who is Ryan Gibson?

» Rural realities

» Rural implications

» Rural opportunities



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**“Here was the least common denominator of nature, the
skeleton requirements simply of land and sky”**

Mitchell (1947)





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Metaphors for Rural Development



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The future

Rural
Communities



Rural Realities

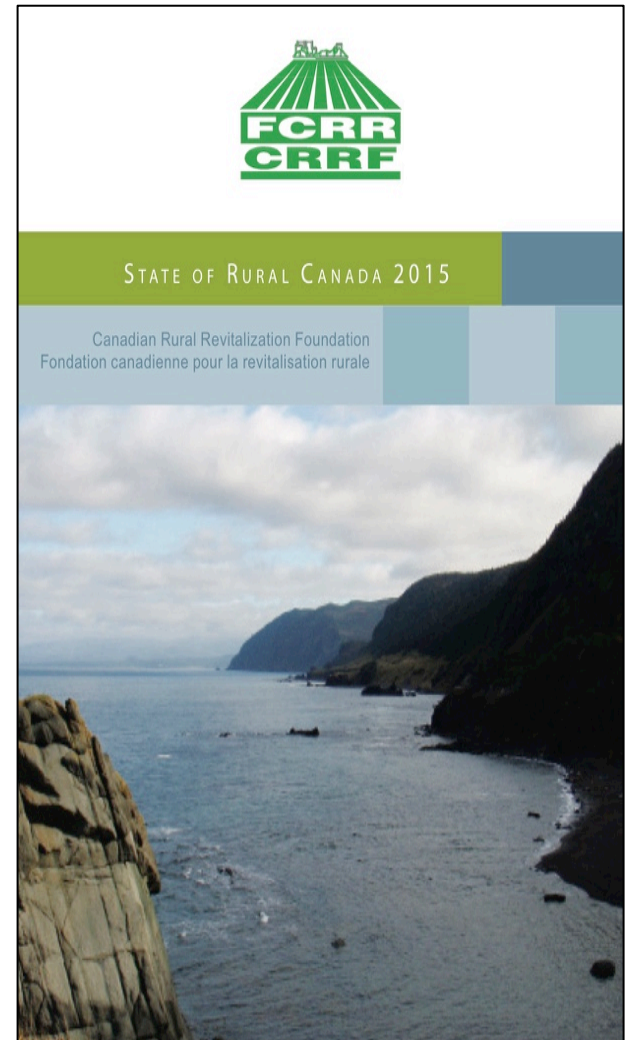
» Canadian Rural Revitalization Foundation (CRRF) released the State of Rural Canada in 2015

» 25,974 unique downloads of the report since September 2015

www.sorc.crrf.ca



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Canadian Rural Revitalization Foundation

- a charitable institution committed to bettering the lives of rural Canadians through collaborative research and education
- enhances the understanding of rural issues and opportunities
- facilitates national and regional dialogues

www.crrf.ca



SORC Recommendations

1. For senior governments, we need a new and robust vision and policy framework for rural Canada
2. Rural communities themselves must be active participants in understanding, planning and investing in their own futures
3. For all Canadians, with the recent release of the findings of the Truth and Reconciliation Commission of Canada Report, there is a window of opportunity to acknowledge and seek serious corrective steps to heal the “historical trauma” suffered by Aboriginal peoples

Rural Realities

- » Recent 2016 census recently published
- » Rural data division in Statistics Canada is closed
- » No federal agency responsible for rural development in Canada



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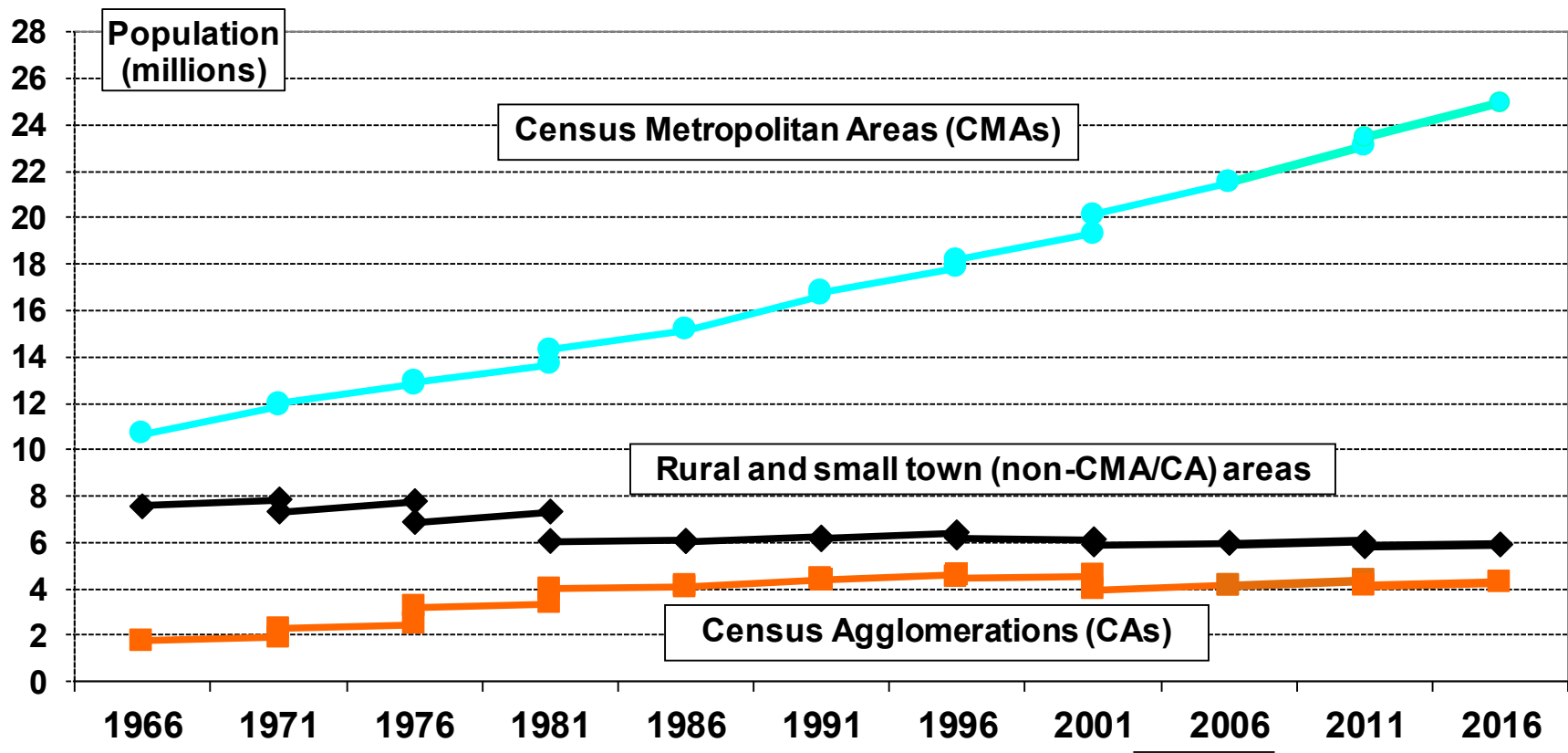
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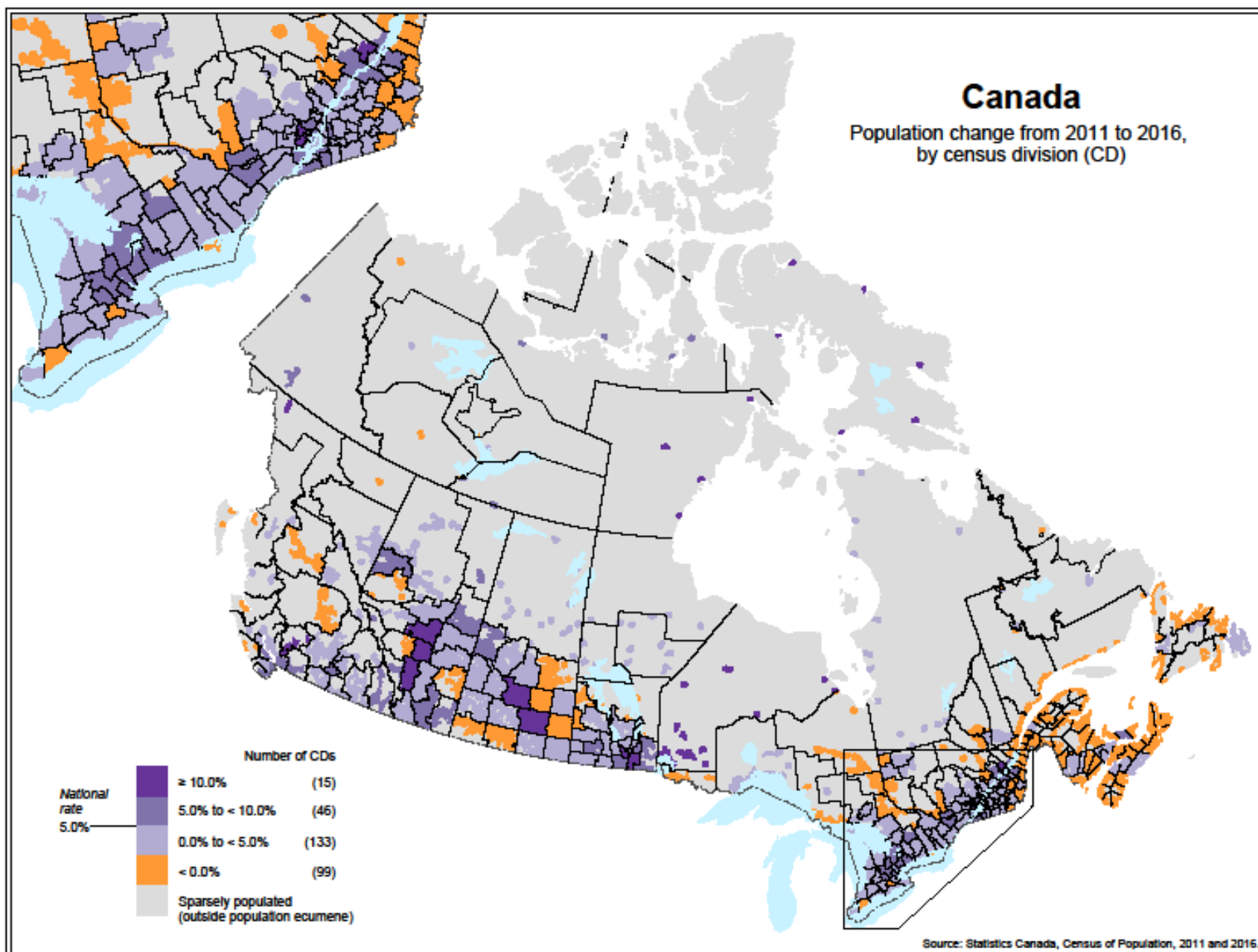


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Rural Realities

In 2016, 6 million individuals were living in rural and small town areas, Canada





The Good News

growth in most rural communities

17% of the national population

immigrant attraction

GDP contribution equals share of population



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Not So The Good News

good news is geographical uneven

urban population growth far exceeds rural growth

rural economy is more intensive, seasonal

creative destruction

labour force replacement



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Our New Realities

- » economic restructuring, creative destruction, globalization
- » increased migration
- » retreat from rural and northern
- » focus on natural resources



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Implications

- » government will not be a savior to rural communities
- » understanding local/regional assets
- » re-examine local 'wealth' and how to keep it
- » be open to collaboration
- » community as partner (not community as client)
- » innovative thinking



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Rural Development in Action



Rural Realities

- Coastline of 150 km
- Provincial boundary
- 7 communities in Province A
- 8 communities in Province B
- 1 regional government
- 15 local governments
- 6 communities speak French
- 3 time zones
- 10 coastal/fishing plans
- 7 sustainability plans



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Strait of Belle Isle

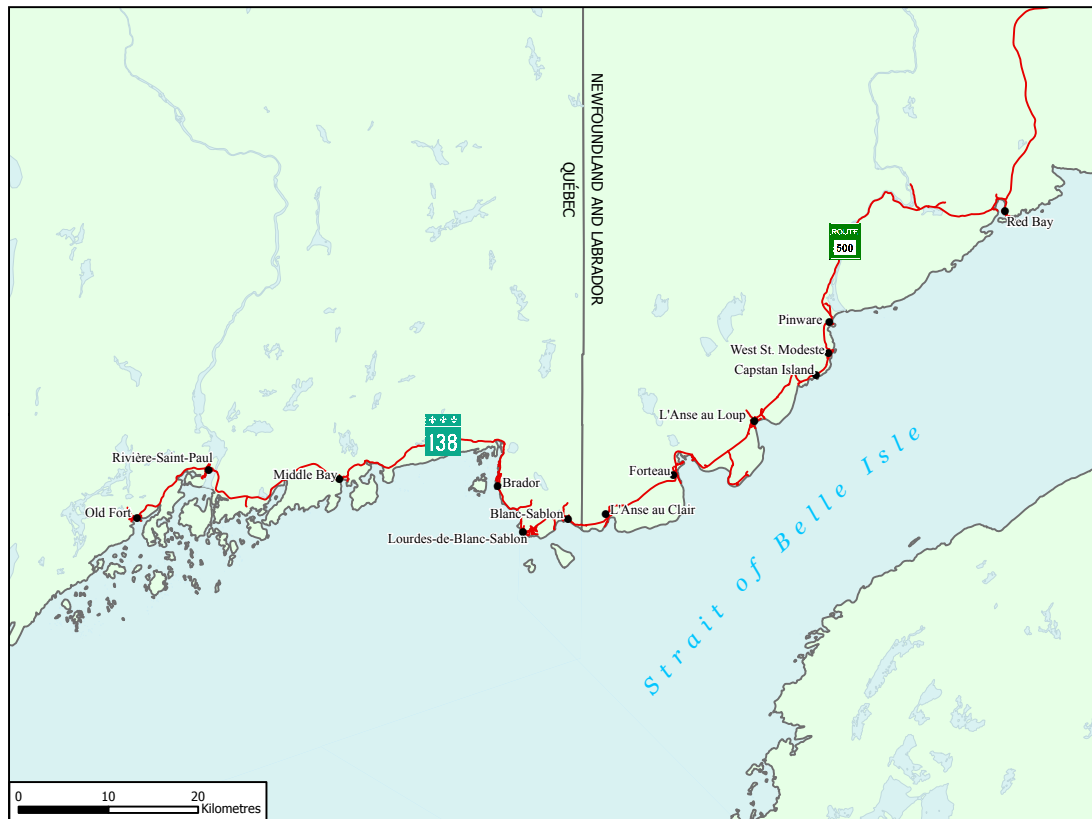
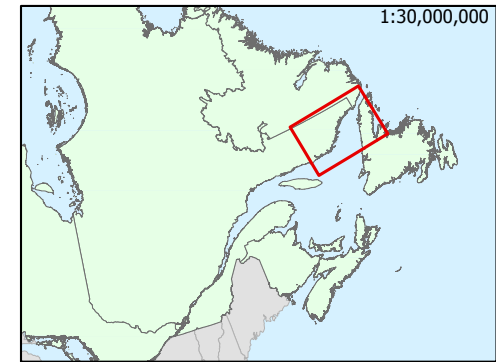


Figure 1: Québec Lower North Shore and Labrador Straits



- » 15 communities
- » 5,000 people



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reality

» 90 minute 'vortex' between
Blanc Sablon, QC and L'Anse
au Clair (Lab)

» NL ferry connecting
Labrador and island docks in
Québec

» Two sustainability plans for
the region



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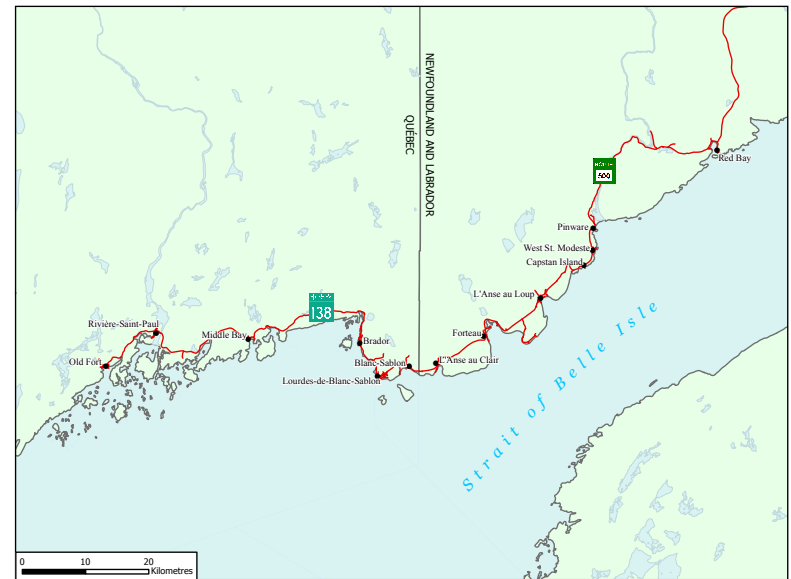


Figure 1: Québec Lower North Shore and Labrador Straits



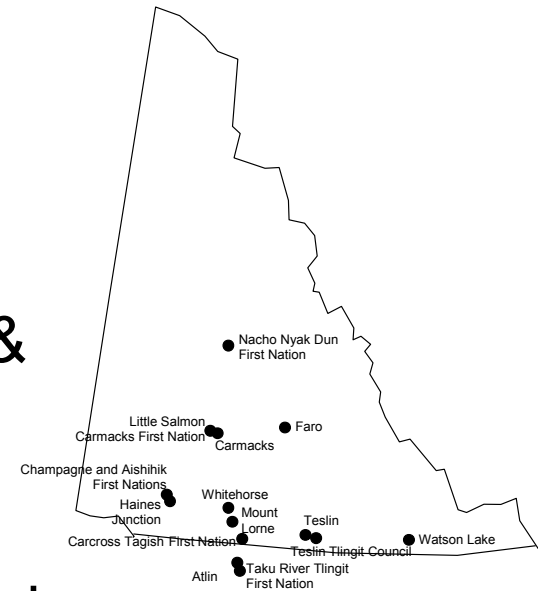
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Community Collaboration



Yukon Regional Round Table
Community leaders sharing ideas and creating change

- » Membership of 14 communities including First Nation, incorporated & unincorporated communities
- » Information sharing, asset mapping, and regional planning



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Re-embedding wealth to place

» exploring platforms to re-embed wealth across Canada

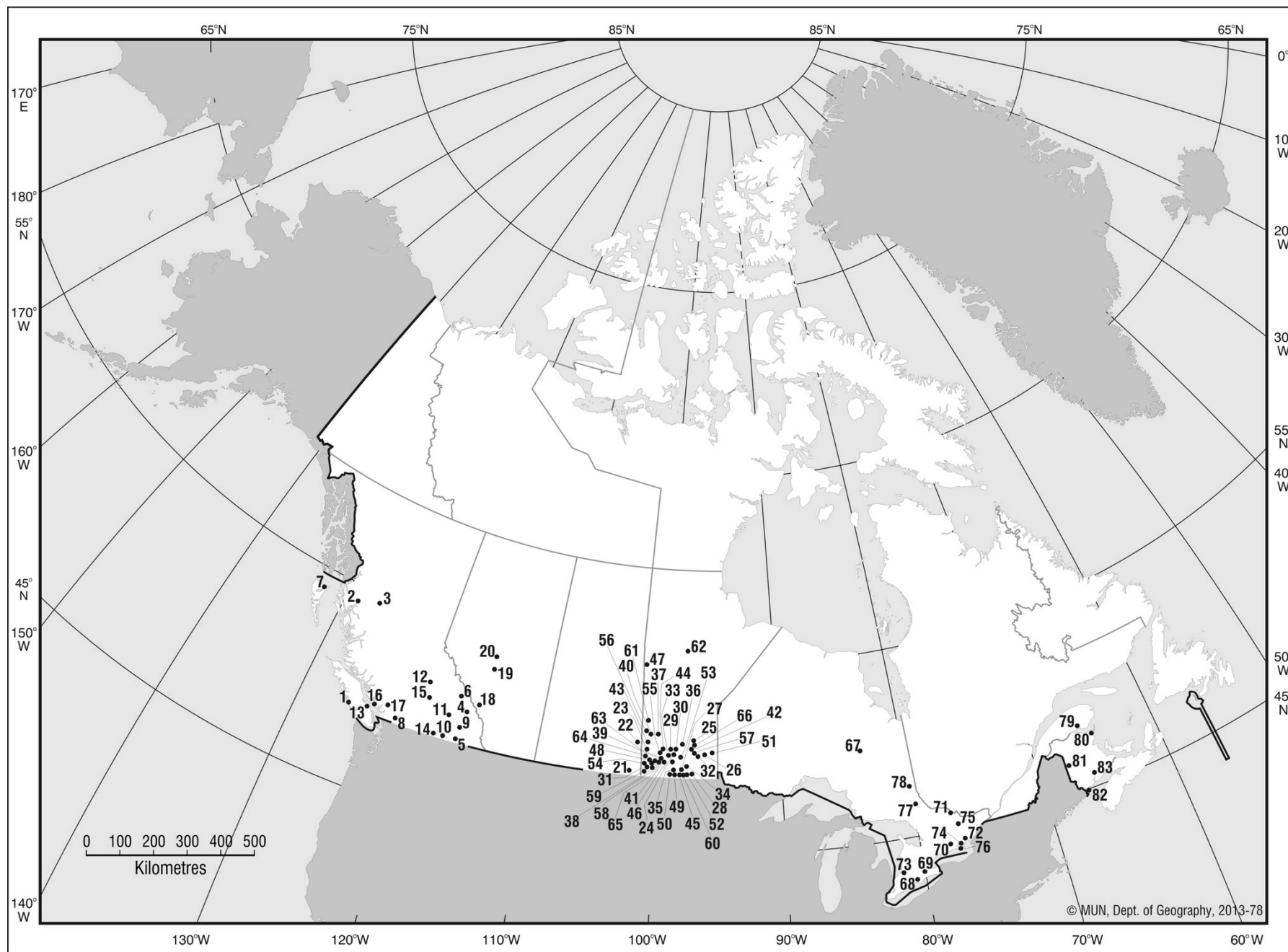
» exploring processes to prevent loss from
intergenerational transfers



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Rural Routes Podcasts

» information is critical in the knowledge economy

» What does it mean to live rurally in the 21st century?

www.ruralroutespodcasts.com



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Our Way Forward

» Brought community leaders from across the Northern Peninsula of NL

» Dialogue and action planning



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Why does Rural Matter?

- » Wealth
- » economic stability, growth
- » centres of innovation before innovation was trendy
- » resilient as hell
- » urban needs rural



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**CHANGE
AHEAD**

#1

CICan should
be bold and
unapologetic
leaders in rural
communities

#2

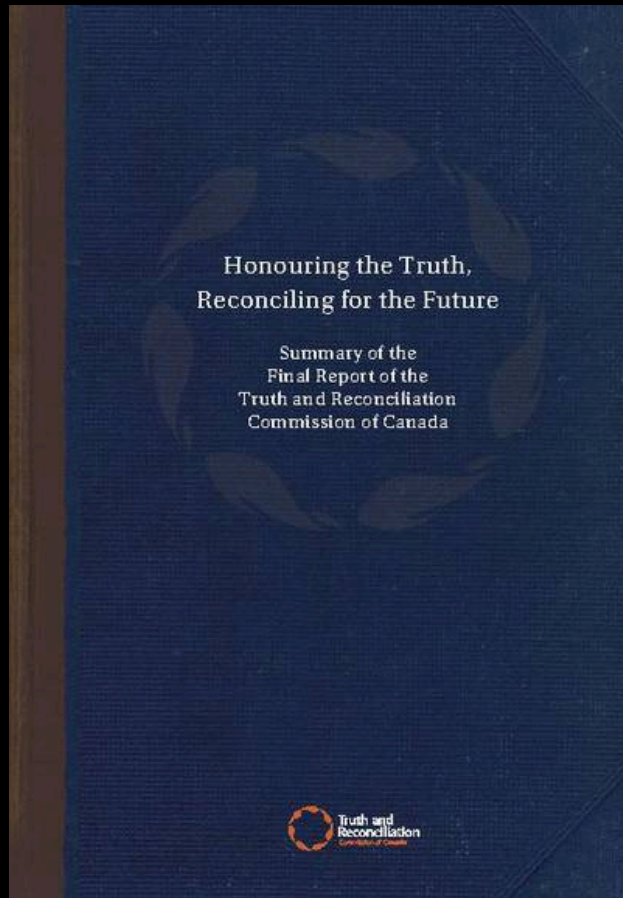
Become a
pathfinder and a
broker for rural
Canada



SUCCESSFUL COLLABORATION

It only works when everyone knows their talents.

#3
Create
mechanisms
work with rural
communities as
partners



#4

Strive for meaningful
ways to advance TRC
recommendations

#5

embrace the
uncertainty and
change

**THE DIFFICULTY LIES
NOT SO MUCH IN
DEVELOPING NEW
IDEAS AS ESCAPING
FROM OLD ONES**

JOHN MAYNARD KEYNES

Opportunities

1. ClCan should be bold and unapologetic leaders in rural Canada
2. Become a pathfinder and a broker for rural Canada
3. Create mechanisms to work with rural communities as partners
4. Strive for meaningful ways to advance TRC recommendations
5. Embrace the uncertainty and change



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SAVE THE DATE

Different By Design: Exploring Innovation for Rural Prosperity

2017 Canadian Rural Revitalization Foundation Conference

Nelson, British Columbia | 20-23 September 2017

www.kootenays2017.crrf.ca



Further info ...

» www.crrf.ca

2016 rural statistics (under publications)

» www.sorc.crrf.ca

» www.ruralroutespodcasts.com

» www.rplc-capr.ca

» www.ruraldev.ca



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3 next steps ...

1. Sign up to receive the CRRF e-newsletter (www.crrf.ca/enewsletter)
2. Review the TRC recommendations
3. Review the State of Rural Canada 2015



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