

EMBRACING OPPORTUNITIES

THE FUTURE OF RURAL AND MANUFACTURING

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The Future of Manufacturing in Renfrew County
Pembroke, Ontario

UNIVERSITY
of GUELPH

Overview

- » Who is Ryan Gibson?
- » Changing rural Canada
- » Harnessing change
- » Reflections for moving forward



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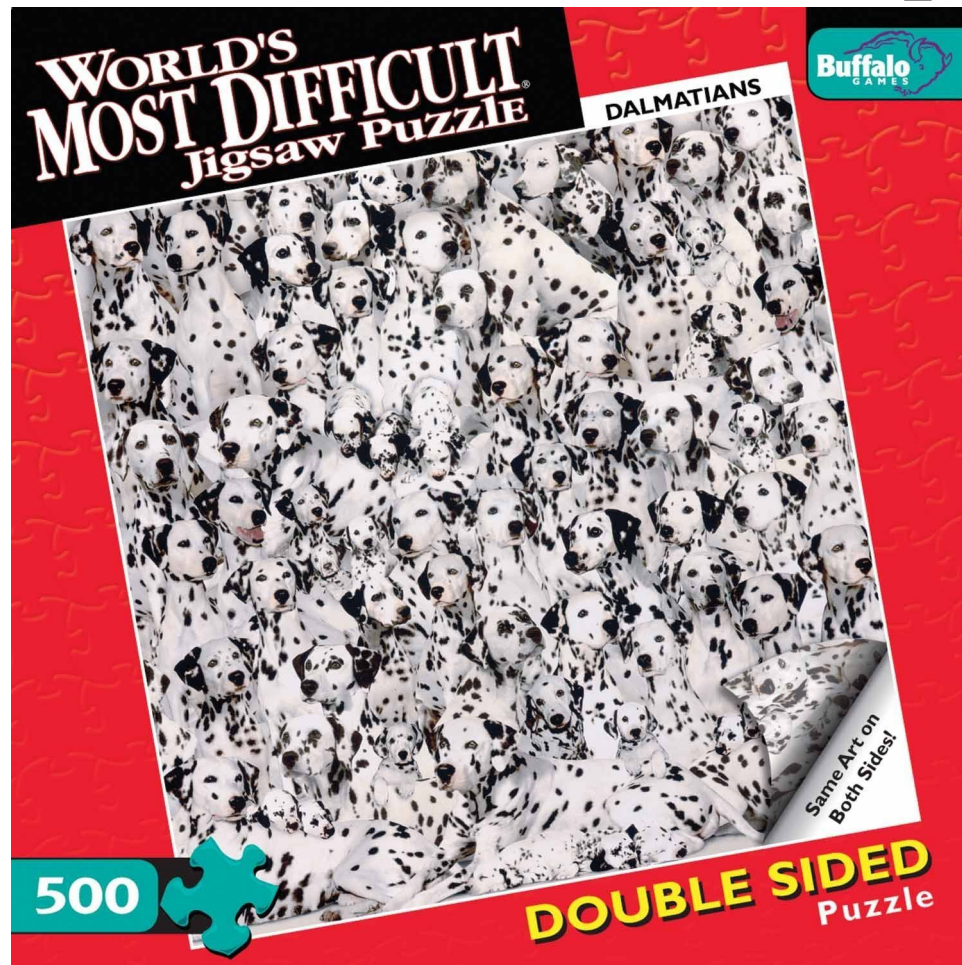
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“Here was the least common denominator of nature, the skeleton requirements simply of land and sky”

Mitchell (1947)



Metaphors for Rural Development



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The future



Rural
Communities

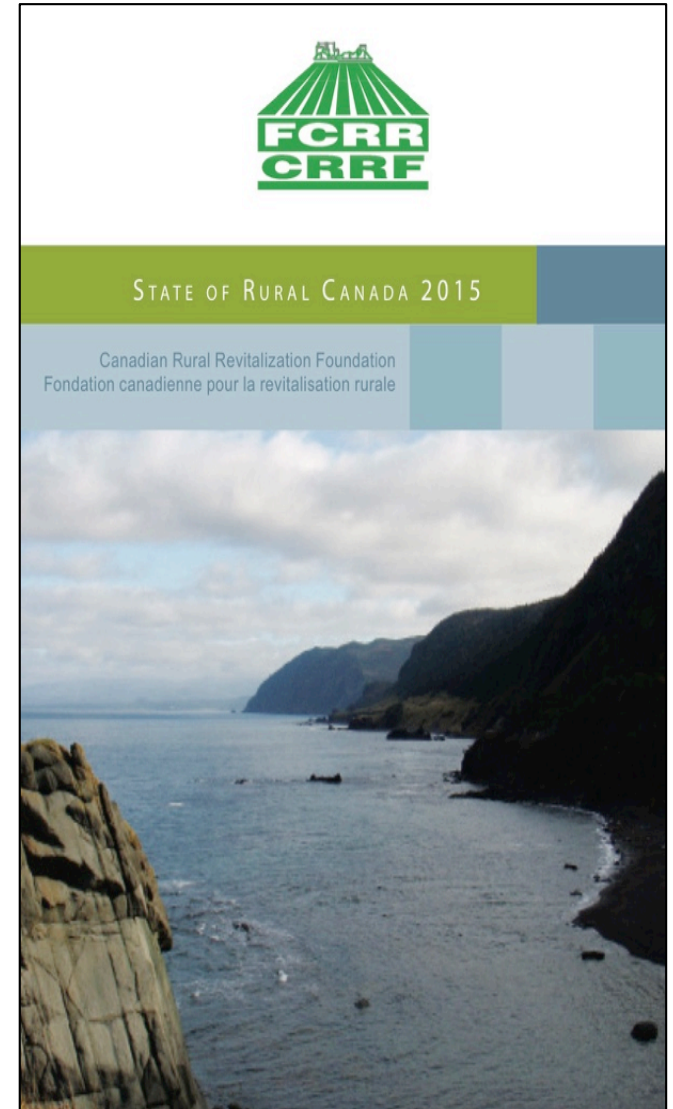
Rural Realities

» 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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Question #1

The population of rural Canada is approximately _____ million.

- (a) 3 million
- (b) 4 million
- (c) 5 million
- (d) 6 million
- (e) 7 million



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Question #2

Since 2001, rural Canada's total population has been _____.

- (a) Declining
- (b) Stable
- (c) Increasing



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Question #3

Rural Canada represents approximately _____ of the national population?

- (a) 10%
- (b) 13 %
- (c) 15%
- (d) 17%
- (e) 20%



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Question #4

In what year did Canada's urban population out number the rural population for the first time?

- (a) 1921
- (b) 1931
- (c) 1941
- (d) 1951
- (e) 1961



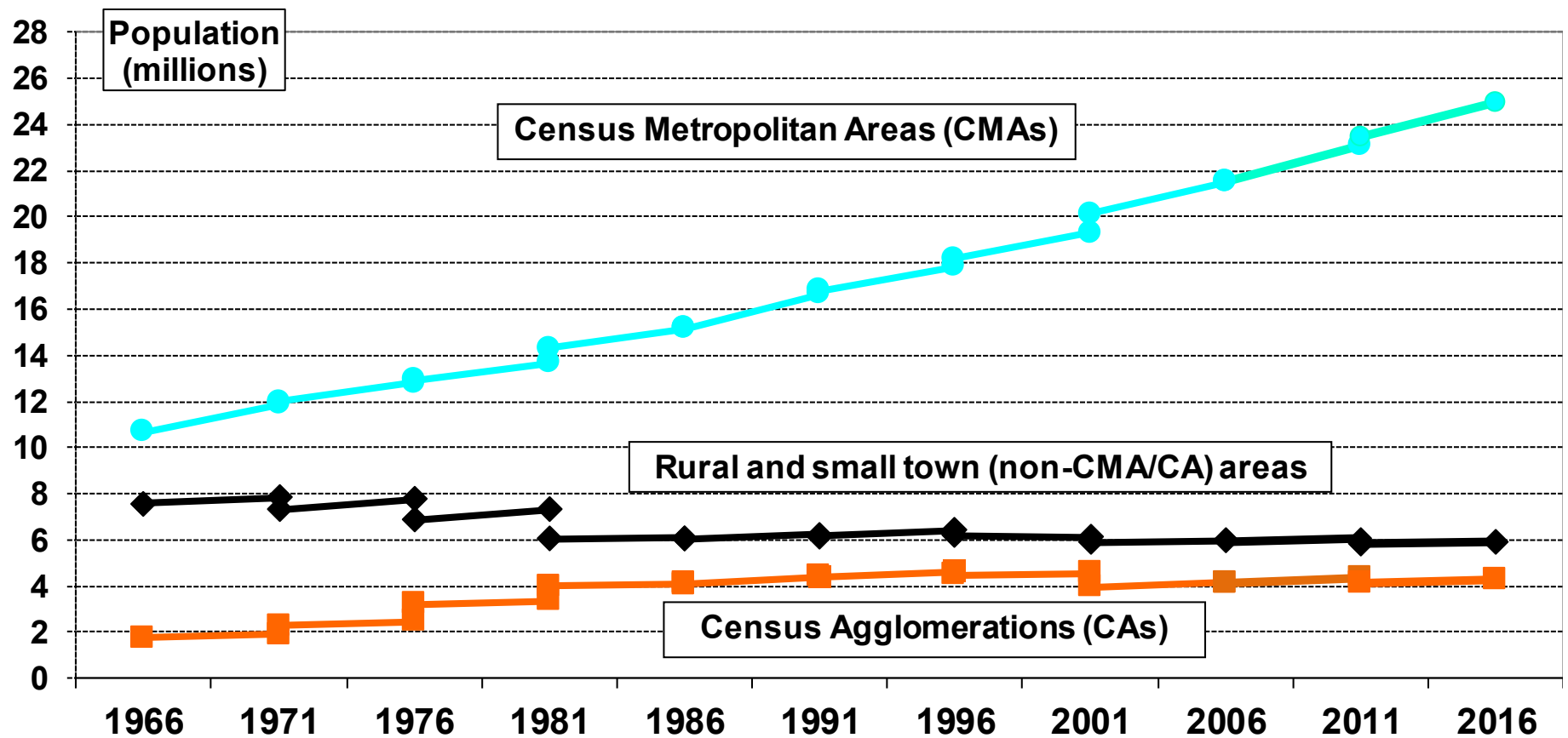
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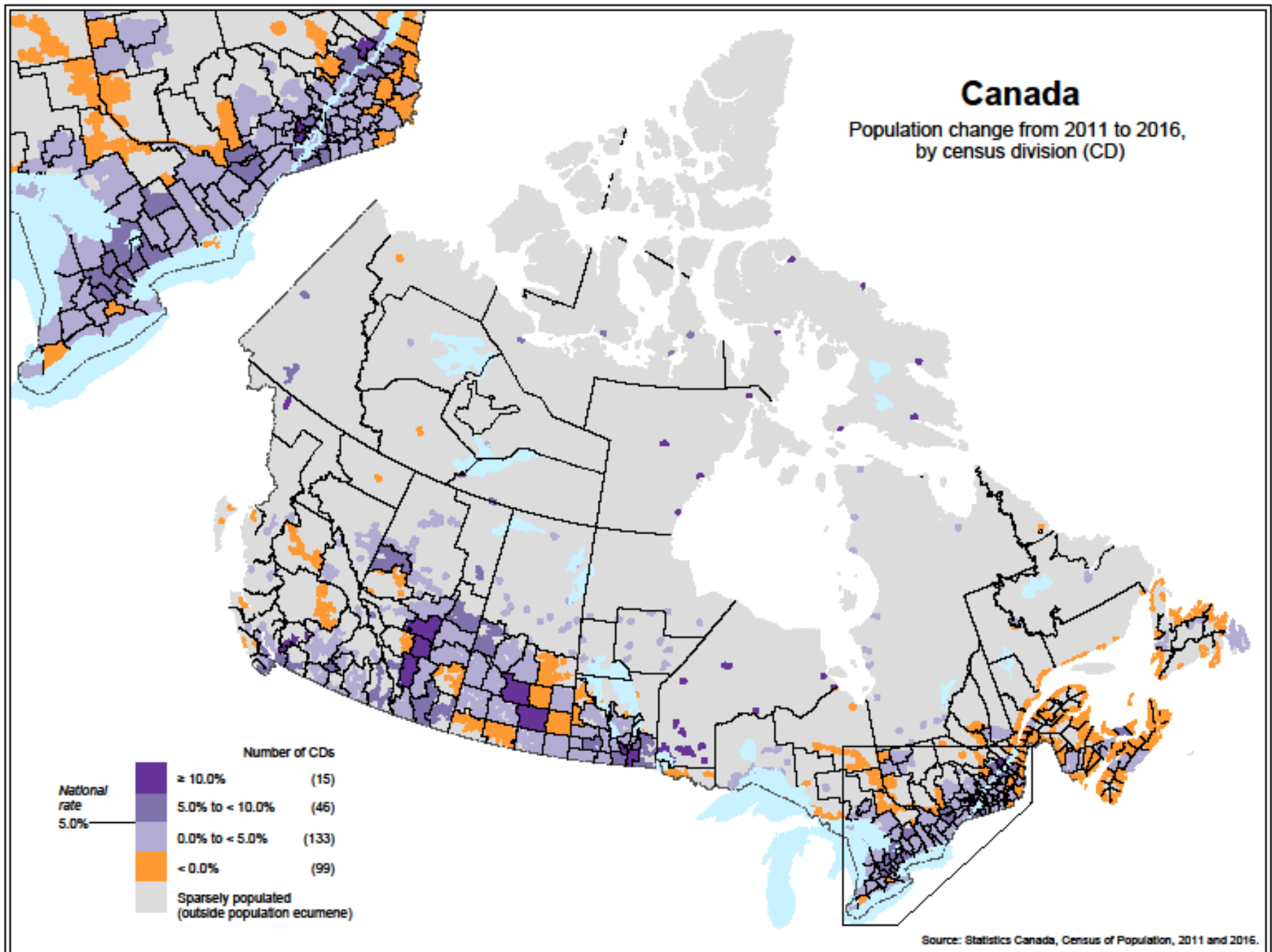
Rural Realities

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



Canada

Population change from 2011 to 2016,
by census division (CD)



Source: Statistics Canada, Census of Population, 2011 and 2016.

The Good News

growth in most rural communities

17% of the national population

immigrant attraction

GDP contribution equals share of population

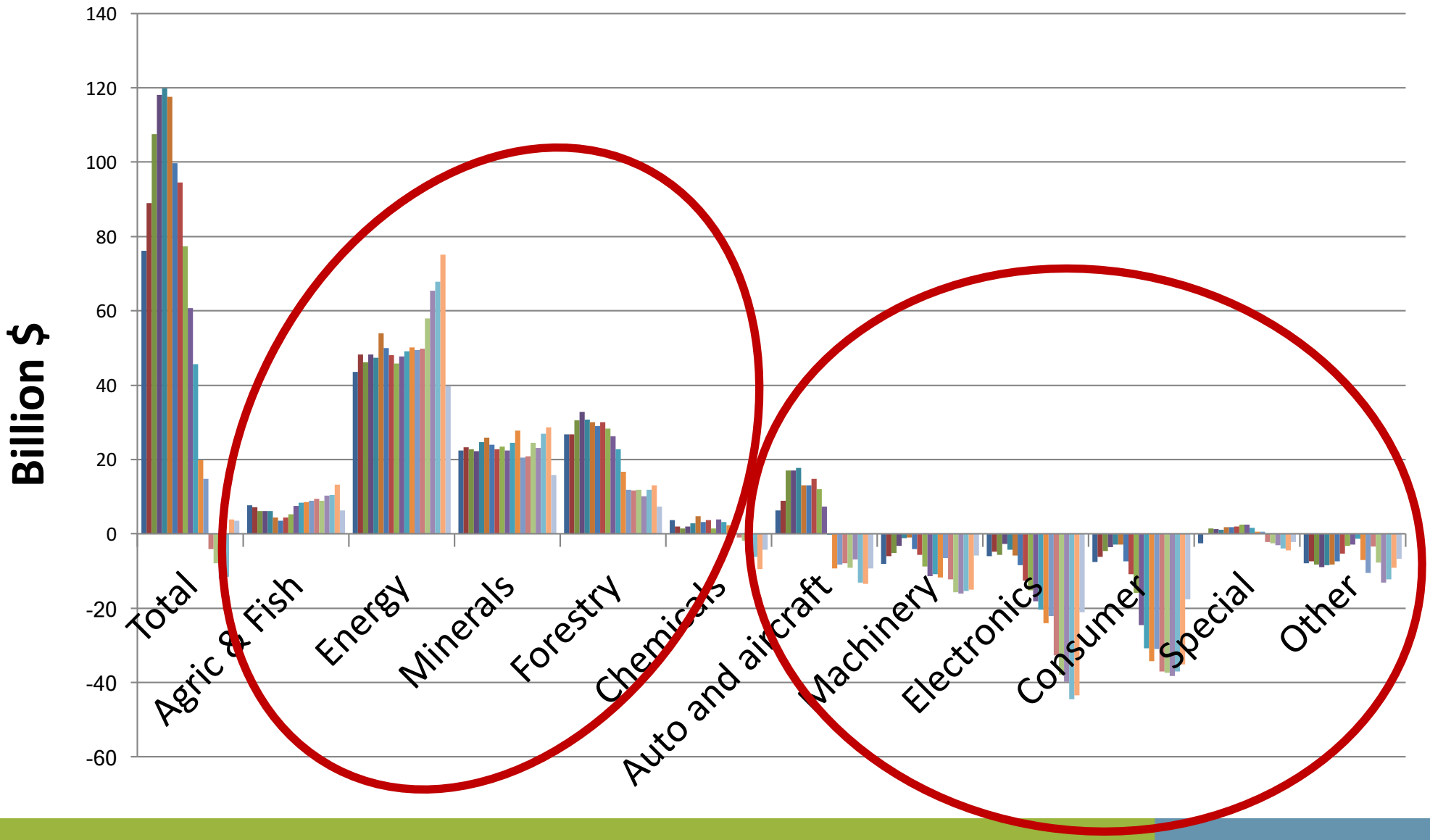


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Canadian Balance of Trade 1997-2015



STATE OF RURAL CANADA 2015

From: CANSIM Table 376-0006 Balance of international payments, current account, goods, annual (dollars x 1,000,000)

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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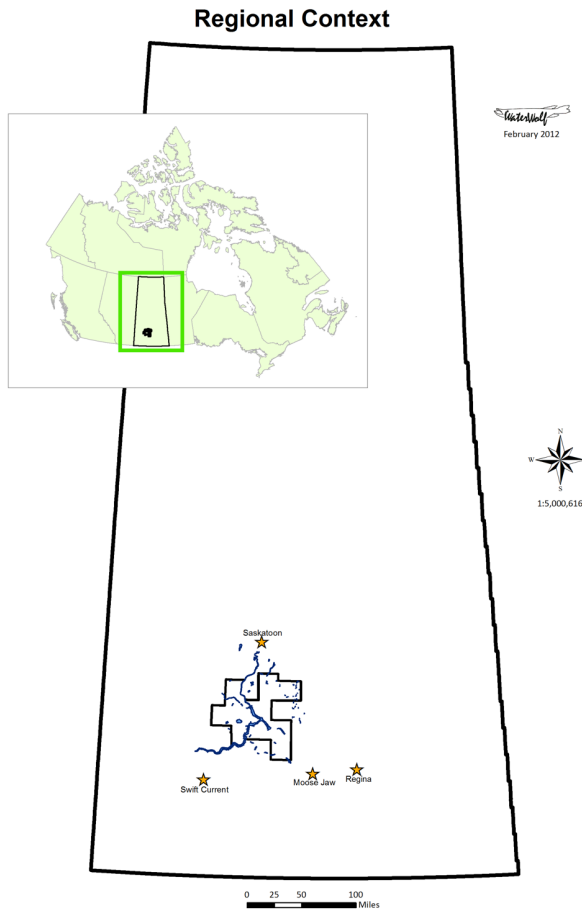
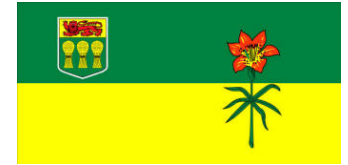


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Rural Development in Action



waterwolf



» rural communities and First Nations

» voluntary regional district planning body

» www.waterwolf.org

Communities did not realize the power they held collectively.

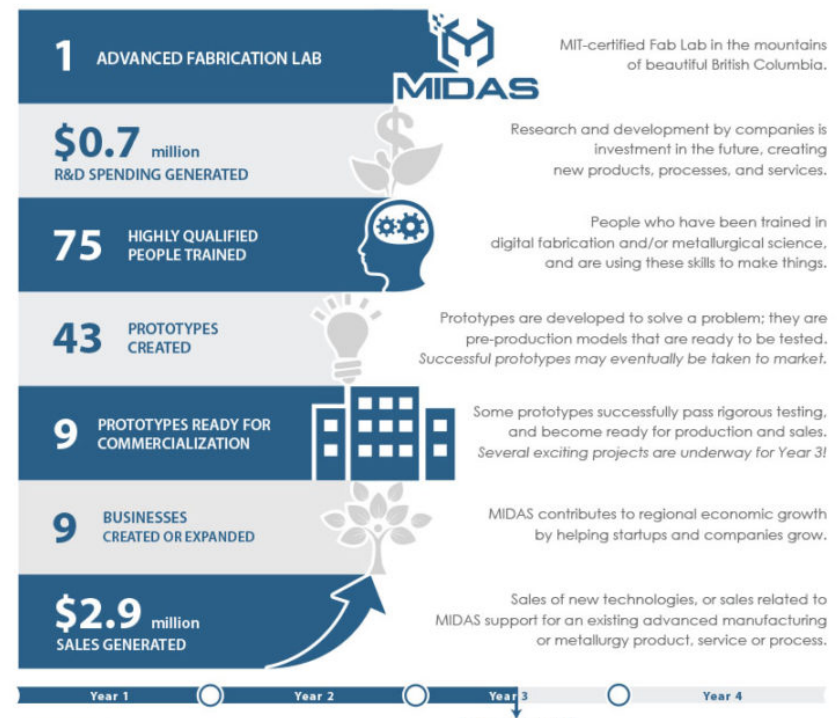
This level of cooperation and working together is quite extraordinary.

MIDAS



- Trail, British Columbia
- Place-based development strategy
- Training centre
- Fabrication facility
- Applied R&D

MIDAS REGIONAL IMPACT



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Re-embedding wealth to place

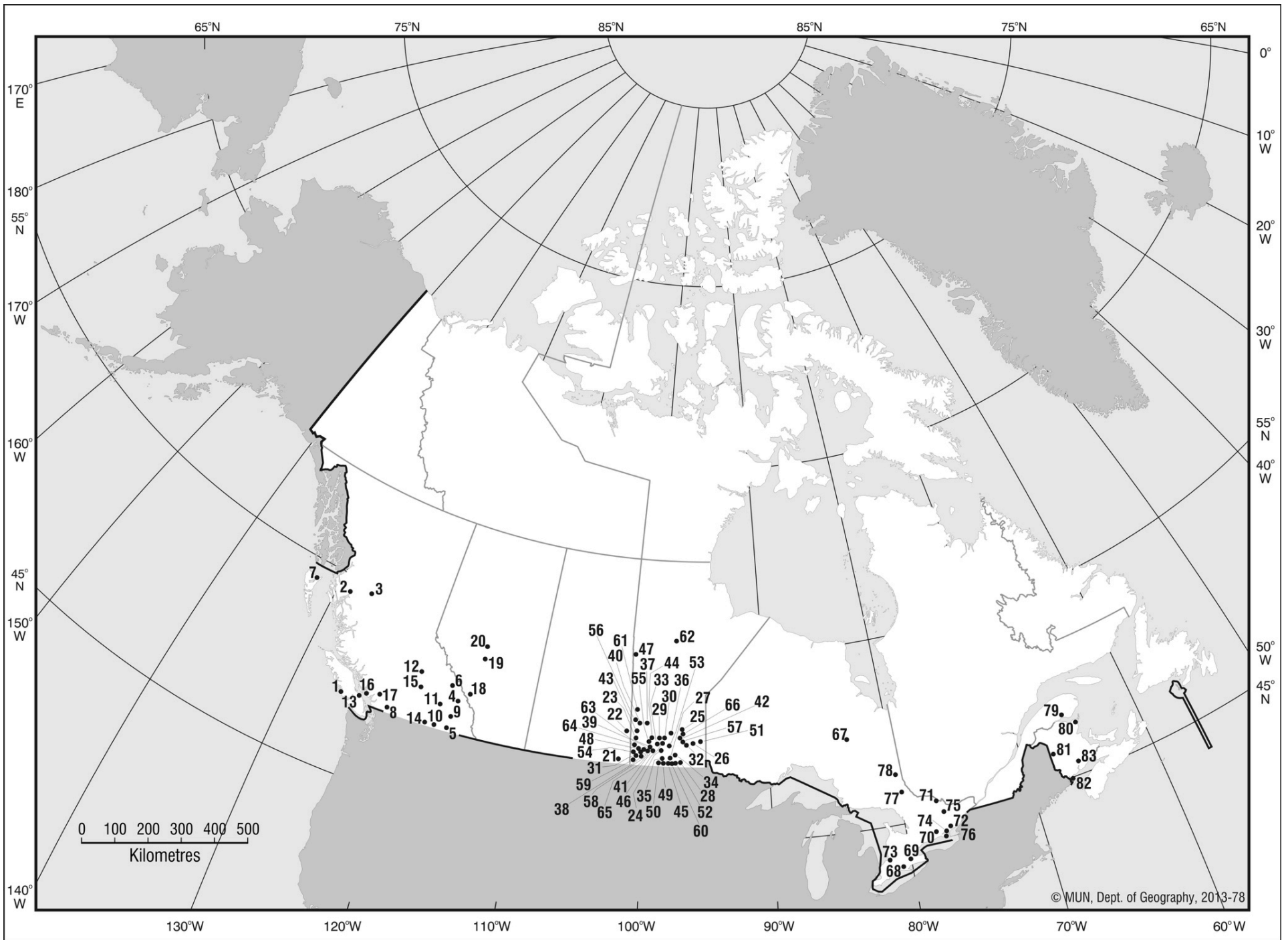
- » exploring platforms to re-embed wealth across Canada
- » exploring processes to prevent loss from intergenerational transfers



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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



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

Re-envisioning Local Assets





Ourselves

**embrace the
uncertainty and
change**

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

JOHN MAYNARD KEYNES

Moving Forward

1. Develop and enhance place-based strategies
2. Explore mechanisms for collaboration
3. Embrace globalization and creative destruction



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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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