

Northern Alberta Development Council  
Helping deliver on the promise of the future

2010  
2011



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## MESSAGE FROM THE CHAIR



Robin Campbell, Chair  
MLA West Yellowhead

On behalf of the Northern Alberta Development Council (NADC) I am very pleased to present this Annual Report, highlighting Council's many achievements that contribute to the development of the North. The 2010-2011 year has been another exciting and productive year for the NADC. Many partners worked with us and have added considerably to the success of these endeavours.

These are some highlights:

- The NADC completed the *Rural and Remote Education Report*, initiated by concerns over school closures and travel times for northern students. The report identified challenges facing northern school divisions and provides examples of successful programming alternatives and demographic data. I encourage you to visit our website at [www.nadc.ca](http://www.nadc.ca) and download the full report.
- You have likely heard of "northern vigour"; well, we are about to prove it's true. Recognizing the value of agriculture to our economy, and knowing that much of the NADC region is home to some of the world's most northerly farmland, the NADC continued its support of research into Peace Country flax seed. We partnered with Alberta Innovates in undertaking chemical analysis of northern flax to examine plant vigour. So far the results are promising.
- In 2010/2011 we moved our stakeholder meetings to Edmonton. This was a strategic move to allow our Council and our regional stakeholders better access to the provincial elected leaders. This move enabled the NADC to present its reports and research findings directly to relevant ministry representatives and Ministers. Additionally it allowed stakeholders to meet with relevant ministries and organizations based in Edmonton, such as the Oil Sands Sustainable Secretariat and Alberta's Industrial Heartland, for example.
- We continued to work with Travel Alberta North and Destination Marketing Organizations on various tourism projects including a Northern Boreal Birding Network and the Deh Cho Travel Connection.
- A major NADC initiative was the rebranding of the NADC's and northern Alberta's Opportunity North brands. This included photo shoots and input from individuals in many communities across the north.
- The second Growing the North conference held in Grande Prairie January 19 to 21, 2011 drew high participation from businesses and communities in the region and featured many excellent topics and speakers, including Premier Ed Stelmach.

- The NADC continues to support youth through partnerships with other organizations including industry, Community Futures, RCMP and primary and post-secondary schools. Our work included Thrive! Canada workshops, a youth entrepreneurial camp, the Ventures 10, 20, 30 program and the Alberta Chamber of Resources award-winning Aboriginal Student Job Shadow Program.
- The NADC bursary programs continue to attract and retain many needed professionals in health, education, social work, business and technical programs. It continues to see a return service success rate of 85%.
- The NADC submitted a position paper and a follow up response to the Federal Rail Freight Review Panel and provided support to help establish an inland multi-modal rail facility. The multi-modal facility would be located in the County of Grande Prairie and would provide better access for northern producers and industry to rail and to overseas markets.
- As usual Council members and staff met with representatives from communities and organizations across the region to listen to concerns and opportunities, and incorporated many of these into our work

The Northern Alberta Development Council looks forward to the initiatives we will be undertaking in 2011-12 with our many partners to advance Alberta's north.



## OVERVIEW of the NADC



Robin Campbell



Brian Allen



Sharon Anderson



Iris Callioux



Andre Harpe



David Kirschner



Andy Neigel



Pat O'Neill



Williard Strebchuk



Eva Urlacher

For close to 50 years the Northern Alberta Development Council (NADC) has been championing the cause of Alberta's northern economies and communities by exploring opportunities for growth. In 2010-2011, the Council was a reporting entity of the Ministry of Finance and Enterprise.

The NADC is made up of a dedicated group of people, with nine public members and one elected Alberta Member of the Legislative Assembly. Council membership reflects the geographic, cultural and vocational diversity of northern communities. Robin Campbell, MLA for West Yellowhead, is Chair. The public members were:

Brian Allen, Grimshaw	Andy Neigel, Athabasca
Sharon Anderson, Gift Lake	Pat O'Neill, St. Paul
Iris Callioux, Peace River	Williard Strebchuk, Whitecourt
Andre Harpe, Valhalla Centre	Eva Urlacher, Cold Lake
David Kirschner, Fort McMurray	

### Mission

The mission of the NADC is to advance northern development through developing and implementing regional strategies and initiatives in partnership with the private sector, community-based organizations, industry, other jurisdictions and ministries.

### Core Business

The mandate of the NADC, as set out in the Northern Alberta Development Council Act, is to "investigate, monitor, evaluate, plan and promote practical measures to foster and advance general development in northern Alberta and to advise the Government accordingly." The NADC supports the government's commitment to prosperity by facilitating the development of a thriving and progressive northern economy.

### BUSINESS PLAN GOALS AND STRATEGIES

As part of Alberta Finance and Enterprise, the NADC supports the ministry's Core Business focussed on Enterprise and its supporting goal: Alberta has a competitive and productive economy.

The NADC focuses on northern Alberta's unique opportunities and challenges by developing strategies to advance sustainable northern development.

### Key Strategies

The NADC uses three key strategies to achieve outcomes:

- Promotes regional and rural development
- Promotes the significance of northern development to all Albertans
- Supports initiatives to increase skill levels

To accomplish these, the NADC partners with other jurisdictions and ministries, northern and Aboriginal communities, business and industry learning providers, and students.

## THE NADC REGION

The Northern Alberta Development Council region represents 60% of Alberta's landmass and only nine per cent of the Province's total population. The NADC is the only dedicated regional and economic development organization spanning the entire north of Alberta.

The end of the global recession has had a positive effect on the northern economy and northern employment over the fiscal year. While housing starts are 25% lower than the previous year, there are many signs of recovery.

- The value of forest industry shipments increased sharply by 18% in 2010, as compared to 2009. GDP for this sector expanded by just over 10% over the same period. With increasing demand and prices, some mills are looking at reopening.
- The percentage of Alberta's natural gas that is produced in the north has fluctuated between 35% and 36% over the past two years. An estimated 7 trillion cubic feet of natural gas was produced in the north in 2009-2010.
- Oil production in the NADC region for the year ending in April 2010 was over 291 million barrels of oil or 72% of the Alberta total. This is an increase of 68% over last year.
- Bitumen production from northern Alberta's mined oilsands rose from 86.5 million cubic metres in 2009 to 95.8 in 2010.
- From March 2010 to March 2011 the value of major construction projects (valued at \$5 million or greater) was virtually unchanged in northern Alberta, while all other Alberta regions experienced declines. In the northeast (Wood Buffalo–Cold Lake) major construction projects fell 2.2% while the northwest (Athabasca–Grande Prairie–Peace River) led the province with a 5.5% increase.
- The northeast region (Wood Buffalo–Cold Lake) experienced a 0.5% increase in its unemployment rate (March 2011 rate: 5.0%), making it the third lowest of all the regions in Alberta. The northwest (Athabasca–Grande Prairie–Peace River) recorded a sharp 2.5% drop in its unemployment rate (March 2011 rate: 5.9%). Between March 2010 and March 2011 the northeast (+2.3%) experienced a small increase in the number employed, while the northwest had a small decline (-0.5%).



### 1. PARTNERSHIPS



#### INTER-JURISDICTIONAL INITIATIVES

##### **Northwest Territories – Alberta Memorandum of Understanding (MOU) for Cooperation and Development**

Northwest Territories Deputy Premier and Minister of Finance Michael Miltenberger, and Alberta Minister of Finance and Enterprise Ted Morton were co-chairs of the MOU for Cooperation and Development. The MOU gives both jurisdictions the opportunity to discuss cross-boundary issues and their impacts. Various ministries provide input and information to the meeting. At the MOU meeting held August 2010, the co-chairs discussed the current economic situation and growth that each jurisdiction has experienced in the last ten months. They received presentations on several Northwest Territories initiatives which have environmental or economic significance to both jurisdictions. They agreed that their next meeting should include some strategic planning and would benefit from participation by other MLAs and Ministers.



##### **Northern Development Ministers' Forum**

The Northern Development Ministers Forum (NDMF) advances the diverse and common interests of Northerners while raising awareness among decision-makers and the public about the accomplishments, contribution and the potential of the north. The NADC provides support services to the Minister for the Northern Development Ministers Forum. Ministers discussed at their annual Forum the NDMF Three- Year Action Plan, Aboriginal and Youth Entrepreneurship program, research on Climate Change Impact on Boreal Forest Management, Northern Infrastructure Challenges, and Changing Northern Economies. Preparations are underway for the upcoming forum in August 2011. Alberta ministries such as Aboriginal Relations, Employment and Immigration, Environment and Sustainable Resource Development provide much appreciated input.

[www.focusnorth.ca](http://www.focusnorth.ca)

##### **Northwest Corridor Development Corporation (NCDC)**

In 2010-2011, the NADC provided \$50,000 to NCDC to supplement a Rural Alberta Development Fund grant for a study detailing the economic benefits of the east-west corridor to communities in northwest Alberta. The study's purpose is to highlight economic opportunities for the region.

[www.nwcorridor.com](http://www.nwcorridor.com)

##### **Cross Ministry Activities**

The NADC works with a number of other ministries through its support of the Alberta Northwest Territories MOU, the Northern Development Ministers Forum and Thrive! Canada (see the descriptions of these initiatives in this report). Other examples of joint initiatives include support for developing northern watershed councils, and the Rural Physician Action Plan.

## KEY PROJECTS AND INITIATIVES

### OPPORTUNITIES AND INITIATIVES

#### Growing the North

On January 20 and 21, 2011 the NADC, Northwest Corridor Development Corporation (NCDC), Farm Credit Canada, Grande Prairie Chamber of Commerce, the City of Grande Prairie, and the County of Grande Prairie collaborated to host Growing the North 2011. The conference brought together municipal, business, and industry leaders from across northwestern Canada. Premier Ed Stelmach provided the keynote address to over 370 delegates who attended the two-day conference in the County of Grande Prairie.

Growing the North 2011 speakers shared their insight on sustainability, research, innovation, alternative energy sources and global markets. Many identified the need to diversify and adapt government and industry business models so the region can adjust to and remain competitive in a rapidly changing operational environment. Delegates gave the event a rating of eight out of 10 and considered it to be a success. The proceedings report is online at [www.nadc.ca](http://www.nadc.ca).

#### Transportation

Aviation, rail and highway transportation issues continue to be a major priority with the NADC. Many initiatives are interrelated. The NADC provided support to the Commuter Air Access Network Association of Alberta (CAANA). CAANA is comprised of members from industry, municipalities and economic development organizations, and works to improve commuter air services in Alberta. Initial steps were undertaken for a possible joint project with Alberta Motor Association (AMA) to examine public transportation options for the Peace Region. The NADC submitted a position paper as well as a follow up response to the Federal Rail Freight Review Panel. The NADC paper, available at [www.nadc.ca](http://www.nadc.ca), proposed that market driven solutions were the best long-term approach.

#### Electric Power

The NADC commissioned a consultant to prepare a cost benefit analysis on northern electric power options appropriate for northern municipalities and organizations. Council met with the Alberta Electric System Operator and forwarded the report to Alberta Energy for comment.

#### Multi-modal Rail Container Depot – Grande Prairie Site

The NADC provided planning and financial support to the County of Grande Prairie to continue work in establishing an inland multi-modal rail facility. A multi-modal facility in northwestern Alberta will allow for reduced transportation costs to local producers and industry and increase access to foreign markets. This facility will also help build stronger ties with Canadian National (CN) in our communities and build infrastructure for future economic growth in the north.

NADC provided funding for the development of the site plans. The group is currently surveying potential facility users. The NADC has worked with the County to retain a consultant to proceed with grant applications for the development of



## KEY PROJECTS AND INITIATIVES



the site. Pending approval of funding and the contracting of a site operator construction could take place in the upcoming year.

### **The Power of Wood (POW!) value added wood products pilot project**

The Lesser Slave Lake Economic Alliance is spearheading a pilot project aimed at products competition and a virtual small business incubator. It will help to showcase local woodcrafting talent, innovative value-added products and local wood products. The NADC provided grant funding to start the project.

### **Thrive! Canada Positive Youth Development Train-the-Trainer Sessions**

The NADC partnered with the RCMP, AADAC, and other organizations such as school divisions and Conoco Phillips to host Thrive! Canada train-the-trainer workshops in Peace River and Fort McMurray. Participants learned about tools and strategies to effectively deliver workshops and development activities in their communities using the positive youth development philosophy. Thrive! Canada is an interagency initiative that addresses youth at risk issues and incidents, contributes to improving school graduation rates, and increases community and youth involvement in addressing northern youth issues. Further workshops are planned for the upcoming year.

[www.thrivecanada.ca](http://www.thrivecanada.ca)



### **Peace Potency Flax project - part 2**

The NADC provided \$25,000 to Alberta Innovates to complete further analysis of the quality of northern Alberta grown flax based on previous positive results. This project will demonstrate the high quality of Alberta's northern flax seed by using biochemical and genomic techniques. It is hoped the results of the study will create a niche market for northern Alberta flax due to its superior quality.

### **Deh Cho Travel Connection**

The Deh Cho Travel Connection is a marketing coalition of more than 20 communities, municipal districts, tourism marketing organizations and government agencies throughout northern Alberta, British Columbia and the Northwest Territories. The Deh Cho route caters to the need for a drivable vacation adventure. The NADC is proud to be the group lead for Alberta on this initiative. The "Diamonds in the Rough" campaign encourages travelers to collect stamps in their Deh Cho passports as they explore the communities and stop at the visitor information centres on the route. The first place passport prize is a stunning half carat Canadian diamond!

This past year, the Deh Cho Travel Connection launched a new and more user-friendly website, [www.dehchotravel.ca](http://www.dehchotravel.ca), which received 203,848 hits. An estimated 400 passports were circulated; an increase is expected in 2011 with the addition of a stamping point in Fort Providence. Marketing has also been expanded to meet a growing European interest in the Deh Cho route. The group will continue to promote this unique northern travel experience and build on the success of the last year.

[www.dehchotravel.ca](http://www.dehchotravel.ca)

## KEY PROJECTS AND INITIATIVES

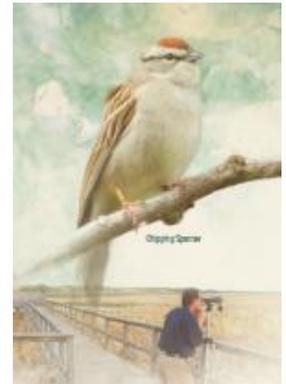
### Travel Alberta North

The Travel Alberta North Tourism Destination Region (TDR) works with Destination Marketing Organizations (DMOs) and tourism operators to promote the north as a holiday destination. As a board member, the NADC helps provide direction for TDR activities. The TDR funded 95 tourism marketing projects with an 84% success rate. Cooperative marketing projects, implemented by northern operators and DMOs, include the Fever'd Up Campaign for this country music event in Grande Prairie and the Valleyview & District Ag Society Annual Fair & Rodeo. Both resulted in increased attendance. Destination Awareness marketing included Facebook elements with an uptake of about 3,000 likes, and ten media familiarization tours. [www1.travelalberta.com/en-north](http://www1.travelalberta.com/en-north)



### The Boreal Bird Network

The efforts and success of the last two years contributed greatly to the enthusiasm with which the Boreal Bird Network was embraced in 2010. This birding tourism network grew to include 17 partners this past year. Expanded brochures were designed and printed, and a website, [www.borealbirding.ca](http://www.borealbirding.ca), was launched. The new website highlights the opportunities to observe over 260 bird species and water fowl in the boreal forest, wetlands, parks, bird sanctuaries and interpretive centres the region has to offer enthusiasts. The website plans to grow with the expanding network to include a greater variety of driving tours and checklists so that birders can create authentic experiences according to their interests.



### Mighty Peace Tourism Destination Marketing Fund

The NADC provided funds to help Mighty Peace Tourism create interest and draft governance documents to establish a tourism destination marketing fund. If realized the fund would generate a pooled resource for increased marketing of the area. It would include local hotels and could be expanded to other communities in the area and other types of accommodations.

### Community/Industry Associations

The NADC participates in meetings of the Peace Synergy Association, the Lac La Biche Region Industry Consultation Committee and the Woodland Operations Learning Foundation (WOLF). The NADC is a member of the Alberta Economic Developers Association and the Community Planning Association of Alberta. These memberships allow us to monitor issues with regard to economic development and community planning. Additionally the NADC regularly meets with industry representatives to assess their needs and potential opportunities.

### Housing

In follow up to housing activities in the previous year, the NADC sponsored a workshop in St. Isidore on attainable and affordable housing. The workshop focused on the key issues about housing in the region:

- Pending impact of retirement of baby boomers
- Challenges in and opportunities for recruiting young people
- Housing options for young people
- Provincial/federal initiatives to support affordable housing
- Implications of changing housing and financial policies



### Health Care

The Rural Physician Action Plan (RPAP) and the NADC hosted the third Provincial Physician Recruitment and Retention Workshop on November 7, 8 and 9, 2010 in Edmonton. Over 50 individuals from more than 25 communities across Alberta participated. The conference theme “Recruit the Physician, Retain the Family” was reflected in a full agenda of speakers. Participants also networked, shared approaches and took home new ideas.

Increased medical education in the region has been a priority of a group of stakeholders in the Grande Prairie region for some time and the NADC continues to work with the Grande Prairie and District Chamber of Commerce, Peace Regional Economic Development Alliance and Grande Prairie Regional College. This year the group provided community support to welcome second year medical students who were part of a University of Alberta pilot to provide additional rural education opportunities. The NADC continues to provide input to the Alberta Rural Integrated Community Clerkship Stakeholder’s Committee, which advises Alberta’s medical schools about extended rural clerkships.

Last fall the NADC asked communities in the region to complete an online survey to identify the extent to which local residents need to travel to medical appointments and supports provided locally for them. The NADC is awaiting data from Alberta Health and Wellness to provide fuller statistical information about this and to determine potential solutions.

### Aboriginal Showcase

A successful First Nations and Métis Cultural Showcase was held in Bonnyville on June 11, 2010. This event was organized by Genia Leskiw, MLA and representatives of the six First Nations and Métis communities of the Cold Lake – Bonnyville constituency with support from the NADC. Visitors were treated to cultural displays and the traditional regalia of Alberta’s first people. The event was widely attended by schools from throughout the region. Due to the success of the event, the six communities have rejoined forces to present the 2011 First Nations and Métis Cultural Showcase, this time held in Cold Lake.

### Business Retention Survey

A Business Retention Survey template was drafted for potential use and customization by economic development officers in their communities. This will be made available to communities in the upcoming year.

### Research and information

Small businesses, municipalities and other organizations contact the NADC for information. The following provide examples of common types of requests:

- Gathered information for stakeholders concerned with tourism signage and put them in touch with Alberta Transportation
- Provided economic and demographic data to Alberta-North
- Provided industry activity and production data for the Municipal District 23

## KEY PROJECTS AND INITIATIVES

### 2. PROMOTE AWARENESS

#### Northern Alberta Elected Leaders (NAEL)

The NADC provides administrative support to NAEL, a collaboration of 36 member communities that meet three to four times per year. The group meets to learn about and discuss issues, and undertake follow-up for the benefit of the region. Three meetings were held this past year, in Spirit River, Manning and Peace River. Topics were varied and included presentations about:

- Alberta's Plan for Parks 2009 – 2019
- foreign recruitment of nurses and pharmacy technicians
- the Beaverlodge Research Station
- water issues including Alberta's approach to BC Hydro's proposed Site C dam and water management in western Canada
- the Rail Freight Review Panel
- shale gas opportunities
- AMA's investigation of seniors' transportation and mobility

#### Stakeholder Meetings

For the 2010-2011 year Council made a change to its meeting structure. Council meetings were held in Edmonton to allow Council to meet with other ministries, MLAs and Ministers, organizations and interest groups that are centred in the Edmonton area and have an impact on Northern Alberta. Regional partners continued to make presentations to Council in Edmonton and smaller regional meetings took place in the NADC region.

The new format allowed NADC Council to meet with MLAs and Ministers on a regular basis and provided the opportunity to present report findings directly to applicable ministers. Additionally the NADC's annual meeting with northern Members of the Legislative Assembly took place March 2011 and focused on priority issues in the region as well as opportunities for promotion and advancement.

At the June 2010 Edmonton meeting Council heard about the Wood Centre of Excellence, Alberta Innovates and the flax study, an inland multi-modal logistics park in the County of Grande Prairie and Alberta Electric System Operator plans. The September 2010 meeting focussed on the Comprehensive Regional Infrastructure Sustainability Plan (CRISP) for the Athabasca Oil Sands Area, a long term care facility in Grimshaw by Accredited Supportive Living Services, the Beaverlodge Research Station and Alberta's Industrial Heartland. Leadership candidates of the Progressive Conservative Party attended the March 2011 meeting, giving Council members a chance to ask questions related to the north. Tolko Industries Ltd. spoke about the forest industry in western Canada and the need for diversification in the sector. Read more about these meetings in the NADC Communiqués at [www.nadc.ca](http://www.nadc.ca).



**KEY PROJECTS AND INITIATIVES**

**NADC Communiqué**

Communiqués are prepared following Council meetings to report on key discussions and NADC initiatives. This year’s Communiqués were prepared in June and September of 2010 and March 2011. They are available on the NADC website and are distributed to northern businesses, industries, municipal governments, Aboriginal organizations, and community groups, as well as government



**Rebranding and Communications**

The NADC undertook an extensive rebranding project this past year for the organization as well as for Opportunity North (see below). This involved meeting with northerners across the region to gain their input, and a photo shoot that captured some of the area. Materials were redesigned, including the format for this annual report. New websites have recently been launched. A communications plan for the upcoming year will see inclusion of social media as new ways to connect with northerners.



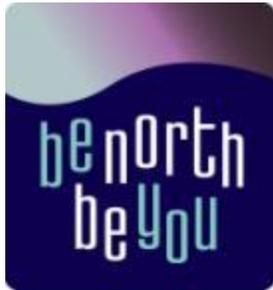
**NADC.ca**

The NADC website provided information on the NADC’s activities, northern statistics, publications and news releases. In 2010-2011 the NADC website received 53,178 hits, down from last year.



**OpportunityNorth.ca**

The Opportunity North website is a resource for individuals wanting to learn more about northern Alberta and available as a recruitment resource to northern employers. In 2010-2011 the Opportunity North website received 47,628 hits, a decrease from last year.



**BeNorth.ca**

The NADC bursary programs are marketed through its ‘BeNorth’ brand and supporting www.benorth.ca website. The website received 46,486 hits, increasing again over last year. Many students are continuing to use the on-line application process which was added last year.

## KEY PROJECTS AND INITIATIVES

### 3. SKILL DEVELOPMENT

#### NADC Bursary Programs

Through its various bursary programs, the NADC, in collaboration with the Alberta Scholarship Programs office of Alberta Advanced Education & Technology (AE&T), offered over 140 return service bursaries to Alberta students this year. Skilled professionals needed by businesses and communities to maintain and improve services are hard to recruit in many areas of the north. Bursary recipients live and work in northern Alberta after their studies contributing their skills and ideas. The NADC's bursaries help to both attract and retain graduates. Details on NADC bursaries can be found at [www.benorth.ca](http://www.benorth.ca).

The **NADC Bursary** focuses on students training in a variety of professions determined to be in demand by northern employers. In 2010-2011, 76 Alberta students received NADC Bursaries, 75 of \$6,000 and one of \$3,000. Recipients were enrolled in a wide variety and types of education. Over a third were enrolled in various health care programs such as nursing and dental hygiene. Other programs included education, social work, early childhood services and engineering. Various levels of education were funded: six in certificate programs, 33 diploma programs, 33 degree programs, and four completing a masters degree.

Starting in 2010, dentistry students were eligible to receive higher valued bursaries. Thirteen students received \$12,000 Medical and Dentistry Bursaries, though all went to medical students this year. One student received a \$6,000 Pharmacy Bursary, and one a \$9,000 Nurse Practitioner Bursary.

Through **Bursary Partnerships**, businesses and community organizations sponsor return service bursaries with the NADC. In 2010-2011 50 bursaries were awarded, with a total value of \$119,576, with \$59,410 of this provided through the NADC. This program encourages sponsors to provide a student between \$1,000 and \$3,000 and to apply to the NADC for matching bursary funds. It is an excellent opportunity for businesses and communities to bring in the skilled professionals they need. Bursary recipients are obligated to provide return service.

#### NADC Bursary Return Service Rate

The NADC Bursary recipients enter into an agreement to live and work in northern Alberta when they complete their education - one year of full-time work for each year of bursary support. The NADC follows up with each recipient. Students who do not fulfill their return service obligations repay their bursaries.

The return service rate is based on students who have completed their studies in the three calendar years prior to the annual report. The return service percentage includes those students who are completing their return service and those who have fulfilled their obligation.

NADC Bursary recipients' return service rate continues to be very high at 85%. This reflects the ongoing demand for skilled labour during this period of recovery from the economic downturn.

#### Programs at a glance

- 76 NADC Bursaries
- 13 Medical Bursaries
- 1 Pharmacy Bursary
- 1 Nurse Practitioner Bursary
- 50 Bursary Partnerships
- 70 Healthcare Practicums
- 20 Teacher Bursaries

#### 2010 NADC Bursaries

- 32 Health Care
- 16 Education
- 10 Social Services
- 10 Engineering/Technical
- 6 Business Administration
- 1 Agriculture
- 1 Esthetics
- 6 certificate
- 33 diploma
- 33 degree
- 4 masters

#### Bursary return service rate

2006-07	81%
2007-08	78%
2008-09	88%
2009-10	87%
2010-11	85%

## KEY PROJECTS AND INITIATIVES

### Northern Student Teacher Bursary

Alberta Education collaborated for a second year with Alberta Scholarship Programs and the NADC to offer the Northern Student Teacher Bursary. Teacher attraction and retention in northern, rural and remote Alberta locations is a significant workforce challenge and population projections show the demand will grow.

This initiative provides bursaries of \$16,000 over two years to teacher education program students in the last two years of their studies. Upon graduation, recipients are obligated to provide return service for three years in a participating northern Alberta school jurisdiction.

Superintendents of northern jurisdictions participated in determining eligibility criteria and selection processes. In 2010-2011 applications were restricted to teachers who were deemed to be in high demand by participating northern school jurisdictions. As a result, there were 76 applications and 20 bursaries awarded. Resumes of successful applicants are made available to participating school divisions.

### Northern Health Care Practicum Funding

The Health Care Practicum Funding Program is administered by the Northern Zone of Alberta Health Services (AHS) with \$50,000 in funding from the NADC. Student costs for travel and accommodation can be reimbursed for designated locations and practicum positions. This year the grant provided funding to 70 students who completed a health care practicum in northern Alberta.

### 2011 Awards, Bursaries & Scholarships booklet

*Scholarships – A Listing of Information Sources to Help in the Planning of Your Post-secondary Education* was updated. This booklet lists funding sources for students interested in pursuing a post-secondary education. The booklet is on the [www.benorth.ca](http://www.benorth.ca) website with hyperlinks to post-secondary and funding sites. It is distributed in paper format to Grade 12 students at northern high schools, and to northern Alberta Service Centres and college awards offices.

### Northern Labour Market Information Clearinghouse

The Northern Labour Market Information Clearinghouse is a joint initiative of the NADC and three northern post-secondary institutions: Grande Prairie Regional College, Keyano College and Northern Lakes College. The Clearinghouse provides the member institutions with labour force and economic information. This helps them identify new training programs or to modify or cancel existing ones. It also serves as a potential forum for further communication and cooperation between the partner institutions. Presently an *Investigation of Rural Colleges' Innovative Models for Social and Economic Development and its Application in Northern Alberta Colleges* is underway. All past Clearinghouse reports have now been released and are available on the NADC website: [www.nadc.ca](http://www.nadc.ca).

### Rural and Remote Education Report

Initiated by concerns over school closures in northern rural and remote areas, the NADC's Rural and Remote Education Report identified challenges facing northern



## KEY PROJECTS AND INITIATIVES

school divisions. The report provides examples of successful programming alternatives and demographic data, intended for use as planning tools. The NADC makes several recommendations and suggests future avenues of study to inform and take action to prevent potential closure of more northern community schools. The full report is on [www.nadc.ca](http://www.nadc.ca).

### Aboriginal Student Job Shadow Program

The second year of the Aboriginal Student Job Shadow Program saw continuing success. Eighteen First Nations and Métis students between 15-17 years were placed in job shadowing positions with a corporate mentor in a career of interest to them. The ultimate goal is for the youth to develop relationships within industry, gain exposure to employment/career prospects and to keep them motivated to finish high school. The NADC and five area sponsors are contributing to the project. The success of this initiative was recognized in early 2011 by the Alberta Chamber of Resources, which awarded a Most Promising Partnership award to the Aboriginal Student Job Shadow Program.

Based on this success and interest from partners, the program will continue in Grande Prairie area. A second pilot is scheduled to start in Slave Lake in 2012. Grande Prairie Regional College acts as the coordinator for both.



### Youth Entrepreneurship

Since its launch two years ago, the Ventures program has expanded from the Grande Prairie region to other areas of the north. The program works with Community Futures to offer business training and entrepreneurial skills to youth. It was developed with the intent of keeping youth in school. The initial success of this program is encouraging and results will be assessed in the spring of 2011 to determine whether this pilot program should be extended.



### Northern Alberta Youth Entrepreneurship Camp

The NADC was a platinum sponsor for the 2010 Northern Alberta Youth Entrepreneurship Camp (NAYEC), organized and hosted by the northern branches of Community Futures. NAYEC is a one-week business planning camp for youth from across northern Alberta between the ages of 13 and 15. It is designed to improve business, academic, and life skills through entrepreneurship. NAYEC creates an opportunity for regional youth to gain valuable, transferable entrepreneurial skills by participating in experiential education activities while enjoying the traditional summer camp experience.



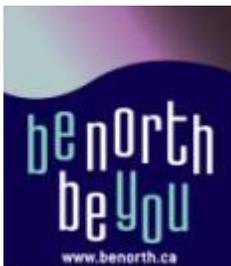
Many interesting initiatives are being planned or are already underway for the 2011-2012 year.

Following the success of the Growing the North conferences in Grande Prairie, the NADC is partnering with the Regional Municipality of Wood Buffalo and area organizations to host a similar event titled Leading the North on January 25, 26 and 27, 2012 in Fort McMurray. The NADC is also working with others to host a Forest Opportunities Seminar in Calling Lake and the second Annual Aboriginal Showcase in Cold Lake.

With the economic recovery, labour force shortages are once again being raised as a priority issue. The pending retirement of baby boomers will require a significant effort to recruit replacement workers in the north at a time when other regions will also be competing for the same workers. One of the barriers to northern recruitment and retention of labour is the cost of adequate housing. There is a need for quality housing that can either be purchased or rented to allow new recruits the opportunity to build equity. The NADC will continue its efforts to promote affordable housing.

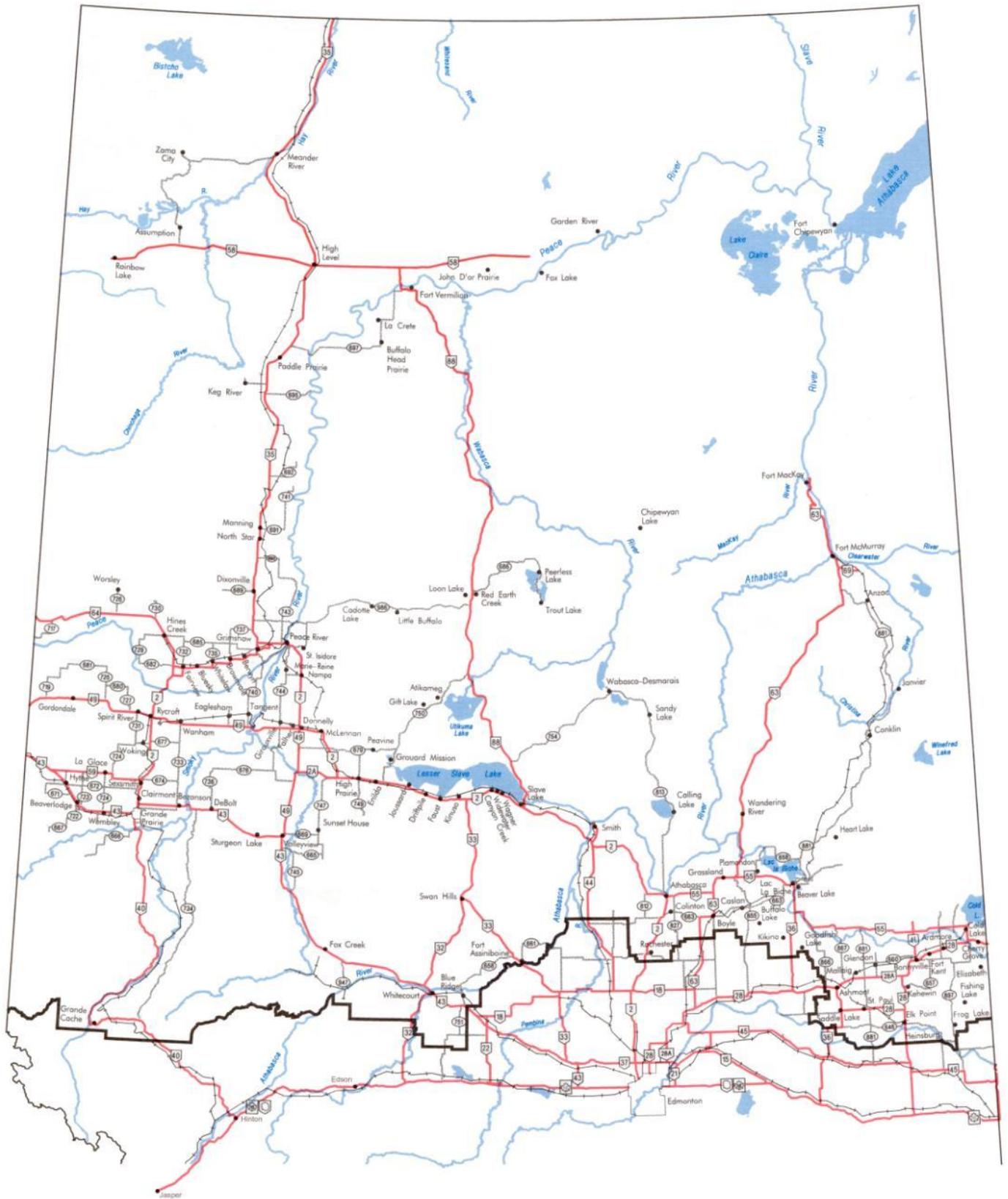


NADC will continue to work with municipalities and organizations to see the development of a northern multi-modal facility as well as development of an east-west transportation infrastructure. Transportation to access health and other services has been identified as an issue in the region. Ongoing work will be done to identify transportation options. As well, the NADC will continue to support efforts to assist Slave Lake in its recovery from the forest fire that affected so much of the community and region.

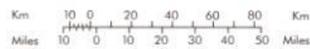


Bursaries will continue to be an important component of NADC's work, including ongoing partnerships with organizations and businesses across the north, and higher-valued bursaries focussed on specific high-need occupations.

In follow-up to interest by elected leaders, and NADC's own communications planning, a series of activities will promote use of social media in the region to enhance communications. We invite you to visit NADC's website and Facebook page, and follow us on Twitter and Facebook for ongoing updates of our activities and events around the region.



## NORTHERN ALBERTA DEVELOPMENT COUNCIL AREA



PRIMARY HIGHWAY

SECONDARY HIGHWAY

RAILWAY



Produced by Resource Data Division, Alberta Environmental Protection  
 Base map provided by Spatial Data Warehouse  
 February 1999



We're putting opportunity on the map.



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