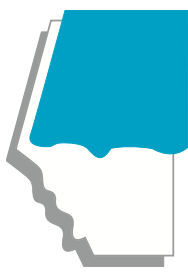




Northern Alberta Development Council

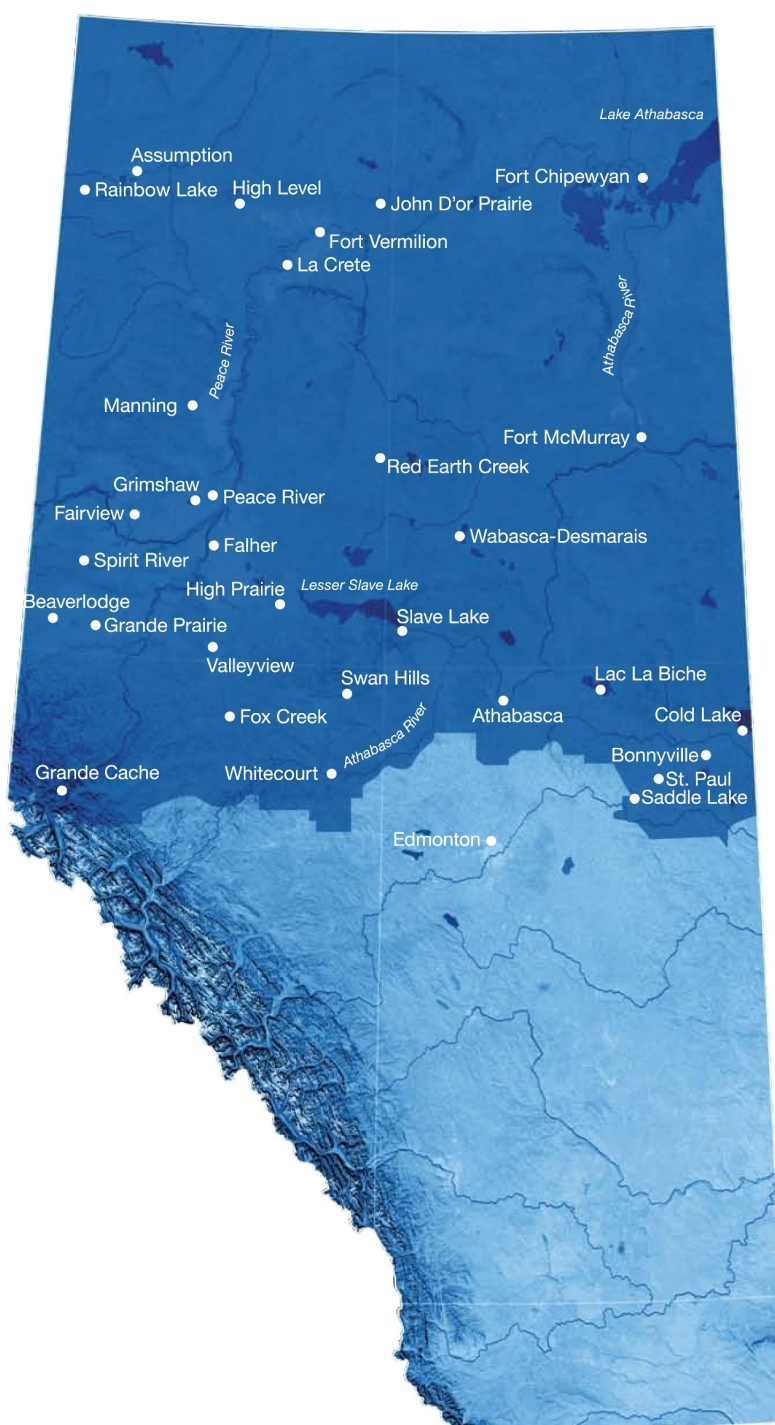
*This is the Magnetic North*



**Northern  
Alberta  
Development  
Council**

# 2011/12 facts & information on our Council and our region

**NADC's vision: A stronger Alberta through a stronger north.**



The **North**. It's not for everyone  
but it might just be for **you**!

## WORKING THE NORTH

Tapped into the pulse of the region through partner projects with our stakeholders, industry, non-government organizations, communities and the Northern Alberta Elected Leaders group, the NADC nurtures the natural vitality of the north.

**Growing health:** In partnership with Branding the Peace and the Alberta Research Council, research into the growth of northern flax seed crops reached phase two. The potential new royalties are \$500,000/year for ten years for Alberta.

**2011/12 partnership successes:** Growing the North, Leading the North, Physician Attraction and Retention Conference, First Nations and Métis Cultural Showcase, Power of Wood (POW!) value added wood products, Multi-modal Rail Container Depot and support for medical education in the region.

**Opportunity seminars:** Biomass Fuels workshops in La Crete and Calling Lake showcased new opportunities in forestry.

**Building bridges:** NADC provides support for meetings of the Northern Development Ministers' Forum ([www.focusnorth.ca](http://www.focusnorth.ca)).

Get the details in our annual report!

## OUR REGION

150 communities  
9% of Alberta's population  
60% of Alberta's landmass  
86% of Alberta's oil production

## Focus 2012/2013

housing transportation tourism bur-  
saries labour **social media** and  
many more collaborative projects!

*Delivering on the promise of the future.*

## NADC BURSARIES

Opportunity and adventure await those who have what it takes to live in northern Alberta. If you are interested in being part of Canada's strongest economy, we might be for you.



**In the 2011/12 school year**  
60 NADC Bursaries  
14 Medical Bursaries  
3 Nurse Practitioner Bursary  
58 Healthcare Practicums  
22 Teacher Bursaries  
84 Bursary Partnerships

A new large animal **Veterinary Bursary** was created to help address demand in the region.

Check out our bursary programs at [www.benorth.ca](http://www.benorth.ca)



## GET IN TOUCH WITH YOUR INNER NORTH

Northern Alberta's lakes, rivers, forests and abundant wildlife are the backdrop for an outdoor adventure of a lifetime. Some exciting tourism projects that the NADC assisted with this year:

- Take the Deh Cho Trail and enter to win a Canadian Diamond. Find out more at [www.dehchotravel.ca](http://www.dehchotravel.ca).
- Spend many quiet hours visiting awesome birding locations through the Boreal Birding Network: [www.borealbirding.ca](http://www.borealbirding.ca).

## STAY CONNECTED

**Visit the NADC's websites and social media sites!**

This past year, we launched Facebook and Twitter profiles. We have been sharing information about current events, regional news and NADC highlights. As part of the initiative to connect the north, we developed an Opportunity North brand guide for employers. Through social media, we hope to open up a dialogue to share and gather information. Join us on our growing social media network: [www.nadc.ca](http://www.nadc.ca), [www.opportunitynorth.ca](http://www.opportunitynorth.ca).

You Tube



## NETWORKING

Social media is a fast growing must for staying connected and expanding our professional networks. We brought in a social media trainer to facilitate the creation of social media sites for municipalities, community groups and organizations. The workshops had an encouraging turnout and we have seen the fruits of this endeavor through the launch of an increased number of local social media profiles.

## WHAT DOES YOUR NORTH LOOK LIKE?

**Using TripAdvisor to showcase our communities**



The NADC launched a campaign encouraging communities to help fill in the blanks. Our region is vibrant, authentic and full of wonder...if you know where to look. Help showcase what our region has to offer and upload pictures, share reviews and help the northern tourist plan their next adventure.

The photos on the front of this poster are some of the wonderful images submitted by for the NADC's annual photo contest. This friendly little grasshopper was caught by one of our contributors. Start snapping for next year! We would love to see pictures of northerners at work and play.



**The future is north. Visit [nadc.ca](http://nadc.ca)** Alberta Government