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**MEDIA  
PLANET**

March 2013

# NORTHERN ONTARIO

3

THINGS

YOU DIDN'T KNOW  
ABOUT NORTHERN  
ONTARIO

## THE OPPORTUNITIES ARE ENDLESS IN NORTHERN ONTARIO

Actor, writer and producer  
**Alan Thicke** talks about how  
small town living influences  
creativity and success

PHOTOS: ALAN THICKE, DAVID LEVES, LAKE RESTOULE, SAMANTHA GABBEY

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## CHALLENGES

**Northern Ontario is one of Canada's best kept secrets.** As Ontario looks to the future, Northern Ontario plays a pivotal role in economic prosperity and business development.

# The future of Northern Ontario

**T**hroughout the years, I have seen Northern Ontario's economy have its ups and downs only to bounce back each time.

Although Northern Ontario is approximately 6.5% of Ontario's population, it possesses some of the brightest, most innovative, ambitious, and resilient Canadians you will find.

The mid-2000s prompted Northern Ontario and its economic experts to work towards greater economic diversification. This created a shift to new sectors such as medical research and mining—both of which were fields that had previously been embraced, but had not received the attention they needed.

### New opportunity

In 2005, Northern Ontario officially opened its own School of Medicine,



**Honorable Tony Clement**  
Minister, Fednor  
and President of  
the Treasury Board

operating out of Thunder Bay at Lakehead University and in Sudbury at Laurentian University. It was the first new medical school to be opened in Canada since 1967 and the first to be hosted by two universities. The school has since been given an important boost with the establishment of the Thunder Bay Regional Research Institute in 2007, which supports the commercialization of valuable medical research.

When it comes to mining, Northern Ontario is experiencing something of a renaissance. The Ring of Fire, a 5,000 sq kilometre mineral-

rich expanse located in the James Bay Lowlands, contains an estimated \$30 to \$50 billion worth of nickel, copper, and chromite. With some 30,000 claims and dozens of mining companies exploring the region, the Ring of Fire has the potential to generate over 5,000 direct and indirect jobs in Northern Ontario alone.

The development represents a generational opportunity to materially improve the economic prospects and quality of life across all of Northern Ontario. And many small and medium-sized businesses are well-positioned to benefit, some with the support of Sudbury's Centre for Excellence in Mining Innovation, which focuses on innovation in exploration and integrated mine engineering, creating good jobs in highly technical fields.

### Withstanding economic downturns

But the opportunities don't stop

with mining and medical research. Women entrepreneurs are flourishing in Northern Ontario, partly with the support of organizations like the PARO Centre for Women's Enterprise. Through its one-on-one business counselling, e-learning workshops, and peer lending circles, PARO has helped some 4,600 women through the years launch their own businesses, from vegetarian catering services and bed and breakfasts to a lingerie shop.

As Northern Ontario continues to diversify its economy going forward through different initiatives and projects, it will be able to withstand economic downturns while creating wealth for the region and good paying jobs for thousands.

**HONORABLE TONY CLEMENT**  
editorial@mediaplanet.com



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PAGE 6

## MEDIA PLANET

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## INSPIRATION

# Fostering success through a sense of community

The unique nature of Northern Ontario's ever changing landscape has inspired a wealth of creativity that has produced some of Canada's best art, literature, and music.

Hailing from Kirkland Lake in the Timiskaming district, actor, comedian, author, musician, and television host, Alan Thicke, is a prime example of the creativity that the region can produce. "Growing up in a small community you have to learn to find your own entertainment. It definitely contributed to my creativity; to entertain yourself you have to develop a good imagination.

It's no surprise that lots of creative people grow up in small communities," said Thicke. Thicke feels that attending a small, local school gave him the opportunity to experi-

"Growing up in a small community you have to learn to find your own entertainment. It definitely contributed to my creativity."

**Alan Thicke**  
Actor, writer and producer



ence everything that the education system had to offer. "There were only twenty seven people in my graduating class. At schools in small communities you get the opportunities to do things that you wouldn't in a school of twenty-five hundred

pupils. I was a quarterback for the football team, for example, and that never would have happened if I went to school in Toronto!"

#### Higher quality of life

Thicke believes that there is a supe-

rior quality of life in small northern communities, like the one he grew up in. "I often feel sorry for my own children that they grew up in some luxury, with some entitlement. They didn't get the chance to walk to school in the mornings, to grow up feeling that sense of community. Everybody knew each other in the towns where I grew up, the community was just like an extended family."

It was when his grandparents were both moved into a nursing home that Thicke saw the best side of the Northern Ontario community spirit. "You could really see the community reacting, all of the neighbours were rallying together, taking butter tarts and magazines to the hospital. They look after their own. It's such a nurturing commu-

nity and that's endemic to Northern Ontario."

#### Returning every year

Although Thicke moved to LA to pursue his career in television, he still has a strong bond with Northern Ontario, "I still have family there and I know that the traditions in the community still exist. Ever since my kids were born, over thirty years ago, I've gone back every summer. I felt that it was important for them to see where their father grew up: to show them the values that I grew up with, the values that I am proud of."

**JOE ROSENGARTEN**  
editorial@mediaplanet.com

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INSIGHT

# Taking your education further

Colleges and universities serve as hubs for the economic development, research, and innovation that is essential for building strong, prosperous communities. This is especially true in Ontario's northern communities where vast distances separate the cities and towns in which post-secondary institutions are located.

### Support in education

Our government also continues to support Contact North/Contact Nord—a distance education and training network that helps

broaden postsecondary opportunities for Northern Ontario students by providing online access to over 18,000 courses and 1,000 programs from colleges, universities and other training providers.

We are supporting innovative projects that address the unique needs of the northern workforce, such as Cambrian College's new Mobile Trades Training Trailer. It is a one-of-a-kind mobile lab that brings customized apprenticeship training in the skilled trades to remote areas and Aboriginal communities adjacent to mining and industrial developments. But we cannot stop there.



### Strong economy

Our goal in the years ahead is to continue to support innovative projects like these in keeping with our government's ongoing commitment to help our northern communities thrive in the new economy.

That is why we have placed such a high priority on providing Northern Ontario students with local choices for postsecondary studies and encouraging graduates to stay in the region—crucial elements in supporting a strong and vibrant northern economy.

**BRAD DUGUID** MINISTER OF TRAINING, COLLEGES AND UNIVERSITIES

[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)



### QUESTION & ANSWER

## Learning and Innovation in the North

#### Sylvia Barnard, President, Cambrian College

Life in Sudbury is full of opportunities for people who want to learn, grow, innovate, and prosper. It's known as the "hub" of the north, with research centres in the health sciences, mining, and other sectors.

Sudbury is culturally diverse, with a vibrant night life, and is located in scenic northern Ontario. With a world-famous film festival, an array of authentic restaurants, beaches, and hiking.

#### George Burton, President and CEO of Canadore College

**What kind of community involvement does a Northern education offer?**

Experiential learning is one of the

most effective and powerful ways to train graduates for the new economy. Strategizing, planning and executing programs for jobs that are on the brink of being invented is exactly where Canada needs to focus in order to maintain and improve its competitive edge in the global marketplace.

#### Fred Gibbons, President and CEO Northern College

**What kind of support is offered at Northern Colleges?**

From Accessibility Services and Financial Aid to our Student Success Centre and First Year Experience Services, we are here to support your personal growth, well-being, and academic success. We can work with you to help you reach your full potential.

[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)

## COME TO LEARN. STAY TO EARN.

Over the next 10 years, the mining sector in our region alone will need 13,500 workers. The mining industry employs people in over 65 different occupations including accounting, business and office administration, electrical engineering, environmental sciences, civil engineering, heavy duty mechanics, human resources, mining engineering, welding, and even nursing. Northern College offers programming in all of these areas and our campuses are on the doorstep of this industrial boom.

### WHY WAIT WHEN WE'RE WAITING FOR YOU!

There is still time to apply to many of our programs starting in September including:

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## NEWS

# Discover Northern Ontario



**SEEKING CALM**  
Camping alongside  
the water is an exciting  
experience.

PHOTO: ETHAN MELEG

In every season, for every taste, Northern Ontario has what it takes to inspire and enchant ...and bring visitors back again and again. From the southern edge of the Great Boreal Forest that runs through Ontario Provincial Parks such as Algonquin, Killarney, and Lake Super-

rior Provincial Parks to the Arctic watershed of Hudson Bay, Northern Ontario's huge expanse is divided into three distinct regions:

### Northeastern Ontario

Northeastern Ontario is the gateway to the province's vast and

beautiful northern wilderness. Its distinctive beauty is shaped by its position atop the Canadian Shield. Its vast Boreal forests and ancient waterways combined with cosmopolitan attractions in North Bay, Sudbury, and Timmins offer visitors both urban and rural adven-

tures. In Northeastern Ontario, there is no shortage of wilderness adventures, including snowmobiling, fine dining, state-of-the-art museums, and family-friendly attractions showcasing the region's rich history. Aboriginal heritage is apparent throughout the region including on Manitoulin Island and the experiences of the Great Spirit Circle Trail.

### Northcentral Ontario

Situated at the meeting point of Lake Superior and Lake Huron, Sault Ste. Marie in North Central Ontario is the gateway to Algoma Country, offering world-class outdoor opportunities for camping, hiking, canoeing, and fishing. The Trans-Canada highway provides one of the most scenic driving tours in the country, along the edge of spectacular Lake Superior. The region is also home to the famous Agawa Canyon Tour Train, providing daily wilderness excursions from late June to mid-October. The Group of Seven was enamoured by the beauty of this area, which they captured in their paintings. Many

festivals and events take place in the surrounding communities of Elliot Lake, Blind River and Wawa.

### Northwest Ontario

In addition to world-class hunting and fishing, eco-adventure and outdoor recreation await in Ontario's Northwest region. Home to the Sleeping Giant, the bustling gateway city of Thunder Bay and a rich Aboriginal history, visitors will be astounded by the variety of activities. World renowned parks like Quetico, Woodland Caribou, the Lake Superior National Marine Conservation Area and Wabakimi beckon. Experience an iconic float-plane journey to one of hundreds of remote fishing lodges. Paddle or sail Lake Superior, the world's largest fresh water lake or explore Lake of the Woods and its 14,000 islands.

To discover more of Northern Ontario, visit [www.ontariotravel.net](http://www.ontariotravel.net).

THE ONTARIO MINISTRY  
OF TOURISM, CULTURE AND SPORT  
AND ITS AGENCY, THE ONTARIO  
TOURISM MARKETING PARTNERSHIP  
CORPORATION

[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)

A promotional graphic for Northeastern Ontario, Canada. It features a collage of three photographs: a person kayaking on a lake, a group of people hiking on a grassy hill, and a close-up of a person wearing a yellow and black diving mask. The text 'A Legendary Adventure is Calling!' is written in a large, white, serif font on the left. On the right, 'Northeastern Ontario CANADA' is written in a white, stylized font. At the bottom right, the website 'northeasternontario.com' is displayed.

# Premier Kathleen Wynne sees a bright future

**I had been Premier of Ontario for less than a month when I climbed on a plane and headed to Sault Ste. Marie.**

There, I was joined by elected representatives from across the province for the first cabinet meeting held in Northern Ontario in nearly two decades.

It's so exciting as Premier to see the amazing potential of this province. Northern Ontario has great economic opportunities, tremendous natural beauty and unique priorities. For Ontario to succeed, the North must succeed.

Our new government is fully committed to ensuring the aspirations of everyone in Ontario can be achieved, and that all voices can be heard and reflected in our work. That's why my team headed north.

And we didn't just have a cabinet meeting; we took the time to hear directly from Northerners themselves.

We attended a jobs roundtable hosted by



Kathleen Wynne, Premier of Ontario

the Chamber of Commerce, where we met with local business leaders and learned more about the needs of the community. Cabinet Ministers were also out in full force—Health Minister Deb Matthews toured a hospital; Education Minister Liz Sandals was at a school opening; Transportation Minister Glen Murray met with the mayor and with a First Nations Chief.

### Building prosperity together

This sort of local, direct dialogue and collaboration is so important. We know that the problems people have in Kenora aren't the same as those faced in Nickel Belt. Individual people have different priorities and so do their communities. While all Ontarians want the same things—great schools, great health care, and exciting job opportunities—I know local issues are complex and require creative solutions.

The Ring of Fire—a rich chromite deposit—presents a modern gold rush of economic potential. It is also an opportunity for us to resolve to work together. To truly real-

ize the potential of the Ring of Fire, we need business and labour to cooperate, all levels of government to work together, and for Aboriginal communities to be involved and able to benefit.

I want every region of this province to benefit from a strong economy and I want to ensure no one falls through the cracks.

A strong, thriving Northern Ontario is an integral part of a strong, thriving Ontario as a whole—and that's the province I hope to work with all Ontarians to build, together.

**KATHLEEN WYNNE,  
PREMIER OF ONTARIO**  
editorial@mediaplanet.com



**FAMILY FUN**  
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PHOTO: GOH IROMOTO





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## INSIGHT

3

FACTS



Lakes of Northern Ontario  
PHOTO: GOH IROMOTO

## Exciting facts you didn't know about Northern Ontario!

■ Greenstone is the Gateway to economic opportunity in Northern Ontario, the largest of which is the Ring of Fire - one of the most exciting mineral developments in Canada. The site is located north of Nakina, the northernmost part of the Municipality of Greenstone: Gateway to the Ring of Fire.

■ Thunder Bay is a compass centre to over 500 000 lakes rivers and streams, an epic destination for angling, canoeing, kayaking and boating experiences

■ Wasaga Beach sees more than two million visitors come to the longest freshwater beach in the world to swim in warm, clean, shallow water, and enjoy the panoramic mountain views across the Bay

MUNICIPALITY OF GREENSTONE  
ECONOMIC DEVELOPMENT,  
THUNDER BAY TOURISM,  
WASAGA BEACH  
editorial@mediaplanet.com

**Question:** How has the mining Industry progressed in Ontario?

**Answer:** Ontario has extensive environmental legislation which creates sustainability, economic benefits, direct and indirect job creation.

FACT

2

MINING IS AN  
EXCITING KEY  
CONTRIBUTOR TO  
OUR ECONOMY

# The future of mining: acting on the opportunities

**Ontario's mining sector is one of its strongest and most valuable economic contributors.**

What comes to mind when you think about Ontario mining? Would it surprise you to know that an industry with a tiny footprint on the landscape—all past and present mining operations in the province occupy 250 km<sup>2</sup>, or 0.023% of the province's total area—has an outsized impact on every aspect of your life? Ontario mining companies produce and process mineral resources that are the building blocks of essential everyday items—everything from your kitchen sink to the latest smart phone, to life-saving medical equipment. These resources are also essential to support innovation and to satisfy our growing appetite for greener, cutting-edge products and services.

### Connecting industries

Mining is a key contributor to the Ontario economy, as well as an engine for regional development and value-add generation. In 2011, Ontario's economy saw mining revenues of \$10.7 billion and exploration investment that exceeded \$1 billion. Since 90% of the inputs to production are Canadian and 75% of mineral output is exported

to markets in the United States, Europe and Asia, the mining industry contributes beyond its size to improving Ontario's international balance of trade. In 2011, the trade surplus for Ontario mineral products was \$12 billion, while Ontario's total goods trade balance was a deficit of \$70 billion.

### Employment opportunities

The sector provides a broad scope of employment and entrepreneurial opportunities that benefit all parts of the province—from Windsor to Perth to Red Lake and the shores of James Bay. 27,000 Ontarians are employed directly and another

50,000 indirectly in the fabrication and processing of minerals, while the mining equipment and services sector employs more than 25,000. Wages are 60% higher than in other industrial sectors, and the industry payroll is in excess of \$1.7 billion. In 2011 alone, mining contributed more than \$1B in tax revenues to the three levels of government. These revenues go toward supporting health care, urban transportation and other public priorities. In other words, mining not only provides the materials needed to construct much needed infrastructure and technology, it pays for them too.

The impact of mining extends beyond mineral extraction and processing. Mining is linked to many other industries and sectors in the economy, including transportation, construction, equipment manufacturing, environmental management, geological services, education and research, among others.

It provides a major boost to our financial sector: the Toronto Stock Exchange is the leading global mining exchange, listing more of the world's public mining companies than any other exchange. In 2011, it accounted for 90% of world mine financings and 73% of the total equity raised. Toronto also benefits from hosting a number of major mining conventions, which draw

tens of thousands visitors to the city.

### Looking to the future

It is no wonder that mining attracts such a high degree of global interest. Analysts around the world predict that the next 20 years will see unprecedented demand for commodities, as mass urbanization and rapid development transform countries like China, India and Brazil, and as competition and changing social expectations dictate a shift to high-tech green economies.

Ontario is blessed with the geological potential to meet the demand. What's more, our mining companies operate according to the highest standards of excellence, having built a solid reputation for their safety and environmental leadership, efficiency, productivity, and innovation. Building on these advantages and our desire to be leaders in the green economy, Ontario is well positioned to capitalize on the current market opportunities.

What we need is public support and government policies aimed at implementing a deliberate and well planned strategy for new mines. Each one of us stands to benefit from the self-reinforcing upward cycle of innovation and smart, equitable growth that this will generate.

“These revenues go toward supporting health care, urban transportation and other public priorities. Mining not only provides the materials needed to construct infrastructure and technology, it pays for them too.”

ONTARIO MINING ASSOCIATION  
editorial@mediaplanet.com

NEWS

# The Ring of Fire: a new global mining producer

As a northerner and as provincial Minister of Northern Development and Mines, I'm proud of the role that the minerals sector plays in the lives of all Ontarians and the opportunities it has to offer.

Ontario has tremendous mineral wealth. Some of Northern Ontario's mining camps—like Sudbury and Timmins—have been producing for more than 100 years and are world renowned. Currently, we are poised for another area of the province to become a new global mining producer.

### Rich in minerals

The Ring of Fire—a 5,120 square kilometre region located north-



**THE RING OF FIRE** Mineral rich resources are expansive in the ring of fire. PHOTO: ONTARIO'S MINISTRY OF NORTHERN DEVELOPMENT AND MINES

east of Thunder Bay—is estimated to have significant deposits of nickel, copper and platinum. Most exciting though, is the discovery of chromite—a key ingredient in making stainless steel. It has

been suggested that the Ring of Fire could house one of the richest chromite deposits in the world.

Proposed private sector investments in the Ring of Fire currently total approximately \$4 billion. They

include Cliffs Natural Resources' proposed \$3.3-billion investment in a chromite mine, a road into Ontario's Far North, and a ferrochrome processing facility near Sudbury, and Noront Resource's \$609-million investment in a nickel mine.

### Benefitting communities

Once operational, the Cliffs project alone is expected to generate approximately 1,200 direct jobs, more than 4,700 indirect jobs and an annual contribution to GDP of approximately \$1.7 billion annually.

This project will be the first chromite mine in North America. Our government has prioritized keeping the processing facility in Northern Ontario, bringing to the region

an additional 500 full-time jobs. As well, transportation infrastructure could unlock additional mineral potential and benefit remote, fly-in First Nations communities and northern communities.

My ministry's Ring of Fire Secretariat has been working closely with industry and First Nations to ensure sustainable development and support opportunities for all northern communities.

This project continues to be a priority for Premier Wynne and our government.

**MICHAEL GRAVELLE,**  
ONTARIO MINISTER OF NORTHERN DEVELOPMENT AND MINES  
editorial@mediaplanet.com

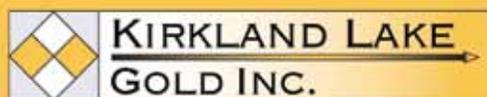
## OVER HALF A CENTURY OF EXPERIENCE AT WORK FOR ONTARIO

Kirkland Lake Gold is an operating and exploration gold company in Kirkland Lake, Ontario in the Southern Abitibi Greenstone belt in northeastern Ontario. In 2001, the company acquired 13,000 acres of five contiguous formerly producing gold mines, which had historically produced 21 million ounces of gold grading 15.1 grams per ton (0.44 ounces per ton) primarily from the Main/'04 Break system. The future of the Kirkland Lake camp brightened significantly some 6 years ago when there was a new high grade geologic discovery called the South Mine Complex ("SMC") discovered on its ground. The current focus is on expanding gold production from the historic Main/'04 Break, and the new SMC.

With its expansion plans, the company has its sights on producing 150,000 ounces during fiscal year 2014, and ratcheting up thereafter. With over 1,000 direct employees, Kirkland Lake Gold has become an important part of the Kirkland Lake area regional economy.

The company's corporate goal is to create a self-sustaining and long-lived intermediate gold mining company based in the historic Kirkland Lake Gold Camp by increasing production capacity to 2,200 tons of ore per day in several stages. This will reduce production costs by realizing the economies of scale associated with that higher production capacity. At the same time, the Company is committed to maintaining a significant exploration program aimed at developing and maintaining a property wide reserve and resource base sufficient to sustain a mine life of more than ten years for as long as practicable.

For more information visit us at [www.klgold.com](http://www.klgold.com)



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## INSIGHT

3

TIPS

## How you can help keep forests healthy

Wood and paper products are great environmental choices as long as they come from forests that are managed responsibly. What can you do to support sustainable forest management?

**1** Respectable roots. Start by looking for products with labels showing they are third-party certified. This means wood and paper products are from forests where harvests are regenerated—habitat, water quality and biodiversity maintained, communities respected, and a lot more.

**2** Push your providers. Encourage retailers to stock building products or paper from certified sources by letting them know this is your preferred choice.

**3** Reach beyond the R's. Recycled paper is an excellent choice but it will never meet all of our paper needs. Complete the equation by looking for certified paper products.

SUSTAINABLE FORESTRY INITIATIVE  
editorial@mediaplanet.com

# Ontario forest sector—sustainable by nature

## Celebrating Ontario's remarkable renewable resource

### There are many reasons to celebrate sustainable forestry and forest products.

With sixty-six percent of Ontario covered by forests, it's no wonder that our province's sustainable forest sector plays such an important role in our economic well-being. Despite the recent recession, Ontario's forest sector continues to support about 200,000 jobs in over 260

“Ontario has an opportunity to become a world leader in the production of sustainable forest products.”

communities across all regions of the province.

Forest activities in Ontario are governed by one of the most stringent regulatory frameworks in the world making us a world leader in sustainable forest management. Less than one-half of one percent of Ontario's forests are harvested each year, and by law, plans to renew the forest must be in place prior to harvest. Our forest management plans are developed to ensure sustainable management over a 100-year cycle and require the management and protection of non-timber values including tourism, water quality and wildlife, including the protection of species at risk.

### World leader

Forest products naturally have many environmental advantages. Wood is renewable, reusable and recyclable—in fact, wood is considered to be the only renewable building material. According to the Inter-



**RENEWABLE RESOURCES**  
Sixty-six percent of Ontario is covered by forests.

PHOTO: SAMANTHA GABBIEY

One thing is for certain—the world needs wood. Housing starts in the United States are forecasted to increase by 30% in 2013 alone. As markets for forest products recover around the world, Ontario has an opportunity to become a world leader in the production of sustainable forest products

There is a wonderful opportunity in front of us - one that, if we can capitalize on, will result in stronger communities and job creation in Ontario.

For more information on forestry and forest products, and how you can support this remarkable, renewable resource, please see:

[www.ofia.com](http://www.ofia.com)  
[www.ontariowood.ca](http://www.ontariowood.ca)  
[www.ottawavalleywood.com](http://www.ottawavalleywood.com)  
[www.realtreehugger.wordpress.com](http://www.realtreehugger.wordpress.com)

national Panel on Climate Change (IPCC) sustainable forest management and the use of wood products can help mitigate climate change.

ONTARIO FORESTRY  
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NEWS

# Working with Aboriginal communities: Northern Ontario's resource industries

**Northern Ontario's economy has strong roots in the resource sectors. Known for its vast natural wealth and biodiversity, the area contains almost 700,000 square kilometres of Crown forests and is home to one of the world's top mining regions. Accounting for over six per cent of Northern Ontario's jobs, the natural resource sector is also the largest private sector employer of Aboriginal peoples in Canada.**

Ontario's natural resource industries recognize the vital role Aboriginal communities play in the responsible development of the province's

natural resources. In Ontario, the mineral industry is encouraged to work closely with Aboriginal communities as mining claims are staked, explored and developed on their traditional land use areas. Since 1999, in Ontario, industry and Aboriginal communities have signed more than 100 mineral development agreements to help ensure that Aboriginal people participate in, and benefit from, mineral development. Aboriginal communities and businesses are also key contributors to Ontario's vibrant mining supply and services sector.

## Natural endowment

Ontario's forestry companies are also building positive relationships with Aboriginal communi-

ties. Through greater involvement of First Nations in the business of forestry, communities and industry are increasingly sharing the planning and monitoring of commercial harvesting. Jointly both groups continue to create employment opportunities for Aboriginal workers in forestry operations, in value-added manufacturing and in supplying other forestry sector services.

Working with Aboriginal communities, Ontario's resource sector is pursuing balance between sound environmental stewardship and natural resource development to ensure the province's natural endowment can be enjoyed for generations to come.

THE GOVERNMENT OF ONTARIO  
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**MATABITCHUAN GENERATING STATION**  
Pursuing balance between sound environmental stewardship and natural resource development. PHOTO: ONTARIO POWER GENERATION

# Aviation advancements in Northern Ontario

**N**orthern Ontario manages to combine two things that don't always go together: a robust, thriving economy and a traditional sense of community spirit. Significant municipal investment has helped to create strong local infrastructures, which in turn has stimulated growth and attracted a diverse range of businesses to the area.

## Business incentives

The diversified nature of Northern Ontario's economy means that the region does not rely on any one particular industry. "We're buffered from wild swings in the markets," said Mayor of North Bay, Al McDonald. "We weren't really affected by the recession that started in 2008, we continued to grow at a moder-

ate pace. We're just shy of a billion dollars worth of building permits since 2000."

McDonald believes that Northern Ontario's skilled labour force, availability of serviced industrial land, and business incentive plans make it an attractive prospect for big business. "Our industrial tax rate was reduced by sixty six per cent and it is now extremely competitive with any other city in the country. We also have a college and university that are very responsive to business and industry," he said.

The strong economy ensures plenty of employment opportunities for Northern Ontario's residents. The Mayor even uses his Twitter account to post job openings that need filling. McDonald said, "We've just built a half billion



**Alan McDonald**  
Mayor, North Bay

dollar hospital that employs twenty three hundred people. We have an Ontario Provincial Police communication center and the school boards are also a big employer. We have all of the pieces of the puzzle in place for future success."

Often referred to as the 'Gateway to the North,' North Bay has good transport links to Toronto, Ottawa and Montreal, which further increases its popularity amongst start-up businesses and companies looking to relocate. The city's Jack

Garland airport industrial business park is becoming a hub of local industry and is home to a 10,000-foot runway.

## Development

"The airport business park is the future for development and growth because of the availability of land beside the runways. We have an Airport Community Improvement Plan (ACIP), which offers investment incentives including a tax incremental based grant that refunds the increase in the municipal portion of property tax. The ACIP also offers a fee rebate program that waives industry development charges and provides a refund of municipal fees including planning, legal and building permits," explained McDonald.

Life in Northern Ontario is not all about business. The region takes pride in its natural beauty and array of outdoor activities. "We're a pro-business community, but we're also a healthy community. We have a lot of green space, fresh air and clean lakes. We're fortunate that we have a very green region."

McDonald thinks that community spirit is what epitomizes Northern Ontario. "The fact that there's a real small city feel to our communities is, I believe, our most important asset. We've been able to keep that spirit of working together in the community," he said. "That's what has made us successful."

JOE ROSENGARTEN  
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