
WELCOMING NEWCOMERS AND TERRITORIAL ATTRACTION



ISSUE: Building on attracting new residents

ITINERARY 5C

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RESEARCHER

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Summary of the researcher's presentation:

Patrice Leblanc presents the results from three studies, demonstrating that:

1. One in five people dreams of living in the country;
2. We must not see the departure of young people as an exodus, but rather as a migration, since they are likely to return;
3. What renders the regions attractive is the associated lifestyle.

Three types of factors are important to be attractive: economic, residential, tourism.

The researcher presents two examples:

- Auvergne Side of Life: website, humorous advertising, homes for the entrepreneurs;
- Abitibi-Témiscamingue: three-tab website (study, work, live), and the creation of an important festival.

In conclusion, we need to work on these four aspects:

1. Attract (make the territory friendly);
2. Seduce (disseminate the commitment statement);
3. Welcome (facilitate integration, make room for the newcomers, raise awareness among the local population);
4. Retain (involve the newcomers).

The key elements to remember according to the researcher:

- territorial marketing:
 - complete a diagnosis of the region's strengths and weaknesses;
 - define a strategic choice and develop a commitment statement;
 - implement an action plan and address the integration issue, by raising awareness among the population on welcoming newcomers;
 - develop the quality of life, especially the cultural aspect often assumed by the newcomers.

QUESTION PERIOD

Q.: Integration is a problem in close-knit communities (being told you are an outsider), how can we resolve this?

A.: By working upstream: raise awareness among the local population and convince them of the importance of welcoming newcomers; community mobilization is important (CAMO, Ambassadors' Club).

Q.: How to create a sense of belonging, as a first step, within the community?

A.: The sense of belonging is difficult to develop, even within the region, it often develops outside. We must make the people proud; promote the successes.

Q.: Who are the newcomers, which ones remain? Does the promotion work done by a region create competition, and can it generate conflicts?

A.: A study shows that 55-60% of young people do not return to their region. *Place aux jeunes* changed its strategy and expanded its targets with greater consideration for spouses and the immigrant population. Regarding competition between regions and potential conflicts, Mr. Leblanc did not experience this problem in Abitibi-Témiscamingue, but he is aware that it exists in some areas.

Q.: Given the experience in Asbestos, which demonstrates a strong migration of the youth and that the efforts have yielded minimum results, should we focus on retention?

A.: Employers are putting pressure on the regions to focus more on retention, so we must act very early. *Place aux jeunes* added a "Teen" segment in order to inform them about their own region. We must ensure that we have a positive way of talking about the region, so that they will want to come back. Even if they do not return, they will have a positive vision of their region and promote it as such.

Q.: How can we attract newcomers, when we are unable to keep our residents?

A.: Have a rich cultural life and offer a full range of local services.

ADDITIONAL DOCUMENTATION

NOTE: All [linked](#) documents (PowerPoint, Prezi, etc.) are only available in their original French version.

[Prezi from Patrice Leblanc, UQAT](#)