



June 1, 2016

# The Report, Report, Report

Too many reports for our own good.

CC: 2,300,000 Citizens of Atlantic Canada



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**REGION**

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The picture isn't pretty. Jobs are down. Population is down. The grandkids are moving away — and the kids left behind aren't having enough babies. The VERY real truth is that the provinces of Atlantic Canada — on our current trajectory — can't afford to pay for the building blocks of society.

**The iceberg IS melting.  
The house IS burning down.  
THE TROUBLE IS REAL.**

We're in a tough spot... and it isn't really a surprise. While the nuanced realities of each province have their own historical tensions — the underlying problems hold uniform across New Brunswick, Newfoundland, Nova Scotia & Prince Edward Island. We have an economic problem. We have a demographic problem.

## FROM AN ABUNDANCE OF REPORTS:



**In the past 20 years**, alone, leaders & visionaries from Atlantic Canada have produced a library of **more than 25 reports detailing our dire straits** — not even including major publications like Richard Saillant's Over the Cliff (2014), Ray Ivany's Now or Never (2014), or Senator Kelvin Ogilvie's Creating Our Own Future (1991). Each of these reports was smart and probably necessary, but the public hasn't evolved much since (at least) **1934, when a Royal Commission reported:**

“...the population of Nova Scotia is slowly dwindling, its industries are languishing and its wealth... is considerably lower than the central provinces... and the opportunities for enterprise and investment are correspondingly small.”

“The result of this condition is that the younger men and women are more or less compelled to leave the Province and to search for careers in other parts of Canada or other countries”

“While this pressure is being exerted on Nova Scotia, other parts of Canada act as magnets: they offer greater opportunities of employment at higher wages and a greater probability of promotion”

Since 1934 we've studied the same problems, hosted community roundtables and made countless recommendations. And then we've waited. And waited. And eventually, called for another report. The problems have been pretty clear for 80 years. **We don't need more CLARITY. We need more COURAGE.**

Ogilvie, Ivany, and Saillant (among many, many others) have made the clear case for change — and spelled out the price of inaction. Armed with this knowledge, we must now be done with this cycle of reports. **Now is the time for anyone that considers themselves a leader in Atlantic Canada to ACT.** WE have a lot of work to do.



# TO AN ABUNDANCE OF ACTION:



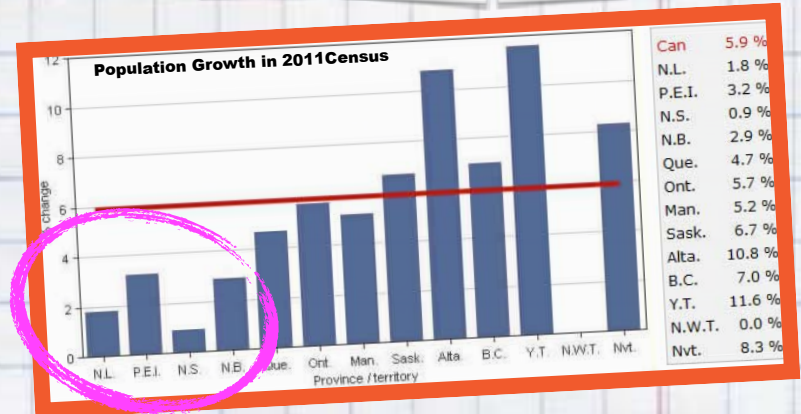
## (1) FOR POPULATION GROWTH

Population growth is ultimately the only metric for success. Atlantic Canada will need all stripes and all types to build our best tomorrow.

Let's not overthink this. We need immigrants, entrepreneurs, artists, students, retirees, oil-field workers and environmentalists. We need them yesterday. **Let's surface every creative, ambitious, bold, and borderline-crazy idea that we can to grow the region.**

Once identified, let's support the hell out of the best of these ideas. We should approach this like a "Dragon's Den" for ideas that will grow Atlantic Canada.

Success will mean that a whole bunch of people "from away" are going to help us build better communities in the decade ahead. It may be weird at first, but it's gonna be great!



## (2) FOR CHANGING THE STORY

**We have been told we are a "have-not" for too long.** We think the average Canadian doesn't really comprehend how bad things are — nor how great things could be. We see amazing potential in the people and places of Atlantic Canada. We need to get excited by the challenge. We need to embrace new ideas and new people. Ivany's Now or Never report speaks extensively about this as an issue of culture change. FANTASTIC potential lies within this place and its people. It's high time we recognize how much we have to offer. **It is time to refuse "have not" status.**

## (3) FOR THE REGION

We want to help great ideas for growing the region reach their full potential.

**We're rallying the best of the business world to offer our skills, services and cash to the best and brightest people in the region working to grow our population.**

Step one (the next 18 months) is **making Atlantic Canada THE BEST place for a refugee to resettle.** We don't want to be good. We want to be THE BEST. Many organizations are already doing great work. We want to deploy resources to help them be even better (more sustainable and scalable). We want each organization to reach its full potential so that Atlantic Canada can share its way of life and be a global good news story.

After we get that much right, we'll move on to the next thing. One issue at a time. Always acting. Always moving forward. Always seeking to grow Atlantic Canada.





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