



MNP



CITY OF
PRINCE GEORGE

Forestry Cluster Development Strategy

2022 - 2027

Canada



BRITISH
COLUMBIA

*Funding provided through the Canada-British Columbia
Labour Market Development Agreement.*

Advisory Committee

Guided the strategy development with representatives from across the forestry sector.

- William Kordyban, Carrier Lumber
- Liam Parfitt, Freya Logging
- Steve Nycholat, Sasuchan Development Corporation
- Chuck Walls, Industrial Equipment Manufacturing
- Rob Schuetz, Industrial Forestry Service Ltd.
- Annie Horning, Excel Transportation

Purpose

- Better understand the forestry industry's opportunities and challenges
- Identify opportunities to support the region's expansion and diversification of forestry-related activities



Scope

The scope of the project encompassed:

- Interview key regional forestry representatives and stakeholders
- Analyze interviews and available data
- Create a sector profile
- Explore opportunities to diversify products and operations to further growth
- Identify existing workforce challenges and skills gaps
- Develop initiatives and actions to help the City support the sector
- Review findings with the Advisory Committee
- Develop the Forestry Cluster Development Strategy

Key Insights

1. Public perception of the sector may be impacting workforce hiring, attraction and retention.
2. Younger generations might not be exposed to or interested in a career in the industry.
3. There are gaps in existing skills which prove difficult to fill through industry training and educational institutions play a crucial role in training the future workforce
4. There is industry interest in partnering with educational and research institutions to study innovative product ideas and forestry practice solutions
5. Wildfire mitigation efforts would increase the community's safety while providing economic opportunities by offering related services and expertise.

Action Plan

FORESTRY CLUSTER DEVELOPMENT STRATEGY: 2022 TO 2027 CITY OF PRINCE GEORGE

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SHORT TERM

MEDIUM TERM

LONG TERM

INITIATIVE 1:

Promote the Industry to Improve Public Perception and Attract Workers

1.1 Reinvigorate the Move-Up Prince George Campaign

Maintain and Update the Campaign Continuously

1.2 Develop Profiles of Interesting Positions in the Industry

Maintain and Update Continuously

1.3 Hold Annual Events to Generate Interest in the Sector Among Younger Generations

INITIATIVE 2:

Facilitate Collaboration Between Industry, Educational and Research Institutions, and the Province

Foundational Preparation

2.1 Collaborate on Training Program Development

Foundational Preparation

2.2 Encourage Opportunities to Further Innovation in Forestry Practices and Products

2.3 Facilitate Industry Partnerships on the Awareness and Pursuits of Strategies for Industry Sustainability

Foundational Preparation

2.4 Engage the Provincial Government and COFI on Supportive Policy Positions

2.5 Cooperate on the Diversification of the Industry Through its Workforce

INITIATIVE 3:

Promote Wildfire Prevention and Mitigation Work

Foundational Preparation

3.1 Establish a Centre of Excellence in Wildfire Prevention, Mitigation and Wildfire Fighting Training

Ongoing Progress Communications, Consultations and Participation

Initiative 1:

Promote the Industry to Improve Public Perception and Attract Workers

- Reinvigorate the Move Up Prince George campaign
- Develop profiles of interesting positions in the industry
- Hold annual events to generate interest in the sector among younger generations

Initiative 2:

Facilitate Collaboration Between Industry, Educational and Research Institutions and the Province

- Collaborate on training program development
- Encourage opportunities to further innovation in forestry practices and products
- Facilitate industry partnerships on the awareness and pursuits of future strategies for industry sustainability
- Engage the Provincial government and the Council of Forest Industries on supportive policy positions
- Cooperate on the diversification of the industry through its workforce

Initiative 3:

Promote Wildfire Prevention and Mitigation Work

- Establish a centre of excellence in wildfire prevention, mitigation and wildfire fighting training



Thank you

