

# North Interior Mining Group Development

***\*\*\* The 4 Step Process \*\*\****

**1. Rally the troops**

**2. Seed with some ideas**

**3. Pick something and run with it**

**4. Evaluate and follow-up**



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# 1. Rally the troops – Phase 1, Stakeholders

**Be proactive. Someone has to take the initiative to bring people together.**

## What we did:

- **We chose the mining cluster based on the following criteria:**
  - 1697 Economic Alliance Industry Cluster Identification Project (December 2007)
  - Proximity to Endako, Kemess, Western Coal, Terrane Metals, Gibraltar Mines
  - Regional mass of manufacturers/ fabricators and service providers
  - Interest, commitment and time available of regional stakeholders
- **Met with stakeholders 1:1 or small group settings. Discussed opportunities and challenges facing mining in the region.**
- **Allowed time for networking and building rapport. Gauged support and interest in working together (April 29<sup>th</sup>).**
- **Discussed and agreed on the basic premise that north central BC can be the point of first contact for goods and services to support mine development**
- **Pulled together a “Northern Interior Mining Leadership Group” involving drillers, exploration, manufacturers/ fabricators, mine developers, and service providers**
- **Identified a name and first steps to enable north central BC to become a regional manufacturing and service hub for mine development**
- **Determined next steps**



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## Keys to Success:

- **Suggested stakeholder invitees:**

- Ministry of Community Development
- Ministry of Mines
- Smithers Exploration
- Chambers of Commerce
- First Nation organizations (Aboriginal Business Development, Carrier Sekani Tribal Council, etc.)
- Manufacturers/ fabricators
- Other?
- Community Futures staff
- Mining Association of BC
- Geo-science BC
- Local colleges (CNC) and Universities (UNBC)
- Service providers

- **Stakeholder support is a major key to success. They provide:**

- o Knowledge of the area and the mining sector
- o Knowledge and expertise in the mining industry
- o Knowledge and access to local resources (ie. mapping, graphics, P.R., access to networks, places to meet, administrative support etc.)
- o The ability to help pull people together and keep a project progressing
- o Marketing dollars for group initiatives

- **Discuss and agree on the vision:** *The “Northern Interior Mining Group” believes north central BC can be the regional goods and service hub to support and increase manufacturing, fabrication and services related to mining.*
- **Discuss and agree on the overarching common goals that** *“The Northern Interior Mining Group needs to work together cooperatively to access new markets, boost profile and awareness, and increase their appeal”.*
- **Allow time to build rapport and excitement among stakeholders.**



# **1. Rally the troops – Phase II, Manufacturers and services related to mining**

**Be proactive. Someone has to take the initiative to bring people together.**

## **What we did:**

- **Leadership meetings held since April, August, September and November 2008**
- **Discussed and agreed on the basic premise of mining cluster development and the common, overarching goals (see phase 1)**
- **Used Word of Mouth handout (see Resource Appendix) to show how to build sales reps and drive W.O.M.**
- **16-97 Economic Alliance communicate project initiative to regional Chamber representatives: Mackenzie (October 2008)**
- **Allowed groups to network, get to know each other and stakeholders, and build rapport. (April and November 26, 2008)**
- **Discussed basic parameters involved in working together.**
- **Developed action steps to work together**



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## Keys to Success:

- **Suggested business invitees (consider mining supplier-based operators):**
  - Start with the development of Mining Cluster Database (see Resource Appendix) for a regional list of manufacturers, fabricators and service providers. Use stakeholders and key operators to flesh out the list. Use already developed databases.
  - Use Chamber of Commerce: Burns Lake, Fort St James, Mackenzie, McBride, Prince George, Quesnel, Valemount, Vanderhoof, Wells.
  - Association of Mineral Exploration British Columbia (AMEBC)
  - Canadian Institute of Mining, Metallurgy & Petroleum (CIMM-Northern Chapter)
  - Mining Association of BC (MABC)
  - Mining Suppliers Association of BC (MSABC)
  - Omineca Beetle Action Coalition (OBAC)
  - Others?
- **Take time to think about the process for these meetings. Determine your desired outcomes and ensure that the meeting is structured to achieve these outcomes. (ie. provide opportunities for networking, structured small group discussion , etc). *This meeting will lay the foundation for future initiatives!***
- **Success lies in the power and the passion of the people in the partnerships! Attempt to build excitement and reinforce confidence by offering support.**



## **2. Seed with some ideas**

**There are many sources for ideas. Look to other jurisdictions to see what they've done. Remember, good ideas are created, great ideas are stolen!**

### **What we did:**

- **In an attempt to get quick wins, we know Roundup 2009 is January 2009 in Vancouver, Minerals North is April 2009 in Fort St James, and April 2010 in Prince George.**
- **We concentrated on market-focused projects that would result in increase word of mouth and creating “promotional opportunities”: Identify regional manufacturers and service providers in an eight (8) Chamber region, develop promotional tools to increase awareness of regional manufacturers/ fabricators and service providers for mining: (e.g., Develop a Directory, a website) so that mine developers, procurement agents, and mine maintenance personnel know who and where regional services are located to support mine development; Increase regional awareness of mine procurement processes and contacts; and increase awareness of mine human resource requirements to enable mine development to grow and prosper.**

## Keys to Success:

- ❑ See Resource Appendix for Director Examples handout and suggested websites.
- ❑ Mining cluster groups contacts:
  - **Exploration:**
    - ◆ Kamloops Exploration Group <http://www.keg.bc.ca/>
    - ◆ Smithers Exploration Group [www.smithersexplorationgroup.com](http://www.smithersexplorationgroup.com)
    - ◆ Vancouver Mining Exploration Group
    - ◆ Yukon Mining and Exploration Directory
  - **Mining Suppliers:**
    - Camese Compendium of Canadian Mining Suppliers
    - Canadian Institute of Mining, Metallurgy & Petroleum <http://www.cim.org/MainEn.cfm>
    - Mining Suppliers Association of BC [www.miningsuppliersbc.ca](http://www.miningsuppliersbc.ca)
    - Northern Resource Solutions Group [www.nrsg.ca](http://www.nrsg.ca)
    - Prince George Service & Supply Directory
  - **Mining human resource requirements:**
    - ◆ British Columbia Mineral Exploration and Mining Industry Human Resources Strategy 2008-2012 (June 2008)  
<http://www.1697economicalliance.ca/downloads/Labour%20Market%20Task%20Force%20Report%20complete.pdf>
  - **Mining Events:**
    - ◆ Smithers Exploration Group Christmas Party, December 6, 2008
    - ◆ Roundup 2009, Vancouver January 26-27, 2009
    - ◆ Minerals North, Ft St James April 22-24, 2009
    - ◆ Canadian Institute of Mining, Northern Chapter AGM, June 22-24, 2009
    - ◆ Coal Forum, Chetwynd, October 2009
    - ◆ Minerals North, Prince George, April 2010
    - ◆ Forest & Resources Expo, Prince George, June 3-4, 2010
  - **Others:**
    - ◆

### **3. Pick something and run with it**

**There are several projects to choose from. Decide what market you want to influence and pick an appropriate project. Remember the common, overarching goal is about building profile and awareness.**

#### **What we did:**

- **We knew that we needed to keep people engaged so we pushed for them to pick projects they could get started on right away.**
- **Groups set meeting dates, listed who else needed to be involved, and determined key project champions.**
- **Stakeholders offered venues for meetings and other support.**

## Keys to Success:

### How to decide what project to pick:

- Decide what market you want to influence (see W.O.M. handout)
- Decide if you want to “take the product to the market OR the market to the product”
- Establish if the project is “do-able”
- Look for quick wins that will start to build cluster momentum

### Tips for success:

- Start with the end in mind. Ask yourselves **“WHY are we doing this, FOR WHOM, and HOW”**
- Define the objectives for the project. For example:
  - o Raise profile and awareness of regional manufacturing and service provision for mines
  - o Education about regional mine, manufacturers/ fabricators, and service providers for mining
  - o Increase cross-promotion
  - o Raise money
  - o NOTE: You may want to achieve a combination of these objectives – make sure you have strategies in place to achieve each of the objectives you choose.
- Identify one or more champions and get MANY helpers involved
- Don't reinvent the wheel – contact those who have already tried things and learn from their lessons
- Use your stakeholders (see Step 1 – Phase 1, under what stakeholders can provide)
- Go after sponsorship: Western Economic Diversification, 16-97 Economic Alliance, business, others?
- Promote, promote, and cross-promote (don't forget to post events on [www.1697economicalliance.ca](http://www.1697economicalliance.ca) and notify stakeholders)
- Take time to continue to build relationships and trust along the way, remember its **the power and the passion of the people in the partnerships**. (ie. use work bees for specific activities, take time to celebrate)



## 4. Evaluate and follow-up

**The Mining cluster discovered (in some cases after the fact!) that it's very important that you do some tracking to help you with future planning – learn from their experience!**

### What we did:

- **Meetings or conference calls were held with stakeholders after the first meetings were complete to:**
  - debrief
  - determine commitment in supporting initiatives
  - figure out who is doing what
  - and discuss next steps.
- **Stakeholders split up responsibilities in following up and supporting groups, depending on their needs.**
  - YTD the 16-97 Economic Alliance has facilitated administrative support to support the Leadership Group
  - A consultant will be selected to develop a regional manufacturing and service database
- **Once all the projects were complete, businesses will be brought together again to:**
  - celebrate successes
  - discuss lessons learned
  - consider taking current projects to the next level
  - and consider taking on new projects



## Keys to Success:

- **Determine how you will know if your project was successful (ie. Did you meet your objectives?)**
  - Think about the information you would need to “sell” a new operator or potential sponsor on the concept if you wanted to repeat the project.
- **Methods to obtain this information include:**
  - Collect financial data whenever you can – individually and for the partnership.
  - Collect attendance data whenever you can:
    - How many?
    - Who were they – demographics?
    - Where were they from?
    - How did they hear about it?
    - What improvements did they suggest?
  - Use a draw or some other means to establish a database of the people who came.
- **Take the time for recognition, celebration and continued opportunities to network.**

**“Things may come to those who wait, but only the things left by those who hustle”**  
*Abraham Lincoln*



# Resource Appendix

- ❑ **Association for Mineral Exploration BC** <http://www.amebc.ca/>
- ❑ **BC Geological Survey** <http://www.em.gov.bc.ca/mining/geosurv/default.htm>
- ❑ **Canadian Institute of Mining, Metallurgy & Petroleum** <http://www.cim.org/MainEn.cfm>
- ❑ **Mining Association of BC** <http://www.mining.bc.ca/>
- ❑ **Mining Suppliers Association of BC** <http://www.suppliersbc.ca>
- ❑ **Ministry of Mines, Energy & Petroleum** <http://www.gov.bc.ca/empr/>
- ❑ **Mineral Titles Online BC** <http://www.em.gov.bc.ca/subwebs/mtonline/>
- ❑ **Infomine** <http://www.infomine.com/>
- ❑ **Documents available at [www.1697economicalliance.ca](http://www.1697economicalliance.ca) under Mining Cluster Resources, and publications:**
  - **North Central BC Mining Growth share matrix** (2007) to introduce the concept of regional employment comparison to national averages
  - **C-CBAC Mineral Exploration Strategy Report** (2007) to introduce regional recommendations
- ❑ **Cluster Examples:**
  - **City of Edmonton Network and Cluster Development** (April 2008)
  - **Cluster Navigator** <http://www.clusternavigators.com/>

**Northern Interior Mining Leadership Group:**

- **Dave Forshaw, Moose Creek Holding**
- **Helge Freudentheil, Prince George Machine Works**
- **Dave Kim, Northern Resources Solution Group**
- **Kevin Neary, Mackenzie Hose & Fittings**
- **Jason Oliver, Geo-tech Drilling**
- **Greg Rasmussen, Canadian Institute of Mining, Northern Chapter**
- **Glen Wonders, Terrane Metals**

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