



**THE BC  
JOBS PLAN**

# **The Goal: Protect & Create Jobs for British Columbians**

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*Presented by:*

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**Urban Development Institute – Kelowna Chapter**



## THE BC JOBS PLAN

### Three Areas of Focus

- 1. Expanding markets for B.C. products, particularly in Asia**
- 2. Strengthening our infrastructure to get our goods to market**
- 3. Working with employers and communities to enable job creation across B.C.**



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### Leveraging Strengths

- **Forestry**
- **Mining**
- **Natural Gas**
- **Transportation: Ports, Marine and Aerospace**
- **Technology, Clean Tech and Green economy**
- **International Education**
- **Agri-Foods**
- **Tourism**



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### **Capitalize on Forestry Opportunities**

- **Continue to be China's main lumber supplier**
- **Focus on re-building in Japan**
- **Develop new bio-energy and wood pellet markets in Asia and Europe**



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### Clearing the Path for Jobs

- **\$24 million to eliminate backlog for resource development permits and approvals**
- **Ensuring high environmental values are upheld**
- **Ensuring First Nations are consulted in a timely manner**



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### Targets to Reduce Backlogs

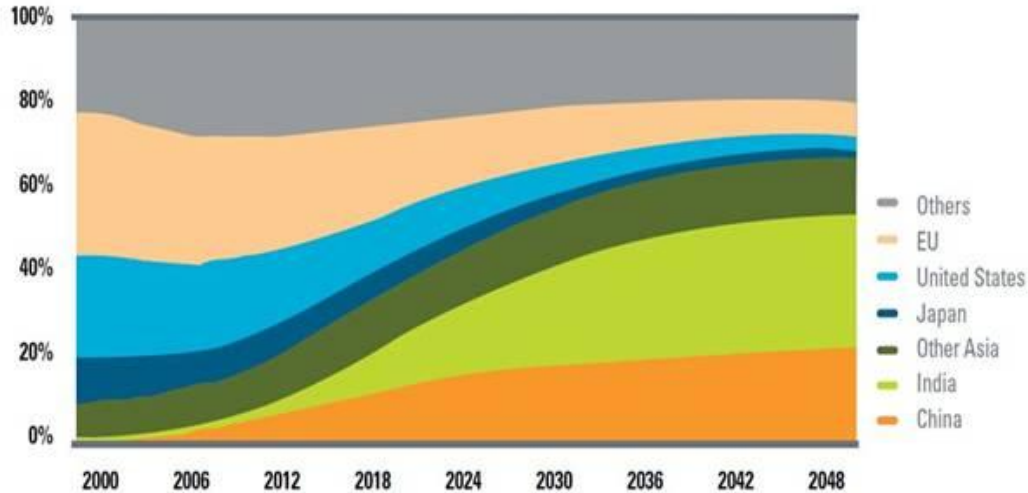
- **Mining permit backlog by 80% by Aug. 31, 2012**
- **Maintain average turnaround time of 60 days by 2013 forward**
- **Land and water backlog by 50% by Dec. 31, 2012**



## THE BC JOBS PLAN

# Why Asia?

## Projected middle-class growth



SOURCE: OECD Development Centre Working Paper No. 285 (2010)



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## **Lessons from China**

- **Focus on Chinese market resulted in 10-fold increase in value of lumber exports to China since 2003**
- **10,000 direct jobs supporting B.C. families**



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### **November 2011 Trade Mission**

- **Added to lumber sales momentum in China**
- **Announced \$2 million from the Province for earthquake reconstruction in Japan**
- **Premier Clark promoted mining, forestry, green energy and other sectors in India**



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## **Tourism Strategy**

- **Launched October 25<sup>th</sup>**
- **After 18 months of consultation with industry reps**
- **Will attract more visitors and create jobs by capitalizing on our tourism edges**
- **B.C. is a clean, safe and spectacular destination**
- **Cultural diversity also makes us attractive**



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# Discussion

[www.BCJobsPlan.ca](http://www.BCJobsPlan.ca)