

Maximizing Opportunities



The *Maximizing Opportunities* strategic initiative aims to achieve a balanced, diversified and sustainable economy that provides all communities and regions with opportunities and choices.

Actions planned under the Maximizing Opportunities initiative are:

- Improve Skills for Living and Working
- Support Diversification
- Promote the NWT as a Place to Visit and Live
- Maximize Benefits from the MGP and Related Initiatives

To ensure that residents, businesses and communities are able to take advantage of the opportunities that the development of our resources provides, we will invest in education and training programs.

We will support diversification by ensuring business programs are accessible, relevant, and used to support new and emerging businesses. Support for tourism, the arts, and arts and crafts production will also be expanded.

Through a national marketing campaign the NWT will be promoted as a place to live, visit and invest. We will integrate marketing messaging promoting NWT arts and crafts into existing and proposed tourism marketing strategies. We will also enhance existing programming and funding to support increased production of traditional arts and crafts to satisfy growing demand from visitors.

We will support the GNWT's participation in activities associated with the construction of the Mackenzie Gas Project (MGP) and help territorial residents take advantage of economic opportunities from resource development and related initiatives.