



# **ECONOMIC RESET**

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**Peterborough**



# GPA EDC Strategic Plans

## *Formed in 1998*

- GPA 20/20 Vision Report
- 1999 - 2004 Master Strategic Plan
- 2002 – Strategic Plan Review
- 2006 – 2<sup>nd</sup> 5 Year Strategic Plan
- 2008 – “Organizational Review”
- 2010 – 3<sup>rd</sup> 5 Year Strategic Plan



# **GPA 20/20 – Vision Report**

## ***Input from 2000 citizens***

- 12 Key Findings & Recommendations
- Economic Development & Employment
- Create economic development marketing plan

*One-stop shop for investors*

*Environmental Research Park*

*Knowledge- based industries*

*Promote small business and micro-enterprises*



# 1<sup>st</sup> Master Strategic Plan

## *Developed by public/private sector*

- Develop globally competitive strategies
- Determine a “Centre of Excellence”
- Develop sustainable funding partnerships
- Advocate proactive economic change
- Create new events & attractions
- Develop confidence via communications
- Create success indicators/benchmarks



# Strategic Plan Review - 2002

## *1<sup>st</sup> Economic “Reset”*

- Funds for “Biotech Centre of Excellence”
- Increased marketing target sectors
- SWOT analysis
- Technology upgrades (internet)
- Tourism opportunities
- Agri-food strategy
- Engage local municipal partners



## 2<sup>nd</sup> 5-Year Strategic Plan

### ***Partners/Community Input***

- Regional co-operation
- BR+E
- Marketing & branding
- Focus on key sectors
- Industrial land
- Tourism infrastructure
- Premier –Ranked Tourism
- Expand visitor centre



# 3<sup>rd</sup> 5-Year Strategic Plan

## ***In-Progress***

- Corporate reorganization – 4 “pillars”
- Manufacturing, Tourism, Innovation, Rural
- New priorities for new economic challenges
- Approved by Board, Stakeholders Q4 2009
- Incorporated into annual business plans
- Success measurement

MoneySense

**CANADA'S BEST  
PLACES TO LIVE**

**Peterborough Region Ranked TOP 10!**

[view details](#)

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# **Ontario East – “Reset”**

## ***Automotive Sector***

- Auto Parts – 2005 Auto report
- Research, partnerships
- Advanced Manufacturing - 2007
- Auto – biomaterials
- Nuclear, Aerospace
- Green/Clean technology



## Ontario East – “Reset”

### ***2005 Auto Study - DesRosiers***

#### ***Perceived Strengths:***

- Transportation/border crossings
- Employees - strong work ethic/low turnover
- Quality of life

#### ***Perceived Weaknesses:***

- Not seen as a automotive area
- Located on the "wrong side" of Toronto
- Problems finding skilled labour



## ***Auto Parts Sector - DesRosiers***


Oshawa will remain a significant vehicle assembly location for GM. Eastern Ontario should actively target suppliers to Oshawa as potential candidates to locate in the region.

Asian and European vehicle companies will be increasing their North American assembly capacity in the coming decade. It is possible that the increases in capacity from European assemblers in North America will come through “third-party” assemblers.



## ***Auto Parts Sector - DesRosiers***

The Canadian OE parts sector faces serious challenges in the coming decade. Overall the sector is likely to see a declining market share within the North American market. The most serious challenges will be seen by suppliers of GM, Ford and DaimlerChrysler who are producing low value added components and are vulnerable to competition from low cost countries.



## Sector “Reset” – Ontario East

### *Broadened Scope - 2006*


- “Auto” > “Advanced Manufacturing”
- Related key sector strengths
- Nuclear
- Aerospace
- Green Technologies



# **Sector “Reset” – Ontario East**

## ***Advanced Manufacturing***

- Fastest growing sector
- 10 communities
- Shift to clean/green




## **Sector “Reset” – Ontario East**

### ***Aerospace***

Strategically located as part of a world-leading aviation cluster with ready access to the aerospace clusters of the Eastern United States, wide-ranging global aerospace suppliers, deep commercial and military roots, plus lower costs, make Ontario East the right place for your expanding enterprise.

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## **Sector “Reset” – Ontario East**

### *Nuclear*

Ontario East is at the heart of Canada’s nuclear industry. World-leading reactor developers, AECL and General Electric, are located here. Companies are well positioned to grow as they take on new build, maintenance and decommissioning opportunities in Canada - and internationally.

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## Sector “Reset” – Ontario East

### *Greentech*

Clean technologies will have a fundamental role in the future of Ontario’s economy, as well as the rest of Canada. Adoption of clean technology solutions will reduce the energy needs and other costs of Canadian industry, thereby contributing to their productivity and competitiveness, resulting in the jobs and profits that drive the economy. At the same time, widespread adoption of these clean technologies will help Canada meet its greenhouse gas and air contaminants reduction goals.

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## **Ontario East – “Current Reset”**

### ***Greentech***

- Partners research
- Senior government activity
- Regional strengths
- Primary research
- Implementation



**Thank you!**

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