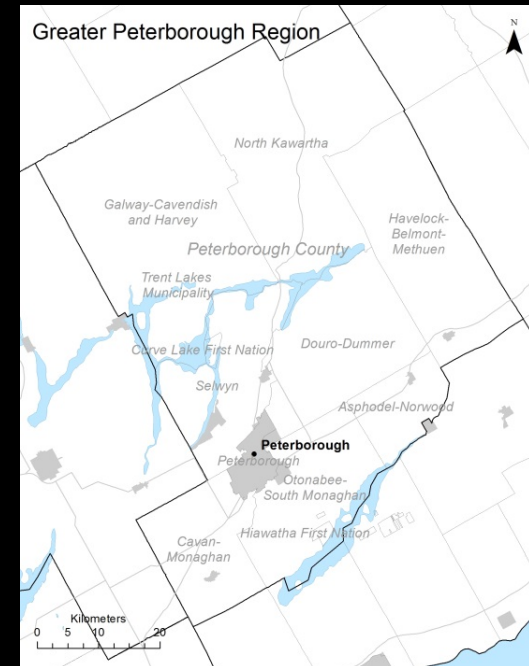
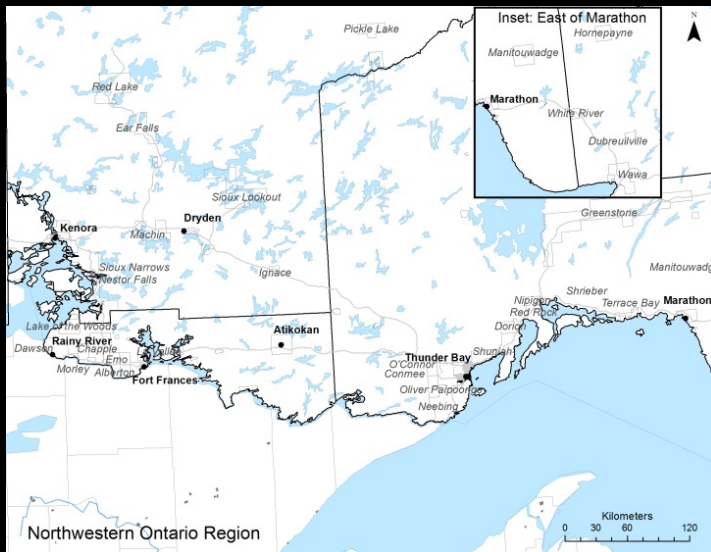


# EREDI: NORTHWEST ONTARIO AND GREATER PETERBOROUGH

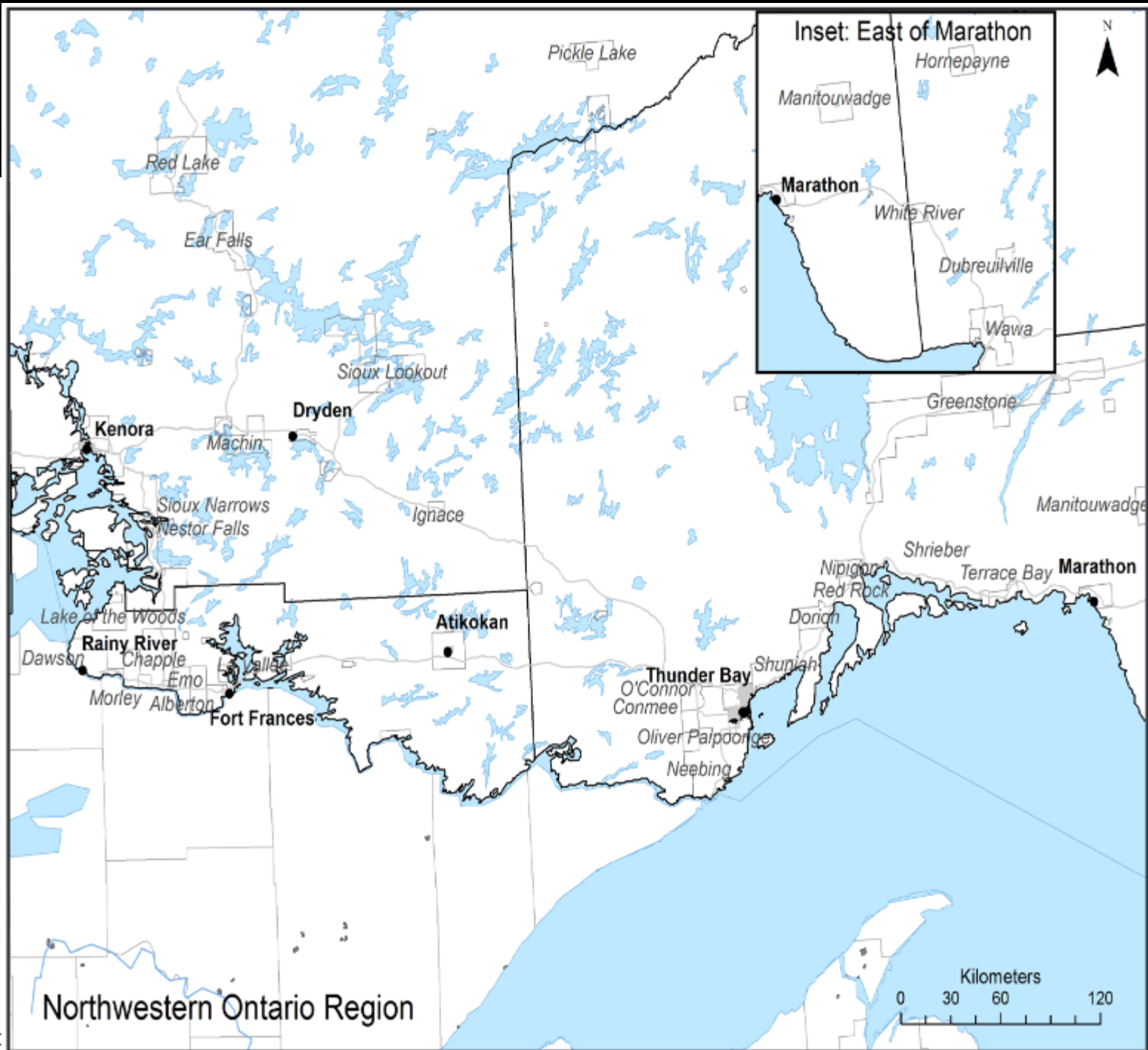


Karen Sander and Dr. John F. Devlin

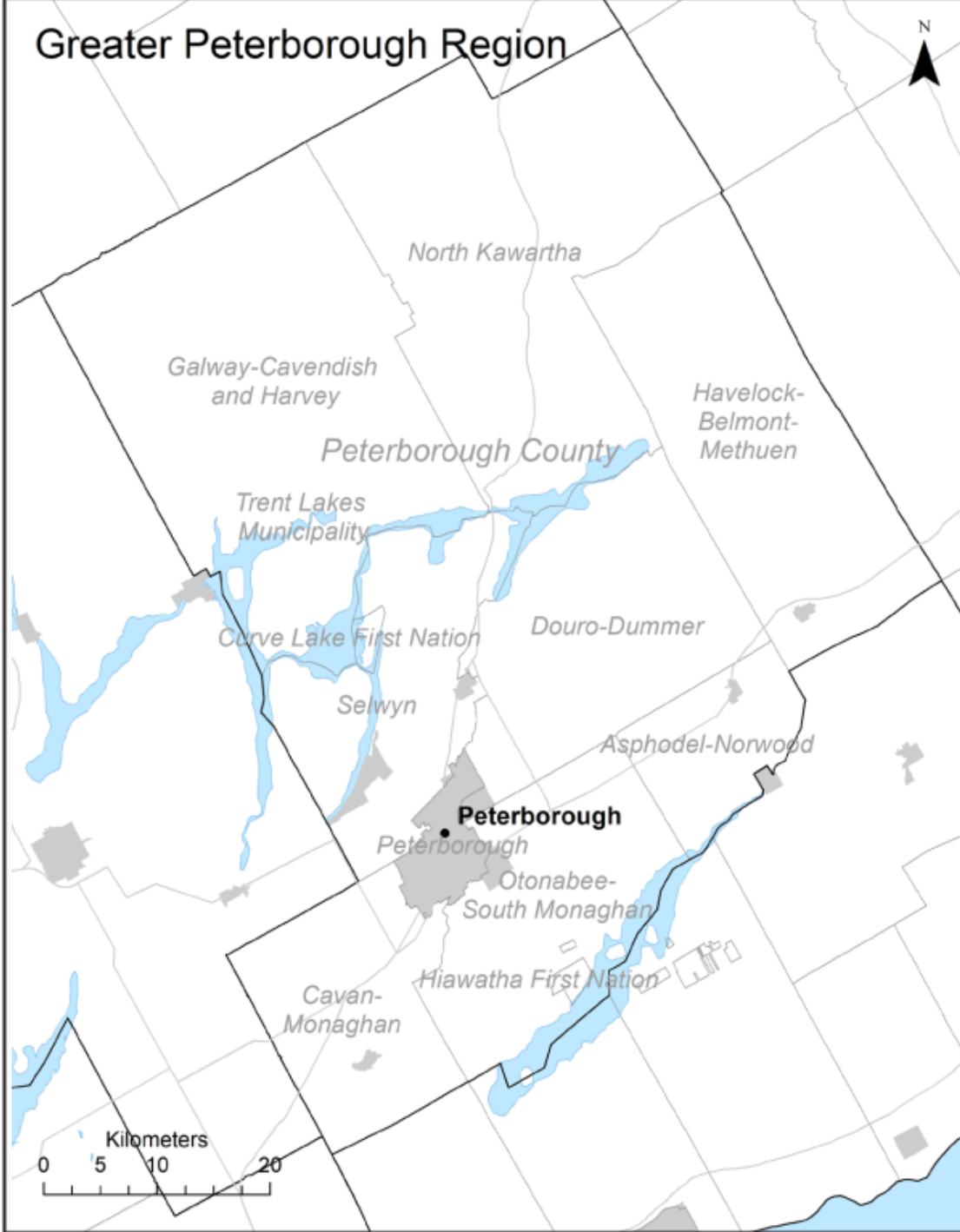
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# Greater Peterborough Region



# FAST FACTS

## Demographics, Area, and Income

	Northwest Ontario	Greater Peterborough
Population (2001)	200,355	125,856
Population (2011)	190,091	134,933
% Pop. Change	-5.12%	+ 7.21%
Area (km <sup>2</sup> )	13,129	3,848
Avg. Individual Income (2011)	\$60,650	\$57,790

# KEY DIVISIONS

	Northwestern Ontario	Greater Peterborough
Cities	3	1
Towns	4	0
Townships	23	7
Municipalities	6	1

# WORKFORCE BY INDUSTRY

Northwest Ontario		Greater Peterborough	
Health Care and Social Assistance	15.5%	Health Care and Social Assistance	13.3%
Retail Trade	12.1%	Retail Trade	12.9%
Public Administration	10.1%	Educational Services	8.9%
Educational Services	8.8%	Manufacturing	8.7%
Accommodation / Food Services	7.9%	Construction	7.5%
Construction	6.8%	Accommodation / Food Services	6.9%
Manufacturing	5.3%	Public Administration	6.3%
Transportation/ Warehousing	5.2%	Other Services	5.2%
Professional, Scientific and Technical Services	4.4%	Administrative Support, Waste Management and Remediation	5.0%
Other Services	4.3%	Professional, Scientific and Technical Services	4.8%

Source: Statistics Canada 2011, National Household Survey

# KEY REGIONAL DEVELOPMENT ACTORS

Northwest Ontario	Greater Peterborough
Northern Ontario Municipal Association (NOMA)	Eastern Ontario Wardens Caucus
Northwestern Ontario Associated Chambers of Commerce	Greater Peterborough Chamber of Commerce and Kawartha Chamber of Commerce and Tourism
Northwestern Ontario Innovation Centre	Greater Peterborough Innovation Cluster
Northwestern Ontario Development Network	Peterborough Economic Development
Northern Ontario Heritage Fund	Peterborough Community Futures Development Corporation
Northern Policy Institute	Eastern Ontario Community Futures Development Corporations Network Inc.
Paro Centre for Women's Enterprise	Workforce Development Board
Common Voice Northwest Initiative	

# REGIONAL IDENTITY: NORTHWESTERN ONTARIO

- **An identity of**
  - Remoteness and isolation
  - Resilience, northern character, rocks, trees, water, and geology
  - Regional Economic Development primarily in the Forestry, Mining, Aboriginal, Tourism and Agriculture Sectors.
- **Presents a wealth of regional networks and institutions.**
  - Regional institutions concentrate their unified voice on the messages being sent to the Province.
- **Recognizes that it is under-represented politically**
- **Northern Growth Plan**
  - Provides the opportunity for a regional table where the regional institutions and Common Voice Northwest Initiative can continue to pressure government for northern policies that reflect the distinct opportunities and challenges in the Northwest region.



# REGIONAL IDENTITY: GREATER PETERBOROUGH

- **An identity focused on:**
  - their geology, vegetation and agriculture,
  - a history of prime infrastructure and international market proximity.
- **Marketing Two identities:**
  - First its locational advantages for investment and attraction to the regional economy
  - Second the promotion of the recreational cottage and tourism sectors to attract new residents.

# LESSONS LEARNED: REGIONAL IDENTITY

- Internal regional development collaboration relies on a regional identity leveraging regional opportunities and challenges
- External marketing of the region relies on creation of a regional identity

# LESSONS LEARNED: RELATIONSHIP BUILDING

- Successful collaboration requires partnerships across governments and agencies
- Economic development activities must balance urban and rural concerns