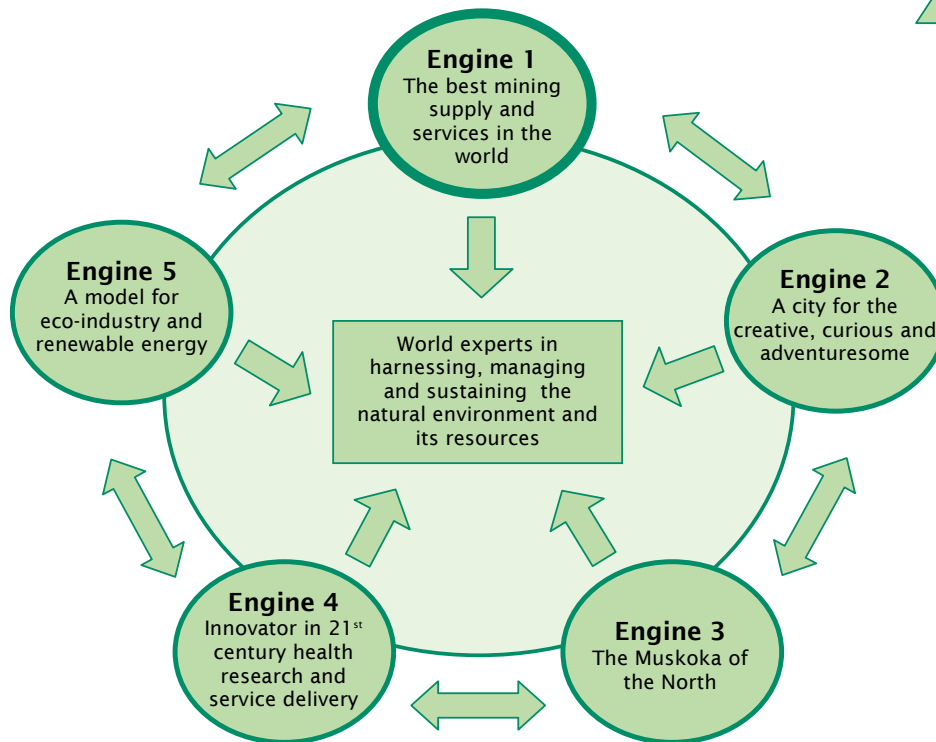


Coming of Age: Sudbury 2015



- **ENGINE #1: The best mining supply and services in the world**
 - Be a leader in manufacturing cost-effective equipment and tools for deep mining, including mine safety, and innovative processing of natural resources.
 - Leverage technology assets and mining robotics expertise for energy, space and military applications.
 - Create a world-class mining engineering school.
- **ENGINE #2: A city for the creative, curious and adventuresome**
 - Upgrade and revitalize infrastructure – downtown and surrounding area – with businesses and amenities that support a high-tech environment and urban living experience.
 - Make public transportation seamless and accessible for students, residents and visitors.
 - Recognize and reinforce the attainment of higher education as a cultural norm
- **ENGINE #3: The “Muskoka of the North”**
 - Leverage natural amenities, environmental successes and geological history as recreational and lifestyle attractors.
 - Selectively enhance arts and cultural amenities to fit unique heritage and local strengths.
 - Position Greater Sudbury as superior to Muskoka for recreational living.
- **ENGINE #4: Innovators in 21st century health research and service delivery**
 - Build world leadership in rural medicine: an integrated, collaborative system of prevention, promotion and delivery at each stage of need and lifecycle.
 - Incubate and pursue biotechnology R & D, linked to clinical strengths (eg. Cancer treatment).
 - Raise commercialization bar: patents, trademarks, new products, R & D expenditures, scientists and engineers.
- **ENGINE #5: A model for eco-industry and renewable energy**
 - Lead the nation in development and use of sustainable energy technologies (eg. Earth Care Sudbury).
 - Adopt a leading edge and supportive policy framework for community energy efficiency.
 - Build eco-friendly places and products to attract talent, tourists and businesses.

Coming of Age: Sudbury 2015



Sudbury's Report Card: 4 out of 7 conditions for wealth creation need attention

Factor	What is included	Sudbury's Grade
Achievable quality of life	Housing, health care, recreation and culture	B
Accessible technology	Universities, research labs, corporate R&D facilities that discover new knowledge	B-
Advanced communications	Availability of access to digital communications	B-
Acceptable business climate	Set of regulatory and administrative requirements and services in the region	C+
Adaptable human resources	Institutions and programs that produce workforce capabilities in the region	C
Available financing	Institutions that provide capital for seed, expansion, and renewal	D
Adequate physical infrastructure	Facilities for commercial and industrial sites, water, power, waste disposal, transportation	E

Source: Stakeholder Forum sponsored by GSDC, Sept. 11, 2002

➤ How Sudbury ranks on quality of place indicators out of 25 Canadian cities

- 4th lowest on Talent Index – proportion of the population 18+ with a BA or higher
- 2nd lowest on Bohemian Index – employment in artistic and creative occupations
- 8th lowest on Mosaic Index – proportion of foreign born
- Lowest on Tech-Pole Index – high technology industrial output

Source: M. Gertler and R. Florida, *Competing on Creativity: Placing Ontario's Cities in a North American Context*, November 2002

➤ Overall role of Council

- Act as one unifying voice; be unwaveringly committed to the Vision
- Set priorities for investments and initiatives consistent with the Vision
- Champion "Report Card" improvement

➤ Specific strategies for Council – The 3 "P"s

- **Policy:** Improve Greater Sudbury's attractiveness for industrial and commercial development – cost-competitiveness and "red-tape"
- **Processes:** Fast track more efficient and customer-focused processes to attract, retain and develop local business
- **Program Priorities:**
 - **Information** – Improve the accuracy of and access to information on Greater Sudbury's current assets and future plans
 - **Image** -- Start now to market Greater Sudbury's Vision

➤ Immediate action items for Council – The 3 "I"s

- **Image:** Continue to invest in beautifying the city (flowers, landscaping, signage, etc.)
- **Information:** Clarify current assets by commissioning two profiles: a) mining supply and services, and b) tourism
- **Infrastructure:** Set goals for improving transportation system in each of the next three years

➤ Next steps for GSDC economic development strategy

- In partnership with stakeholders:
- Validate Vision
 - Identify priorities, high impact projects & 'ownership'
 - Determine structural entities for sustainability (eg. Mining Industry Council, Tourism Board)
 - Clarify roles and responsibilities; develop a roadmap

"You are rich when you meet the demands of your imagination."
Henry Joyce



January 8, 2003

