

# *Innovation and Knowledge Flows in City Regions: St. John's – Metropolis on the Margins?*

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Presentation to Innovation Systems Research Network (ISRN), 11<sup>th</sup> Annual Conference, Halifax

Rob Greenwood, Ph.D.

Director, Leslie Harris Centre of Regional Policy and Development,  
Memorial University of Newfoundland

April 30, 2009

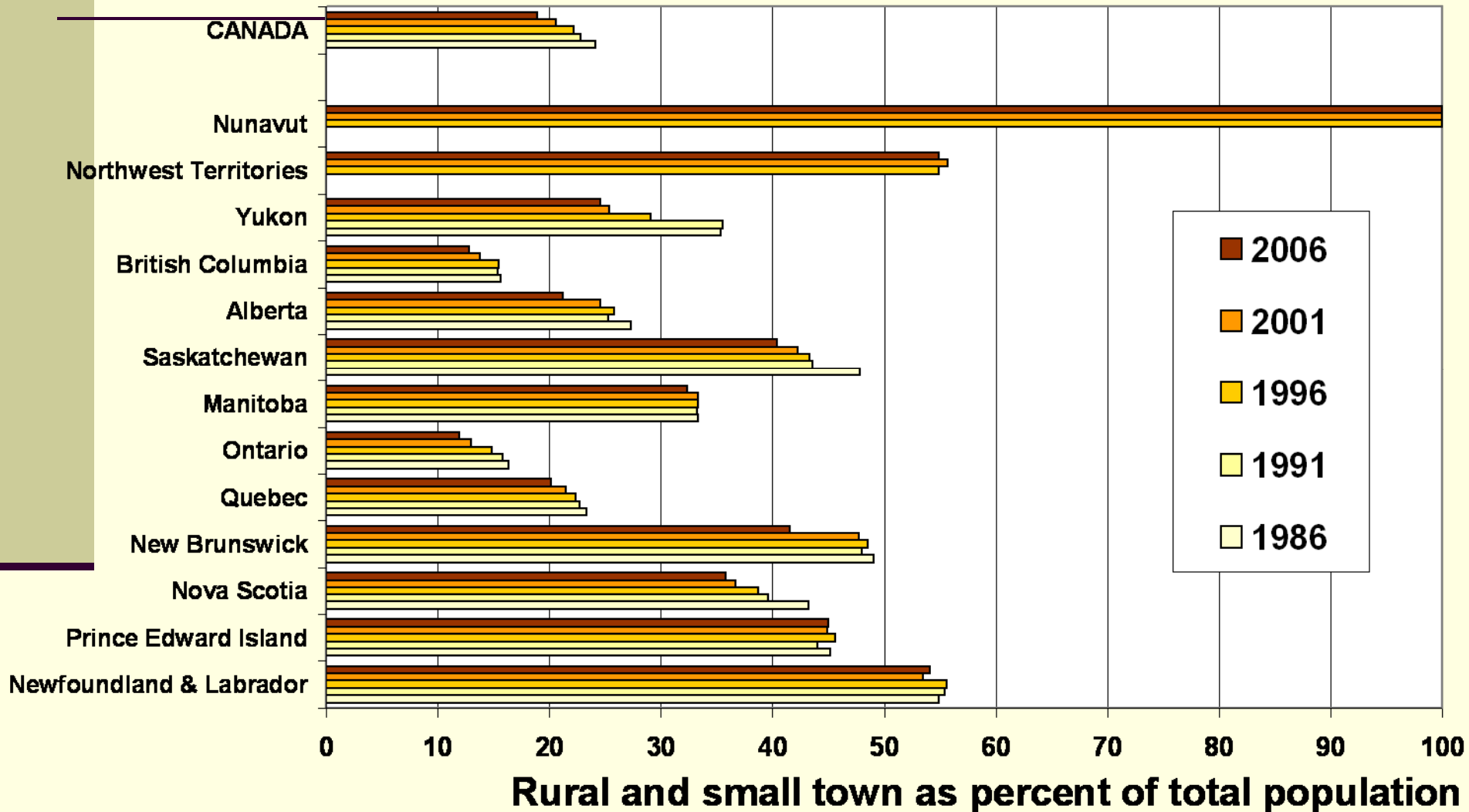
# Outline

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- “Rural”, “Urban”, and ever the twain do meet
- Newfoundland and Labrador
- St. John’s City Region: Innovation System?
- 1 Theme Done; 2 To Do: emerging & expected findings
- Stay tuned



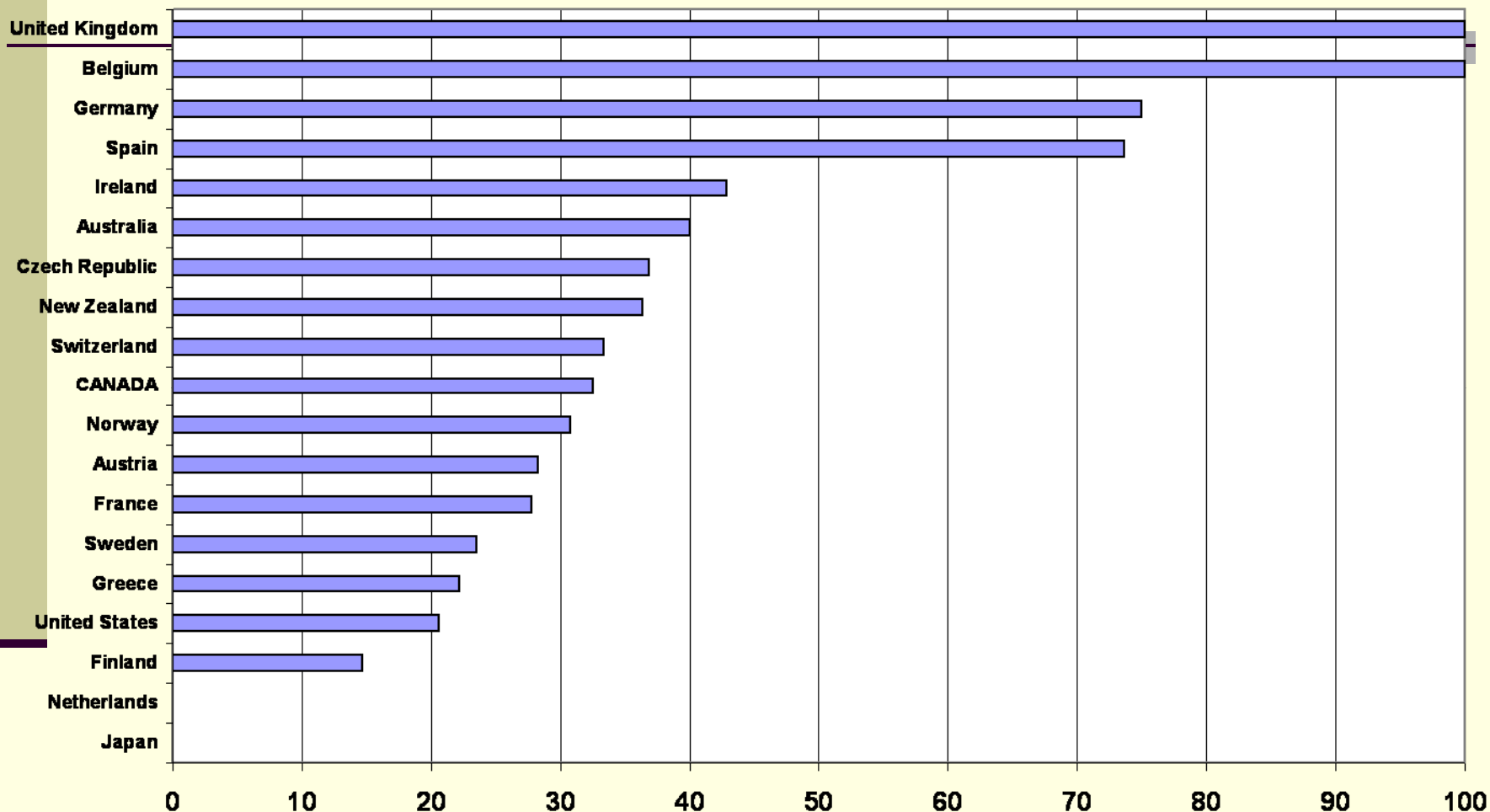
## In 2006, 19 percent of Canadians lived in rural and small town areas



Source: Statistics Canada. Census of Population, 1986 to 2006.

Rural and small town refers to the population outside Census Metropolitan Areas (CMAs) and outside Census Agglomerations (CAs).

## In the 1980 to 1990 period, one-third of Canada's predominantly rural regions were "dynamic"

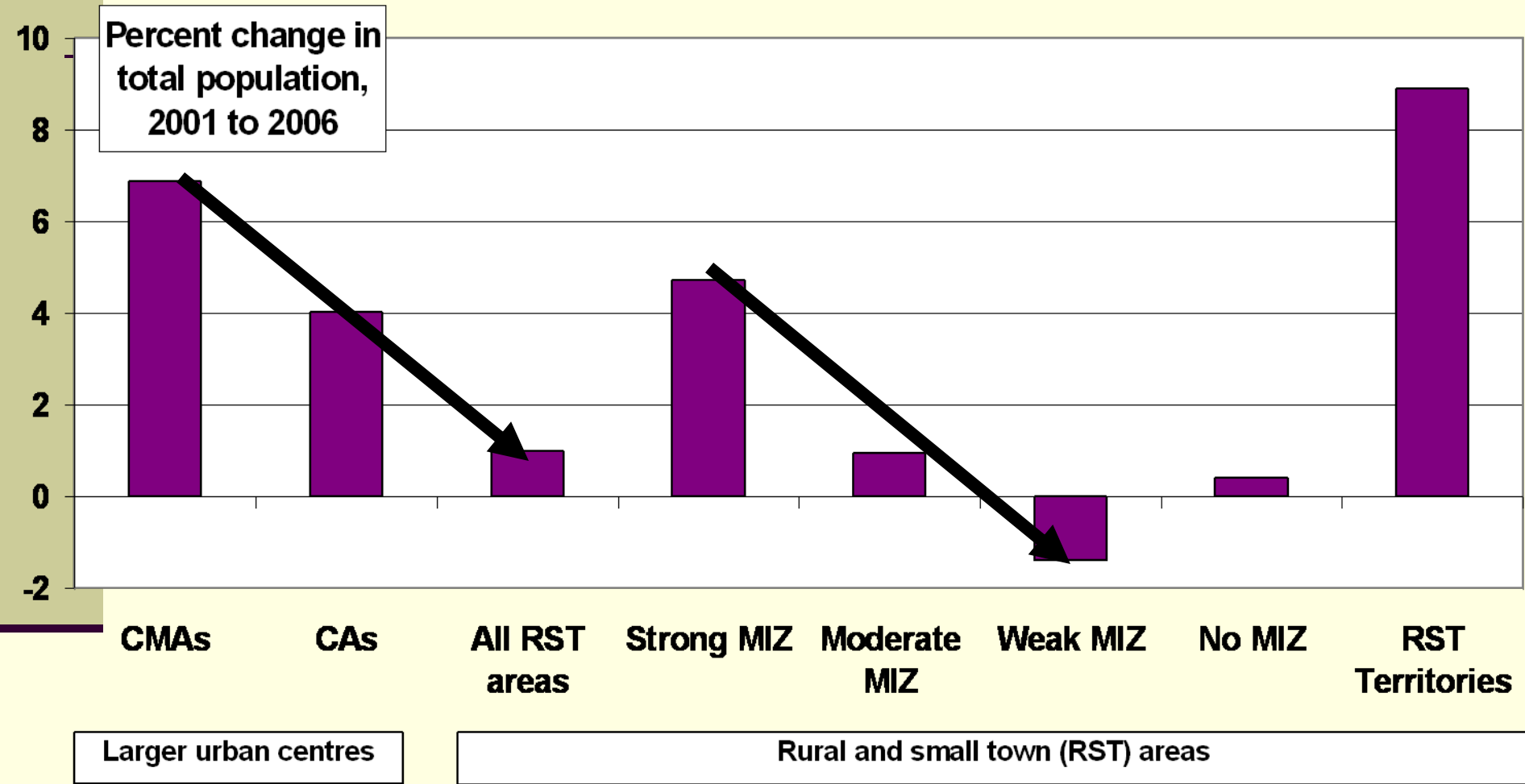


Source: OECD. 1996. TERRITORIAL INDICATORS OF EMPLOYMENT: FOCUSING ON RURAL DEVELOPMENT (Paris: OECD), Table 2.

Percent of predominantly rural regions with employment growth above the national average (i.e. "dynamic" regions)

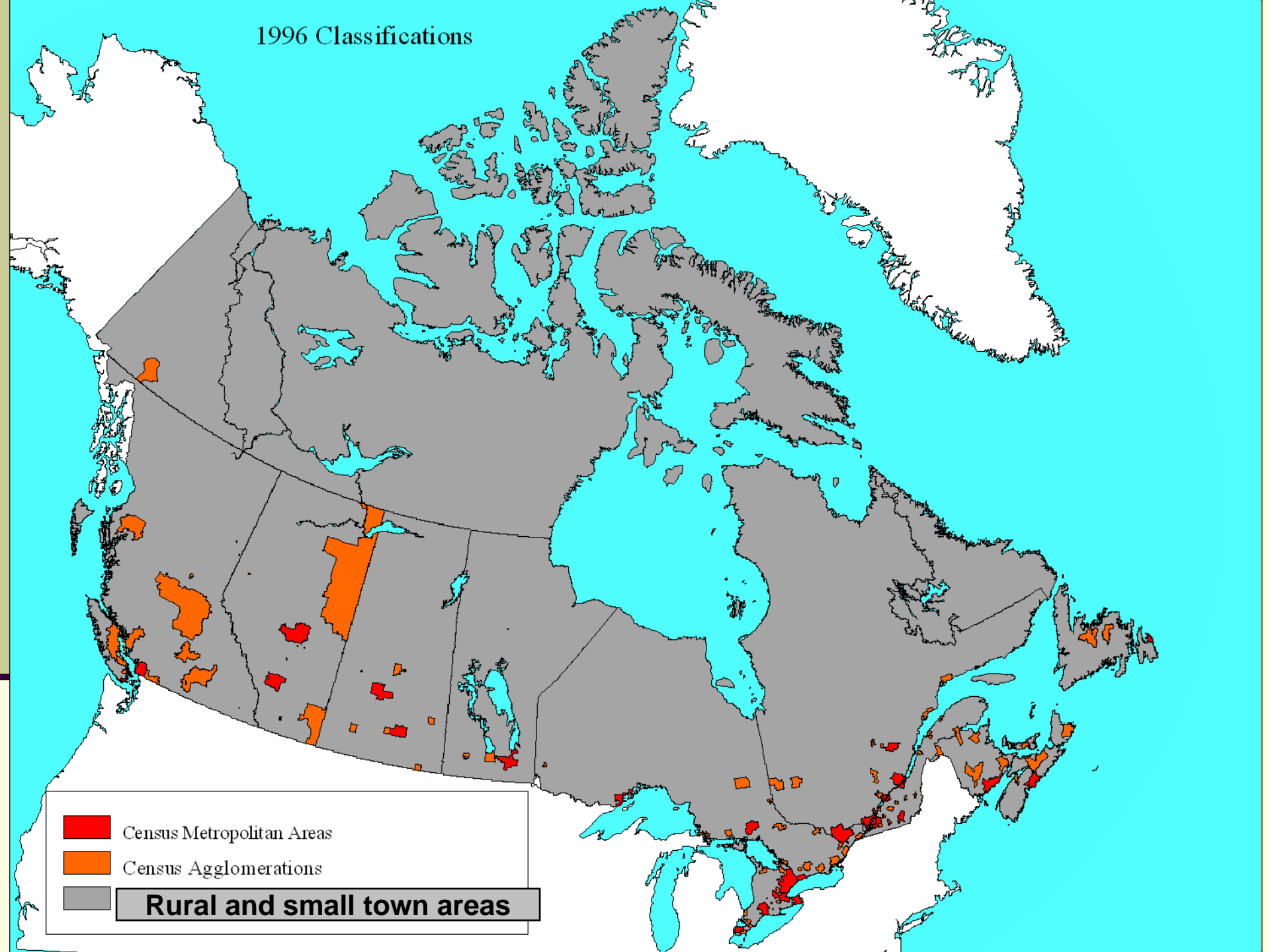
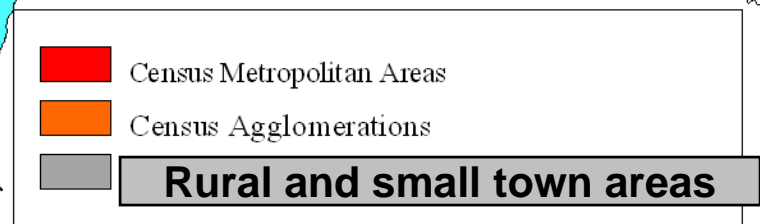


# CMAAs grow more than CAs -- rural areas with stronger metropolitan influence grow more (except for the influence of Aboriginal population growth in the RST territories)



Source: Statistics Canada, Census of Population, 1986 - 2006. Data are tabulated within constant boundaries.  
Census Metropolitan Areas (CMAAs) have total population of 100,000 or more with 50,000 or more in the urban core and includes all neighbouring towns and municipalities where 50 percent or more of the workforce commutes to the urban core. Census Agglomerations (CAs) have 10,000 to 49,999 in the urban core and includes all neighbouring towns and municipalities where 50 percent or more of the workforce commutes to the urban core. Metropolitan Influenced Zones (MIZ) are assigned on the basis of the share of the workforce that commutes to any CMA or CA (Strong MIZ: 30 to 49 percent; Moderate MIZ: 5 to 29 percent; Weak MIZ: 1 to 5 percent; No MIZ: no commuters).




# 1996 Classifications










# Metropolitan Influenced Zones (MIZ) in Rural and Small Town Canada, 2001

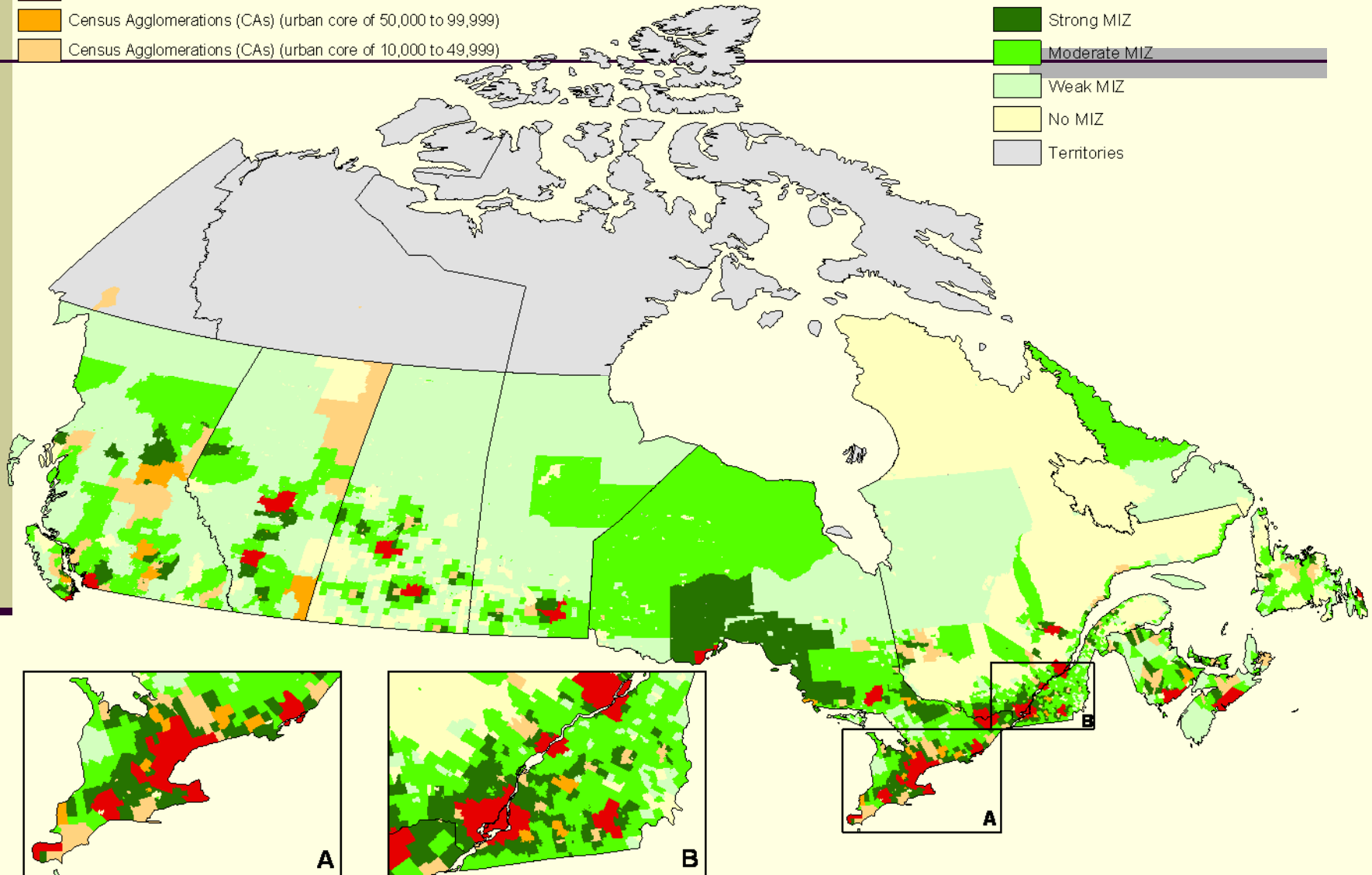
## Larger Urban Centres

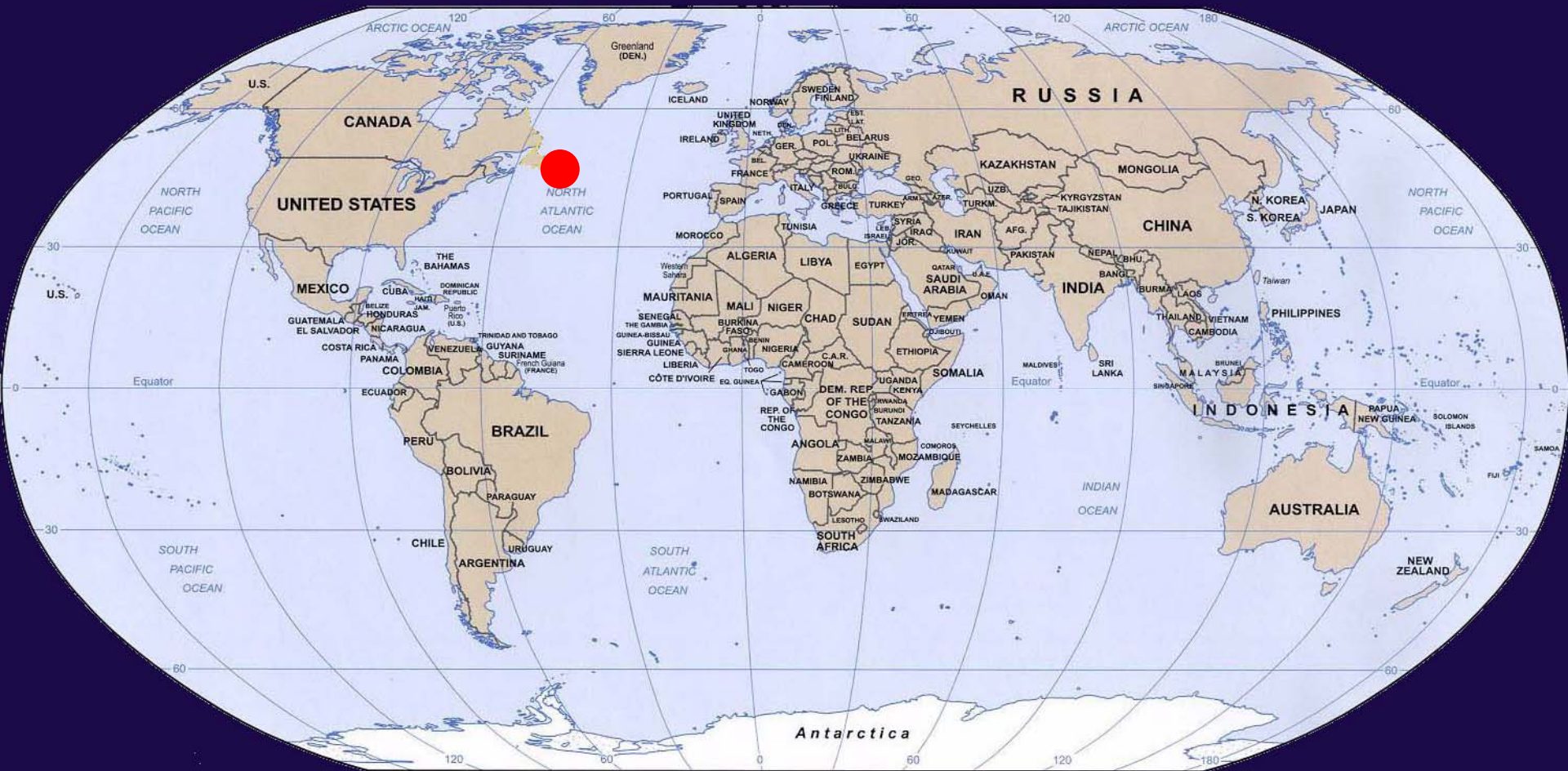
-  Census Metropolitan Areas (CMAs) (urban core of 100,000 or more)
-  Census Agglomerations (CAs) (urban core of 50,000 to 99,999)
-  Census Agglomerations (CAs) (urban core of 10,000 to 49,999)

## Rural and Small Town areas

(showing Metropolitan Influenced Zones (MIZ))

-  Strong MIZ
-  Moderate MIZ
-  Weak MIZ
-  No MIZ
-  Territories









ST. JOHN'S

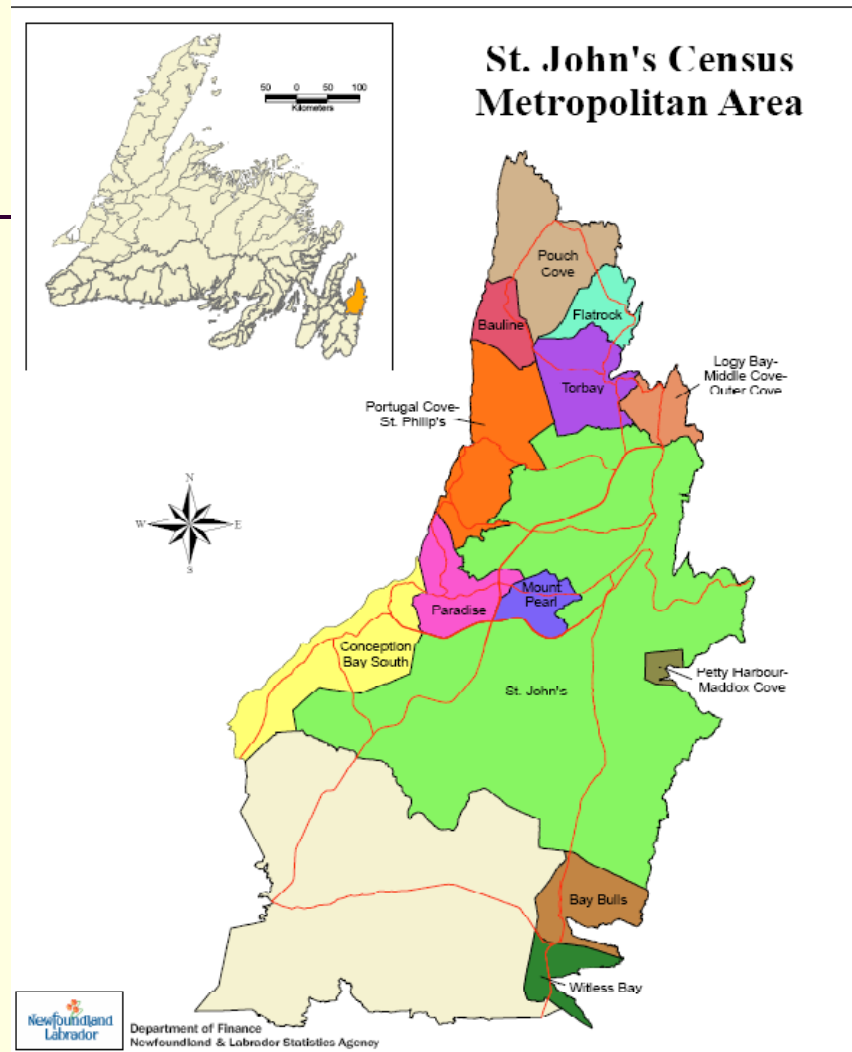
# St. John's Background

- Most easterly city in Canada, closest point in North America to continental Europe
- First permanent settlers early 1600's
- Mix of European traditions – unique culture
- Strong historical connection to ocean
- Capital of Newfoundland & Labrador
- Oldest port city in North America
- City of Ocean Excellence



# St. John's

## Hub of the Northeast Avalon



# St. John's City Region - Some Numbers

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## Population 2008

Metro area 185,330

Within 100 km approx 250,000

Metro area population has increased steadily over the past decade.

## Metro Economy 2008

GDP +0.5%

Employment +4.2%

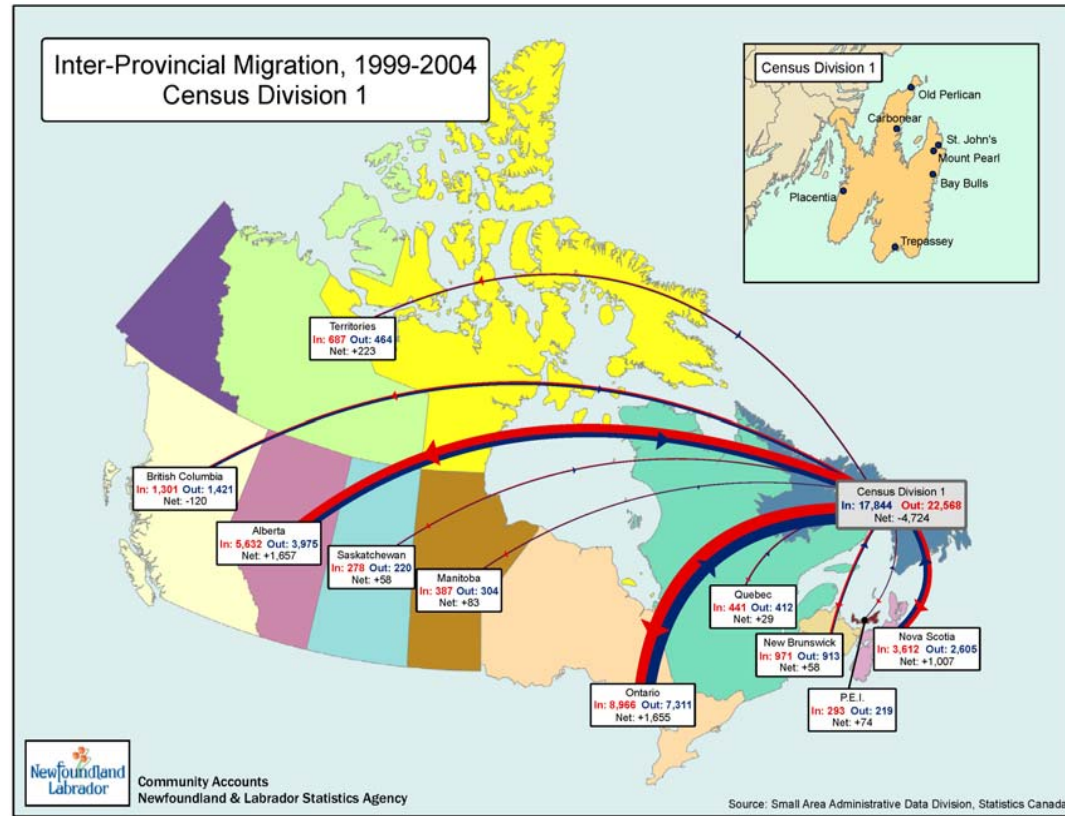
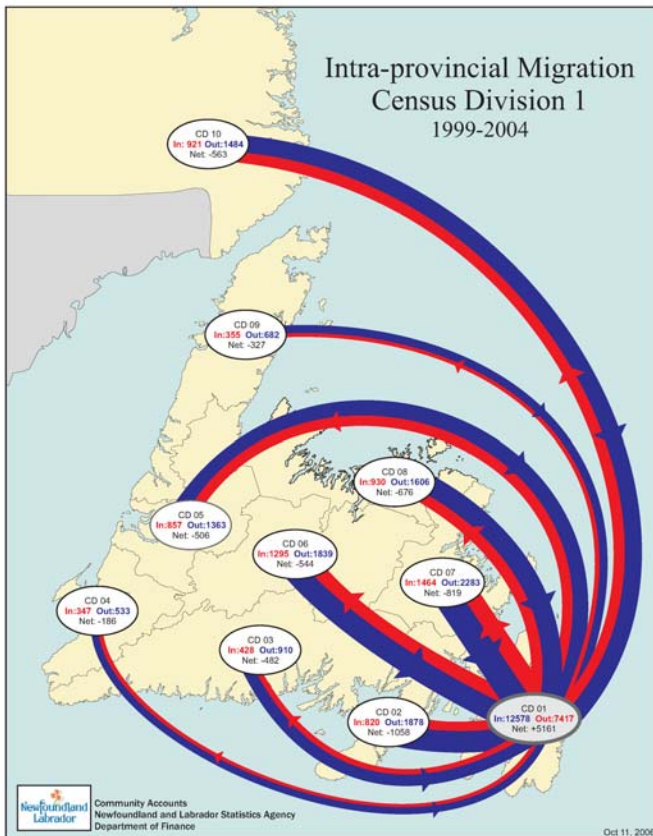
Personal Income +6.1%

Retail Sales +8.8%

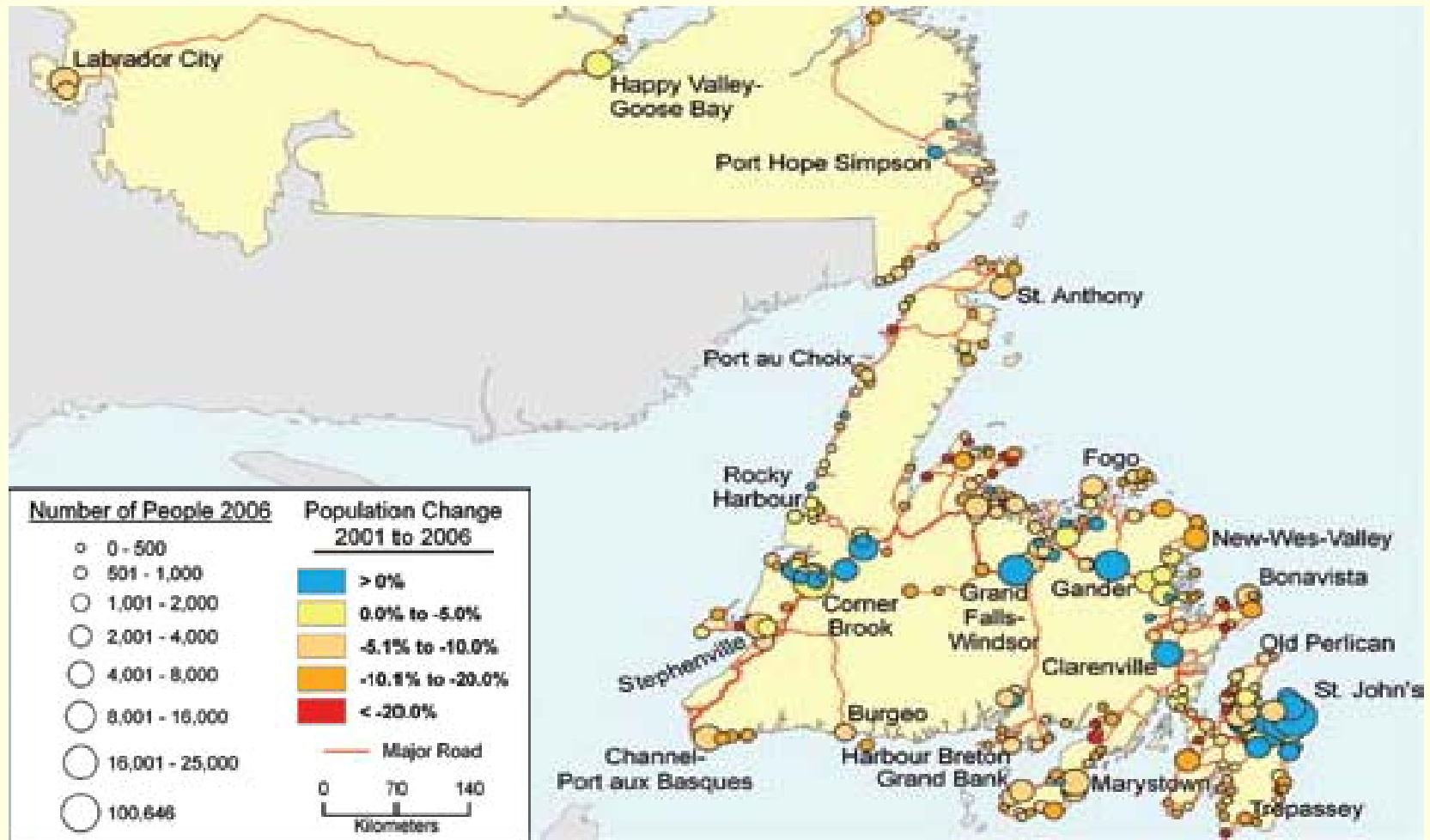
Housing Starts +25.9%

The St. John's metro area accounts for about 47% of total provincial GDP

# St. John's city-region: A metropolis on the margins?



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# St. John's City Region: Industry Highlights

## Offshore Energy

- produce 50% of Canada's conventional light crude
- St. John's is the main service centre
- \$800M+ impact on St. John's economy
- promising exploration activity



## Ocean Technology

- navigation & communication technologies, simulation, ocean observation, ROV/AUVs, fisheries technologies
- revenues of \$225M, employment 1,430
- one of the fastest growing components of provincial economy



## Tourism

- growing convention market
- hotel sector (7 new developments and one major expansion since 2004, new proposals on file)
- cruise (exploring North Atlantic connections)

# St. John's City Region: Innovation System?

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- 4 “clusters”: oceans; arts/culture; health; education
- Oceans Advance: cluster organization; 56 firms
- Memorial University
- NRC Institute for Ocean Technology
- ACOA, NRC IRAP, federal line departments
- Newfoundland and Labrador Research and Development Council; Provincial line departments
- City of St. John's, other municipalities; Regional Economic Development Board; Board of Trade
- industry associations: ocean industries; technology industries; manufacturers and exporters, tourism, cultural, etc.



# Innovation and Knowledge Flows (1)

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## Within and between sectors:

- Oceans Advance; Industry Associations; Board of Trade
- Memorial engagement: research; grad students; co-op placements (Genesis Group, Marine Institute, Engineering, Business, Music, Folklore, Harris Centre, etc.)  
**but** perceived (and actual?) impediments (P&T, insufficient resources, spotty culture of engagement)
- “Dense” culture of community, identity, “nationalism”
- Come From Away (CFA) vs. Newfoundland by Choice (NBC) limits flows?
- Locality labour market better integrated **but** inter-municipal governance challenges
- Lobster Syndrome hinders innovation / entrepreneurship?

# Innovation and Knowledge Flows (2)

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## Between local and non-local:

- Expatriates seen as conduits to outside networks (Genesis mentors and incubator company board members; Ambassador Program; Alumni)
- Little immigration / CFA syndrome / labour market shortages a new phenomenon: attraction and retention a new challenge
- Local Oil and Gas industry players are development and production, not R&D; **but** co-op students getting Calgary, Houston, Stavanger experience
- Access to capital? (venture capitalists travel in packs)
- Federal Government presence being reduced, especially executive level to Halifax, Moncton, Ottawa
- Federal-Provincial political conflict
- North Atlantic and Middle East linkages, but transportation – especially air – major challenge
- Memorial a leader in distance education technology

# Thank You!

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***Questions?***

***Comments?***