

LIFE & TIMES IN THE 10 MINUTE CITY

Talent, quality of place, and social inclusion in the Kitchener-Waterloo region



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- The primary hypothesis for Theme II is that the economic performance of city-regions depends on a set of characteristics that define **quality of place, including cultural dynamism, social diversity, openness and tolerance, social inclusion and cohesion.**
- We are especially interested in identifying those **institutions, policies and practices** that may ensure that talented newcomers are welcomed and readily integrated into a city-region's social and economic networks and that enable members of disadvantaged social groups to participate fully in urban creative economies.





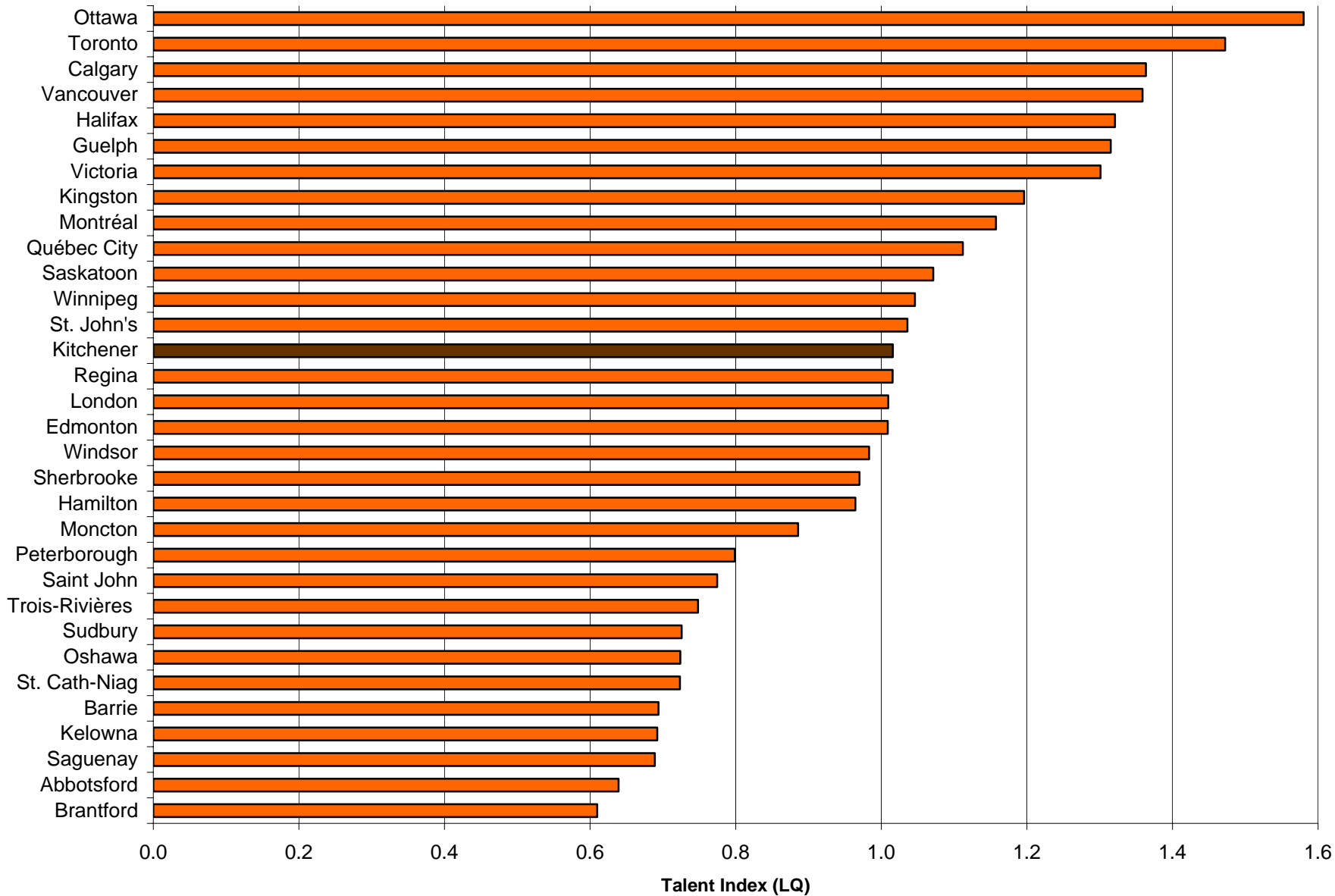
Source: www.2ontario.com



KITCHENER-WATERLOO

- Waterloo Region is the best of all worlds. It includes the cities of Cambridge, Kitchener, and Waterloo as well as the townships of North Dumfries, Wellesley, Wilmot and Woolwich. Located just one hour west of Toronto, it offers a unique blend of **modern, energetic urban centres and scenic, rural landscapes** and is easily accessible by road, rail and air.
- In this unique area you'll find a careful balance between unspoiled, natural beauty and **vibrant urban life**. Visitors can spend time exploring fascinating historic landmarks or discovering our many wonderful restaurants, farmer's markets, theatres, factory outlets, galleries, and colourful festivals. Sports enthusiasts have a wealth of activities, from world class golf courses, great fishing, and canoeing, to hiking and trail-riding along our beautiful Grand River.



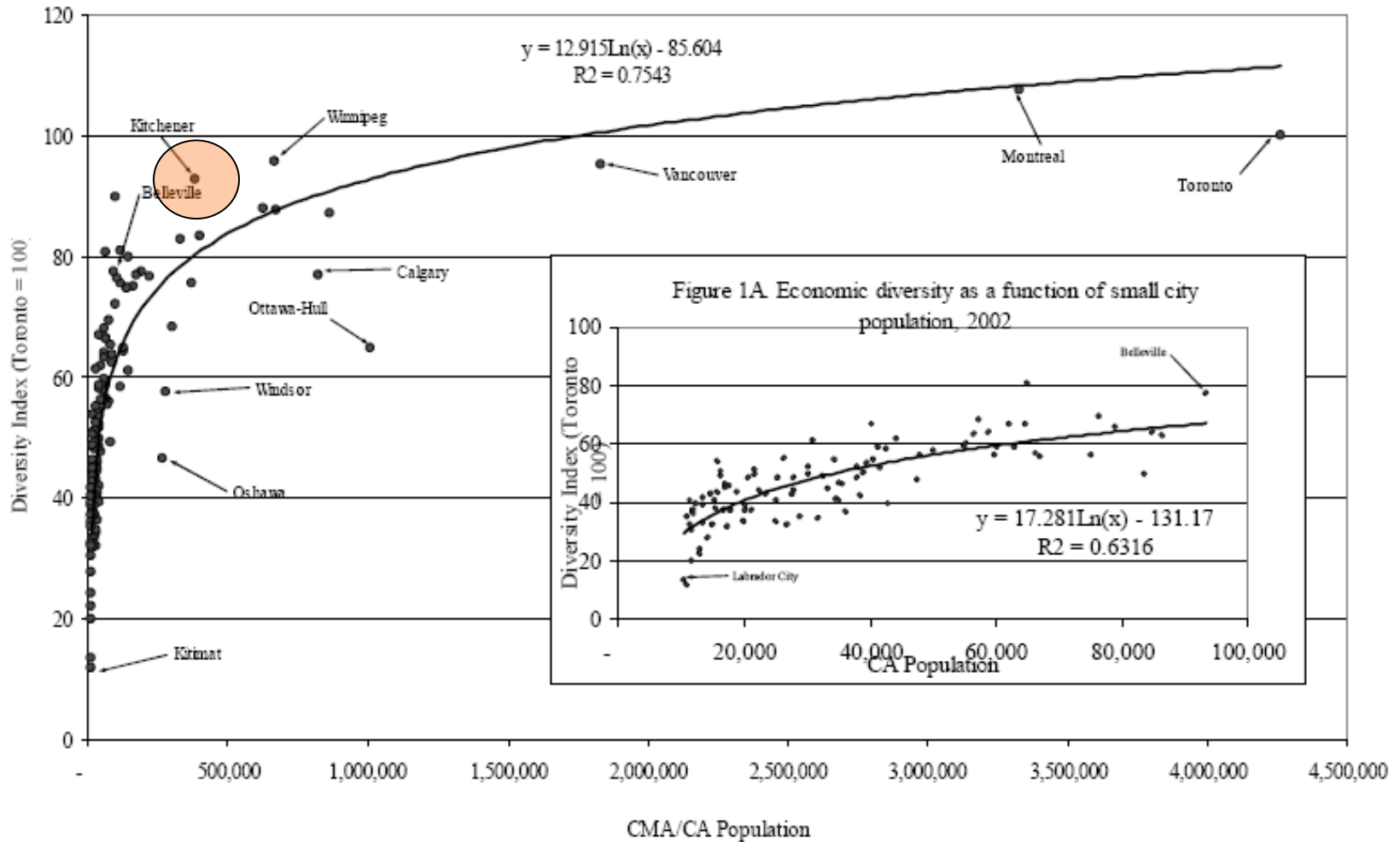


Source: Statistics Canada. *Census of Population, 2006.*



TALENT INDEX, 2006

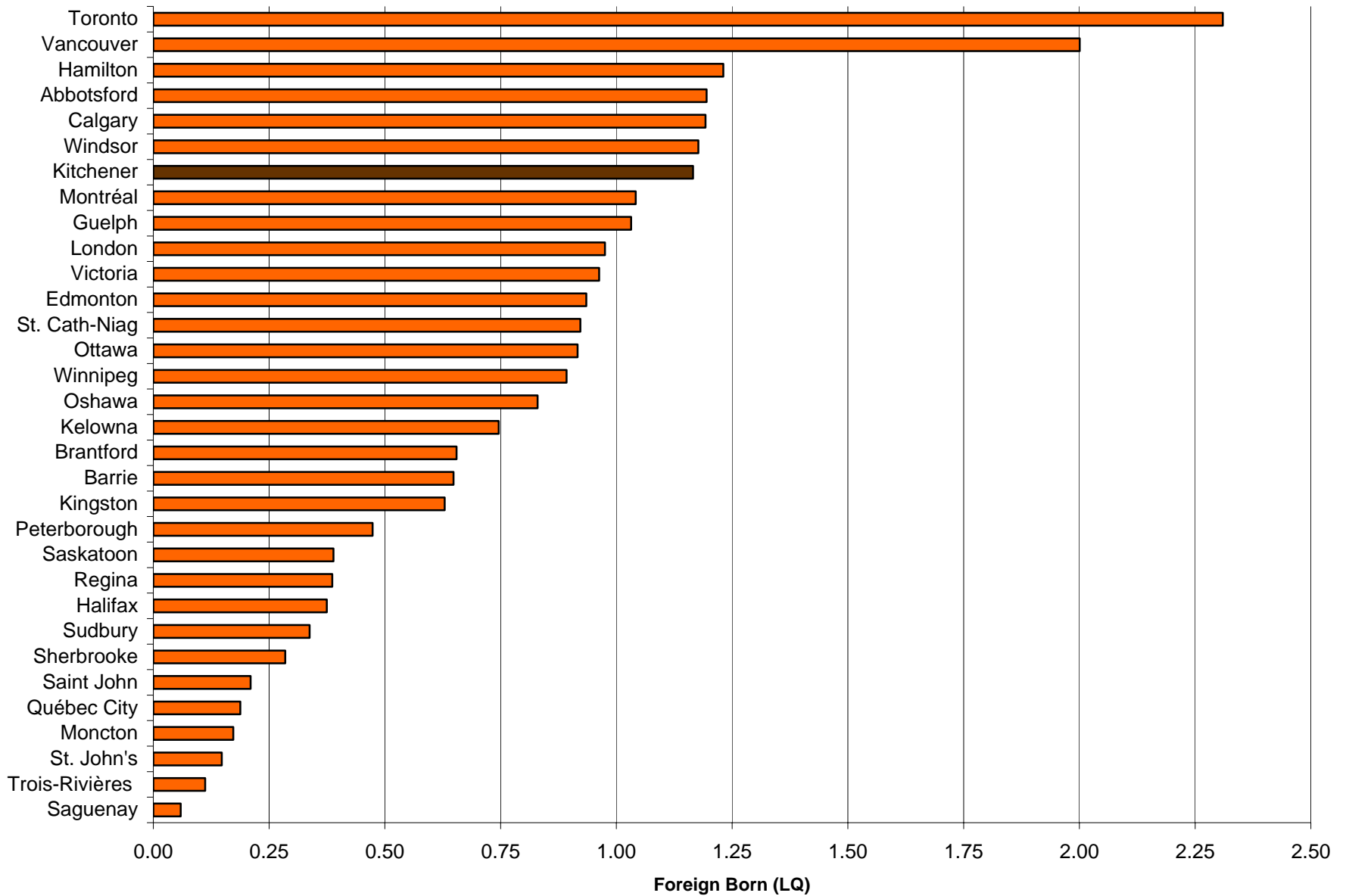
Figures 1 and 1A. Industrial diversity as a function of population, 2002



Source: Beckstead and Brown 2003, page 4.



INDUSTRIAL DIVERSITY



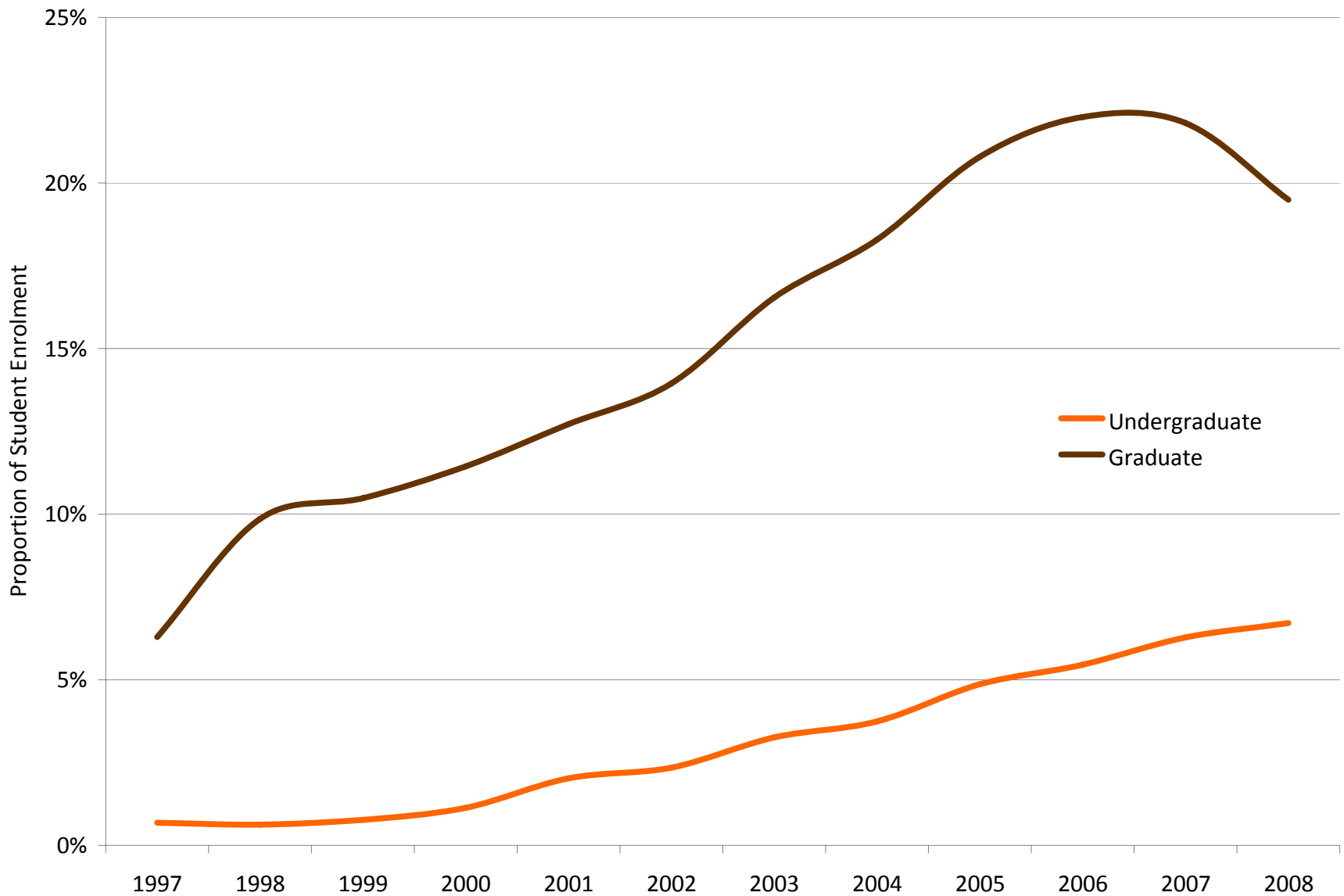
Source: Statistics Canada. *Census of Population, 2006.*



FOREIGN BORN POPULATION 2006

- Universities as an anchor of the creative economy?
 - University of Waterloo (UW)
 - Wilfrid Laurier University (WLU)
 - University of Guelph (UG)
- International student expansion / international campuses
- Satellite campuses – local / regional

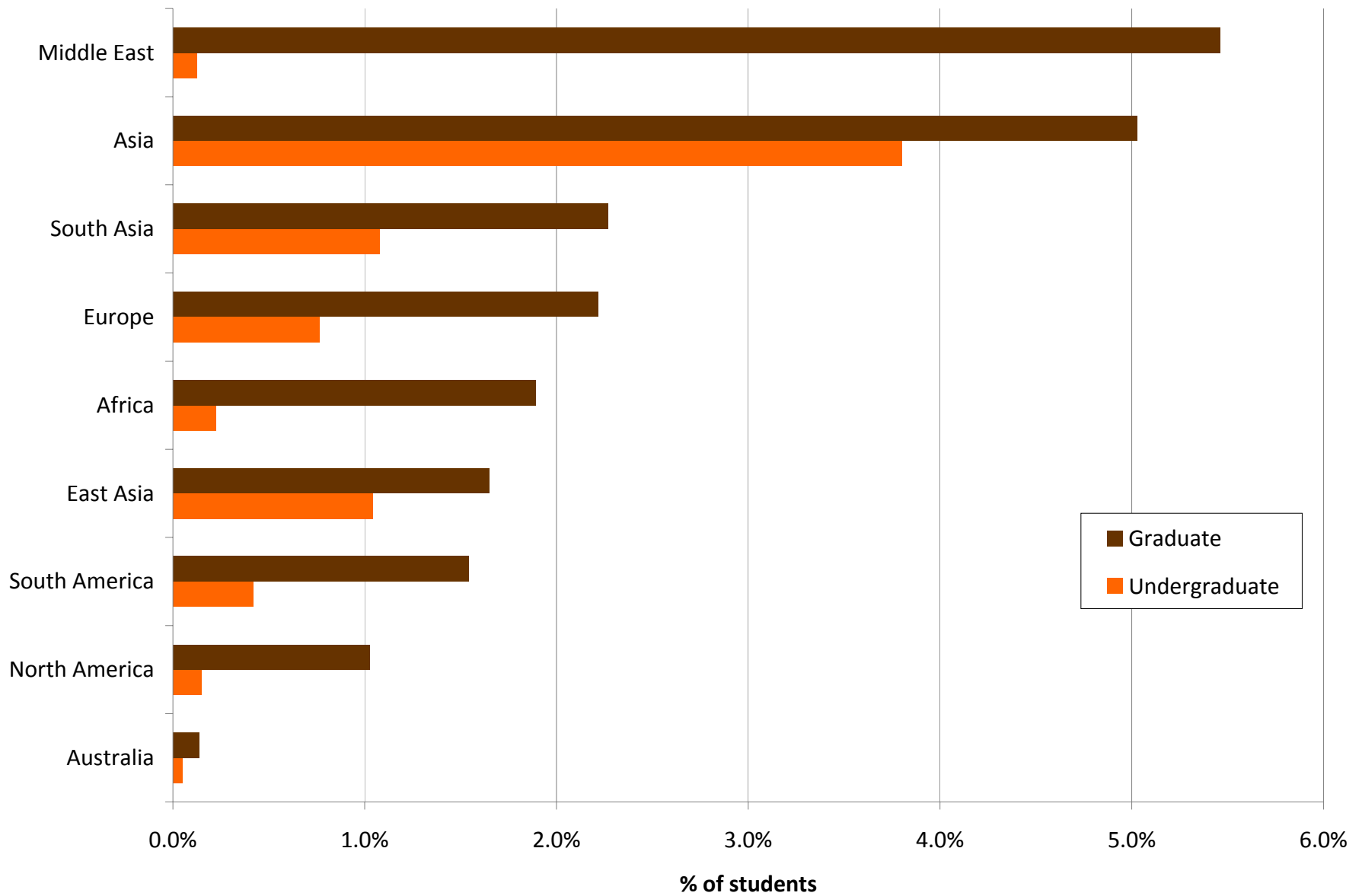




Source: University of Waterloo (2008) *Institutional Planning and Analysis*.



**FOREIGN STUDENT ENROLLMENT:
UNIVERSITY OF WATERLOO, 1997-2008**



Source: University of Waterloo (2008) *Institutional Planning and Analysis*.



FOREIGN STUDENT – PLACE OF ORIGIN

UNIVERSITY OF WATERLOO, 2008

Country	Undergrad (%)	Country	Graduate (%)
China	50.1	China	22.4
South Korea	7.3	Iran	16.4
Pakistan	6.5	India	7.0
India	5.8	Egypt	5.6
Trinidad & Tobago	3.2	United States	4.8
USA	2.0	Saudi Arabia	4.5
Bangladesh	2.0	Germany	4.0
Malaysia	1.9	Mexico	2.9
United Kingdom	1.9	South Korea	2.6
Indonesia	1.5	Brazil	1.9

Source: University of Waterloo (2008) *Institutional Planning and Analysis*.



FOREIGN STUDENT – PLACE OF ORIGIN
UNIVERSITY OF WATERLOO, 2008

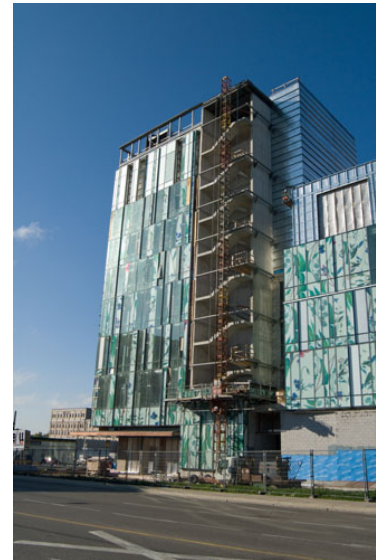
- Brownfield redevelopment in downtown Galt (Cambridge)
- Investment/Partners:
 - Government of Ontario
 - Government of Canada
 - City of Cambridge and the Cambridge Business Consortium



- The Stratford Institute: foster innovation, collaboration, and commercialization between businesses, venture capitalists, researchers, entrepreneurs, artists and inventors
- Activities: discovery, design, development
- Investment/Partners:
 - City of Stratford
 - Province of Ontario
 - Open Text



- Brownfield redevelopment in downtown Kitchener
 - Anchor of UW's Downtown Kitchener Health Sciences Campus
 - City of Kitchener donated \$30 million (full cost approx. \$60 million)
 - City has also donated \$6.5 million to locate Laurier's graduate school of social work
- 'Warehouse district'



KEY INSTITUTIONS & ORGANIZATIONS:
UNIVERSITY OF WATERLOO - PHARMACY

- Independent Canadian centre for undirected research into the foundations of physics



- Institute attracts bright, young talent from around the globe, but must overcome the disadvantages of “isolation, long winters, and the cultural vacuum of Waterloo”

- Communitech
 - technology sector industry association
 - peer-to-peer (P2P) groups related to different software / technologies
 - coordinated by Director, Talent Networks
 - events (e.g. Entrepreneur Week)
 - international repatriation programs
- “Waterloo is a sticky place, not an attractive place”



- July 2008 to December 2008
 - background research
 - secondary data collection
 - engage key stakeholders
- January 2009 to August 2009
 - conduct face-to-face interviews (min. 25)
 - interview transcription / analysis
 - presentation of preliminary results
- September 2009 to June 2010
 - data analysis
 - follow-up interviews
 - presentation / write-up of results

