

**Mercier, Betty**

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**From:** Serge Lavoie  
**Sent:** Monday, March 18, 2013 9:25 AM  
**To:** Mercier, Betty  
**Cc:** Don Mumford; Hopcroft, Grant  
**Subject:** SWEA presentation to investment & economic prosperity committee  
**Attachments:** image001.jpg; SWEA background & priorities 2013.pptx

Ms Mercier: this email confirms SWEA's request to appear before the Investment & Economic Prosperity Committee at its March 25 meeting.

The intention of the presentation is to inform committee members of the past work of the Southwest Economic Alliance and its plans for the next several years. We want to ensure that our priorities mesh with those of the city. London was a founding member of SWEA and has been active since 2006.

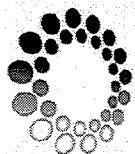
I will be one of two presenters. Joining me will be SWEA board member Don Mumford, Regional Vice President, Radio & TV Operations  
Bell Media, Ontario.

I have attached a copy of the Powerpoint deck we will use as a means to focus discussion at the committee.

**Serge Lavoie, President**  
Southwest Economic Alliance

[www.swea.ca](http://www.swea.ca)





**southwest  
economic alliance**

## **2013 Plan**

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- **An alliance of**
  - **municipalities,**
  - **post secondary institutions and**
  - **private sector companies**
- **working to transform the Southwestern Ontario economy through leadership and cooperation.**
- **Established in 2006**
- **Engaged in:**
  - **Regional research and joint initiatives**
  - **Regional branding and advocacy**
  - **Support for cooperative investment attraction and retention strategies**



## **Membership**

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**Bruce County**  
**Chatham-Kent**  
**Elgin County**  
**Essex County**  
**Grey County**  
**Huron County**  
**Lambton County**

**City of London**  
**Middlesex County**  
**Oxford County**  
**Perth County**  
**Town of St. Marys**  
**City of Stratford**  
**City of Windsor**



## Governance structure

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- **Membership:**
  - Voting Members – municipalities, upper or lower tier or separated cities
  - Associate Members – all others, non-voting
- **Voting Representatives – appointed by Voting Members to represent at Annual and Special General Meetings**
- **Management board of 11, representing all sectors, not directly tied to Voting Members**
- **Advisory Board – one representative from each Voting Member, Associate Member, select stakeholders**



## Board of Directors

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**Peter White, SWEA Chair**  
President, London Economic  
Development Corporation

**John Grace**  
Deputy Mayor  
Town of Goderich

**Don McKay, SWEA Vice Chair**  
Warden, County of Oxford;  
Mayor, East Zorra-Tavistock

**Harry Joosten**  
Corporate Secretary,  
Libro Financial Group

**Don Mumford, SWEA Treasurer**  
Regional Vice President, Radio & TV  
Bell Media – Ontario

**Gemma Mendez-Smith**  
Executive Director, Four County Labour  
Market Planning Board

**Wayne J. Caldwell**  
Director, School of Environmental Design  
& Rural Development, Univ. of Guelph

**Lance Thurston**  
Chief Administrative Officer  
Grey County

**Dan Gieruszak**  
Transformation Services Group

**Serge Lavoie**  
President, SWEA



## Working Groups

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- **Four Working Groups:**
  - **Academic and Research Sector**
    - Co-chair, Dr. Wayne Caldwell, Ontario Agricultural College, University of Guelph
    - Aims to coordinate the work of the region's colleges and universities relevant to the economic transformation of Southwestern Ontario.
  - **Economic Development Agencies**
    - Chair, Peter White, President & CEO, London Economic Development Corporation
    - Aims to develop coordinated FDI and retention strategies around a single regional brand narrative
  - **Private Sector Engagement**
    - Chair, Harry Joosten, Corporate Secretary, Libro Financial Group, London
    - Aims to engage the private sector in regional initiatives and capacity building
  - **Intelligent Region Initiative**
    - Chair, Mayor Dan Mathieson, City of Stratford
    - Aims to promote ubiquitous ultra high speed broadband for all parts of the region to enable creative, "new economy" growth in all communities.



## Partnerships

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- **Strategic Partnerships & MOUs with:**
  - University of Guelph
  - University of Waterloo
  - University of Windsor
  - Western University
  - Fanshawe College
- **MOUs and collaboration with:**
  - SCOR – South Central Ontario Region Economic Development
  - SOMA – Southwestern Ontario Marketing Alliance
  - WOWC – Western Ontario Wardens' Caucus



## Key achievements to date

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- **Benchmarking Research**
  - Conklin-Holburn Report, “A Southwestern Ontario Vision for Economic Competitiveness and Cooperation
  - Alan Gregg, Decima Research, “Ontario Business Leaders Assess Southwestern Ontario as an Investment Opportunity
- **Advocacy for the creation of a federal economic development agency for Southwestern Ontario: FedDev Ontario (launched August 2009).**
- **Advocacy for the creation of a provincial Southwestern Ontario Development Fund (launched Oct 19, 2012).**



## Make Southwestern Ontario an “Intelligent Region” by 2017

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- **Recognition of Southwestern Ontario as an Intelligent Region through the *Intelligent Communities Forum*, NYC**
- **Ubiquitous, ultra high speed broadband access for all parts of Southwestern Ontario without regard for population density (support of WOWC Broadband initiative)**
- **Coordination of community benchmarking to help communities develop their best local strategies for leveraging the power of information and communications technologies**
- **Support for individual communities pursuing Intelligent Community status through *Intelligent Communities Forum* (ICF) of NYC (leveraging the successes of Stratford, Waterloo and Windsor-Essex)**



## Measurable outcomes

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- Initial benchmarking of all communities by Cisco Canada
- Identification of implementation clusters within the region
- Development of implementation strategies for each cluster
- Annual benchmarking for each community cluster and for the entire region
- Ongoing brand building and success story communications strategy
- **Recognized as an Intelligent Region by 2017**



## Establish a Chair in Regional Economic Development for Southwestern Ontario

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- **A permanent, fully endowed Chair in Regional Economic Development focused solely on the economic issues and opportunities facing Southwestern Ontario.**
  - In partnership with Ontario Agricultural College, University of Guelph (Dr. Robert Gordon, Dean).
  - Conduct original research on issues relevant to the economic transformation of the region.
  - Support the economic integration of rural, small urban and large urban portions of Southwestern Ontario.
  - Identify, coordinate and promote existing relevant research undertaken in all of the region's universities and colleges.
  - Establish a Knowledge Transfer Portal to enable sharing of research between the region's Academic/Research sector and Economic Development agencies.



## Other Key initiatives for 2013

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- **Launch the SWEA Region Economic Review, quarterly economic indicators report for:**
  - Economic Regions (ER)
  - Census Metropolitan Areas (CMA)
  - Small Market Areas
- **Advocacy program for FedDev Mandate Review**
- **Continue promotion & support of Sustainable Food Systems project**
- **Complete governance review; results and recommendations at June 2013 AGM**



## SWEA Assembly 2013 *"Intelligent Rural Communities"*

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