

# Southern Ontario Research Priorities: Results from 24 Community Workshops



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- A Queen's School of Business research centre founded in 1998 to focus on knowledge-based organizations and the knowledge economy
- Helps organizations and communities harness their knowledge—comprehensively and rigorously
- Conducts applied, leading-edge, multidisciplinary research on economic and business problems
- Draws on Queen's faculty, graduate students, and leading thinkers at other universities
- “Engaging the world” globally and locally
- <http://business.queensu.ca/knowledge>

- | A Queen's University-Eastern Ontario CFDC partnership to determine and address rural economic development knowledge needs
- | Funded by SSHRC
- | Objective:
  - ÿ To move the results of academic research into community
  - ÿ *To mobilize knowledge!*

**“Moving knowledge into active service for the broadest possible common good.”**

# Knowledge Impact in Society (KIS) Project

- A three-year, \$300,000 project
- Collaborators:
  - PELA CFDC
  - Eastern Ontario CFDC Network, Inc.
  - The Monieson Centre
- Partners:
  - Local, regional, provincial, and federal organizations
  - Community partnerships are the lifeblood of this project

- Artisan Bakers' Quality Alliance
- Canadian Rural Research Network
- Centre for Health Services and Policy Research
- Centre for Studies in Primary Care
- CEONet
- Eastern Ontario CFDC Network Inc.
- Eastern Ontario Model Forest
- Eastern Ontario Wardens' Caucus
- Eastern Lake Ontario Regional Innovation Network
- FedNor/Industry Canada
- Fifth Town Artisan Cheese
- Fleming College Centre for Alternative Wastewater Treatment
- Frontenac Arch Biosphere Reserve
- Grenville CFDC
- Haliburton County Development Corporation
- Municipality of Marmora and Lake
- Northumberland CFDC
- Northumberland County Economic Development Commission

# KIS Partners Cont'd

- ÿ **OMAFRA**
- ÿ **Ontario East Economic Development Commission**
- ÿ **Ontario East Wood Centre**
- ÿ **PELA CFDC**
- ÿ **PELAIRD**
- ÿ **Prince Edward County Economic Development Commission**
- ÿ **Queen's Executive Decision Centre**
- ÿ **Queen's School of Business**
- ÿ **Queen's School of Policy Studies**
- ÿ **Queen's Sustainable Bioeconomy Centre**
- ÿ **Le Réseau du Développement Économique et d'Employabilité**
- ÿ **Rural Secretariat**
- ÿ **SE LHIN**
- ÿ **Shasha Bread Company Inc.**
- ÿ **The Ontario Rural Council**
- ÿ **U-Links Centre for Community-Based Research**
- ÿ **University of Guelph School of Environmental Design and Rural Development**



- | **The KIS project assists communities in several ways:**
  1. **Discovery workshops to highlight local needs and regional trends**
  2. **Addressing information gaps through Knowledge Syntheses**
  3. **Disseminating faculty research**
  4. **Profiling local success stories**
  5. **Providing free student consulting services to struggling businesses**
  6. **Fostering HR development through the Best SME survey**
  7. **Distributing resources through the website and blog**
  8. **Connecting practitioners and academics at an annual showcase**

# KIS Discovery Workshops

- **Community leaders and academics collaborate using electronic decision making technology in order to:**
  - » **Identify Eastern Ontario knowledge needs and resources**
  - » **Prioritize research needs and opportunities**
  - » **Share experience and knowledge**
  - » **Build lasting relationships and communication channels**
  - » **Serve Eastern Ontario**





# KIS Discovery Workshops

## I Completed Workshops:

- ÿ North & Central Hastings and South Algonquin
- ÿ Renfrew County
- ÿ Greater Peterborough
- ÿ Grenville
- ÿ South Lake
- ÿ Valley Heartland
- ÿ Haliburton
- ÿ Trenval
- ÿ Stormont, Dundas & Glengarry
- ÿ Northumberland

ÿ PELA

ÿ Prescott-Russell

ÿ Frontenac

ÿ Kawartha Lakes

## I Upcoming Workshop:

ÿ 1000 Islands



# RRP Discovery Workshops

- | **Discovery Workshops expanded into SW Ontario**
- | **A one-year project**
- | **A partnership between:**
  - ÿ **University of Guelph School of Environmental Design and Rural Development**
  - ÿ **TORC**
  - ÿ **The Monieson Centre**
- | **Funded through the University of Guelph/OMAFRA Partnership**

# RRP Discovery Workshops

- | Chatham
- | Mitchell
- | Hanover
- | Elora
- | Orillia
- | Alliston
- | Simcoe
- | Brantford



## I Communities were asked :

1. What are the challenges and needs with respect to rural economic development and making this a vital community (economic, social, health)?
2. If you had access to our researchers for a year, what would you ask them to study?

# Discovery Workshops

## Key Issues

Combined	Eastern Ontario	SW Ontario
Youth Retention	Youth Retention	Youth Retention
Skills Training/ Education/Literacy	Skills Training/ Education/Literacy	Agriculture/Farm Revitalization
Transportation Improvement	Labour Migration & Attraction	Sustainable Economic Development
Economic Diversification	Infrastructure	Transportation Improvement
Infrastructure	Regional Strategies & Collaboration	Economic Diversification
Employment Opportunities	Economic Diversification	Skills Training/ Education/Literacy
Agriculture/Farm Revitalization	Small Business Support	Employment Opportunities
Sustainable Economic Development	Strategic Planning & Implementation	Healthcare Issues
Efficient, Cooperative Government	Transportation	Efficient, Cooperative Government
Regional Strategies & Collaboration	Efficient, Cooperative Government	Infrastructure



# Regional Differences

- | Youth Retention is the top issue
- | Skills training/education
  - ÿ#2 in EO
  - ÿ#6 in SWO
- | Labour attraction has a higher priority in EO
- | Agriculture/farm revitalization is a more pressing issue in SWO
- | Infrastructure (broadband, roads, etc.)
  - ÿ#4 in EO
  - ÿ#10 in SWO
- | Transportation planning/public access
  - ÿ#4 in SWO
  - ÿ#9 in EO



# Discovery Workshops

## Top Research Questions

Combined	Eastern Ontario	SW Ontario
Sustainable Econ Dev	Comparative Advantage	Sustainable Econ Dev
Comparative Advantage	Sustainable Econ Dev	Youth Retention
Youth Retention	Econ Diversification	Farm Revitalization
Econ Diversification	Labour Migration & Attraction	Labour Migration & Attraction
Labour Migration & Attraction	Regional Strategies	Environment & Land Use
Farm Revitalization	Small Business Development	Skills Training/Education
Regional Strategies	Best Practices	Econ Diversification
Small Business Development	Youth Retention	Governance Models
Skills Training/Education	Tourism	Emerging/Green Industries
Best Practices	Demographics	Transportation

- | **#1 question: Comparative advantage (EO) and sustainable economic development (SWO)**
- | **Youth Retention:**
  - **#2 in SWO**
  - **#8 in EO**
- | **Labour attraction (#4 in EO and SWO)**
- | **Greater emphasis on agriculture in SW Ontario (#3 vs. #15)**
- | **Tourism is a top ten question in EO; emerging/green industries in SWO**
- | **Creative economy questions ranked 15<sup>th</sup> overall**
  - **#12 in SWO**
  - **#18 in EO**

- | Research is making a real difference in rural municipalities
- | Together, practitioners and academics are growing healthier rural communities

Questions?



[www.business.queensu.ca/knowledge](http://www.business.queensu.ca/knowledge)  
[www.easternontarioknowledge.ca](http://www.easternontarioknowledge.ca)

## ***Economic Sustainability***

- ‡ How do we create sustainability amidst changing oil costs, climate change, and food issues?
- ‡ What is the best business mix to ensure that the county has a sustainable economy?

## ***Economic Development Models***

- ‡ What are some successful economic development models that have worked in rural communities like ours?
- ‡ What type of economic development models could assist multiple communities with diverse interests and needs to achieve their individual objectives?
- ‡ How can we coordinate a regional economic strategy?

## ***Local vs. Generic Solutions***

- ‡ Where should there be regional economic development and where should there be localization?

## ***Community Resilience***

- ‡ What are the components of a resilient community (e.g., knowledge transfer models, attitudes and beliefs, infrastructure and supports)?

## ***Social Enterprise***

- ‡ What new economic indicators can policy makers use to identify problems with social programs and social enterprises?

## | ***Niche***

- What is our region's niche/competitive edge and how can we capitalize on it?
- Identify the unique economic opportunities in our region, i.e. what makes us different and could give us a competitive advantage?
- What are we currently doing and what could we do differently to effectively leverage our prime natural resource?

## | ***Community Branding***

- How can we effectively brand our region? How can we get the region to buy into this brand?
- What are best practices of municipalities working together to market and brand themselves?

## | ***Asset Inventory***

- How do we make an inventory of our region's assets (e.g. health, recreation, tourism, business)? How can we capitalize on them?

## | ***Pride in Place***

- How can we develop a local sense of pride in our community?

## | ***Cultural/Recreational Development***

- What are our cultural assets, what are they worth, and to whom?