

# + 2020-2025 City of Mississauga Economic Development Strategy



Workshop: People

# Agenda

## +Three Topics Today

1. General Themes for Mississauga's Economic Future (20 mins)
2. Specific People Priorities To Attract & Retain The People We Need (1 hour)
3. Towards an overarching Vision (20 mins)



# Setting The Scene

# Your Important Role

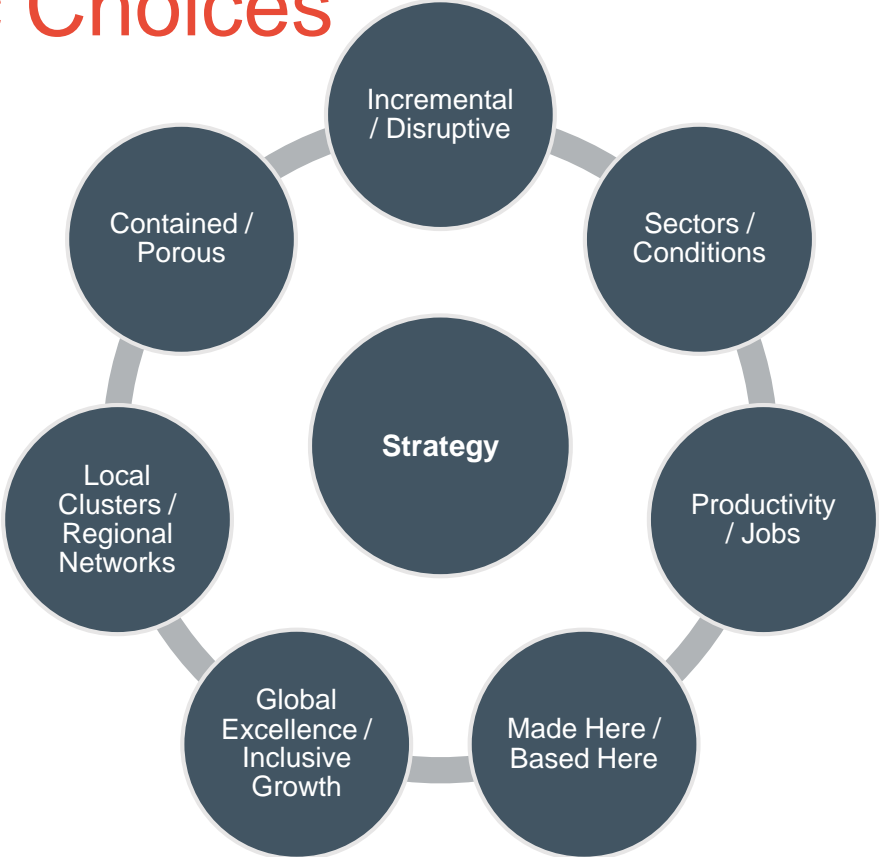
- +Guidance, advice, leadership & insight
- +Independent voice of challenge & creativity
- +Refine priorities, goals, policies & metrics
- +Champion & advocate

# Process & Goal

- A Vision: 10 Years
- Strategic Objectives: 5 Years
- Indicative Actions: 5 Years
- Delivery Plan: 1 Year



# Strategic Choices



# +1: General Themes for Mississauga's Economic Future

# Growth Factors & Barriers

- + How would you describe Mississauga as a place to live and learn?
- + What is holding back attracting and retaining more people?



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# 2: Specific People Priorities ....

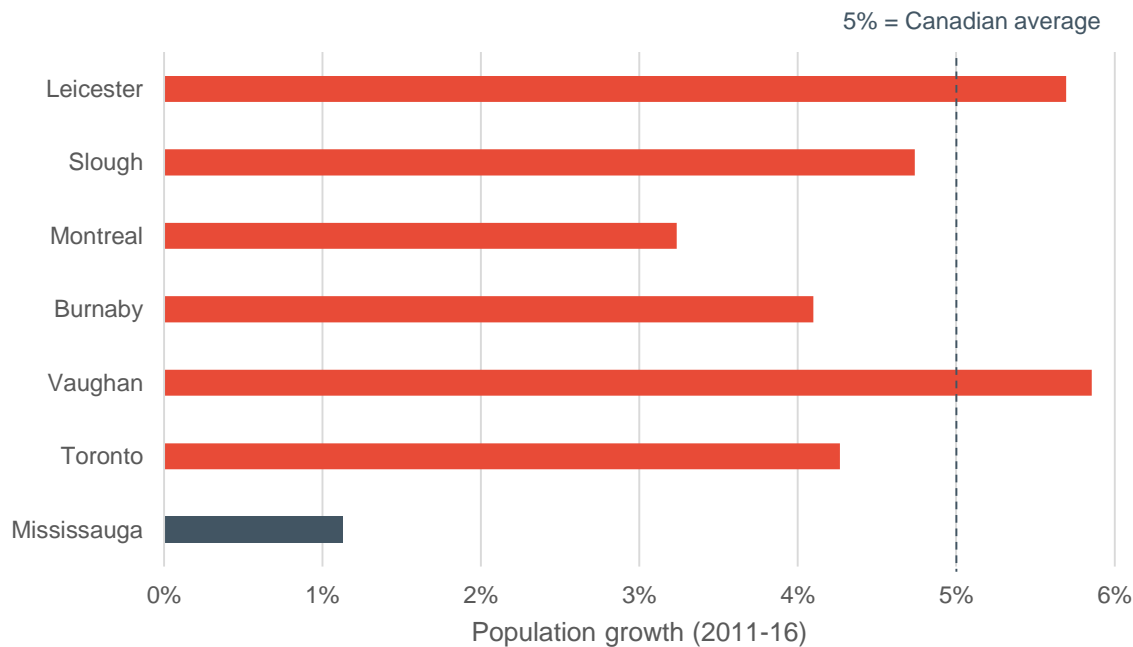
.... some evidence

# An Economy Punching Above Its Weight

- + In 2015, Mississauga generated \$55bn<sup>1</sup> of economic output
  - + around 8% of Ontario's total from 5% of the provincial population.
  - + local productivity is \$77k per person, compared to \$53k for the province.

<sup>1</sup>Statistics Canada, CANSIM Table 379-0030. City of Mississauga , Economic Development Office analysis

# Stalling Population Growth



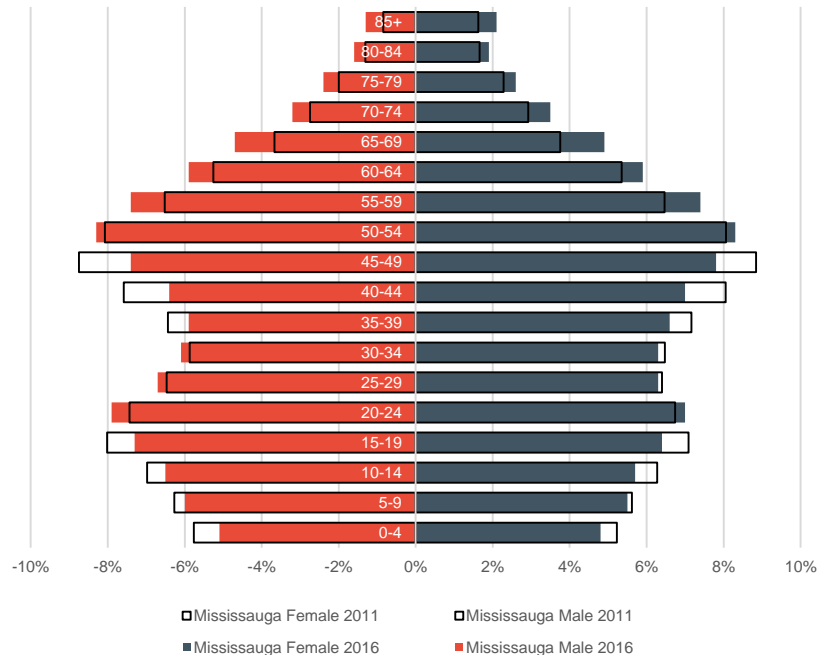
- + In 2016, 748,000<sup>1</sup> people lived in Mississauga, making it Canada's sixth largest city.
- + Over 2011-16, Mississauga saw the lowest growth of all comparator areas, 4% lower than the Canadian average.

Source: Census 2011, 2016. ONS, mid year population estimates

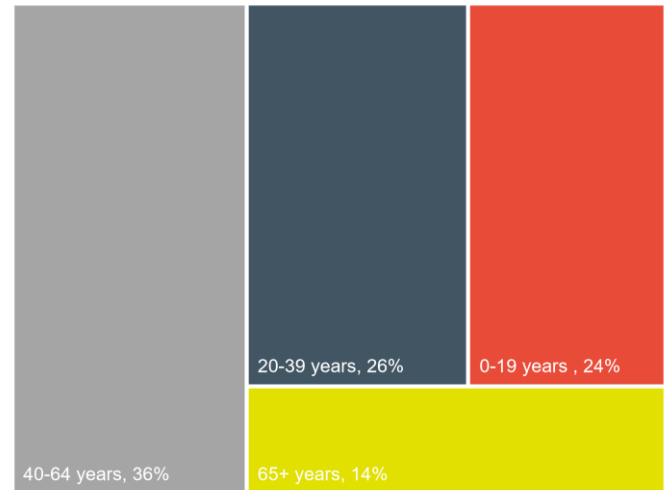
<sup>1</sup> figure adjusted for the census undercount

# A Young, But Ageing Population

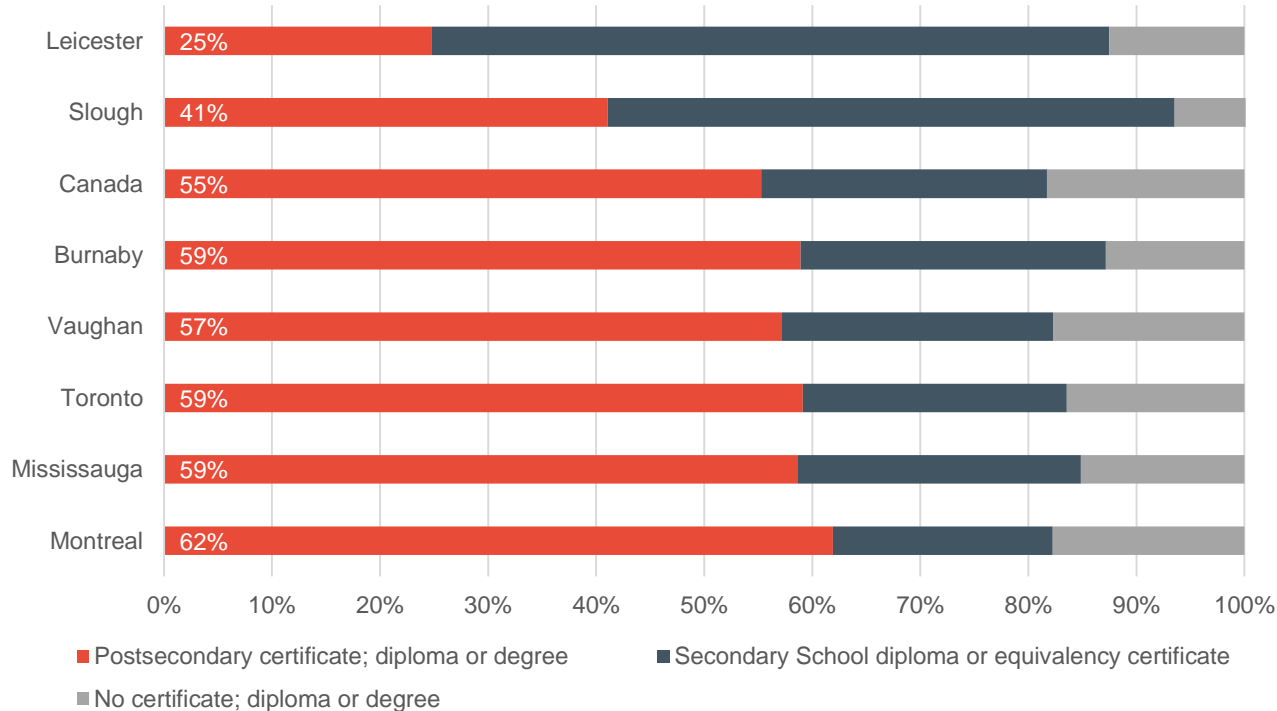
- + Increase in the median age from 38 to 40 between 2011-16, but still lower than national average
- + Higher representation of older population and fewer young people



Proportion of Total, 2016



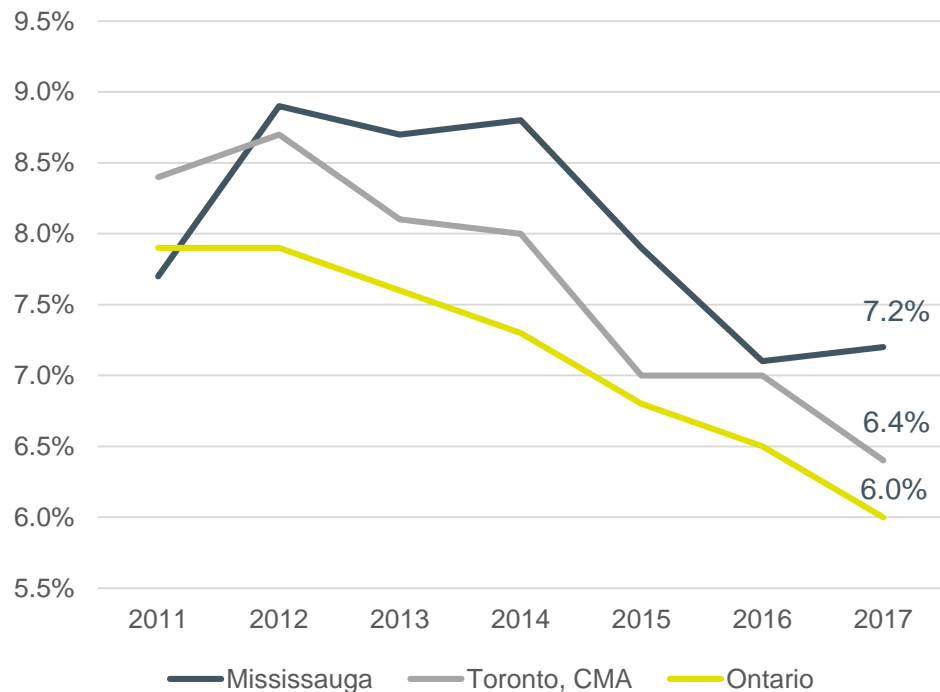
# A Strong Talent Pool



+ Mississauga compares well, in terms of the proportion of its population with higher level qualifications.

+ Between 2011 and 2016, the distribution of qualifications in Mississauga was largely stable.

# Unemployment is down, but still high



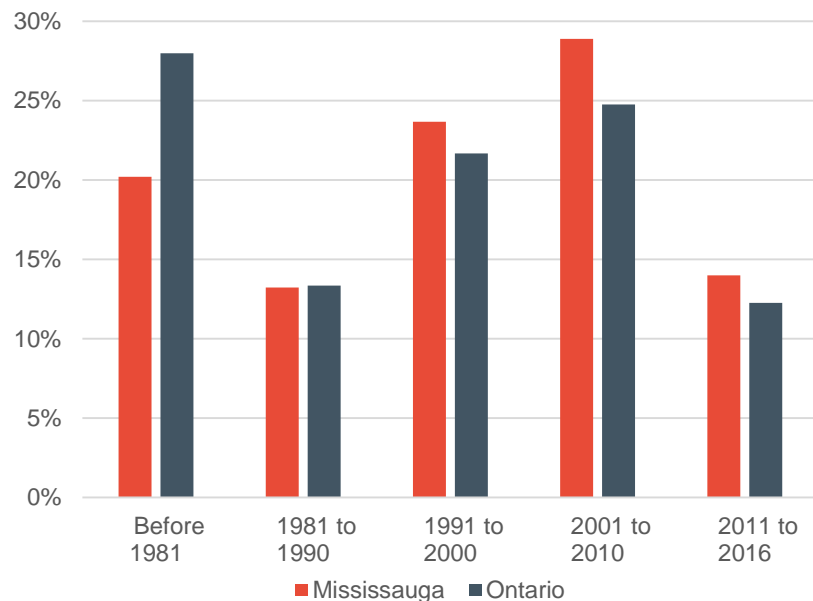
Mississauga's unemployment rate has decreased since 2011 but remains higher than the provincial rate and the wider Toronto area.

This trend is consistent with the female, immigrant and youth unemployment rate.

# A Highly International Resident Base

- 53% of residents were born outside Canada
- 56% of immigrants have been selected for their ability to help meet Canada's labour market needs

## Date of Immigration



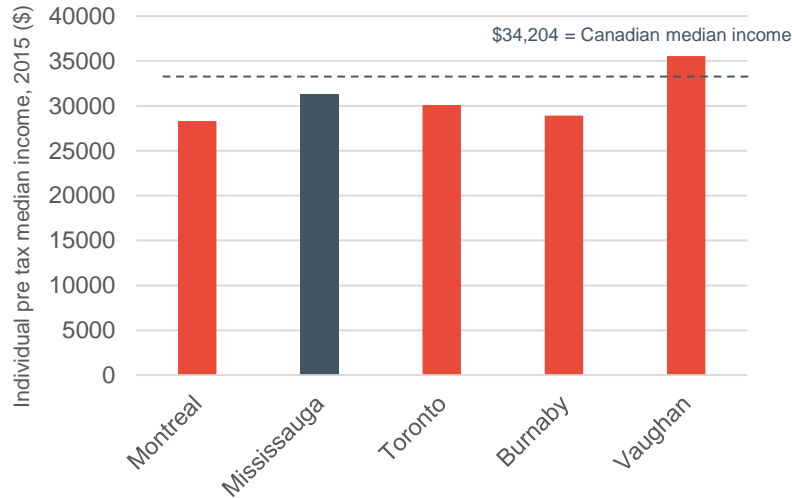
## Country of Origin

Rank	Country	No.	%	Peel (%)
1	India	54,630	14	9
2	Pakistan	35,855	9	8
3	Philippines	28,330	7	7
4	China	23,110	6	6
5	Poland	21,685	5	4
6	Portugal	11,925	3	4
7	Jamaica	11,595	3	3
8	United Kingdom	11,060	2	3
9	Vietnam	10,350	2	3
10	Egypt	9,095	2	3

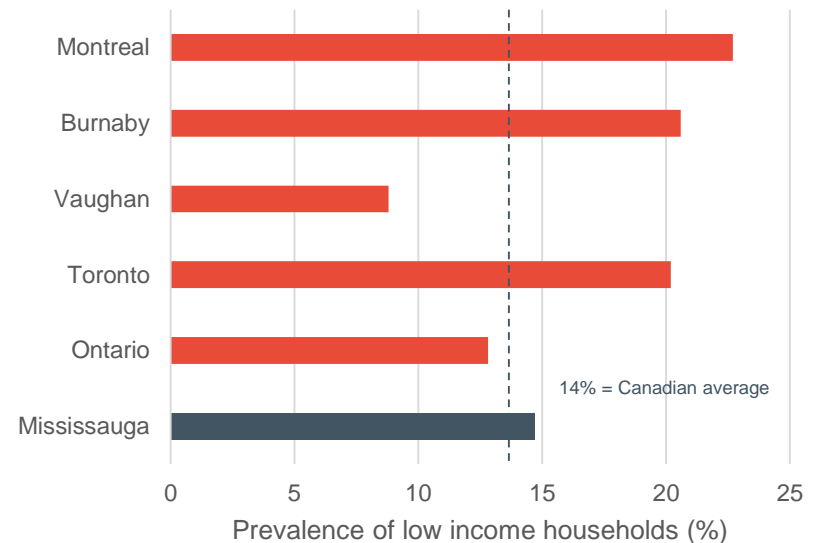
# Income & Earnings Not Reaching Potential

- Median income is 8% below the Canadian figure and 14% behind Vaughan
- Low income households higher than Canadian average

## Median Income



## Proportion Of Low Income Households





# Financial security

- + Despite a national trend of fewer people living on a low income, the proportion in Ontario and Mississauga has increased.
- + Between 2015 and 2017 there has been a significant increase in the use of food banks:
  - + 52% increase in use by adults
  - + 27% increase in use by children
  - + 13% increase in use by seniors

# Complacent Views on Health Challenges?

Despite some positive perceptions of good health, obesity and active lifestyles are a (growing) challenge

88% Mississaugans rated their general health as excellent, very good or good



¼ perceive quite a bit or extreme stress in life



92% rated their mental health as excellent, very good or good



- Nearly ¼ of residents are obese and a further 35% are overweight.
- Only a quarter of residents are active during their leisure time.

Source: Peel Public Health 2014

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# Key Questions: Education

- + Could local schools & colleges do more to better equip students for the future world?
- + Are local employers finding recruitment gaps?
- + What additional support would help adults secure and hold down better paid jobs for longer?

# Key Questions: Living & Working

- + Should Mississauga aim to attract more young, creative people?
- + Is the affordability/earnings challenge holding back growth?
- + Can the city do more to promote healthier lifestyles to help drive economic growth?
- + Can the city do more to support citizens to participate and develop their own economic resilience?
- + What role do residents play in the city's aspiration to be a more innovative economy? Does the city capitalise upon its human assets?

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Towards an overarching Vision...

... initial thoughts....

# Our Tentative Vision

- + Mississauga will secure balanced growth by
  - + supporting globally minded business
  - + developing engaging places
  - + inspiring talented people
  - + and delivering durable infrastructure
- + In its next phase of growth, the City will
  - + strengthen its role in the Greater Toronto economy
  - + and sustain its businesses and residents as they adapt to change.

# Canada's Smart Place for All

**Learning &  
Developing Talent**



**Enterprise &  
Commercialising Ideas**



**Health,  
Prosperity &  
Quality of Life**



**Participation  
and  
Collaboration**

# + Further questions/comments

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