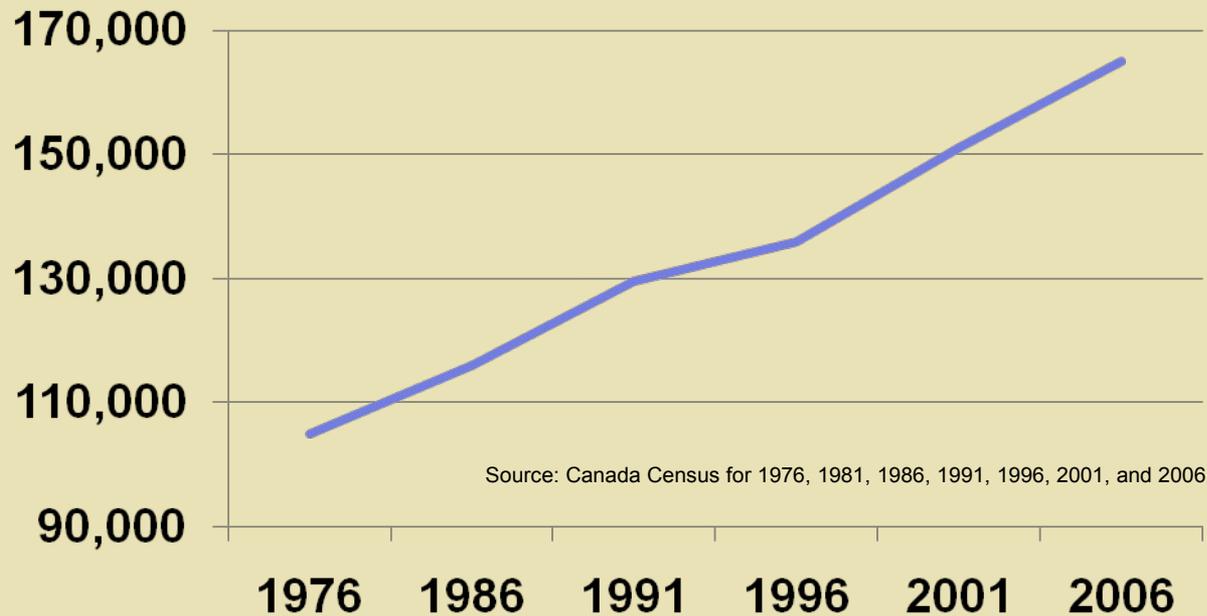


A collection of items including a chessboard, medals, a compass, and glasses. The chessboard is in the top left, with several pieces visible. There are two medals: one with a red ribbon and a white star, and another with a blue ribbon and a white star. A compass is in the bottom left, and a pair of glasses is in the bottom center.

# Four Business Trends Affecting the Burlington Economy

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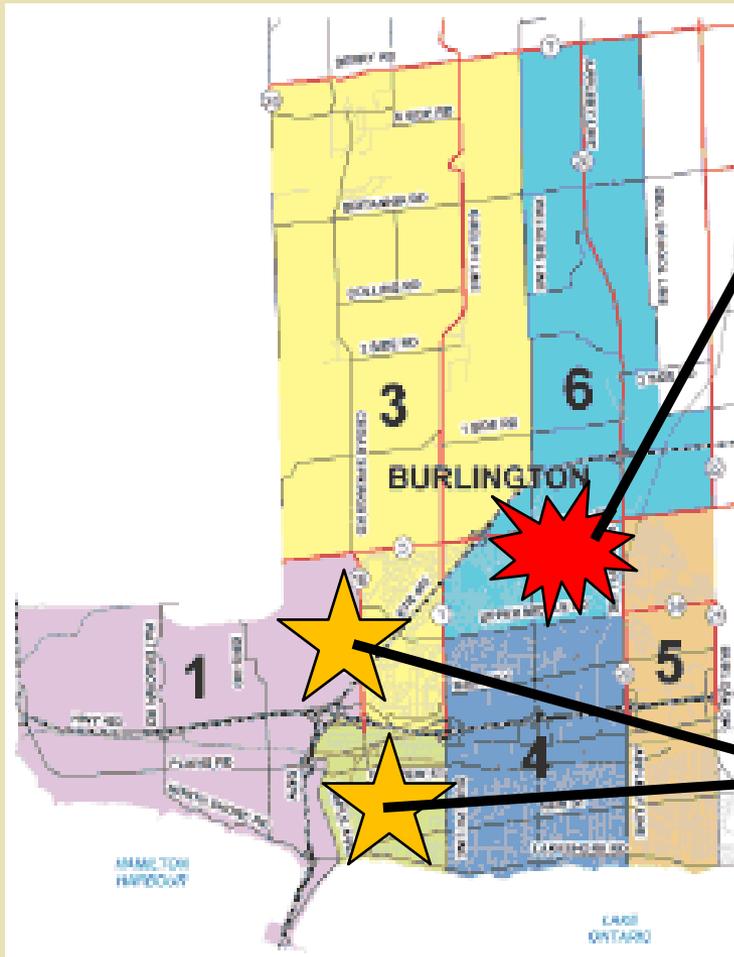
# Trend #1 – A Growing Population



Burlington has grown by 2% compounded annually over the last ten years.

Over the same time period, Ontario has grown by 1.4% annually.

# But Growth Has Not Been Uniform



The Tansley Area has grown by more than 20,000 people (**62%**) in the last ten years!

Wellington and Nelson have shown virtually no growth over last ten years (**1.4%** and **-2.4%** respectively)!



# What Does The Future Hold?

- Over the next 25 years, Ontario is projected to grow by 30% to 16.5 million people.
- The Government of Ontario predicts that the Greater Toronto Area (including Halton/Burlington) will grow by 40%.

**Scenario 1** – If the Government of Ontario projection is correct, Burlington will grow to **230,000** people. Source: Author's calculations

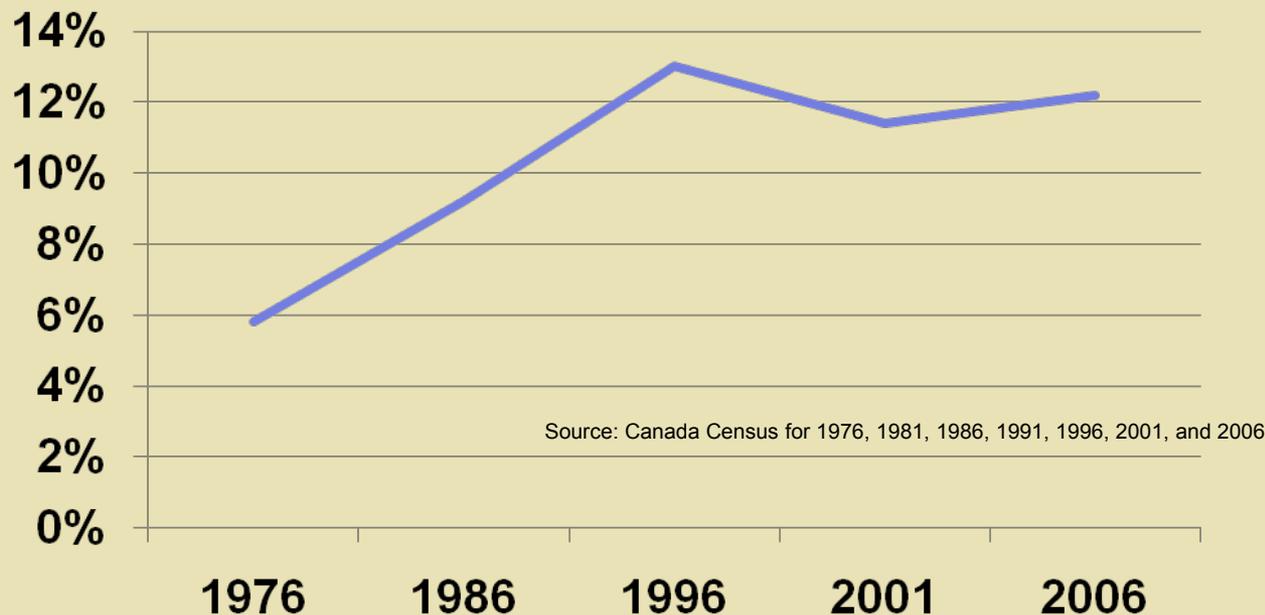
**Scenario 2** – Capped growth – Burlington will grow to **195,000** people



# What Does The Future Hold?

- Imagine a Burlington of 195,000 to 230,000 people.  
**What will it need? Where?**
- **Housing** – from 11,000 to 25,000 new housing units – apartments, condos, townhouses, single houses
- **Shopping** – enough people to support a new retail node and possibly a new shopping mall
- **Education** – five to eleven new elementary schools, one or two new secondary schools – a McMaster University campus
- **Will Tansley be the hub for this growth?**
- **Intensification of development – Up vs. Out** – Population density is 885 people per square km. – Toronto is 3,972 people per square km.

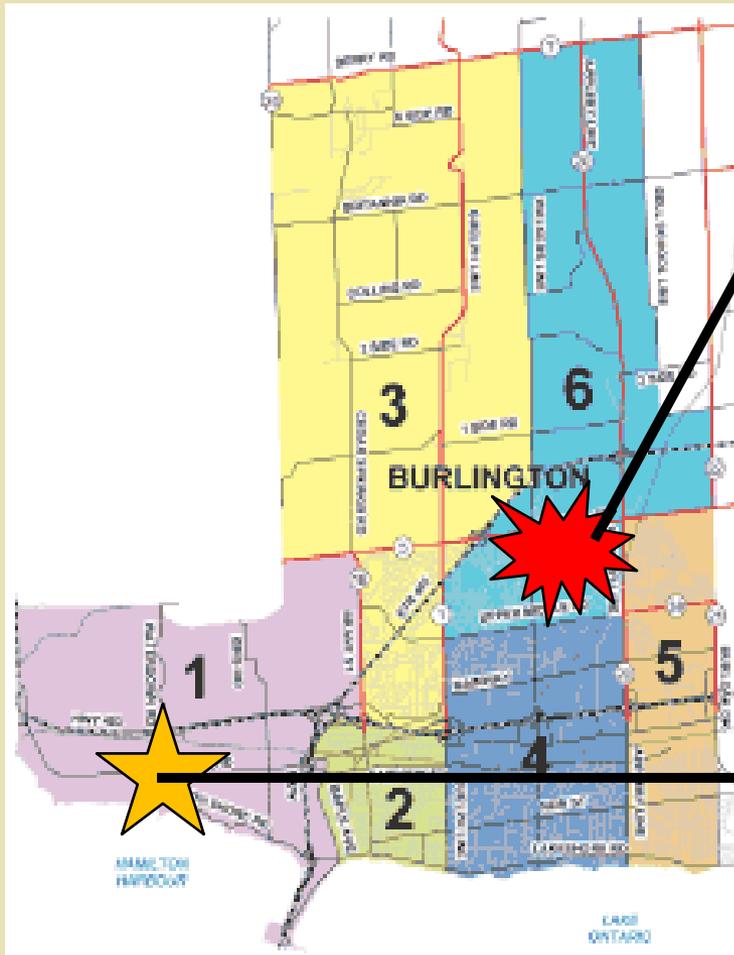
# Trend #2 – An Aging Population



As a percent of the total, Burlington's "Over 65" population has grown rapidly.

Burlington's median age in 2001 was 38.4 – in 2006, it was 43.8. Ontario median was 39.0.

# Again Pattern Is Not Uniform



The Tansley Area has the youngest median age in 2006 – 34.5!

South Aldershot has the oldest median age in 2006 – 48.2!



# What Does The Future Hold?

- Over the next 25 years, the segment of those 65 and over is projected to grow to 21.4% of the total Ontario population.
- In Burlington, this cohort could represent 40,000 to 50,000 depending on city size.

Source: Author's calculations

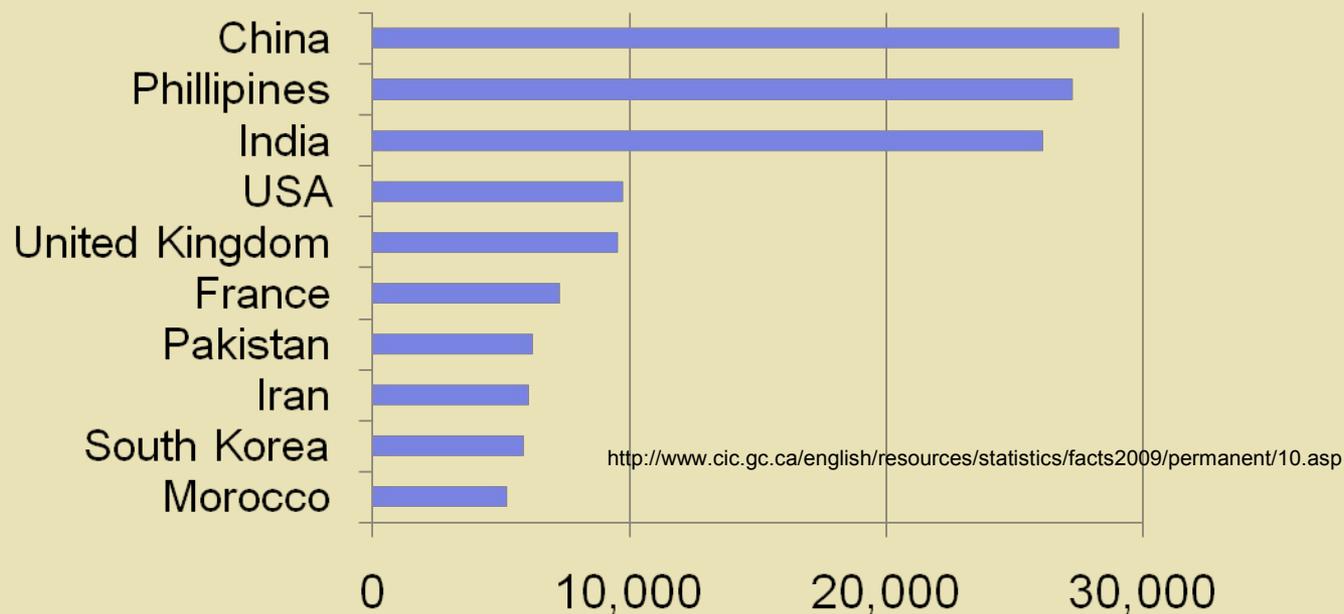
- **What will the 65 and over segment need?**



# What Does the 65 and Over Segment Need?

- **Housing** – There are roughly 800 long term care beds in Burlington today. As the population ages, the need could grow to 1,000 up to 1,300 beds. If an average facility has 100 new beds, two to five new facilities are needed. Source: Author's calculations
- **Money** – People over 65 control 70% of the country's disposable wealth – not all are planning to give this wealth to their children. In Canada, this wealth is approximately \$100 billion.
- **Health** – Baby boom was 1946 to 1964. By 2030, these people will be 66 to 84 years old. Prime heart and cancer years are 65 to 80.

# Trend #3 – A Diverse Population



Canada's sources of immigration for 2009. Total immigration was 252,179.

There is a backlog of nearly 850,000 applications at our embassies.



# What is Driving Immigration?

- Over the next 25 years, Ontario is projected to grow by 30% to 16.5 million people.
- Of that 3.8 million person increase, 74% will come from immigration. Ontario's fertility rate is 1.5 children per couple which is below the threshold to maintain an area's population.
- Within the GTA, many residents were not born in Canada – Scarborough (54%), Toronto (50%), and Brampton (40%). In the latter, only 54% of residents speak English as their mother tongue.
- In Hamilton, roughly 25% of the population was born outside Canada. It is the third most diverse city in Canada (behind Toronto and Vancouver).
- The top five visible minority communities in Burlington are: South Asian, Black, Chinese, Arab, and Latin American.



# What Does The Future Hold?

- If Burlington grows to 195,000 people and 70% of the growth comes from immigration, Burlington will be home to 38,500 new Canadians. If it grows to 230,000, 46,000 will be new Canadians. Source: Author's calculations
- **What products/services will they need?**
- **Shopping** – providing specialty foods, books, clothes that give these people a connection to their roots – Consider the “Pacific Mall” in Scarborough
- **Education** – provision of English language training – teaching “Canadian” common sense or common knowledge – what happens when a community does not have a shared past?
- **Settlement Services** – easing the transition from one culture to another



## Trend #4 – Halton Employment Patterns

	1981	1986	1996	2006
Manufacturing	14.4%	13.4%	6.3%	4.0%
Science/Eng.	4.6%	4.4%	5.9%	7.6%
Health	3.8%	3.9%	4.2%	4.4%
Trades/Transport	6.6%	6.6%	9.9%	10.3%
Mgmt/Admin	33.9%	35.9%	35.8%	36.2%
Labour Force Size	137,005	153,070	191,720	250,670

Source: Canada Census for 1981, 1986, 1996, and 2006

In 25 years, the Halton workforce has grown by 83%. Some of this is due to population growth; some to greater participation by women in the workforce.



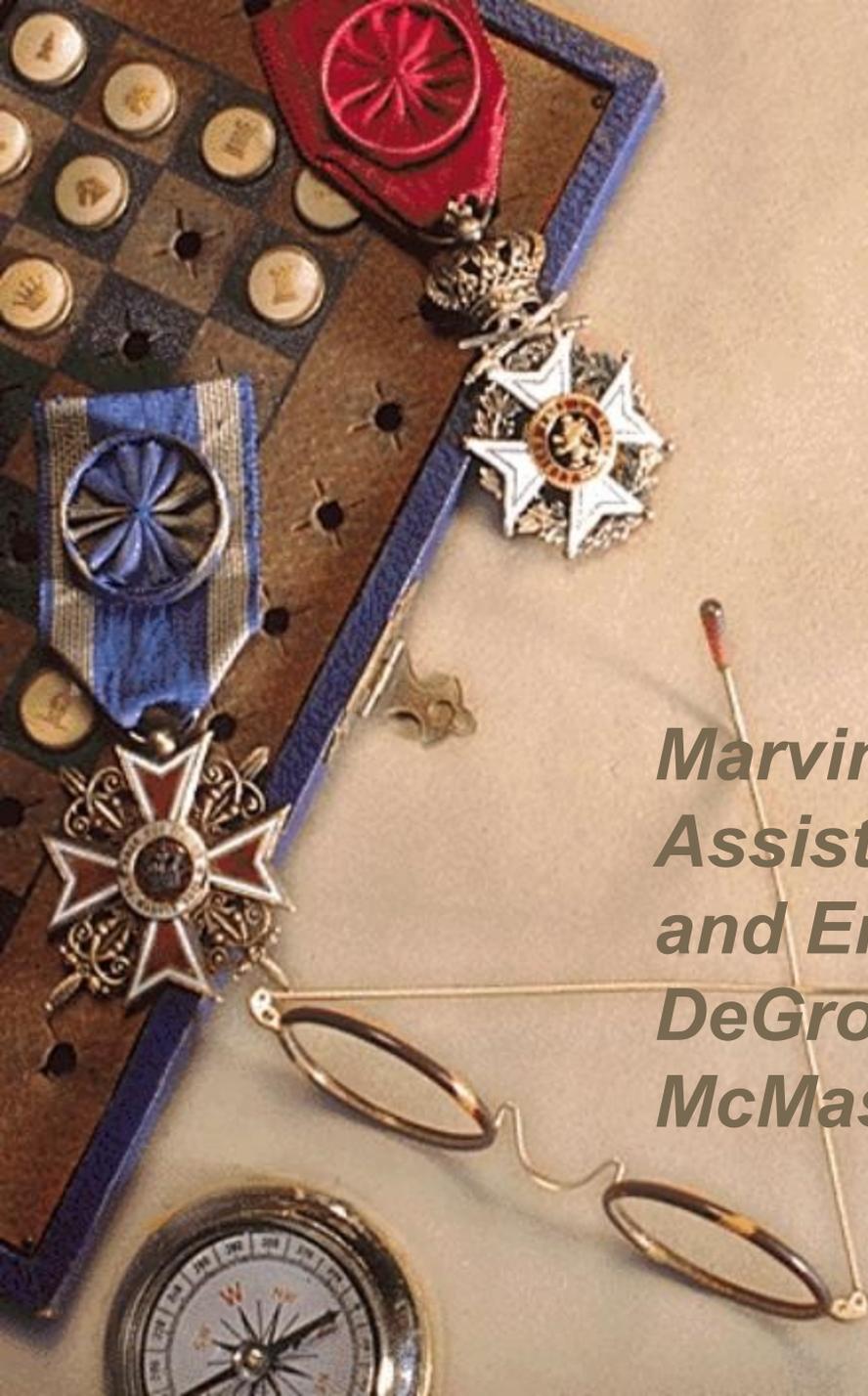
# What Does The Future Hold?

- **Manufacturing** – The reduction is a combination of lost employers and job growth in more service-oriented areas. These jobs are not likely to return.
- **Science/Engineering** – Technology-driven industries. Some due to the Internet and communication technologies. Different education/preparation than old economy.
- **Trades/Transportation** – There are jobs in “logistics” (movement of goods) taking advantage of a highway infrastructure, nearby port and airports, and storage facilities.



# To Sum Up

- **The future holds many opportunities for the City of Burlington and its business community.**
- **Like the period following the Second World War, we are seeing a dramatic period of immigration and a changing community profile.**
- **“Winners” will be companies who offer target markets or market niches products and services with a sustainable competitive advantage.**
- **The challenge and ultimate success will be adopting to a transformed City population over the next 25 years.**

A collection of personal items is arranged on a light-colored surface. On the left, a portion of a chessboard with a blue and brown checkered pattern is visible, featuring several chess pieces. Below the chessboard are two medals: one with a red ribbon and a white star, and another with a blue ribbon and a white star. A silver compass is located at the bottom left. A pair of gold-rimmed glasses with thin temples lies horizontally across the middle of the image. The text 'Thank you!' is printed in a bold, yellow font on the right side of the image.

**Thank you!**

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