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Sent: Monday, October 29, 2018 5:46 PM
To: Engages-Mobilisation (WD/DEO) <wd.engages-mobilisation.deo@canada.ca>
Subject: Western Canada Growth Strategy- engagement input

Hello,

Please find attached the results of a facilitated session with members of The City of Calgary's Recreation Management Team. I trust you will find the information useful.

Kind Regards,

Anita

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Western Canadian Growth Strategy

Facilitated Discussion

October 1, 2018

In attendance: Members of the City of Calgary Recreation Management Team

Scope: Looking at the topics from a municipal government point of view

Theme across all topics was developing, and communicating **Quality of Life**. Many of the same ideas were reiterated across all topics.

Question 1: What does a stronger Western Canadian economy look like in 10 years?

1. Quality of Life
 - What draws people here and makes them stay
 - Becoming a producer of quality of life
 - o Health, physical activity, sports.
 - o Arts, culture.
 - Vibrancy and events; knowing that there will always be things to do, places to go
 - Free & low-cost events.
2. Praxis (linked to quality of life):
 - Strong mandated connection to research
 - Work together with the Universities and Academics, with a continuous feedback loop.
 - o Memoranda of understanding, partnership agreements, protocol agreements
 - o Use to inform our strategies and policies
 - o Use Quality of Life to influence and promote university recruitment pieces, student bursaries
 - o Leveraging each other's expertise on a regular basis,
 - o How can Calgary Rec influence curriculum?
 - Relationships with STEAM students. Living labs attracts the best researchers.
 - Increased densification, decreased sprawl, complete communities

Question 2: What are the best ways to spur new growth in western Canada?

Top items (most impact):

1. Major bid projects: Olympics, Amazon, etc
 - Competition is Global – adjust mindset to this new reality
 - Could be a rebrand for western Canada
 - Invest money in this or something else?
 - Innovation spurs new growth
 - Service continuum of recreation can support development of Olympic athletes
2. Quality of Life
 - Quality of life-centric decision making
 - Create reasons for people to move and stay in western Canada, by increasing strong Recreation and Arts & Culture.
 - The City is in the Culture business – selling the whole cultural package
 - Understand – Design – Deliver
 - Revamp the core of the city; attract people and investment

Question 3: What will help the Indigenous economy continue to grow?

1. Respectful communication
 - Listen to these communities
 - How do they define success? What is their lens?
 - Honouring their messages and methods of communication
 - Create safe, welcoming spaces and build relationships
 - Rural transportation. Prevent isolation from services and opportunities.
2. Relationship with the Federal Government
 - White Goose Flying; calls to action,
 - Celebrating culture
 - What are we responsible for? Policies, guidelines
 - Inclusion, services
 - Anger with federal government, history
 - Collaboration with other sectors (government and private)
3. Incorporating Indigenous art and culture into mainstream fabric
 - Same barriers that other underrepresented groups may face, but the gap is larger.
 - Supporting creative industries, architecture, Indigenous games
 - Public art; not “just” Indigenous art: they are artists.

Question 4: How can we improve economic participation in the west of other underrepresented groups, including women, youth and new immigrants?

1. Quality of Life – as reiterated from prior topics
2. Outreach
 - Go to people rather than forcing them to come to us
 - Alter portals of engagement and access; reaching out through their media streams
 - Language barriers
 - Venture capital, mentoring
 - Different ways of using buildings and spaces to engage communities
3. Internal programming and connections
 - Connecting with different internal business units; turf wars versus collaboration
 - Educate on benefits of arts and culture, and help newcomers develop an appreciation
 - Create volunteer opportunities, internships, paid to build youth capacity

Question 5: How can governments, industry and western Canadians work together to grow the regional economy?

1. Communication
 - Level of government to talk to each other
 - Business-friendly Legislation and policy
 - o What can western Canada do with Amazon / other large organizations (Garmin just moved to the area)
 - o Partnerships with non-competing industries; i.e. Heinz and Ford partnered, with Heinz selling Ford some of their waste product to be used in car manufacturing. Mutually beneficial.
2. Redefine success
 - Can more than one set of outcomes be recognized... economic versus social
 - o i.e. pursuing highest rate of return?
 - o Can these rules be changed?
 - o Supporting philanthropy, volunteering