

Citizens' Bulletin

Vaughan
Tomorrow
our city. our future.

OFFICIAL PLAN UPDATES

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Vaughan Tomorrow

The City of Vaughan is undertaking an ambitious three-year process to create a new Official Plan. The Official Plan is part of Vaughan's integrated Growth Management Strategy. It will address all elements of effective, sustainable and successful city-building while managing projected growth over the next 25 years.



Employment Sectors Strategy



Phase 2 Results: SWOT Analysis

The second phase of the Employment Sectors Strategy was to assess Vaughan's competitiveness for the emerging sectors. The factors affecting the City's competitive position were identified, and they were classified as internal or external to Vaughan's economy. They were ranked to identify strengths, weaknesses, opportunities, and threats (SWOT).

Preliminary conclusions of Phase 2 SWOT analysis have been reached and were presented for discussion and input at four strategic workshops with City Councillors and staff, the business community and external agencies.

The strategic workshops took place in July, where in the first week the City Councillors and the City staff from a wide range of the City of Vaughan departments were the stakeholders. Business community and the agencies met together in the second week of July. The stakeholders consisted of the members of the local business community including manufacturing, tourism, telecommunications, film, real-estate development sectors, and various business associations. The agencies were represented by the various provincial ministries, health-care organizations, regional representatives, university, and others.

Incorporating the input was important to allow the consulting team to include the widest possible range of different views and perspectives into the SWOT analysis.

Following input from stakeholders and the ESS team leaders, the results of the SWOT analysis will be used to identify key target sectors and future policy initiatives.

The four strategic workshops were conducted by Hardy Stevenson and Associates with the assistance of Hemson Consulting.

In order to assist in the discussions, the background information on the five main factors that affect Vaughan's competitive position was used.

These factors are:

- **access to market,**
- **real estate and development economics,**
- **community amenities and resources,**
- **labour force, and**
- **economic structure.**

Milestones 2009



Next Steps



The final stakeholder consultation will be another large workshop to introduce the final policy recommendations and obtain a final input into the design of the Employment Sectors Strategy. The meeting will confirm the primary element of the strategy, develop an understanding of the policy directors for the stakeholders, and get final comments from the stakeholders. It will also be a launch for implementation of the ESS.

The meeting will bring together the groups to present the final recommendation as well as acquire their feedback on the strategy. It will also be essential to ensure they are in accordance with other Growth Management Strategy Programs and Policies, such as the Official Plan Review.

We need your feedback! Please come and join us for the following workshop:

Date: September 16, 2009

Time: 9:00am – 12:00pm

Location: _____

Be sure to visit the Vaughan Tomorrow website, a portal for information on all Official Plan project events, and important dates at www.vaughtantomorrow.ca