

PROJECT OVERVIEW - ECONOMIC STRATEGY REVIEW AND RENEWAL

Objective:

The Greater Halifax Partnership (the Partnership) has been tasked with the lead on the development of a five-year economic strategy that will spell out:

- Challenges/opportunities, a vision, priority areas and strategic goals for economic development policy and programming initiatives through 2016 and;
- Action plans to support the implementation of each of the goals that spell out:
 - roles and responsibilities of the three levels of government and the private sector;
 - tasks, timing, costs, and anticipated financial contributions;
 - the measures that will be used track progress and measure results.

Governance:

To support and direct efforts the following governance model has been established:

- The HRM Mayor and Council own the initiative and will approve the final product;
- The Mayor's Economic Advisory Committee will provide high-level advice on the review and renewal;
- A Steering Committee, chaired by Paul Kent, President and CEO of the Greater Halifax Partnership, and includes:
 - Dan English, Chief Administrative Officer, HRM
 - Valerie Payn, President, Halifax Chamber of Commerce
 - Andrew Boswell, Halifax Chamber of Commerce
 - Dick Miller, Chair, Mayor's Economic Advisory Committee
 - Debbie Windsor, Vice President, Atlantic Canada Opportunities Agency
 - Ian Thompson, Deputy Minister, Nova Scotia Economic and Rural Development
 - Stephen Lund, President and CEO, Nova Scotia Business Inc.

The Steering Committee will provide strategic guidance and direction to the Project Management Office.

- A Project Management Office (PMO) that is housed in the Partnership and managed by Allan Cocksedge under the direction of Paul Kent, President and CEO. Fred Morley, Executive VP and Chief Economist; Ruth Cunningham, Vice President; Jonathan Wilkie, Director, Marketing and Communications; and others at the Partnership will all contribute to the work of the PMO as well as Jim Donovan, Manager of Economic Development, HRM.

Phased Approach:

The project will unfold in four phases:

1. **April 15-July 15** - Taking stock and initial (Phase I) consulting on Challenges/Opportunities, Vision, Priority Areas, and Strategic goals.
2. **July 15-September 15** - Finalizing of the Challenges/Opportunities, Vision, Priority Areas, and Strategic goals and preparation of the first drafts of the action plans, outcome measures and implementation plan and approach.
3. **September 15-December 20** - Consultations on the Action Plans, Outcome Measures, and Implementation Plan and ongoing engagement.
4. **January-March, 2016** - Obtaining approvals of strategy, launch of the strategy and agreement for ongoing implementation and engagement.

Focus on Sectors:

One of the key differences for the process this time is to focus the strategy on the growth of key economic sectors. The identified sectors are: Digital Industries, Finance, Insurance, Real Estate and Development, Aerospace and Defense, Advanced Manufacturing, Transportation and Distribution, Education and Knowledge, Oceans, Life Sciences, Green Tech, Tourism, Culture, and Hospitality; Volunteer Sector; and a session focused on Young and Emerging Professionals.

To complement the work in these sectors, the Halifax Chamber of Commerce will be holding other sessions that focus more particularly on economic enablers (such as R&D, People issues, etc.) and their impact on several sectors.