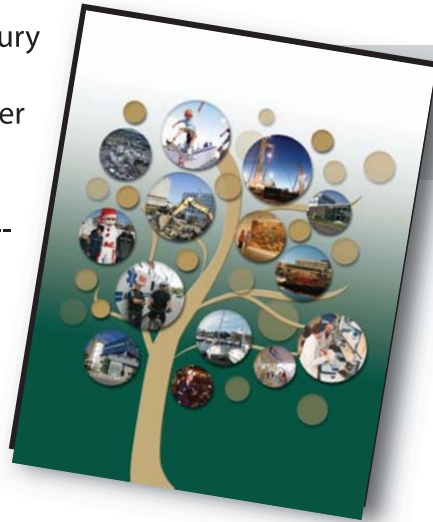


Coming of Age in the 21st Century

Digging Deeper • June 2009

The Coming of Age in the 21st Century roadmap has ably served as a guide for economic development in Greater Sudbury. The means to seize the opportunity for renewal -- and to ensure its relevance going forward -- have been at the heart of an inclusive six-month community engagement process. The result has been *Coming of Age in the 21st Century-Digging Deeper*, a renewed, living strategy that will ensure: the Greater Sudbury Development Corporation continues to engage the community; invite consistent feedback from stakeholders; and facilitate broader understanding of GSDC priorities.



Who can deny the economic roller coaster that has marked the beginning of the 21st century for Greater Sudbury? In fact, we are quite familiar with these highs and lows, having been through them many times in our 125 year history. What is encouraging is that we always do emerge from periods of economic turbulence stronger, more diversified, and better equipped each time to weather the next storm.

Guiding Principles

- Embrace emerging opportunities
- Encourage environmental stewardship
- Foster the creative, curious and adventuresome
- Cultivate a business friendly environment
- Celebrate a great northern lifestyle

Strategic Plan Igniters

- Harness and support the entrepreneurial spirit needed to support economic diversification
 - Improved infrastructure
- A culture of community learning is the base for competing in the 'new' global economy

The Strategic Plan has provided the map; and the Greater Sudbury Development Corporation will navigate the journey during the unfolding process of economic development.

Engine #1: The best mining and mining supply & services in the world

Strategic Objectives

- Be a leader in manufacturing cost-effective equipment and tools for deep mining, including mine safety, and innovative processing of natural resources.
- Cultivate strategic partnerships to advance the mining and mining supply/services sector for Greater Sudbury
- Strengthen image of Greater Sudbury's mining and mining supply/services sector to address HR issues/labour supply, perception of industry

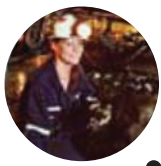
Engine #2: A leader in advanced education, research and innovation

Strategic Objectives

- Promote Greater Sudbury as a leader in post secondary education, research and innovation
- Intensify research and development activities in Greater Sudbury's areas of expertise including Health, Environment and Mining
- Build a broad range of post secondary programs to enhance Greater Sudbury's competitive advantages
- Cultivate effective partnerships between government, researchers, students and industry for the creation of new enterprises, transfer of knowledge and skills training
- Continue to advance and develop Centres of Excellence where critical mass can be achieved and areas of expertise exist

Engine #3: One of the best places to visit in Ontario

Strategic Objectives



- Enhance existing and develop new world-class attractions to create a critical mass of tourism opportunities
- Position Greater Sudbury as a leader in effective tourism marketing and innovative product development
- Boost organizational capacity and effectiveness within the tourism sector
- Exploit strategic partnerships that contribute to the growth and sustainability of the tourism industry in Greater Sudbury

Engine #4: The regional centre for health services expertise in northeastern Ontario

Strategic Objectives

- Maximize the community's position as a regional centre for health services and expertise
- Build outstanding leadership in community medicine
- Build on the strengths of NOSM, Northeastern Ontario Regional Cancer Centre, Adult Cardiac Care Program, and medical specialists within the community
- Identify opportunities to leverage healthcare sector to promote community and economic growth
- Recognize Greater Sudbury's aging population as an opportunity to tailor health services expertise to this demographic
- Expand emerging expertise in rural and northern health, telemedicine and aboriginal health



Engine #5: A thriving and sustainable arts & culture community

Strategic Objective



- Foster the development of vibrant and diverse cultural identities as defined by the city's cultural assets, people, ethnicity, industry and natural environment
- Articulate and promote the contribution of arts & culture to both social and economic well-being of Greater Sudbury
- Position Greater Sudbury as a globally competitive creative community that nurtures innovation and creative expression
- Strengthen arts & culture sector through increased resources for infrastructure improvements and sustainability
- Position Greater Sudbury as the music, film & television industry leader for northern Ontario
- Maximize Greater Sudbury's reputation as cultural centre for festivals and events



Sustaining Momentum

We will:

- Continually renewing our commitment
- Celebrate our success
- Create project based advancement groups
- Ongoing communication & Annual report
- Cultivate collaborative partnerships

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