


CITY OF NANAIMO  
THE HARBOUR CITY

**Economic Development  
Task Force**



CITY OF NANAIMO  
THE HARBOUR CITY

**Economic Development  
Task Force: Mandate**

- Prepare an Economic Development Strategy for the City of Nanaimo
- Fully Develop the External Economic Development Agency (Nanaimo Prosperity Agency).

**CITY OF NANAIMO**  
THE HARBOUR CITY

**Economic Development  
Task Force: Work Plan**

**Phase 1 – Current Situation Assessment**

- Socio-economic analysis
- Asset map
- Industry analysis
- Trends analysis
- Unique selling proposition
- SWOT analysis
- Performance measurement

**CITY OF NANAIMO**  
THE HARBOUR CITY

**Economic Development  
Task Force: Initial  
Findings – Labour Force**

- Goods versus Services Labour Force
- Continued transition to services

Year	Goods Labour Force (Dark Blue)	Services Labour Force (Light Blue)	Total Labour Force
2001	~7,000	~33,000	~40,000
2011	~8,000	~42,000	~50,000
2016	~9,000	~42,000	~51,000

**CITY OF NANAIMO**  
THE HARBOUR CITY

### Economic Development Task Force: Initial Findings – Labour Force

- Top 10 industries by labour force
- 9 of the 10 are services

	Female	Male	Total
Food services and drinking places	2,050	3,465	5,515
Professional, scientific and technical services	2,875	2,485	5,360
Educational services	1,630	3,615	5,245
Specialty trade contractors	3,930	515	4,445
Ambulatory health care services	890	3,550	4,440
Administrative and support services	2,265	1,835	4,100
Food and beverage stores	1,215	1,560	2,775
Construction of buildings	2,215	325	2,535
Hospitals	470	1,955	2,425
Nursing and residential care facilities	360	1,710	2,070

**CITY OF NANAIMO**  
THE HARBOUR CITY

### Economic Development Task Force: Initial Findings – Labour Force

- Top occupations
- Again, services dominate

Occupation	Males (%)	Females (%)
Sales and service	~28	~28
Trades; transport...	~18	~15
Business; finance &...	~12	~10
Education; law &...	~8	~7
Management	~6	~5
Health	~4	~3
Natural & applied...	~3	~2
Occupations in art;...	~2	~1
Natural resources;...	~1	~1
Manufacturing and...	~1	~1

CITY OF NANAIMO  
THE HARBOUR CITY

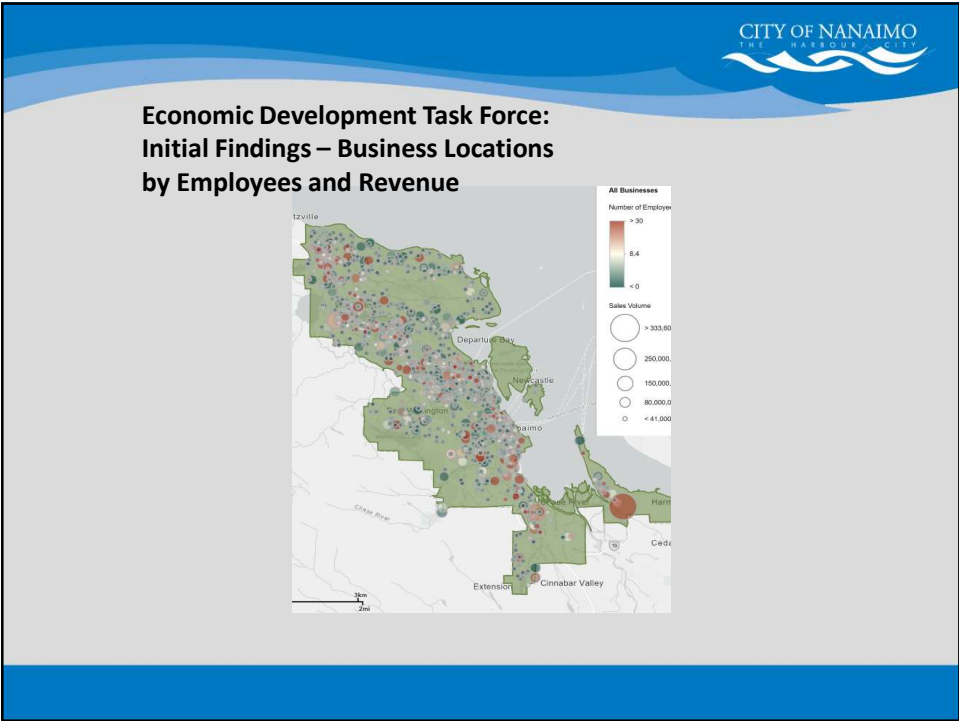
### Economic Development Task Force: Initial Findings – Labour Force

- Industries with high employment concentration in Nanaimo
- Transportation primary and manufacturing dominate
- Oil and gas in an anomaly

	2001	2011	2016
Water transportation	3.96	4.86	3.71
Fishing, hunting and trapping	3.03	2.69	3.58
Leather and allied product manufacturing	-	-	2.13
Pet. & petroleum products merchant wholesalers	0.76	1.83	2.02
Paper manufacturing	1.96	1.73	1.92
Nursing and residential care facilities	1.17	1.67	1.61
Oil and gas extraction	0.48	0.85	1.60
Forestry and logging	1.25	1.51	1.55
Building mat. & garden equip. & supplies dealers	1.25	1.47	1.49
General merchandise stores	1.58	1.28	1.45

CITY OF NANAIMO  
THE HARBOUR CITY

### Economic Development Task Force: Initial Findings – Business Locations by Employees



- Economic Development  
Task Force: Consultation**
- Phase 1 Consultation:
- Individual interviews
  - Community Survey
  - Business Survey
  - Sector Focus Groups (June 17, 2020)
- The City of Nanaimo logo is in the top right corner.



Questions?