

## **Newsask Profile and Study – Public Presentation – Key Opportunities Summary**

The following are the planned “key opportunities”, as determined by the Newsask study of opportunities resulting from inherent area strengths and emerging trends:

Criteria utilized in determining “top picks” for opportunities included:

- Job creation
- Impact on incomes in area
- Population growth
- Export component
- Increased investment
- Business success likelihood

### **Immediate Term Opportunities:**

- Trucking
  - Key advantage is access to Class 1A licenses
  - Demonstrated interest from manufacturers in purchasing within Newsask area
  - Can start on either large or small scale, but should be at a minimum in the five-unit plus range
- Computer services
  - Defined as needed by area manufacturers currently buying outside Newsask zone
  - Have access to manufacturing and retail markets in area
  - Able to operate business on substantively lower cost basis than from larger centers
- Personnel acquisition services
  - Vital to expansion of machine shop, manufacturing sectors
  - Would be a key strategic advantage to area
  - Ready market for service within area, and could be expanded easily to larger centers
- Manufacturing service and supply
  - In addition to those listed, includes printing and promotional services, as well as shop supply service
  - Printing and promotional services, given technology changes, can be done from within area on a cost efficient basis
  - Shop supply service would be on a “rack jobber” basis

### **Medium Term Opportunities – One to Three Years:**

- Machine shop
  - Local markets available with existing manufacturers
  - Opportunity to export past Newsask area
  - Key is access to local expertise

- Intensive hog operations
  - Proven partners and track record of industry, even in the face of current commodity pressures
  - Current practice in most of Saskatchewan is an after the fact approach that continues to evoke opposition at most critical stages
  - Proactive “testing the waters approach” would position region ahead of other parts of province
  
- Ethanol
  - Key to acceptance and success lies in local investment
  - Regulatory change and positioning of area puts it ahead of other parts of province
  
- Manufacturing / processing
  - Expansion of skilled labor force key to any significant growth
  - Key advantage is low cost, regulatory environment must be conducive
  - History suggests that expansion from within is more likely than acquisition from outside
  
- Tourism
  - Key measure should be continuation of investment growth
  - Key activity needs to focus on sponsorship activities to provide increased capital base
  - The focus should be on development of local amenities that can be packaged regionally
  
- Services to mineral production sector
  - It is occurring now on a fairly ad hoc basis
  - Maximum impact has yet to be achieved
  - The companies involved have a demonstrated track record of buying locally, but will do so only if a structured approach is put into place to reflect local capacity

**Potential Short to Medium Term Direct Job Creation Capacity Scenario:**

	# Direct Positions	# Indirect	# Total
Trucking	50	25	75
Machine shop	25	10	35
Computer services	10	0	10
Personnel acquisition services	5	0	5
Intensive hog operations	50	25	75
Ethanol	50	30	80
Manufacturing / processing	45	45	90
Manufacturing service & supply	5	0	5
Tourism	25	25	50
Services to mineral production sector	25	25	50
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	290	185	475

475 jobs = approximately 2,000 area residents, bringing the size of “Newsask City” (the third largest city in Saskatchewan) up to 50,000, with the likelihood of 250 or more homes either built or purchased.