DEMOGRAPHICS AS DESTINY?
REGIONAL DEVELOPMENT, POPULATION, AND PRODUCTIVITY IN NL

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OVERVIEW

• Memorial University
• The Harris Centre
• RAnLab
• Demographics
• Innovation & Productivity
• Conclusions
A SPECIAL OBLIGATION
Memorial University of Newfoundland
Founded in 1949
5 CAMPUSES
12 LOCATIONS
SUPPORTING REGIONAL INNOVATION THROUGH PUBLIC ENGAGEMENT
FOCUS ON RURAL & REGIONAL

Encourage informed public policy and regional development in Newfoundland and Labrador by supporting communication and collaboration between Memorial University and the people of this province.
WHAT WE DO...

- Applied Research Funds
- Public Policy Discussion Forums
- Regional Engagement
- Research & Analysis (RAnLab)
- Knowledge Mobilization & Communications
- Brokering
BY THE NUMBERS

Over 275 public forums and workshops
Over 16,000 participants across NL
Over 175 projects funded
Over $2,750,700 flowed to support applied research
Regional Analytics Laboratory (RAnLab)

- Focuses on the use of regional economic and spatial analytics
- Quantitatively assess the capacity and sustainability of industries, labour markets and the population of places
- For the purpose of informing evidence based policies for regional development
Regional Economic Impacts
Forecasting Population Changes
Analyzing Labour Force Supply Issues
Supply Chain Analysis
Cost benefit analysis of regionalization
NL POPULATION: 1951-2016
DEMOGRAPHIC OVERVIEW: AGE STRUCTURE
Canada
Census metropolitan areas (CMAs) and census agglomerations (CAs), 2016

Canada
Census metropolitan influenced zones (MIZs),
census metropolitan areas (CMAs)
and census agglomerations (CAs)

Statistical Area Classification,
Standard Geographical Classification, 2016

## NL Functional Economic Regions: Definitions

<table>
<thead>
<tr>
<th><strong>Labour market demography</strong></th>
<th><strong>Economic structure</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Age structure (+)</td>
<td>% In primary/secondary industries (-)</td>
</tr>
<tr>
<td>participation rate (+)</td>
<td>Self-employment ratio (+)</td>
</tr>
<tr>
<td>high school completion (+)</td>
<td>% On employment insurance (-)</td>
</tr>
<tr>
<td>work age population (+)</td>
<td>Distance to retail centre (+)</td>
</tr>
<tr>
<td>education level (mixed best) (+)</td>
<td>Share of employment in largest 3 employers (-)</td>
</tr>
<tr>
<td>non university but post secondary (+)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Income</strong></th>
<th><strong>Governance</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings (waged employment by year)</td>
<td>Grants received (+)</td>
</tr>
<tr>
<td>Transfer payments (unemployment level/old age payments)</td>
<td>Turnover in elected officials (middle #’s best)</td>
</tr>
<tr>
<td></td>
<td>Volunteer organizations (+)</td>
</tr>
<tr>
<td></td>
<td>part of multi-community organization</td>
</tr>
<tr>
<td></td>
<td>Located in active RDA</td>
</tr>
</tbody>
</table>
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**NL FUNCTIONAL ECONOMIC REGIONS: 5 REGION CLASSES**

<table>
<thead>
<tr>
<th>FER Region Class</th>
<th>Number of Regions</th>
<th>Population 2016</th>
<th>% of Total Population</th>
<th>% Population Change 11-16</th>
<th>Mean Population Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>1</td>
<td>212,594</td>
<td>39.13%</td>
<td>4.54%</td>
<td>40.5</td>
</tr>
<tr>
<td>Small City &amp; Regional Town</td>
<td>9</td>
<td>179,893</td>
<td>34.61%</td>
<td>1.00%</td>
<td>44.1</td>
</tr>
<tr>
<td>First Order Rural</td>
<td>17</td>
<td>69,590</td>
<td>13.39%</td>
<td>-3.36%</td>
<td>48.4</td>
</tr>
<tr>
<td>Second Order Rural</td>
<td>30</td>
<td>30,063</td>
<td>5.78%</td>
<td>-4.58%</td>
<td>47.7</td>
</tr>
<tr>
<td>Third Order Rural</td>
<td>136</td>
<td>27,576</td>
<td>5.31%</td>
<td>-6.68%</td>
<td>48.8</td>
</tr>
</tbody>
</table>

*Note that many Third Order Rural places are remote communities with weak or no economic linkages to other communities*
### NL Functional Economic Regions: 5 Region Classes

<table>
<thead>
<tr>
<th>FER Region Class</th>
<th>Average population</th>
<th>Range in size of regional population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>212,594</td>
<td>212,594</td>
</tr>
<tr>
<td>Small City &amp; Regional Town</td>
<td>19,710</td>
<td>8,656 – 38,996</td>
</tr>
<tr>
<td>First Order Rural</td>
<td>4,094</td>
<td>2,036 – 7,163</td>
</tr>
<tr>
<td>Second Order Rural</td>
<td>994</td>
<td>566 – 1,735</td>
</tr>
<tr>
<td>Third Order Rural</td>
<td>219</td>
<td>5 – 1,526</td>
</tr>
</tbody>
</table>

*Note that many Third Order Rural places are remote communities with weak or no economic linkages to other communities*
NL POPULATION PROJECTIONS: 2016-2036

2016 population 519,716
2036 projected 479,907
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NL POPULATION PROJECTIONS:
AGE STRUCTURE 2016-2036

Newfoundland & Labrador: Historic Cycle Age Specific 2036 Population Estimates

Average age:
2016 43
2036 48
POPULATION PROJECTIONS: NE AVALON 2016-2036
Population:

2011 – 205,168
2026 – 235,093
2036 – 246,904 (20.3%)
Population:

2011 – 33,644
2026 – 30,687
2036 – 27,333 (-22.7%)
Population:

2011 – 2,248
2026 – 1,770
2036 – 1,411 (-37.2%)
Population:

2011 – 21,031
2026 – 18,504
2036 – 15,218 (-27.6%)
• Labour Markets – demand/supply imbalances
• Business Sector – shifting spending/needs
• Health Care – home support, pharmaceuticals
• Education – declining enrolments
• Municipalities – declining revenue base
• Regional Economic Development – declining rural population, loss of entrepreneurs/volunteers
• Fertility rates
• Immigration
• Youth attraction and retention
• Long Distance Commuting
• Participation increases
  ▪ Underrepresented marginalized groups:
    – Women
    – Indigenous
    – Low-skilled
    – People with disabilities
• Education and training
PRODUCTIVITY LEVELS

NL Functional Economic Regions
GDP Per Worker

GDP Per Worker $
- <= 25000
- 25001 - 49999
- 50000 - 74999
- 75000 - 99999
- 100000 +
- No Data

0 40 80 160 Kilometers

0 62.5 125 250 Kilometers
Provides baseline for calculating local economic indicators and labour market needs (e.g. occupation, skills, education) as well as population dynamics, housing demands, final demand spending etc.
Clustering algorithms can be adapted to incorporate regional supply chain data
  • Utilize a bottom-up approach to regional and industrial development
Examples:
  • Fishery cluster on the Northern Peninsula
  • Tourism in Gros Morne
  • Mining in Labrador
  • Oil and Gas on the Avalon Peninsula
• Productivity gains in all sectors
• Exports
• Start ups AND work with existing firms
  ➢ Succession planning
• Innovation
  ➢ Technology
  ➢ HR practices
  ➢ Supply Chain Management
  ➢ etc., etc.
• Quality of jobs matters more than number of jobs
- Regionalization (bottom up)
- Decentralization (top down)
- Distance delivery
- Mobile delivery
- NGOs / Social Enterprise

- innovation
- productivity gains
- culture change
REASONS FOR OPTIMISM

• NL resource endowment: renewable and non-renewable – productivity key
• Ocean tech, ICT, aquaculture, etc.
• Post-secondary system
• NL identity & tourism: with new people, ideas, networks
Demographic crunch demands innovation and productivity gains. Are we ready to shape our future?