

Alberta's Rural Communities: Their Economic Contribution to Alberta and Canada

Colin Gosselin, MPA
Rural Development Division
Alberta Agriculture and Forestry

Alberta

\$77,400,000,000.00

Outline of Today's Presentation

- Key Findings
 - Conference Board of Canada Study (2013)
 - 2011, 2006, 2001 Census Data
 - Rural specific results (provincial, regional, and community level)
- Rural Employment
- Rural GDP
- Economic Footprint of Rural Alberta

Key Findings

- Rural Alberta matters:
 - Over 700,000 people live in rural Alberta
 - Contributed to \$77.4 billion of economic activity throughout Alberta and Canada
- Rural Alberta is growing:
 - Both population and the size of the economy grew between 2006-2011
 - Not growing in every community or region
 - Not growing as fast as urban Alberta
- Attraction and retention of people a top priority
 - Aging population
 - Will take both jobs and a high quality of life

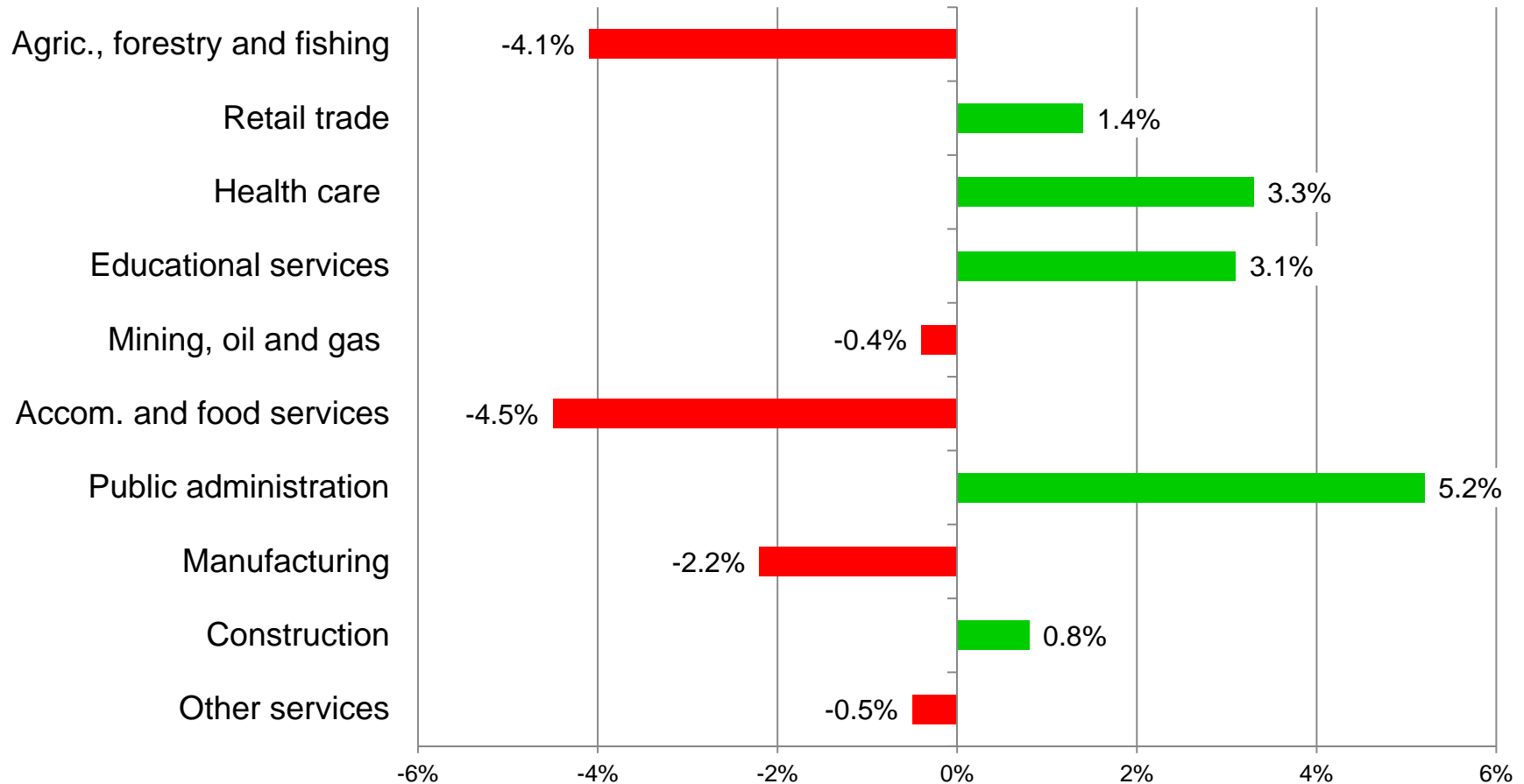
Rural Employment Highlights

Top 10 Rural Employers (2011)

Industry	Jobs
Agric., forestry, & fishing	41,625
Retail trade	30,388
Health care	29,297
Educational services	22,175
Mining & oil & gas	18,715
Accom. & food services	17,029
Public administration	16,370
Manufacturing	15,372
Construction	13,744
Other services	13,563

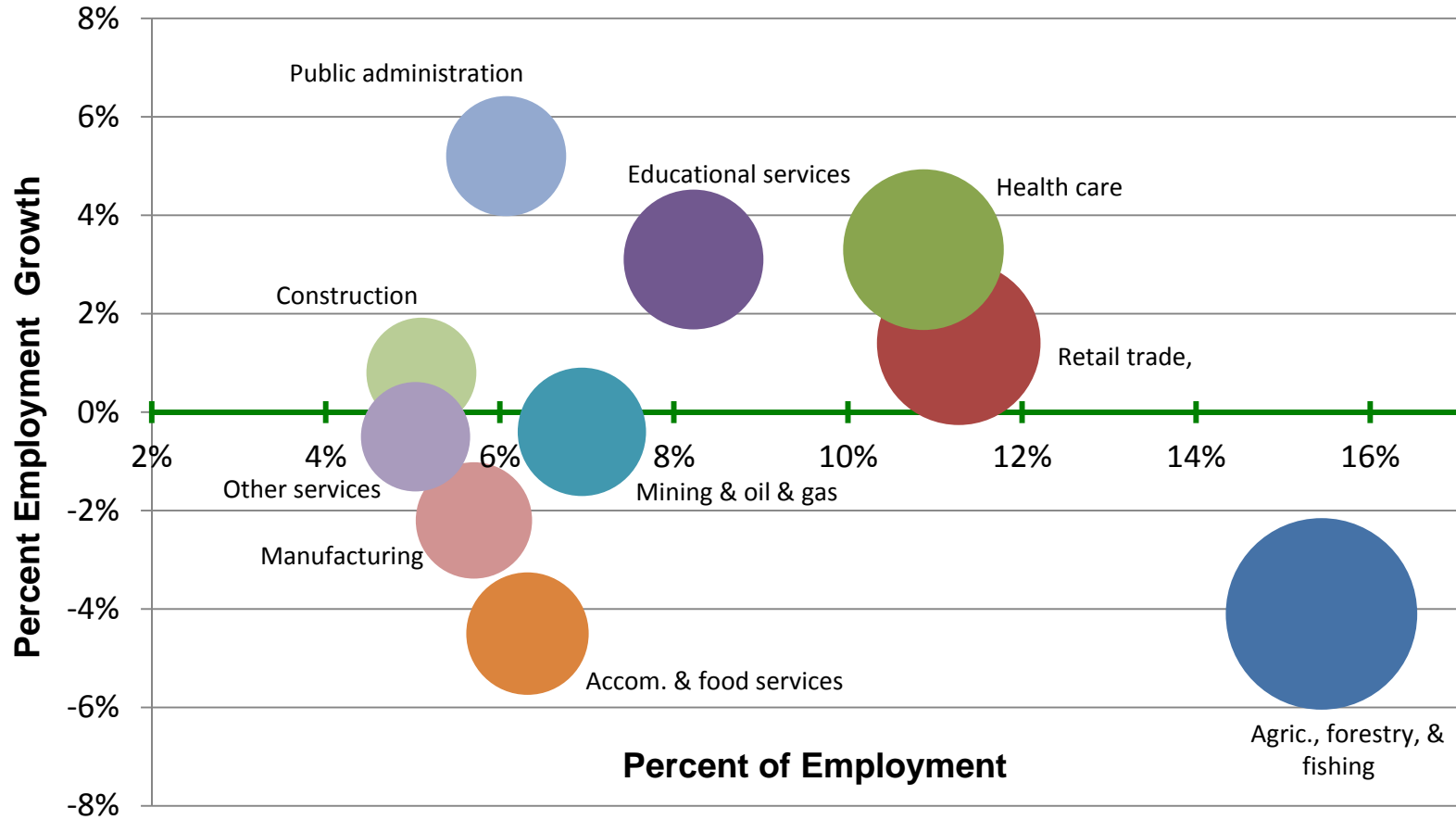
Top 10 Rural Employers

Average Annual Employment Growth Rate 2006 - 2011



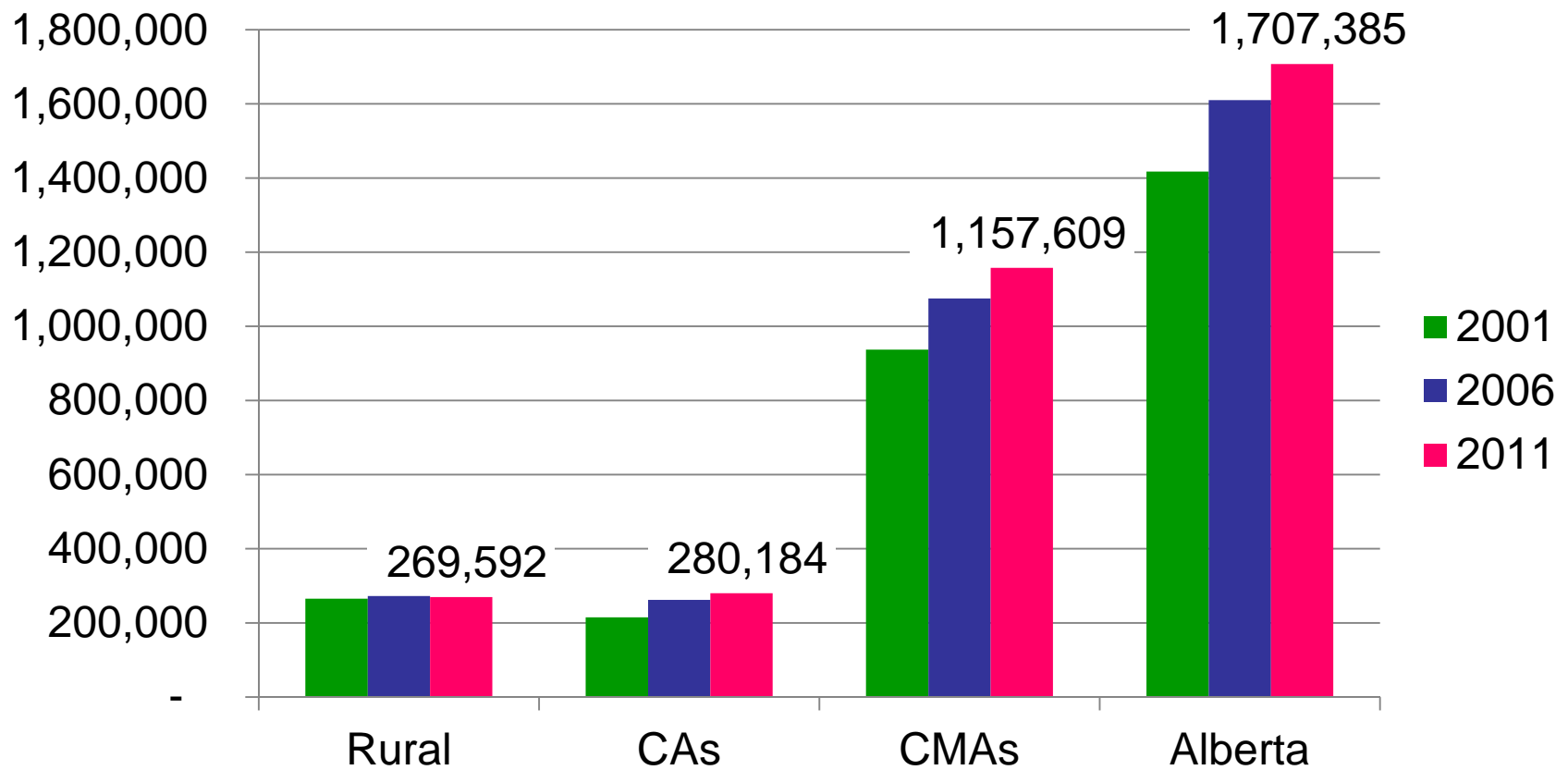
Top 10 Rural Employers

(2006 - 2011)



Employment

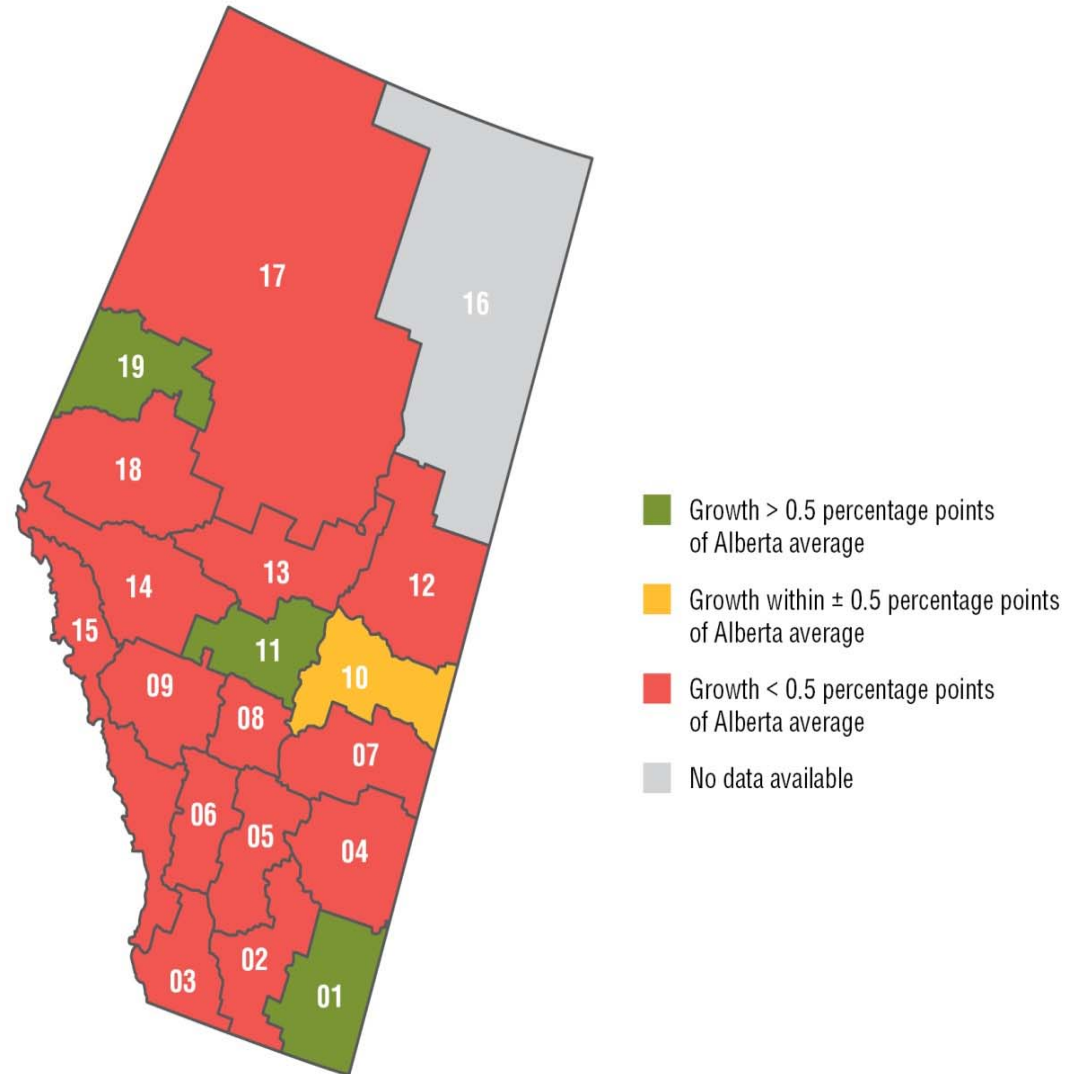
(by Place of Work)



Regional Employment Growth

Exhibit 4

Rural Employment Growth by Place of Work, by Census Division, 2006–11



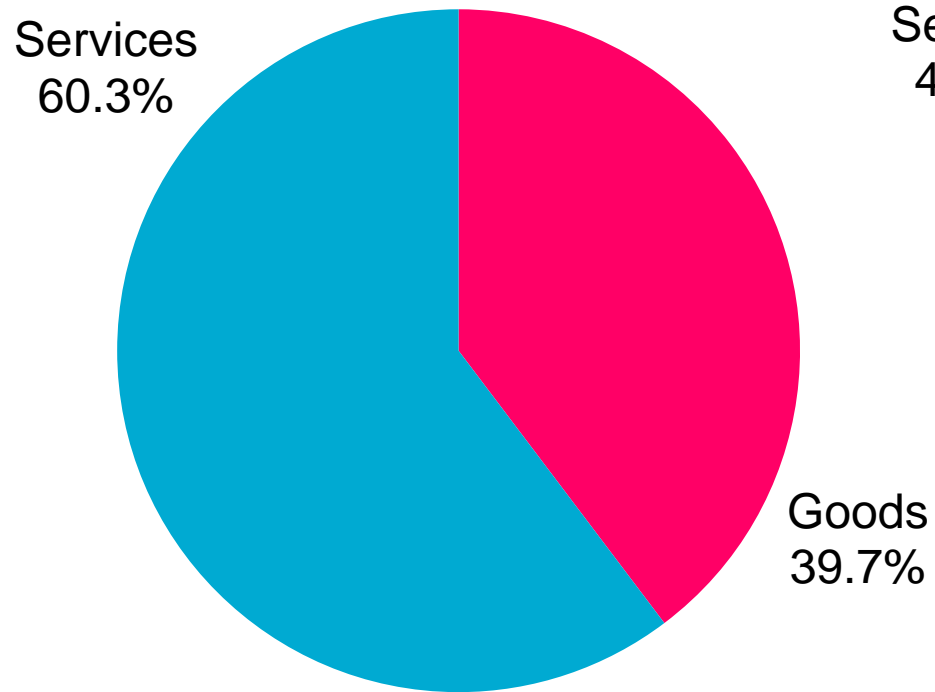
Sources: Statistics Canada, The Conference Board of Canada.

Rural GDP Highlights

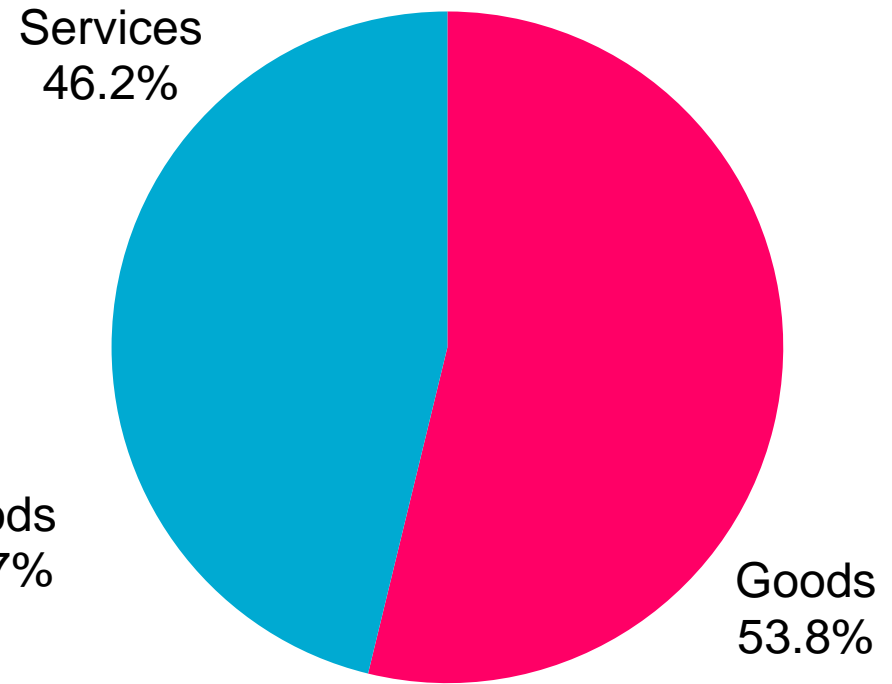
- Gross Domestic Product (GDP) is the total value of goods and services produced in an area during a given period

Goods vs. Services Industries

Alberta

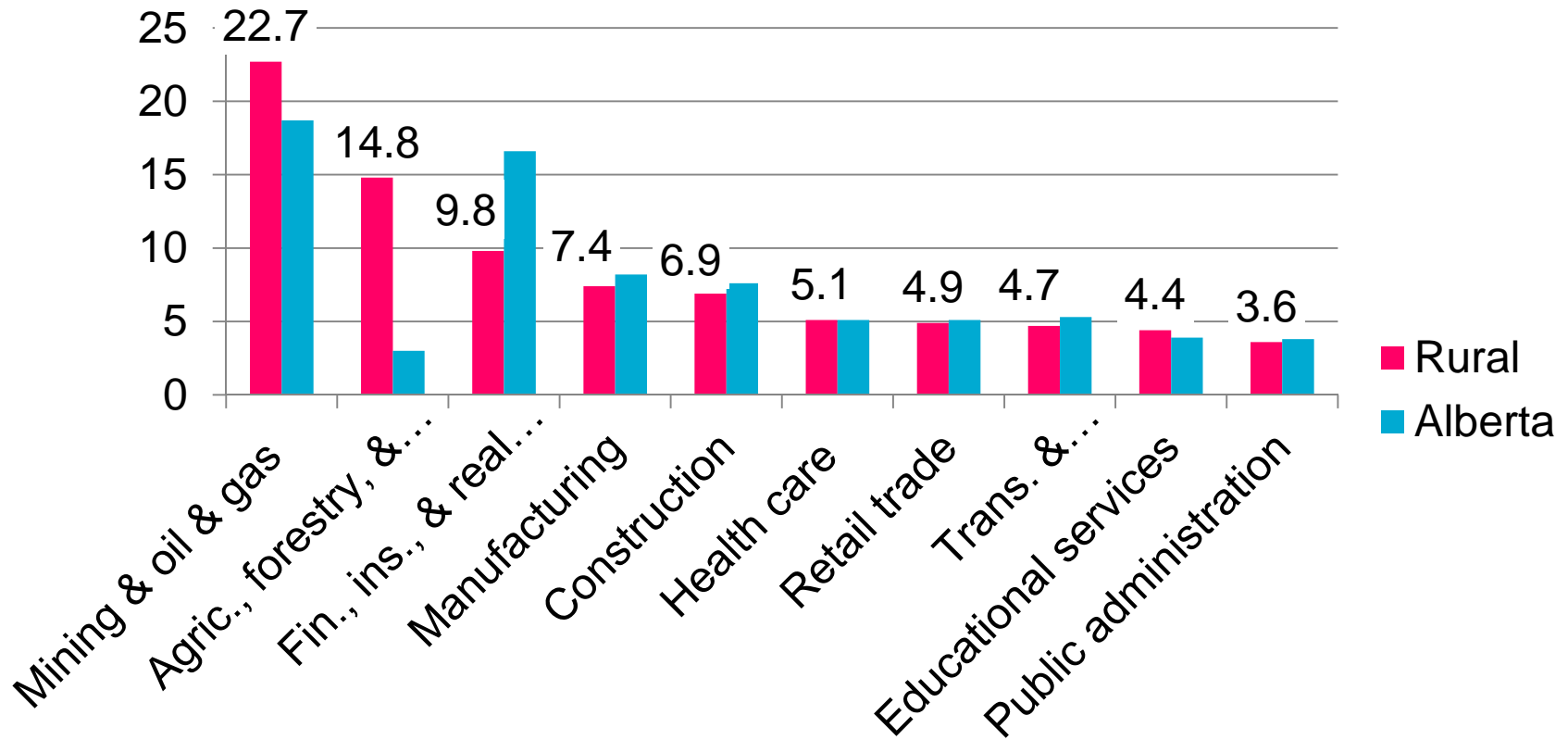


Rural



Top 10 Rural Sectors by GDP:

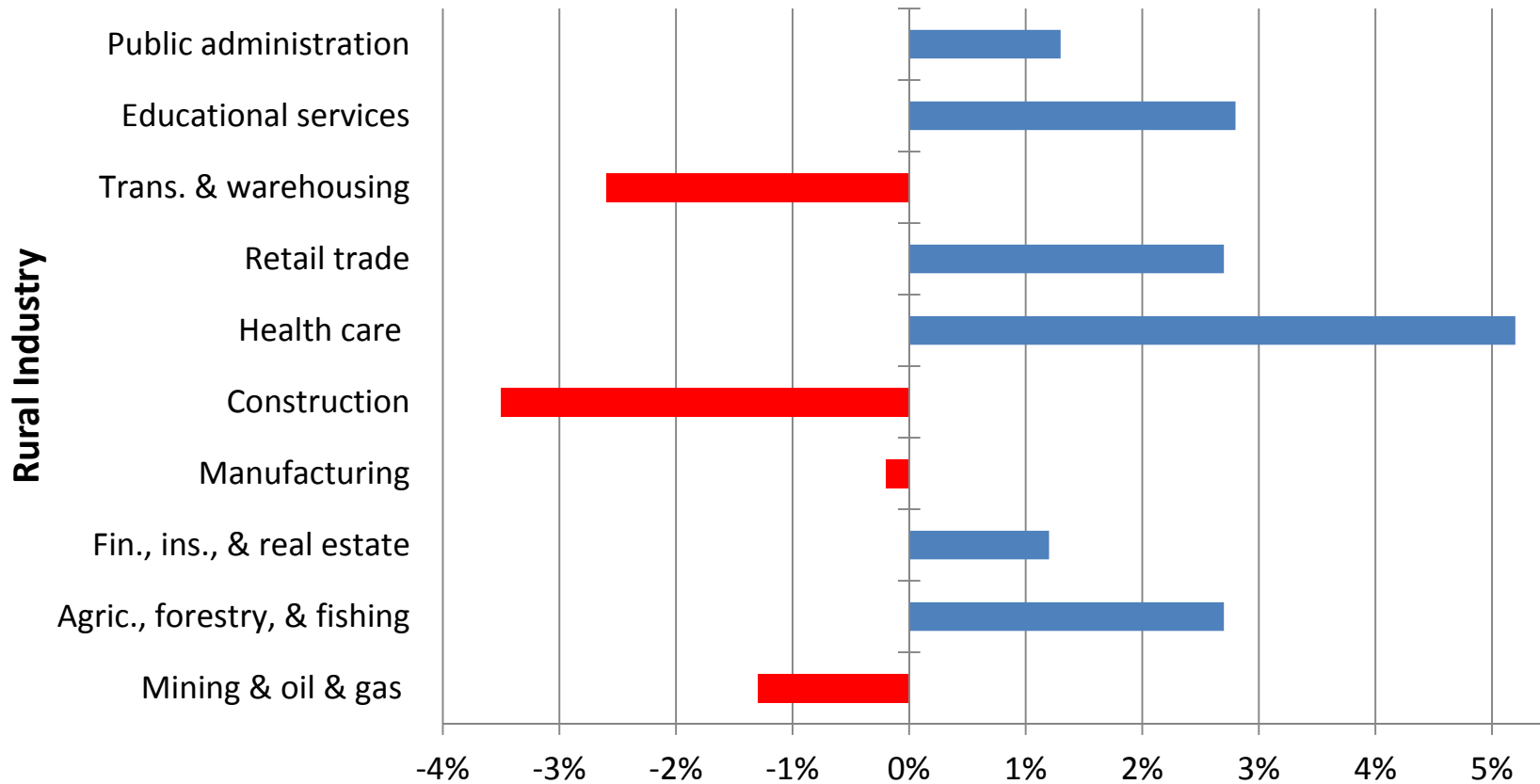
Industrial Structure (% Share, 2011)



Top 10 Rural Industries by GDP

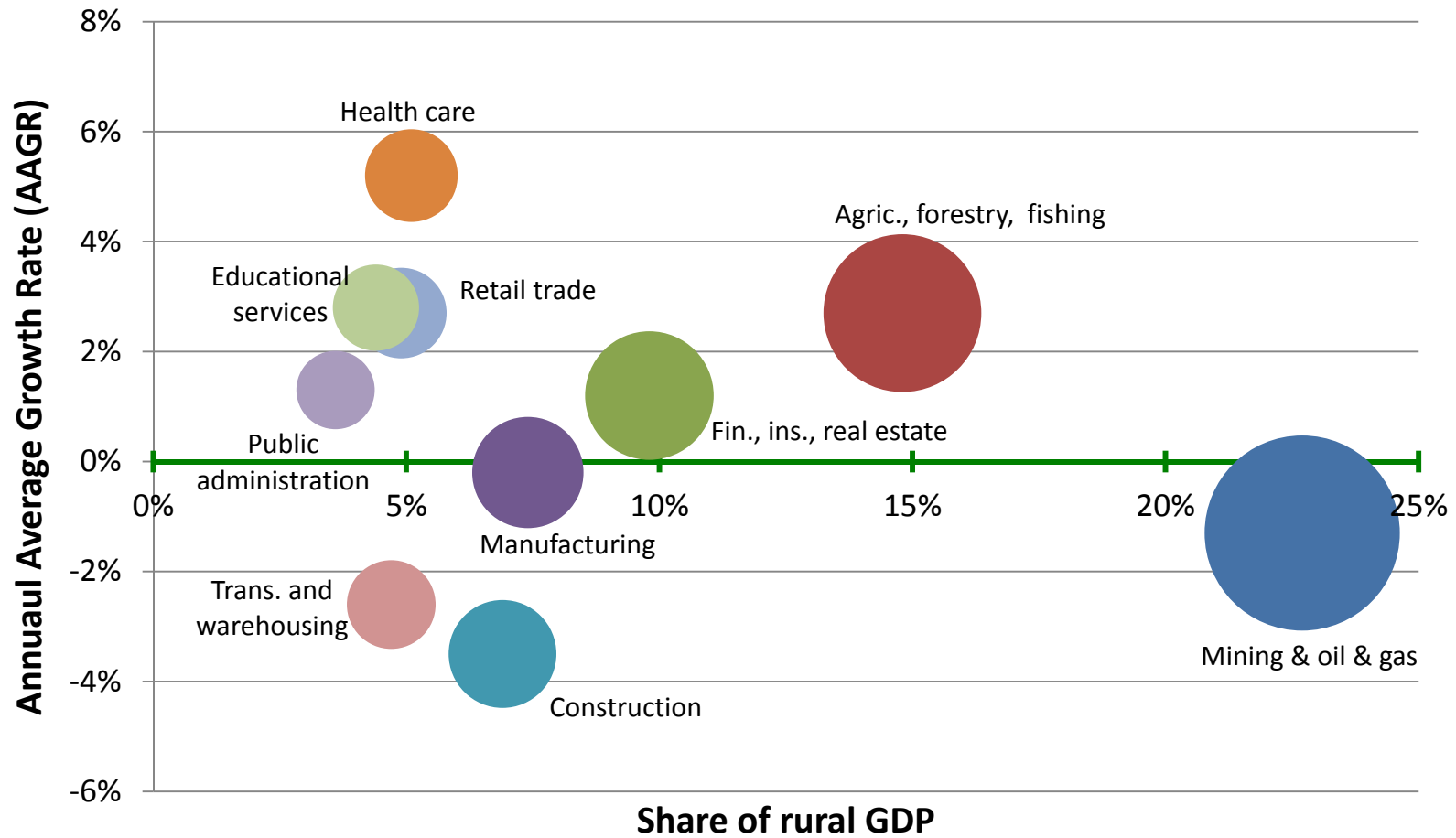
(2006 - 2011)

Average Annual Growth Rate (AAGR) 2006-2011

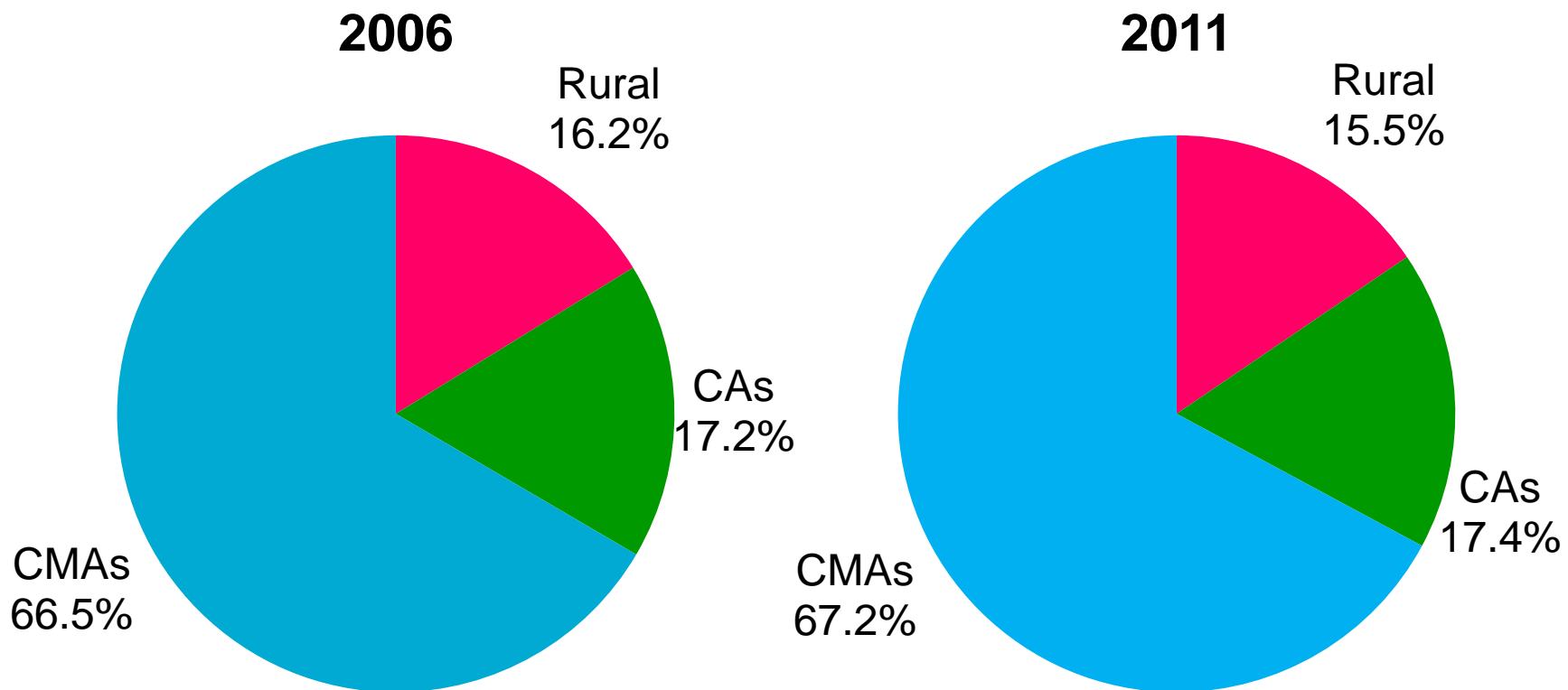


Top 10 Rural Industries

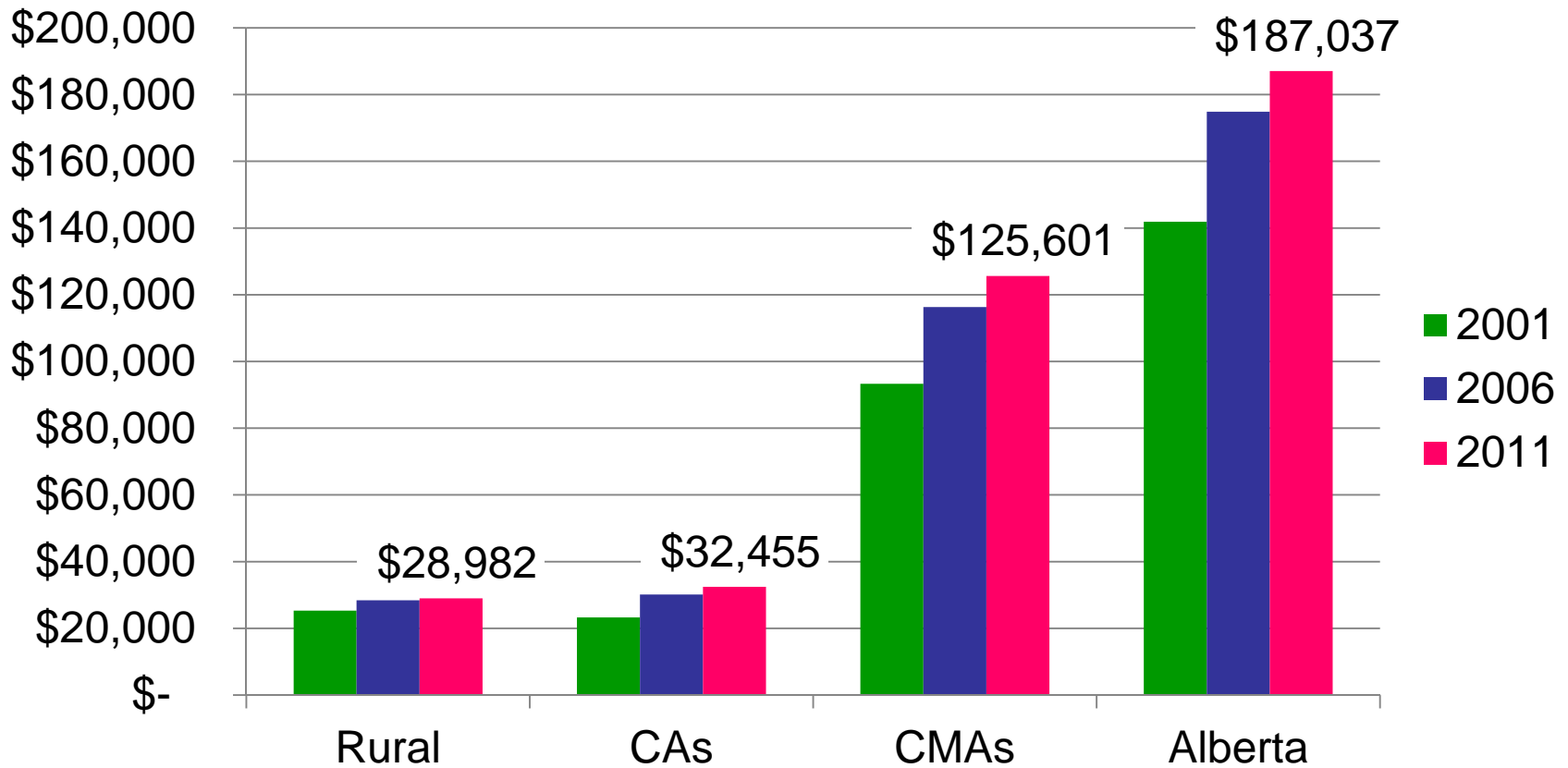
Per cent of total output (2011)



Share of Provincial GDP

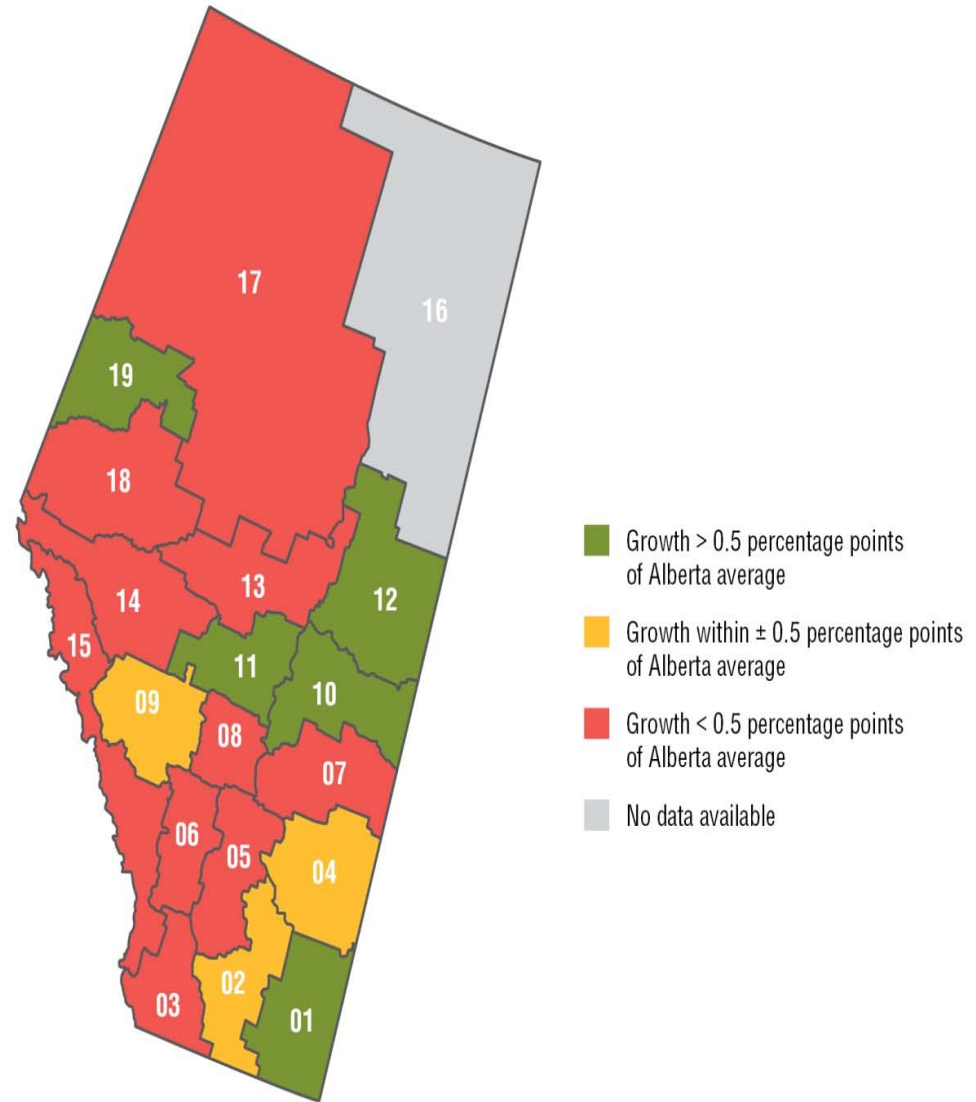


GDP (2002 \$ millions)



Regional GDP Growth

Exhibit 6
Rural GDP Growth, by Census Division, 2006–11



Source: The Conference Board of Canada.

Economic Footprint – GDP Impact

- Rural Alberta's total economic contribution is estimated at \$77.4 billion (2009, current prices)
- This includes rural Alberta's direct GDP, as well as the indirect and induced economic impacts on the rest of Alberta and Canada.
 - Rural firms source additional supplies and services from urban (indirect)
 - Employees and owners spend salaries or earnings (induced)
- An economic footprint of \$65.5 billion for Alberta:
 - Direct contribution of \$36.9 billion in rural GDP
 - Indirect and induced impact on urban Alberta of \$28.5 billion
- Contributes to almost \$12 billion in the rest of Canada

Economic Footprint – Employment Impact

- Rural Alberta contributed to 272,000 jobs in urban Alberta and an additional 144,000 jobs in the rest of Canada.
- Indirect contribution to 24,000 professional, scientific, and technical services jobs in urban Alberta
- 22,000 indirect wholesale and retail trade jobs, and 35,000 induced ones

Local Example- Lethbridge County

- 2011 estimated GDP of \$312.5 million (\$ 2002)
- Economic structure was 61% goods producing industries, and 39% services.
- Top 3 Goods Producing Industries and their share of local economy:
 - Agriculture (37%); Manufacturing (14%); Construction (10%)
- Services:
 - Public Administration (13%); Wholesale Trade (9%); Transportation and Warehousing (7%)

Summary

- Rural Alberta Matters
- Rural Alberta is Growing
- Not without challenges
 - Attraction and Retention of People a Priority

Contact Info and Questions

Colin Gosselin

780-968-3518

colin.gosselin@gov.ab.ca

Copy of the report and a recorded hour long webinar including rural demography available at:

www.rural.alberta.ca

The logo for the province of Alberta, featuring the word "Alberta" in a white, cursive script font. To the right of the word is a small orange square with a white stylized shape inside, representing the province's flag.