NUCLEAR WASTE MANAGEMENT ORGANIZATION
SOCIÉTÉ DE GESTION DES DÉCHETS NUCLÉAIRES

Community Profile

MUNICIPALITY OF SOUTH BRUCE, ONTARIO

APM-REP-06144-0122

NOVEMBER 2014

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For more information, please contact:
Nuclear Waste Management Organization
22 St. Clair Avenue East, Sixth Floor
Toronto, Ontario M4T 2S3 Canada
Tel 416.934.9814
Toll Free 1.866.249.6966
Email contactus@nwmo.ca
www.nwmo.ca

Nuclear Waste Management Organization (NWMO)

Community Profile: South Bruce, Ontario

Report

Environment

Nuclear Waste Management Organization (NWMO)

Community Profile: South Bruce, Ontario

Prepared by:

AECOM
105 Commerce Valley Drive West, Floor 7 905 886 7022 tel
Markham, ON, Canada L3T 7W3 905 886 9494 fax
www.aecom.com

Project Number:

60300337

Date:

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AECOM Signatures

Report Prepared By:



Andy Keir
Senior Consultant

Report Reviewed By:



Marvin Stemeroff
Associate Vice President
Power Industry

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Appendix A. Businesses and Services in South Bruce

1. Introduction

This community profile has been prepared as part of the participation of the Municipality of South Bruce in the Nuclear Waste Management Organization's (NWMO) *Learn More* program. This program is offered to communities interested in exploring their interest in the Adaptive Phased Management (APM) Project, the deep geological repository and centre of expertise which is required as part of Canada's plan for the long-term management of used nuclear fuel.

This document brings together information about South Bruce with respect to its history, aspirations, and current conditions. The information contained in this report is not an assessment of any kind; instead it is intended to paint a picture of the community as it stands today. Such a picture can be a helpful starting point for community discussions about how future projects might be implemented in the community, and the extent to which a project might contribute to the well-being of the community over the long term, including the Adaptive Phased Management Project. The Adaptive Phased Management Project will only be implemented in a community that has reflected upon whether the project will contribute to community well-being, after a series of detailed studies have been completed to confirm the safety and appropriateness of a site, has expressed an informed willingness to host the project. Over time, communities in the surrounding area will also need to become involved in the learning process.

This profile is organized to describe the characteristics of the community through five different perspectives, or "lenses":

- Human: Skills, knowledge and essential services supporting the well-being of the community;
- Economic: Monetary or financial resources supporting the well-being of the community;
- Infrastructure: Basic physical infrastructure supporting the well-being of the community;
- Social: Social and community activities in which people participate, and the resources drawn upon to support well-being;
- Natural environment: Nature and the natural environment important to well-being.

The characteristics of the community are referred to as "assets" throughout the report. This is intended to highlight their importance and pave the way for a broad and holistic discussion of how the community may be affected by the Adaptive Phased Management project, or other large project which the community may consider. This discussion of the characteristics of the community which support life may also help the community identify other important aspects which should also be considered.

The information and data used to compile this profile was derived from a combination of sources, including:

- Publicly available documents and statistics;
- Data and information provided by the community; and
- Insights derived from discussion with the community liaison committee and through interviews with community leaders.

Although this profile contains references to other communities within the region, these references are intended only as a means to round out the community profile and provide some context for discussion.

The NWMO *Learn More* program encourages collaboration and shared learning involving the NWMO and the community throughout all stages of reflection and decision-making. NWMO efforts to learn about and understand the community, its aspirations and current conditions will continue throughout the duration of the community's involvement in the *Learn More* program.

2. Community Profile – South Bruce

2.1 Overview

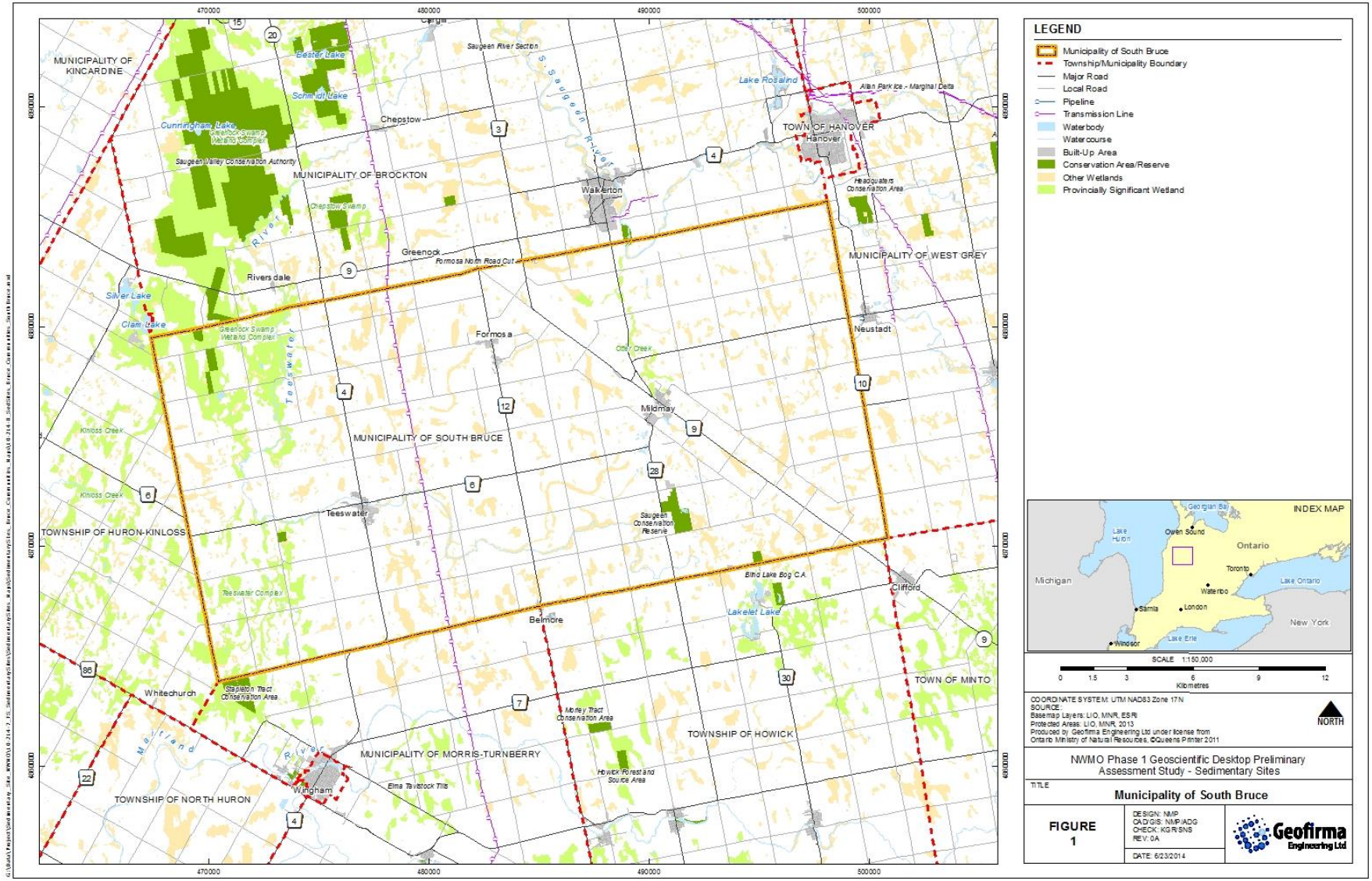
2.1.1 Location

The Municipality of South Bruce (hereafter referred to as South Bruce) was created in 1999 with the amalgamation of the Village of Mildmay, Township of Carrick, Village of Teeswater and the Township of Culross (Municipality of South Bruce, 2013). Teeswater is the seat of the Municipality. South Bruce is situated in the southeast corner of Bruce County and is located inland from Lake Huron. The community is 90 km from Owen Sound, the Grey-Bruce region's largest urban centre.

2.1.2 Land Sizes and Uses

South Bruce covers a land area of 488.67 km^2 (Statistics Canada, 2012a; Land Information Ontario, 2014). It is comprised of a large rural area interspersed with smaller settlement areas. The three main population centres in South Bruce are Formosa, Mildmay and Teeswater, while the hamlet communities include Carlsruhe and Deemerton. South Bruce is predominantly an agricultural community and its website states that the municipality has abundant agricultural land with fertile soil and a strong agricultural sector (Municipality of South Bruce, 2013). The Teeswater River runs through the village bearing its name, and is the most noteworthy body of water in South Bruce.

Figure 2.1 Municipality of South Bruce Map



Source: Nuclear Waste Management Organization, 2014.

2.1.3 Vision and Strategic Plan

South Bruce hopes to achieve the following goals listed in the community Official Plan:

- To enhance the function of Formosa, Mildmay and Teeswater as local service centres for the surrounding agricultural community, and as progressive, attractive communities in which to live, work and recreate;
- To ensure that a variety of residential housing types, densities and tenure arrangements are provided in order to accommodate housing opportunities for all residents;
- To maintain the downtowns of Formosa, Mildmay and Teeswater, and to promote an intensification of the downtowns through commercial, residential, recreational and institutional development;
- To ensure that new development in Formosa, Mildmay and Teeswater is consistent with the level of services that can be provided in the community and in a manner that will minimize costs to the taxpayer;
- To ensure that development within Formosa, Mildmay and Teeswater contributes to the creation of a small town rural environment;
- To encourage the preservation and restoration of historic or older buildings;
- To ensure that new development will respect the natural environment and to discourage incompatible development within environmentally sensitive areas of Formosa, Mildmay and Teeswater;
- To encourage new industry within Formosa, Mildmay and Teeswater and to encourage its location in designated areas where appropriate levels of servicing are available and where the potential impacts on the adjacent land uses will be minimized; and
- To encourage new recreational facilities, such as multi-use trails and parks, in Formosa, Mildmay and Teeswater, and throughout the Municipality of South Bruce (Municipality of South Bruce, 2005).

2.2 Human Assets

2.2.1 Human Asset Indicators

The Human Assets within a community include the skills and knowledge inherent in a community and the ability of a community to provide its residents with access to other skills, knowledge and essential services that are fundamental to maintaining community well-being, quality of life or a desired standard of living. In this analysis, the specific indicators examined include:

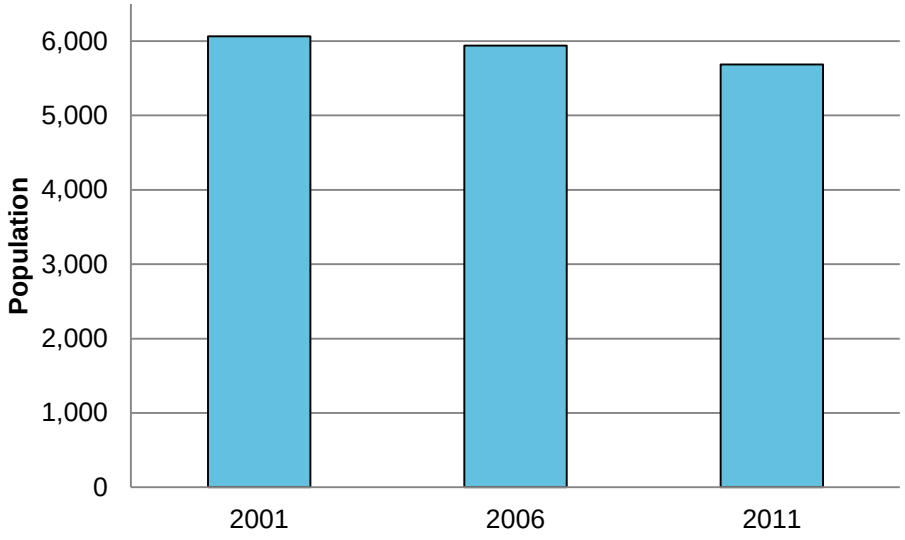
- Population size and demographics;
- Skills and labour force;
- Education; and
- Health and safety facilities and services.

These indicators are described in this section, within the context of human well-being in South Bruce.

Population Size and Demographics

Between 2006 and 2011, the population of South Bruce experienced a decline of 4.3%. Prior to this, the population had been relatively stable. South Bruce's population between 2001 and 2011 is presented in Figure 2.2 and Table 2.1.

Figure 2.2 South Bruce Population Trend (2001-2011)



Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Statistics Canada, 2012a

Table 2.1 South Bruce Population Change (2001 to 2011)

Time Period	Population Change
2001-2006	**-2.0%**
2006-2011	**-4.3%**

Source: Statistics Canada, 2002; Statistics Canada, 2007a; Statistics Canada, 2012a

Table 2.2 shows the total population categorized by age cohorts for the period 2001 to 2011, as well as the change in age cohorts as a percentage. Table 2.3 shows the 2011 age cohorts as a percentage of the total population. In 2011, the largest segment of the population (31.4%) was age 45 to 64 years, while 45.7% of the population was greater than 44 years (Statistics Canada, 2012a). The population of South Bruce is aging, as identified due to decreases in all age cohorts under 44 years and increases in those cohorts over 45 years. Discussions with community members confirm this; that many young people are leaving the community to find jobs which is contributing to an older population.

Table 2.2 South Bruce Population by Age Cohort (2001-2011)

Age Cohort	2001 (Census)	2006 (Census)	2011 (Census)	Percentage (%) Change 2001-2011
Total Population	6,065	5,940	5,685	-6.3%
0 to 14 years	1,410	1,225	1,025	-27.3%
15 to 24 years	915	935	855	-6.6%
25 to 44 years	1,570	1,375	1,205	-23.2%
45 to 64 years	1,395	1,590	1,785	28.0%
65 to 84 years	720	735	735	2.1%
85 years and over	50	75	75	50.0%

Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Statistics Canada, 2012a

Table 2.3 South Bruce Population by Age Cohort as a Percentage (2011)

Age Cohort	2011 (Census)	Percentage (%) of Total Population
Total Population	5,685	100%
0 to 14 years	1,025	18.0%
15 to 24 years	855	15.0%
25 to 44 years	1,205	21.2%
45 to 64 years	1,785	31.4%
65 to 84 years	735	12.9%
85 years and over	75	1.3%

Source: Statistics Canada, 2012a

Skills and Labour Force

The labour force distribution by skill/occupation over the period of 2001 to 2012 is provided in Table 2.4. Data from 2001 and 2006 reflect census data while the data from 2012 consists of estimated figures from Financial Post market data. According to Financial Post's 2012 estimate of Canadian Demographics, the largest estimated proportion of the total labour force worked in "sales and services" occupations (22%); followed by "trades, transport and equipment operators and related occupations" (21%); and "occupations unique to the primary industry" (18%) (Financial Post, 2011).

During the period 2001 to 2012, occupations that demonstrated the greatest growth based on census data were in "sales and service occupations" (50.7%); "occupations in art, culture, recreation and sport" (37.1%) and "occupations in social science, education, government services and religion" (13.5%). The 2012 estimated data shows similar trends to the census data from 2001 and 2006. Occupations that showed the greatest decline over the same period were "natural and applied sciences and related occupations" (-41.3%); "management occupations" (-14.8%); and "occupations unique to the primary industry" (-11.1%) (Statistics Canada, 2002a; Financial Post, 2011).

Table 2.4 South Bruce Total Labour Force by Occupation (2001-2012)

Total Labour Force by Occupation - Skills Profile	2001 (Census)	2006 (Census)	2012 (Estimated)	Percentage (%) Change 2001-2012
Total Experienced Labour Force – individuals 15 years and over	3,420	3,580	3,488	2.0%
Management Occupations	210	170	179	-14.8%
Business, Finance and Administration Occupations	330	360	353	7.0%
Natural and Applied Sciences and Related Occupations	80	45	47	-41.3%
Health Occupations	165	155	156	-5.5%
Occupations in Social Science, Education, Government Service and Religion	155	160	176	13.5%
Occupations in Art, Culture, Recreation and Sport	35	50	48	37.1%
Sales and Service Occupations	515	805	776	50.7%
Trades, Transport and Equipment Operators and Related Occupations	800	755	716	-10.5%
Occupations Unique to Primary Industry	695	650	618	-11.1%
Occupations Unique to Processing, Manufacturing and Utilities	450	430	419	-6.9%

Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Financial Post, 2011

The distribution of labour force by industry for the year 2006 (the most recent year available) is provided in Table 2.5. The three largest industry sectors by labour force activity were agriculture and other resource-based industries (20.1%); manufacturing (18.3%); and business services (12.3%) (Statistics Canada, 2007a).

Table 2.5 South Bruce Total Labour Force by Industry (2006)

Total Labour Force by Industry	2006 (Census)	Percentage (%)
Total Experienced Labour Force – individuals 15 years and over	3,580	100.0%
Agriculture and Other Resource-based Industries	720	20.1%
Construction	355	9.9%
Manufacturing	655	18.3%
Wholesale Trade	170	4.7%
Retail Trade	355	9.9%
Finance and Real Estate	115	3.2%
Health Care and Social Services	265	7.4%
Educational Services	195	5.4%
Business Services	305	8.5%
Other Services	440	12.3%

Source: Statistics Canada, 2007a

Education

Estimated education levels for South Bruce in 2012 are provided in Table 2.6. In 2012, the estimated percentage of people 25 years and over in South Bruce with “no certificate, diploma or degree” was highest at 33.1%, followed by individuals with a “high school certificate or equivalent” (25.8%). The “college and non-university certificate or diploma” category accounted for (18.6%) and was third highest. University level education was not common at 1.5% of the population with some university education, and 8.8% of the population with a “university certificate, diploma or degree.” This education distribution suggests a workforce focused on skilled labour and fields requiring a college education rather than university-level skill sets (Financial Post, 2011).

Table 2.6 South Bruce Education Levels (2012)

Highest Educational Attainment	2012 (Estimate)	Percentage (%)
Total Population – individuals 25 years and over	3,763	-
No Certificate, Diploma, Degree	1,245	33.1%
High School Certificate or Equivalent	969	25.8%
Apprenticeship or Trades Certificate or Diploma	518	13.8%
College, CEGEP or Other Non-university Certificate or Diploma	699	18.6%
University Certificate or Diploma Below the Bachelor Level	58	1.5%
University Certificate, Diploma or Degree	332	8.8%

Source: Financial Post, 2011

There are a number of education facilities available to the community, which offer varying levels of programing, ranging from nursery school to high school. The closest public French immersion program is located in Kincardine for the Bluewater District School Board, while the Bruce-Grey Catholic District School Board offers French immersion at the Immaculate Conception school in Formosa. The closest French-language schools are located in Owen Sound. Facilities managed by the Bluewater District School Board and Bruce-Grey Catholic School Board are identified in Table 2.7.

Table 2.7 Educational Facilities Managed by Bluewater District and Bruce-Grey Catholic School Board Serving South Bruce

	Bluewater District School Board	Bruce Grey Catholic School Board
Grade Schools	• Hillcrest Central School - Teeswater • Mildmay-Carrick Public School - Mildmay	• Immaculate Conception - Formosa • Sacred Heart School - Mildmay • Sacred Heart School - Teeswater
Secondary Schools	• Walkerton District Community School - Walkerton	• Sacred Heart High School - Walkerton

Source: Bluewater District School Board, 2013; Bruce-Grey Catholic District School Board, 2013

- **Post-Secondary Education**

  South Bruce is a relatively short commute (one hour) from the Owen Sound Campus of Georgian College. Universities and colleges located in Barrie, Guelph-Kitchener, London, Toronto and Waterloo are within a two hour commute from the Municipality (Saugeen Economic Development Corporation, 2006a).

- **Early Childhood Learning**

  There are no Ontario Early Years Centres in South Bruce. The closest locations are in Walkerton, Port Elgin and Kincardine. There are no known early childhood education centres in South Bruce, although in-home childcare may occur in the community.

- **Lake Huron Learning Collaborative**

  Lake Huron Learning (LHL) is a non-profit organization that provides graduating students and adults with post-secondary studies and skills training. LHL works with regional universities and colleges including Fanshawe College, Georgian College and Western University (formerly the University of Western Ontario) to bring post-secondary courses and training to the communities of Huron and Bruce Counties. LHL also offers non-credit interest courses built around local needs and using local expertise. There are two offices located in Goderich and Kincardine (Lake Huron Learning, 2013).

Health and Safety Facilities and Services

- **Hospitals**

  Residents of South Bruce are largely reliant on health care facilities outside of their community as there are no hospitals or health care facilities located within the municipality itself. However, there are peripheral facilities located in Walkerton, Hanover and Wingham. Public health services in South Bruce are mandated by the Grey Bruce Health Unit who is responsible for ensuring standards in drinking water, family health, health education and immunisations/prevention of infectious diseases (Grey Bruce Health Unit, 2013).

  Nearby hospital facilities include the Hanover and District Hospital (HDH), the South Bruce Grey Health Centre (SBGHC) in Walkerton and the Wingham and District Hospital. These are all full service facilities with 24 hour emergency departments, surgical services, obstetric services, coronary care, oncology, out-patient services, therapy services, childbirth centres, and community outreach programs (Hanover and District Hospital, 2008; South Bruce Grey Health Centre, 2012; Listowel-Wingham Hospital Alliance, 2013).

  While residents of South Bruce rely on travelling to Hanover, Walkerton or Wingham for medical services, residents themselves suggest that this is not a significant issue for them.

- **Brockton and Area Family Health Team (BAFHT)**

  The Brockton and Area Family Health Team (BAFHT) has offices in Chesley, Durham, Mildmay, Paisley, and Walkerton. The team is comprised of a variety of medical professionals including chiropodists, social workers, dietitians, pharmacists, registered nurse educators, nurse practitioners, health educators, physicians and physician's assistants. The BAFHT offers a variety of chronic disease management and health promotion/ disease prevention programs. The nearest BAFHT offices serving South Bruce are located in Mildmay and Walkerton (Brockton and Area Family Health Team, 2013).

- **North Huron Family Health Team (NHFHT)**

  The NHFHT supports physician practices in Wingham, Teeswater and Lucknow. Patients have access to a variety of allied health professionals and educational programming. The NHFHT offers some chronic disease

management and health promotion/disease prevention programs including cholesterol, smoking cessation, diabetes monitoring, travel vaccines, asthma clinics, medication assessment and medication review (North Huron Family Health Team, 2013).

- **Other Services in South Bruce**

  The community has access to nursing and rehabilitation services offered through the Red Cross Care Partners (RCCP), ParaMed Home Health Care, and the Victorian Order of Nurses (ParaMed Home Health Care, 2008; Red Cross Care Partners, 2013; Victoria Order of Nurses, 2009). There are no dental offices or optometrists in South Bruce. The closest facilities are located in Hanover and Walkerton.

- **Emergency Medical Services (EMS)**

  Bruce County EMS is responsible for the provision of ambulance services in South Bruce and is resourced with 100 paramedics and a fleet of 12 ambulances and 3 supervisor units. The closest EMS base to South Bruce is located in Walkerton (The County of Bruce, 2013).

- **Fire Department**

  Fire protection services within South Bruce are provided by two fire departments located in Mildmay and Teeswater. Both departments participate in the Bruce County Mutual Aid Agreement ensuring additional enhancements to fire protection within the municipality. The Town of Walkerton Fire Department is also available as a first response unit. The Mildmay-Carrick Department participates in the County of Bruce Rescue System (Saugeen Economic Development Corporation, 2006a).

- **Law Enforcement**

  Police services within South Bruce are provided by the South Bruce detachment of the OPP which has stations located in Kincardine and Walkerton. The nearest family, provincial and county court facilities are also located in Walkerton (Saugeen Economic Development Corporation, 2006a).

2.2.2 Summary of Human Assets

Priorities and Key Issues

South Bruce has a population that is both declining and aging. The community is finding it difficult to grow and only two to three residential lots have been developed in the past year. The rural population is declining as many family farms transition to larger, consolidated operators. Some smaller farm types such as dairy farms continue to operate. Education achievement is improving in South Bruce as more residents obtain higher education qualifications. Individuals seeking post-secondary education opportunities must travel outside South Bruce since no post-secondary programs are offered in the community.

Hospital services are not available within the community. The closest facilities are located in Hanover, Walkerton and Wingham.

Capabilities and Capacities within the Community

South Bruce aspires to grow and retain its younger population so that the community can grow. Linkages with other local and regional communities are sought to provide additional opportunities for local people.

Community Aspirations

South Bruce aspires to grow and enhance the functionality of its existing towns with improved amenities and services for residents. Population aging and decline are matters that require attention and, associated with both these trends, many residents also point to a need to retain young people in the community by ensuring there are good local employment opportunities.

2.3 Economic Assets

2.3.1 Economic Asset Indicators

The Economic Assets within a community include the monetary or financial related resources that people use to achieve their livelihood objectives. It includes cash or equivalents to individuals and/or the community, and availability of financial and economic resources that allow residents to manage their finances and wealth. In this perspective, the specific indicators examined include:

- Business activity;
- Employment;
- Income;
- Recreation;
- Economic development services;
- Employment Services;
- Financial Services;
- Business Interest Organizations; and
- Governance and municipal finances.

These indicators are described in this section, within the context of economic well-being of South Bruce.

Business Activity

South Bruce has a strong agricultural sector, and the municipal website lists livestock husbandry and crop production as the main farming activities within the Township (Municipality of South Bruce, 2013). Within Mildmay and Teeswater, the Township's two urban centres, there are a variety of retail and commercial services available. The Saugeen Valley Conservation Authority and the Formosa Springs Brewery are located in Formosa. The Gay Lea Creamery operates from Teeswater (Municipality of South Bruce, 2013). Farming has been undergoing a trend towards consolidated operations in recent years. These farms are not large employers, however they do occupy significant land area in the municipality. The dramatic rise in farmland prices in recent years is a challenging consideration for the traditional family farm operators; in some cases offspring of current owners cannot afford to buy their parents out.

Local residents are accustomed to travelling further afield to fulfil their retail and service needs. Towns such as Wingham and Hanover are primary shopping destinations for South Bruce residents.

There are an estimated 143 businesses and services operating within the Municipality of South Bruce, based on published sources. Appendix A provides an inventory of these businesses and services.

- **Agricultural Businesses**

  Agricultural activity in South Bruce between 2001 and 2011 is provided in Table 2.8. South Bruce is undergoing a transformation as many farms are consolidating into larger farming operations. This is evident as the number of farms and operators has decreased since 2001, while the proportion of farms larger than 1,600 acres has been increasing at the expense of smaller operations. The farming sector in South Bruce is also becoming more capital intensive. During the period from 2001 to 2011, farms capitalized with less than $350,000 and between $350,000 and $999,999 decreased by 63.1% and 27.1% respectively, while those with over $1 million in capital increased by 95.3% (Statistics Canada, 2002j; Statistics Canada, 2007j; Statistics Canada, 2012j).

Table 2.8 Huron-Kinloss Agricultural Activity (2001-2011)

Agricultural Activity	2001 (Census)	2006 (Census)	2011 (Census)	Percentage (%) Change 2001-2011
Total Number of Farms	496	476	416	-16.1%
Total Number of Operators	715	690	600	-16.1%
Total Farm Area				
< 400 acres	443	421	363	-18.1%
400-1,599 acres	50	51	49	-2.0%
1,600+ acres	3	4	4	33.3%
Total Farm Capital				
< $350,000	141	86	52	-63.1%
$350,000-$999,999	269	259	196	-27.1%
$1,000,000+	86	131	168	95.3%

Source: Statistics Canada, 2002j; Statistics Canada, 2007j; Statistics Canada, 2012j

Employment

Table 2.9 lists labour force activity statistics for South Bruce between 2001 and 2006 based on census data, and for 2012 based estimates from the Financial Post. The estimated total population 15 years and over decreased over the period, while participation rates in the labour force were higher. The South Bruce unemployment rate is estimated to have increased to 4.8% by 2012 during the most recent Canadian recession (Statistics Canada, 2002a, Statistics Canada, 2007a; Financial Post, 2011).

Table 2.9 South Bruce Labour Force Activity (2001-2012)

Labour Force Activity	2001 (Census)	2006 (Census)	2012 (Estimated)
Total Population 15 years and over	4,660	4,705	4,602
Participation Rate	74.2%	76.2%	75.8%
Employment Rate	72.7%	73.9%	72.2%
Unemployment Rate	2.0%	2.9%	4.8%

Source: (Statistics Canada, 2002a; Statistics Canada, 2007a; Financial Post, 2011)

Overall, employment levels in South Bruce have remained stable, with low unemployment and high participation levels. These levels are strong compared to the Ontario and Bruce County levels reported in Section 4.2 (Statistics Canada, 2012a).

The Bruce Power nuclear facility and the Gay Lea Dairy are large private employers for the municipality. While agricultural activity is prevalent in South Bruce, it is not the major employer in the community as many farming operations across Canada are moving towards less labour intensive methods.

Income

Table 2.10 shows estimated South Bruce income statistics. The estimated per capita income of South Bruce in 2012 was 28% less than the national average. In South Bruce 18.6% of households generated income over $100,000 (Financial Post, 2011).

Table 2.10 South Bruce Income Statistics

Income Statistics	2012 (Estimate)
% Above/Below National Average (per Capita)	-28%
2012 Average Household Income	$65,285
2012 per Capita Income	$24,647
% 2012 Households with Income of $100,000+	18.6%

Source: Financial Post, 2011

Recreation

Recreation opportunities play a year round role in the economy of South Bruce. There are several recreation facilities associated within the area. Table 2.11 summarizes the recreation features available within South Bruce.

Table 2.11 Recreation Activities in South Bruce

Name	Details
Hoity Toity Cellars	Grape winery and apple cider brewery, open to the public
Otter Creek	Fishing location, species include Brook Trout, Brown Trout and Rainbow Trout.
Carrick Tract	5 km long mountain bike trail, also suitable for equestrian and hiking
Bruce County Rail Trail	Popular recreation trail. Approximately 80 km long, the former rail line runs from Port Elgin to the Bruce-Huron line.

Source: Explore The Bruce, 2013; Bruce County Trail Network, 2013

There are no hotels within South Bruce, although there are three B&B facilities and a campsite/trailer park that provide overnight accommodations for visitors to the area (Explore The Bruce, 2013). These are:

- Benry's Picturesque Country Vacation;
- Formosa Inn;
- Whispering Brook B&B; and
- Bruce Haven Camp Site and Trailer Park.

South Bruce has picturesque communities, churches of different denominations, artesian wells, water fountains, parks and rural landscapes. Within South Bruce, the villages of Mildmay and Teeswater offer shopping and outdoor recreation areas in addition to historic attractions. The hamlet of Formosa contains historical sites. The Carrick and Culross areas offer visitors scenic vistas of rural South Bruce (Municipality of South Bruce, 2013).

Economic Development Services

- **Community Futures Development Corporations (CFDCs)**

  The Municipality of South Bruce is served by both Bruce Community Futures Development Corporation (BCFDC) and the Saugeen Economic Development Corporation (SEDC) supported under the Federal Government's Community Futures Program. CFDCs are community-based, not-for-profit organizations staffed by professionals and governed by local volunteer boards of directors familiar with their community's needs, concerns and future development priorities. CFDCs offer a wide variety of programs and services supporting community economic development and small business growth (CFDC in Ontario, 2013).

- **Small Business Enterprise Centres (SBECs)**

  Small Business Enterprise Centres (SBEC) are offered by the Ontario Ministry of Economic Development, Trade and Employment. The nearest centres to South Bruce are located in Port Elgin and Owen Sound (Queens Printer for Ontario, 2013).

Employment Services

The YMCA of Owen Sound Grey Bruce has Employment Resource Centres in Owen Sound and Hanover which provide resources such as computers, phones, career advice, seminars, training and job postings (YMCA of Owen Sound Grey Bruce, 2013).

Business Interest Organizations

- **South Bruce Community and Business Association**

  The South Bruce Community and Business Association (SBCBA) is a community group focussing on business promotion and economic development. Working alongside existing business groups in South Bruce Municipality, the SBCBA has adopted the following goals and objectives:

  - To strive for an environment where various sectors can meet in a respectful and supportive atmosphere to promote a cooperative and holistic approach to planning, organizing, delivering and reviewing of services and resources throughout the municipality;
  - To be inclusive of all sectors within the municipality whether public, private, commercial, industrial, agricultural, service or not-for-profit; and
  - To strive for fairness and effective management of resources within the municipality to encourage and facilitate harmony, growth and quality of life for its constituents and economic base. (South Bruce Tourism Association, 2013).

Governance and Municipal Finances

South Bruce is governed by a council consisting of a Mayor and six councillors elected for a four year term. The Mayor and two councillors is elected at large, three councillors are elected from the Mildmay-Carrick ward and three councillors are elected from the Teeswater-Culross ward. An internal ballot is used to determine the Deputy Mayor position).

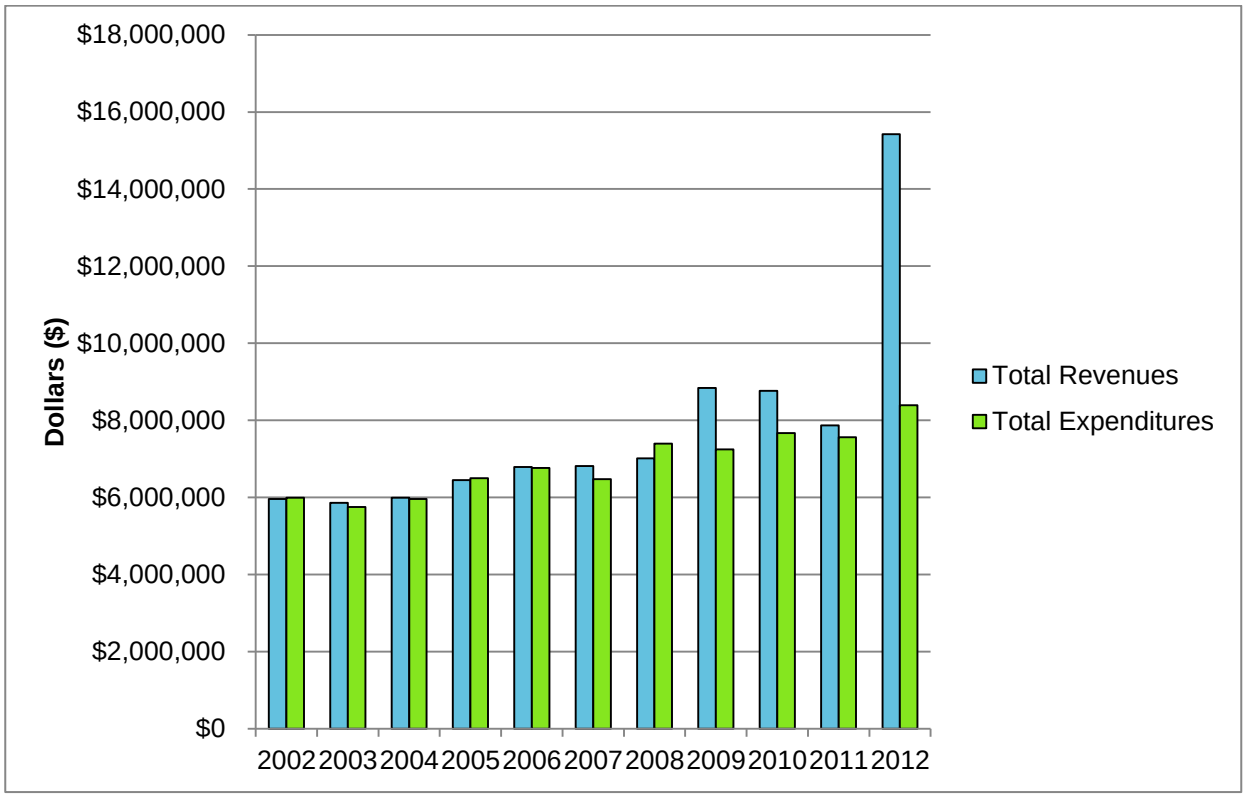
Revenues and expenditures derived from the Ministry of Municipal Affairs and Housing (MMAH) Financial Information Return (FIR) documents for the Township of South Bruce over the period 2002 to 2012 are shown in Table 2.12 and Figure 2.3.

Table 2.12 Revenues and Expenditures for South Bruce (2002-2012)

Year	Total Revenues	Total Expenditures
2002	$5,963,115	$5,991,752
2003	$5,863,801	$5,753,545
2004	$5,990,057	$5,963,890
2005	$6,449,666	$6,500,249
2006	$6,791,627	$6,767,050
2007	$6,814,293	$6,478,566
2008	$7,015,805	$7,396,723
2009	$8,838,943	$7,244,507
2010	$8,763,663	$7,666,297
2011	$7,868,693	$7,565,445
2012	$15,424,305	$8,388,608

Source: MMAH, 2002-2012 FIR by Municipality

Figure 2.3 Revenues and Expenditures of South Bruce (2002-2012)



Source: MMAH, 2002-2012 FIR by Municipality

During the period of 2002 to 2011, municipal revenue and expenditures have steadily grown. In 2002, both revenues and expenditures for the Municipality totalled $6.0 million (MMAH, 2002 FIR by Municipality). By 2011 revenue had risen to $7.9 million and expenditures to $7.6 million (MMAH, 2011 FIR by Municipality). In 2012, revenues for the Municipality increased substantially in comparison to the previous year, totalling $15.4 million.

The surge in total revenues was primarily due to an increase in contributions from Ontario Grants and Canada Grants for Tangible Assets related to wastewater collection/treatment. South Bruce received an additional $6.4 million in revenue from these sources compared to the year previous (MMAH, 2011 & 2012 FIR by Municipality). Expenditures for the Municipality increased marginally over the same period from $7.6 million in 2011 to $8.4 million in 2012 (MMAH, 2011 & 2012 FIR by Municipality). The larger increases in total revenues for years 2009 to 2012 compared to the years previous is due to changes in accounting and reporting standards introduced by the Public Sector Accounting Board and adopted by FIR effective 2009 which requires municipalities to report their tangible capital assets in their Statement of Financial Position. Prior to 2009 tangible capital assets were not reported.

The property tax base of the Municipality has risen from $3.9 million in 2002 to $5.6 million in 2012 (MMAH, 2002-2012 FIR by Municipality). Table 2.13 and Figure 2.4 show property tax revenues for the Municipality. The tax base of South Bruce lacks the support provided by commercial and industrial operations and high end residences found in some other area municipalities.

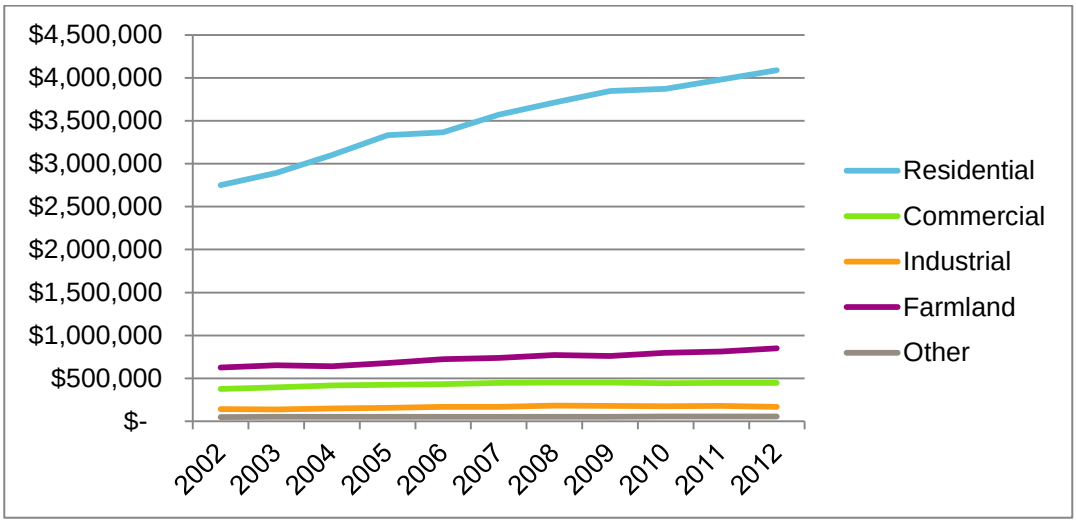
Table 2.13 South Bruce Property Taxation (2002-2012)

Year	Residential	Commercial	Industrial	Farmland	Other	Total
2002	$2,751,009	$ 375,499	$ 140,419	$ 626,160	$ 47,558	$ 3,940,644
2003	$ 2,893,995	$ 393,945	$ 136,407	$ 651,953	$ 50,510	$ 4,126,810
2004	$ 3,102,209	$ 415,892	$ 150,567	$ 642,724	$ 50,508	$ 4,361,900
2005	$ 3,333,322	$ 424,461	$ 156,751	$ 680,286	$ 52,613	$ 4,647,433
2006	$ 3,366,058	$ 433,632	$ 166,977	$ 723,905	$ 50,677	$ 4,741,249
2007	$ 3,570,757	$ 448,253	$ 168,890	$ 738,224	$ 51,883	$ 4,978,007
2008	$ 3,712,586	$ 449,936	$ 181,527	$ 770,805	$ 53,413	$ 5,168,267
2009	$ 3,846,475	$ 452,332	$ 178,180	$ 761,887	$ 53,822	$ 5,292,696
2010	$ 3,873,258	$ 445,085	$ 176,864	$ 798,303	$ 54,336	$ 5,347,846
2011	$ 3,980,755	$ 445,910	$ 179,428	$ 814,319	$ 55,333	$ 5,475,745
2012	$4,090,355	$ 446,477	$168,793	$848,202	$ 56,233	$ 5,610,060

Note: Property taxation includes taxes collected for the Municipality of South Bruce, Bruce County and education
Source: MMAH, 2002-2012 FIR by Municipality

Based on the 2012 FIR, net long term liabilities in the municipality totalled $160,896. This sum is well within the carrying capacity of the Township's annual debt repayment threshold calculated at approximately $1.5 million (MMAH, 2012 FIR by Municipality).

Figure 2.4 South Bruce Property Taxation (2002-2012)



Note property taxation includes taxes collected for the Municipality of South Bruce, Bruce County and education
Source: MMAH, 2002-2012 FIR by Municipality

2.3.2 Summary of Economic Features

Priorities and Key Issues

A key issue for the economy of South Bruce is the loss of some retail and service businesses in the communities of Mildmay, Formosa and Teeswater. The economy of South Bruce is influenced by ongoing operations at the Bruce Power nuclear electricity generation plant due to spin-off benefits from employees living in the community.

The rapidly escalating price of agricultural land is also an issue in South Bruce. Property values helps bolster the tax base, while it also contributes to the depopulation of the rural community as farming shifts to larger consolidated operations that require less labour but are more capital intensive.

South Bruce has seen a decrease in its retail base. Residents shop beyond the community for goods and services, particularly in Wingham and Hanover where there can be more selection and competitive prices. The tax base in South Bruce relies on conventional residential and farm assessment. Commercial and industrial assessment is minimal in the community. As in other municipalities with a strong agricultural base, farm land and associated buildings are taxed at 25% of residential rates which, since a funding program to offset this structure no longer exists, severely limits the amount of property tax revenue available from this sector.

Community Aspirations

South Bruce aspires to grow and diversify its economy.

Capabilities and Capacities within the Community

The people of South Bruce are generally aware of the strong ties and importance of the Bruce Power site to their economy and community. Within South Bruce some potential expansion opportunities are under consideration but remain challenging.

2.4 Infrastructure

2.4.1 Physical Asset Indicators

The Infrastructure or Physical Assets within a community are understood to include the basic infrastructure needed to support livelihoods and the tools or equipment that people use to function more productively. Infrastructure is a public good and improved access to it increases community well-being, human health and quality of life. In this analysis, the specific indicators examined in the context of Physical well-being of South Bruce include:

- Land Use;
- Housing;
- Municipal Infrastructure and Services; and,
- Transportation Infrastructure.

These indicators are described in this section, within the context of the physical well-being of South Bruce.

Land Use

South Bruce is predominantly an agricultural community. There are also a number of gravel deposits in the Municipality allowing for strong activity in this sector (Municipality of South Bruce, 2013). The Municipality of South Bruce is located along Provincial Highway No. 9 which serves as the main transportation link throughout the southern section of Bruce County. Located within the Municipality of South Bruce are several urban centres, the largest of which are Formosa (population 456), Mildmay (population 1,183) and Teeswater (population 1,011) (Municipality of South Bruce, 2005, Statistics Canada, 2012k; Statistics Canada, 2012l). Mildmay is located astride Provincial Highway No. 9, within the easterly section of the Municipality. Formosa is situated at the geographic centre of South Bruce, astride County Road No. 12. Teeswater is located in the westerly section of the Municipality, astride County Road No. 4.

Housing

The most recent census data indicates that the total number of private dwellings occupied by residents was 2,150. Eighty percent of the dwellings were constructed before 1986 (Statistics Canada, 2012a).

Table 2.14 provides data regarding private dwellings by type for 2006 and 2011. Census data indicates that the number of occupied private dwellings decreased by five dwellings between 2006 to 2011. Housing is predominately low density, with some multi-residential units and no high rise apartment-style dwellings (Statistics Canada, 2007a; Statistics Canada 2012a). The largest increase came for row houses which increased by 3%, while the percentage of apartments below five stories fell by 3.7%.

Table 2.14 South Bruce Dwellings by Type (2006 and 2011)

Illustrative Indicators	2006 (Census)	2011 (Census)	Percentage (%) Change 2006-2011
Total Private Dwellings Occupied by Residents	2,155	2,150	-0.2%
Single-detached Houses - as a % of Total Occupied Private Dwellings	89.6%	89.3%	-0.3%
Semi-detached Houses - as a % of Total Occupied Private Dwellings	0.5%	0.2%	-0.3%
Row Houses - as a % of Total Occupied Private Dwellings	1.4%	4.4%	3.0%
Apartments, Duplex - as a % of Total Occupied Private Dwellings	1.2%	0.9%	-0.3%
Apartments in Buildings with Fewer than Five Storeys - as a % of Total Occupied Private Dwellings	7.0%	3.3%	-3.7%
Apartments in Buildings with Five or More Storeys - as a % of Total Occupied Private Dwellings	0.0%	0.0%	0.0%
Other Dwellings - as a % of Total Occupied Private Dwellings	0.3%	1.9%	1.6%

Source: Statistics Canada, 2002a; Statistics Canada, 2012a

- **Property Sales and Rentals**

  Table 2.15 provides dwellings by tenure, for 2001, 2006 and 2012. For the period 2001 to 2012 the estimated proportion of owned dwellings in South Bruce decreased slightly by 0.3% (Statistics Canada, 2002a) (Financial Post, 2011).

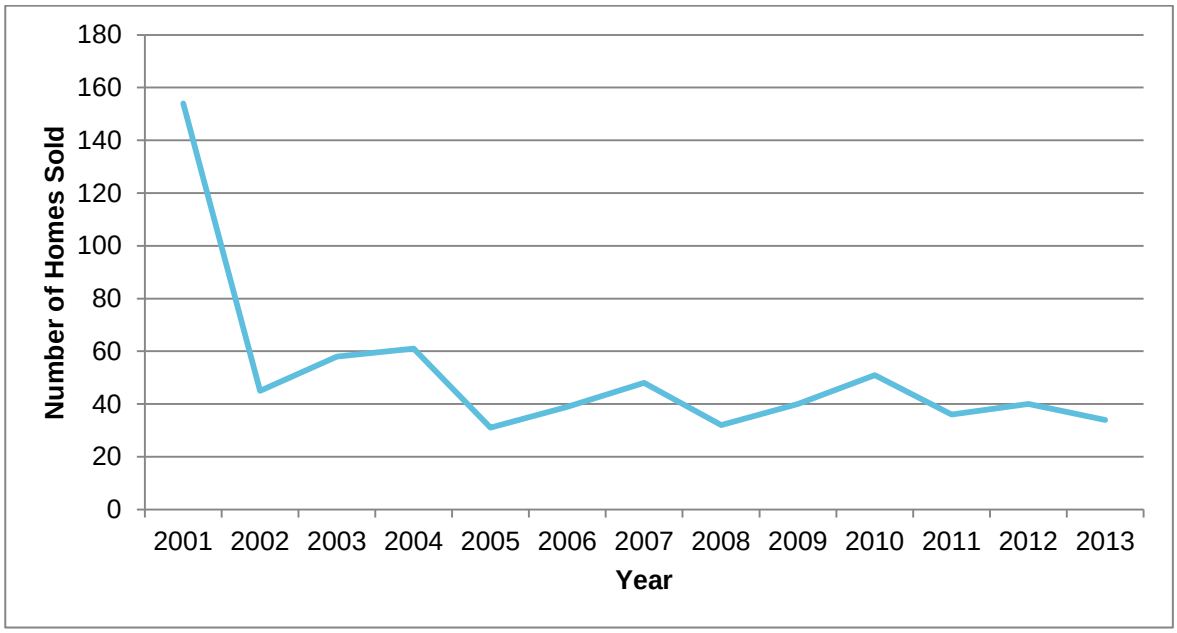
Table 2.15 South Bruce Dwellings by Tenure (2001-2012)

Number of Dwellings by Tenure	2001 (Census)		2006 (Census)		2012 (Estimated)	
	Number	*Percentage (%)*	*Number*	*Percentage (%)*	*Number*	*Percentage (%)*
Number of Owned Dwellings	1,770	82.9%	1,775	82.4%	1,803	82.6%
Number of Rented Dwellings	365	17.1%	380	17.6%	381	17.4%
Total	2135		2155		2184	

Source: Statistics Canada, 2002a; Statistics Canada, 2007a; Financial Post, 2011

Figure 2.5 below shows the number of property sales in South Bruce since 2001. As illustrated, after 2001 there was a dramatic drop in sales activity. Since 2002, the number of homes sold each year has been relatively consistent however sales reached a low point in 2013.

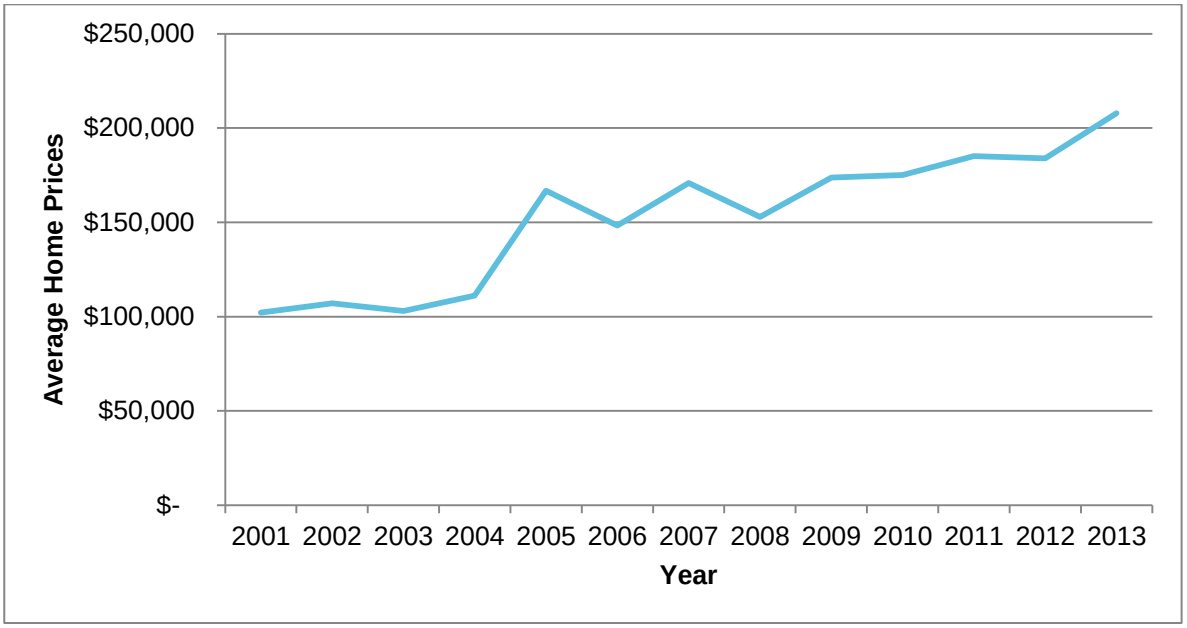
Figure 2.5 Property Sales in South Bruce Since 2001



Source: Realtors Association of Grey Bruce Owen Sound (RAGBOS), 2001-2013 Statistics Release Records for RAGBOS area

Figure 2.6 below shows the average sales price for homes in South Bruce since 2001. House prices were at their highest in 2013 ($207,684). Between 2004 and 2005 there was an increase in house prices, although this fluctuated between 2006 and 2009 before levelling off and increasing by only small amounts since 2009.

Figure 2.6 Average House Prices since 2001



Source: Realtors Association of Grey Bruce Owen Sound (RAGBOS), 2001-2013 Statistics Release Records for RAGBOS area

- **Property Assessment**

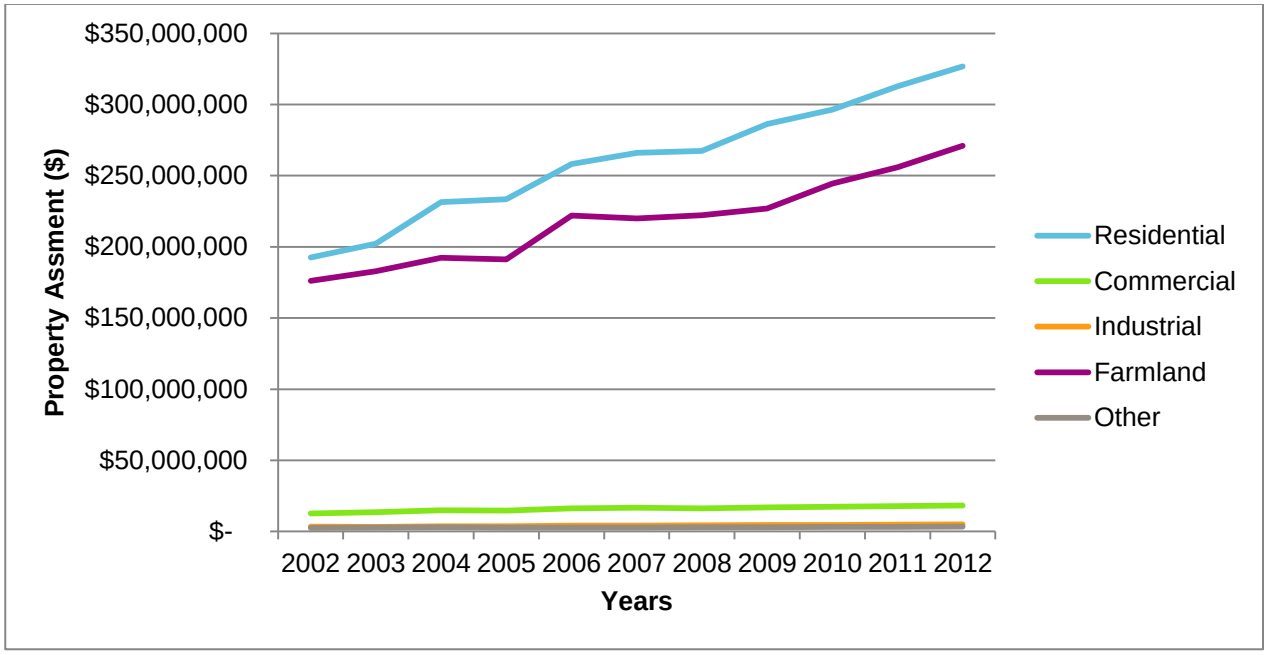
Table 2.16 and Figure 2.7 provide property assessment values from 2002 to 2012 based on FIR data. During the period 2002 to 2012 the property assessment of South Bruce has risen 61% from $387.3 million to $624.4 million (MMAH, 2002-2012 FIR by Municipality). Based on 2012 FIR data the municipal assessment base is dominated by residential uses (52%) followed by farmland (43%). Commercial, industry and other uses represents 4% of the total property assessment (MMAH, 2012 FIR by Municipality).

Table 2.16 South Bruce Property Assessment Values (2002-2012)

Year	Residential	Commercial	Industrial	Farmland	Other	Total
2002	$ 192,636,011	$ 12,653,187	$ 3,320,152	$ 176,124,240	$ 2,547,300	$ 387,280,890
2003	$ 202,281,490	$ 13,487,725	$ 3,240,570	$ 182,772,440	$ 2,747,300	$ 404,529,525
2004	$ 231,462,935	$ 14,887,305	$ 3,658,875	$ 192,300,680	$ 2,884,100	$ 445,193,895
2005	$ 233,543,240	$ 14,637,415	$ 3,673,875	$ 191,145,580	$ 2,855,800	$ 445,855,910
2006	$ 258,176,145	$ 16,350,915	$ 4,199,025	$ 222,094,085	$ 2,816,725	$ 503,636,895
2007	$ 265,986,895	$ 16,588,740	$ 4,175,555	$ 219,905,510	$ 2,828,725	$ 509,485,425
2008	$ 267,502,200	$ 16,325,890	$ 4,413,555	$ 222,097,500	$ 2,886,455	$ 513,225,600
2009	$ 286,393,128	$ 16,954,707	$ 4,505,764	$ 226,850,758	$ 3,000,467	$ 537,704,824
2010	$ 296,516,436	$ 17,262,109	$ 4,626,244	$ 244,442,336	$ 3,114,578	$ 565,961,703
2011	$ 312,733,006	$ 17,855,724	$ 4,858,575	$ 255,883,016	$ 3,225,364	$ 594,555,685
2012	$ 326,704,769	$ 18,346,100	$ 5,023,239	$ 270,977,100	$ 3,343,700	$ 624,394,908

Source: MMAH, 2002-2012 FIR by Municipality

Figure 2.7 South Bruce Property Assessment (2002-2012)



Source: MMAH, 2002-2012 FIR by Municipality

- **Building Permits**

  Table 2.17 summarizes building permit activity in South Bruce according to 2012 FIR data. In 2012 there were 120 building permits for the Municipality valued at $20,353,522. Residential and multi-residential properties respectively accounted for 18.7% and 2.5% of this value total and all other property classes represented 78.9% (MMAH, 2012 FIR by Municipality).

Table 2.17 South Bruce Building Permits (2012)

Permit Type	Number of Building Permits	Value of Building Permits	Percentage (%) of Total Value
Residential Properties	59	$3,797,422	18.7%
Multi-Residential Properties	1	$500,000	2.5%
All Other Property Classes	60	$16,056,100	78.9%
Grand Total	120	$20,353,522	100.0%

Source: MMAH, 2012 FIR by Municipality

Municipal Infrastructure and Services

The Municipality of South Bruce is served by two electricity distribution companies. The rural areas are serviced by Hydro One, while Westario provides service to the urban areas of Mildmay and Teeswater. Union Gas provides natural gas to South Bruce County with services primarily concentrated in the communities of Mildmay, Formosa and Teeswater (Grey Bruce Economic Development Partners, 2011). Municipal water and sewer service is available in Mildmay and Teeswater, while Formosa has sewer service. Rural areas of South Bruce rely on private wells and septic tanks (Saugeen Economic Development Corporation, 2006a). Mildmay is serviced by both a municipal water and sewer system and Teeswater is serviced by a municipal water system (Municipality of South Bruce, 2013). The Municipality of South Bruce website notes that the services required for industrial development and growth are available in each community.

Municipal waste pick-up is provided to Carlsruhe, Formosa, Mildmay and Teeswater on a weekly basis. The former Carrick Township shares a landfill site with Mildmay and the former Culross Township shares a landfill site with Teeswater. The Municipality has adopted a Bag Tag policy to extend the lives of its landfill sites. Non-residents of the municipality and commercial waste collection agencies are charged a fee for the use of both sites. Charges for municipal garbage collection are included in the taxes of those residents receiving the service. Garbage is collected by private operators contracted by the municipality. Recyclable materials are collected bi-weekly (Saugeen Economic Development Corporation, 2006a).

Transportation Infrastructure

- **Road Transportation**

  There are several trucking companies serving the Municipality of South Bruce including Fortney Transport and McKague Trucking who are both located within the Municipality. The other firms such as Eidt's Transportation Services Inc. and Little Rock Farm Trucking are close by in Brockton (Saugeen Economic Development Corporation, 2006a).

- **Marine Transportation**

  Commercial harbour facilities are located outside the community at Goderich, approximately 90 km southwest of South Bruce and in Owen Sound approximately 85 km north. There are some harbour facilities located in Kincardine, as well as a marina (Saugeen Economic Development Corporation, 2006a).

- **Air Transportation**

  There are no airports within South Bruce itself, however the Municipality and wider area are served by local municipal airports.

  The Saugeen Municipal Airport, located just outside Hanover, links the area to the Provincial airport network and provides service to both recreational and commercial traffic. The runway is approximately 4,000 feet in length and 75 feet in width. The secondary runway 09/27 is approximately 2,500 feet in length and 50 feet in width. The Saugeen Municipal Airport also offers Canada Customs clearance on an as needed basis (Saugeen Economic Development Corporation, 2006a).

  Other municipal airports in the area include the Kincardine Municipal Airport, as well as the Wingham Municipal Airport.

  The Kincardine Municipal Airport is a Transport Canada registered airport located 3 km north of the Town of Kincardine on Highway 21. The airport complex occupies 120 acres, overlooking Lake Huron. It serves as a base for sightseeing, corporate jets, air ambulance services and recreational pilots. There are two paved runways with a full aircraft radio control of aerodrome lighting system (ARCAL) (Kincardine Municipal Airport, 2013).

  The Wingham Municipal Airport is located one kilometre southeast of Wingham, on County Road 86. The runway is asphalt and is 4,000 feet in length and 75 feet wide. The airport is unattended, but both the runways and terminal are accessible 24 hours per day (Saugeen Economic Development Corporation, 2006a).

- **Rail Transportation**

  There is no rail service available in South Bruce.

- **Community Revitalisation**

  As part of the “Spruce the Bruce” initiative, the Teeswater “Big Dig and Streetscape Revitalization” program was launched. This was implemented to revitalize the downtown area in conjunction with the placement of new sewage pipes. Going forward, Teeswater hopes to showcase its strengths and heritage as an agricultural and cooperative-rich community by incorporating streetscape details and events that give a nod to agricultural equipment.” (Explore the Bruce, 2013). The intention is that a revitalised town centre will attract and retain businesses as well as fulfill the needs of residents and tourists.

2.4.2 Summary of Physical Assets

Priorities and Key Issues

The declining population has resulted in a consolidation of many services across the different towns. Property sales in 2013 were the lowest since 2001 and house prices have not changed a great deal in the past five years. Keeping retail revenues in the community is also important to South Bruce. Many residents travel to Hanover and Wingham in particular for shopping needs. Revitalisation of the downtown areas is a proactive step towards attracting new businesses and tourists.

Capabilities and Capacities within the Community

South Bruce has taken steps to improve its downtown areas through streetscaping make them “development ready” with the introduction of new sanitary infrastructure in Teeswater and Formosa.

Community Aspirations

South Bruce aspires to grow and provide facilities and services to meet the needs of its residents. Upgrades to downtown areas and the creation of new infrastructure are proactive steps to improve community well-being.

2.5 Social Assets

2.5.1 Social Asset Indicators

The Social Assets within a community include the social and community activities in which people participate and the resources that they draw upon in pursuit of their livelihood objectives. These activities and resources create networks within and between communities, enhance cohesion, and generate trusting relationships and community pride. In this analysis, the specific indicators examined and discussed in the context of Social well-being include:

- Diversity of Community Composition;
- Cultural Heritage Resources;
- Community Facilities and Programs; and
- Social Services and Organizations.

Diversity of Population Composition

Table 2.18 provides population data for South Bruce according to aboriginal and non-aboriginal identity and immigrant and non-immigrant identity for the period 2001 to 2006. The aboriginal identity population increased 16.7% from 30 individuals in 2001 to 35 individuals in 2006. This increase occurred while the overall population of South Bruce was decreasing. The immigrant population is small in South Bruce. The number of individuals decreased from 250 individuals in 2001 to 200 individuals in 2006 (Statistics Canada, 2002a; Statistics Canada, 2007a).

Table 2.18 South Bruce Aboriginal, Non-Aboriginal, Immigrant and Non-immigrant Population (2001-2006)

	2001 (Census)	2006 (Census)	Percentage (%) Change 2001-2006
Aboriginal Identity Population	30	35	16.7%
Non-Aboriginal Identity Population	6,015	5,895	-2.0%
Immigrant Population	250	200	-20.0%
Non-immigrant Population	5,785	5,725	-1.0%

Source: Statistics Canada, 2002a; Statistics Canada, 2007a

Data from the 2006 Census indicate that the vast majority of South Bruce residents do not consider themselves to be a visible minority (only 10 of 5,930 or less than 1%) (Statistics Canada, 2007a). According to the 2011 Census, approximately 5.1% (290) of the population reported having a mother tongue other than English or French and 0.4% (25) of the population reported having no knowledge of either of the official languages (Statistics Canada, 2012a).

Cultural Heritage Resources

There are a number of registered archaeological sites in South Bruce and the surrounding area, with the majority located in the surrounding area near the shores of Lake Huron and Georgian Bay. The NWMO Environment report identifies two archaeology sites in South Bruce. There are no National Historic Sites listed in either area (AECOM, 2012).

The only known archaeological site in the Municipality of South Bruce is located in the western portion of the Municipality. This site is of Aboriginal cultural affiliation and characterized by a scatter of chipping detritus, retouched

flakes and projectile points. Of the other 125 archaeological sites in the areas outside of the Municipality of South Bruce, seventy six (76) are Aboriginal cultural affiliation while the remaining forty nine (49) are Euro Canadian affiliation (AECOM, 2012).

Community Facilities and Programs

The community facilities and programs in South Bruce are a source of pride and in many cases are the social hubs of the community for all age groups, particularly for youth and for senior citizens. Recreational programs are integral avenues for social activity for many families in the area. These facilities provide foci not only for the local community, but they also help foster relationships and ties with the surrounding communities. Recreational activities supported by the availability of community facilities are vital to the social fabric.

Ice hockey is an important part of life in South Bruce and involves a broad complement of community members. Declining populations have meant that there are no longer enough young people to have hockey teams in each community – the current situation involves having a single set of teams across all communities.

South Bruce offers recreational services within Mildmay, Teeswater and Formosa. These communities have recreation complexes and organized team sports for all ages. Other recreational programming includes Red Cross swimming lessons at South Bruce's outdoor pool facilities, summer day camps for children, and indoor and outdoor fitness classes.

Key recreational facilities are listed below:

- Mildmay Carrick Recreation Complex
- Mildmay-Carrick Swimming Pool
- Mildmay Carrick Ball Diamonds
- Mildmay Carrick Soccer Fields
- Mildmay Skate Board Park
- Mildmay Carrick Tennis and Shuffleboard Courts & Horseshoe Pits – Carnegie Park
- Mildmay Rotary Park
- Teeswater Culross Community Centre
- Teeswater Culross Swimming Pool
- Teeswater Ball Diamonds
- Formosa Recreation Centre and Ball Diamonds
- Formosa Lion's Park
- Formosa Community Hall

Source: Municipality of South Bruce, 2013; Saugeen Economic Development Corporation, 2006a

South Bruce has a number of recreational organizations, including:

- Teeswater Archery Club
- Mildmay-Carrick Minor Ball
- Teeswater Minor Ball
- Teeswater Curling Club
- Mildmay Horseshoe (PITS) League
- Formosa Leisure Club
- Teeswater Minor Hockey
- Mildmay-Carrick Minor Hockey
- Mildmay-Carrick Skate Club
- Mildmay Soccer League
- South Bruce Soccer (Formosa)
- Mildmay Tennis Club
- Mildmay Junior Broomball League
- Mildmay Outdoor Shuffleboard
- Mildmay Outdoor Shuffleboard

Source: Municipality of South Bruce, 2013

- **Libraries**

  Mildmay, Teeswater and Walkerton have public libraries which are part of the Bruce County Library system (Saugeen Economic Development Corporation, 2006a).

- **Special Events**

The Municipality of South Bruce has a wide range of events at locations throughout the Municipality including the vintage tractor tour, gardens and landscaping tour, Mildmay's "Hanging of the Green," Belmore's Maple Syrup Festival, Soundstation Concert, Bruce Heritage Farm Show, Teeswater Fall Fair and the Church and Historical Building Tour (South Bruce Tourism Association, 2013, Saugeen Economic Development Corporation, 2006a). Details of community special events in South Bruce are presented in Table 2.19.

Table 2.19 Community Special Events in South Bruce

Community Special Events	Month Held	Description
The Belmore Maple Syrup Festival	April	Held annually in Belmore, the two day festival combines community spirit and food. Features made-from-scratch pancakes, maple syrup, sausage, and applesauce. Also features entertainment, local talent, step dancing, singing, instrumental act, vocal groups, craft show, baked goods, and a community dance.
Annual Father's Day Vintage Tractor Tour	June	Tour featuring a veritable history of farm implements in this area, all in their natural setting. The event includes collections of vintage tractors from all over South Bruce Municipality ranging in age from the early 1900s to the 1950s. Also included in the collections are early horse drawn farm equipment and vintage cars.
Annual Gardens and Landscaping Tour	July	Sponsored by the Teeswater and Mildmay Horticultural Societies, several of the most beautiful gardens across South Bruce are open for complimentary viewing.
The Bruce County Heritage Association Annual Heritage Farm Show (Paisley)	August	Three day event featuring steam and antique tractor show and a tractor pull. The Event also features entertainment; barbeque; corn roast; spark show; and parade.
Teeswater Fall Fair	August	Celebrated for over 150 years, the Teeswater Fall Fair is one of Ontario's oldest, attracting visitors to the farm displays, animal demonstrations, tractor pulls and carnival.
South Bruce Church & Historical Building Tour	September	The South Bruce Church & Historical Building Tour provides an opportunity to visit the architecture and history in South Bruce.
Mildmay-Carrick Fall Fair	September	Held in Mildmay, the fair includes Ambassador Pageant and Talent show, 4H Beef and Dairy and Horse Shows, Musical Entertainment, children's games, Crafts, Horseshoes, BBQ, Raffle Draws and Auction
Mildmay's Annual "Hanging of the Green"	November	Event includes a Santa Claus parade, a Children's Candle Light Parade, Carol Singing, a Family Social Night at the Community Hall and the illumination of the local Rotary Club's Christmas Decorations at Rotary Park.
Soundstation Concert	November	Soundstation is a large community choir originated in Teeswater boasting over 100 voices. The choir involves singers and musicians from 5 counties in Southwestern Ontario. An annual concert of festive music held in Teeswater attracts patrons from the whole area and beyond.

Source: South Bruce Tourism Association, 2013; Saugeen Economic Development Corporation 2006a

Community Groups

- **Service Clubs**

South Bruce has several services clubs that attend to various interests in the community. These clubs help bolster the social fabric within the community and help to foster a sense of closeness and community support. Community service clubs available to South Bruce residents include:

- Catholic Women's League
- District Kinsmen/Kinettes
- Friendship Circle
- Knights of Columbus
- Lions Club
- Masonic Lodge
- Optimist Club
- Rebekah Lodge
- Rotary Club

Source: (Municipality of South Bruce, 2013)

- **Youth Groups**

  Youth groups available to South Bruce residents include the 4-H Club, Girl Guides and Brownies, and Beavers, Cubs and Scouts (Municipality of South Bruce, 2013).

- **Seniors Groups**

  The Mildmay Senior Citizens Club caters to the seniors population in South Bruce (Municipality of South Bruce, 2013).

- **Agricultural Societies and Horticultural Societies**

  Two agricultural societies operate in South Bruce:

  - The Mildmay-Carrick Agricultural Society and;
  - Teeswater Agricultural Society.

Source: (Municipality of South Bruce 2013; OpenCharity.ca, 2013)

Churches

There are several churches serving a variety of denominations within South Bruce. Denominations served include Protestant, United, Lutheran, Baptist, and Roman Catholic (Municipality of South Bruce, 2013). Churches oftentimes provide social services that have a strong presence in the community and provide valuable events that bind the community residents by enabling networking. Churches within and peripheral to the Municipality of South Bruce are presented below.

- Baptist Church
- Immaculate Conception Church
- Knox Presbyterian Church
- Sacred Heart Roman Catholic Church
- St. Matthew's Lutheran Church
- McIntosh United Church
- St. Paul's United Church
- St. Francis Xavior Church
- St. John's Lutheran Church
- Teeswater United Church

Source: (Municipality of South Bruce, Community Groups Directory, 2013)

Retirement Homes and Communities

There are two retirement facilities in the Municipality, the Riverview Retirement Home in Teeswater and the Valleyview Terrace Seniors' Apartments in Formosa. Bruce County operates affordable housing units in a number of communities, including Mildmay and Teeswater. These units included in low-rise apartment buildings, townhouses, semi-detached buildings, and single-family homes (Bruce County, 2014)

Media and Communication Services

Media and communication services also help to strengthen the social ties within the community. They communicate information from within the community and information on a regional scale.

- **Newspapers**

  There are a number of publications available to South Bruce residents. The community is served by the Mildmay Town and Country Crier and the Walkerton Herald Times. Other nearby newspapers include Kincardine Times (online), Kincardine Independent (weekly), Kincardine News (weekly); Lucknow Sentinel (weekly), and the Goderich Signal Star (weekly) (Saugeen Economic Development Corporation, 2006a; Huron-Kinloss, 2013).

- **Broadcast Television**

  There are two local television stations available in South Bruce. These stations include CKNX from London and CKCO from Kitchener. TV services are available from Hurontel and Kincardine Cable TV, which is operated by Rogers Communications (Saugeen Economic Development Corporation, 2006a; Huron-Kinloss, 2013).

- **Radio**

  South Bruce residents receive radio broadcasts from a variety of local radio stations including CFOS 560 AM (Owen Sound), CKNX 920 AM (Wingham), MIX 106.5 FM (Owen Sound), MIX 106.5 FM (Owen Sound), 97.9 FM The Beach (Port Elgin), 101.7 FM The One (Wingham), 95.5 The Coast FM (Kincardine), and 94.5 The Bull (Wingham) (Saugeen Economic Development Corporation, 2006a; Huron-Kinloss, 2013).

- **Postal and Courier Services**

  South Bruce is served by local post offices located in Mildmay, Formosa, Teeswater and Walkerton. These offices offer Priority Post which offers next day delivery to points within Ontario (Saugeen Economic Development Corporation, 2006a). Courier services available include Federal Express Canada, DHL Express Canada, and Purolator Courier. All of these agencies offer local, national and international service (Saugeen Economic Development Corporation, 2006a).

- **Internet Service Providers**

  South Bruce is well serviced by several Internet service providers with special note to Bruce Telecom, and Wightman Internet (Saugeen Economic Development Corporation, 2006a).

2.5.2 Summary of Social Assets

Priorities and Key Issues

Some individualism persists between Mildmay and Teeswater following amalgamation, however many residents are interested in moving towards a united community. The community is making some progress in this regard, such as combined sports teams and possibly removing wards for an “at-large” council election system. The declining and aging population has made social events less prevalent and there has been a decline in participation levels.

There is currently a lack of accommodation for seniors, although it has been noted in some interviews that social or affordable housing has attracted people from beyond the community who bring with them different social issues.

Community Aspirations

The community seeks to unify and connect in order to improve the social well-being of residents. South Bruce is making efforts to create a cohesive community that will work together to grow population and prosperity.

Capabilities and Capacities within the Community

The community has good intentions towards improving social issues, and there is a strong system of social networks in place.

2.6 Natural Environment

The Natural Environment within a community includes the stock of natural resources from which livelihoods are derived. There is potentially a wide range of such resources from intangible public goods (e.g. air quality and biodiversity) to resources that are "used" by people (e.g. water, trees, land and wildlife). In this analysis, the specific indicators examined in the context of Natural Environment well-being include:

- Natural Environment
- Parks and Protected Areas; and
- Natural Areas/Features of Significance.

The following is a description of South Bruce according to its natural environment well-being.

2.6.1 Natural Asset Indicators

Parks and Protected Areas

South Bruce considers its community to be the "Gateway to the Bruce," and has a landscape that includes rolling hills and scenic highways (Municipality of South Bruce, 2013). As discussed in earlier sections of this Community Profile, the natural attributes provide recreational opportunities including fishing and hunting. In addition to these active pursuits, the area also provides opportunities for more passive appreciation of the natural environment. Two conservation authorities have jurisdiction over portions of South Bruce: the Saugeen Conservation Authority and the Maitland Valley Conservation Authority.

There are four conservation areas/reserves within the Municipality of South Bruce, including the Greenock Swamp Wetland Complex, the Saugeen Conservation Reserve, and two smaller unnamed conservation lands are located west of Teeswater and southeast of the Saugeen Conservation Reserve.

The nearest parks are Point Farms Provincial Park and Inverhuron Provincial Park, located along the shore of Lake Huron approximately 30 km southwest and 30 km northwest of the Municipality respectively (AECOM, 2012).

Natural Areas/Features of Significance

South Bruce is located to the east of the wetland areas which carry significance as they are protected Provincially. Farmland was also identified by individuals interviewed as an important defining feature of the community, with significance for its role in the community's economy, culture and history.

2.6.2 Summary of Natural Environment

Priorities and Key Issues

Wise stewardship of agricultural land is important to South Bruce and to this end sustainable agriculture is a key objective.

Community Aspirations

The community is very mindful of its good agricultural land. Agriculture is a proud part of the municipality's heritage and is expected to be a dominant part of the community's future. Provincial wetlands need to be maintained and monitored in order to ensure the natural environment is maintained.

Capabilities and Capacities within the Community

South Bruce has an attractive landscape, and it mentions areas of rolling hills and scenic highways on its municipal website. The Municipality's natural resources are overseen by the Saugeen and Maitland Conservation Authorities, and area farmers are well aware that agriculture needs to be conducted in a sustainable manner to both safeguard the environment and ensure long term productivity of agricultural lands.

2.7 Unique Characteristics

2.7.1 Community Character

South Bruce is largely an agricultural community with its prime land used for farming. Residents are still adjusting to amalgamation and thus full community cohesion is still evolving. The character of the community is changing as the area population grows older and population levels decline.

South Bruce shows strong character and resiliency in spite of the population declines. South Bruce weathered the last recession well, in part due to factors including the upswing in farm commodity prices as well as refurbishment activity at the Bruce Power Nuclear Generating Station which provides construction and spin-off economic benefits to local businesses. Residents are keen to see the social and economic fabric of the Municipality improved in a sustainable manner.

2.7.2 Environmental Values

The people of South Bruce have expressed a desire to grow and become stronger economically. However, people also want to maintain the small town feel and character. People are aware of the rich agricultural values and want to make sure the natural environment is maintained in a sustainable manner.

2.7.3 Community Goals

The residents of South Bruce are well educated and have strong leadership. There is a strong skills base within the population. The Municipality recognizes the need to build and diversity its economy to enable community growth and retain youth. South Bruce also seeks business and residential development to bolster its tax base. Agriculture is a cornerstone activity within the municipality and South Bruce would like to lever its heritage and experience in this sector to foster attuned sustainable growth in both its urban and rural areas.

2.7.4 Community Action Plans to Date and Expected

To be determined after review of the strategic plan and visioning exercise (underway in community).

3. Census Division Profile

3.1 Overview

The definition of the regional context of a community is subjective. The regional boundaries of an area can be defined differently by various entities. For the purposes of this Community Profile, the regional context is left undefined, as further dialogue with community members and members in surrounding communities is required to best understand the broader regional context. Established regional areas that have been used in this report for comparative purposes include the County of Bruce.

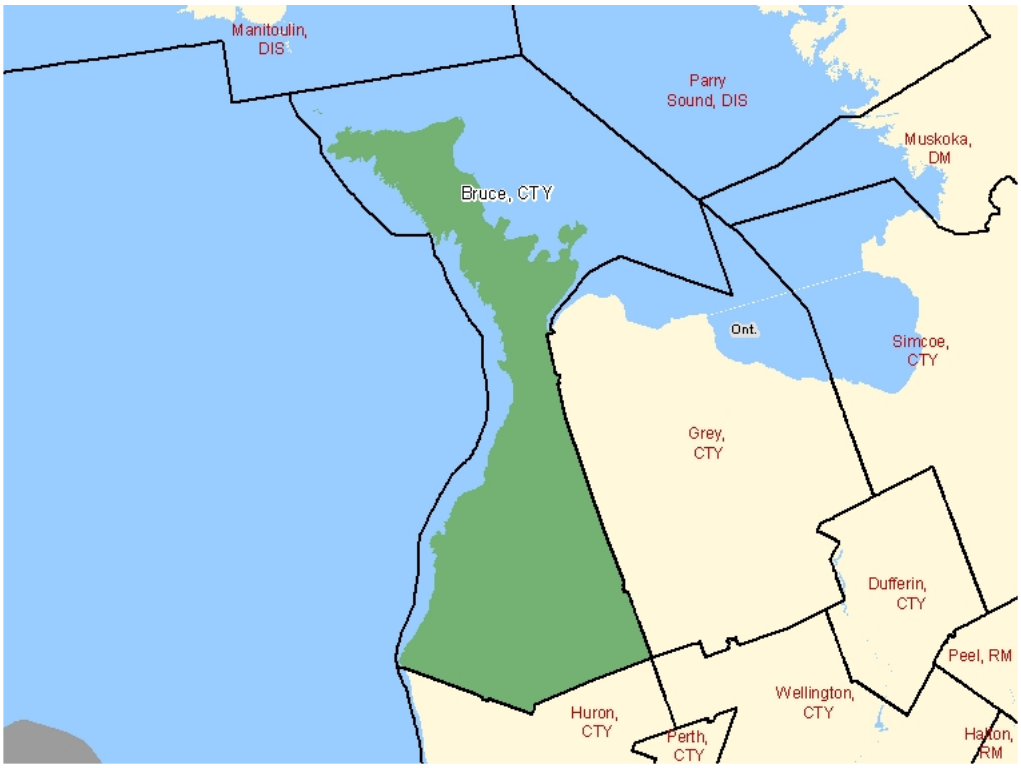
3.1.1 Location – List of Communities

Statistics Canada defines Bruce County as being situated in the Bruce County Census Division. This section of the Community Profile provides an overview of Bruce County, so that in the subsequent section (Section 4.0), a comparison of South Bruce, Bruce County and the Province of Ontario can be made to understand South Bruce within a larger context.

3.1.2 Land Size and Uses

Located in Southwestern Ontario, Bruce County has a land area of 4,087.76 km^2 within the Province of Ontario (Statistics Canada 2012b). Figure 3.1 provides an outline of the County.

Figure 3.1 Bruce County (Census Division), Ontario



Source: Statistics Canada, 2012b

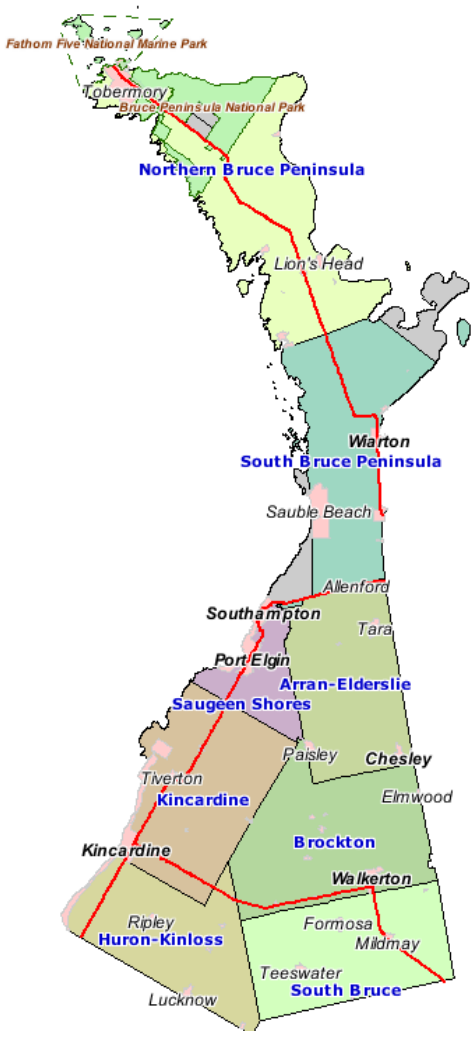
3.2 Communities

Bruce County includes the communities of Arran-Elderslie, Brockton, Huron-Kinloss, Kincardine, Northern Bruce Peninsula, and Southern Bruce Peninsula, Saugeen Shores, and South Bruce. Many of these municipalities, are the result of amalgamations in recent years involving rural townships and villages.

3.2.1 Community Names and Locations

Bruce County is located in Southwestern Ontario, and comprises a large portion of Ontario. Figure 3.2 provides a map of the county. The following is an introduction to each of the other communities, with respect to their location within Bruce County.

Figure 3.2 Map of Bruce County



Source: Bruce County, 2013

Municipality of Arran-Elderslie

The Municipality of Arran-Elderslie is located in southern Bruce County, near the eastern boundary of Grey and Bruce Counties. The community has a strong agricultural base with high quality farmland. The municipality is located within 30 minutes of Owen Sound, the Grey- Bruce region's largest centre. Arran-Elderslie includes communities such as Tara, Paisley, and Chesley (Saugeen Economic Development Corporation, 2006b).

Municipality of Brockton

Brockton was chosen as the name for a new amalgamated community in 1999 by combining aspects of the names of former townships of Brant and Greenock, as well as the Town of Walkerton. Brockton is located in southeastern Bruce County in an area with strong agricultural roots and high quality farmland. The Town of Walkerton is the county seat of Bruce County, and is located within Brockton. The Municipality is located within one hour of Owen Sound, the Grey-Bruce region's largest regional centre. The community is located along the Saugeen River and the Teeswater River, both of which have had an important role in the community's development, as well as providing ongoing fishing and recreational activities (Municipality of Brockton, 2014).

Township of Huron-Kinloss

The Township of Huron-Kinloss is located on the eastern shore of Lake Huron south of Kincardine. The Township boundary extends as far as Whitechurch Road from the lake where it meets with a boundary extending south from Highway 9. The largest communities in the township are Ripley, Point Clark, and Lucknow. The community has an economy primarily based on agriculture and agricultural services (Huron-Kinloss, 2013).

Municipality of Kincardine

Kincardine is located on Lake Huron and includes many communities including Kincardine, Tiverton, Inverhuron, and Underwood. Kincardine is accessible from Highway 21 which extends to the north and south of the community, as

well as Highway 9 which extends to the southeast. The municipality is home to the Inverhuron Provincial Park and has a strong seasonal recreation sector focused on beaches and other recreation opportunities. The municipality is also home to Bruce Power, a nuclear electricity generator which constitutes a major employer for the region (The Municipality of Kincardine, 2007).

Municipality of Northern Bruce Peninsula

The Municipality of Northern Bruce Peninsula includes the communities of Tobermory, Lion's Head and Hope Bay. Highway 6 extends through the Municipality from north to south, and a ferry service provides access north beyond the peninsula to Manitoulin Island. The Municipality has a strong recreation sector based in Tobermory due to Bruce Peninsula National Park and Fathom Five National Marine Park, as well as the Chi-Cheemaun car ferry. Tobermory, located at the northern extent of the municipality, is located 110 km from Owen Sound and 260 km from the Kitchener-Waterloo area (Town of Northern Bruce Peninsula, 2009).

Town of Saugeen Shores

The Town of Saugeen Shores formed through the amalgamation of Port Elgin, Southampton, and the surrounding area along the Saugeen River. The Town is known for its popular beaches as well as outdoor activities (Town of Saugeen Shores, 2013). The Town is located along Highway 21, a north-south corridor that provides access to communities such as Kincardine and Goderich to the south. MacGregor Point Provincial Park is located along the town's western boundary (Saugeen Shores, 2010).

Town of South Bruce Peninsula

The Municipality of South Bruce Peninsula is located in the southern portion of Bruce Peninsula from Hope Bay to Allenford. The largest communities in the municipality are Sauble Beach, Wiarton and Hepworth. Highway 6 is the main transportation corridor through central and eastern portions of the municipality, while Lake Huron and Georgian Bay offer boating access (urbanMetrics Inc., 2005).

3.2.2 Historical Context

Bruce County's early history is intertwined with the aboriginal people that settled the peninsula and the Great Lake coast line following the last ice age approximately 10,000 years ago. The people that inhabited the region found abundant fishing and hunting grounds, as well as good access for settlement and trading (Bruce County Museum & Cultural Centre, 2013).

Settlement in what became Bruce County did not occur in earnest until the mid-1800s since earlier settlement occurred elsewhere in Upper Canada (later Ontario) in areas with greater access to the lower Great Lakes and supply routes. It wasn't until 1850 that the oldest townships in the county were surveyed into farm lots and opened for settlement. The County was originally part of a united county along with Huron and Perth before becoming divided as more settlement occurred (Bruce County Museum & Cultural Centre, 2013).

By 1851, the united County had just 2,837 residents, later reaching 65,218 thirty years later. Bruce County became an independent county in 1867, around the time of confederation (Bruce County Museum & Cultural Centre, 2013).The County's population has continued to expand as resources in the area were utilized or exported. As in other parts of Ontario, the growing population created demand for manufacturing, services, and other businesses. Bruce County has maintained much of its rural agricultural character, although it now also caters to recreation and energy businesses which take advantage of the County's proximity to Lake Huron and Georgian Bay.

3.3 Aboriginal Communities and Organizations

3.3.1 Aboriginal Overview

The information in this section reflects readily available information from publicly available sources and does not reflect conversations or dialogue with Aboriginal communities or organizations unless otherwise noted.

The Aboriginal communities included here are those nearby South Bruce.

- First Nations: The following First Nations are signatories of Upper Canada-period treaties:
  - Chippewas of Saugeen
  - Chippewas of Nawash
- Métis: The Métis Nation Ontario Region 7 including:
  - Great Lakes Métis Council
  - Georgian Bay Métis Council
  - Moon River Métis Council
- The Historic Saugeen Métis are also located in the Bruce County area.

The text which follows provides a brief introduction to these communities and organizations.

3.3.2 First Nations

- **Chippewas of Saugeen**

  The Saugeen First Nation is located on the shores of Lake Huron at the base of the Bruce Peninsula. They are located 2 miles northeast of Southampton and approximately 18 miles west of Owen Sound on Highway 21. Saugeen First Nation is located within 2 to 3 hours of major centers such as Toronto, Barrie, Kitchener, London and Sarnia (Saugeen First Nation, 2014).

- **Chippewas of Nawash**

  The Chippewas of Nawash Unceded First Nation occupies the Neyaashiinigmiing Indian Reserve No. 27 on the eastern shore of the Saugeen (Bruce) Peninsula on Georgian Bay. The community is approximately 26 km from Wiarton, 64 km from Owen Sound and 250 km from Toronto (Chippewas of Nawash Unceded First Nation, 2011).

3.3.3 Métis Organizations

- **Métis Nation of Ontario**

  Métis Nation of Ontario citizens are represented at the local level through the Métis Nation of Ontario (MNO) Charter Community Councils. The local Councils are a communication hub for MNO and play a role in fostering community empowerment and development for Métis citizens living within the geographic region of that Council. Community Councils operate in accordance with MNO Charter Agreements, which give Councils the mandate to govern, while ensuring accountability, transparency, and consistency.

  South Bruce is within Region 7 of the MNO classification. There are three Métis Councils within Region 7, namely:

  - Great Lakes Métis Council
  - Georgian Bay Métis Council
  - Moon River Métis Council

- **Historic Saugeen Métis**

  The Historic Saugeen Métis are also located in the Bruce County area and are independent from the Métis Nation of Ontario.

3.4 Population Dynamics (by Community)

3.4.1 Trend Over Time

Table 3.1 presents the population trend of the communities within Bruce County over the past decade.

Bruce County as a whole increased its population by 2.3% between 2001 and 2006 as just two municipalities, Brockton and South Bruce, experienced population declines. Between 2006 and 2011, growth slowed in Bruce County overall to 1.2%, as Arran-Elderslie, Huron-Kinloss, and Saugeen Shores were the only municipalities to record population increases. North Bruce Peninsula, Brockton, and South Bruce recorded declines, while Kincardine and South Bruce Peninsula had no change (Statistics Canada, 2002a-i, 2007a-i, 2012a-i).

Table 3.1 Population Trend (2001-2011) –Communities in Bruce County

Community	2001 (Census)	2006 (Census)	% Change (2001-2006)	2011 (Census)	Percentage (%) Change (2006-2011)
Bruce County	***63,892***	***65,349***	***2.3%***	***66,102***	***1.2%***
Municipality of Arran-Elderslie	6,577	6,747	2.6%	6,810	0.9%
Municipality of Brockton	9,658	9,641	-0.2%	9,432	-2.2%
Township of Huron-Kinloss	6,224	6,515	4.7%	6,790	4.2%
Municipality of Kincardine	11,029	11,173	1.3%	11,174	0.0%
Municipality of N. Bruce Peninsula	3,599	3,850	7.0%	3,744	-2.8%
Municipality of South Bruce	6,063	5,939	-2.0%	5,685	-4.3%
Municipality of S. Bruce Peninsula	8,090	8,415	4.0%	8,413	0.0%
Town of Saugeen Shores	11,388	11,720	2.9%	12,661	8.0%

Source: Statistics Canada, 2002a-i, 2007a-i, 2012a-i

3.4.2 Age Profile

The median population age for Bruce County has increased from 45 to 47 years old since the 2006 census, while the Ontario median age rose from 39 to 40 years (Statistics Canada, 2007b; Statistics Canada, 2012b). The median age suggests that Bruce County's population may be aging more quickly than the Provincial population. Table 3.2 provides the gender and age profile of non-Aboriginal communities in Bruce County.

Table 3.2 Age Profile (2011) –Communities in Bruce County

Community	Percentage (%) Population 15 Years and Over	Median Age
Bruce County	84.9%	47.0
Municipality of Arran-Elderslie	81.3%	40.7
Municipality of Brockton	84.1%	45.0
Township of Huron-Kinloss	82.3%	44.9
Municipality of Kincardine	85.7%	46.9
Municipality of N. Bruce Peninsula	90.5%	57.3
Municipality of South Bruce	81.9%	41.5
Municipality of S. Bruce Peninsula	87.6%	51.9
Town of Saugeen Shores	87.2%	49.1

Source: Statistics Canada, 2002a-i, 2007a-i, 2012a-i

3.5 Regional Labour Force

Labour force activity in Bruce County is presented in Table 3.4 and Table 3.5 to provide a comparison of the participation, employment and unemployment rates according to the 2006 census and 2012 estimates from the Financial Post. The 2012 estimates suggest that some improvement is expected in the overall number of individuals in the labour force, while the number of unemployed individuals may also be higher. This higher unemployment may be related to the impact of the 2009 global recession on local and regional industries (Statistics Canada, 2002b; Statistics Canada, 2007b; Financial Post, 2011).

Table 3.3 Labour Force Activity (2006-2012) - Bruce County

Labour Force Activity	2006 (Census)	2012 (Estimated)	Percentage (%) Change (2006-20012)
Total Population – Individuals 15 years and over	54,065	56,652	4.8%
In Labour Force	34,620	35,322	2.0%
Employed	32,790	32,707	-0.3%
Unemployed	1,830	2,615	42.9%

Source: Statistics Canada, 2007b; Financial Post, 2011

Table 3.4 identifies that the Bruce County labour participation rate remained at 64% through 2001 and 2006 before an estimated decline in 2012 to 62.3%. The employment rate declined to 57.7% according to the 2012 estimate. The unemployment rate increased between 2001 and the 2012 estimate, suggesting it was more difficult for individuals in the labour force to find work (Statistics Canada, 2002b, Statistics Canada, 2007b, Financial Post, 2011).

Table 3.4 Labour Force Activity (2001-2012) – Bruce County

Labour Force Activity	2001 (Census)	2006 (Census)	2012 (Estimated)	Percentage (%) Change 2001-2012
Participation Rate (%)	64.4%	64.0%	62.3%	-2.1%
Employment Rate (%)	61.5%	60.6%	57.7%	-3.8%
Unemployment Rate (%)	4.4%	5.3%	7.4%	3.0%

Source: Statistics Canada, 2002b; Statistics Canada, 2007b; Financial Post, 2011

3.5.1 Income

Table 3.5 identifies Bruce County income statistics based on 2012 estimates. Income in Bruce County is just below the national average at -8% as the 2012 average household income in the County was estimated at $77,103. Additionally, 22% of households in Bruce County have incomes above $100,000 (Financial Post, 2011).

Table 3.5 Bruce County Income Statistics (2012)

Income Statistics	2012 (Estimated)
Percentage (%) Above/Below National Average (per Capita)	-8%
2012 Average Household Income	$ 77,103
2012 per Capita Income	$ 31,707
Percentage (%) 2012 Households with Income of $100,000+	22.2%

Source: Financial Post, 2011

3.5.2 Population by Education/Training Attainment

Table 3.6 provides an estimate of Bruce County maximum educational attainment for those age 25 years and over in 2012. Bruce County educational attainment identifies similar percentages of individuals with no certificate, diploma or degree (24%) compared to individuals with high school (24%) and college-level education (23%), which together account for nearly three quarters of residents (Financial Post, 2011).

Table 3.6 Population by Education/Training Attainment (2012) – Bruce County

Education/Training Attainment (25 Years and Over)	2012 (Estimated)	Percentage (%) of Total Population 25 Years and Over
Total Population – Individuals 25 years and over	47,431	
No Certificate, Diploma, Degree	11,375	24.0%
High School Certificate or Equivalent	11,565	24.4%
Apprenticeship or Trades Certificate or Diploma	6,240	13.2%
College, CEGEP or Other Non-university Certificate or Diploma	10,893	23.0%
University Certificate or Diploma Below the Bachelor Level	1,426	3.0%
University Certificate, Diploma or Degree	7,358	15.5%

Source: Financial Post, 2011

3.5.3 Employment by Activity/and Sector

Many communities in rural Bruce County are economically dependent on various forms of agriculture and natural resource extraction. The number of individuals employed by sector for 2001 and 2006 are provided in Table 3.7. Bruce County has seen an increase in the number of people employed in: “agriculture and other resource-based industries” (6.9%); “wholesale and retail trade” (10.8%); “health and education” (8.2%); “business services” (6.5%); and “other services” (8.2%). Bruce County has seen a decrease in employment within the “manufacturing and construction industries” (-7.4%) and the “finance and real estate industries” (-1.6%) (Statistics Canada, 2002b; Statistics Canada, 2007b).

The number of individuals working in the health and education sector has increased; however, due to categorization differences in the Statistics Canada data between 2001 and 2006 (the latter also including social services) it is difficult to predict the change in the number of people employed in the health and education sector only.

Table 3.7 Employment by Activity and Sector (2001-2006) – Bruce County

Employment by Activity and Sector	2001 (Census)	2006 (Census)	Percentage (%) Change 2001-2006
Total Experienced Labour Force - individuals 15 years and over)	32,660	34,265	4.9%
Agriculture and Other Resource-based Industries	7,215	7,715	6.9%
Manufacturing and Construction Industries	6,115	5,660	-7.4%
Wholesale and Retail Trade	4,570	5,065	10.8%
Finance and Real Estate	960	945	-1.6%
Health and Education	4,690	5,075*	8.2%
Business Services	3,470	3,695	6.5%
Other Services	5,645	6,110	8.2%

*Notes: * includes health care, social services and educational services/The most recent census data (2011) is not published at this time.*
Source: Statistics Canada, 2002b, Statistics Canada, 2007b

3.6 Business Activity

3.6.1 Main Businesses – Past and Current

The following information covers Grey and Bruce Counties. The two counties share economic development services, and promote the counties as a regional unit through the Grey Bruce Economic Development Partners organization. Both counties have similar outlooks given the highly rural countryside as well as small regional centres such as Kincardine, Saugeen Shores and Owen Sound that attract consumers from the smaller towns and villages throughout the region. The key sectors identified by the Grey Bruce Economic Development Partners as their economic priorities are:

- Value-Added Agriculture
- Advanced Manufacturing
- Tourism, Arts and Culture
- Energy and Environment
- Retail Development

Value-Added Agriculture

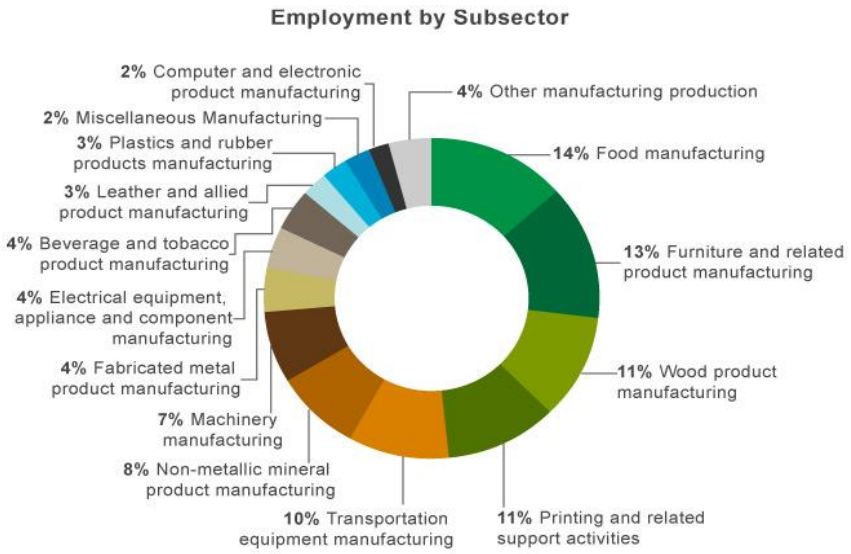
The current Grey-Bruce economy is driven by agriculture and agriculture-related businesses. These businesses provide employment for over 6,800 residents (7.5% of the total labour force) and generate $600 million in farm revenues (Grey Bruce Economic Development Partners, 2011).

The most common types of farming in Grey and Bruce Counties are beef cattle ranching and farming (1,946 farms), hay farming (559 farms), and dairy cattle and milk production (366 farms) (Grey Bruce Economic Development Partners, 2011).

Advanced Manufacturing

The Advanced Manufacturing sector currently accounts for over 13% of the Grey and Bruce County labour force. This broad category includes food manufacturing, furniture and wood product manufacturing, transportation equipment and machinery manufacturing and printing operations (Grey Bruce Economic Development Partners, 2011) (Figure 3.3). Most of the large manufacturers are located in Grey County, although Walkerton (now part of Brockton) is home to three of the top 10 manufacturing employers in the Grey-Bruce region. These employers are household battery and lighting developer Energizer Canada, electricity component provider Hammond Transformers, and hinge manufacturer Larsen & Shaw Ltd (Grey Bruce Economic Development Partners, 2011).

Figure 3.3 Employment by Manufacturing Sector



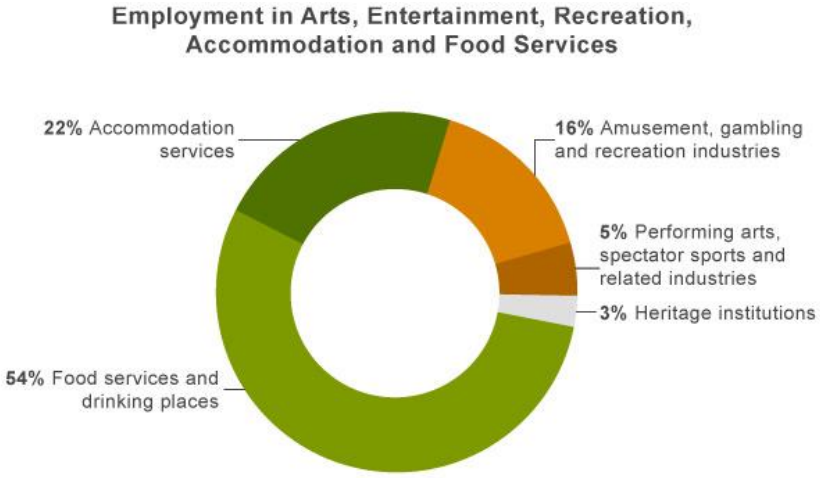
Source: Statistics Canada. Census using OMAFRA's REDDI tool. 2006

Source: Grey Bruce Economic Development Partners, 2011

Tourism, Arts and Culture

The Grey-Bruce tourism sector currently employs over 8,500 residents, or 13.4% of the labour force. Over 54% of these jobs are in the food services and drinking places category, 22% in accommodation services, 16% in the amusement, gambling and recreation activities, and 8% between performing arts, spectator sports, and heritage institutions (Grey Bruce Economic Development Partners, 2011) (Figure 3.4 and Figure 3.5).

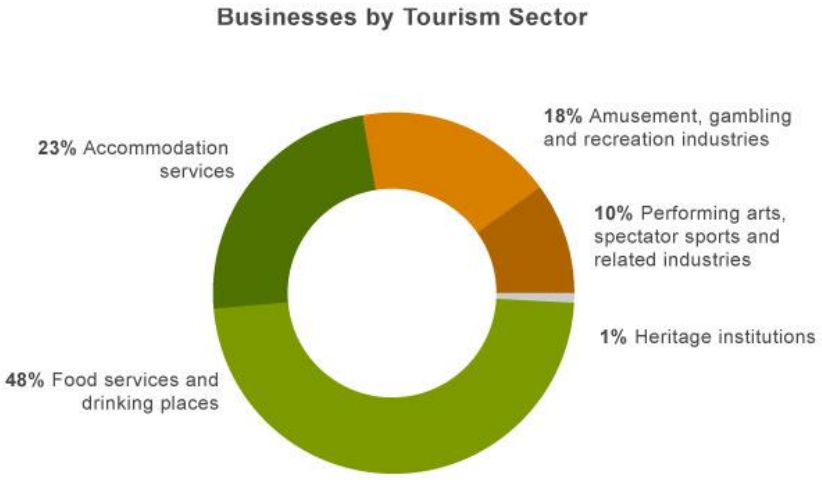
Figure 3.4 Employment by Entertainment, Recreation Accommodation and Food Services Sector



Source: Statistics Canada, Census using OMAFRA'S REDDI tool, 2006

Source: Grey Bruce Economic Development Partners, 2011

Figure 3.5 Businesses by Tourism Sector



Source: Statistics Canada, Census using OMAFRA'S REDDI tool, 2006

Source: Grey Bruce Economic Development Partners, 2011

Energy and Environment

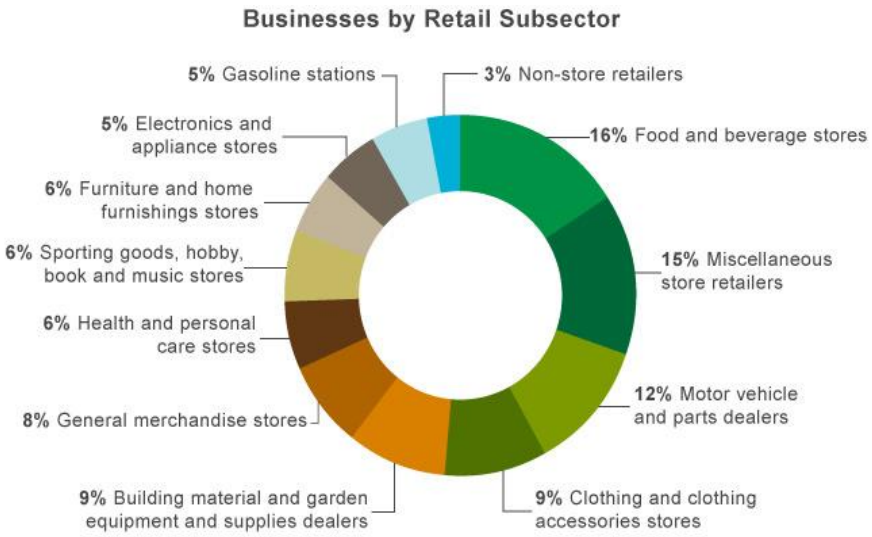
Nearly 5,400 residents, or 6% of the Grey and Bruce County labour force is in the energy sector (Grey Bruce Economic Development Partners, 2011). Bruce Power (with some 3,800 employees – Table 3.8) is the sector's main employer and is located near Tiverton, Ontario in Bruce County. Westario Power (local power distribution) is also a major energy employer located in Walkerton, Ontario (Grey Bruce Economic Development Partners, 2011). Wind energy is another important sector where the Bruce County has seen growth, particularly with wind energy clusters.

The energy and environment category is broad, and includes employment related to the construction of buildings; professional, scientific and technical services, utilities, waste management, and a broad range of associated manufacturing industries (Grey Bruce Economic Development Partners, 2011).

Retail Development

The retail sector is the second largest category beyond the manufacturing in Grey and Bruce Counties. Over 1,400 businesses were reported in 2009 within Grey and Bruce Counties, which employed nearly 11,000 employees. The largest three subcategories within the retail sector are Food and Beverage stores at 193 businesses or 16% of the sector (Figure 3.6). Miscellaneous store retailers accounted for 117 businesses or 15% of the sector. This miscellaneous category includes florists, office supply stores, used merchandise stores, and gift stores (Grey Bruce Economic Development Partners, 2011).

Figure 3.6 Businesses by Retail Sector



Source: Statistics Canada, Business Patterns Data, 2009

Source: Grey Bruce Economic Development Partners 2011

3.6.2 Number of Employees

Small and medium-sized businesses play an important role in the economy of Bruce County. As such, with the exception of Bruce Power, the school boards, and Grey Bruce Health Services, all employers employ less than 650 employees (Grey Bruce Economic Development Partners, 2011).

Table 3.8 identifies the leading employers in Grey and Bruce Counties. Due to the close relationship with these counties on economic development matters, a table was unavailable for Bruce or Grey counties separately.

Table 3.8 Leading Employers by Private and Public Sectors, Grey-Bruce Counties

	Industries	Community	Estimated Employment Numbers
Major Employers, Private Sector	Bruce Power	Kincardine	3,800
	Transcontinental Printing Inc.	Owen Sound	650
	Tenneco Automotive – Monroe	Owen Sound	450
	Transcom	Owen Sound	350
	P&H Foods	Hanover	340
	Hobart Food Equipment Group	Owen Sound	200
	Bruce Telecom	Tiverton	150
Major Employers, Public Sector	Bluewater District Board of Education	Throughout the counties	2,500
	Bruce-Grey Catholic School Board	Throughout the counties	Not available
	Grey-Bruce Health Services	Owen Sound	1,600
	County of Grey	Owen Sound	600
	County of Bruce	Walkerton/Wiarton	600
	City of Owen Sound	Owen Sound	450

Source: Grey Bruce Economic Development Partners, 2011
Note: Data for the County of Bruce only was not available at this time. Grey and Bruce Counties share economic development services.

3.6.3 Investment Trends and Projections

Grey and Bruce Counties have developed a business strategy focused on 5 key sectors, namely:

- Value-Added Agriculture
- Advanced Manufacturing
- Tourism, Arts and Culture
- Energy and Environment
- Retail Development

Grey and Bruce counties are seeking key investment opportunities that:

1. Strengthen and diversify the region's advanced manufacturing base,
2. Contribute to the growing success of small and medium-sized businesses and entrepreneurs,
3. Strengthen the region's offering of arts, cultural and recreational experiences for residents and visitors,
4. Preserve and enhance the architectural attractiveness of heritage buildings and contribute to a vibrant and pedestrian-friendly environment for residents and visitors,
5. Facilitate higher-density residential development in and around the downtowns,
6. Contribute to the growing cluster of health care professionals and organizations,
7. Capitalize on the presence of post-secondary education and training institutions, and
8. Capitalize on entrepreneurs looking for a better quality of life and opportunities to start a second career. (Grey Bruce Economic Development Partners, 2011).

3.7 Regional Profile Summary

Bruce County, much like other rural areas of Ontario, is experiencing a shift in the face of demographic changes, as well as the decline of local manufacturing and commercial activity. Many of the trends identified in individual profiles suggest that these issues are further challenging youth as they move away to seek employment and education opportunities not offered locally at this point in time.

The County's population continues to increase, but at a reduced rate brought down by declines in some of the municipalities. To attract more growth and to retain its youth and young families, Bruce County, and its partner Grey County, are building on their strengths in agriculture, tourism, and small manufacturing to determine an economic development path forward. Promoting the creation of a diversified economy is an essential priority for the Bruce County area in the years ahead.

4. Comparison of Community Patterns between South Bruce, Bruce County and the Province

4.1 Population Dynamics

4.1.1 Trend Over Time

Table 4.1 presents the population trend (1996-2011) for South Bruce, Bruce County and the Province of Ontario. The population of South Bruce has been in decline since 1996, falling from 6,248 to 5,685 by the 2011 census.

Bruce County has had an overall increase since 1996, rising from 65,680 to 66,102 in 2011. Growth has been uneven since the population declined between 1996 to 2001 before gradually recovering. Over the same period, Ontario has grown each year, rising from 10,753,573 in 1996 to 12,851,821 in 2011 for 19.5% growth (Statistics Canada, 1996; Statistics Canada, 2002a; Statistics Canada, 2002b; Statistics Canada, 2012a; Statistics Canada, 2012b).

Table 4.1 Population Trend (1996-2011) - South Bruce, Bruce County and the Province of Ontario

	1996 (Census)	2001 (Census)	Percentage (%) Change (1996-2001)	2006 (Census)	Percentage (%) Change (2001-2006)	2011 (Census)	Percentage (%) Change (2006-2011)
South Bruce	6,248	6,063	-3.0%	5,939	-2.0%	5,685	-4.3%
Bruce County	65,680	63,892	-2.7%	65,349	2.3%	66,102	1.2%
Ontario	10,753,573	11,410,046	6.1%	12,160,282	6.6%	12,851,821	5.7%

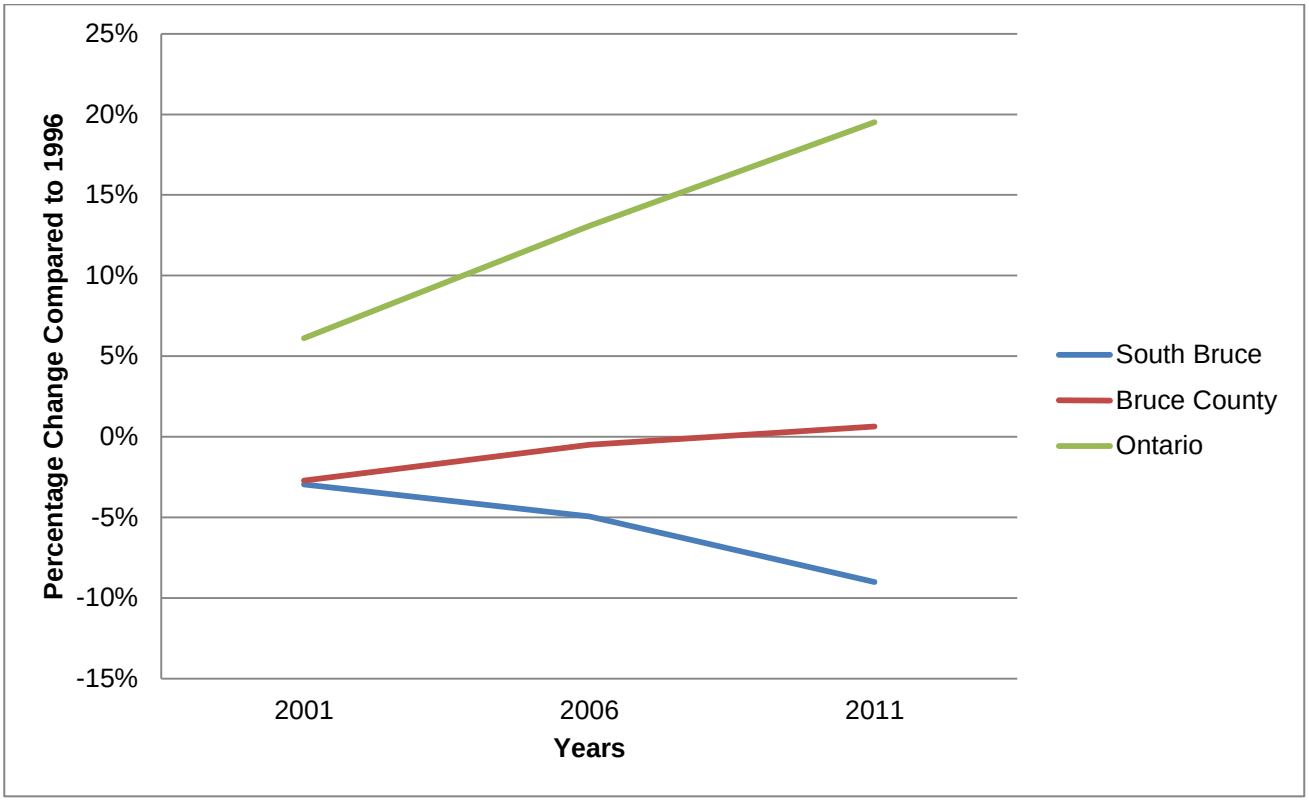
Source: Statistics Canada, 1996; Statistics Canada, 2002a; Statistics Canada, 2002b; Statistics Canada, 2007a; Statistics Canada, 2007b; Statistics Canada, 2012a; Statistics Canada, 2012b

When compared to 1996 population levels (see Figure 4.1), it is clear that the Province of Ontario has experienced strong growth from 1996 to 2011 (19.5%), while Bruce County has seen much slower, uneven growth over same the period (0.6%) and South Bruce has experienced population decline (-9.0%) (Statistics Canada, 1996; Statistics Canada, 2002a; Statistics Canada, 2002b; Statistics Canada, 2007a; Statistics Canada, 2007b; Statistics Canada, 2012a; Statistics Canada, 2012b).

4.1.2 Age Profile

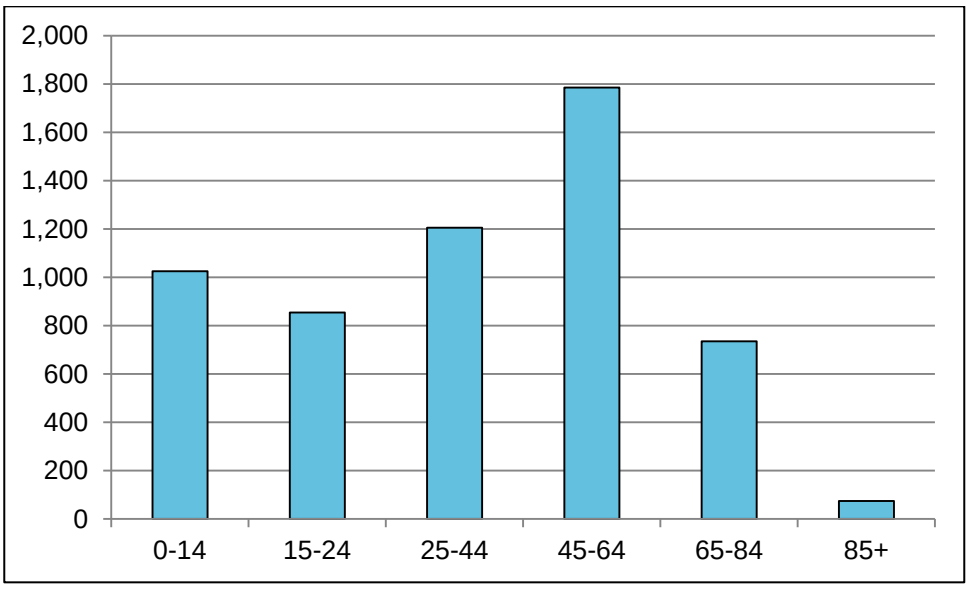
The comparison of the age profile of South Bruce, Bruce County with the Province of Ontario depicts a similar population distribution pattern (Figure 4.2, Figure 4.3, and Figure 4.4 as well as Table 4.2) with the largest segment of the population in the 45-65 age cohort due to the Baby Boom generation. The figures also identify that South Bruce and Bruce County also have a lower 25-44 year age cohort than exists in the Province of Ontario. This smaller young working population may suggest that South Bruce and Bruce County have had difficulty retaining a younger workforce in recent years compared to Ontario levels (Statistics Canada, 2012a; Statistics Canada, 2012b).

Figure 4.1 Percentage Change in Population Over Time, Compared to 1996 Population, South Bruce, Bruce County and the Province of Ontario



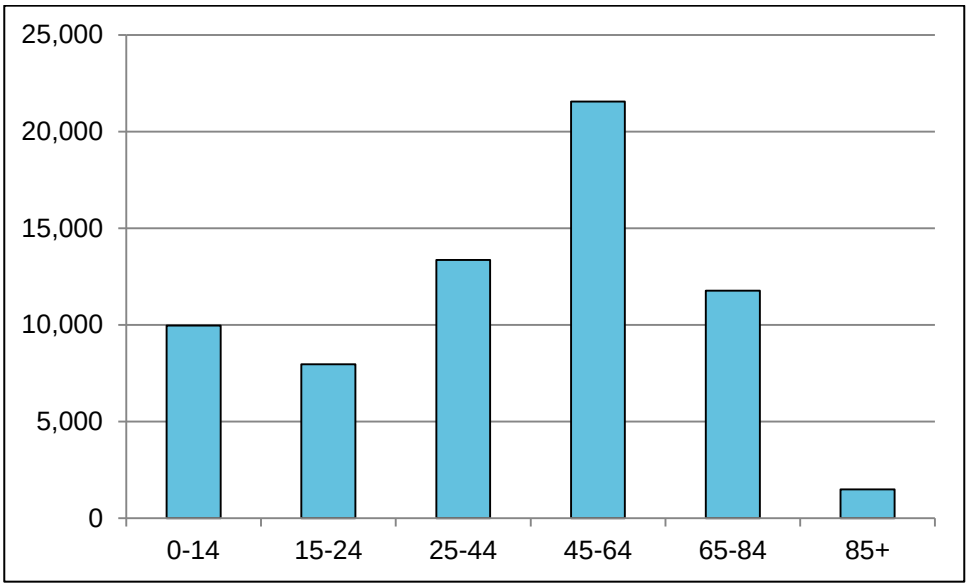
Source: Statistics Canada, 1996; Statistics Canada, 2002a; Statistics Canada, 2002b; Statistics Canada, 2007a; Statistics Canada, 2007b; Statistics Canada, 2012a; Statistics Canada, 2012b

Figure 4.2 Age Profile (2011) – South Bruce



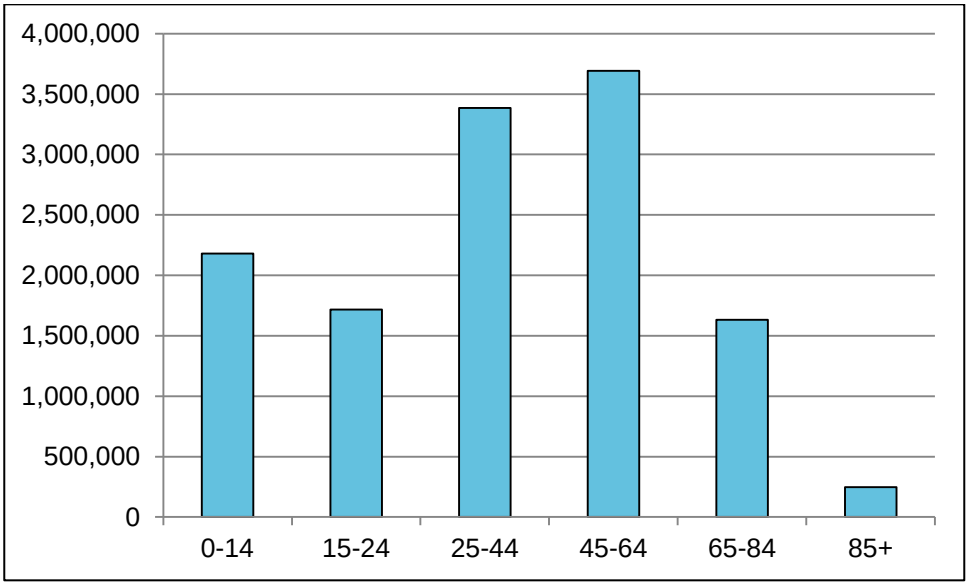
Source: Statistics Canada, 2012a

Figure 4.3 Age Profile (2011) – Bruce County



Source: Statistics Canada, 2012b

Figure 4.4 Age Profile (2011) – Province of Ontario



Source: Statistics Canada, 2012b

Table 4.2 provides statistics about the gender distribution and median age of individuals in South Bruce, Bruce County and the Province of Ontario. South Bruce and the Ontario average have a similar median age (41.5 and 40.4 years old, respectively) and proportion of the population 15 years old and over (82% and 83%, respectively). The Bruce County average has a higher median age at 47 years old, and a larger proportion of the population 15 years and over at 84.9%. This suggests that Bruce County generally has an older population compared to South Bruce and Ontario (Table 4.2) (Statistics Canada, 2012a; Statistics Canada, 2012b).

Table 4.2 Gender and Age Profile– South Bruce, Bruce County and the Province of Ontario (2011)

Community	Total Population	Male	Female	Median Age	Percentage (%) of Population 15 Years and Over
South Bruce	5,685	2,880	2,805	41.5	82.0%
Bruce County	66,100	32,750	33,355	47.0	84.9%
Ontario	12,851,820	6,263,140	6,588,685	40.4	83.0%

Source: Statistics Canada, 2012a; Statistics Canada, 2012b

4.2 Labour Force

South Bruce has a much lower unemployment rate (4.8%) compared to Bruce County (7.4%) and the Province of Ontario (8.6%) according to 2012 estimates (Table 4.3) (Financial Post, 2011). This low unemployment rate may have its roots in the agricultural sector if farms employ entire families, or due to an older population that is not seeking work. Additionally many South Bruce residents benefit from long term stable direct and indirect employment associated with the Bruce Power site.

Table 4.3 Labour Force – South Bruce, Bruce County and Province of Ontario (2012)

Labour Force Activity	South Bruce	Bruce County	Ontario
Total Population – individuals 15 years and over	4,602	56,652	11,359,578
In Labour Force	3,488	35,322	7,496,542
Employed	3,321	32,707	6,848,397
Unemployed	167	2,615	648,145
Participation Rate	75.8%	62.3%	66.0%
Employment Rate	72.2%	57.7%	60.3%
Unemployment Rate	4.8%	7.4%	8.6%

Source: Financial Post, 2011

4.2.1 Population by Education/Training Attainment

Table 4.4 identifies the highest education attained by residents in South Bruce, Bruce County and Ontario. The estimated percentage of people 25 years and over with no certificate, diploma or degree in South Bruce (33.1%) was higher than Bruce County (24.0%) and Ontario (18.2%) (Financial Post, 2011). The estimated proportion of population 25 years and over with an apprenticeship or trades certificate or diploma in South Bruce (13.8%) was slightly higher than Bruce County (13.2%) and higher than Ontario (8.9%). The estimated proportion of individuals 25 years and over with college, CEGEP, or other non-university education was lower in South Bruce (18.6%) than Bruce County (23.0%) and Ontario (20.1%). University education in South Bruce (8.8%) was estimated to be lower than Bruce County (15.5%) and Ontario (28.5%) (Financial Post, 2011).

Table 4.4 Population by Education/Training Attainment (2012) – South Bruce, Bruce County and Province of Ontario

Education/Training Attainment (25 Years and Over)	South Bruce	Percentage (%)	Bruce County	Percentage (%)	Ontario	Percentage (%)
Total Population – individuals 25 years and over	3,763	-	47,431	-	9,350,096	-
No Certificate, Diploma, Degree	1,245	33.1%	11,375	24.0%	1,699,669	18.2%
High School Certificate or Equivalent	969	25.8%	11,565	24.4%	2,272,823	24.3%
Apprenticeship or Trades Certificate or Diploma	518	13.8%	6,240	13.2%	834,421	8.9%
College, CEGEP or Other Non-university Certificate or Diploma	699	18.6%	10,893	23.0%	1,881,478	20.1%
University Certificate or Diploma Below the Bachelor Level	58	1.5%	1,426	3.0%	423,996	4.5%
University Certificate, Diploma or Degree	332	8.8%	7,358	15.5%	2,661,705	28.5%

Source: Financial Post, 2011

4.2.2 Employment by Activity and Sector

According to the 2006 census data provided in Table 4.5, South Bruce and Bruce County have a higher amount of agriculture and other resource based employment, and lower business services based employment than compared to the Province of Ontario. South Bruce, Bruce County and Ontario have relatively similar employment percentage levels of wholesale trade, retail trade, finance and real estate, health care and social services employment and educational services. South Bruce possesses a higher percentage of manufacturing employment than Bruce County and Ontario, as well as less employment in other services (Statistics Canada, 2007a; Statistics Canada, 2007b).

Table 4.5 Employment by Activity and Sector (2006) – South Bruce, Bruce County and Province of Ontario

Individual Employment by Activity and Sector	South Bruce	Percentage (%)	Bruce County	Percentage (%)	Ontario	Percentage (%)
Total Experienced Labour Force - individuals 15 years & over	3,580	-	34,265	-	6,473,730	-
Agriculture and Other Resource-based Industries	720	20.1%	7,715	23.0%	190,000	2.9%
Construction	355	9.9%	2,545	7.4%	384,775	5.9%
Manufacturing	655	18.3%	3,115	9.0%	899,670	13.9%
Wholesale Trade	170	4.7%	920	2.7%	307,465	4.7%
Retail Trade	355	9.9%	4,145	12.0%	720,235	11.1%
Finance and Real Estate	115	3.2%	945	2.8%	442,610	6.8%
Health Care and Social Services	265	7.4%	3,095	9.0%	611,740	9.4%
Educational Services	195	5.4%	1,980	5.8%	433,485	6.7%
Business Services	305	8.5%	3,695	10.8%	1,274,345	19.7%
Other Services	440	12.3%	6,110	17.8%	1,209,390	18.7%

Source: Statistics Canada, 2007a; Statistics Canada, 2007b Note: The most recent census data (2011) is not available at this time.

4.2.3 Skills and Labour

The distribution of total labour force by skill/occupation in Bruce County compared to South Bruce is provided in Table 4.6. South Bruce and Bruce County each have the highest proportion of the labour force in “sales and service occupations” and “trades, transport and equipment operators and related occupations.” The least represented in South Bruce and Bruce County are “occupations in art, culture, recreation and sport” (Financial Post, 2011).

Table 4.6 Comparison of South Bruce and Bruce County Total Labour Force by Occupation (2012 estimate)

Total Labour Force by Occupation – Skills Profile	South Bruce (Estimated)	Bruce County (Estimated)
Total Experienced Labour Force – individuals 15 years and over	3,488	34,942
Management Occupations	179	2,796
Business, Finance and Administration Occupations	353	4,167
Natural and Applied Sciences and Related Occupations	47	1,892
Health Occupations	156	2,067
Occupations in Social Science, Education, Government Service and Religion	176	2,401
Occupations in Art, Culture, Recreation and Sport	48	756
Sales and Service Occupations	776	8,108
Trades, Transport and Equipment Operators and Related Occupations	716	7,003
Occupations Unique to Primary Industry	618	3,467
Occupations Unique to Processing, Manufacturing and Utilities	419	2,285

Source: Statistics Canada, 2002b; Statistics Canada, 2007b; Financial Post, 2011

4.3 Community Patterns with Region and Province Summary

The available data indicates that overall, the population in South Bruce declined while Bruce County's population saw a slight increase between 2001 and 2011. South Bruce has a lower unemployment rate than Bruce County, and a rate much lower than that of Ontario, one bolstered by the agricultural sector as many farms may employ entire families and two, by the fact that many South Bruce residents benefit from long term stable direct and indirect employment associated with the Bruce Power site. The labour participation and employment rates are also lower than the provincial averages. South Bruce education attainment suggests a mixture of a skilled and unskilled work force with higher rates of college diplomas and apprenticeships achieved compared to the Ontario average, but also a higher amount of individuals without a certificate, diploma or degree. The labour force in South Bruce and Bruce County closely mirror each other with an experience base that is highly represented in "sales and services occupations" and in the "trades, transport and equipment operators and related occupations" skill areas.

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Appendix A

Businesses and Services Inventory for South Bruce

Appendix A. Businesses and Services Inventory for South Bruce

The following table provides an inventory of local businesses and services currently operating in South Bruce based on published sources or readily available information. These demonstrate a variety of service, recreation and agricultural businesses in the area.

Business Type	Business Name
Apparel	Klassy Lady
Agriculture/ Agriculture Services/ Agriculture Supplies	A to Z Farms Inc.
	Auswill Farms
	Bruce Square Baling
	Brian's Poultry Service
	Canadian Poultry
	Cassidy Farm Machinery
	Co-op Huron Bay co-Operative Inc. (Mildmay)
	Co-op Huron Co-operative Inc. (Teeswater)
	Cross County Equipment Ltd.
	Crop Watch Consulting
	Dave Gamble Farm Equipment Repairs
	Hayes & Huber Tree Service
	Lloyd Kuntz Sales & Service
	Maple Hill Farms
	Midway Farm Systems
	Mildmay Veterinary Clinic
	Quality Poultry Services
	Ruetz Country Greenhouses
	Stoltz Sales & Service
	Systematic Construction Ltd.
	Tack It Up
	Teeswater Agro Parts
	Voisin Maple Products
	Weigel Drainage Ltd.
	George Voisin Produce
Appliance Repair	Caskanette Technical Services
Auctioneers	Len Metcalfe Auction Ltd.
	Yokassippi Auctions
Audio Services	Balaklava Audio
Automotive Services/ Gas Bars	Aces Towing & Recovery
	Al Dosman Garage Ltd.
	Art's Auto Body
	Bayne Letteau Auto Body
	Carrick Auto Repair
	Edward Fuels Ltd.
	F S Huron Bay Co-oop Gas Bar (UPI)
	MacDonald's Garage
	Riverside Auto Body
	Thompson Auto Parts & Auto Recycling
	Shawday Auto Body
	Great Lakes Tire & Wheel Ltd
	Mildmay Automotive
	Tirecraft Mildmay
	John’s Garage
	Oz Truck & Trailer
	Edward Fuels

Business Type	Business Name
Bed and Breakfasts	Benry Picturesque Country Accommodation
	Whispering Brooke Bed& Breakfast
Beer and Liquor	Teeswater Liquor Store
	Algonquin Brewing Company
	Stewarts Town Country Market
	Hoity Toity Wines & Ciders
Chamber of Commerce/ Business Association	Mildmay Chamber of Commerce
	South Bruce Community & Business Association
Campgrounds and Trailer Parks	Bruce Haven Camp Site & Trailer Park
Communications/ Publications	Town & Country Crier
Catalog Pickup	Sears Canada Inc.
Computer Sales & Repair	Evans Computer Services
Concrete/ Gravel/ Sand	Doug Button Sand & Gravel
	Teeswater Concrete
	Thompson Concrete
	Municipal Gravel Pit
	Elora Road Pit
Construction	AOK Contracting
	Brian Gutscher Construction
	Bruce County Construction
	Carl G. Reinhardt Ltd.
	Don Ditner Construction Ltd.
	Durrer's Contracting
	Eickmeier Construction
	Everett Newton Construction
	Grey Bruce Construction Ltd.
	Grey-Bruce Steel & Equipment
	Gord Kroeplin
	Kraemer Construction
	Michael Reinhart Masonry
	Peter Reinhardt Construction
	R & R Line Construction
	Rick Weiler Painting
	Ruetz Contracting
	Sutton Aluminum and Construction
	Tynots Restorations & Renovations
	Otter Creek Carpentry
	Jeff Rogers Construction
	Don Fischer Enterprises
	Goetz Contracting Inc.
	Tim Goetz Carpentry
	Justin Bross Brick Laying
	Keystone Masonry
	Progress Builders
	Jack Weber Brick Laying and Stone Mason
	Ontario Crane Service
	Central Concrete Pumping
Convenience and Variety Stores	Teeswater Video Mart
	Towne Convenience
	Mac's, Mildmay
Electrical-Heating-Plumbing	Ben Blackwell Plumbing
	Clare Steffler Plumbing & Heating
	Cliff's Plumbing & Heating
	David W. Millen Plumbing
	Fred Lorch Electric
	Gerry's Plumbing & Heating
	Hays Electrical Contractor
	Lippert Plumbing

Business Type	Business Name
	RC Electric
	Voisin Plumbing & Heating
	Weber Plumbing Service
	JSW Heating Cooling and Refrigeration
	Tim Bross Plumbing
	Little G's Electric
	Scott Girdler Electric
Entertainment	V. Gillies Enterprises
	CC's DJ Service
Financial	Bank of Montreal
	BMO Bank of Montreal
	Investment Planning Counsel
Florists	Flora's Flowers
	Stewarts Town Country Market
Food	Boomer's Cosy Restaurant
	Elora Road Meats
	Gay Lea Foods
	Harleys Pub and Perk
	Laney's Family Restaurant
	Mildmay Creamery Ltd./Mildmay Cheese Haus
	Prestige Food Products
	Quality Poultry Services
	Sandy's Family Restaurant
	Stewart's Town Country Market
	Voisin's Maple Products
	Allan Batte Meats
	M&R Burger Bar
	Vintage Cafe
Furniture	Schuett Furniture
	Tim Meyer Upholstering
General	Armpro Inc.
	C&P Portable Toilets
	Dawnflight Enterprises
	Harbourlight Homes
	Huron Geomatics
	Ken's Truck Painting
	Maitland Engineering Services Ltd.
	Mildmay Tent Rentals
	World Wide Marketing
	Tall Paul Weddings & Rentals
	Greg Roberts Funeral Home
	Tiffen Funeral Home
	Grubb & Gutscher Basement Boss
	Mildmay Storage Units
Gift Shop/ Framing	Surroundings of Mildmay
	Gingers Country Corner Mildmay
	Scrape Book Store Mildmay
Government Services	Canada Post (Mildmay)
	Canada Post (Teeswater)
	Saugeen Valley Conservation Authority
Home Hardware	Liesemer's Home Hardware
Health and Beauty	Stewart Pharmacy
	Valley View Terrace Seniors Apts.
	K & S Hairstyling
	Ralph's Barbering
	Shear Inspirations Hair studio
	Radiance Salon & Spa

Business Type	Business Name
Insurance	Craig McDonald Reddon Insurance Brokers Ltd.
	Germania Mutual Insurance
	J. McPherson Life Insurance
	Larry Grummett Insurance Broker
	McDonagh Insurance Brokers Ltd
Jewellers	Wendt's Jewellery Ltd.
Lumber and Wood Products	Kennedy Wood Products
	McGlynn Bernie Lumber Ltd
	South Bruce Flooring
Landscaping	Harris Gardens
Manufacturing	Algonquin Brewing Company
	Buddsteel Architectural Products
	Custom Bend Metal Products
	Ernest Schiestel Eavestrough & Lighning Rods
	Formossa Springs Brewery Ltd.
	Teeling Metal Specialties
	Bruce Tile Inc.
Media-Print-Design	Teeswater Printcraft
Transport	Fortney Transport
	Wayne McKague Trucking
	Rob Wells Trucking
Travel	Ship 2 Shore
Video Services	Camax Video Services
Welding	Mel's Welding
Woodworking	Abracadabra Stripping & Refinishing
	Jason Ruetz
	Custom Kitchens by Seedlings

Source: The Town of South Bruce (2014). Business Directory. Retrieved: January 14, 2014. http://www.town.southbruce.on.ca/directory.php?section=1&directory=business