

Ontario in the Creative Age

Martin Prosperity Institute, February 2009

The report illustrates four ways in which Ontario is able to capitalize on its existing assets in order to realize its full potential as a creative province:

- Harness the creative potential of all Ontarians
- Broaden our talent base
- Establish new social safety nets
- Build province-wide geographic advantage

It concludes that although this is a turning point in human history, where economic development is heavily dependent on human potential, Ontario is harnessing only a fraction of the creative skills of its residents.

To achieve higher economic development, Ontario employers must:

- achieve higher levels of human performance
- ensure they identify opportunities for greater creativity
- manage and organize in ways that encourage employees to use their creative thinking skills
- design jobs around creativity and discourage routine

Workers who are allowed to contribute more are not only more productive, they are more excited and engaged in their work.

Employees are advised to:

Refrain from settling for jobs that do not draw as much as possible on their creative skills

Be engaged and identify opportunities for greater creativity in their jobs with their employers

The government's role is identified as follows:

- Focus incentives and investments toward businesses that are serious about cultivating the full range of human potential
- Create regulatory systems that encourage a shift in this direction
- Premier and ministers of economic development should host a summit that explores ways for employers to redesign jobs for creativity
- Remove disincentives for international students as they normally remain with their skills in Canada after study

Key recommendations:

Harness Ontario's creative potential on these fronts:

- Recognize that immigrant communities represent our key connection to the global economy
- Immigrants have to be at the nucleus of trade and development strategy
- Increase creativity in all jobs
- Be the world's first jurisdiction where creativity-driven jobs account for half of all jobs
- Strengthen creativity skills through our education system
- Make diversity a cornerstone of economic prosperity