

# CONESTOGA SCHOOL OF CREATIVE INDUSTRIES

MAKE IT  
**KITCHENER**  
— SINCE 1854 —  
2.0



CONESTOGA  
Connect Life and Learning

## Our future is creative

Fueled by society's ever-growing immersion with interactive technology, the creative economy is booming, becoming one of the fastest-growing sectors worldwide. The average Canadian adult spends more than 10 hours a day interacting with media. From the rise of streaming services and e-sports to the emerging metaverse, creative talent will drive our future. The potential synergies between Waterloo region's internationally-renowned tech sector and creative industries uniquely position us to become a national and global leader in the creative economy. For our community, this process starts with the development of world-class talent.

# Economic impact

## In Canada

Canada's creative economy was a \$105.7 billion industry in 2017 and is expected to grow to over \$123.1 billion by 2026. Employment is expected to grow by 8% during this time period.

## In Ontario

Ontario produces nearly half of the nation's cultural GDP. Toronto has the largest concentration of creative industry jobs, projected to reach 65,000+ by 2026.

## In Waterloo Region

Waterloo Region offers unique conditions for nurturing the growth of creative industries. With more than 25,900 tech-based jobs in the region, Kitchener is ideally situated to support significant growth in the creative economy – particularly in the creative technology subsector.

# Conestoga College is fueling the creative pipeline

By investing in the development of local talent, we can help solve the projected shortage of creative professionals. Conestoga College is expanding to meet the talent demands brought by the surge in the creative economy.

## A leader in education

The School of Creative Industries is on an ambitious journey to become a leader in 21st-century polytechnic education in digital innovation, design, and creativity.

## 17 unique programs

Currently offering high quality, innovative, flexible and accessible learning in: Animation, Game Design, Interaction Design, Advertising & Marketing, Virtual Reality Production, Visual Merchandising, Video Production, and more.

## Potential to grow 2x

Conestoga will expand its learning space, focusing on additional in-demand areas, such as Illustration, Digital Product Design, Game- Art, AI in Design, Visual Design, Special Effects, VR Merchandising, Motion Graphics, e-sport and more.

The opportunity

# A new Conestoga School of Creative Industries in DTK

Conestoga College and the City of Kitchener have entered into a collaboration to develop a state-of-the-art School of Creative Industries in Downtown Kitchener.

## Future creatives

Potential to develop 3,000 new creative professionals each year within 10 years of opening.

## Advanced education

Visual design, content production and storytelling anchor programs, from diplomas, degrees and graduate certificates, that incorporate emerging technologies.

## Experiential learning

Animation & Design Studios  
Extended Reality Labs  
Visual Effects Labs  
Fabrication Labs

## Innovation based

Applied Research Centre  
Creative Agency Model  
Showcase & Exhibition Spaces

The opportunity

# A new Conestoga School of Creative Industries in DTK

Conestoga is a leader in polytechnic education and one of Ontario's fastest growing colleges, delivering a full range of career-focused education, training and applied research programs to prepare students for success in the new knowledge economy and promote economic prosperity throughout our region and across Ontario.

## Creative leaders

Produce career-ready graduates capable of embarking on innovative ventures.

## 21st century education

Technology-enabled curricula enriched with applied research and project-based activities, with a focus on experiential learning.

## Community connection

Community based projects with local industry leaders participating in the classrooms.

## Culture and inclusivity

Conestoga welcomes students from 85 different countries and is inclusive for all.

# Why DTK?

Downtown Kitchener is the ideal location for a future School of Creative Industries. Not only would it provide students access to our community's rich diversity of restaurants, businesses and amenities, it provides proximity to:

## Creative institutions

Kitchener-Waterloo Art Gallery  
THEMUSEUM  
KW Symphony  
KW Library

## Creative work spaces

Globe Studios  
44 Gaukel  
Heffner Studio  
Kwartzlab

## Cultural venues

Centre In The Square  
Conrad Centre for the Performing Arts  
Registry Theatre  
Carl Zehr Square

## The epicentre of tech

Communtech Hub  
UW Velocity  
Future UW Innovation Arena  
Catalyst 137

## Global companies

Google  
Deloitte  
Vidyad  
Christie Digital  
Electronic Arts  
Desire2Learn

## Creative community

Downtown Kitchener is home to the region's highest concentration of creative professionals, art practitioners, innovators and makers.

# Creative cities, livable cities

A healthy creative economy has a positive transformative impact on communities and the very fabric of society and culture.

## Quality of life

Creative industries improve quality of life, promote greater social cohesion, encourage network formation, and contribute to the physical revitalization of neighbourhoods (UNESCO).

## Richer and happier communities

Livable cities attract and retain more talent. They also make life richer, happier, and more vibrant.

## Building a vibrant future together

Conestoga College and Kitchener's partnership aims to foster the growth of a more creative, prosperous, livable city in which our citizens can thrive and flourish — and where we can all benefit from a more vibrant way of living.

# Kitchener's commitment

In alignment with the City's Make It Kitchener 2.0 Investment Strategy, Kitchener City Council will consider contributing up to \$15 million, including the potential contribution of land, to support the development of a new School of Creative Industries in Downtown Kitchener.

Over the coming years, the City will engage our community to understand how best to establish a new school that will offer a premiere student experience while ensuring a positive impact within our downtown community and neighbourhoods. This will include, for example, examining the need for student housing.

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