



Centre Wellington

# 2023 COMMUNITY PROFILE



# Centre Wellington

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Revised November 2023

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# A SNAPSHOT OF CENTRE WELLINGTON



Centre Wellington

## Location

The Township of Centre Wellington is strategically located in south-central Ontario and encompasses the historic towns of Fergus and Elora. Located in Wellington County, the Township is west of the Greater Toronto area, just north of Guelph. Centre Wellington has a vibrant mix of industrial, commercial and residential sectors which makes it an appealing environment for business with a wide range of support services for their growth and success. The community is actively seeking and attracting companies into our new business park in North Fergus, which makes it a strategic location for businesses to grow and prosper.

Centre Wellington's predominant sectors today are still agriculture and manufacturing, though local arts and tourism are also a strong economic driver. These sectors are headlined by the Elora Gorge Conservation Area, the Elora Mill Inn and Spa, The Grand River Raceway, and the Elora Quarry. Centre Wellington's access to local and global markets, communications infrastructure, rich agriculture and manufacturing history, strong workforce and business community, and tremendous quality of life make it a desirable community for many to live, work, and grow their families.



## Market Access



39km	.....	Kitchener/Waterloo
73km	.....	Hamilton
117km	.....	Toronto
147km	.....	Niagara Falls

# Demographics



**31,307** 2021

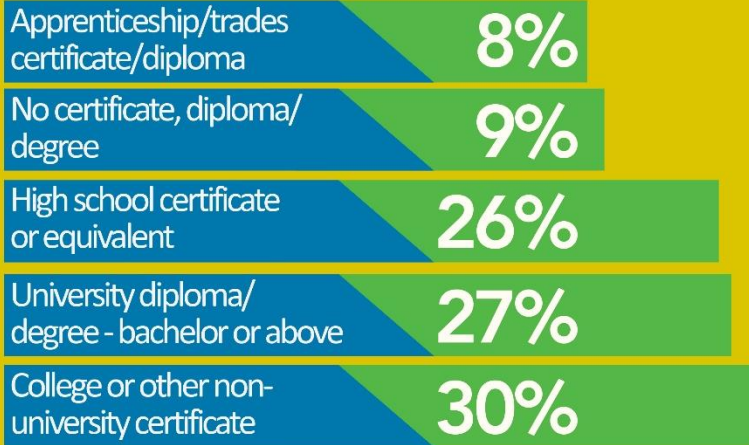
**33,107** 2023

**36,289** 2028

**39,547** 2033

## Population Statistics

MEDIAN	AVERAGE
Township Age <b>44</b>	Township Age <b>43</b>
Ontario Age <b>41</b>	Ontario Age <b>42</b>



## Highest Education

Population ages 25-64.



**26%**  
*Secondary*

**65%**  
*Postsecondary*

## Household & Earnings



**17%** **ONTARIO 28%**

of Centre Wellington's population spends 30% or more of household total income on shelter costs.

**73%**  
Single detached house

**15%**  
Apartment / Detached duplex

**5%**  
Semi-detached House

**6%**  
Row House



Median Dwelling Value

**\$828,215**

ONTARIO MEDIAN  
**\$797,175**

Median Employment Income

**\$49,102**

ONTARIO MEDIAN  
**\$42,539**





# Labour Force

## Top 6 Major Fields of Study



Architecture, engineering, and related technologies (12%)



Business, management and public administration (9%)



Health and related fields (9%)



Social and behavioural sciences and law (7%)



Personal, protective and transportation services (4%)



Education (4%)



## Top 5 Sectors by Industry\*

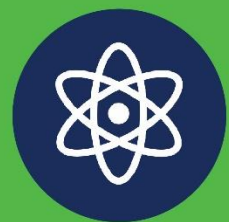
\*By total number of businesses. Source: EMSI Analyst 2021.3.



Agriculture (13%)



Construction (11%)



Professional, Scientific & Technical Services (9%)



Retail Trade (6%)



Health Care & Social Assistance (6%)

## Top 5 Sectors by Occupation\*\*

\*\*By labour force employment.



Sales & Service (21%)



Trades, Transport & Equipment Operators (20%)



Business, Finance & Administration (16%)



Education, Law & Social, Community & Govt Services (12%)



Health Occupations (9%)

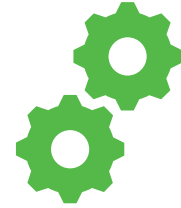




### DATA SOURCES

Please note that every effort has been made to use the most current data available. The major sources of information for this document are:

- The 2006, 2011, 2016 and 2021 Census from Statistics Canada.
- Manifold SuperDemographics data from 2023 Manifold Data Mining Inc.



The most recent Census was conducted in May 2021. SuperDemographics 2023 is the most up to date estimation of population characteristics, based on mathematical models that draw from various data sources.

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#### Manifold Projection Method

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Manifold estimates demographic data annually, including population projections for 5 and 10 years in the future. Manifold methodologies are based on enhanced cohort survival methods, nearest neighbourhood and regression techniques, and structural coherence techniques.

Manifold data sources include Statistics Canada, Health Canada, real estate boards/companies, Canadian Bankers Association, Bank of Canada, Canada Post Corporation, consumer and business directories books, flyer distribution association, regional health ministries, Citizenship and Immigration Canada, regional school boards, proprietary survey and research, and publications of hospitals, CMHC, BBM and partners.



### 1. INTRODUCTION

#### The Centre Wellington Advantage!



The Township of Centre Wellington is strategically located in south-central Ontario and encompasses the historic towns of Fergus and Elora. Located in Wellington County, the Township is west of the Greater Toronto area, just north of Guelph. Centre Wellington has a vibrant mix of industrial, commercial and residential sectors which makes it an appealing environment for business with a wide range of support services for their growth and success. The community is actively seeking and attracting companies into our new business park in North Fergus, which makes it a strategic location for businesses to grow and prosper.

#### Centre Wellington's Diverse Economic Strengths

Centre Wellington's predominant sectors today are still agriculture and manufacturing, though local arts and tourism are also strong economic drivers. These sectors are headlined by the Elora Gorge Conservation Area, the Elora Mill Inn and Spa, The Grand River Raceway, and the Elora Quarry. Centre Wellington's access to local and global markets, communications infrastructure, rich agriculture and manufacturing history, strong workforce and business community, and tremendous quality of life make it a desirable community for many to live, work, and grow their families.





# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

### 1.1 Location

Centre Wellington is a township in Ontario, Canada, located in Wellington County, directly north of Guelph and west of Toronto.

Centre Wellington is bisected by Highway 6, which leads to Ontario's Highway 401. The Township is conveniently located almost midway between the Great Lakes of Ontario, Erie, and Huron.



Figure 1: Centre Wellington Location Map



Source: Township of Centre Wellington



# Township of Centre Wellington

## 2023 Community Profile

### Centre Wellington

#### 1.2 Climate

Centre Wellington derives its climatic data (normal and averages) from the Environment Canada staffed Fergus Shand Dam. Table 1 and Figure 2 illustrate precipitation levels, average and extreme temperatures.

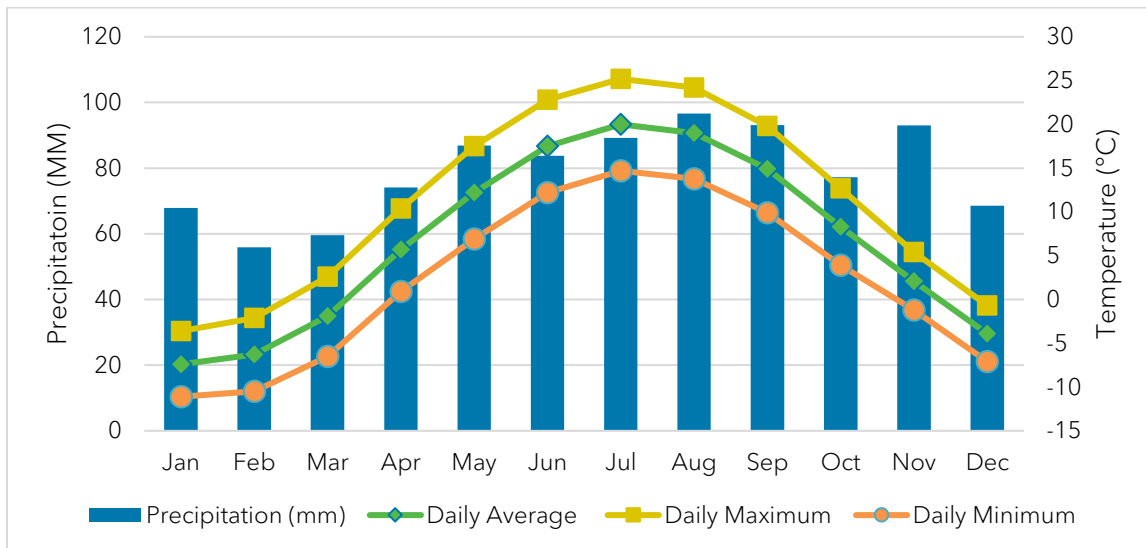


Table 1: Centre Wellington, Average Temperature (°C), 1981-2010

Temp. (°C)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Daily Average	-7.4	-6.3	-1.9	5.7	12.2	17.5	20	19	14.9	8.3	2.1	-3.9
Daily Maximum	-3.6	-2.1	2.6	10.4	17.5	22.8	25.2	24.2	19.8	12.7	5.4	-0.7
Daily Minimum	-11.1	-10.5	-6.5	0.9	6.9	12.2	14.7	13.8	9.9	3.9	-1.2	-7.1
Extreme Maximum	15.6	12	23.9	29	32	34	35.5	35	35	28.9	24.4	17.5
Extreme Minimum	-35	-32.8	-31.7	-18.9	-6.1	-0.6	2.2	-0.6	-5	-11.7	-18.3	-34.4

Source: Environment Canada, Station. Temperature and Precipitation Graph for 1981 to 2010 Canadian Climate. Weather Station: [FERGUS SHAND DAM](#).

Figure 2: Centre Wellington, Temperature and Precipitation Averages, 1981-2010



Source: Environment Canada, Station. Weather Station: [FERGUS SHAND DAM](#).





## 2. DEMOGRAPHICS

### 2.1 Population Size and Growth

Between 2006 and 2021, the census population in Centre Wellington grew from 26,049 to 31,093 (see Table 2), a growth rate of approximately 16.5 % over 15 years. This figure compares favourably to Ontario’s growth rate over the same time period, which was 10.7%.



Table 2: Census Population Change

Population	2006	2011	2016	2021	2023	2028	2033
<b>Centre Wellington</b>	26,049	26,693	28,191	31,093	33,107	36,289	39,547
% Change	7.37%	2.47%	5.61%	10.29%	n/c	9.61%	8.98%
	2006	2011	2016	2021	2023	2028	2033
<b>Ontario</b>	12,160,282	12,851,821	13,448,494	14,223,942	15,479,114	16,355,232	17,228,601
% Change	6.60%	5.70%	4.64%	5.77%	n/c	5.66%	5.34%

Source: Statistics Canada Census Profiles 1996, 2001, 2006, 2011, 2016 and Manifold SuperDemographics 2023. Please note 2028 and 2033 figures are estimates, and because 2023 data relies on a dataset that is different from 2006 to 2021, those figures are not comparable (n/c).

Looking to the next decade, Centre Wellington is projected to see steady growth from just over 33,100 residents in 2023 to nearly 40,000 residents by 2033; a growth rate of almost 20% over the decade. This growth rate is almost double Ontario’s growth rate of 11.3% over the same period.

**19.5 %**  
population growth projection over the next 10 years!



# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

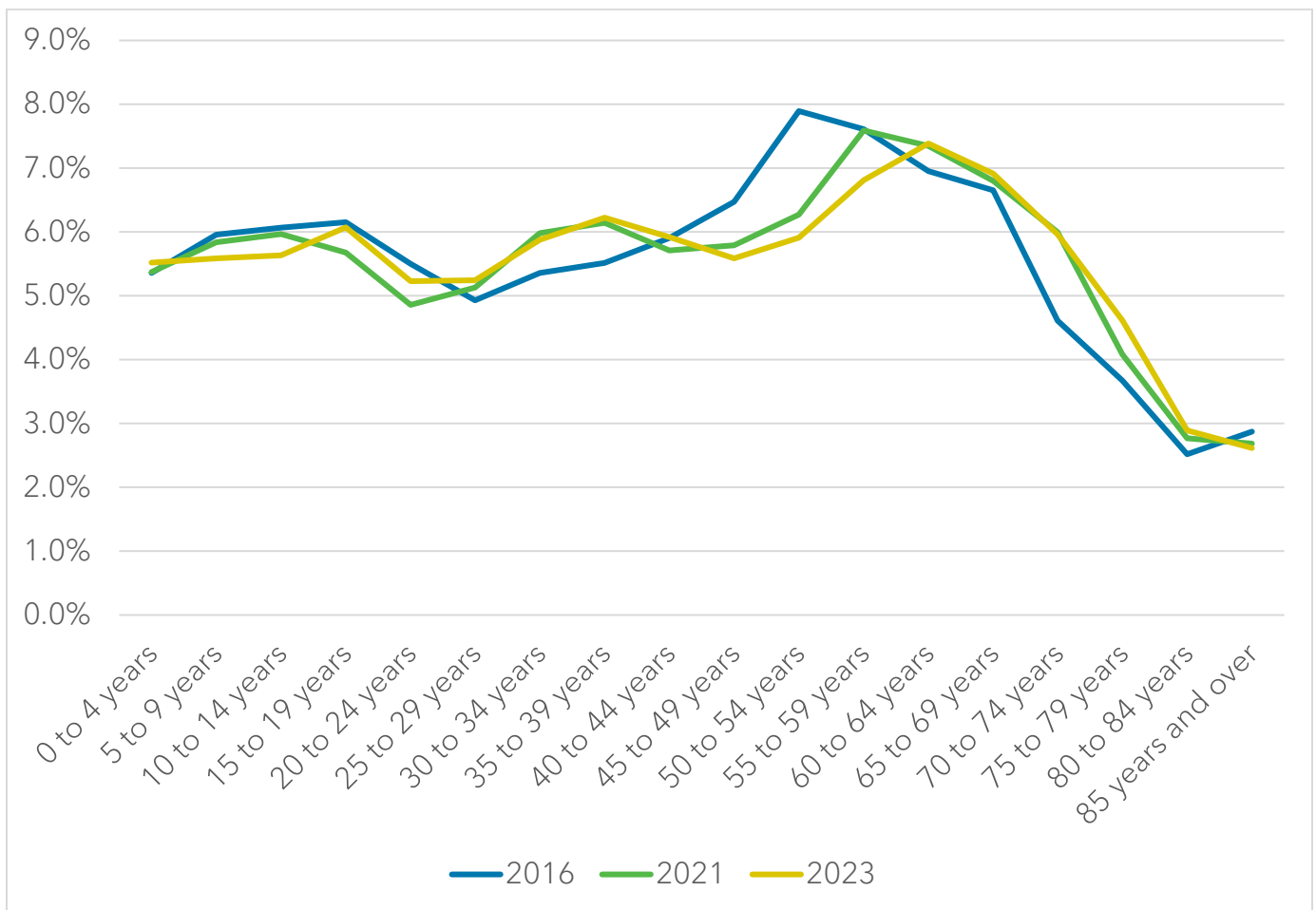
### 2.2 Age Profile

Figure 3 illustrates changes to Centre Wellington’s population by age, from the 2011 Census through to 2023.

The Township has seen an increase of 528 young professionals (aged 20 to 29 years) since 2016, alongside a decrease of 243 individuals aged 45 to 54. The largest percentage growth over the past 10 years came from persons between the ages of 70 and 74 years (743 people, or 29.3%).



Figure 3: Age Distribution Chart, Centre Wellington, 2016-2023



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.



# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

Table 3 shows 2021 population estimates by age group.]

Table 3: Age Distribution, Centre Wellington and Ontario, 2023

Characteristics	Centre Wellington	Centre Wellington	Ontario
Total Population	33,107	100%	100%
0 to 4 years	1,827	5.5%	5.0%
5 to 9 years	1,850	5.6%	5.0%
10 to 14 years	1,865	5.6%	5.2%
15 to 19 years	2,010	6.1%	5.9%
20 to 24 years	1,732	5.2%	6.7%
25 to 29 years	1,736	5.2%	6.9%
30 to 34 years	1,946	5.9%	7.0%
35 to 39 years	2,060	6.2%	6.8%
40 to 44 years	1,960	5.9%	6.4%
45 to 49 years	1,850	5.6%	6.1%
50 to 54 years	1,957	5.9%	6.3%
55 to 59 years	2,254	6.8%	6.7%
60 to 64 years	2,445	7.4%	6.9%
65 to 69 years	2,289	6.9%	5.9%
70 to 74 years	1,974	6.0%	4.8%
75 to 79 years	1,528	4.6%	3.7%
80 to 84 years	958	2.9%	2.4%
85 years and over	866	2.6%	2.4%



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.



### 2.3 Income

Table 4 shows the breakdown of total individual incomes in 2022<sup>1</sup>. In 2022, median total income for all Centre Wellington residents 15 years and over was \$49,102. Approximately 46.2% of residents earned over \$50,000 in 2020, and 16.1% of residents earned over \$90,000.



Table 4: Total Individual Income Levels, 2022

Characteristic	Total	Male	Female
<b>Total 15 years and over</b>	27,565	13,294	14,271
Without total income	736	339	397
With total income	26,829	12,954	13,875
Under \$10,000 (including loss)	1,743	689	1,090
\$10,000 to \$19,999	2,743	966	1,787
\$20,000 to \$29,999	3,549	1,358	2,167
\$30,000 to \$39,999	3,142	1,274	1,868
\$40,000 to \$49,999	2,923	1,338	1,581
\$50,000 to \$59,999	2,770	1,325	1,437
\$60,000 to \$69,999	2,431	1,280	1,151
\$70,000 to \$79,999	1,844	1,074	772
\$80,000 to \$89,999	1,256	768	486
\$90,000 to \$99,999	1,149	679	495
\$100,000 and over	3,279	2,204	1,042
Characteristic	Total	Male	Female
Median total income \$	\$49,102	\$58,528	\$41,636
Average total income \$	\$61,865	\$74,392	\$49,975

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023 \*(2022 incomes).

<sup>1</sup> Please note that the 2023 Manifold data uses 2022 income data, as it is the most recent information available.





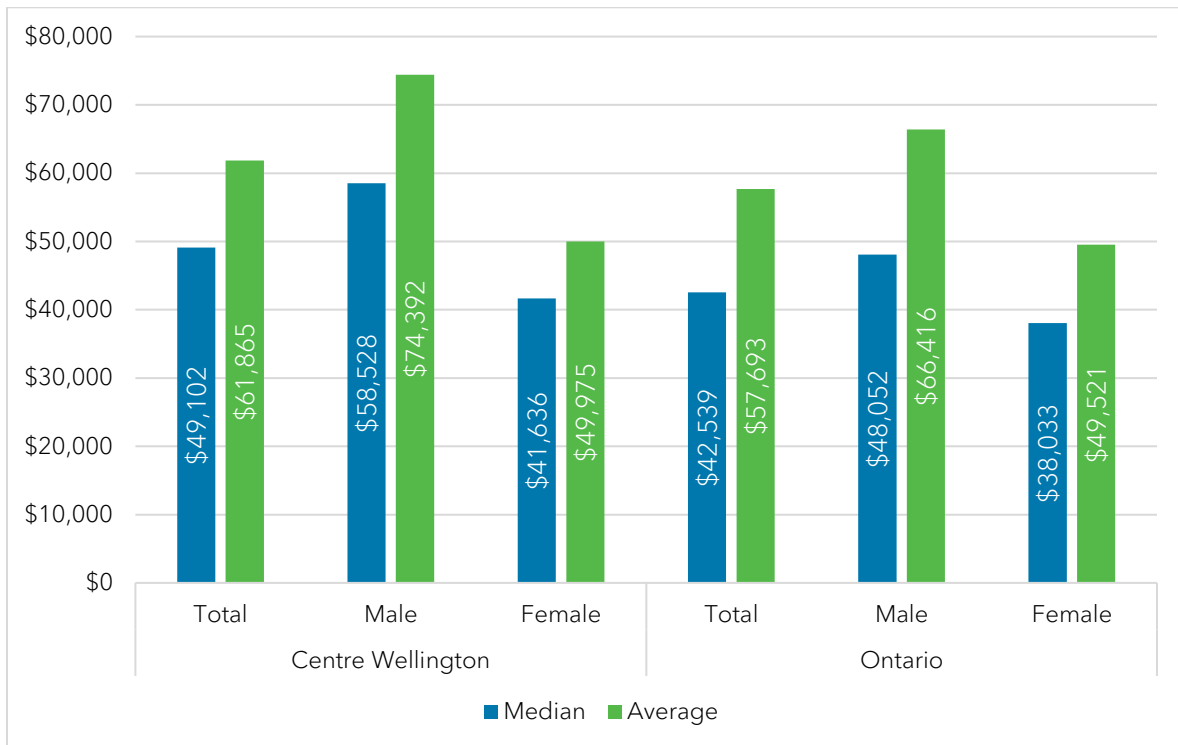
# Township of Centre Wellington

## 2023 Community Profile

### Centre Wellington

Male-female income disparity was prevalent in 2022, with males earning average incomes 48.9% higher than females. Median total income for males in Centre Wellington was also significantly higher, at a rate 40.6% higher than females. Moreover, while over half (55.1%) of males in Centre Wellington earned above \$50,000 in 2020, only 37.7% of females did. Figure 4 presents employment income levels for males and females in Centre Wellington and Ontario.

Figure 4: Employment Income Levels, Centre Wellington and Ontario Residents, 15+, 2022



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.



# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

Table 5 illustrates that median and average household income levels are higher in Centre Wellington than in Ontario. Centre Wellington (69.7%) also has a higher percentage of households earning over \$70,000 than Ontario (63.6%).

**Table 5: Household Income Levels, Centre Wellington and Ontario Households, 2022**

Characteristic	Centre Wellington	Centre Wellington	Ontario
Total - Total household income groups for private households	12,620	100%	100%
Under \$5,000	43	0.3%	1.0%
\$5,000 to \$9,999	21	0.2%	0.5%
\$10,000 to \$14,999	67	0.5%	1.1%
\$15,000 to \$19,999	111	0.9%	1.7%
\$20,000 to \$24,999	276	2.2%	3.2%
\$25,000 to \$29,999	304	2.4%	3.0%
\$30,000 to \$34,999	303	2.4%	2.9%
\$35,000 to \$39,999	281	2.2%	3.2%
\$40,000 to \$44,999	393	3.1%	3.3%
\$45,000 to \$49,999	410	3.2%	3.4%
\$50,000 to \$59,999	761	6.0%	6.6%
\$60,000 to \$69,999	855	6.8%	6.7%
\$70,000 to \$79,999	780	6.2%	6.4%
\$80,000 to \$89,999	736	5.8%	6.1%
\$90,000 to \$99,999	785	6.2%	5.9%
\$100,000 and over	6,493	51.5%	45.2%
<b>Median household total income (\$)</b>	<b>\$106,485</b>		<b>\$93,933</b>
<b>Average household total income (\$)</b>	<b>\$127,871</b>		<b>\$118,798</b>

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023 (2022 incomes).



### 2.4 Mobility Characteristics

Residents in Centre Wellington are changing their place of residence at very similar rates to the rest of Ontario, within one or five years. Specifically, over the last year 10.4% of Centre Wellington residents had moved, compared to 11.7% of Ontarians (Table 6).



Table 6: Mobility Rates, Centre Wellington and Ontario, 2023<sup>2</sup>

Characteristics	Centre Wellington	Centre Wellington	Ontario
Mobility status – place of residence year ago			
<b>Total population</b>	<b>32,737</b>	<b>100%</b>	<b>100%</b>
Non-movers	29,344	89.6%	88.3%
Movers	3,393	10.4%	11.7%
Non-migrants	1043	3.2%	6.7%
Migrants	2351	7.2%	5.0%
Internal migrants	2278	7.0%	4.2%
Intra-provincial migrants	2218	6.8%	3.9%
Interprovincial migrants	60	0.2%	0.3%
External migrants	72	0.2%	0.8%
Mobility status – place of residence status five years ago			
<b>Total population</b>	<b>31,272</b>	<b>100%</b>	<b>100%</b>
Non-movers	19,476	62.3%	62.3%
Movers	11,795	37.7%	37.7%
Non-migrants	3471	11.1%	15.7%
Migrants	8,324	26.6%	22.0%
Internal migrants	8,085	25.9%	16.4%
Intra-provincial migrants	7,932	25.4%	14.8%
Interprovincial migrants	456	1.5%	1.5%
External migrants	200	0.7%	4.4%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.

<sup>2</sup> Mobility status refers to the relationship between a person's usual place of residence now and either one or five years ago. **Non-movers** are persons who were living at the same address and **Movers** are persons who were living at a different address. **Non-migrants** are movers who, on Census Day, were living at a different address, but in the same census subdivision (CSD). **Migrants** are movers who were residing in a different CSD (internal migrants) or who were living outside Canada (external migrants).



## 2.5 Language Characteristics

Table 7 indicates knowledge of Canada’s official languages. Nearly 99% of residents in Centre Wellington speak English, which is more than 5% above the provincial figure, though slightly less speak French (4.1% of Ontario residents and 0.8% of Centre Wellington residents). Only 0.2% of the population speaks neither official language (versus 2.4% in Ontario).



Table 7: Knowledge of Official Languages, 2023

Characteristics	Centre Wellington	Centre Wellington	Ontario
Total population	33,107	100%	100%
English	32,758	98.9%	93.5%
French	247	0.7%	3.4%
English and French	21	0.1%	0.7%
Neither English nor French	81	0.2%	2.4%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.

Table 8 builds upon Table 7 by illustrating the most common languages *outside of the official languages of Canada* that are spoken in Centre Wellington. Please note, comparisons to previous years are incompatible due to a change in official methodology regarding different languages and their origins.

Table 8: Most Common Non-Official Languages Spoken, 2023

Characteristics	Centre Wellington	Centre Wellington %
Total population with knowledge of non-official languages	2,550	100%
Dutch	531	20.8%
German	417	16.4%
Spanish	187	7.3%
Polish	180	7.1%
Punjabi (Panjabi)	141	5.5%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.





# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

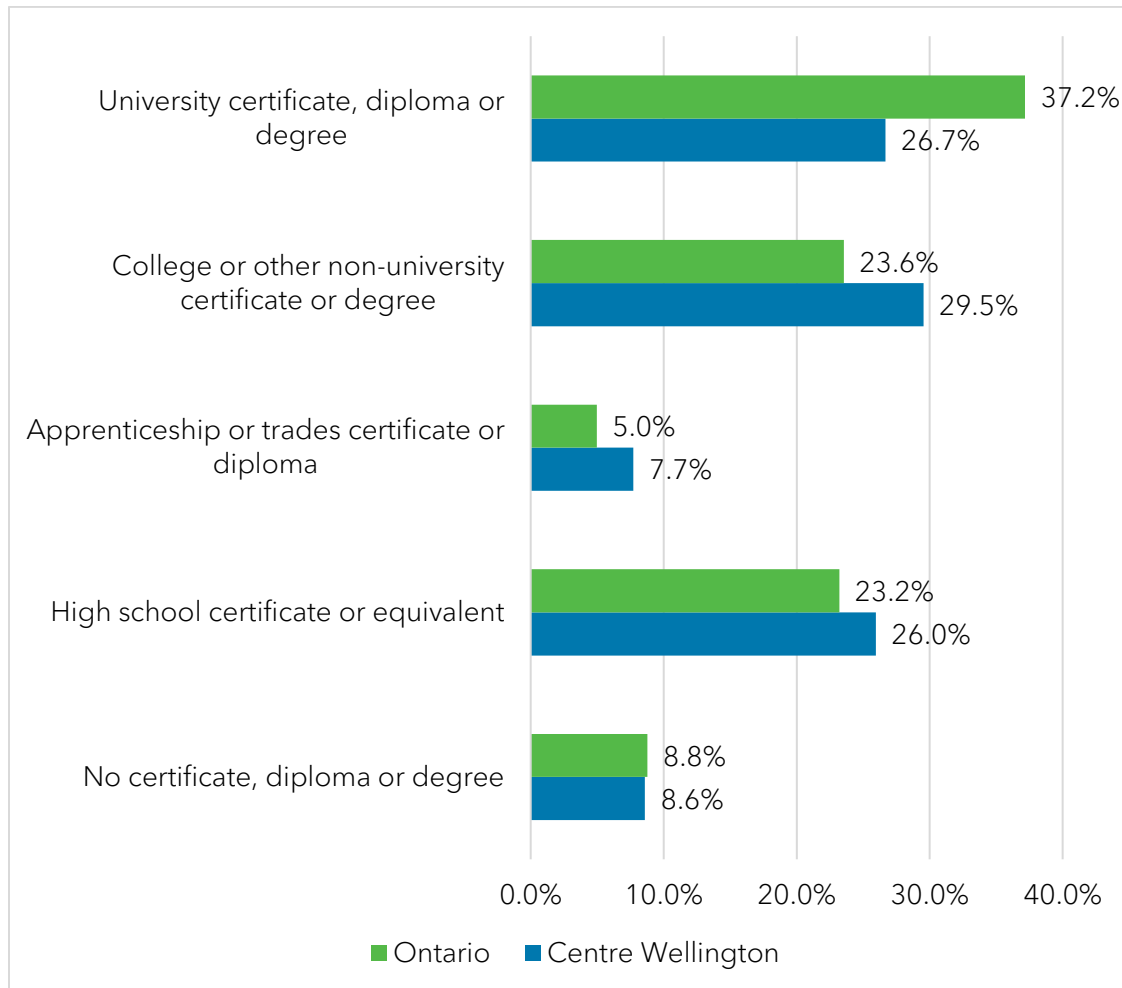
### 2.6 Level of Education

Figure 5 illustrates educational attainment for residents ages 25 to 64 in Centre Wellington and Ontario. While Ontario's population is more likely to have attained a university certificate, diploma or degree, Centre Wellington residents are more likely to have a college or apprenticeship certificate or diploma.



University level was reached by just over 25% of Centre Wellington's population, with 5% of the population having a graduate degree.

Figure 5: Educational Attainment, Centre Wellington and Ontario Residents ages 25-64, 2023



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.



# Township of Centre Wellington

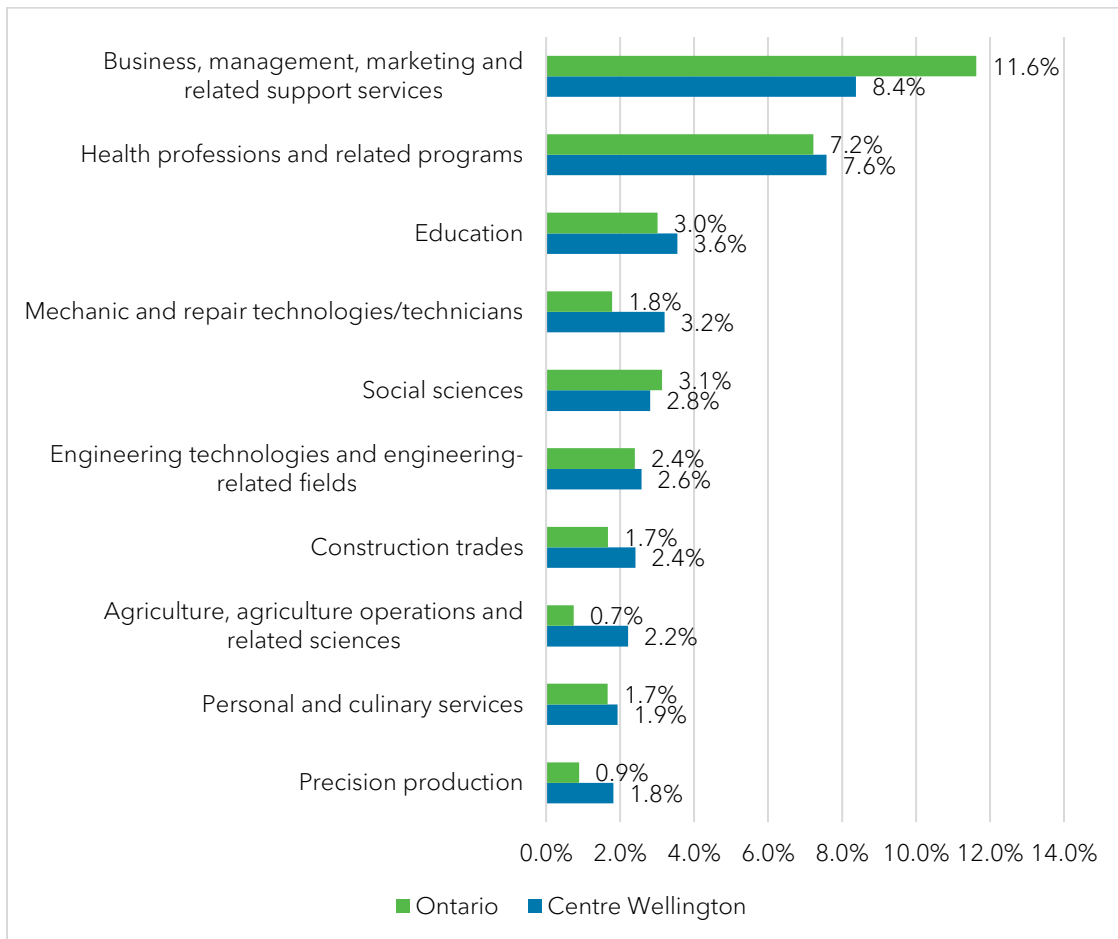
## 2023 Community Profile

Centre Wellington

Figure 6 and Table 9 illustrate major fields of study for residents ages 15 years and older. Figure 6 presents the top subfields of study for the population aged 15 years or older, while Table 9 presents figures related to the major fields of study. As can be seen, the top four fields of study for Centre Wellington residents are:

- Business, management, marketing and related support services (2,310 people, or 8.4% of residents aged 15 years or older have a degree in this field)
- Health professions and related programs (2,089; 7.6%)
- Education (979, 3.6%)
- Mechanic and repair technologies/technicians (882, 3.2%)

Figure 6: Most common Sub-Field of Study, Population Aged 15 Years or Older, 2023



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.



# Township of Centre Wellington

## 2023 Community Profile

### Centre Wellington

When breaking down major field of study for residents in Centre Wellington by sex it becomes clear that there are significant differences in fields of study undertaken. Notably, males over 15 in Centre Wellington are much more likely to have studied *architecture, engineering and related technologies*, while females were much more likely to have pursued educational training in *health and related fields, business, management and public administration, or social and behavioural sciences and law*.

Table 9: Major Field of Study, Centre Wellington Residents 15 years and over, 2023

Field of Study	Total	Male	Female
No postsecondary certificate, diploma or degree	45%	47%	42%
Architecture, engineering, and related technologies	12%	23%	1%
Business, management and public administration	9%	7%	11%
Health and related fields	9%	2%	14%
Social and behavioural sciences and law	7%	4%	10%
Personal, protective and transportation services	4%	4%	4%
Education	4%	1%	6%
Agriculture, natural resources and conservation	3%	4%	2%
Humanities	3%	2%	4%
Physical and life sciences and technologies	2%	2%	3%
Visual and performing arts, and communications technologies	2%	2%	2%
Mathematics, computer and information sciences	1%	2%	1%
Other	0%	0%	0%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.



### 3. LABOUR FORCE

#### 3.1 Key Indicators

Centre Wellington is home to a labour force of approximately **18,612 individuals**. As illustrated in Table 10, the labour force participation and employment rate are higher than Ontario's while the unemployment rate is lower. This data suggests that Centre Wellington residents are more likely to be engaged in the labour force and are more likely to find work.



Table 10: Labour Force Characteristics, 2023

Characteristic	Centre Wellington	Ontario
Total population aged 15 years and older	27,565	13,118,324
In the labour force	18,612	8,515,177
Employed	18,131	8,055,458
Unemployed	481	459,719
Not in the labour force	8,953	4,603,147
Participation rate %	67.52	64.91
Employment rate %	65.78	61.41
Unemployment rate %	2.58	5.40

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.





# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

Centre Wellington's youth also have significantly higher participation and employment rates compared to Ontario's youth, suggesting this demographic is also more engaged compared to the broader Ontario population.

Table 11 Labour Force Characteristics, Youth, 2023

Characteristic	Centre Wellington	Ontario
Total population aged 15 to 24 years old	3,742	1,946,577
In the labour force	2,622	1,180,497
Employed	2509	1,037,281
Unemployed	113	143,217
Not in the labour force	1121	766,080
Participation rate %	70.05	60.64
Employment rate %	67.04	53.29
Unemployment rate %	4.30	12.13

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.





# Township of Centre Wellington

## 2023 Community Profile

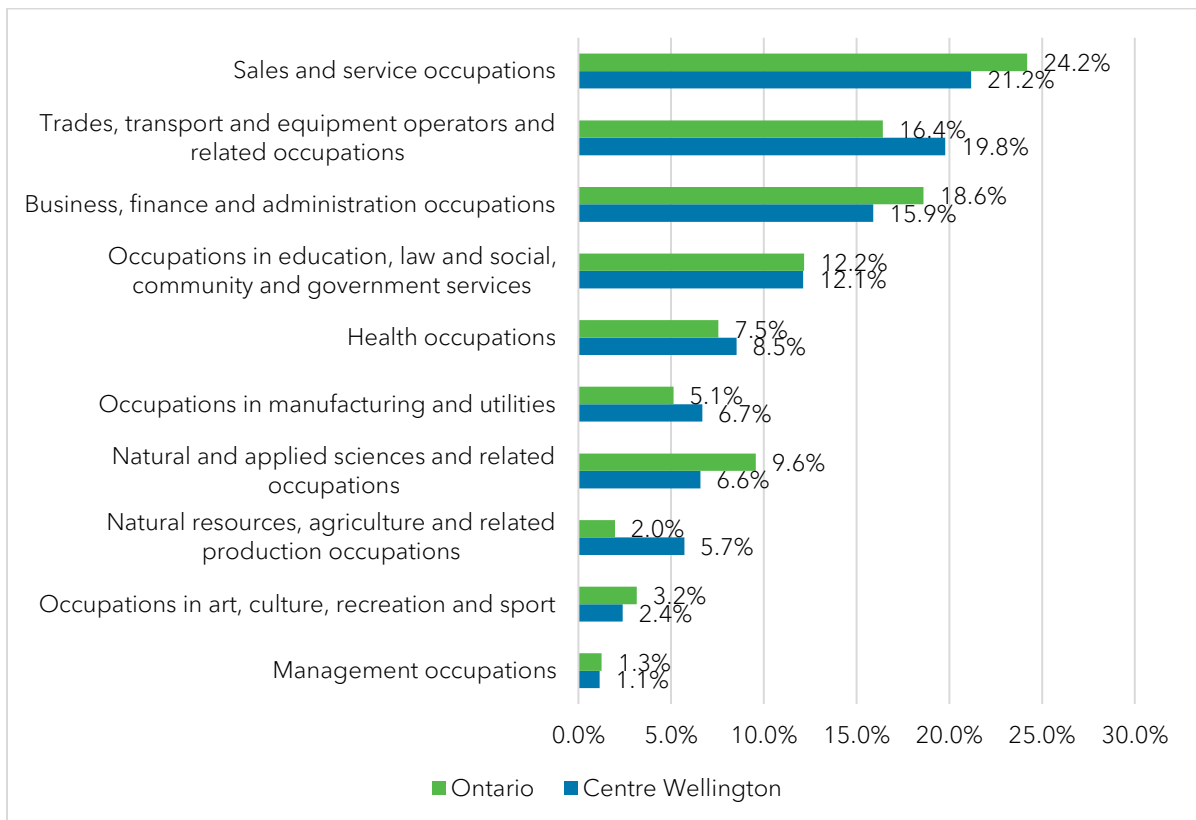
Centre Wellington

### 3.2 Labour Force by Occupation

Figure 7 and Table 12 illustrate Centre Wellington's labour force make up by occupation:

- 'Sales and service' are the largest occupation group (21.2% of residents work within this occupation class) in Centre Wellington
- Management occupations are the least intensive in Centre Wellington, representing 1.1% of occupations. This occupation, though, is also the least concentrated sector across all of Ontario (1.3%).

Figure 7: Labour Force by Occupation<sup>3</sup>, 2023



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.

<sup>3</sup>Occupation data are produced according to the NOC 2016:  
<http://www.statcan.gc.ca/eng/subjects/standard/noc/2016/index>





Table 12 compares male and female employment counts by occupation.<sup>4</sup>

- The occupation with the highest percentage of females in the workforce are **health occupations (90% female/10% male)**.
- The occupation with the highest percentage of males in the workforce are **management occupations (98% male/2% female)**.

Table 12: Labour Force by Occupation, 2023

Characteristic	Male	Percent of Occupation	Female	Percent of Occupation
Total labour force 15 years and over by occupation	9,702	52%	8,910	48%
Occupation - Not applicable	88	43%	117	57%
All occupations	9,614	52%	8,793	48%
0 Management occupations	206	98%	4	2%
1 Business, finance and administration occupations	732	25%	2194	75%
2 Natural and applied sciences and related occupations	958	79%	252	21%
3 Health occupations	163	10%	1406	90%
4 Occupations in education, law and social, community and government services	620	28%	1611	72%
5 Occupations in art, culture, recreation and sport	145	33%	296	67%
6 Sales and service occupations	1692	43%	2207	57%
7 Trades, transport and equipment operators and related occupations	3,333	92%	309	8%
8 Natural resources, agriculture and related production occupations	813	77%	238	23%
9 Occupations in manufacturing and utilities	947	77%	282	23%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.

<sup>4</sup> The single digit numbers in the first column of the table denote the NOC number, used to classify occupations in a manner that allows for comparisons across North America. For more information on NOC classifications please visit:

<http://www.statcan.gc.ca/eng/subjects/standard/noc/2016/index>

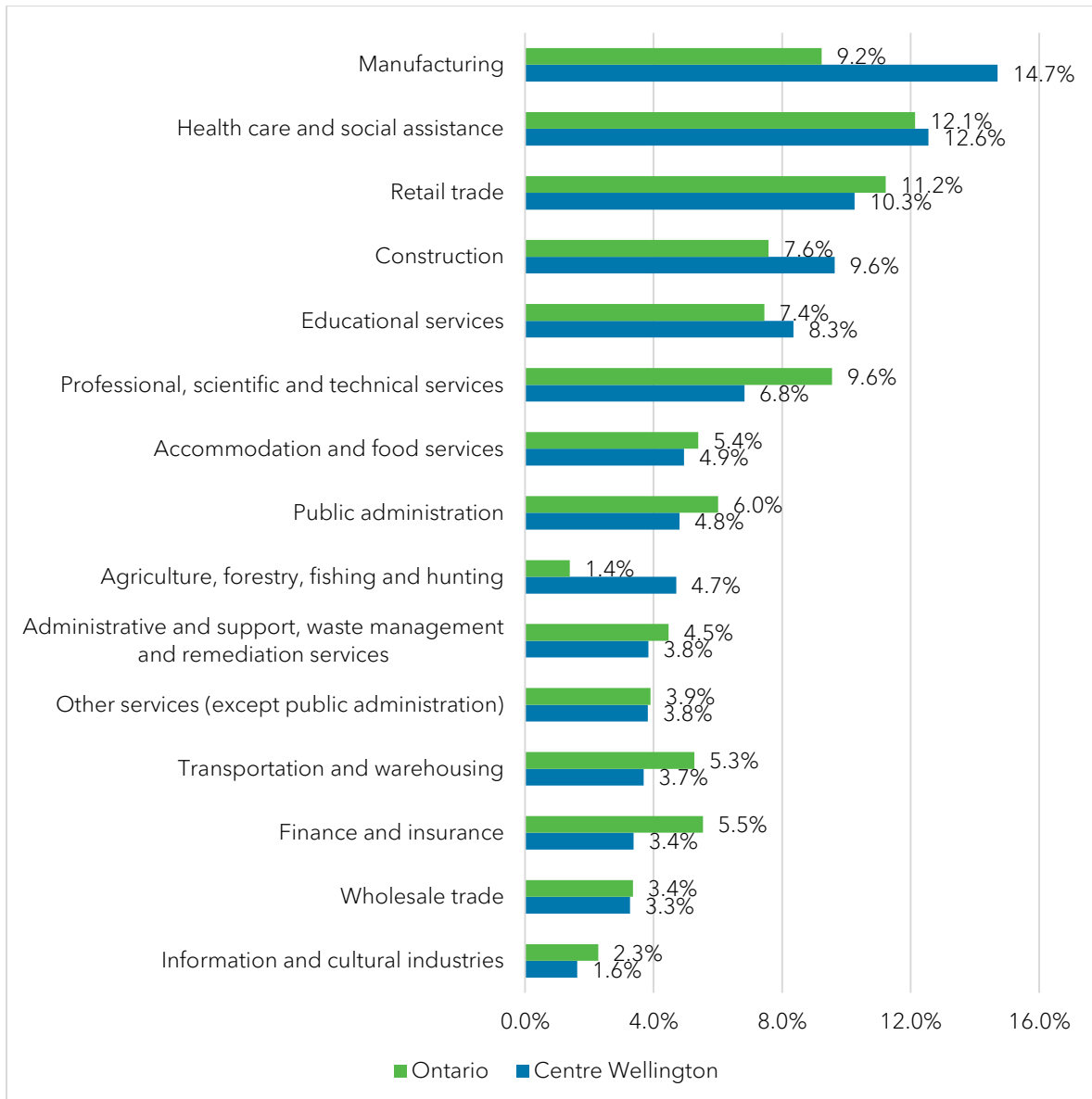


### 3.3 Labour Force by Industry

Figure 8 illustrates the top 15 employment sectors in Centre Wellington. The largest employment sector in Centre Wellington is 'Manufacturing' (employing 14.7% of all Centre Wellington residents).



Figure 8: Largest Employment Sectors, Centre Wellington and Ontario, 2023



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.



Table 13 compares male and female employment counts by industry.

**Table 13: Labour Force by Industry, Centre Wellington Residents, 2023<sup>5</sup>**

Characteristic	Male	Percent of Industry	Female	Percent of Industry
<b>Total labour force 15 years and over</b>	<b>9,702</b>	<b>52%</b>	<b>8,910</b>	<b>48%</b>
Industry - not applicable	88	43%	117	57%
All industries	9,614	52%	8,793	48%
11 Agriculture, forestry, fishing and hunting	565	65%	301	35%
21 Mining and oil and gas extraction	17	77%	5	23%
22 Utilities	59	74%	21	26%
23 Construction	1,601	90%	173	10%
31-33 Manufacturing	2,010	74%	697	26%
41 Wholesale trade	472	79%	129	21%
44-45 Retail trade	866	46%	1,021	54%
48-49 Transportation and warehousing	507	74%	174	26%
51 Information and cultural industries	202	67%	98	33%
52 Finance and insurance	137	22%	485	78%
53 Real estate and rental and leasing	114	41%	166	59%
54 Professional, scientific and technical services	750	60%	507	40%
55 Management of companies and enterprises	10	45%	12	55%
56 Administrative and support, waste management and remediation services	413	59%	292	41%
61 Educational services	301	20%	1,236	80%
62 Health care and social assistance	269	12%	2,042	88%
71 Arts, entertainment and recreation	128	50%	128	50%
72 Accommodation and food services	337	37%	573	63%
81 Other services (except public administration)	342	49%	362	51%
91 Public administration	505	57%	380	43%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.

<sup>5</sup> Similar to Table 12 above, the two digit number, in the first column denotes a NAICS number, used to classify industries in a manner that allows for comparisons across North America. For more information on NAICS classifications please visit [Statistics Canada](https://www24.statcan.gc.ca/nl/en/naics/naics.htm).



### 3.4 General Wages by Occupation

Below is a sampling of local wage rates of the highest paying occupations (by median wage) for the closest and most representative region available (Kitchener-Waterloo-Barrie Region).



Occupations are presented at a 4 digit NOC classification, which presents a more specific category of occupations compared to Table 12, which presented occupations at a 1 digit level. Each additional digit provides a more specific subclassification of occupations. For example, NOC 0 refers to “management occupations” while NOC 0013 refers to “senior managers - financial, communications and other business services”.

For a complete review of all wages by occupation see: <https://www.jobbank.gc.ca/wagereport/location/39328>

Table 14: General Wages by Occupation<sup>6</sup>

Category	Low Wage (\$/hour)	Median Wage (\$/hour)	High Wage (\$/hour)
Senior managers - financial, communications and other business services (0013)	\$46.15	\$67.31	\$96.15
Government managers - health and social policy development and program administration (0411)	\$33.73	\$62.50	\$87.91
University professors and lecturers (4011)	\$27.47	\$61.06	\$91.35
Architecture and science managers (0212)	\$37.02	\$60.44	\$77.38
Government managers - economic analysis, policy development and program administration (0412)	\$45.31	\$58.88	\$74.87
Utilities managers (0912)	\$35.00	\$58.00	\$87.91
Allied primary health practitioners (3124)	\$25.00	\$56.92	\$65.00

<sup>6</sup> For more wage rates please visit: [www.jobbank.gc.ca/LMI\\_report\\_area.do?&area=29315&reportOption=wage](https://www.jobbank.gc.ca/LMI_report_area.do?&area=29315&reportOption=wage)



Centre Wellington

# Township of Centre Wellington

2023 Community Profile

Category	Low Wage (\$/hour)	Median Wage (\$/hour)	High Wage (\$/hour)
Engineering managers (0211)	\$42.74	\$55.29	\$88.72
Other managers in public administration (0414)	\$24.77	\$55.11	\$87.91
Computer and information systems managers (0213)	\$38.46	\$53.85	\$76.92
Purchasing managers (0113)	\$30.00	\$53.42	\$72.88
School principals and administrators of elementary and secondary education (0422)	\$36.32	\$53.37	\$65.77
Library, archive, museum and art gallery managers (0511)	\$31.01	\$53.33	\$62.09

Source: Produced by Human Resources and Skills Development Canada's Labour Market Information Service. Last updated November 16<sup>th</sup>, 2022.





### 3.5 Largest Employers

Tables 15 and 16 identify some of the largest private and public employers by NAICS and employment level in Centre Wellington. Table 17 then highlights key sectors of interest for the Township, derived through analysis of industry strength as well as discussions with Township staff.

**Table 15: Largest Private Sector Employers**

Name	Industry	# of Employees (approximate)
Jefferson Elora Corp.	Manufacturing - Auto Parts	640
Wellington Terrace	Health Care	320
Nexans Canada	Manufacturing - Electric Cabling	220
Polycorp Ltd.	Manufacturing - Engineered Polymer Products	140
Elements Casino Grand River	Arts, entertainment and recreation	130

Source: Township of Centre Wellington. <https://www.centrewellington.ca/en/doing-business/our-businesses.aspx>

**Table 16: Largest Public Sector Employers**

Name	Industry	# of Employees (approximate)
Groves Memorial Hospital	Health Care	300
Township of Centre Wellington	Public Administration	130

Source: Township of Centre Wellington. <https://www.centrewellington.ca/en/doing-business/our-businesses.aspx>





# Township of Centre Wellington

2023 Community Profile

Centre Wellington

Table 17: Key/Target Sectors

Sector
Agriculture/Agri-food
Manufacturing
Professional Services
Information & Culture

Source: Township of Centre Wellington



# Township of Centre Wellington

## 2023 Community Profile

### Centre Wellington

#### 3.6 Place of Work

Tables 18 and 19 provide information on persons reporting a “usual place of work other than in their home or outside of Canada”, and reveal the following regarding labour force commuting:



- Approximately 55% of Centre Wellington residents worked outside the Township in 2021.
- Most residents that worked outside the community commuted to Guelph, Cambridge, Guelph/Eramosa, or Kitchener.
- Most of the non-resident workers were from Guelph, Mapleton, Kitchener or Wellington North.

Table 18: Place of Work for Residents of Centre Wellington, 2021

Place of Work	Total	Male	Female
Centre Wellington	4,330	1,895	2,440
Guelph	2,160	1,155	1,005
Cambridge	340	230	110
Guelph/Eramosa	325	210	120
Kitchener	320	175	145
Woolwich	250	150	105
Waterloo	200	115	85
Orangeville	185	65	115
Brampton	180	120	60
Wellington North	170	100	75
Mississauga	165	135	35
Toronto	110	75	35
Milton	105	70	35
Erin	100	50	50
Mapleton	95	50	45
Puslinch	90	65	25
Halton Hills	75	40	30
Oakville	65	40	30



# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

Place of Work	Total	Male	Female
Hamilton	55	35	20
Caledon	35	15	20
East Garafraxa	35	25	15
Mono	30	10	20
New Tecumseth	30	30	0
Minto	25	10	15
Burlington	25	20	10
<b>Total workforce residing in Centre Wellington</b>	<b>9,640</b>	<b>4,970</b>	<b>4,675</b>
Total resident labour force with a usual place of work outside Centre Wellington	5,310	3,075	2,235
Percent of residents declaring a place of work outside of Centre Wellington	55%	62%	48%

Source: McSweeney & Associates, Statistic Canada, [2021 Commuting Flow](#).

Table 19: Place of Residence for Persons Working in Centre Wellington, 2021

Place of Residence	Total	Male	Female
Centre Wellington	4,330	1,895	2,440
Guelph	850	460	385
Mapleton	345	155	185
Kitchener	280	195	85
Wellington North	240	135	105
Guelph/Eramosa	195	90	105
Woolwich	165	70	95
Waterloo	95	45	50
Orangeville	80	30	45
Cambridge	75	50	30
Minto	75	30	40
Erin	70	25	40
Grand Valley	70	30	40
East Garafraxa	65	35	20



# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

Place of Residence	Total	Male	Female
West Grey	50	30	20
Puslinch	40	30	10
North Perth	30	20	10
Southgate	25	0	20
Toronto	25	15	10
Shelburne	20	0	15
<b>Total workforce in Centre Wellington</b>	<b>7,280</b>	<b>3,430</b>	<b>3,780</b>
Total non-resident workforce commuting to work to Centre Wellington	2,950	1,535	1,340
Percent of workers (non-residents) commuting to work in Centre Wellington	41%	45%	35%

Source: McSweeney & Associates, Statistic Canada, [2021 Commuting Flow](#).



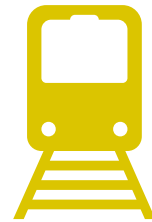


### 4. TRANSPORTATION AND SHIPPING

#### 4.1 Highways

Centre Wellington has direct access to Highway 6 N which bisects Fergus, running south to Burlington and Hamilton through Guelph, and North to Tobermory through Owen Sound.

Approximately 40 minutes south (50.3 km) of Centre Wellington, Highway 6 connects to Highway 401. Highway 401 runs east through Toronto to the Ontario-Quebec border, and west through London to Windsor and the US-Canada border.



#### Average Annual Daily Traffic (AADT) counts for key roads<sup>7</sup>:

**Highway 6:** From Fergus north to Wellington Road 109

Distance (km): 16.7

Annual Average Daily Traffic (AADT): 7,500

**Highway 401:** From Kitchener to Cambridge

Distance (km): 2.8

Annual Average Daily Traffic (AADT): 75,000



<sup>7</sup> Ontario Ministry of Transportation <https://bit.ly/3EZM5Sd>



# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

Table 20: Distance to Urban Centres

Distance to Major Urban Centres			
Location	Distance (km)	Distance (miles)	Driving Time
Kitchener-Waterloo	39	24	30 min
Hamilton	73	45	1 h 5 min
Brampton	80	50	1 h 8 min
Mississauga	93	58	1 h 10 min
Toronto	117	73	1 h 30 min
London	145	90	1 h 40 min
Niagara Falls	147	91	1 h 45 min

Source: McSweeney & Associates from Google Maps

Table 21: Distance to Major US Border Crossings

Distance to Border Crossings			
Border Crossing	Distance (km)	Distance (miles)	Driving Time
Niagara Falls, ON/Niagara Falls, NY	150	93	1 hour 55 minutes
Fort Erie, ON/Buffalo, NY	174	108	2 hours 5 minutes
Sarnia, ON/ Port Huron, MI	235	146	2 hours 30 minutes
Windsor, ON/Detroit, MI	316	196	3 hours 20 minutes

Source: McSweeney & Associates from Google Maps.





#### 4.2 Rail Services

Freight and passenger rail access for Centre Wellington is accessible through Guelph terminals:

- Canadian Pacific Railway, connecting through Transload facilities in Guelph
- Go Train and Via Rail services, connecting to southern Ontario through Guelph Central Station



#### GO Transit

Go Transit is a division of Metrolinx and the regional public transit service for the Greater Toronto and Hamilton Area. It is a network of train and bus lines that keep people moving around the GTHA, carrying over 70 million passers per year.

Head Office:  
20 Bay Street, Suite 6000  
Toronto, ON  
M5J 2W3

Web: <https://www.gotransit.com/en/>

Closest Passenger Terminal:  
Guelph Central GO  
79 Carden Street  
Guelph, Ontario  
N1H 3A4

#### CN Rail

Via Rail operates the national passenger rail services on behalf of the Government of Canada, offering intercity rail services and ensuring rail transportation services to communities across Canada.

Canadian Head Office:  
PO Box 8116 Succ. Centre-Ville  
Montreal, QC  
H3C 3N3  
Web: <https://corpo.viarail.ca/en>

Closest Passenger Terminal:  
Guelph Central GO  
79 Carden Street  
Guelph, Ontario  
N1H 3A4



# Township of Centre Wellington

## 2023 Community Profile

### Centre Wellington

#### Canadian Pacific

CP has numerous routing options across Canada and through the U.S. as well as excellent North American reach through gateways with all Class I railways. CP has extensive Canadian and U.S. short line partners and serves leading Atlantic and Pacific port facilities.

**Canadian Head Office:**

Gulf Canada Square  
401 9 Avenue SW, Suite  
500  
Calgary, AB  
T2P 4Z4  
Web: [www.cpr.ca/](http://www.cpr.ca/)

**Closest Transload Facility:**

231 Speedvale Ave W  
Guelph, Ontario  
Phone: 519-824-1345  
Fax 519-822-7994

**Intermodal Facility:**

Vaughan Intermodal  
Terminal  
6830 Rutherford Road  
Kleinburg, ON  
Phone: 1-888-333-8111  
Fax: 905-893-5027

### 4.3 Airports

The following airports serve Centre Wellington:

- Region of Waterloo International Airport, 30 minutes from Centre Wellington. The airport underwent a major expansion in the early 2000s and in 2013, was noted as the 16<sup>th</sup> busiest airport in Canada. Since then, a new air traffic control tower was built and in early 2021 a \$44 million expansion was approved by Waterloo Regional Council, which will again increase capacity.
- John C. Munro Hamilton International Airport, 75 minutes from Centre Wellington. Recently upgraded, this airport has increased passenger service and is a leading freight terminal.
- Toronto Pearson International Airport, 75 minutes from Centre Wellington. Canada's busiest airport, Pearson handled 50.5 million passengers in 2019. It offers 249 truck loading doors and 1.2 million sq. ft. of on-airport warehouse space and can process 1 million metric tonnes of cargo annually.
- Billy Bishop Toronto City Airport, 90 minutes from Centre Wellington, offers services to more than 20 cities in North America and generates more than \$470 million in Gross Domestic Product annually, supporting approximately 4,740 Canadian jobs.





Table 22: Regional Airports

Name	Location	Contact	Code/Elevation
Region of Waterloo International Airport	4881 Fountain St N #1 Breslau, ON N0B 1M0	<a href="https://www.waterloairport.ca/">https://www.waterloairport.ca/</a> Phone: (519) 648-2256	Code: YKF Elevation: 321 m
John C. Munro Hamilton International Airport	9300 Airport Road, #2206, Mount Hope, ON L0R 1W0	<a href="http://flyhamilton.ca/">http://flyhamilton.ca/</a> Phone: (905) 679-1999	Code: YHM Elevation: 238 m
Toronto Pearson Airport	6301 Silver Dart Dr, Mississauga, ON L5P 1B2	<a href="https://www.torontopearson.com">https://www.torontopearson.com</a> Phone: (416) 247-7678	Code: YYZ Elevation: 173 m
Billy Bishop Toronto City Airport	1 Island Airport Toronto, ON M5V 1A1	<a href="https://www.billybishopairport.com">https://www.billybishopairport.com</a> Phone: (416) 203-6942	Code: YTZ Elevation: 77 m

Source: McSweeney & Associates from Google Maps





#### 4.4 Ports

The Hamilton-Oshawa Port Authority (Hamilton) is located at the west end of Lake Ontario, 74 km from Centre Wellington. It is the largest port in Ontario, handling 28% of all Great Lakes cargo, serving southern Ontario's growing economy and goods movement needs.

Located on Lake Ontario, 161 kms from Centre Wellington, the Hamilton-Oshawa Port Authority (Oshawa) offers smooth and efficient access to markets in south central Ontario, the northeastern United States and the world. The Hamilton-Oshawa Port Authority's facilities consist of two berths, capable of accommodating vessels to a maximum of 222.5 metres in length and drawing 7.9 metres, full seaway depth, on the east and west sides.

Table 23: Regional Ports

Name	Location	Web
Hamilton-Oshawa Port Authority	Hamilton	<a href="https://www.hopaports.ca/locations/port-of-hamilton/">https://www.hopaports.ca/locations/port-of-hamilton/</a>
Hamilton-Oshawa Port Authority	Oshawa	<a href="https://www.hopaports.ca/locations/port-of-oshawa/">https://www.hopaports.ca/locations/port-of-oshawa/</a>

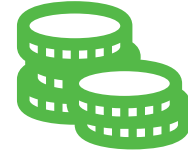
Source: McSweeney & Associates from Google Maps





### 5. TAXES AND UTILITIES

This section describes the taxes (local, provincial and federal), cost of water and sewer connection, waste management rates and sites, and natural gas and electricity rates.



#### 5.1 Local Property Tax Rates

Property taxes are calculated by multiplying the property's assessed value by the tax rates. The tax rates are set by The Township of Centre Wellington, County of Wellington and the School Boards. To view the most up to date local property tax rates, please visit <https://www.centrewellington.ca/en/township-services/taxes.aspx?mid=2500>.

#### 5.2 Federal and Provincial Income Tax Rates

Table 24: Corporate Taxes - General Corporation (2022/2023)

Corporate Tax Rates - Non-Canadian Controlled	2022	2023
Combined Federal and Provincial	%	%
General/Manufacturing and Processing/Investment <sup>8</sup>	25.0	25.0
General; Active Business Income	26.5	26.5

Source: McSweeney & Associates.

Table 25: Corporate Taxes - Canadian Controlled (2022/2023)

Corporate Tax Rates - Canadian Controlled	2022	2023
Combined Federal and Provincial	%	%
Small Business Income up to \$500,000	12.2	12.2
General; Active Business Income	26.5	26.5

<sup>8</sup> Ontario provides a manufacturing and processing tax credit that effectively reduces the corporate tax rate on the corporation's Canadian manufacturing and processing profits earned in the province to 10%





# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

Corporate Tax Rates - Canadian Controlled	2022	2023
Combined Federal and Provincial	%	%
Investment Income	50.2	50.2

Source: McSweeney & Associates.

Within Table 26, Marginal tax rate for dividends is a percentage of actual dividends received (not grossed-up taxable amount). Marginal tax rate for capital gains is a percentage of total capital gains (not taxable capital gains). Gross-up rate for eligible dividends is 38%, and for non-eligible dividends is 15%.

Table 26: Personal Income Tax, 2023

2023 Marginal Tax Rates				
2022/2023 Taxable Income	Other Income	Capital Gains	Canadian Dividends	
			Eligible	Non-Eligible
first \$53,359	15.00%	7.50%	-0.03%	6.87%
over \$53,359 up to \$106,717	20.50%	10.25%	7.56%	13.19%
over \$106,717 up to \$165,430	26.00%	13.00%	15.15%	19.52%
over \$165,430 up to \$235,675	29.32%	14.66%	19.73%	23.34%
over \$235,675	33.00%	16.50%	24.81%	27.57%

Basic Personal Amount		
Level	2023 Amount	2023 Tax Rate
Federal	\$15,000	15%
Ontario	\$11,865	5.05%

Source: <http://www.taxtips.ca/taxrates/canada.html>.

Table 27: Sales Tax

Sales Tax	2023
HST (harmonized sales tax)	13%

Source: <https://www.taxtips.ca/salestaxes/sales-tax-rates-2022.htm>.





### 5.3 Water/Wastewater and Waste Management

Water & sewage/wastewater management is provided to residents by Centre Wellington Hydro. Rates are updated annually and available on Centre Wellington’s online website, <https://www.cwhydro.ca/water-sewer-rates-commercial/>.

Table 28 presents landfill and tipping fees for facilities located within the Township.

Table 28: Landfill and Tipping Fees

Waste Management		
Name of Site	Elora Waste Facility	Belwood Waste Facility
Location	6549 Gerrie Road, Township of Centre Wellington	8585 Wellington Road 19, Township of Centre Wellington
Operation Hours	Tuesday, Thursday, and Sunday: 8 AM - 4 PM  Closed: Monday, Wednesday, Friday, and Sunday	Wednesday, Friday, and Saturday: 8 AM - 4 PM  Closed: Monday, Tuesday, Thursday, and Sunday
Tipping Fees	\$2 per bag; or as a site without weigh scales, staff will visually assess waste loads and apply the appropriate fee	\$2 per bag; or as a site with weigh scales, \$130/tonne

Sources: <https://www.wellington.ca/en/resident-services/SWSPayment-and-Fees.aspx>.



# Township of Centre Wellington

2023 Community Profile

Centre Wellington

## 5.4 Electricity

Service Provider: CW Hydro

730 Gartshore St,  
Fergus, ON N1M 3L4  
Email: [enquiries@cwhydro.ca](mailto:enquiries@cwhydro.ca)  
Phone: 519-843-2900

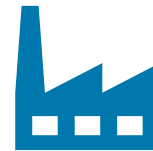


For the most up to date rates by location and usage, please visit  
<https://www.cwhydro.ca/electric-rates-industrial/>.

## 5.5 Natural Gas

Service Provider: Enbridge Gas

**Head Office:**  
500 Consumers Road  
North York, Ontario  
Phone 1-877-362-7434  
Email: [ombudsman@enbridge.com](mailto:ombudsman@enbridge.com)



Bill estimates are available at the link below, select Union Gas: South:  
<https://www.oeb.ca/consumer-information-and-protection/bill-calculator>

Rates based on location and usage are available here:  
<https://www.enbridgegas.com/en/business-industrial/business/rates>

## 6. PLANNING, AND DEVELOPMENT RELATED FEES

### 6.1 Planning Related Fees/Charges

The Township of Centre Wellington values the voices of all residents and seeks to achieve social, environmental and economic objectives through its Official Plan and Zoning By-laws.

Planning related fees seek to find a balance of interests within the community by coordinating the development of land and ensuring the Ontario Building Code is properly enforced. For the most up-to-date fees, please see our website here:  
<https://www.centrewellington.ca/en/doing-business/planning-and-permits.aspx>



## 7. BUSINESS SUPPORT PROGRAMS AND SERVICES

### 7.1 National and Provincial Support

The following organizations support businesses by facilitating commercialization, workforce development, research and development, export growth and, raising capital funding. For a database of funding, grants and tax credits available to businesses located in Ontario, visit <https://ontariobusinessgrants.com/>.

Table 29: National and Provincial Business Support Organizations

Federal Departments/National Agencies	
Name	URL
Federation of Canadian Municipalities	<a href="https://www.fcm.ca/home.htm">https://www.fcm.ca/home.htm</a>
Futurpreneur Canada	<a href="http://www.futurpreneur.ca/en/">http://www.futurpreneur.ca/en/</a>
Business Development Bank of Canada	<a href="https://www.bdc.ca/en/pages/home.aspx">https://www.bdc.ca/en/pages/home.aspx</a>
Federal Economic Development Agency for Southern Ontario (FedDev Ontario)	<a href="http://www.feddevontario.gc.ca/eic/site/723.nsf/eng/home">http://www.feddevontario.gc.ca/eic/site/723.nsf/eng/home</a>
Canada Business - Business Start-up Assistant	<a href="https://canadabusiness.ca/">https://canadabusiness.ca/</a>
Export Development Canada	<a href="http://www.edc.ca/en/Pages/default.aspx">http://www.edc.ca/en/Pages/default.aspx</a>
Innovation, Science and Economic Development Canada	<a href="http://www.ic.gc.ca/eic/site/icgc.nsf/eng/home">http://www.ic.gc.ca/eic/site/icgc.nsf/eng/home</a>
Economic Developers Association of Canada	<a href="https://edac.ca/">https://edac.ca/</a>
Canadian Business Network	<a href="http://canadabusiness.ca/">http://canadabusiness.ca/</a>
Canada Post	<a href="http://www.canadapost.ca">www.canadapost.ca</a>
Fundica	<a href="https://www.fundica.com/">https://www.fundica.com/</a>
CoopZone	<a href="http://www.coopzone.coop/">http://www.coopzone.coop/</a>
Tools and Financing for Aboriginal Business	<a href="https://www.ccab.com/tfab/">https://www.ccab.com/tfab/</a>

Source: Township of Centre Wellington and McSweeney & Associates.



Provincial Departments/Agencies	
Name	URL
Service Ontario	<a href="https://www.ontario.ca/page/serviceontario">https://www.ontario.ca/page/serviceontario</a>
The Ontario Network of Entrepreneurs (ONE)	<a href="http://www.ONEbusiness.ca">www.ONEbusiness.ca</a>
Ministry of Economic Development, Job Creation and Growth	<a href="https://www.ontario.ca/page/ministry-economic-development-and-growth">https://www.ontario.ca/page/ministry-economic-development-and-growth</a>
Ontario Ministry of Agriculture, Food and Rural Affairs	<a href="http://www.omafra.gov.on.ca/english/">http://www.omafra.gov.on.ca/english/</a>
Economic Development Council of Ontario	<a href="https://www.edco.on.ca/">https://www.edco.on.ca/</a>
Ontario Centres of Excellence	<a href="http://www.oce-ontario.org">www.oce-ontario.org</a>

Source: Township of Centre Wellington and McSweeney & Associates

## 7.2 Local/Regional Support

Below is a list of agencies at the local/regional level involved in business support and development.

Table 30: Local Business Support

Regional/Local/Other Departments/Agencies	
Name	URL
Wellington Waterloo Community Futures	<a href="https://www.wwcf.ca/">https://www.wwcf.ca/</a>
Centre Wellington Chamber of Commerce	<a href="https://cwchamber.ca/">https://cwchamber.ca/</a>
Elora BIA	<a href="https://www.elora.info/">https://www.elora.info/</a>
Fergus BIA	<a href="https://www.facebook.com/DowntownFergus/">https://www.facebook.com/DowntownFergus/</a>
Wellington County	<a href="https://www.wellington.ca/en/business/ed-economic-development.aspx">https://www.wellington.ca/en/business/ed-economic-development.aspx</a>
Innovation Guelph	<a href="https://innovationguelph.ca/">https://innovationguelph.ca/</a>
Business Centre Guelph-Wellington	<a href="https://www.guelphbusiness.com/">https://www.guelphbusiness.com/</a>
Workforce Planning Board of Waterloo Wellington Dufferin	<a href="https://www.workforceplanningboard.com/">https://www.workforceplanningboard.com/</a>

Source: Township of Centre Wellington and McSweeney & Associates



### Centre Wellington Community Improvement Plans

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The Township of Centre Wellington is taking innovative steps to encourage growth in the Township, through the development of incentives aimed at local and out of town investors. The Community Improvement Plan (CIP) puts Centre Wellington at the leading edge of providing incentives to developers to stimulate development in the community.

Put simply, the CIP programs are financial incentives offered by the Township to stimulate and support private sector investments in community development. Financial benefits such as tax breaks and grants are available to businesses that engage in projects that enhance the overall quality and functionality of a particular area.

There are seven incentive programs, and they are stackable, meaning if you are eligible for multiple programs you can apply for multiple programs.

The seven programs include:

- Study Grant Program.
- Façade & Property Improvement Grant Program.
- Building Improvement Grant Program.
- Rental Housing Grant Program.
- Rental Housing Development Charge (DC) Deferral Program.
- Tax Increment Equivalent (TIEG) Program.
- Brownfields Tax Assistance Program/

For more information on the CIP programs, please reach out to the Economic Development team or visit our website <https://www.centrewellington.ca/en/doing-business/doing-business.aspx>



### 7.3 Education and Training

The following are only a subset of the many recognized universities and colleges serving residents of Centre Wellington.

#### ***University of Waterloo***

200 University Ave W

Waterloo, ON

N2L 3G1

519-888-4567

<https://uwaterloo.ca/>

#### ***McMaster University***

1280 Main St W

Hamilton, ON

L8S 4L8

905-525-9140

<https://www.mcmaster.ca/>

#### ***Georgian College***

22 Centennial Road

Orangeville, ON

L9W 1P8

519-940-0331

<https://www.georgiancollege.ca/>

#### ***University of Guelph***

50 Stone Road East

Guelph, ON

N1G 2W1

519-824-4120

<https://www.uoguelph.ca/>

#### ***Conestoga College***

299 Doon Valley Drive

Kitchener, ON

N2G 4M4

519-748-5220

<https://www.conestogac.on.ca/>

#### ***Humber College***

205 Humber College Blvd

Etobicoke, ON

M9W 5L7

416-675-3111

<https://humber.ca/>

#### ***Wilfrid Laurier University***

75 University Ave W

Waterloo, ON

N2L 3C5

519-884-1970

<https://www.wlu.ca/>

#### ***Sheridan College***

1430 Trafalgar Rd,

Oakville, ON

L6H 2L1

905-845-9430

<https://www.sheridancollege.ca/>

Comprehensive list of Ontario Colleges: <https://www.ontariocolleges.ca/en/colleges>

Comprehensive list of Ontario Universities: <https://www.ontario.ca/page/ontario-universities>





#### 7.4 Elora Research Centre

The Elora Agricultural Research Station spread over 650 hectares, and primarily located in the Township of Centre Wellington, is a world leading complex, encompassing state-of-the-art facilities focusing on research, innovation, education and collaboration. Designed with ensuring Canada's leadership into the future, the unique partnerships between the various industry sectors, Provincial and Federal Governments, University of Guelph and the research community include the following research facilities:

Ontario Dairy Research Centre is housed in a 175,000 sq ft facility. Elora's Research Station leads agricultural innovation through education and collaboration. The Elora site built in 2015 conducts research in areas of animal health and welfare, genetics and genomics, animal and human nutrition, management and technology, and product development. Research knowledge accessibility and transfer is coordinated through [Dairy at Guelph](#) - an effort of the scientists to improve the overall connectivity of research and outreach already being generated from the University of Guelph dairy community.

Ontario Beef Research Centre with a 165,000 sq ft facility provides a world class platform for discovery, learning and outreach focusing on feed, nutrition, reproduction and performance. The Elora site features two barns built in 2019 with feed intake monitoring, top-of-the-line handling facilities, 300 acres of pasture, laboratory and office space.

Ontario Crop Research Centre provides for a variety of programs covering a number of crops. Also, home to the Soil Health Interpretive Centre, the location also houses an automatic weather station in cooperation with Environment Canada providing important meteorological research data. This site conducts research in breeding programs of cereals (wheat, barley, oats), corn, edible beans, soybeans, canola and forages and has been present since the station's establishment in 1969. Additional research programs evaluate herbicide trials, the effects of crop rotations on soil structure, crop performance and manure management. Research knowledge accessibility and transfer is coordinated through [Soils at Guelph](#) - an effort to increase awareness of research initiatives, facilitate collaboration and knowledge exchange among stakeholders, and to educate on the importance of soil health.



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### Centre Wellington

Ontario Swine Research Centre, upon its completion expected in 2023, will provide research and technical excellence in precision and efficiencies to Canada's swine industry.

#### Other research facilities include:

The Sheep Research Centre - Ponsonby site - maintains a unique high-health breeding flock used for important research such as reproductive technologies, immune response, disease resistance, animal health and production.

The Ontario Aquaculture Research Centre - Alma site – is a state-of-the-art aquaculture research and development facility, which became fully operational in April of 1993. The centre consists of 10 buildings and facilities and 365 fish-rearing units that allow for production and research of a full range of fish, from eggs to broodstock. Primary areas of research are breeding and genetics, culture methodology, fish health, welfare and behaviour, nutrition, growth and reproductive physiology and waste management.





### 8. QUALITY OF LIFE

#### 8.1 Housing Characteristics

Centre Wellington has a comparable level of housing affordability relative to Ontario. That is, median dwelling values in Centre Wellington are \$828,215 compared to \$797,175 in Ontario. Though dwellings have a slightly higher median value locally, Centre Wellington households are more likely to spend under 30% of their total income on housing, a traditional measure of household affordability. This suggests that housing relative to wages is more palatable in Centre Wellington compared to Ontario more broadly. Centre Wellington has more single detached homes compared to Ontario and fewer apartments, but similar levels of other housing.

Table 31: Dwelling Characteristics, 2023

	Centre Wellington	Ontario
Total number of private households	12,620	5,941,308
Average value of dwelling \$	\$917,571	\$934,642
Median value of dwellings (\$)	\$828,215	\$797,175
Median monthly shelter costs for owned dwellings	\$1,507	\$1,477
Average monthly shelter costs for owned dwellings	\$1,624	\$1,748
% Owned	81%	68%
% Rented	19%	32%
Median monthly shelter costs for rented dwellings	\$1,200	\$1,333
Average monthly shelter costs for rented dwellings	\$1,395	\$1,457
Percent of the population spending 30% or more of household total income on shelter costs	17%	24%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.

Note: The definition of this category refers to occupied dwellings; therefore, it does not incorporate seasonal dwellings (i.e., cottages).

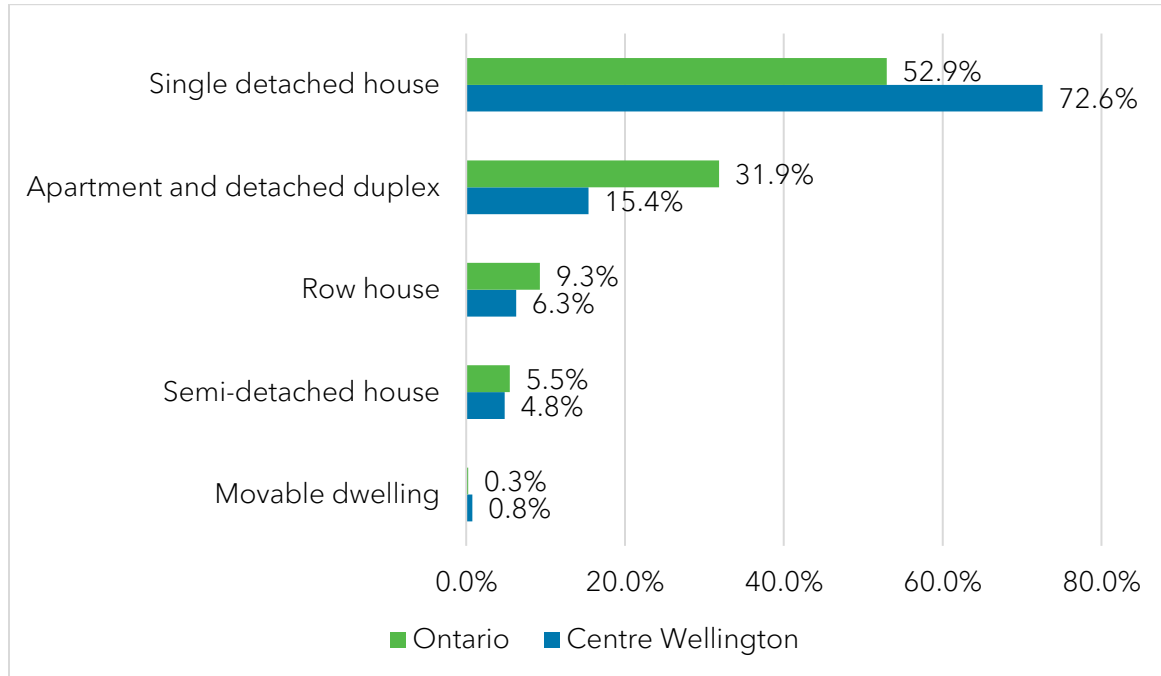


# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

Figure 9: Structure type by Occupied Dwelling, 2023



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2023.





### 8.2 Social and Community Services

Table 32: Social and Protective Services

Protective Services		
Service	Service Provider	Contact
Fire	Centre Wellington Fire and Rescue Services	<b>911</b> <i>Elora Fire Station - 72 Wellington Road 7</i> <i>Fergus Fire Station &amp; Centre Wellington Fire Rescue Services -250 Queen Street West</i>
Police Services	Wellington County OPP	<b>911</b> 371 Charles Allan Way, Fergus Dispatch Centre at 1-888-310-1122
Ambulance/ Paramedics	Guelph-Wellington Paramedic Service	<b>911</b> Guelph-Wellington Paramedic Service 160 Clair Road West, Guelph 519-822-1260 extension 2880 Monday-Friday, 8:30 a.m. to 4:30 p.m.
Emergency Shelters / Community Resources		
Service	Service Provider	Contact
Shelter	Stepping Stone Men's Shelter Program	23 Gordon St. Guelph, ON N1H 4G9
Shelter	Dwelling Place Women's Shelter Program	23 Gordon St. Guelph, ON N1H 4G9
Shelter	Family Shelter Program	23 Gordon St. Guelph, ON N1H 4G9
Treatment Centre	Portage 50 Residential Drug Rehabilitation Centre	6681 Irvine St. Elora, ON N0B 1S0



# Township of Centre Wellington

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Resource	Community Resource Centre North & Centre Wellington	519-843-7000 <a href="mailto:info@communityresourcecentre.org">info@communityresourcecentre.org</a> <a href="https://communityresourcecentre.org/">https://communityresourcecentre.org/</a>
Resource	Centre Wellington Food Bank	12-105 Queen Street W. Fergus, ON, N1M 1S6
Resource	CMHA Waterloo Wellington	234 St Patrick Street E Fergus, ON, N1M 1M6
Resource	Compass Community Services	519-824-2431 <a href="https://compasscs.org/">https://compasscs.org/</a>
Resource	The Grove Youth Wellness Hubs	900 Tower St S Fergus, ON N1M 3N7

### Health Care Services

Service	Contact
Groves Memorial Community Hospital	131 Frederick Campbell Street Fergus, ON N1M 0H3
Wellington Dufferin Guelph Public Health Unit	490 Charles Allan Way Fergus, ON N1M 2W3  160 Chancellors Way Guelph, ON N1G 0E1
Wellington Terrace	474 Charles Allan Way Fergus, ON N1M 0A1
Guelph General Hospital	115 Delhi St Guelph, ON N1E 4J4
St. Mary's General Hospital	911 Queen's Blvd Kitchener, ON N2M 1B2
Grand River Hospital	835 King St W Kitchener, ON N2G 1G3

Source: McSweeney & Associates and the Township of Centre Wellington





### 8.3 Education

Table 33: Primary & Secondary Schools

Elementary Schools	
Name	Address
John Black Public School	150 Lamond St, Fergus, ON N1M 2A1 519-843-2665
J D Hogarth Public School	360 Belsyde Ave E, Fergus, ON N1M 1Z5 519-787-0151
Victoria Terrace Public School	500 Victoria Terrace, Fergus, ON N1M 2G5 519-843-2720
Elora Public School	288 E Mill St E, Elora, ON N0B 1S0 519-846-5999
Salem Public School	23 Woolwich St E SS4, Elora, ON N0B 1S0 519-846-5363
Alma Public School	12 Simpson St E, Alma, ON N0B 1A0 519-846-5110
Ponsonby Public School	5923 Wellington Rd 7, Guelph, ON N1H 6J2 519-824-9447
St. Joseph Catholic School	150 Strathallan St, Fergus, ON N1M 1A1 519-843-3810
St. Mary's Catholic School	251 Irvine St, Elora, ON N0B 1S0 519-846-9921
Secondary Schools	
Centre Wellington District High School	905 Scotland St, Fergus, ON N1M 1Y7 519-843-2500

Source: <https://www.wellingtoncdsb.ca/> and <https://www.ugdsb.ca/>



### 8.4 Recreational & Community Facilities

Community Centres	
Name	Address
CW Community Sportsplex	550 Belsyde Avenue, Fergus <i>Two ice pads, large community hall, fitness room, boardrooms, an aquatic centre, sportsfields, a baseball diamond, skatepark and tennis courts.</i>
Elora Community Centre	29 David Street West, Elora <i>One ice pad, community hall, boardroom, two baseball diamonds, a basketball court and skatepark.</i>
Community Halls & Facilities	
Belwood Hall	37 Queen Street, Belwood
Wellington County Museum and Archives	0536 Wellington Rd 18, Fergus
Wellington County Libraries	144 Geddes Street, Elora 190 St. Andrew Street West, Fergus
Athletic & Sport Facilities	
Fergus Golf Club	8282 Wellington 19, Fergus
Senjan Golf Club	7802 6 Line, Elora
Wildwinds Golf Links	8136 Wellington 22, Centre Wellington
CW Racquets	355 Wellington County Rd 18, Fergus



# Township of Centre Wellington

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Fergus Curling Club	148 St George St W, Fergus
Elora Curling Club	60 David St, Elora
ForgeX	140 St. Patrick St. W, Fergus
Anytime Fitness	735 Tower St Fergus ON
HomeTown Fitness	370 St. Andrew Street West, Fergus
Elora Fitness & Performance	7457 Wellington Road 21 (Unit 2), Elora

### Parks and Trails

Community outdoor spaces/ playgrounds	<a href="https://www.centrewellington.ca/en/living-here/sportsfields-parks-trails.aspx">https://www.centrewellington.ca/en/living-here/sportsfields-parks-trails.aspx</a>
Upper Pines Camping Grounds	7301 Middlebrook Rd, Elora, ON N0B 1S0
Elora Gorge Conservation Area	7400 Wellington County Rd 21, Elora, ON N0B 1S0
Elora Quarry Conservation Area	319 Wellington County Rd 18, Elora, ON N0B 1S0
Belwood Lake Conservation Area	8282 Wellington County Rd 18, Centre Wellington, ON N1M 2W5

Source: Township of Centre Wellington & <https://www.centrewellington.ca/en/living-here/sportsfields-parks-trails.aspx> , <https://www.centrewellington.ca/en/living-here/facilities.aspx>



# Township of Centre Wellington

## 2023 Community Profile

Centre Wellington

### 8.5 Events

The Township of Centre Wellington is home to a wealth of wonderful events led by the Township and community members or organizations. You are encouraged to view our listing of annual events at <https://elorafergus.ca/> and to attend any or all! If you are interested in having an event added to the list, please contact the Elora & Fergus Tourism - Information Centre, located at 10 East Mill St, Elora, ON N0B 1S0 or by email at [tourism@centrewellington.ca](mailto:tourism@centrewellington.ca).

### 8.6 Local Media

Table 34: Local Media

Media	Details	Contact
Radio	CICW-FM Grand 101.1FM	226-383-1011
Television	CityNews Kitchener	519-743-6397
Television	CTV News Kitchener	519-884-4470
Television	CBC News Kitchener- Waterloo	519-581-1384
Local News	Wellington Advertiser	editor@wellingtonadvertiser.com
Local News	EloraFergusToday.com	news@elorafergustoday.com

Source: McSweeney & Associates and Township of Centre Wellington



## 8.7 Local Institutions

Table 35: Real Estate Institutions

Name	Address	Contact
Royal LePage Royal City Realty	9 E Mill St Elora, ON N0B 1S0	519-846-1365
KW Home Group Realty	135 St David St S, Fergus, ON N1M 2L4	519-843-7653
Your Hometown Realty Brokerage	131 Geddes St Elora, ON N0B 1S0	519-846-4663
RE/MAX Real Estate Centre Inc	782 Tower St S Fergus, ON N1M 2R3	519-787-0203
Century 21 Excalibur Realty Inc	645 St David St N Fergus, ON N1M 2K6	519-787-1780
Mochrie & Voisin Real Estate Group Brokerage	101 St. Andrew St W, Suite 200 Fergus, ON N1M 1N6	519-766-3716

Source: McSweeney & Associates and Township of Centre Wellington

Table 36: Financial Institutions

Name	Address	Contact
CIBC	301 St Andrew St W Fergus, ON N1M 1P1	519-843-2250
Scotiabank	201 St Andrew St W Fergus, ON N1M 1N8	519-787-2020
RBC	100 St Andrew St E Fergus, ON N1M 1P8	519-843-2590
Meridian Credit Union	120 McQueen Blvd Fergus, ON N1M 3T8	519-843-5451



Name	Address	Contact
Bank of Montreal	125 Geddes St Elora, ON N0B 1S0	519-846-5301
TD Canada Trust	192 Geddes St Elora, ON N0B 1S0 293 St Andrew St W Fergus, ON N1M 1N7	519-846-5305 519-843-2670

Source: McSweeney & Associates and Township of Centre Wellington

## 8.8 Communications Infrastructure

Table 37: Communications Infrastructure

Cable Services	
Name	Web
Cogeco	<a href="https://www.cogeco.ca/en/epico/packages">https://www.cogeco.ca/en/epico/packages</a>
Wightman Telecom	<a href="https://wightman.ca/residential/tv">https://wightman.ca/residential/tv</a>
Netflash	<a href="https://netflash.net/fibre-television/">https://netflash.net/fibre-television/</a>
Internet Services	
Name	Web
Rogers	<a href="http://www.rogers.com">http://www.rogers.com</a>
Bell	<a href="http://www.bell.ca/Bell_Internet/Internet_access">http://www.bell.ca/Bell Internet/Internet access</a>
Xplornet	<a href="https://www.xplornet.com/">https://www.xplornet.com/</a>
Cogeco	<a href="https://www.cogeco.ca/en/internet/packages">https://www.cogeco.ca/en/internet/packages</a>
Wightman Telecom	<a href="https://wightman.ca/residential/internet">https://wightman.ca/residential/internet</a>
Netflash	<a href="https://netflash.net/internet/packages/">https://netflash.net/internet/packages/</a>
Phone Services	





Centre Wellington

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Name	Web
Bell	<a href="http://www.bell.ca/Home_phone">http://www.bell.ca/Home_phone</a>
Rogers	<a href="http://www.rogers.com">http://www.rogers.com</a>
Telus	<a href="http://www.telus.com/en/bc/index.jsp">http://www.telus.com/en/bc/index.jsp</a>
Cogeco	<a href="https://www.cogeco.ca/en/phone/packages">https://www.cogeco.ca/en/phone/packages</a>
Wightman Telecom	<a href="https://wightman.ca/support/phone">https://wightman.ca/support/phone</a>
Netflash	<a href="https://netflash.net/phone/">https://netflash.net/phone/</a>

Source: Township of Centre Wellington

