

National Executive Forum  
on Public Property



Congrès national des cadres  
en immobilier public

## NATIONAL EXECUTIVE FORUM ON PUBLIC PROPERTY TENTH ANNUAL CONFERENCE

Thursday, May 24 and Friday, May 25, 2007  
The Fairmont Newfoundland, St. John's, NL

### CREATING VALUE – HOW PUBLIC REAL ESTATE CAN CONTRIBUTE TO INCREASING CANADA'S COMPETITIVENESS

The latest results from the World Economic Forum indicate that Canada's global economic stature is slowly eroding. On the latest WEF index, Canada fell to 16th place, from 13th place last year. Augusto Lopez-Claros, Chief Economist and Director, Global Competitiveness Network, notes: "The top rankings of Switzerland and the Nordic countries show that good institutions and competent macroeconomic management, coupled with world-class educational attainment and a focus on technology and innovation, are a successful strategy for boosting competitiveness in an increasingly complex global economy." The Conference Board of Canada's initiative "Mission Possible: Sustainable Prosperity for Canada" is setting out new directions for Canada.

How can managers of public property be part of a solution? The Conference will explore the question through an overview of the opportunities, an examination of strategies for moving forward, and an exploration of case studies. The competitiveness lens provides a framework to think about what we do, how we do it and how we can do it better. The Conference will encourage participation from all attendees and presentations will be focused on strategic issues and opportunities, with background documents provided for review in advance.

#### CONFERENCE SPONSORS:

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## Thursday, May 24 - Fort William Ballroom - Salon A

**8.00 to 8.30 Registration & Coffee** (*foyer outside Fort William Ballroom – Salon A*)

**8.30 to 8.40 Conference Opening** (*Fort William Ballroom – Salon A*)

Blair James, Department of Foreign Affairs and International Trade Canada, Forum Chair and Cathie Macdonald, Forum Convenor

**8.40 to 8.45 Welcome by the Mayor of St. John's, Andy Wells**

**8.45 to 10.30 Setting the Competitive Agenda**

How can Canada's competitive edge be enhanced and how can public real estate be used to contribute? Government real estate organizations provide land, buildings and infrastructure for the delivery of government programs and policies and objectives, as well as re-integrate surplus land back into communities. How can this be done in ways that create real value and contribute to Canada's competitiveness? What can be learned from others? How can governments lever opportunities? The session will raise some of the key issues and opportunities, including the topics that will be further explored in the following sessions.

*Moderator:* Gordon McIvor, Vice President, Public & Government Affairs, Canada Lands Company (Forum Member)

*Speaker:*

The Competitive Agenda – Mario Lefebvre, Director, Metropolitan Outlook, Conference Board of Canada

*Commentary:*

Olga Kaganova, Senior Associate, Urban Institute, Washington,DC (Forum Advisor)

Blair James, Director General, Physical Resources Bureau, Department of Foreign Affairs and International Trade Canada (Forum Member)

James McKellar, Academic Director, Program in Real Property, Schulich School of Business, York University (Forum Academic Advisor)

*Discussion*

### Break

**11.00 to 12.30 Frameworks for competitiveness** (*Fort William Ballroom – Salon A*)

How can real estate be used as a resource to leverage competitive advantage? What should be considered? Studies show significant increases in productivity as well as cost savings when real property solutions are integral to program delivery. What processes will help deliver these results? And how are results measured?

*Moderator:* Michel Nadeau, Head of Real Asset Management, City of Montreal (Forum Member)

*Speaker:*

The integrated business case approach – Chris Corps, Principal, Asset Strategics Inc. (Forum Advisor)

*Discussion*

*Speaker:*

Understanding the cost of competing – Casey Goossens, Business Director, Eastern Canada, VFA Canada Corporation (Forum Associate)

*Discussion*

## Thursday, May 24 (continued)

### **12.30 to 1.30 Lunch** (*Cabot Club*)

*Speaker:* Robert Reid, Department of Finance, Government of Newfoundland and Labrador on “Community Accounts”, data to support successful solutions

### **2.00 to 4.00 Case studies: Enhancing communities (Open Session)** (*Fort William Ballroom – Salon A*)

Public lands and infrastructure are major resources that can play a critical role in leveraging activities and a quality of life that attracts businesses and fosters achievement. What strategies are used and how effective are they? How are the results measured?

*Moderator:* Greg Lusk, Executive Director, Public Works, Nova Scotia Department of Transportation & Public Works (Forum Member)

#### *Speakers:*

Greater Golden Horseshoe Growth Plan – Managing Growth: aligning infrastructure investment with places to work and live – Brad Graham, Assistant Deputy Minister, Ontario Ministry of Public Infrastructure Renewal (Forum Member)

Results of Canada Lands Company’s Balanced Scorecard approach in reusing surplus lands – Tony Druett, Director, Development & Engineering, Canada Lands Company (Forum Member)

Investing in communities – Derek Ballantyne, CEO, Toronto Community Housing Corporation

Leveraging opportunities from the 2010 Olympics – Michael Flanigan, Director, Real Estate Services, and John Breckner, Associate Director, City of Vancouver (Forum Member)

#### *Discussion*

### **4.00 to 5.00 Reception – following the afternoon session (cash bar)** (*Court Garden*)

*(Sponsored by Cushman and Wakefield LePage Inc. and VFA Canada Corporation)*

### **7.00 to 9.00 Conference Dinner** (*Court Garden*)

*Speaker:* Neil Dawe, President, Tract Consulting, former Executive Officer, Grand Concourse Authority

## Friday, May 25 - Fort William Ballroom - Salon A

**8.30 to 9.00 Registration & Coffee** (*outside Fort William Ballroom – Salon A*)

**9.00 to 11.00 Case studies: program delivery** (*Fort William Ballroom – Salon A*)

There are many different ways of increasing value through better service delivery – through increased organizational effectiveness, cost savings, providing better services, increasing productivity and meeting new needs and challenges etc. This session touches on three areas of interest – organizational effectiveness, partnerships in service delivery and climate change challenges. New approaches require new ways of thinking and doing as they are often fraught with problems, being complex change initiatives. The right real estate solution is critical. What are the barriers, how can they be overcome, and what are the criteria for success?

*Moderator:* Ursula Ruppert, Director General, Real Property, National Capital Area, Operations, Real Property Branch, Public Works and Government Services Canada (Forum Member)

*Speakers:*

Aligning Properties with BC Hydro's objectives – Aki Lintunen, Manager, Properties Division, BC Hydro (Forum Member)

Transport, Infrastructure and Communities Portfolio – Partnering for Infrastructure Investments – Tony Varriano, Senior Director, Strategic Planning, Program Coordination and Research, Transport Canada (Forum Member)

Citizen Centered Service Delivery – Stephen Marguet, Executive Director, Portfolio and Inventory Management, ARES (Forum Member)

*Discussion*

Manitoba's Green Building Policy – Rod Berscheid, Director, Operations, Accommodation Services Division, Manitoba Infrastructure and Transportation (Forum Member)

Green Corner Brook Long-term Care Facility – Gunar Leja, Director of Design and Construction, Department of Transportation and Public Works, Government of Newfoundland and Labrador (Forum Member)

*Discussion*

**Break**

**11.30 to 12.25 Conference Learnings and Agenda for the Forum**

What are the key findings in the discussions and what was missing? What role can the Forum play to contribute to the competitiveness agenda, given its membership from the three levels of government, academia and the private sector?

*Moderator:* James McKellar, Academic Director, Program in Real Property, Schulich School of Business, York University (Forum Academic Advisor)

*Discussion*

**12.25 to 12.30 Conference Closing**

Blair James, Department of Foreign Affairs and International Trade Canada, Forum Chair and Cathie Macdonald, Forum Convenor

**12.45 to 4.00 Lunch (Admirals Green Clubhouse, Pippy Park) and Bus Tour**

*Tour guides:* Weldon Moores, Newfoundland and Labrador Transportation and Works (Forum Member), John Dalton, Canada Lands Company (Forum Member), Gareth Griffiths and Ken O'Brien, City of St. John's