



KNOWLEDGE & PROFESSIONAL SERVICES



Collingwood is a hub for human capital

Collingwood is the ultimate place to grow your knowledge business, a place whose amenities and business community support rival those of our biggest cities. It's no wonder that forward-thinking business leaders are locating their companies here. From creative industries to financial and high-tech enterprises, people have come to realize that work life here is simply...better.



The table to the right notes significant growth in many sub occupations within the Knowledge & Professional Services sector including substantial growth in information systems analysts & consultants, marketing and computer programming.

Knowledge and professional services Occupations, Labour Recruiting Area, 2012-2022

Occupation	2012 Jobs	2022 Jobs	2012 to 2022 Change	2012 – 2022 % Change
Professional occupations in business management consulting	85	134	49	58%
Accounting technicians and bookkeepers	107	130	23	21%
Financial auditors and accountants	121	121	0	0%
Information systems analysts and consultants	39	94	55	141%
Professional occupations in advertising, marketing and public relations	31	78	47	152%
Computer programmers and interactive media developers	43	71	28	65%
Graphic designers and illustrators	44	61	17	39%
Sales and account representatives – wholesale trade (non-technical)	53	60	7	13%
Civil engineers	68	56	-12	-18%

Source: EMSI Analyst 2022.1

SOME OF OUR SERVICE PROVIDERS



WHAT ARE THEY SAYING?

“

Here we enjoy a 'perfect storm' of highly skilled workers, inspirational surroundings and a community of like-minded entrepreneurs that drive us forward.”

*Matt Jackson,
Co-founder & CEO WordJack Media*



Georgian Bay Accelerator

Preparing businesses for global success with world class programming, experienced leadership and connections. The GB Accelerator program is a fully customised intensive six month program to rapidly grow and scale businesses according to their unique needs. A highly-targeted strategic plan is developed by their experienced coaches following a deep dive into the participating business. They offer the opportunity to work with their senior leadership team (coaches, mentors and industry experts) who are dedicated and passionate about helping innovators in this community.

 www.gbaccelerator.ca

WordJack Media

WordJack is a digital marketing agency focused exclusively on helping small businesses win on the web. They are a team of experts in all areas of internet marketing, social media, website development, and online marketing campaigns with their head office in Collingwood, and clients throughout Canada and the US. WordJack Media consistently ranks as one of Canada's fastest growing companies on several national lists.  www.wordjack.com

Switch Video

Creators of animated explainer videos for companies like IBM, HP, Bayer, Abbott, and many more, they have made over 1,200 videos for clients in 15 countries and 15 different languages. Their video team is located in Collingwood and they have an in-house team of script writers, animators, and producers.

 www.switchvideo.com

Smash Reality

Smash Reality was founded in 2010 with the goal of creating a modern, dynamic agency for global clients in a more remote and rural setting. Headquartered in Collingwood, Smash Reality has provided services to companies all around the globe with a small and dedicated team of artists, developers, and project managers. They fuse great storytelling with digital technology to produce engaging and breathtaking experiences.

 www.smashreality.com

Rappid Design

Navigators of all terrains of app design, development and delivery. They help established technology companies level up with best in class solutions that help mature existing products and services, and elevate companies looking to embrace technology with design and engineering. They also fund startups to bring their ideas to life including, most recently, the Georgian Bay Accelerator.

 www.rappid.design

Crozier Consulting Engineers

Crozier is a leading consulting firm committed to growing careers and building communities by delivering multidisciplinary land development services in the private sector. Crozier provides services in civil, water resources, transportation, structural, mechanical, and electrical engineering, complemented by hydrogeology, environmental consulting, landscape architecture, and building science services.

 www.cfcrozier.ca

Connect With Us

dobusiness@collingwood.ca | 705-445-8441