



Task Force Seeks Input on Draft Action Plan: *Good Jobs + Good Business = Better Community*

Date: Thursday, January 19, 2017

For Immediate Release

VICTORIA, BC — The Mayor's Task Force on Social Enterprise and Social Procurement is seeking input to help shape its draft action plan, *Good Jobs + Good Business = Better Community*, which will be introduced at the Chamber of Commerce and Tourism Victoria mixer tonight from 5 p.m. – 7 p.m. at the Greater Victoria Harbour Authority at Ogden Point.

The actions in the plan are meant to help people who are out of the workforce get to work, and to grow a strong, inclusive economy at the same time. The plan identifies three sets of recommendations that will strengthen the City's procurement practices to maximize community benefit as well as support small business and social enterprise sectors. Using an ecosystem-based approach to community economic development, the draft action plan focuses to a large degree on efforts to get the unemployed, underemployed and marginalized into employment.

"The Task Force members believe that in order to truly build a sustainable economy, we must create an inclusive economy which provides opportunities for everyone to succeed, including those who are often left behind such as youth, First Nations people, those with mental health and addictions challenges, those without homes or with disabilities, and people released from prison," said Mayor Lisa Helps.

The draft recommendations include: Leading Economic Change – make the mainstream economy more inclusive to ensure there is always an opportunity for everyone to prosper; Community Benefit Procurement – purchases should be leveraged to improve the economic, social and environmental well-being of the community; and Social Enterprise Development – strengthen and grow businesses already doing business with community benefit in mind and grow the social enterprise sector.

Each of the three recommendations has a set of actions and tasks to be implemented over the next five years to achieve prescribed outcomes. Leads and supports in the community to help achieve these outcomes are also proposed and include the City of Victoria, local organizations, agencies and business.

The *Good Jobs + Good Business = Better Community* draft action plan is available at victoria.ca/economicchange. There are a variety of ways for the community to provide feedback, including completing an online survey, emailing input to economicchange@victoria.ca or tweeting to @CityofVictoria #EconomicChangeVic by Sunday, February 12, 2017. Public input will help inform the draft action plan that will be presented to City Council for consideration in March.

The Task Force on Social Enterprise and Social Procurement was a recommendation of the Mayor's Task Force on Economic Development and Prosperity, which with input from the community, developed the City's economic action plan, *Making Victoria: Unleashing Potential* in 2015. The economic action plan identifies six engines to drive economic prosperity, generate jobs and raise household incomes. One engine that encompasses the rest is entrepreneurship and social enterprise.

"Creating Prosperity Through Economic Development" is a key objective of the *City of Victoria 2015-2018 Strategic Plan* for focus and investment. Appointed by City Council last July, the Task Force on Social Enterprise and Social Procurement is chaired by Mayor Lisa Helps and includes Councillor Marianne Alto and First Nations representatives, as well as leaders in social enterprise, community and economic development, and business. For more information, visit: victoria.ca/economicchange.

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