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For Immediate Release

South Island leaders unite to address economic crisis and recovery

Victoria, B.C. – Representatives of local government, businesses, institutions and nonprofits have banded together to respond to the sharpest economic downturn our region has ever seen. The South Island Prosperity Partnership (SIPP) has convened the leaders on a taskforce devoted to developing a strong and coordinated region-wide response to the economic crisis triggered by the COVID-19 pandemic.

SIPP, an alliance of over 60 public and private sector partners in Greater Victoria, views the multi-stakeholder approach as essential to developing a coordinated economic recovery strategy and advance plans to create greater economic resiliency in the region to withstand future global shocks. Members of the taskforce, called the “Rising Economy Taskforce,” include representatives from businesses, First Nations, municipal governments, post-secondary institutions and nonprofits.

SIPP’s CEO, Emilie de Rosenroll, says the taskforce will focus on supporting relief and recovery efforts, as well as exploring what elements are needed for longer-term economic resilience.

“Let’s use this crisis well. While things may still get worse before they get better, our region must start planning immediately if we want to see the vibrancy return to our economy. The South Island is collaborative – as a result, we can come together to ensure that when the recovery begins, we rebound as quickly as possible. By coming together now, we can use this crisis as a platform for future prosperity,” said SIPP CEO Emilie de Rosenroll.

The primary purpose of the taskforce is to provide guidance and gather input to inform a recovery strategy. Some initial actions include conducting a business impact assessment and evaluating demand for a Business Recovery Centre. The taskforce will also measure impact on key economic assets, assess employment issues, and explore business transitions and new emerging opportunities.

“Thrifty Foods is proud to support SIPP’s leadership on this crucial initiative. We know the Rising Economy Taskforce will be effective and engaging as we create relief, recovery and resilience in our new economy,” said Ralf Mundel, VP Operations, Thrifty Foods.

Members of the taskforce include:

Chair
Emilie de Rosenroll
SIPP CEO

Vice Chair
Frank Bourree
Bourree and Associates
SIPP Board Vice Chair

Craig Norris
CEO, Victoria International Marina
SIPP Board Chair

Christina Clarke
CEO Songhees Devco
SIPP Board member

Ralf Mundel
VP Operations, Thrifty Foods

Mandy Farmer
CEO, Accent Inns

John Wilson
CEO, Wilson Group

Catherine Holt
CEO, Greater Victoria Chamber of Commerce

Paul Nursey
CEO, Destination Greater Victoria

Tina Fang
Chair of the Canadian Migration Institute
SIPP Board member

Robert Jawl
Managing Director, Jawl Properties

Cliff McNeil-Smith
Mayor of Sidney

Rasool Rayani
Investor, Entrepreneur, Business Owner

Lisa Helps
Mayor of Victoria

Jennifer Vornbrock
Community and Government Relation, UVic
SIPP Board member

Stephen Pierce
Shop Local YYJ

Julie Lawlor
Executive Director, Westshore Chamber of Commerce

Colin Plant
CRD Board Chair

Sandra Richardson
CEO, Victoria Foundation

Andrea Di Lucca Bustard, Community Investment Portfolio Manager
Vancity

Dan Ruscheinski
Senior Director, Esri Canada

Steve Wellburn, Partner, Private Enterprise and Professionals
MNP

Nikki Macdonald, PhD
Consultant, Adjunct Professor, UVic

Mitzi Dean
MLA Esquimalt-Metchosin

Doug Kobayashi
Colwood Councillor

Zac de Vries
Saanich Councillor

Ken Armour
Esquimalt Councillor

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ABOUT SOUTH ISLAND PROSPERITY PARTNERSHIP

The South Island Prosperity Partnership (SIPP) is an alliance of over 60 public and private sector partners in Greater Victoria, including 11 local governments, nine First Nations, three post-secondary institutions, nine industry associations and nonprofits, and more than 30 major employers. SIPP works to bolster our region's economic and social prosperity. This will happen by catalyzing the creation of high-quality, household-sustaining jobs, so that more families can afford to live, work and build a life here. www.southislandprosperity.ca