

**FOR IMMEDIATE RELEASE**

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**Greater Victoria’s Economic Development Alliance Finds Areas of Alignment for Southern Vancouver Island in BC’s New Economic Plan**

(Victoria, BC) South Island Prosperity Partnership (SIPP), the economic development alliance for Greater Victoria, congratulates the British Columbia government on the release of their BC Economic Plan, presented today by Premier John Horgan and Hon. Ravi Kahlon, Minister of Jobs, Economic Recovery and Innovation.

*StrongerBC: A Plan for Today, a Vision for Tomorrow*, described by Premier Horgan as “a codex for how we build the economy of the future,” focuses on skills training; reconciliation with Indigenous Peoples; meeting B.C.’s climate commitments; and fostering innovation.

“SIPP was pleased to consult directly with Min. Kahlon leading up to this economic plan,” says Emilie de Rosenroll, CEO, South Island Prosperity Partnership. “We shared with him the top priorities and issues for the South Island as well as our members’ support for regional inclusiveness, sustainability and future job creation.”

SIPP is a non-profit partnership of 10 municipalities, nine First Nations, three post-secondaries, and the region’s major employers, nonprofits and business organizations. SIPP’s priorities are captured in its three-year strategic plan, [Rising to Resilience](#), which spells out the organization’s goals for a more resilient, innovative, sustainable and equitable economy.

“We support the plan’s announced direction to measure the economy in ways that go beyond GDP, deeper into well-being indicators such as affordable housing, post-secondary training and poverty reduction,” says de Rosenroll, “as well as establishing an Environmental Social Governance (ESG) Centre of Excellence that will deepen B.C.’s socially-progressive economy and integrate it into the rapidly expanding global ESG investment market.”

“With the recent conclusion that more than one million job openings are expected in B.C. over the next 10 years, and that approximately 80% will require post-secondary education and training, we know there are barriers in place that may prevent this from becoming reality. This is where affordable childcare, doubling-down on addressing affordable housing, building modern infrastructure (like transit and high-speed Internet), and supporting small businesses will be key.”

Other areas of the BC government’s StrongerBC plan that align with SIPP’s strategy include:

- **the intent to create an Indigenous Economic Development Agency.** “SIPP has been working to co-develop the Indigenous Prosperity Centre — a First Nations and Indigenous-led agency — since 2020 and will make significant progress toward this in the coming months,” says de Rosenroll. “We look forward to working with the province to support our Indigenous partners to achieve their economic development goals.”
- **the emphasis on an Industrial Incentive Program, a Coastal Marine Strategy and Shipbuilding Strategy for B.C.** “We look forward to working in alignment with the BC government to actualize ocean and marine innovation and industry transformation that creates sustainable, high-paying jobs here,” says de Rosenroll.

“SIPP and our many collaborators, including Ocean Networks Canada, Babcock Canada, the Association of BC Marine Industries (ABCMI), and many others are establishing a Pacific Canada ocean and marine innovation hub through COAST (Centre for Ocean Applied Sustainable Technologies), with an emphasis on the sustainable blue economy.”

- **the focus on sustainability and innovation through CleanBC programs to unlock innovation across crucial sectors vital to B.C.’s future.** “Canada has a declining rate of productivity,” says de Rosenroll, “and one of the areas of top concern is the declining rate at which businesses here invest in research and development. We’re hopeful that the integrated marketplace announced today, along with the intent to create a modern Intellectual Property Strategy, an Industrial Incentive Program and new investments from the InBC Investment Corporation, will all work in lock-step toward a more innovation-driven economy.”
- **the mention of B.C.’s film industry.** “This is a rapid growth sector on the South Island, but to reach our potential in film and new media, we need to get studio space built,” says de Rosenroll. “We hope the announcements to come can be more specific regarding this local opportunity.”

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## **About South Island Prosperity Partnership**

[South Island Prosperity Partnership](#) (SIPP) represents a new era of economic development for Greater Victoria. Together our mission is to build a more innovative, diversified, inclusive and sustainable economy for Southern Vancouver Island.

SIPP was formed in April 2016 to bolster the region's economic and social prosperity. This regional economic development alliance comprises 10 municipalities, nine First Nations, five chambers of commerce, three post-secondary institutions, and many of the region's non-profits and major employers.

Since SIPP launched six years ago, the organization has grown from 29 to 75 members. SIPP achieves major milestones with a small, agile team and an extensive, engaged network of members and community partners.