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MEDIA ADVISORY
RANKIN MACSWEEN COMES TO VICTORIA

One of the founders of the Community Economic Development movement in Canada and the first CEO of a Community Investment Fund in the country is coming to Victoria.

Rankin MacSween helped to create New Dawn Enterprises in Cape Breton, in 1979, and then established Nova Scotia's first Community Economic Development Investment Fund. New Dawn Enterprises runs several social enterprises, develops affordable and assisted housing; runs a trades training program; and channels RRSP eligible investments into the region's locally owned businesses and affordable housing projects.

MacSween is coming to Victoria from September 24-30 to share knowledge with government, business, community, academic and social movement colleagues based on his extensive experience in social innovation and progressive community change. MacSween will be discussing key trends and issues in social innovation for sustainable community development.

MacSween's visit coincides with several initiatives emerging in Greater Victoria:

- The launch of a Vancouver Island Community Investment Cooperative that will operate a local ethical investment fund similar to New Dawn's.
- The implementation of a Labour Market Development Partnership to build a strategy in the region for the sustainable livelihoods of all residents.
- The creation of a Social Innovation Resource Centre for the region that builds connection, learning, technical assistance, space and functions for a new generation of social enterprise, poverty reduction and prevention initiatives.

Sponsored by the Community Social Planning Council, Vancity Credit Union, BC Ministry of Social Development and Social Innovation, and the BC Partners for Social Impact, MacSween's visit provides an opportunity for our region to learn from leading expertise and springboard that knowledge into action in Greater Victoria.

Rankin MacSween will be available for media interviews and appearances from September 24-29, independently or with personnel from the Vancouver Island Community Investment Cooperative or Community Social Planning Council.

Media requests can be directed to:

Mary Katharine Ross, Communications Officer
Community Social Planning Council
mk@communitycouncil.ca
250-383-6166 ext.100