

# Urban-Rural Partnerships: Meeting the Needs of Specialized Populations in Rural and Remote BC



## Workshop Purpose & Goals

- Share ideas, successful strategies and best practices in rural employment service delivery for specialized populations
- To cultivate a network of practitioners & organizations for ongoing communication and collaboration for best practices for rural employment service delivery



## Agenda

1. Introductions
2. Overview of the purpose, principles and practices for community capacity building through partnerships
3. Case Study: Bringing Bridging services to rural, remote women living on the North Island
4. Table discussions to share ideas, successes & solutions
5. Themes and Next Steps



## Quick check-in:

How many people in the room work in communities with  
(Stand up and say your name & where you're from)

- under 1,000 people,
- under 5000,
- under 10,000;
- under 20,000;
- under 30,000;
- over 30,000;
- over 100,000

How many people in the room work in organizations  
responsible for providing:

(Stand up and say which organization you're from)

- employment services
- Bridging services to assist women/survivors of violence/abuse
- education or training
- government services
- Other services - What does your organization do



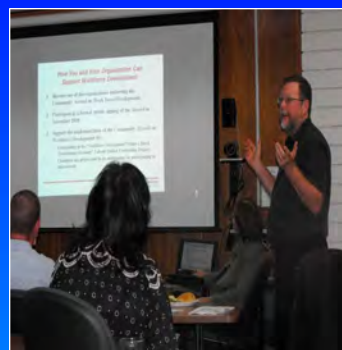
## What Does North Island Employment Do?

- We assist people in need to find work & to get the skills they need for ongoing employment
- We help employers find the right people, with the right skills at the right time
- 25 year history of building partnerships and community capacity with North Island stakeholders for healthy, sustainable communities & labour markets



## Centres of Excellence for Rural Employment and Workforce Development

To build community capacity & strive for excellence through research, development and implementation of best practices supporting rural employment and workforce development



## Partnerships to Build Community Capacity

### Community Capacity Building

- the activities, resources and support that strengthen the skills, abilities and confidence of people and community groups to take effective action and leading roles in the development of their communities
- The value of urban & rural partnering to build capacity



Competitive – Cooperative – Coordinated - Integrated



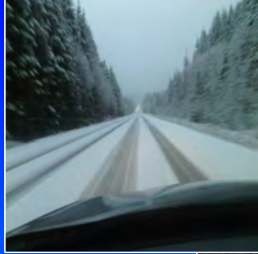
## Our Region



- ❖ Small population spread over vast geographic area which is really tough/expensive to travel around so there service gaps
- ❖ Campbell River tends to be the gateway community & smaller towns around the North Island serve as pockets or hubs serving surrounding remote/rural areas
- ❖ Communities are highly dependent on Resource based industries (particularly forestry) & undergoing major shifts in the local labour market
- ❖ Large First Nations population living in remote communities that have their own diverse, distinct & rich cultural heritage, governance and challenges



## Technology & partnerships provide a human touch to overcome transportation challenges



- ❖ Limited or no public transportation or infrastructure
- ❖ Distances are long and road conditions can be difficult, especially in the winter
- ❖ Some communities are only accessible by water (ferry &/or float plane)
- ❖ Broadband internet access and connectivity is an issue

bridges  
BRIDGE  
BUILT  
BUSINESS  
BETTER  
BETTER  
BETTER

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## Changing labour markets: Know what's happening



Forestry



Fishing

Traditional  
Resource  
based  
industries ...



Mining

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BUILT  
BUSINESS  
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BETTER  
BETTER

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# Changing labour markets: Know who to partner with

Moving to a service & knowledge-based economy:

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# Each Community is Different: Implications for Community mapping & consultation

**Woss**

**Sayward**

**Cortez Island**

**Gold River**

**Campbell River**

**Quadra Island**

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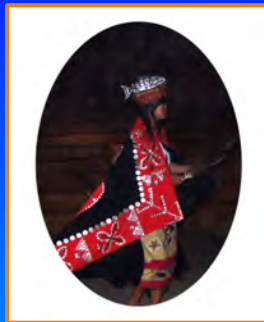
## Each Community is Different: Implications for Relationship building & Partnerships



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## Building capacity is the focus for First Nations Communities



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## Principles & Practices: Groundwork

- Remember why you're doing this – **TO BUILD COMMUNITY CAPACITY**
- Recognize FIRST that it takes TIME & COMMITMENT
- Build relationships based on trust while community asset mapping & consultation
- Identify & link the key stakeholders, mutual areas of interest & alignment
- Create formal agreements between organizations whose purpose and goals are complimentary

Competitive – Cooperative – Coordinated - Integrated



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## Principles & Practices: Key ingredients


- Involve community leaders
- Share environment scans and labour market information leading to a shared understanding of the challenges, strengths, needs & possible solutions
- Coordinate strategic planning between organizations
- Identify projects important to stakeholders that would be enhanced by collaboration
- Link community, regional, and provincial initiatives with community implementation
- Monitor and report outcomes
- Communicate success & leverage for the future



Competitive – Cooperative – Coordinated - Integrated

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## Steps to Building Bridging Services for Women On the North Island

- There were major gaps in Bridging services on the N island
- Programs did not exist in any of the smaller, remote communities unless a woman could get to Campbell River
- Programs offered in Campbell River took place every other year
- After discussions the existing service provider, they chose not to continue

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## Steps Taken to Build Bridging Services for Women on the North Island

- Identified existing community organizations, programs & services
- Contacted stakeholders & consulted different women's organizations
- Learned more about client needs and programs/services gaps, concerns and challenges through linking staff
- Learned and worked together at pro-d events
- Presented to Board members and staff different service options
- Linked service resources, leadership, staff between NIEFS, Bridges and local women's organizations




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# Bridging Services Partners Starting out ...

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Bridging online services for Women

**CONNECTIONS**



**CR Women's Centre**



**North Island Crisis & Counselling**

**NIEFS**  
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