

Manitoba Agriculture, Food and Rural Initiatives

GROWING Opportunities

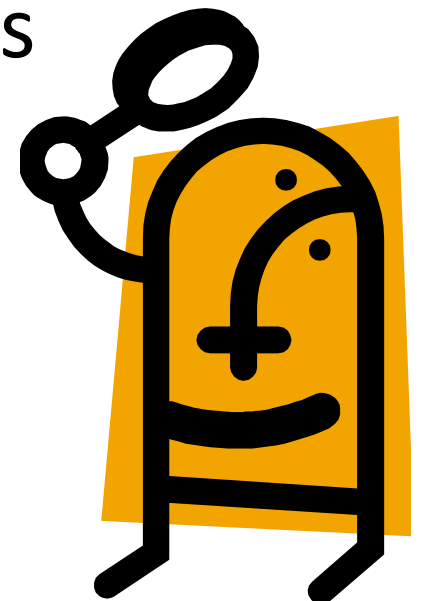
# On The Front Lines: CED Practice in Rural Manitoba



Manitoba 

# Some background . . .

- Agriculture is one of the oldest departments in Manitoba
- The “rural” file in Manitoba is relatively new
- MAFRI supports the CED Lens that was adopted by the province

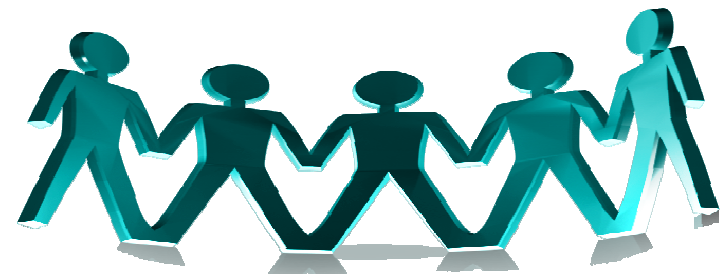


# Some background . . .

- In the early 90s, the department of Rural Development promoted many initiatives that supported CED philosophy, such as:
  - Community Development Corporations (CDCs)
  - Rural Economic Development Initiatives (REDI)
  - Field staff (Economic Development Advisors)

# MAFRI and CED

- Reorganized in 2004-05 with the inclusion of “rural initiatives”
- New specialties added including Community Development
- Development of Horizontal Teams



# MAFRI's CED Horizontal Team



# MAFRI's CED Horizontal Team

- Over the past five years, this team has developed a mandate to:
  - Support research and innovation in CED
  - Increase the capacity of communities to drive economic development
  - Promote CED practices in communities and internally

# How do we support research and innovation?

- Working relationships with other CED stakeholders such as:
  - Community Development Corporations
  - Regional Development Corporations
  - Association of Manitoba Municipalities
  - Economic Developers Association of Manitoba
  - Chambers of Commerce
  - Rural Development Institute
  - Community Futures

# How do we support research and innovation?

- Support research and evaluate rural economic development, issues and strategies:
  - as a CED Horizontal Team
  - with our key stakeholders
  - with Rural Development Institute and Rural Policy



# How do we “increase the capacity of communities to drive economic development”?

- Coordinate and deliver learning opportunities for stakeholders
- Facilitate organization, community and regional planning processes
- Develop CED tools and resources

# How do we “increase the capacity of communities to drive economic development”?

- Examples of tools and resources:
  - First Impressions Community Exchange
  - Photovoice
  - Regional Economic Analysis Process
  - CED Pathfinder



# First Impressions Community Exchange

- Structured community assessment
- Helps communities learn about their strengths and shortcomings through the eyes of first-time visitors
- Knowledge gained is intended to serve as a basis for community action



## Photovoice

- Method for communities to identify and discuss topics of concern
- Photographs and stories are collected, organized and presented as a catalyst to encourage discussion and change
- Photovoice for Community Development Guide - available on the Manitoba website

# Regional Economic Analysis Process

- Assist regions to identify areas of strength
- Determine a priority focus for business retention and expansion efforts
- Articulate region's core competitive advantage
  - *“value proposition”*

# CED Pathfinder

- Information, ideas, resources and links aimed at helping communities develop and grow using the CED process
- Based on CED principles – *supports development of the community by the community . . .*
- Available on MAFRI's website



# Benefits of the “GO” Approach to CED

- Communities can access CED support in their communities
- Tools are developed based on needs in the field
- Working horizontally – resources, expertise, flexibility

# On the Front Lines

- Committed to ongoing support for community-based plans and initiatives that respond to local needs and strengths
- Collaboration and communication are key!

