



# Community Contacts Newsletter

University of Northern British Columbia

December 7, 2006

Volume 3, Number 1

*"Northern  
Strength  
to  
Northern  
Strength."*

Contact us at:

**Greg Halseth, acting**

**Institute Director**

University of Northern

British Columbia

3333 University Way

Prince George, BC

V2N 4Z9

**Office:** New Lab 8-141  
**Phone:** (250) 960-5826  
**Email:** [halseth@unbc.ca](mailto:halseth@unbc.ca)

## Welcome

We are pleased to present the December 2006 newsletter of the Community Development Institute (CDI) at UNBC. We hope that this quarterly newsletter will help to keep you informed about developments at the CDI. If you have any comments on how we can improve the newsletter, or if you have news that you would like us to include in our next edition, feel free to contact our coordinator at [manson@unbc.ca](mailto:manson@unbc.ca)

## In this Edition:

- The CDI at UNBC
- Tourism
- Notices
- Institute News

## The CDI at UNBC

The Community Development Institute at UNBC is interested in two fundamental issues for communities in northern BC: community capacity and community development. By undertaking research, sharing information, and supporting education outreach, the Institute is becoming an important partner to communities interested in making informed decisions about their own futures.

The Institute emphasizes the importance of capacity-building, collaboration, learning, and complementarity. Research that is undertaken balances academic credibility with practical relevance. Beyond research, the Institute is involved in outreach activities and serves as a conduit to expand local educational opportunities related to community development.

For more information please visit: <http://www.unbc.ca/cdi/>

## Tourism

As our communities and economies respond to local, regional, and global opportunities, one sector of interest is tourism. While tourism is part of most community and regional development plans, our work suggests it is a little studied part of northern BC's economy.

To start addressing this gap, the CDI supported work during the summer of 2005 that looked at the tourism sector across northern BC. With the funding assistance from Western Economic Diversification, the research involved interviews and data collection with economic development and tourism industry actors across northern BC (including communities from 100 Mile House to Atlin, and from the Alberta border to the Queen Charlotte Islands). The purpose was to identify core issues supporting and challenging economic development opportunities in the tourism sector as a foundation for creating future economic opportunities across the region.

One highlight from the project includes that the tourism market is complex and comprised of many sub-markets. For example, in the 'camping' segment of the industry there is often an assumption that there is a single 'camper' market. Instead, there is a very diverse and highly segmented set of sub-markets that make up these 'self-drive' tourists. These sub-markets that have very different social, demographic, economic, and even philosophical characteristics, and who appear to participate in the various camping supply sectors for particular reasons and with particular features/attributes in mind. If we are to effectively move tourism opportunities forward, we need to build from a good understanding of these sub-markets.

The project reports include:

- Future Research Partnership
- Parks Campground Users Survey Report
- Tourism Project Overview Report

They can be found under the "Tourism and Development Foundation Project" heading in the RESEARCH section of the CDI website: <http://www.unbc.ca/cdi/research.html>

## Notices

### **Centre for Innovative & Entrepreneurial Leadership (CIEL)**

Mike Stolte and the team at CIEL has just completed a report entitled "69 Tools, Techniques and Resources for Communities". The 31 page manual lists and classifies a number of well-known, cost-effective community tools. This free pdf publication is posted on:

[www.theCIEL.com](http://www.theCIEL.com)

### **BC Rural Network**

The BC Rural Network is a coalition of organizations, communities, and individuals who share a commitment to building the capacity of British Columbia to develop responses to rural and remote community issues. The BC Rural Network continues to dialogue with rural communities and organizations across BC through a series of annual regional forums, an annual province-wide conference, an e-mail list, regular newsletters, and a website. To visit the website, please go to:

<http://www.bcruralnetwork.ca/>

### **British Columbia Rural and Remote Health Research Network**

The BCRHRN is committed to ensuring that rural and remote perspectives in health research are fully identified and addressed. The Network works towards this by building a strong rural and remote health research agenda in BC, increasing the capacity for universities and communities to work together as research partners, and sharing the knowledge gained. To visit the website, please go to:

<http://www.bccrrhn.ca/index.html>

### **Northwest Science and Innovation Society**

NSIS is an independent, non-profit society dedicated to the economic development and diversification of the Northwest BC Region through the application and/or use of science and technology. For further information, please contact Christine Slanz Ignas, Executive Director, via <contact@nsis.ca> or visit the website:

<http://www.nsis.ca/>

### **Updated Mountain Pine Beetle Action Plan**

BC's updated mountain pine beetle action plan can be found at:

[http://www.for.gov.bc.ca/hfp/mountain\\_pine\\_beetle/](http://www.for.gov.bc.ca/hfp/mountain_pine_beetle/)

### **Service Canada - The Partnership Handbook**

The Partnership Handbook helps to identify the skills, knowledge and experience required to bring people and groups together to form useful and productive partnerships. It provides tools and tips to help make partnerships effective, how to enhance partnerships, and what is needed to move forward together.

<http://www.hrsdc.gc.ca/en/epb/sid/cia/partnership/handbook.shtml>

### **The Canada Aboriginal Portal**

The Canada Aboriginal Portal has a new funding tool where you can search for programs by location and the type of support you are seeking.

<http://www.aboriginalcanada.gc.ca/acp/apps/fundingtool.nsf/>

## Institute News

### **Speaker's Series**

The CDI is very pleased that Manley McLachlan (President and CEO of the BC Construction) was able to join us for the Fall 2006 Speaker's Series events held October 11, 2006 in Prince George and October 12, 2006 in Fort St. John. Mr. McLachlan's presentation will soon be available on the CDI website. Watch this space for an update on the Spring 2007 Speaker's Series events. For past Speaker's Series presentations please visit:

[http://www.unbc.cdi/speakers\\_series.html](http://www.unbc.cdi/speakers_series.html)

For further information, please contact: Don Manson at [manson@unbc.ca](mailto:manson@unbc.ca) or phone (250) 960-5018