

Business Not as Usual: Swift Current uses collaboration to turn the corner

For 25 years Swift Current, Saskatchewan stopped growing - in industry, population, and imagination.

The population stagnated. Business development was a problem. There was no common vision of what the city should become, and a fear of failure prevented local residents from considering innovative or alternative development opportunities.



Today, Swift Current is the winner of numerous awards for innovative economic performance. This once-sleepy community is a vibrant place to live and do business. A place people are proud to call home.

How did this community turn itself around? By working together.

Community residents realized that conventional ideas of business development were not adding value to the community. Doug Howorko, BR&E consultant in Swift Current, writes, "If we kept doing what we had been doing we would keep getting what we had been getting: an underdeveloped wealth-generating sector, growing dependency on outside investors, and a population tilting into decline."

Viewing each other as teammates, rather than opponents, local business owners, municipal officials, federal and provincial business service providers and representatives from the community, education, labour and other sectors, came together to develop and implement a framework for improving the local economy.



[Read the Swift Current story here!](#)

Related Links:

- [Action Swift Current](#)
- [Centre for Community Enterprise – Expertise & Resources for Community Economic Development](#)



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