

IMAGINE...

*A sustainable quality of life for everyone
in British Columbia's Capital Region.*

*Many of us take it for granted.
Some of us struggle to achieve it.
Each of us has a stake in it.*

*Quality of life is dynamically linked with the health of the economy, the environment
and the community.*

Together we can improve and sustain our quality of life.

BC's Capital Region is home to just under a half million people. Along with beautiful physical scenery, Victoria boasts one of the highest standards of living in Canada. But this quality of life is uneven among residents. Real estate prices are expensive; many people cannot afford safe and decent housing. Unemployment is relatively low, but the high cost of living combined with high numbers of people working in low wage jobs means too many are struggling to make ends meet. An extensive history of collaborative community efforts in Victoria has led to the launch of the Quality of Life CHALLENGE, a bold new way for all sectors of the Region to work together to find solutions to critical concerns and to sustain a vibrant community.

"Everyone can help make a difference in the quality of life in the community, not just the powerful," says a staff person at the CHALLENGE. Since 2003 more than 700 people have been engaged in this community effort while individual initiatives, such as the Employer CHALLENGE, are taking action on poverty. Eleven local employers are speaking to their peers about reducing poverty and four have changed employment practices as a result of the CHALLENGE.



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