

Action Swift Current Striving to Change Attitudes

Negative attitudes have a major impact on our perception of the world around us.

More and more, issues of self-worth and frustration provide a negative backdrop to public debate.

Many would even argue that our wonderful City of Swift Current doesn't measure up when compared to other jurisdictions.

It is this identity and perception problem that is a limiting factor in our city's ability to grow and prosper.

In January 2002, Action Swift Current, a community partnership initiative was launched to help set a direction towards economic growth for the City and R.M. of Swift Current.

Surprisingly, attitude has emerged as one of the most significant issues in terms of hampering economic development in the province of Saskatchewan.

In a poll conducted for the Saskatchewan Chamber of Commerce in October 2001, over 92 per cent of respondents said they feel that a positive attitude is either "Very Important" or "Somewhat Important" to growing our economy.

Both the private and public sectors have reached the conclusion that the province of Saskatchewan is a land of abundant opportunity and potential, but that very few people are turning that potential into reality.

How we perceive ourselves, and how we are perceived outside of our city and outside of the province is a major

obstacle. When it comes to the future, there isn't a shared vision.

There isn't a common goal. We need to build consensus for our community's future direction.

We also need to celebrate our successes, our strengths, to broaden our vision and be innovative risk takers. After all, we are all in this together.

Celebrating our successes and the achievements of others is something we should all strive towards, but far too often these achievements and accomplishments go unnoticed.

The community of Swift Current has begun working towards recognizing the achievements of these businesses through the Swift Current Business Excellence Awards program.

Changing attitudes in how people view our city and recognizing that Swift Current is a land of great opportunity will be a major step forward.

Action Swift Current's goal is to develop comprehensive and integrated strategic plan for the future vitality of this city.

Through this initiative, Action Swift Current is laying the groundwork to make the City of Swift Current a great place to live, work and invest.

To learn more about the Action Swift Current initiative contact 778-7887.

The Southwest Booster
Press Release Date:
May 2002