

NEWS RELEASE

For Immediate Release

BCEDA Launches DisasterSmartBC.ca with Free First-of-its-Kind Online Community Assessment Tool

Victoria, B.C., September 24, 2025 – The British Columbia Economic Development Association (BCEDA) is proud to announce the launch of [DisasterSmartBC.ca](https://www.DisasterSmartBC.ca), a new online hub designed to help First Nation and local governments, businesses, and local leaders prepare for, respond to, and recover from economic disruptions caused by natural disasters.

At the heart of DisasterSmartBC.ca is a unique, free Community Economic Readiness Assessment Tool that helps communities quickly evaluate their current level of preparedness for economic recovery. Once completed, users are guided to customised resources and advice to boost their economic resilience.

The site also provides a direct link to the Red Cross Ready Rating program, enabling businesses and non-profits to assess their own operational readiness and take practical steps to improve disaster preparedness.

Dale Wheeldon, President & CEO, BCEDA:

“As local and First Nation leaders, along with representatives from the Province of BC, connect at UBCM, we are proud to launch DisasterSmartBC - a platform that will empower communities to act before a disaster strikes. Our new online assessment tool makes it easy to identify gaps in economic readiness and connect directly to the resources needed for a faster, more inclusive recovery. By combining our expertise with the Red Cross Ready Rating, we are giving leaders the tools to safeguard jobs, businesses, and livelihoods.”

Rocio Zielinski, BCEDA Board Chair & General Manager of Stó:lō Community Futures:

“Economic recovery starts with preparation. This comprehensive website, combined with the free assessment tool, provides communities and organizations with a clear pathway to strengthen their economic foundations long before an emergency occurs.”

DisasterSmartBC highlights BCEDA’s commitment to fostering resilient, adaptable economies throughout British Columbia. The site equips local governments, Indigenous communities, and economic development professionals with practical, easy-to-use resources that support long-term resilience.

For more information and to access the free assessment tool, visit **www.DisasterSmartBC.ca**

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About BCEDA

Established in 1981, the British Columbia Economic Development Association is the leading organization supporting economic development professionals in BC. Through training, advocacy, and resource sharing, BCEDA helps communities build resilient and prosperous economies.

To find out more about the Mission and the Goals of the Society, [click here](#).