

Alberta Agricultural Products Marketing Council

2010 – 2013 Strategic Plan

Vision for Marketing Council

Boards and commissions strategically lead a prosperous agricultural industry in Alberta.

Mission for Marketing Council

We support leadership development, provide sound policy advice, and administer effective legislation for the benefit of the agricultural industry and government.

Values of Marketing Council

Marketing Council subscribes to the four Government of Alberta values:

- Accountability
- Excellence
- Integrity
- Respect

Our actions are also directly influenced by our core values:

- We have a passion for agriculture
- We value good governance as a key to effective organizations
- We provide value for our owner and customers
- We co-create solutions with our owner and customers
- We embrace collaboration between staff, Council members, and our owners and customers.

Goals and Strategies for Success

Marketing Council will focus on the following goals and supporting strategies to achieve the vision of the organization:

Goal 1 - Enhanced industry leadership in the area of governance

Strategies:

- 1a. Support/provide learning opportunities and skill development for industry
- 1b. Provide coaching and facilitation for industry as requested
- 1c. Model leadership and good governance

Performance Measures

- Enhanced knowledge and awareness of sound governance and leadership practices.
- Demonstrated use of sound governance and leadership practices.
- Enhancement of Marketing Council competencies and effectiveness demonstrated through the Marketing Council Assessment tool.

Goal 2 - Policy and legislative frameworks that are enabling

Strategies:

- 2a. Develop options and advice for policy, legislation and regulations
- 2b. Develop enabling regulations
- 2c. Ensure policy, legislation and regulatory compliance

Performance Measures

- Rate of adoption of enabling policy and regulatory changes by Boards and Commissions.
- Existing policies, legislation, and regulations are reviewed and updated in an efficient and timely manner

Goal 3 – Strategically serving and providing value to our owner and customers

Strategies:

- 3a. Increase understanding by Marketing Council of owner and customer needs, challenges and opportunities, and vice versa.

Performance Measures

- Owner and customer indication of value that Marketing Council brings to them (satisfaction survey).