

# Alberta Agricultural Products Marketing Council

## 2011 – 2014 Strategic Plan

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### Vision for Marketing Council

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

### Mission for Marketing Council

We support leadership development, provide integrated 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 owner (Minister) and customers (agricultural boards and commissions).

## **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**

#### **Strategies:**

- 1a. Facilitate learning opportunities and skill development for industry.
- 1b. Facilitate collaborative connections among industry and relevant stakeholders.
- 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 Performance Assessment tools.

### **Goal 2 - Policy and legislative frameworks that enable industry**

#### **Strategies:**

- 2a. Develop options and advice for policy, legislation and regulations.
- 2b. Ensure policy, legislation and regulatory compliance.
- 2c. Enhance the legislative and regulatory approval process.

#### **Performance Measures**

- Evidence 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 – Serve and provide value to the Minister (our owner) and Boards and Commissions (our customers)**

#### **Strategies:**

- 3a. Communicate effectively with Minister, Minister's staff and ARD Executive Team.
- 3b. Communicate effectively with Boards and Commissions.

#### **Performance Measures**

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