

# Alberta Agricultural Products Marketing Council

## 2013 – 2015 Strategic Plan

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### Vision for Marketing Council

Empowered boards and commissions that strategically lead a strategic and prosperous agricultural industry in Alberta.

### Mission for Marketing Council

We empower boards and commission by advancing governance excellence, providing integrated policy advice, and administering 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 governance**

#### **Strategies:**

- 1a. Facilitate learning opportunities and skill development for industry and government.
- 1b. Facilitate collaborative connections among industry and relevant stakeholders.
- 1c. Model leadership and good governance.
- 1d. Co-create solutions for implementation of governance excellence.

#### **Performance Measures**

- Enhanced knowledge and awareness and demonstrated use of sound governance and leadership practices.
- Enhancement of Marketing Council competencies and effectiveness.
- Evidence of strategic partnerships to collaborate on common issues.

### **Goal 2 - Outcome-focused policy and legislative frameworks for an evolving 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**

- Number of appeals.
- All boards and commissions are in compliance with policy and regulations.
- Use of non-mandatory mechanism to address industry revolution.
- Length of time between regulatory amendment request and filing of regulation.

### **Goal 3 - Recognized provider of 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.
- 3c. Facilitate cross-industry discussion on common issues.
- 3d. Promote networking with agricultural agencies.

## **Performance Measures**

- At least one meeting annual with the Minister and ARD Executive Team.
- Continue with the Board and Commission satisfaction survey every two years.
- Evaluation of the All Boards and Commissions meeting.
- Evidence of use of Council's recommendations.
- Boards and Commissions will plan one year in advance of regulatory review amendments.