

Alberta Agricultural Products Marketing Council

2014 – 2016 Strategic Plan

Vision for Marketing Council

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

Mission for Marketing Council

We empower marketing boards and commissions 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.

Key Result Areas

- 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.

Key Result Areas

- 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.

Key Result Areas

- 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.