

Strategic Plan

2022 - 2023



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Introduction

The Greater Parkland Regional Chamber of Commerce 2022 - 2023 Strategic Plan sets out our objectives, activities and targets over the next two years. This covers a range of areas including events and educational opportunities, business growth services and membership retention. We are committed to our work in helping prepare young entrepreneurs plan their future and developing new services.

With a responsibility to support the growth of our members and the wider regional economy, we have a strong focus on the delivery of high quality services as well as in providing a voice for businesses throughout the community.



OBJECTIVES



ACTIVITIES



TARGETS

Promoting Business Excellence

We promote excellence and best practice in business by helping develop the skills of business owners, promoting innovation, supporting the development of leadership and management skills, and helping business owners understand and adopt new technologies to take their business into the future.

Driving Business Growth

The GPRC delivers a range of products and services to help businesses access new markets, drive business growth, improve productivity and increase the profitability of businesses throughout the region.

Providing a Voice

The Greater Parkland Regional Chamber promotes and represents the interests of business by working in partnership with key stakeholders, promoting responsible and ethical business practices and helping improve lives through working with other organizations.

Our Values

Growth

Supporting continuous growth and improving in all we do.

Accountability

Uncompromising standards of integrity and ethical conduct.

Respect

For our colleagues, our members, our organization and the business community.

Collaboration

Universal teamwork and collaboration with a positive attitude to support the mission, vision & Goals of the GPRC.

Communication

Promoting the transfer of information and knowledge throughout the region.

Collective Wisdom

Embracing new ideas and innovating in ways that are relevant to our members.

Leadership

Being a voice for businesses in the tri region.

Integrity

Providing a friendly and supportive professional environment.

Key Objectives

Membership

Driving Business Growth

Delivering services to support business growth

Helping businesses raise their profile

Building our business community through increased membership

Providing a gateway for business support

Supporting the development of business skills

Committing to consistent engagement with Indigenous communities to ensure the region and its Indigenous citizens mutually benefit from a prosperous and growing economy

Helping businesses to explore partnerships and encouraging collaboration

Providing networking and educational opportunities

Providing value added business benefits to our members

Supporting the well-being of business owners and their teams

Governance

Promoting Business Excellence

Accountability

Transparency

Leadership

Fairness & Equity

Stakeholder Engagement

Advocacy

Promoting & Providing a Voice for Business

Representing the voice of business within the region

Building strong relationships with all our elected officials and Indigenous leaders

Representing our members at municipal, provincial and federal levels

Building relationships with our region's business organizations

Promoting responsible business practices

Lobbying on behalf of business

Identifying and understanding business issues through surveys

Membership

Provide innovative, accessible programs that meet the needs and interests of our members
Update the Value Proposition booklet to properly align with what is currently being offered
Create a revitalized marketing strategy that is adequately funded and resourced.

Implement marketing tools including digital platforms that will help to promote the Chamber brand in a clear, concise and compelling manner to the wider business community.
Develop engaging strategies that will help to attract, interact and retain identified market segments (young professionals, etc.) and under represented business owners.

Establish new programs geared towards helping members to sustain and grow.

Collaborate with other community organizations when goals and objectives align.
Deliver more innovative and focused networking opportunities

Continue to provide leadership value to both the ACC and CCC.

Review our new member on-boarding process in conjunction with our committees, Terms of Reference & Goals.

Advocacy

Continue to develop policies that demonstrate a positive difference for our members, our region and our economy.

Facilitate the translation of policy and advocacy work at the membership level to better inform the impacts and benefits.

Secure appropriate resources to enhance policy research capacity and communications.

Enhance communication of success stories in all Chamber media and marketing pieces.

Organize roundtable discussions that will appeal to a variety of members.

Inspire continued and active participation on the Governance Committee.

On a regular basis, and where practical, accommodate the needs and concerns with region specific sectors (i.e., agriculture, industrial, rural).

Governance

Ensure that all systems, programs, policies and practices are fully supported by a professional “Terms of Reference”.

Annually review and document updates as needed to Committee Terms of Reference, Board Manual, CEO Performance Appraisal.

Governance and Financial Strategy

The Greater Parkland Regional Chamber of Commerce is incorporated federally under the Boards of Trade Act and has Not for Profit Status.

Our governance and financial viability is closely scrutinized as part of our Finance and Governance Committees Terms of Reference.

The Greater Parkland Regional Chamber of Commerce generates income through membership fees, the delivery of membership services, sponsorship, the delivery of our events and other initiatives.

GPRC Board of Directors

The Greater Parkland Regional Chamber Board sets the overall strategic direction of the Chamber. Our bylaws set out our requirements and standards expected of all Directors. All GPRC Directors are appointed from within the GPRC membership, are unpaid and give their time freely. The Board Executive is appointed by our members and is accountable to the Board and our members.

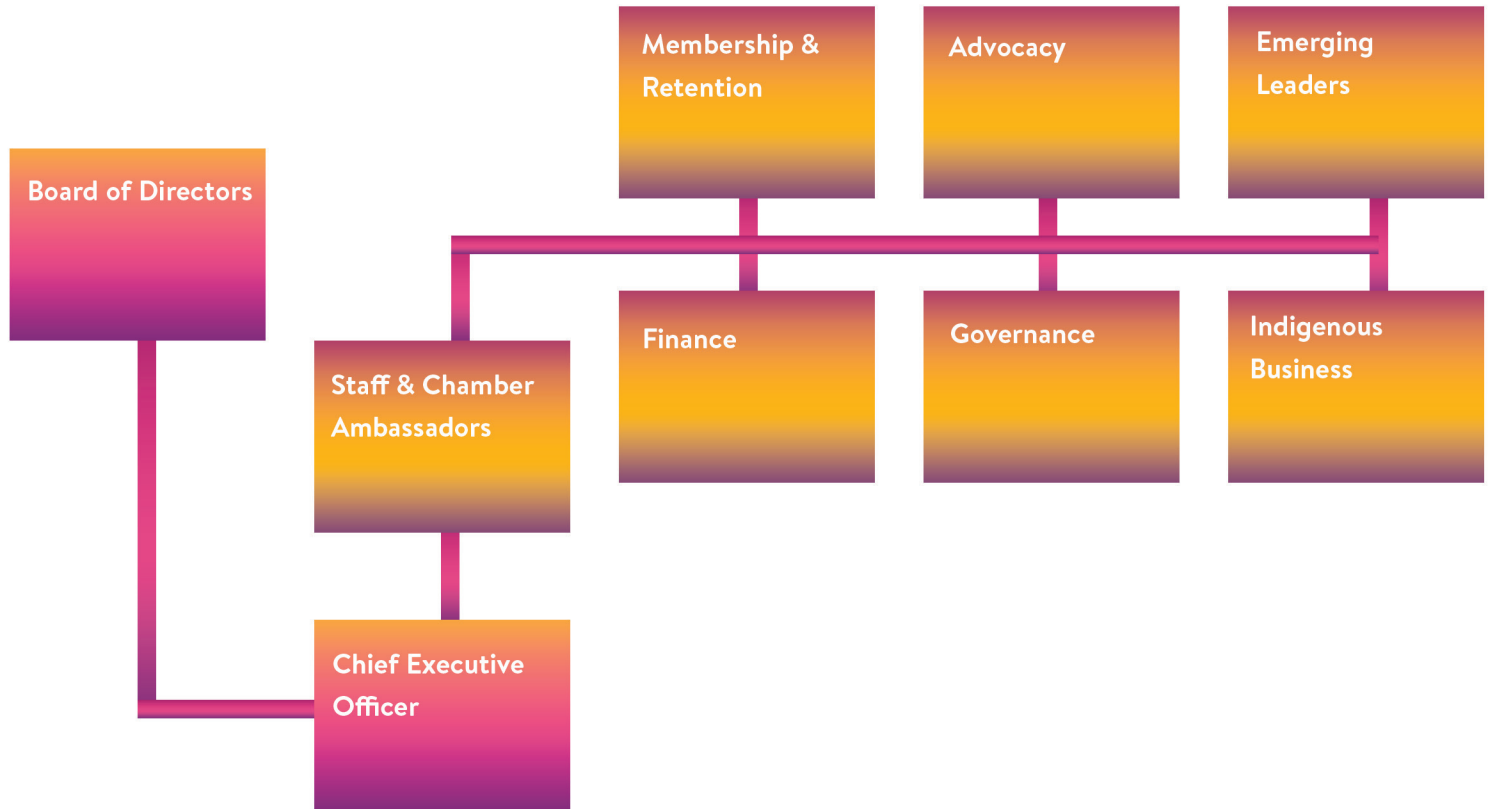
Chamber Ambassadors

GPRC Ambassadors stand for the appointment from within the membership and are co-opted as Ambassadors. The role of Ambassadors is to represent GPRC within the business community, connect new members and represent the Chamber throughout the region at events & engagement opportunities.

Financial Governance & Strategy

The GPRC is required to produce an annual financial statement. A full financial audit is completed annually and presented at the Annual General Meeting of our members, taking place in the 1st quarter of each year.

Organizational Structure



We are proud to work with a wide range of partner organizations from within both the public and private sectors to support economic growth throughout the region.



GREATER PARKLAND
REGIONAL CHAMBER