

STRATEGIC PRIORITIES

2016 - 2018

ADVOCACY & GOVERNMENT RELATIONS

Strive for advocacy that develops a shared understanding to empower members and increase public engagement

ACTIONABLE OUTCOMES

- Rollout member advocacy tools to begin a wave of influence
- Increase momentum by gaining public support, engagement and involvement
- Enhance government engagement – involve elected officials in regional discussions and formally communicate with government more frequently
- Host more MLA sessions

COLLABORATIVE INDUSTRY LEADERSHIP

Become the “grease and glue” that keeps working to frame a single message on issues for positive results, regardless of who owns “the win”

ACTIONABLE OUTCOMES

- Identify major policy issues and define common areas of agreement and focus to build “one voice” alignment
- Share positions – ask for support from the right partners and offer support for the positions of others
- Develop a shared language with all impacted stakeholders and partners

BEST PRACTICE LEADERSHIP

Provide members with the best thinking around issues critical to the success and sustainability of seniors communities and housing.

ACTIONABLE OUTCOMES

- Research promising/best practices from members, industry and globally
- Develop best practice checklists for members to gauge their organization’s capacities
- Use member forums/tools to share research with a priority focus on capital development
- Produce professional industry reports

..... *Our principled positions and design thinking continue to guide us toward achieving our strategic priorities and reaching for our Noble Cause: Seniors are empowered to have choice and a life of purpose, wherein they are honoured, valued and respected.*