

## STRATEGIC PRIORITIES

2017 - 2018

### ADVOCACY & GOVERNMENT RELATIONS

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

#### ACTIONABLE OUTCOMES

- Implement region advocacy to maintain 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

### 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* ••••••••

## Respect

At ASCHA we recognize the value individuals bring to ASCHA and their organizations, regardless of their background or point-of-view.

**Actions:** We treat each individual equitably regardless of position.  
We affirm the value of each individual personally and professionally.

## Accountability

At ASCHA we hold ourselves accountable to fulfilling our role as a member-driven organization.

**Actions:** We honour our commitments.  
We continue to learn and improve.

## Engagement

At ASCHA we build meaningful relationships with our members and stakeholders.

**Actions:** We actively involve members in the work of ASCHA.  
We regularly and frequently communicate and check-in with our members.

## Collaboration

At ASCHA we have open discussions with our members and stakeholders to reach consensus related to key organization directions.

**Actions:** We actively listen, participate and consider all perspectives.  
We seek input from all those influenced by ASCHA direction.

## Integrity

At ASCHA we are honest and transparent in all our actions.

**Actions:** We are direct and open in our written and spoken communications.  
We expect our members and stakeholders to be open and honest with us.



**Person-centred housing honours the individual's needs, desires and choices to maintain and enjoy a wholesome, vibrant lifestyle in a congregate living setting.**

*This overarching philosophy is embedded in each strategic priority as it highlights the person-centred approach of our members.*