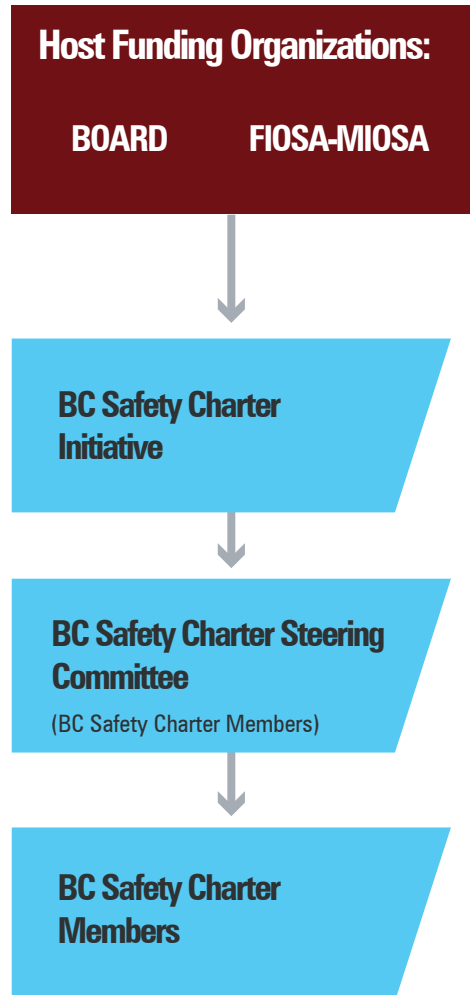


## GOVERNANCE

### KEY RECOMMENDATIONS:

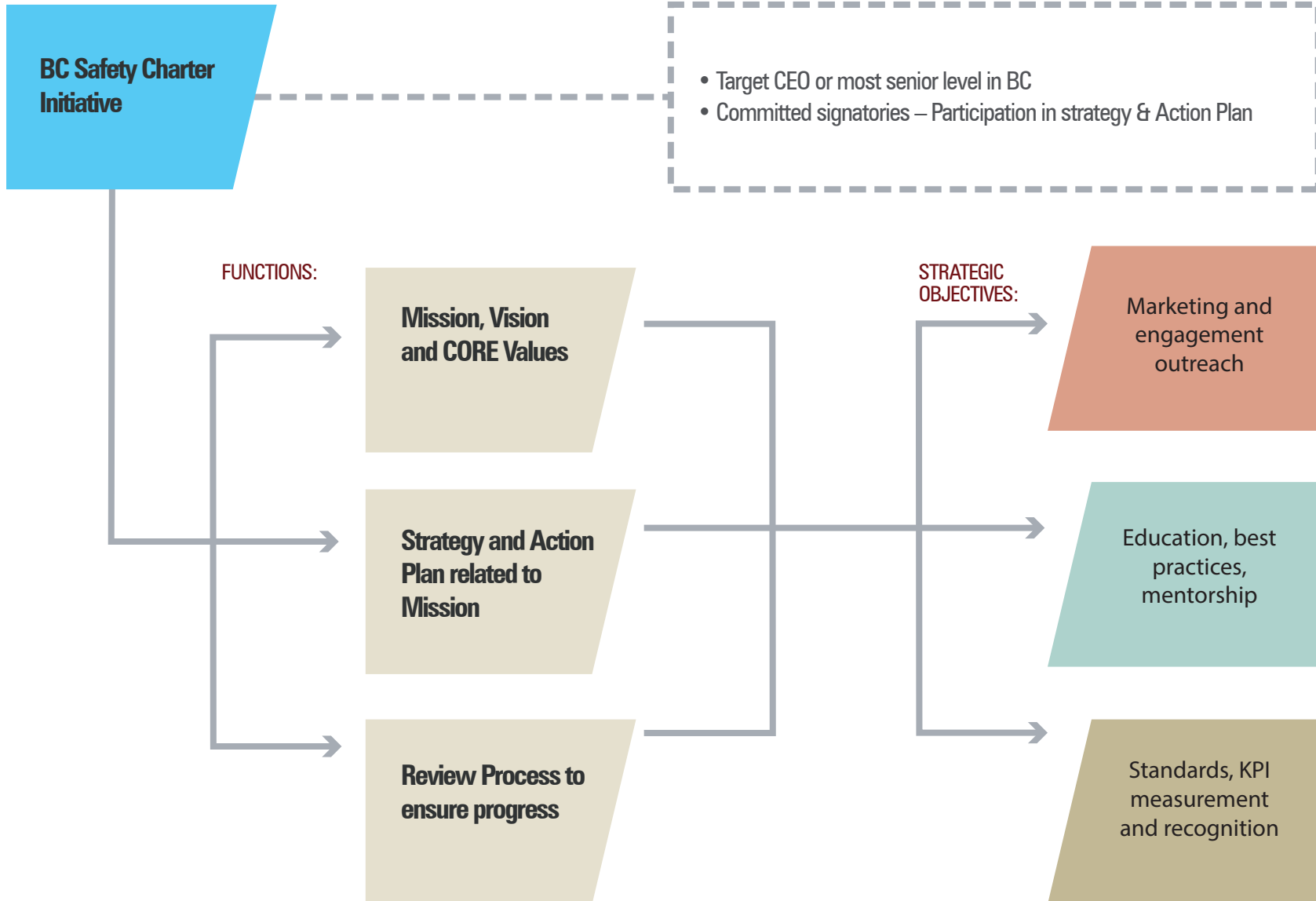
- At least one BC Steering Committee members resides on Host Funding Board
- Initiative fits into the Host organization strategy
- Regular Communication channel



### CRITERIA:

- Industry Driven, not regulator or government leading initiative
- Same/similar mission focus
- Adequate resources/strategy to support Initiative
  
- CEO Leadership Charter that identifies core values and accountabilities
- CEO/Senior Executive FOCUS and Engagement
- Action Driven
  
- Comprised of industry Signatories (Charter members)
  
- CEO or highest level of authority in province
- Committed signatories – Participation in strategy & Action Plan

# STRATEGY



# MARKETING AND ENGAGEMENT OUTREACH

**FUNCTIONS:**

**Mission, Vision and CORE Values**

**Strategy and Action Plan related to Mission**

**Review Process to ensure progress**

**STRATEGIC OBJECTIVES:**

**Marketing and engagement outreach**

**Education, best practices, mentorship**

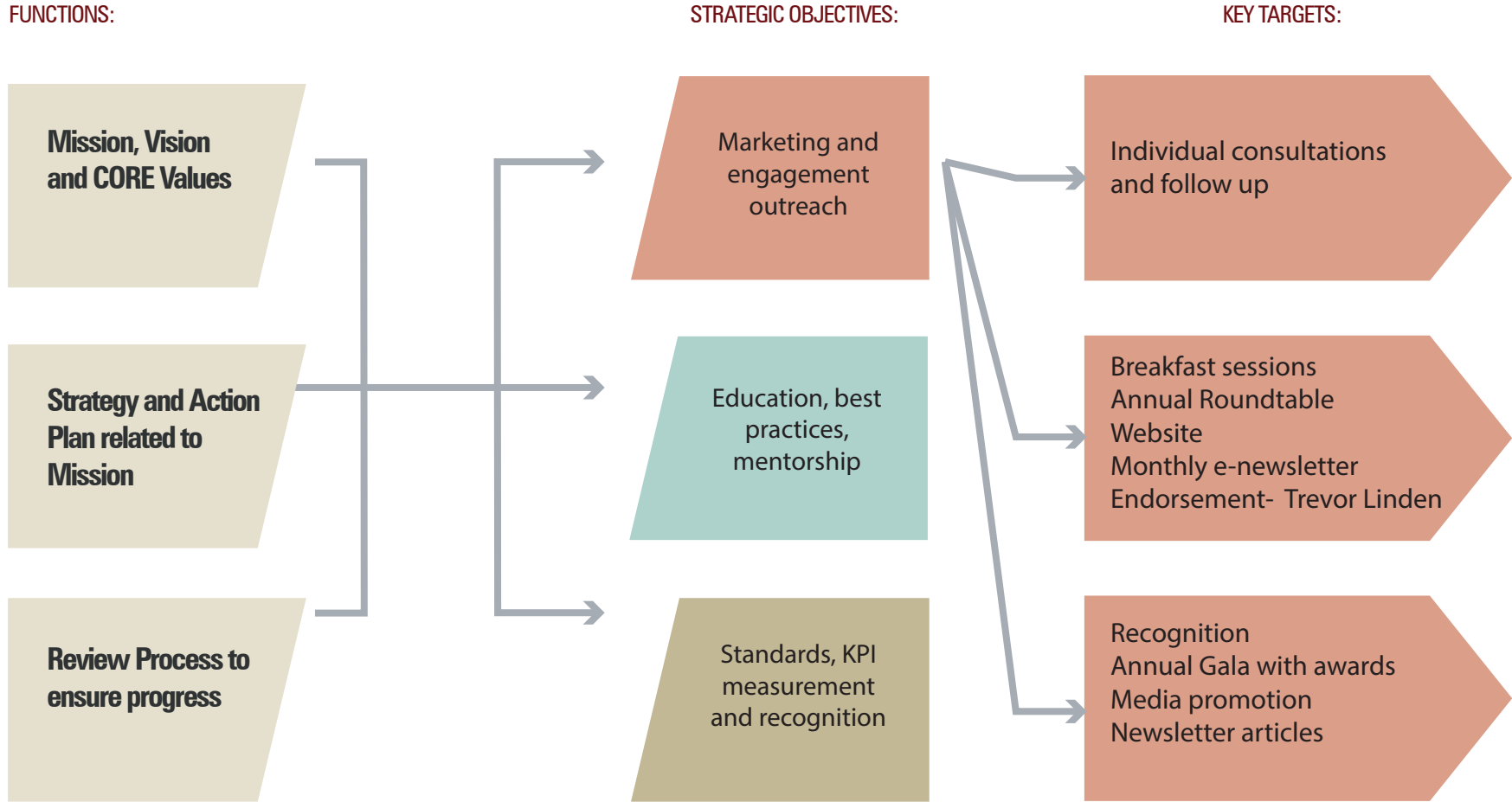
**Standards, KPI measurement and recognition**

**KEY TARGETS:**

**Individual consultations and follow up**

**Breakfast sessions  
Annual Roundtable  
Website  
Monthly e-newsletter  
Endorsement- Trevor Linden**

**Recognition  
Annual Gala with awards  
Media promotion  
Newsletter articles**

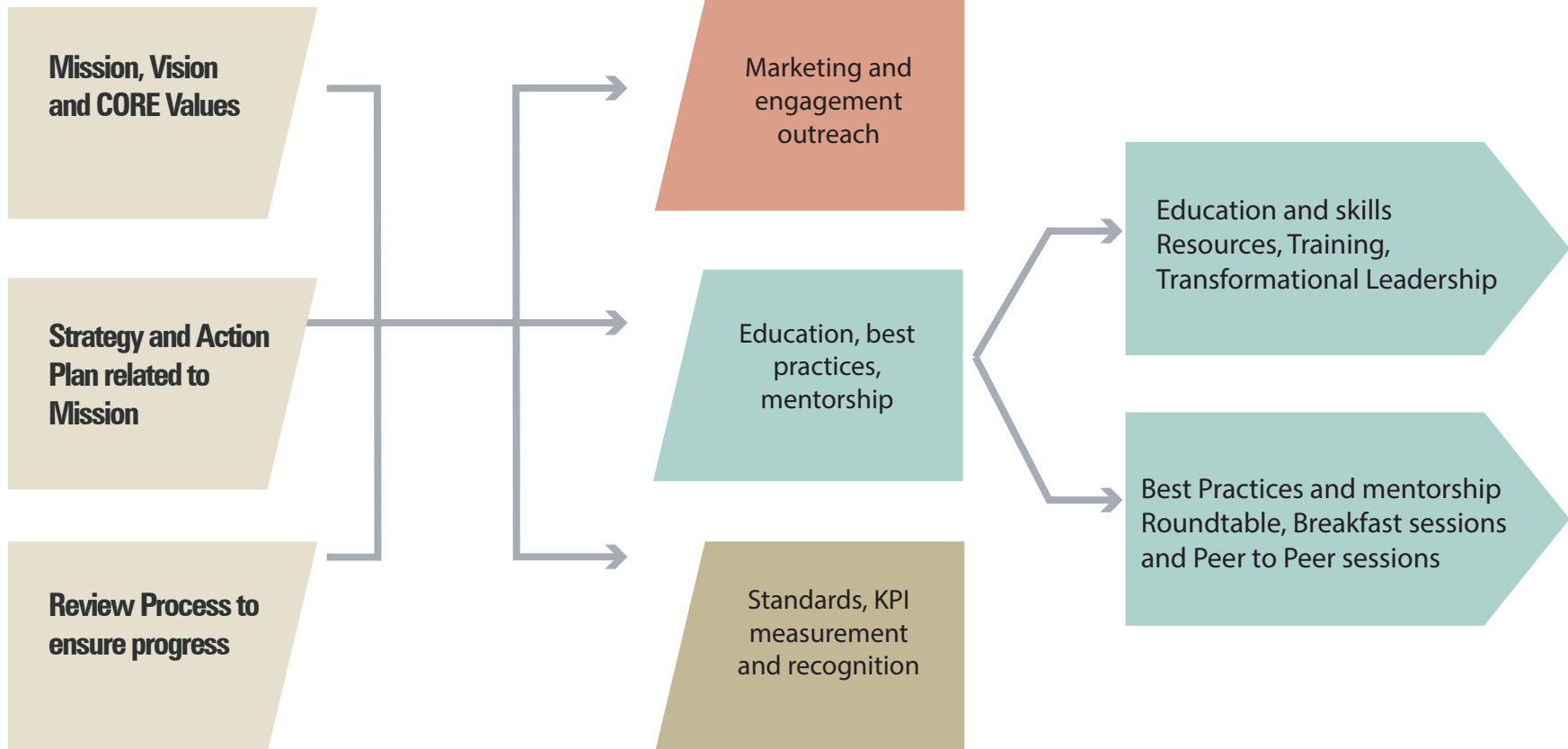


# EDUCATION, BEST PRACTICES, MENTORSHIP

**FUNCTIONS:**

**STRATEGIC OBJECTIVES:**

**KEY TARGETS:**



# STANDARDS, KPI MEASUREMENT AND RECOGNITION

**FUNCTIONS:**

**STRATEGIC OBJECTIVES:**

**KEY TARGETS:**

