

# WPC Strategic Plan 2014-2019

# Planning Session

- February 11-12, 2014
- WPC Board of Directors
- Committee Chairpersons
- On-line questionnaire to membership

# Mission Statement

***The Mission of the WPC is:***

Wood Preservation Canada is dedicated to the advancement of the Canadian wood preservation industry through the continued development and support of quality standards and industry best practices, and through the promotion of the environmental, social, and economic benefits to be gained from the use of high quality pressure treated wood products.

## ***Strategic Role in support of the Mission***

Wood Preservation Canada supports this mandate in the following ways:

- Acts as the voice of the industry representing the interests of its members.
- Gathers and disseminates information to inform stakeholders about pressure treated wood.
- Provides a forum for members to interact and exchange knowledge and ideas.

# Environmental Principles

- WPC members will endeavour to produce quality products which, when used correctly have no adverse effects on health and safety of the public or the environment.
- WPC members will assess, plan, construct and operate facilities in compliance with all applicable regulations.
- Sound management and production practices will be applied by WPC members to advance environmental protection in the absence of regulatory statutes.
- Research and development of new products and processes that further minimize environmental impact will be encouraged

# Key Result Areas

## **KRA 1 - Representation and Advocacy**

Through which WPC will be recognized as the leading industry source of advice related to wood preservation by representing the best interests of the membership to government and the public and by establishing strategic alliances with like-minded organizations.

## **KRA 2 - Certification, Codes and Standards**

Through which the public will be protected and WPC members will be well served by the association's certification program and through its active support and promotion of high quality industry standards.

## **KRA 3 – Governance and Administration**

Through which the policies, programs, activities and resources of Wood Preservation Canada will be managed in the most cost-effective and efficient way possible.

## **KRA 4 - Communications, Education and Promotion**

Through which WPC will increase awareness nationwide of the wood preservation industry in Canada, and of WPC's role in protecting the public interest by supporting and promoting high quality standards that are economically and environmentally sound.

# Goals and Strategic Initiatives By Key Result Area

- Strategic Initiatives by Priority
  - Representation and Advocacy
  - Certification, Codes and Standards
  - Governance and Administration
  - Communications, Education and Promotion

# Conclusion

- An Operational Plan outlining the action and resource requirements should be developed to support this Strategic Plan.
- The success of this Strategic Plan will depend on committed and effective management, along with solid buy-in from the membership, adequate resources, and follow-through.



- Continued efforts and commitment of WPC members, the Board and staff will guide WPC through the changes necessary for the organization to fulfill its vision, mission and goals.