

# CAEP 2.0

## Leading change

### Central Alberta Economic Partnership Strategic Direction 2013

*"Any community worth imagining draws people irresistibly to its colour, texture, and life. It's shaped by passion and resilience. It's imbued with cherished places. Its people flourish, are joyful, and cling to its essence. It's held precious and safe in the palm of deep attachment." - Paul Harris*

## Vision

Central Alberta is recognized as the most innovative and prosperous region in Canada.

## Mission

We operate as the most innovative and successful regional economic alliance in Canada to enhance sustainable prosperity across Central Alberta by facilitating collaboration between communities, business, and government and by providing tools to assist in community well-being and economic development.

## Values

- CAEP puts communities first
- CAEP conducts business in an open and inclusive manner
- CAEP acts with integrity
- CAEP provides leadership

## Our Five Areas of Focus

The purpose of the strategic direction 2012 is to guide administration in creating organizational change, operational strategy, and work plans to enable the CAEP to lead change as we adapt to current circumstances and regional needs of its membership.

These five focus areas were identified through the community cafes and the subsequent board strategic planning session. They provide immediate direction for the organization and will change over time. What is identified today may change as we accomplish our work and other or new areas of focus arise.

## Resources

- **Provide information, education, and training for communities to master economic development skills.**

CAEP's highly valued educational opportunities, useful information, and quality training activity is well utilized by our membership within the Central Alberta region, has lead to active skills development by our membership, and has resulted in communities being strategic and exceptionally prepared for new business investment and enhancement, and change in population.

## Business enhancement

- **Provide programs and tools to enable communities to diversify and enhance business.**

Our deliberate business enhancement focus within the Central Alberta region has shaped a stronger, more diverse, and stable business environment which has fortified the local economy, and dramatically raised the quality of life for the community and all citizens.

## Community wellbeing

- **Identify the relationship between community wellbeing and economic development and establish indicators.**

Our exploration of community wellbeing indicators has fostered a deep understanding that placemaking\* and meaningful community amenities are critical factors in people feeling a sense of passion, loyalty, attachment, and belonging to their community. This has resulted in resilient communities which are able to honour the environment and enhance quality of life for people, while they direct their local economies for businesses to benefit and thrive.

\* Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, ultimately creating good public spaces that promote people's health, happiness, well being and a stable and resilient economy. Placemaking is both a process and a philosophy.

## Communication

- **Facilitate interactive communication and information sharing to engage and strengthen membership.**

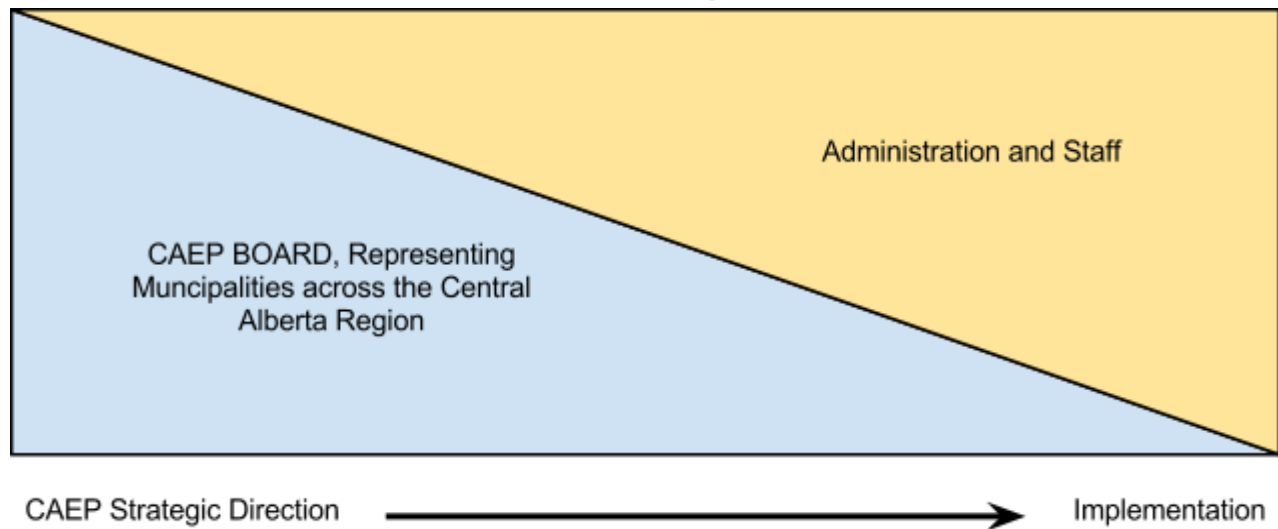
Our emphasis on interactive communication and information sharing among our membership has resulted in member engagement, collaboration and partnership, sharing of best practise, skills, resources, and enabled resilient communities.

## Opportunities

- Through research, help identify opportunities in communities for economic development.

Our thorough efforts to research and provide relevant and useful data and statistics have helped business people and those working in economic development to uncover new opportunities to diversify business, to realize opportunities in relationships, to make the best decisions, and to build on existing strengths.

## Implementation of Strategic Direction



Leading Change is an outcome of the five Community Engagement Cafés and several board meetings and planning sessions held throughout the region in 2011.

This diagram illustrates the roles of the CAEP Board (representing municipalities across the region) and CAEP Administration as they work together to move the strategic direction, called Leading Change, from consultation and vision into implementation strategy, programs, and actions.

Implementation of this vision is the role of Administration with the support of the board and member municipalities.

The CAEP Board, Administration, and member municipalities are involved throughout the process in different roles and share the responsibility for holding true to and achieving the vision.