



Waterloo Region Home Builders' Association Strategic Plan - 2010 **ADOPTED**

Ref of Motion: WRHBA Board of Directors Meeting, January 28, 2010

Mission

Our mission is to be the voice of the residential development, construction and renovation industry in Waterloo Region, to sustain an environment in which our members can operate profitably and to responsibly promote value and choice in housing and renovation.

Vision

Our vision is to be a leader in supporting our industry by fostering a vital membership through advocacy, resource sharing and education at local, provincial and national levels.

Values

Membership:

We recognize our members as a key asset of the Association. We encourage and value their diverse opinions and expertise.

Community:

We work in a positive and proactive manner on behalf of our community, including working to shape and implement public policy at all government levels.

Health & Safety:

We are committed to the uncompromising health and safety of our industry and the future well-being of our community and environment.

Growth:

We are committed to managing finances responsibly for the benefit of members and the longevity of the Association. We work together to promote growth through membership, participation, financial stability and knowledge.

CALL A MEMBER FIRST!



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Objectives

1. Create a strategic recruitment and participation growth plan that emphasizes valuable membership benefits such as networking, the Advantage Program and shared advocacy resources.
2. A strong Association's foundation is its leadership. Ensure a strategic succession plan is in place, develop a quality pool of Board and Committee participants from membership and maintain a competent and organized staff at its core.
3. Implement a proactive advocacy strategy by identifying new or existing issues at all levels of government at the beginning of each President's term and establishing a realistic program aimed at achieving stated goals by the end of the term. Further, during the course of the term target specific issues that the Association should explore with other HBAs locally, provincially and nationally.
4. Create a communications strategy that will actively promote a brand identity for the association, educate members on all aspects of the Building Industry and inform the general public about Association members and goals.
5. To protect financial stability through regular evaluation of existing fundraising ventures and by open appraisal of new endeavours.

CALL A MEMBER FIRST!

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