



# ODCA Member Survey

# 75%

Of ODCA Members completed the Strategic Plan Survey. (54 members of 72 total members).

## THANK YOU!

## TOP3

Benefits of Membership



NETWORKING



BUSINESS PROMOTION



INFORMATION

## What do you think should be the goals of the ODCA?

## 7 THEMES

1. Keep local industry informed of training, legislation & opportunities
2. Provide networking opportunities
3. Promote and support local construction industry
4. Promote good building practices, keep work local
5. Promote members & member businesses
6. Advocacy related to local industry issues
7. Grow the membership base

Of members surveyed said the number one reason they are a member of the ODCA is to support the local construction industry.

# 76%

# 65%

Of members surveyed said that networking is the number one reason they are a member.

Not a member? What are you waiting for?

For more information, and to become a member of this dynamic organization, visit [www.orilliaconstruction.ca](http://www.orilliaconstruction.ca)  
P.O. Box 235 • Orillia, Ontario L3V 6J3 • Phone (705) 326.1844

# ODCA Strategic Plan 2016-2017

**MISSION:** To assist in construction industry, by bringing together the people and resources to foster their business needs.

**VALUES:** Our members are to conduct business with the utmost integrity; by completing their work in a professional and good workmanlike manner. Each member shall ensure their businesses are providing a work environment that is safe for their employees.

## GOAL 1

Provide quality networking opportunities to allow members to connect with others in the industry and establish new partnerships.

## ACTIVITIES

- Reliable networking opportunities, while implementing new formats
- New and relevant speakers of interest to the membership
- Social networking opportunities through annual golf tournament
- Membership attraction strategy

## GOAL 2

Promote the local construction industry, construction related industries and our members.

## ACTIVITIES

- Promote members through trade shows and in-store displays
- Build relationships with municipalities by participation at open houses and events, and through one-on-one meetings
- Promote the association and the membership through advertisements, news releases, social media and publications.

## GOAL 3

Advocate at a local & regional level on issues important to the local construction industry, related industries and our members.

## ACTIVITIES

- Promote skilled trades through expanded promotion of scholarship program
- Increase member involvement in annual Explore the Trades event
- Advocate on behalf of our members on local and regional projects, and initiatives

## GOAL 4

Keep members informed on changes/updates in legislation, training opportunities, industry trends, and issues important to the construction and associated industry.

## ACTIVITIES

- Provide updates on new legislation, training opportunities, and member success stories through quarterly newsletters
- Provide educational training to members related to new legislation and mandatory training.
- Increase amount of timely and relevant content on member website

## GOAL 5

Support the broader community of Orillia & area, while promoting the association and driving our mission forward.

## ACTIVITIES

- Encourage members to promote their involvement on community projects as representatives of the ODCA.
- Support at least one community project per year by soliciting proposals related to small-scale construction related community projects that support the community of Orillia area as a whole.

The Board will update members on progress at the Annual Golf Tournament and the Annual General Meeting. The Plan will be reviewed at the end of 2016, and new targets will be set for 2017.