

LANDSCAPE ONTARIO PLAN 2006- January 10, 2006 (Draft)

“Prosperity Partner”

Human Resource Development

1. Focus on Business and 2. Technical Competency with special attention on certification and professionalism in the industry

- Continue to execute HR plan and accelerate capacity by working with the new sector council
- Execute the CLP plan – Goal is everyone certified within 5 years
- Focus on training activity and integration and alignment with all resources
- Continue to refocus staff on Professional development

3. Human Resource Development –Long Term

- Continue implementation of Labour Task Force Plan which includes:
 - High School career promotion
 - Apprenticeship promotion
 - Partnership with Skills Canada
 - Youth Chapter Development
 - High School Coop Programs
 - Scholarship availability to high school graduates etc.
- Develop an Education Committee to monitor and evaluate activities with respect to labour activities
- Develop human resource retention strategies through promoting models that would allow for full-time employment
- Promote unity of purpose between all horticultural educators at all levels
- Develop coordinated human resource plan between all levels of horticultural institutions- Integrate and ladder all skills training processes incorporating high school, college, university and especially industry training certification models
- Promote the development of a common high school curriculum

4. Membership Services

- Increase LO membership and foster meaningful involvement in association activities and programs

- Support chapters and commodity groups in accomplishing their goals
- Communicate the value of LO as a Prosperity Partner

5. Public Promotion-

a) LO Logo Branding-Generic

b) Promotion

- Develop a proper Promotion Branding Plan with appropriate committee of the board
- Work on feasibility of TV show based on awards
- Work on an Ottawa based garden event
- Educate consumer to raise perceived value & respect for our product & services (e.g.: charge more for services).

6. Legislative Issues

- Pesticide Issue. Continue to promote mandatory IPM Accreditation at the provincial level and at the municipal bylaw level-
- Execute a MPP and Councillor visitation plan
- Work on funding a sustainable public information and relations campaign promoting responsible use of pesticides
- Fund Grower Technical Analyst with CNLA to work on Grower Issues
- Nutrient Management Act
- Occupational Health and Safety Act
- Labour Relations Act
- CFIA issues regarding ALHB, Sudden Oak Death, EAB, Japanese Beetle
- Water Issues
- Zoning
- PST with respect to Growers Retail Display Containers
- Greenbelt Act

7. Chapter Revitalization

- Focus efforts on chapter strategic planning and align resources with completed plan- staffing will be based on the prioritized work plan and subject to resources
- Continue to provide better training to governance
- Centralize a decentralized Chapter Education program
- Monitor regional staff development
- Find ways to engage as many members as possible

8. Horticulture Centre Development

- Complete front gates and incorporate construction with training activity
- Negotiate pond sale
- Develop financial sustainability plan
- Priorities include – Office Space, Conference Centre, Full –time school
- Continue offering and enhancing apprenticeship and professional development training

9. Commodity Groups

a) Growers

- Grower Advocacy especially concerning international plant protection issues
- Crisis Management Plan
- Nutrient Management Research
- Export Plan
- NQA and Accreditation

b) Grounds Maintenance Group

- Standards promotion
- Property Managers Information Website
- Pricing and Estimating Issue
- Training and Certification (see above)
- Emissions Plan
- Renewal- Investigate satellite GM committees linked through membership

c) Landscape Designers Group

- Certification Plan and promotion
- Expand certification to the rest of North America
- OALA issue

d) Irrigation Group

- Plan execution
- Focus on education and ameliorating the effects of drought legislation through the promotion of water stewardship activities

e) Garden Centre Group

- Renewal
- Consumer Information
- Employee Training Programs
- Consumer Promotion
- New Garden Centre Symposium

f) Contractors Group

- Pricing and Estimating
- Tours and Seminar Series
- Image Enhancement
- Promotion

g) Lawn Care Group

- Pesticide Public Relations Issues
- IPM Accreditation Plan
- Pesticide Technician Program

h) Interior Group

- Certification issues
- PMRA issues re miticide
- Expand the Interior Plant Conference

i) Snow and Ice Management

- Develop working arrangement with SIMA
- Complete and execute development plan

10. Foundation

- High School Scholarships
- Fundraising Plan
- Membership Drive

11. Congress and Garden Expo

- “Super show” Exploration (growth through partnerships)
- International Focus
- Seminar Expansion

12. Magazines

- Web integration Plan
- Continued improvement
- Improve profitability

13. Communications

- Continue to improve Website (user controlled and edited data base driven)
- Revamp all websites
- Internal Communications Improvement
- Promotion Plan for Consumer Communication
- Need for a promotion committee
- Web site and hosting sales (after EPIC 48 is completed see below)

14. Awards of Excellence

- Expansion of consumer promotion
- National award

15. Staff and Office

- Centralized Database (EPIC 48- This is the term that we have affectionately named a concept to integrate all databases into one web based database)
- Office Integration improvement
- Regional staff evaluation
- Promote LO as Prosperity Partner
- Operations Audit

16. Other Issues

- Focus on Insurance
- “Governance”

Institute a policy that the following committees are assigned an executive or board liaison that would provide oversight and accountability to the specified activity.

1. Legislation Committee
2. Canada Blooms
3. Magazines
4. Congress and Garden Expo
5. Human Resources, Education and Training
6. Membership Services
7. Building Management

17. CNLA

- Continue to align regional and national issues to promote synergies