

LANDSCAPE ONTARIO PLAN 2008-

January 7, 2008

“Celebrate and Educate”

1. Human Resource Development

Focus on:

a. Business

b. Technical Competency with special attention on certification and professionalism in the industry

Goals:

Continue:

- Developing, refining and exporting the “Prosperity Partners” business development program.
- Consider mandatory Participation for all new members
- Retire the task-force and form a new PP committee
- Execute HR plan and integrate projects with CNLA and national sector council project support.
- Continue Year 2 of the CLP training program (All active members certified within 5 years)
- Investigate on-line CLP training
- Continue discussions with community colleges re integrating CHT into the curriculum
- Explore concept of finishing school
- Continue emphasis on Apprenticeship and all other certifications with special focus on providing education and training opportunities
- Organize the office staff to place more focus on professional development
- Utilize the considerable infrastructure of the association to deliver important, organized, integrated and well communicated content that will help members prosper (alignment and integration)

c. Human Resource Development –Long Term

Goals:

- Continue implementation of Labour Task Force Plan which includes:
 - High School career promotion (start at the grade 8 level)
 - Investigate using Canada Blooms for High School promotion

- Encourage the chapters to make high school career promotion and alliances part of their strategic plans
- Apprenticeship promotion
- Partnership with Skills Canada
- Youth Chapter Development
 - Speak to OHEC about taking responsibility for supporting LO student chapters
 - Develop a plan to collect email addresses of students so that we can communicate directly
- High School Coop Programs
- Scholarship availability to high school graduates
- Complete the formation and integration of 4 subcommittees to look at various aspects of long term Human Resource Development.
 - Apprenticeship (already in place)
 - Adopt a school (perhaps joint project with Foundation)
 - Education and Professional Development Committee
 - Certification Committee (already in place)
- Continue to promote averaging hours, pensions, benefits and training as effective retention tools
- Work with HRSDC on seasonal labour programs
- Continue the strategy of integration and laddering through all levels of education
- Promote the use of the HRSDC job posting site to the general membership. This is because Labour Market Opinions are developed from job posting statistics.
- Enter the Congress job board information on to the HRSDC site

2. Public Relations and Promotion

1. LO Logo Branding-Generic

2. Promotion of Industry

Goals:

- Accelerate the branding strategic plan ensuring maximum coordination and integration between Branding Committee, Environment Committee, Garden Centre Group, Environment Sub-Committee and Project Evergreen.
- Continue to support Canada Blooms and Communities in Bloom
- Focus on local community-building public projects
- Utilize and mobilize the powerful untapped potential of our membership touch-points to communicate a benefit message to the public.
- Focus on “Adopt a School” Program as another excellent vehicle for branding LO
- Develop the best consumer source website on the internet
- Continue to Position LO as environmental Stewards that can assist the public in enhancing the environment

- Focus on making the potential partnership with the National Geographic “Preserve our Planet- What you do counts” campaign a huge success
- Green the green industry

3. Chapter Development/Commodity Groups and Membership Services

Goals:

- Implement the Chapter Development Plan including the results from the latest facilitated governance meeting
- Continue to encourage members to participate in governance activities as a very effective tool for personal and professional development
- Continue membership recruitment efforts
- Communicate the value of LO community as a Prosperity Partners

4. Government Relations

Goal:

General:

- Execute a well organized MPP and Councillor visitation-plan using mobilizing local members to visit their local politicians. A unified message telling the story of our industries many societal benefits will be developed for use by all.
- Maintain a formal Government Relations Committee to oversee activity

Pesticide Issue /Ministry or Environment (MOE)

- Work with the McGuinty government in developing smart regulations with respect to pesticide reduction. (We will avoid conflict)

Landscape Gardener Issue/Ministry of Labour (MOL)

- Continue government relations activity until completed either through interpretation win or court case win

CFIA

- Continue to work with CFIA and CNLA to mitigate risk and exposure to growers

Water Issues / (MOE)

- Develop a water stewardship strategy for growers and irrigation companies

MNR

- Continue to monitor and participate in invasive species and ecological restoration legislation that can adversely affect the grower community.

OMAFRA

- Continue participation in the OACC as the main industry link to OMAFRA
- Continue support of Vineland Centre for Innovation and Research
- Participate in discussions and policies with respect to Invasive Species and Ecological Restoration

- Investigate crop insurance options for growers

ESA

- Work with ESA to ensure appropriate regulations for Landscape Lighting

Municipalities

- Investigate the formation of “Smart about Salt” certification program with Waterloo
- Continue to protect interests of contractors and growers with respect to zoning and hoophouse issues

Ministry of Training Colleges and Universities

- Apprenticeship development
- OYAP (Ontario Youth Apprenticeship Program)
- Industry development planning work
- Red Seal investigation

Ministry of Education

- Continue to promote the new common high-school curriculum
- Continue the support of the “high-skills major” at the high schools

WSIB

- Safety Training
- Audits

5. Horticulture Centre Development

Goals:

- a. Negotiate the pond sale
- b. Build New offices and Conference Centre with proceeds
- c. Continue implementing the master plan

6. Commodity Groups

a) Growers

- Continue the risk management activity with emphasis on mitigating exposure from regulated pests.
- Develop a financial sustainability plan to hire focused grower staff
- Develop a water stewardship strategy
- Integrate with other sectors in a plan that will continue to promote awareness for the societal and environmental benefits of plants.
- Develop an plan to increase exports of “True North” plants- The grower directory will be reproduced on-line.
- Promote inclusion and awareness for various margin protection programs available through government
- Investigate the expansion of crop insurance to the Nursery Sector

b) Grounds Maintenance Group

- Promote the LO guidelines to members and property managers
- (Long Term) Develop a Property Managers Information Website that is the source for quality landscape services related information benefiting property managers
- Continue focussing on helping members improve their budgeting, pricing and estimating skills
- Integrate with the Human Resource goals re Prosperity Partners Training and Certification (see above)
- Focus on greening maintenance
- Improve and link communication between local grounds maintenance firms and the commodity group
- Expand the GM symposium
- Expand and promote New Plants Trial Garden at LO

c) Landscape Designers Group

- Continue to improve and expand CLD
- Continue to improve and expand the Designers Symposium
- Raise awareness for the value and importance of design to other sectors of LO and to the public
- Expand newsletter reach

d) Irrigation Group

- Execute strategic plan
- Focus on education and ameliorating the effects of drought legislation through the promotion of water stewardship activities

e) Garden Centre Group

- Continue to develop excellent consumer information available through the public site and for members to customize
- Develop an employee training program-
- Consumer Promotion
- Improve and expand the Garden Centre Symposium

f) Contractors Group

- Continue to focus on information and competency with respect to Pricing and Estimating
- Continue to enhance the seminar series
- Integrate with Canada Blooms
- Link with Human Resource development issues – especially labour recruitment and retention

g) Lawn Care Group

- Continue working on Pesticide Public Relations Issues with emphasis on alternatives and cultural practices

- Continue to promote IPM Accreditation

h) Interior Group

- Promote certification and training
- Develop promotion plan targeting property managers
- Expand and improve the Interior Plant Conference
- Promote referral opportunities

i) Snow and Ice Management

- Continue partnership with SIMA
- Promote certification and training
- Promote environmental stewardship approaches to snow and ice management

j) Lighting Group

- Work with ESA on appropriate regulations
- Continue education, training and certification work
- Promote the benefits of lighting
- Promote referral program

General: Focus on Commodity Group Renewal

7. Foundation

- High School Scholarships
- Fundraising Plan
- Legacy Lounge
- Continue to fund industry driven research

8. Congress and Garden Expo

- Explore growth through partnerships
 - Ontario Parks with Congress
 - Green Forum with Communities in Bloom@Congress
 - Greenhouse show with Garden Expo
 - Pool and Spa show with Congress etc.
- Continue International Focus
- Seminar Expansion including all commodity groups

9. Magazines

- Web integration Plan
- Review other magazines for ideas
- Expand department into Communications Department with responsibility for public as well as trade communication

- Coordinate and improve sector and chapter e-newsletters
- Maximize web site communication activity
- Develop on-line repository for all content

10. Communications

- Continue to improve Website (user controlled and edited data base driven)
- Revamp all websites
- Assign staff to implement branding committee plan
- Plan for Consumer Communication
- Repository for all minutes

11. Awards of Excellence

- Expansion of consumer promotion linked to branding committee and new Communication department
- Create an Awards of Excellence consumer committee to direct activity - Tom Intven will chair
- Continue to feature Awards program in Garden Inspiration magazine
- Continue discussion with Gardening Life magazine re awards issue
- Develop press release program for award winners
- Expand the website for awards so it becomes a source for ideas for the public

12. Staff and Office

- Continue implementing EPIC Centralized Database Plan
 - Linking the member database is the next priority
 - Simplify on-line registration processes
- Implement Restructuring program
- Evaluate regional staff program
- Promote LO as Prosperity Partner

13. Other Issues

- Continue work with Canada Blooms , Community in Bloom and Project Evergreen
- Look into developing a Conference for Garden Travel in association with Canada Blooms
- Work at bringing world class outdoor green show to Ontario Place as a catalyst for raising awareness for the benefits of our occupation
- Continue working with Ottawa Botanical Garden

14. CNLA

- Continue to align regional and national issues to promote synergies