

STRATEGIC OBJECTIVE 1

DEMONSTRATE STRONG LEADERSHIP AS THE VOICE FOR REA STRENGTH

STRATEGIC OBJECTIVE 2

SECURE THE LEGISLATIVE FRAMEWORK TO SUSTAIN REA LONGEVITY

STRATEGIC OBJECTIVE 3

PROTECT THE REA TO SUSTAIN THE AFREA

STRATEGIC OBJECTIVE 4

LOOK TO THE FUTURE WITH VISIONARY FOCUS

STRATEGIC OBJECTIVE 5

PROMOTE EFFECTIVE AND DYNAMIC COMMUNICATIONS

STRATEGIC OBJECTIVE 6

DEMONSTRATE AS A BEST PRACTICE ORGANIZATION AND ASSIST REAS IN THEIR GOAL TO BECOME ONE

AFREA VALUES

Partnership

Work together in partnership to achieve shared goals.

Excellent Service

Provide members with excellent services and products in response to their needs.

Achievements

Fulfill commitments and achieve desired results.

Respect

Act with integrity and treat everyone with dignity and respect.

Learning and Growth

Demonstrate continuous corporate improvements and apply this knowledge.

The AFREA promotes the economic welfare of its cooperative members by providing strong representation to government and stakeholders. Through ongoing professional interaction within the electric industry and the Alberta rural community, the AFREA builds and maintains mutual relationships to support the “working together” principle of the cooperative business model.

1

LEADERSHIP

- TAKE THE LEAD - BE AN EXAMPLE
- BUILD RELATIONSHIPS
- MEMBER SUPPORT
- DISCOVER AND EXPLORE
- GOVERNMENT REA LIAISON
- REPRESENT WHOLE REA FAMILY
- VOICE FOR RURAL STRENGTH
- INVESTIGATE INITIATIVE IMPACTS TO REAS

2

REGULATORY

- ADVOCATE FOR LEGISLATIVE CHANGE
- EXPLORE AND ENSURE OPTIONS ARE AVAILABLE FOR ALL REAS
- REA LIAISON TO RURAL UTILITIES
- STRONG CONNECTION TO DEPT OF AG & FORESTRY
- CONTRACTOR MANAGEMENT
- PROJECT LEAD

3

SUSTAINABILITY

- DEMONSTRATE VALUE OF REA CO-OPS
- SUPPORT THE CO-OP BUSINESS MODEL
- ASSIST WITH DEVELOPING STRONG BUSINESS PROCESSES
- PROMOTE WORKING TOGETHER: REAS HELPING REAS

4

GROWTH

- DIVERSITY
- OPTIONS
- RURAL DEVELOPMENT
- RESPECT FOR REA NEEDS
- RENEWED AND ONGOING COMMITMENT
- STRONG GOVERNANCE
- ACCOUNTABLE TO MEMBERS
- RESPECT CORE BUSINESS
- EMBRACE CHANGE FOR THE FUTURE

5

COMMUNICATION

- CONSISTENT MESSAGING
- CREATE AWARENESS
- COMMUNITY BUILDING
- COOPERATIVE VALUES
- VARIED MEDIA CAMPAIGN
- TARGET MARKETING
- ENSURE INFORMATION DISTRIBUTION
- DYNAMIC STRATEGY

6

BEST BUSINESS PRACTICES

- INDUSTRY COMPLIANCE
- BUSINESS MANAGEMENT SYSTEM
- TECHNOLOGY SUPPORTING OPERATIONAL EFFICIENCY
- INVESTIGATE INDUSTRY IMPACTS AND COSTS TO REAS
- SUCCESSION PLANNING
- MEMBER INVOLVEMENT ESP. YOUNGER DEMOGRAPHIC

MISSION

The mission of the AFREA is to create the conditions for REAs to be successful and sustainable, and to support REAs in becoming best practice organizations.