

P4G STRATEGY MAP - GROWING FORWARD TOGETHER



VISION

Growing relationships for a prosperous future.



MISSION

Cultivating local and global opportunities together to provide value for the region.

VALUES

TRUST



We value strong relationships built on reliability, honesty, respect and open communication.



INNOVATION

We value fresh insights and innovative approaches that challenge our thinking and lead to bold action.



COLLABORATION

We collaborate internally and externally, focusing on collective goals, to achieve our shared vision as a region.



ACCOUNTABILITY

We take ownership of our regional objectives through transparent governance and reporting and promote proactive problem-solving and collaboration to achieve our shared goals.

STRATEGIC THEMES



REGIONAL INFRASTRUCTURE COORDINATION

We focus on efficient infrastructure and transportation options to link different areas and to support regional growth.



PARTNERSHIP DEVELOPMENT

We nurture existing partnerships and seek to establish new ones that will benefit the region.



GOVERNANCE

We support efficient governance, collaboration and coordination to meet the needs of all partners to drive regional prosperity forward.



INTEGRATED REGIONAL ECONOMIC DEVELOPMENT

We promote innovation and entrepreneurship as a globally competitive region, that attracts investment and growth.

STRATEGIC PRIORITIES

REGIONAL COST RECOVERY MODEL

Develop a regional infrastructure cost recovery model amongst the partners.

SERVICING APPROACH

Coordinate regional servicing strategies with infrastructure partners which enable growth within the region.

GOVERNMENT RELATIONS

Foster ongoing partnership development with the provincial, federal and Indigenous governments and other agencies to advocate for our vision.

RESOURCE COLLABORATION

Leverage shared resources, tools, and exchange information and best practices across all sectors to enhance capacity.

RECONCILIATION

Demonstrate a meaningful commitment to reconciliation, encompassing economic initiatives, with Indigenous communities and organizations with interests in the region.

GROWTH APPROACH

Ensure P4G remains adaptive and responsive to change and opportunities in a timely manner.

COMMUNICATIONS

Implement a clear and comprehensive communication strategy that highlights our regional value proposition.

OPERATIONS

Drive innovation and efficiencies by optimizing internal and external processes wherever possible.

CONSTRUCTIVE DIALOGUE

Facilitate challenging conversations among partners and stakeholders with respect and an open-minded approach, acknowledging the uniqueness and strengths of each party involved.

ECONOMIC COLLABORATION

Strengthen economic collaboration with stakeholders and partners to leverage collective resources and expertise to drive growth within the region.

RESPONSIVE

Engage partners and stakeholders from the outset to maximize investment attraction and open doors to additional regional opportunities.