



ALBERTA COMMUNITY & CO-OPERATIVE ASSOCIATION

Strategic Framework 2019 - 2022

New Vision

A strong co-operative and credit union sector in Alberta

New Mission

Provide co-operative education and development services to support our members and promote community awareness.

OUR STRATEGIC DIRECTION



1. Organization Sustainability

“ACCA is financially sustainable with the resources to achieve its long-term strategies and thrive”

- Continue to engage stakeholders to gain support for ACCA’s mandate & strategy.

2019 Objectives:

Membership value is clear, resulting in a 20% membership growth.

2. Mobilization of Knowledge

“ACCA shares knowledge between members, by communicating resources, programs, opportunities and events”

- Deliver regular communications and member networking opportunities.
- Connect shared membership goals to encourage cross-sector collaboration.
- Provide an online hub for co-operative information, research and resources.
- Develop and promote young co-operative advocates and leaders.

“Each member is given an opportunity to engage face to face with ACCA”

“Albertans can easily access information, reports and measures on the provincial co-op sector.”

3. Promotion & Advocacy

“ACCA amplifies member messages amongst the public and government officials to raise awareness of the co-operative business model”

- Share member marketing campaigns and explore shared sector campaigns.
- Ensure government understands co-ops and co-operatives understand government.
- Advocate for the co-op model and for co-op friendly policies.
- Promote co-ops as a viable option to Business Development organizations.
- Track co-operative sector performance.

Co-ops are recognized by and actively involved with the new Alberta Government