

FOCA Fall Meeting

November 5, 2011



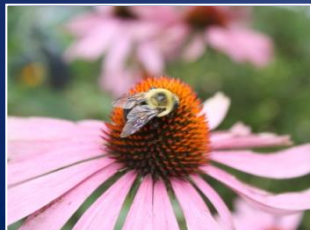


Ron Higgins
FOCA Director

FOCA's Strategic Plan



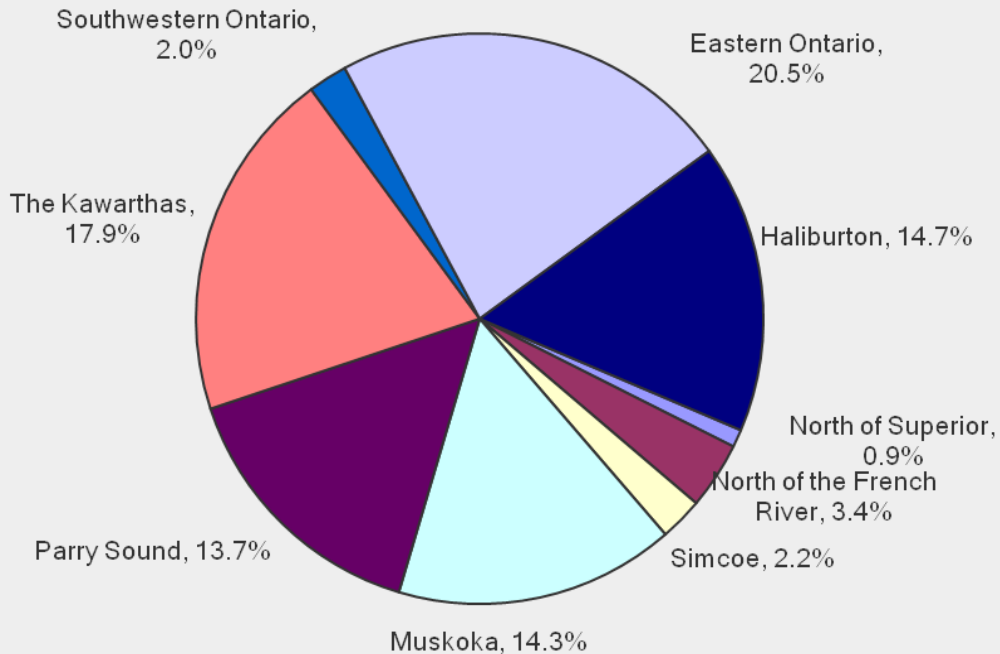
In 2011 the FOCA Board undertook a self evaluation and member survey to help chart our future course.



FOCA Strategic Survey

Survey sent to 2,140 people
(approx. 4% of total membership)
1/4 responded

Please indicate the region where your cottage, road or association is located:



“The respondents’ regional representation roughly mirrored the distribution of FOCA’s membership.”

...

“Overall we felt the response was impressive and statistically significant, and provided useful input to our planning process.”

Our core “customer groups” include:

- Lake Associations
- Lake Association Members
- Individual Members
- Road Associations
- Sponsors/Partners
- Regional Umbrella Groups

Lake Associations represented ~82% of the input to the survey.

78% of respondents have been associated with FOCA for 5+ years.

FOCA Strategy Review 2011



What we heard about FOCA's most highly valued "Products & Services":

- Elerts
- Website
- Political Advocacy
- Printed Newsletters
- FOCA events & FOCA attendance at others' events
- Membership discounts: Insurance, other products & services
- Support for Associations (resources, payment processing...)

"84% are happy with our current offerings. 90% indicated they were satisfied or very satisfied with our efforts and accomplishments. ... Surprisingly, we found out that approximately 30% were not aware of our products and services."

What's your top issue?

“We heard a lot of things from a lot of people
– some recurring themes, some contradictory.”

...

“Hot issues vary over time, and from place to place. We want
to be proactive on our main interests, while remaining
receptive / flexible to deal with emerging issues that impact
our larger community.”

...

“We have to be cautious about stretching ourselves and being
distracted from our core, provincial mandate.”

What's your top issue?

"Be more present in the north!"

"do more for cottagers on the Great Lakes"

"Don't forget eastern Ontario."

One of FOCA's Strengths: "located in the South so it can get to Queens Park!"

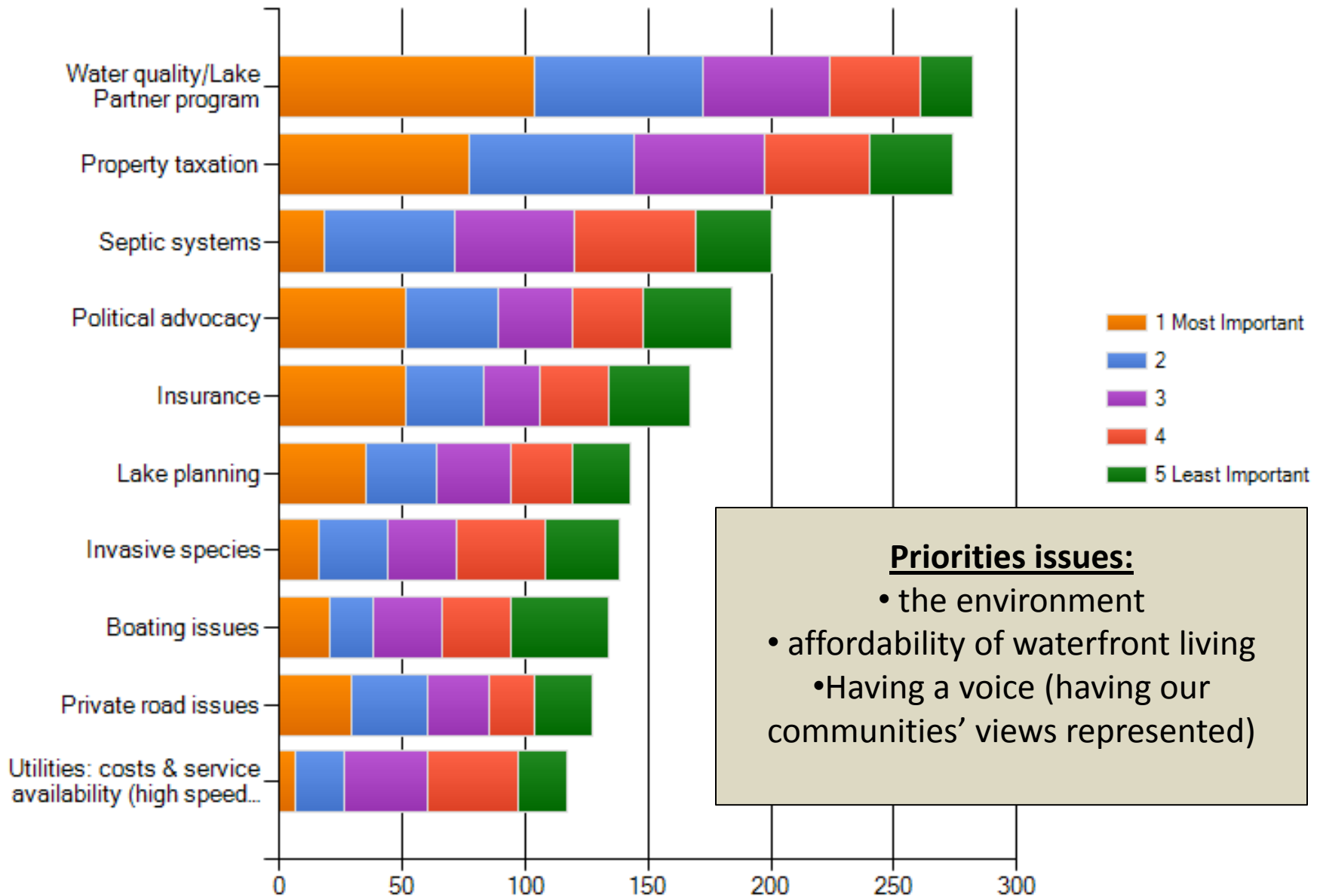
"Too much energy and focus on 'green' issues while ignoring 'fiscal' issues"

"Too much emphasis on satisfying wealthy residents with big motorboats and too much money"

"more focus -- only reason for cottagers is the water in the lake or river -- need to keep it clean"

"I can't think of any right now but I am **sure** there is **something** FOCA could do to help"

What issues are most important?



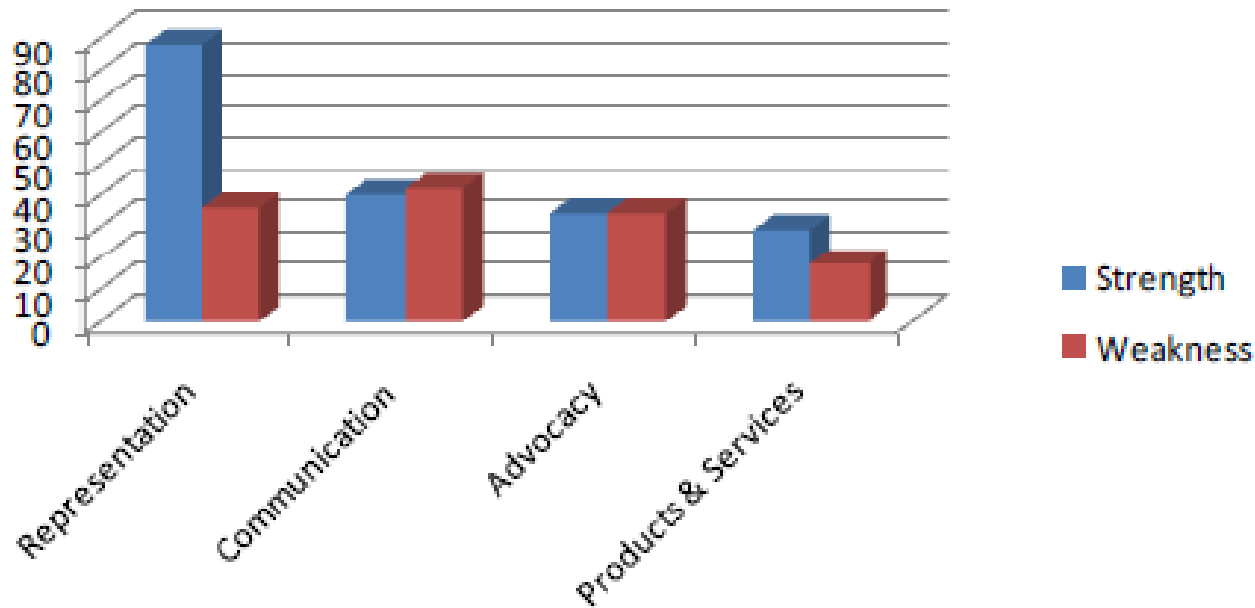
FOCA Strategy Review 2011



“The Board has analyzed and discussed the information at hand, in the context of FOCA’s history, our current programs and operations, and the fiscal and societal environment in which we find ourselves.”

S.W.O.T.

Strength & Weakness Comparison



“Having our collective interests represented—and shared—was identified as a strength. Disseminating relevant and topical information to our audience is a Strength, but (like our efforts around advocacy), is an area where we need to focus and improve.”
“We need to communicate better, with you and ALL our stakeholders to build an informed and involved community ...”

Strategic Themes identified:

Communications

Political Profile

Value Proposition

Funding

Next Steps:

- Finalize our objectives for next 3-5 years
- Provide direct feedback to some respondents
- Issue Strategic Report
- Implement actions
- Continually improve

