



BCEDA Strategic Framework

2026 - 2028

Clarifying Our Direction. Strengthening Our Impact.



BCEDA

BC Economic Development Association

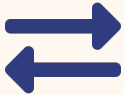
Why Update the Strategy



Evolving economic
development landscape



Increased complexity across
sectors



Need for flexibility and
responsiveness



Leadership transition underway

What's Different



Shorter, more focused framework




Less operational detail in document



Greater emphasis on partnerships



Stronger focus on capacity and system leadership

An aerial photograph of a coastal town and marina at sunset. The scene is dominated by a large body of water in the foreground, filled with numerous sailboats and yachts. The town, with its houses and buildings, is nestled along the shoreline. In the background, there are large, forested mountains, some with patches of snow. The sky is a mix of orange, yellow, and blue, indicating the time is either sunrise or sunset. The overall atmosphere is serene and scenic.

PURPOSE

Strengthening and connecting economic development across BC

Areas of Impact



Impact on
the Profession



Impact on
Communities



Impact on the
Economic Development
System

Strategic Priorities



Strengthen
the Profession



Economic
Resilience



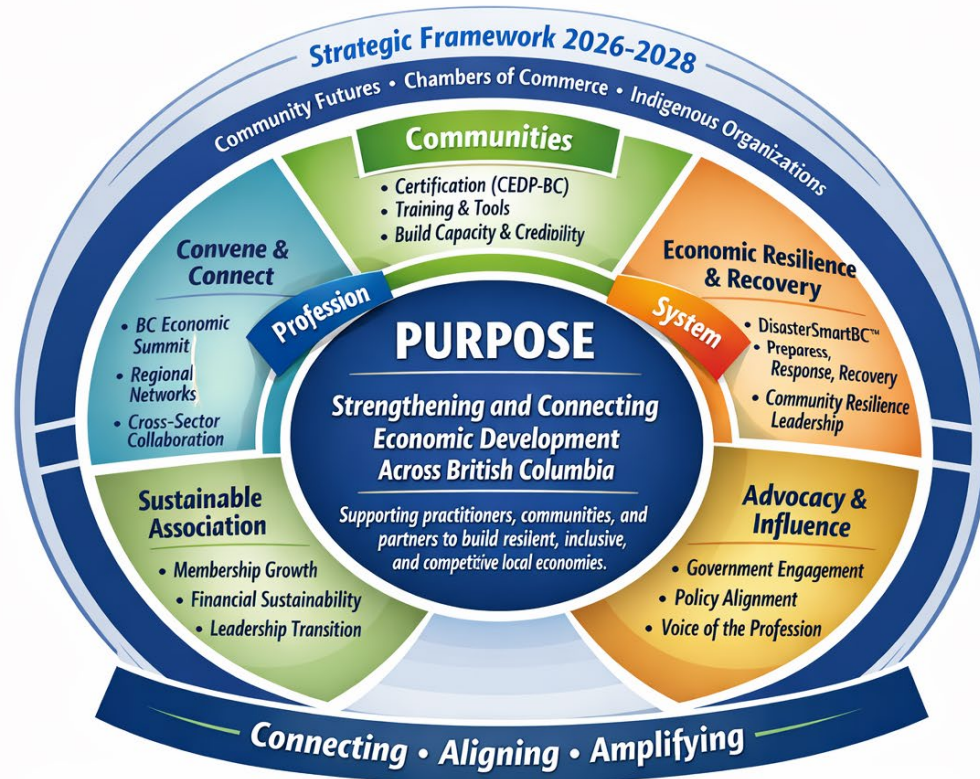
Convene &
Connect



Advocacy &
Influence



Sustainable
Association



Practical • Collaborative • Responsive • Inclusive • Impact-focused

Leadership Transition: Continuity and Adaptation

PILLAR 1

Strengthen the Profession

Strengthen the Profession


Strategic Goals

- Build capacity and credibility
- Support practitioners and leaders
- Deliver training and applied tools

How BCEDA Delivers

- CEDP.BC Certification
- Leadership Learning Exchange
- Webinars and training
- Resource manuals and toolbox



An aerial photograph of a coastal town and marina at sunset. The scene is dominated by a large body of water in the foreground, where several sailboats are anchored. To the right, a residential area with numerous houses is visible, nestled on a hillside. In the background, a range of mountains with some snow-capped peaks stretches across the horizon under a warm, golden sky. The overall atmosphere is serene and scenic.

PILLAR 2

Lead in Economic Resilience and Recovery

Economic Resilience and Recovery

Strategic Goals

- Support communities through disruption
- Strengthen preparedness and recovery
- Collaborate across sectors

How BCEDA Delivers

- DisasterSmartBC
- Recovery workshops
- Community support initiatives





PILLAR 3

Convene and Connect the System

Convene and Connect the System

Strategic Goals

- Bring partners together
- Enable collaboration
- Support local delivery

How BCEDA Delivers

- BC Economic Summit
- Awards program
- BRE platform and networks



PILLAR 4

Strengthen Advocacy and Influence

Advocacy and Influence


Strategic Goals

- Represent the profession
- Engage government
- Align policy and programs

How BCEDA Delivers

- Provincial and federal engagement
- Indigenous partnerships
- MOUs and sector leadership



An aerial photograph of a coastal town and marina at sunset. The scene is dominated by a large body of water in the foreground, where numerous sailboats are docked at a marina. A bridge spans across the water, connecting the town to the mainland. The town itself is built on a hillside, with houses and buildings scattered across the landscape. In the background, there are large, forested mountains with some snow-capped peaks. The sky is a mix of orange, yellow, and blue, indicating the time is either sunrise or sunset. The overall atmosphere is peaceful and scenic.

PILLAR 5

Build a Strong, Sustainable Association

Build a Strong, Sustainable Association

Strategic Goals

- Strengthen membership
- Ensure financial sustainability
- Support leadership transition

How BCEDA Delivers

- Member perks
- Communications and website
- Membership growth



What This Enables



Clear direction



Flexible delivery



Stronger
partnerships



Alignment with
government
and members

Leadership Transition

Provides continuity

A stable strategic foundation during leadership change

Supports incoming CEO

Clear priorities and direction from day one

Allows future refinement

Flexible enough to evolve with new leadership



**Clear Direction.
Strong Foundation.
Flexibility to Lead Forward.**

BCEDA Strategic Framework 2026–2028