




2nd Generation

Business-Industry Communication Strategy



*A proven strategy to
develop partnerships to
stimulate long-term
contract and supply
opportunities*



Business-Industry Communication Strategy

Introduction

The Business-Industry Communication Strategy is a strategy which will serve to create a strong awareness of the contracting, sub-contracting and supply chain expertise that exists in a community. It will have application in any region or area where big industry and business want to successfully co-exist and benefit from mutual successes.

This strategy will help to develop partnerships between business and industry in an effort to stimulate long-term contract and supply opportunities. It is a common sense approach to expanding and strengthening a community's economic base. It provides opportunities for local and aboriginal businesses to share in the success of large industry without promoting a 'closed economy'.

Large industries now have comprehensive policies on dealing with minority and local businesses. This Communication Strategy will support and facilitate those policies. The potential for information sharing, effective communication and partnerships is what makes this strategy practical. Industry's commitment to provide local opportunities will be based on the belief and trust in the abilities and skills of local contractors, trades people and suppliers.

Business organizations working in unison, while showcasing their unique perspectives, will be able to provide a stronger voice when meeting with large industry. Therefore, by working together a community can,

- build a strong awareness of the contracting, subcontracting and supply expertise that exists, and,
- move forward to take advantage of the tremendous opportunities arising from resource sectors.

Intercommunication

The following interface provisions for industry, engineering firms, business organizations, and the business community will ensure communication linkages exist to support the Communication Strategy.

Industry, through their senior level management representatives, must be prepared to:

- Endorse the Communication Strategy to all stakeholders, including their purchasing agents and the engineering firms hired to manage the project.
- Communicate their local and minority Corporate Policy to provide fair and equitable business opportunities. This will ensure a successful means of supporting their endorsement of the Communication Strategy.

Engineering firms must participate by:

- Facilitating and adopting the owners Corporate Policy.
- Working with the organizations to provide them with information relative to project timing and scope of work.
- Meeting with local contractors and suppliers, both in informal meetings, and public sessions.

Business organizations must be prepared to:

- Solicit questions and general issues from their membership.
- Communicate with each other throughout the entire process.
- Develop a system to effectively communicate, in a timely manner, with their membership.

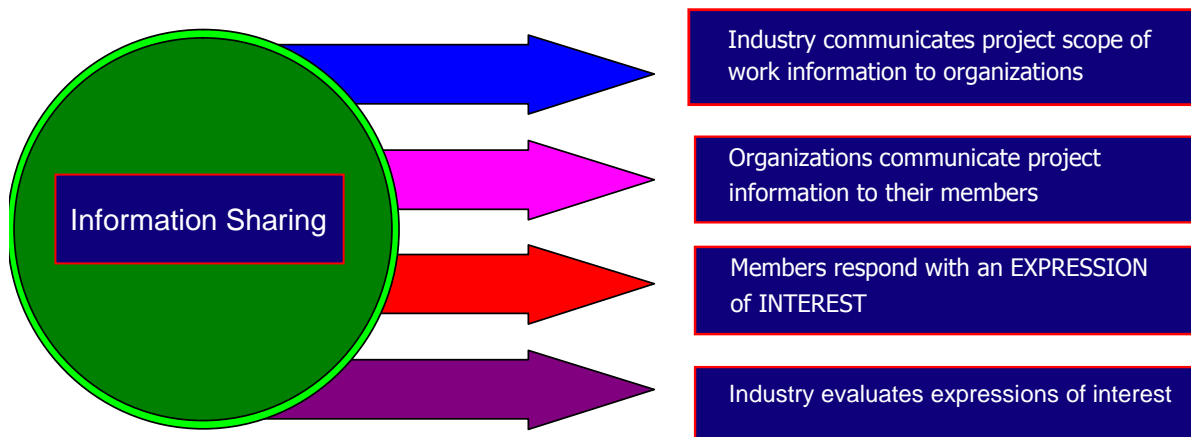
Businesses must be prepared to:

- Participate in the opportunities provided by industry, engineers and the business organizations.
- Prepare information, relative to their company, in a professional and timely manner.

Information Sharing

Information sharing is the cornerstone and fundamental concept of the Communication Strategy. The basic interrelationships are:

1. Industry communicates project information to organizations.
2. Organizations communicate the information to their members.
3. Members respond with an **EXPRESSION** of INTEREST
4. Industry evaluates expressions of interest



Benefits of Partnerships

By working together.....

Industry

- Industry will be successful in their ability to maintain long-term relations with the businesses that compete to supply their needs.
- Industry can avoid the image of being unconcerned or aloof to the community's economic well-being.
- Development of the oil sands (natural resources) will take place in an orderly, efficient, and cost effective manner.
- Long-term effective communication with business through the judicious use of the networks already in place through the organizations.

Business organizations

- Business organizations will be viewed as providing value to their members for their investment in the organization.
- Partnerships will be developed that will result in improved trade and commerce.
- Promotion of the regions experienced and qualified vendors, in terms of, management, manpower, safety and schedule requirements is successfully achieved.
- Business organizations will support industry in their vision for sustainable development.

Business

- Businesses can move forward to take advantage of the tremendous opportunities arising from large industrial opportunities.
- There will be a strong awareness of the contracting and sub-contracting expertise that exists in the region.
- Businesses will stabilize, grow and be successful.
- Required job skills will remain in the area.
- Business can address issues to large corporations in a non-adversarial manner.
- Businesses will continue to contribute to the economic and social well-being of a community.

Engineering Firms

- Become partners in the process of communication between owner, contractors and business organizations.
- Represent, interpret and carry out the owners project management policies and procedures, thereby, ensuring performance meets owners code of business conduct.
- Gain knowledge of local and aboriginal businesses skills for future projects.
- Engineering firms will be viewed supporting and assisting their client to achieve their corporate goals, and, will also be viewed as supporting the community.

Economic Benefits

- A future for young entrepreneurs,
- Stable employment opportunities,
- Shared successes ensures a future for our families and for future families,
- Economic opportunities, so vitally important to a sustained economic base, will remain in the community.