

Victoria Esquimalt Harbour Society 2016 – 2017 Strategic Priorities (Ratified by members October 11 2016)	
Communications	<p>Objective: To raise awareness and appreciation of a “working multi-purpose harbour” by harbour users and members of the public. To become a voice of the harbours in a positive way.</p>
	<p>Core business:</p> <ul style="list-style-type: none"> - Ongoing publicity (updated website, newsletter, news releases) - Topical speakers at member meetings - Promoting awareness of harbour-related events - Ongoing expansion of VEHS Membership
	<p>Strategic actions 2016 – 2017:</p> <ul style="list-style-type: none"> - Harbour tourism forum/ mixer - Harbour tour for local politicians and media to highlight working harbour assets and issues
Collaboration with other harbour interests	<p>Objective: Ongoing involvement with organizations involved in and with the Harbour (e.g., municipalities, provincial and federal agencies, GVHA, neighbourhood associations)</p>
	<p>Core business:</p> <ul style="list-style-type: none"> - Supporting and promoting awareness of harbour development initiatives - Guiding, supporting and influencing the direction of harbour-related programs and projects - Opportunities for hands-on experience of harbour initiatives e.g., cable ship tour - Ongoing liaison Songhees and Esquimalt First Nations
	<p>Strategic actions 2016 – 2017:</p> <ul style="list-style-type: none"> - Input into: <ul style="list-style-type: none"> ▪ Ogden Point planning process ▪ Initiation of Inner Harbour planning process - Support for cruise in Victoria and related activities - Continue fundraising for VEHS bursary in the marine trades
Initiatives / Issues	<p>Objective: To provide input on harbour-related issues & initiatives</p>
	<p>Core business:</p> <ul style="list-style-type: none"> - Identifying and influencing planning and regulatory initiatives and actions - Influencing the management & resolution of harbour issues that impede and impair the attainment of VEHS objectives
	<p>Strategic actions 2016 – 2017:</p> <ul style="list-style-type: none"> - Increased focus on environmental issues and initiatives in and around the Harbour. Examples: marine trails initiative; survey of harbourfront properties and opportunities for enhancement.

VEHS STRATEGIC ACTION FRAMEWORK

(April 22 2014, updated Nov 2015)

MISSION STATEMENT		
To protect and advance the harbours' social, economic, environmental, and cultural vitality as Working Harbours through advocacy, stewardship and community engagement.		
UNDERLYING VEHS VISION		
VEHS is a united group of harbour stakeholders committed to providing vision, knowledge and guidance for vibrant activities and commerce requiring the connection between land and sea.		
STRATEGIC PATHWAYS		
SP-A <i>Harbour Stakeholder Engagement</i>		
	Strategic Objectives	To encourage active involvement of a diverse & committed society membership; To ensure that effective cohesion and communication between and among VEHS members
SP-B <i>Harbour Public Awareness</i>		
	Strategic Objective	To foster public awareness of the character, attributes, uses and values of V&E Harbours
SP-C <i>Promotion of Marine Commercial, Industrial & Other Appropriate Uses</i>		
	Strategic Objective	To actively promote proposed and potential harbour uses which will optimize the resource potential and economics of the Harbour(s)
SP-D <i>Influence on Planning and Regulatory Initiatives</i>		
	Strategic Objective	To actively identify and influence ongoing and foreseen planning initiatives and regulatory initiatives and actions on the part of prevailing jurisdictional authorities ,and others.
SP-E <i>Specific Project & Program Advocacy</i>		
	Strategic Objective	To identify and support harbour development initiatives which are in keeping with the stated Goal
SP-F <i>Issue Management & Input</i>		
	Strategic Objective	To influence the management & resolution of harbour issues which impede and impair the attainment of VEHS objectives