



# 2023 Strategic Priorities & Objectives

## Mission

To promote, advance and inspire general aviation, and to preserve the Canadian freedom to fly.

## Vision

We are the influential driving force for a safe and thriving general aviation community in Canada.

## Strategic Priorities

Provide market-leading member experience with quality and valued services, resources, programs and safety.

Promote general aviation in Canada to propel interest, participation and pilot and member numbers.

Advocacy to improve access to, and safety of, general aviation.

Develop robust communications and marketing ecosystem to the aviation and non-aviation communities.

Diversify and expand revenue streams to assure the financial stability of the organization for the positive execution of our mission.

## Objectives

- Deliver premium member customer experience by providing seamless customer service.
  - Produce and offer market-leading skills enrichment training programs, materials and platforms.
  - Facilitate compelling social enrichment experiences for members.
  - Offer members valued auxiliary membership benefits.
- 
- Restore the romantic spirit of the magic of flight to inspire passion for aviation in the greater public.
  - Advocate for improved accessibility of aviation in economic terms.
  - Advocate for improved accessibility of aviation in practical terms.
  - Educate the public about the value of general aviation to the welfare of communities and society at large.
  - Develop effective outreach plans and tools to regularly and positively connect with the public.
  - Collaborate with adjacent and non-adjacent organizations to extend access to a wider audience.
- 
- Build credibility as subject-matter experts in all matters related to general aviation.
  - Elected government level: Strengthen our standing as the respected and professional voice for general aviation with elected government officials at the federal, provincial and municipal levels, and nurture positive relationships with same.
  - Non-elected government level: Strengthen our standing as the respected and professional voice for general aviation with non-elected government officials at the federal, provincial and municipal levels, and nurture positive relationships with same.
  - Produce and offer market-leading safety programs, materials and platforms.
  - Proactively identify threats to, and opportunities for, general aviation and prioritize same. Develop plans to meet each challenge and execute on same.
  - Strategically collaborate with domestic and international industry partners who share aligned advocacy goals with those of our members.
- 
- Increase positive engagement in general aviation amongst the general public through the execution of effective external-facing marketing and communications plans to promote the magic of flight, and the right of Canadian citizens to participate in general aviation.
  - Increase member satisfaction with COPA through the execution of effective internal-facing marketing and communications plans to promote COPA membership benefits and the value of COPA membership.
  - Increase positive member engagement through the execution of communications plans and tools to promote effective and timely COPA-to-member and member-to-member communications.
  - Develop quality internal and external communications infrastructure and tools.
  - Adopt professional, compelling and consistent organization-wide branding and messaging.
- 
- Engage with industry and non-industry partners to expand fundraising opportunities.
  - Engage with industry and non-industry partners to expand partnership contributions.
  - Explore enhanced service and product offerings to members.
  - Commercialize existing and future assets, platforms and events.
  - Expand scope of COPA service offerings.