

An aerial photograph of a winding asphalt road with yellow double lines, cutting through a dense green forest. Two wooden utility poles are visible in the foreground, one on the left and one on the right, with power lines extending across the scene. The text is overlaid in the center of the image.

AVICC Strategic Priorities
2026~2030

Message from the Presidents

On behalf of the Board, we are pleased to introduce the AVICC 2026-2030 Strategic Priorities – a forward-looking plan that builds on our strong foundation and positions our organization for the future. AVICC has always been at its best when we come together to share ideas, support one another, and speak with a unified voice on the issues that matter most to our communities. This strategy is about strengthening that role and being more intentional in how we serve and represent our members.

The Strategic Priorities focus our efforts on what matters most: effective advocacy, meaningful opportunities to connect and learn, and a strong, responsive organization. It reflects our commitment to listening to our members, setting clear priorities, and using our collective influence to advance local government interests across Vancouver Island and coastal communities.

As AVICC moves forward, this strategy will guide our decisions, help us make the best use of our time and resources, and ensure we continue to deliver value to our members. Most importantly, it reinforces the importance of working together—because our collective voice is our greatest strength.

As this strategy is released at the transition between Executive terms, it reflects the work of the 2025–2026 Board under the leadership of President Ben Geselbracht and will guide implementation under the 2026–2027 Board, led by incoming President Vanessa Craig. We would like to thank the Board and our members for their ongoing leadership, insight, and commitment, and look forward to what we will achieve together.



Ben Geselbracht
President, 2024-2026



Vanessa Craig
President, 2026-2027



AVICC Purpose

AVICC serves to amplify the voice of Vancouver Island and coastal communities. Through convening, education, and advocacy, we work to advance issues impacting our members.





Convening

Creating opportunities for members to network and learn from each other and others.

Priorities:

- **Enhance the annual convention** as our primary forum for in-person connection, learning, and advancing advocacy priorities.
- **Create additional opportunities for member engagement throughout the year**, including virtual convening on key issues.
- **Strengthen peer-to-peer learning and networking opportunities** among members and partners.
- **Leverage other strategies to inform and support advocacy and collaboration efforts.**



Collaborating

Partnering with member communities to advance shared goals and strengthen collective impact.

Priorities:

- **Build and maintain strategic partnerships** with area associations, other levels of government, and key organizations.
- **Align efforts with partners** to advance shared advocacy and learning priorities.
- **Expand engagement with post-secondary educational institutions and students** to bring new and different resources to our work.



Learning

Providing learning opportunities for member representatives and staff in support of our members.

Priorities:

- **Deliver a coordinated, multi-year learning program** aligned with advocacy priorities and member needs and interests.
- **Provide accessible, flexible learning opportunities** through a mix of in-person and virtual formats.
- **Support member capacity-building on core local government topics** (e.g., advocacy, governance, intergovernmental relations).
- **Act as a connector and curator of relevant learning opportunities** from across the sector.



Advocacy

Advancing the priorities of our membership through collective action and influence to other levels of government and potential partners.

Priorities:

- **Establish and implement a clear, annual advocacy priority-setting process** that is informed by member input, convention resolutions, and evaluation of past efforts.
- **Strengthen AVICC's influence with senior governments** through coordinated, strategic, and sustained advocacy efforts.
- **Expand and diversify advocacy tools and approaches** (e.g., petitioning, building relationships, convening, learning) to increase impact.
- **Align organizational resources and structures** (Board, committees, staff/contract support) to effectively deliver advocacy priorities.



Strengthening AVICC for the Future

Building the structures, capacity, and governance practices needed to deliver on our priorities, support our members, and continue providing value to members now and into the future.

Priorities:

Outreach & Member Value

- **Strengthen member engagement and awareness of AVICC's value**, particularly beyond the annual convention.
- **Expand outreach to underrepresented and non-participating members**, including newly elected officials, youth, and First Nations.
- **Enhance AVICC's visibility and presence** within the broader local government community.



Strengthening AVICC for the Future

(continued)

Governance & Capacity

- **Strengthen governance practices, planning, and Board effectiveness** to support strategic priorities.
- **Ensure sustainable organizational capacity and resources** (financial, staffing, and structural) to deliver on the strategy.
- **Implement key organizational policies and systems** (e.g. reserves, continuity planning, Board development).
- **Continuously assess and evolve AVICC's structure and approach** to remain responsive and effective.



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