



edanl

Economic Developers Association
of Newfoundland and Labrador



Strategic Plan 2026-2030



About EDANL

EDANL is a not-for-profit association with a mission to build the capacity of those engaged in economic development in Newfoundland and Labrador and advance the practice as a distinct and recognized profession.

EDANL represents over 130 Members working in economic development across nearly 45 communities in Newfoundland & Labrador.



Board of Directors 2026



Kieran Hanley
President



Jeremy Schwartz
Vice-President



Margo Soucy
Treasurer



Jennifer Crane
Director



Régis Guyot
Director



Lindsey Hynes
Director



Cyndy Stead
Director



Mark Whiffen
Director



Background

In April 2025, the Economic Developers Association of Newfoundland and Labrador (EDANL) requested proposals for the development of a 3-5 year strategic plan for the organization. EDANL's previous Strategic Plan, covering 2017-2019, was outdated and no longer addressed the challenges and opportunities facing the organization.

Pat Curran + Associates Inc. (PCA) was contracted to complete the planning project. PCA completed an extensive project methodology including stakeholder engagement activities with the board and members, a survey of members, a jurisdictional scan, interviews, research and analysis, setting priorities, and draft and final plan development.



The project resulted in the refinement of organizational objectives and the prioritization of actions for the near, medium, and long-term in support of a renewed mission for 2026-2030.



4 Priority Areas

01

**Governance and
Operations**

03

**Training and
Professional
Development**

02

**Activities and
Network**

04

**Communications
and Advocacy**

01

Governance and Operations



Governance and Operations

EDANL will immediately prioritize the development of a sustainable governance and operations model – one that ensures the organization’s capacity to meet its mission, vision and mandate. This priority will be met by: updating EDANL’s approach to formal board governance; building on the leadership capacity around the Board; engaging the membership, partners, and key stakeholders; hiring and retaining paid staff; and by identifying a firm revenue stream to support its activities.

Actions



Update Association's
Mission, Vision, and
Mandate



Update Association
Bylaws



Establish Committees
Aligned with Priorities



Develop Revenue
Targets and Strategies



Hire Staff



Consider Different
Approaches to Board
Representation

A Renewed Mission and Vision



Mission

Build the capacity of those engaged in economic development in Newfoundland and Labrador and advance the practice as a distinct and recognized profession.



Vision

A robust community of professional development practitioners contributing to the economic well-being of Newfoundland and Labrador.



A Refined Mandate



EDANL's Mandate is to...

1. Provide training and professional development opportunities for those involved in economic development in Newfoundland and Labrador.
2. Foster a community of practice for economic developers in Newfoundland and Labrador through the organization of events and the sharing of experience, insights, tools, and resources.
3. Share the stories and successes of practitioners to advocate for recognition of and investment into economic development in Newfoundland and Labrador.

Update Association Bylaws

To support the renewed vision, mission, mandate – and the priorities that have emerged for 2026-2030 as a result – changes must be made to the association’s bylaws.

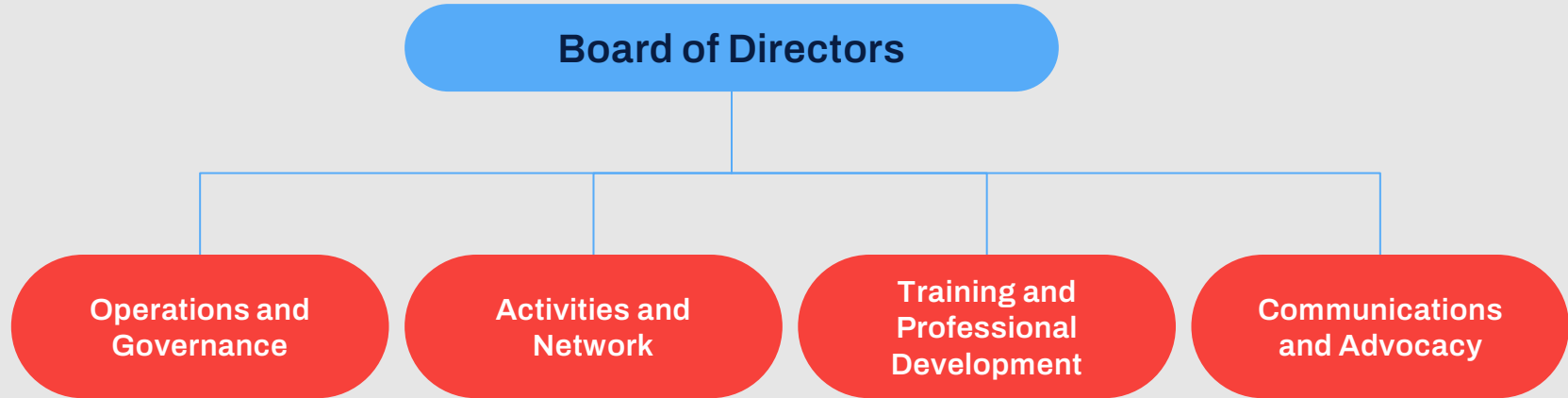
These changes include the establishment of standing committees, adjustments to stagger Director term lengths, increasing the threshold for quorums, and more.

These changes will be brought forward to the membership for review and approval in Spring 2026.





Establish Committees



Standing committees aligned with EDANL's mission, vision, and mandate while drawing from expertise of membership across Newfoundland and Labrador.



Develop Revenue Targets and Strategies



Review Membership Fees

Increase Number of Members

Increase Revenues from Events

Explore Partnerships for Administration

Explore Partnerships for Admin Partnerships

Increase Revenues from Project-Based Activities

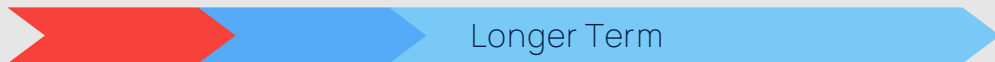


HIRE STAFF

Successful execution of the 2026-2030 Strategic Plan is contingent on the Association moving away from full reliance on volunteer practitioners.



Consider Board Representation



Implement Board structure (and election processes) that represent regional, sectoral, and/or other key considerations.

02

Activities and Network



Activities and Network

A further focus for EDANL will be on developing and sustaining an enhanced program of activities and services to strengthen the network of those engaged in economic development in Newfoundland and Labrador. This priority will be met through a renewed events program, a commitment to regional activities, and a more dedicated approach to members benefits.

Actions



Establish Activities and
Network Committee



Develop Fixed Program
of Seasonal Events



Continue Hosting
Conference in New
Locations



Develop Webinar Series
on Key EcDev Themes



Enhance Membership
Benefits



Establish Regional
Practitioner Networks
(RPNs)



Developed Fixed Program of Seasonal Events

Conference

1

Early Fall

Late Fall

2

Networking

Awards

3

Spring

Early Summer

4

AGM

An aerial photograph of a coastal town at dusk. The town is illuminated by warm streetlights and house lights, contrasting with the dark, overcast sky. The town is situated on a hillside overlooking the ocean. In the top right corner, there is a blue geometric graphic element consisting of several overlapping triangles. A white rectangular box is centered horizontally across the middle of the image, containing the text "Explore New Conference Locations" in a bold, dark blue font.

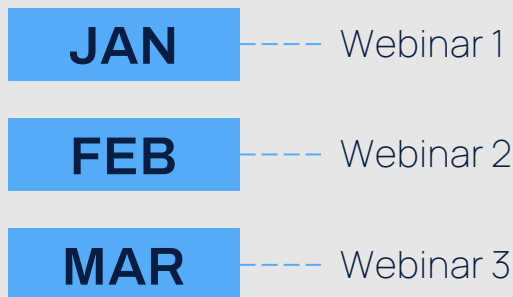
Explore New Conference Locations

Webinar Series

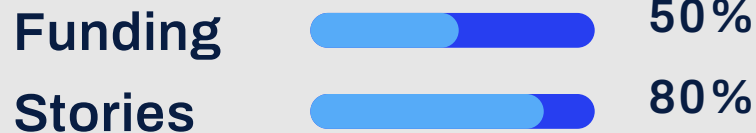


Monthly

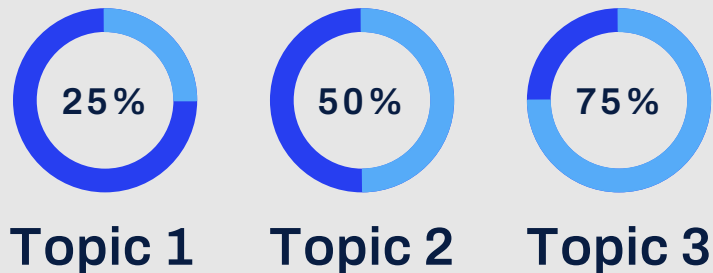
A lunch and learn schedule that members can count on.



Hot Topics



Let the Members Choose

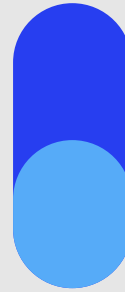




Enhance Membership Benefits



Discounts



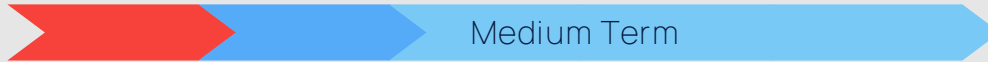
Resources and
Tools



Mentorship



Establish Regional Practitioner Networks



- Strengthen connectivity between members in defined regions of Newfoundland and Labrador.
- Provide budget and other resources to empower regional networks and support their success.

03

Training and Professional Development



Training and Professional Development

Building on its recent success, a key and near-term priority for EDANL will be the continued development of a comprehensive training and professional development program – for both economic development practitioners and those whose employment has economic development responsibilities.

Actions



Establish Training and Professional Dev Committee



Formalize Partnerships with Key Stakeholders



Develop and Deliver NL-Focused EcDev Training



Build Online Resource Database for Members



Establish a Peer Mentoring Program

Formalize Partnerships with Key Stakeholders



Municipalities (and Staff)

Business and Sector Groups

Special Interest Organizations

Provincial and Federal Governments

Post-Secondary Institutions

... and more





Develop and Deliver NL-Focused Economic Development Training

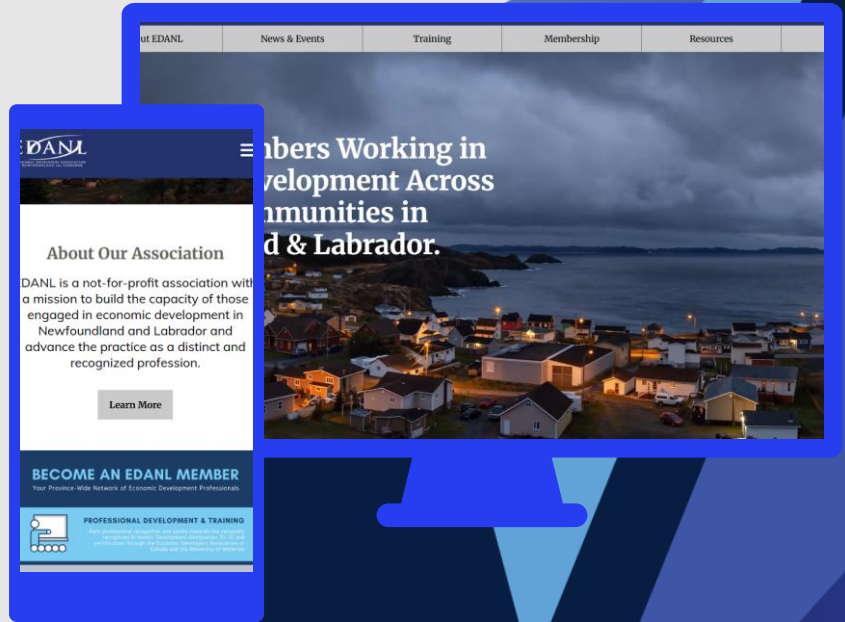
Objectives	Description
Knowledge and Concepts	Approaches and rationale behind economic development
	Building economic development strategies
Skills and Resources	Economic impact assessments and reporting
	Relationship brokering
History and Context	Structures in economic development in NL
	Lessons from history in NL's economic development





Build Online Resource Database for Members

Reports, tools, networks, etc. exclusive to EDANL members.



Establish a Peer Mentoring Program



04



Communications and Advocacy



Communications and Advocacy

EDANL will increase its efforts in communications and advocacy through: building the profile of economic developers in Newfoundland and Labrador; focusing on member recognition; enhancing the Association's communications; taking a more deliberate approach to stakeholder engagement and partnerships; and identifying and actioning key priorities in advocacy.

Actions



Establish a
Communications and
Advocacy Committee



Share the Stories of
NL's Successes and
Practitioners



Refresh Brand Identify
and Marketing Plan



Continue to Present
EcDev Awards of
Excellence



Determine Advocacy
Priorities and Deliver on
Them

Share the Stories of NL's Economic Development Successes and Practitioners




Refresh Brand Identity and Marketing Plan




ECONOMIC DEVELOPERS ASSOCIATION NL BRAND GUIDE







LOGO




LOGO WITH TAGLINE




BRAND COLOUR PALETTE


	Blaze Red	HEX #F7413B RGB 247, 65, 59 CMYK 0, 89, 80, 0
	Night Sky	HEX #081D42 RGB 8, 29, 66 CMYK 100, 89, 41, 50
	Blue Bonnet	HEX #273EFO RGB 39, 62, 240 CMYK 84, 74, 0, 0
	Adonis	HEX #56A8F8 RGB 86, 171, 248 CMYK 58, 23, 0, 0
	Blue Sky Shine	HEX #78C9F5 RGB 120, 201, 245 CMYK 47, 5, 0, 0
	Gray Hint	HEX #666666 RGB 230, 230, 230 CMYK 8, 6, 7, 0




LOGO - COLOUR



LOGO - COLOUR WITH WHITE TEXT



LOGO - BLACK



LOGO - WHITE

AVAILABLE FILE TYPES

The logo is available in different file formats for many different uses. Selecting the proper format is very important to ensure proper use of the logo.

PNG, SVG, or JPG files are best for web use. EPS or PDF files are best for print materials.

PRIMARY LOGO

PRINT	EPSAN: logo - CMYK.eps EPSAN: logo - CMYK.pdf EPSAN: logo - CMYK.tif
DIGITAL	EPSAN: logo - RGB.eps EPSAN: logo - RGB.svg EPSAN: logo - RGB.png EPSAN: logo - RGB.jpg

LOGO WITH TAGLINE

PRINT	EPSAN: logo - tagline - CMYK.eps EPSAN: logo - tagline - CMYK.pdf EPSAN: logo - tagline - CMYK.tif
DIGITAL	EPSAN: logo - tagline - RGB.eps EPSAN: logo - tagline - RGB.svg EPSAN: logo - tagline - RGB.png EPSAN: logo - tagline - RGB.jpg

ECONOMIC DEVELOPERS ASSOCIATION NL BRAND GUIDE



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Economic Developers Association
of Newfoundland and Labrador

Awards of Excellence

Determine Advocacy Priorities and Deliver on Them

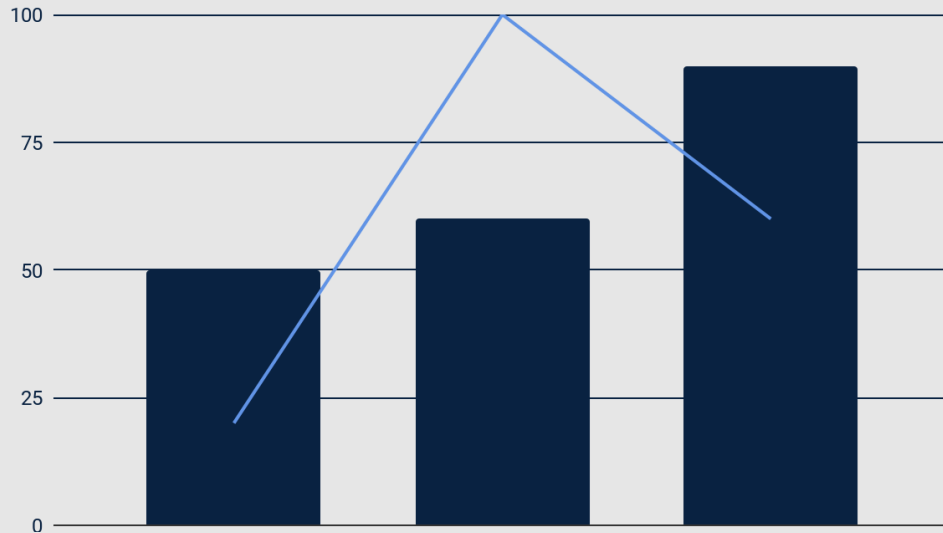


Step 1

What does advocacy mean to EDANL members?

Step 2

How do we advocate on their behalf?



Conclusion

EDANLs 2026-2030 Strategic Plan has a dedicated focus on:

- 1) Governance and operations
- 2) Activities and network
- 3) Training and professional development, and
- 4) Communications and advocacy

With a refined mission, mandate, and series of prioritized next steps EDANL will take important steps in advancing its vision of a robust community of professional development practitioners contributing to the economic well-being of Newfoundland and Labrador.

Thank You!

EDANL wishes to thank Pat Curran & Associates and WaterWerks for their efforts in the development of our 2026-2030 Strategic Plan and brand refresh.

We are appreciative of Newfoundland and Labrador's Department of Jobs, Growth, and Rural Development and the Atlantic Canada Opportunities Agency for their support of this initiative.

A special thank you to our members and partners who gave their time informing and refining the way forward for our association for the next 5 years,



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Do you have any questions?

info@edanl.ca

www.edanl.ca

