

STRATEGIC FRAMEWORK

2024–2029



VISION

A prosperous, adaptive, and environmentally sustainable horticulture industry.

MISSION

We provide advocacy and issue management, deliver professional development, and promote the professionalism of member landscapers, nurseries, and independent garden centres in British Columbia.

VALUES

Member focused
Integrity
Excellence
Collaboration
Continuous learning
Forward thinking

GOALS

1 PROFESSIONAL, KNOWLEDGEABLE, RESPECTED MEMBERS

Provide certification, knowledge and skills development, and recognition initiatives to support our members to thrive.

2 PROACTIVE ENVIRONMENTAL STEWARDS

Foster environmentally and economically sustainable practices.

3 A STRONG INDUSTRY ADVOCATE

Elevate the voices of our industry to address critical issues.

4 A FINANCIALLY SOUND ASSOCIATION

Ensure we are financially sustainable, well-governed, operationally strong, and member-focused.