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CAMA/Provincial Association Partnership

- June 2014: CAMA proposed the idea of partnership to Provincial/Territorial Associations
- January 2015: Financial commitments solidified and approval of Working Group and Steering Committee membership
- 2015: Objectives set and a national scope research study conducted
- 2016: Completed research, created a marketing plan and strategy, began creative design development
- 2017: Toolkit roll-out

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Partnership Goals

- To find common ground on issues that affect many/all local governments across the country
- Attracting the next generation of professionals to choose local government as their career path

Partnership Goals

Implementation:

- A tool kit that can be employed at the local level by participating provincial/territorial associations or member municipalities

The Research

Key objectives:

- Gain insights into current perceptions of municipal and local government careers;
- Measure awareness and familiarity
- Compare perceptions of local government careers vs federal & provincial

Key Messages

- Local government work is challenging and meaningful
- Local administrators have a real impact on their community through this
- Local government leaders earn fair salaries that are industry competitive

Key Messages

Local Government.
Making Life Happen.
Every Day.

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Campaign Elements



Wordmark

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INNOVATIVE
GREEN SPACES INVITING WATERFRONTS
EXCITING GATHERING PLACES
NEW SHARING ECONOMY
EVOLUTIONARY LIVABLE NEIGHBOURHOODS
INFRASTRUCTURE STRONG ENVIRONMENTAL PROGRAMS
COMMUNITIES
BOLD INSPIRED BRIGHT
SOLUTIONS IDEAS FUTURES



PowerPoint

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HERE'S A CAREER	THAT'S LOOKING FOR YOU.
<p>WE ARE LOCAL GOVERNMENT</p> <p>Local government work is engaging, challenging and meaningful.</p> <p>Engineering? Law? Recreation? Urban Planning? Marketing? Finance? Communications? Horticulture?</p> <p>We have that. And more. Local administrators have a real impact on their community, every day.</p> <p>Find out how you can earn a great salary and enjoy the lifelong benefits of meaningful, interesting work.</p> <p>Discover a career path with a promising future, one that is predicted to have many openings in the future.</p> <p>For more information, visit makinglifehappen.ca</p>	<p>Your family and friends, neighbours and fellow citizens will experience the effects of your decisions and projects including:</p> <ul style="list-style-type: none">• innovative green spaces• inviting waterfronts• exciting gathering places• new sharing economy• evolutionary infrastructure• livable neighbourhoods• strong community relationships• revolutionary environmental programs 

Handout

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Next Steps

- First toolkit elements will be completed in next few weeks:
 - Powerpoint Presentation
 - Handout
 - Website
- Elements available for implementation by partners and members

Next Steps

Interested in sharing the message?

Making Life Happen. Every Day.

Get in touch!

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