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# **“Changing the Rural Landscape”**

**OSUM**

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**OMAFRA**

# Today's Rural Landscape

Each municipality and organization is faced with greater demands to:

- ❖ Work together
- ❖ Align projects and efforts
- ❖ Greater accountability
- ❖ Most government funding programs ask applicants to show how their projects are not only innovative , but also involve more partners

# **In your everyday work, do you regard collaboration as:**

1. Extremely Important
2. A necessary requirement
3. Not very useful

# Facts about collaboration:

- There isn't a formula
- Collaboration should not be forced
- Achieving significant impact requires risk, time and resources

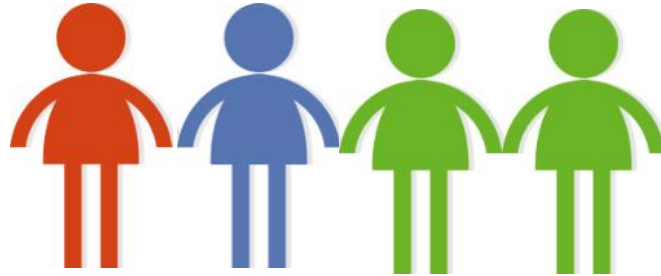


# Why is collaboration beneficial?

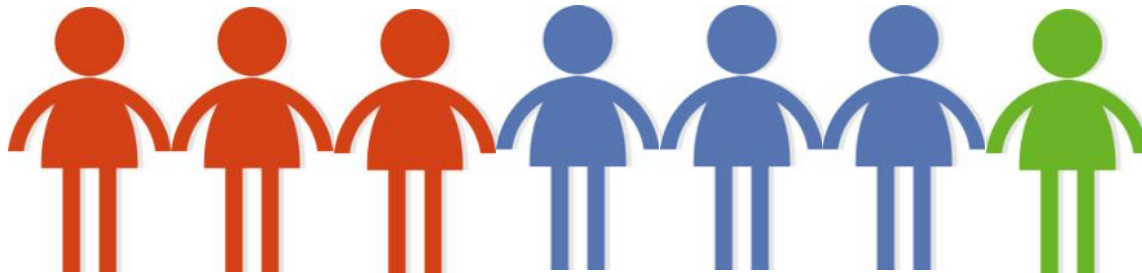
- Unified voice
- Access to resources
- Share knowledge
- Limit duplication
- Accomplish more
- Economic imperative



# Three essential requirements for collaboration:



**Common Purpose**  
**Mutually Beneficial**  
**Trust**



# Building trust:

## How is trust built?

- Action
- Follow through
- Respect
- Decide to trust (risk)
- Fun & familiarity

## How is trust eroded?

- Fear
- Conflict
- Not doing as you say
- Lack of commitment
- Not open to change

# Performance Measurement in Economic Development



# In your everyday work, do you regard performance measurement

**as:**

1. Extremely Important
2. A necessary requirement
3. Not very useful

# Performance Measurement:

The process to manage and assess the performance of your economic development plan in terms of its outcomes.



Everyone uses performance measures:



# Why Performance Measurement?

- Increases accountability
- Informs decision-making
- Demonstrates changes over time
- Builds momentum and buy-in among stakeholders.

# Challenges:

- Starting with measures in mind **NOT** outcomes
- Trying to measure everything (Data Overload)
- Desired outcomes are unrealistic to resources available
- Not trying to build a culture or manage change
- Not sharing or communicating the benefits



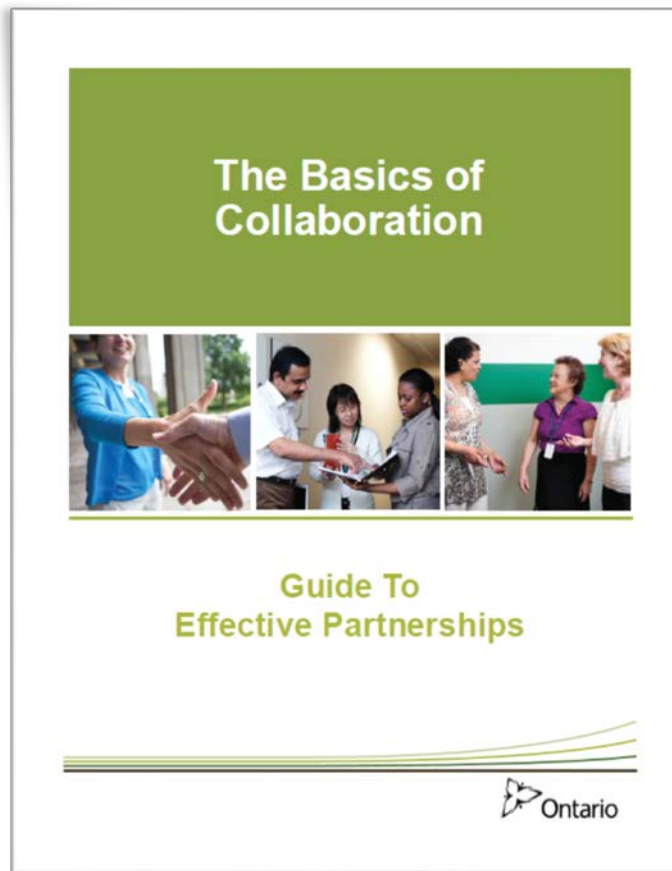
**“However beautiful the strategy,  
you should occasionally look at  
the results”.**

**“Sir Winston Churchill”**

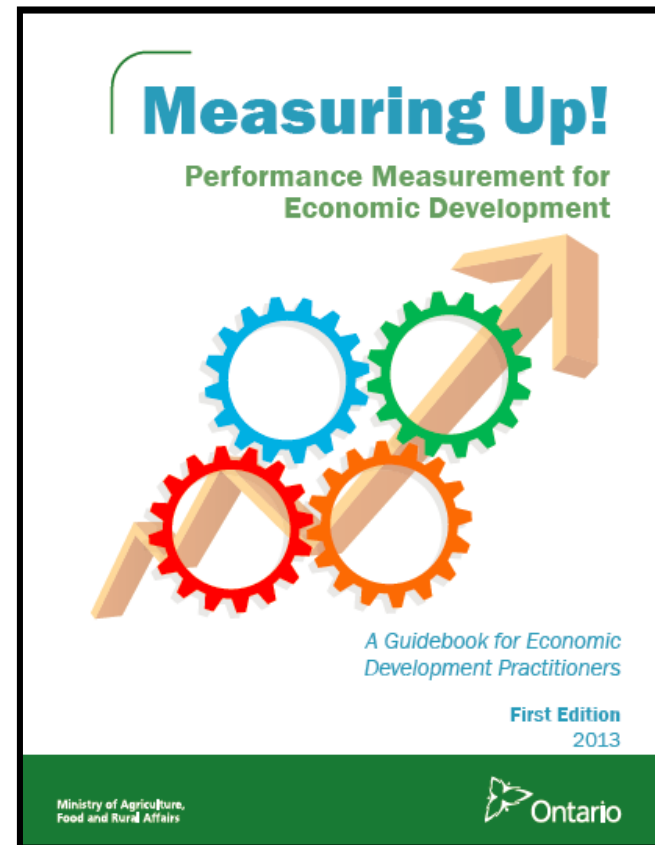


# OMAFRA Resources

## Collaboration



## Performance Measures



# Questions?

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Thank you!