

Our Strategic Plan

2025 - 2028

Our Vision

We envision a connected and resilient business community where collaboration, innovation, and strong advocacy drive long-term economic success. We are a catalyst for economic growth, helping businesses navigate change and seize new opportunities together.

Our Strategic Priorities



ORGANIZATIONAL EXCELLENCE

Expand the Chamber's capacity, leadership, and infrastructure to sustain growth.



MEMBER VALUE

Deliver an exceptional member experience.



ADVOCACY AND IMPACT

Champion and advocate for the interests of members.



FUTURE-READY

Be a leader in cutting edge resources, collaboration, and industry changes.

What Success Looks Like

- ✓ Advancing our technology, broadening our reach, and creating new collaborations to ensure sustainable success.
- ✓ Furthering our member insights, elevating the membership experience, embracing technology, and fostering stronger peer-to-peer connections.
- ✓ Ensuring Oakville businesses have a strong voice with government, meaningful opportunities to engage with decision-makers, and partnerships that drive community solutions.
- ✓ Lead with innovation, strengthen collaboration across sectors, and develop strategies that ensure Oakville's business community thrives in a changing economy.

Why This Matters to You

This strategic plan is more than a guide, it's a shared commitment to the future we want to build together. Rooted in your input and priorities, it helps us act with purpose, stay focused on what matters, and ensure the Chamber remains a trusted partner in your long-term success.



"When businesses connect, communities thrive. By uniting voices and fostering collaboration, we influence change and build a resilient, future-ready economy."

- France Fournier, President & CEO