

PDAC STRATEGIC PLAN: 2017 – 2021

PDAC STRATEGIC GOALS			
<i>Through the work of the PDAC...</i>			
COMPETITIVENESS	INFLUENCE	ENGAGEMENT	LEADERSHIP
<i>The mineral exploration and development industry has the access land, capital, skills and resources needed to maintain competitiveness</i>	<i>The mineral industry is recognized and valued as an essential industry that positively contributes to the economy in Canada and globally</i>	<i>Our organization is the respected voice of the mineral exploration and development community</i>	<i>The mineral exploration and development industry employs environmentally and socially responsible and safe practices in Canada and around the world</i>
PDAC STRATEGIC OBJECTIVES			
<i>We will achieve our strategic goals by working to ensure...</i>			
<p>Canada is the top jurisdiction for mineral exploration and development activities</p> <ul style="list-style-type: none"> • The industry has access to lands with high mineral potential and the costs, risks and delays associated with mineral exploration are reduced • The regulatory regime in Canada is effective, efficient, predictable, transparent, and provides certainty • Land use decisions are balanced and are informed by comprehensive mineral resource assessments of lands • Government investments in infrastructure in northern and remote regions in Canada enhance responsible mineral development • The type, quantity, quality and accessibility of public geoscience information available to mineral explorers is improved and helps increase the rate of discoveries in Canada • The Canadian mineral exploration and development industry is at the forefront of innovation, which enhances efficiency, effectiveness and performance • Canada’s regulatory and policy frameworks support the competitiveness of the mineral industry 	<p>The mineral industry is recognized as a valued industry by stakeholders</p> <ul style="list-style-type: none"> • Balanced information about the industry and industry’s stories are communicated across various channels • The mineral industry is recognized as essential to modern life • The mineral industry is known as a critical component of the economy and for the economic opportunities it provides to regional and local communities • The mineral development sequence, particularly exploration and development, is well understood • The unique risks and opportunities facing mineral exploration are effectively communicated • PDAC communicates information about the mineral exploration industry to governments, impacted communities and the public to help increase awareness and understanding of the sector 	<p>PDAC is the respected voice of mineral exploration</p> <ul style="list-style-type: none"> • PDAC is known for fostering information-sharing, dialogue and collaboration across the industry and with partners and stakeholder groups • PDAC has effective engagement with government officials • PDAC is recognized by all levels of government across Canada as a trusted source of information about the mineral industry • PDAC is known for producing sound, credible policy positions in support of its membership and the industry • PDAC produces quality, information, tools and publications • PDAC cultivates partnerships with provincial, territorial and other associations to collaborate on industry-wide issues • PDAC develops relationships and collaborates with Indigenous groups, stakeholders and civil society 	<p>Mutually beneficial partnerships between the mineral industry and Aboriginal communities drive success</p> <ul style="list-style-type: none"> • Strong, mutually-beneficial relationships between companies and Aboriginal communities are enhanced • Participation by Aboriginal Peoples in the mineral industry increases • Mineral industry is recognized as a leader in Aboriginal engagement • Collaboration with Aboriginal groups on issues of mutual interest and importance is enhanced
<p>Canada is the top jurisdiction for mineral exploration financing</p> <ul style="list-style-type: none"> • Canada’s fiscal regime is practical and supports investment in the mineral industry • Fiscal incentives are available that help flow capital to mineral exploration • Regulatory reforms reduce the costs of capital-raising in Canada 		<p>PDAC fosters a global mineral industry community</p> <ul style="list-style-type: none"> • The PDAC brand is recognized and respected in Canada and globally • The PDAC Convention continues to be the foremost international event for the mineral industry • The Convention is synonymous with the value that PDAC provides to members year round • PDAC has an engaged, sustainable membership base • Beyond the convention PDAC provides continuing professional 	<p>The mineral exploration and development industry is a global leader in environmental, social and health & safety practices</p> <ul style="list-style-type: none"> • The mineral industry continues to enhance its environmental and social performance in Canada and abroad • The mineral industry is recognized as a safety conscious industry • Improvements in health & safety practices are advanced towards the goal of zero harm • PDAC tools and guidance contribute to improved industry

		<p>education, training and networking opportunities in numerous forums directed at advancing member and industry interests</p> <ul style="list-style-type: none"> • PDAC demonstrates a clear value proposition to its membership 	<p>performance, including e3 Plus: A Framework for Responsible Exploration</p> <ul style="list-style-type: none"> • Collaboration with communities on issues of mutual interest and importance is enhanced • Exploration industry reports on its performance • Mineral industry performance and responsible practices contribute to enhanced respect for and trust in the mineral industry
<p>The mineral industry has access to an inclusive, diverse, skilled workforce</p> <ul style="list-style-type: none"> • All aspects of the mineral industry are inclusive and supportive of diversity • Industry leadership and workforce is diverse and inclusive • PDAC's strategic partnerships work to address the industry's future human resource requirements • PDAC student and education programs are leveraged to educate and encourage youth about the opportunities to pursue careers in the industry • PDAC programs and strategic partnerships ensure students receive adequate training and education 		<p>PDAC is an effective, high-performing association</p> <ul style="list-style-type: none"> • PDAC is adequately resourced with sustainable sources of revenue • PDAC effectively harnesses the knowledge and experience of its volunteers and members • PDAC is a flexible and adaptive organization • PDAC has a sound, robust governance structure that optimizes organizational effectiveness • PDAC fosters a collaborative, positive environment with opportunities for continuous learning and professional growth • PDAC will work to employ industry leading practices to ensure diversity and inclusion 	