

GIAC Membership Prospectus

Geomatics Industry Association of Canada

Shaping Our Competitive Landscape



Geomatics Industry Association of Canada
L'Association canadienne des entreprises de géomatique



Why Joining GIAC is Important

The Geomatics Industry Association of Canada (GIAC) is a member-driven organization whose purpose is to promote the Canadian geomatics industry and influence the environment in which our industry operates.

Guided by Members, GIAC:

- ✓ promotes geomatics as an important contributor to Canada's productivity, innovation, global competitiveness and the quality of life of Canadians;
- ✓ acts as a catalyst in the development of a far-reaching national policy framework which will propel growth for our community;
- ✓ champions issues of importance to industry through constructive engagement and communication with government, the public, NGOs, the business community; associations and communities of interest.

GIAC members include representatives from every facet of the geomatics community – Mapping, Surveying, Remote Sensing, GIS, IT, Photogrammetry, Positioning and Navigation and Digital Imaging.

GIAC's strength stems from the diversity of our membership - we represent large and small organizations drawing on the expertise of every facet of the Canadian geomatics industry.

GIAC leverages the collective strength of the industry to grow our business beyond what we do individually. You help your organization's business objectives while making a difference for the geomatics community and Canada.

Joining GIAC is an investment in the future of the Canadian geomatics industry. Your support and involvement is critical to our success!

The following section details GIAC's objectives, priorities and member benefits.



Our Mission

Through the collective action of members, GIAC's mission is to promote and enhance the unique contribution geomatics can make to Canada's economy and to the quality of life of Canadians.

Our Objectives

Advocacy and Government Relations

GIAC's advocacy objectives are to:

- ✓ promote a national policy framework for geomatics that contributes to Canada's productivity and competitiveness and assists Canadians and Canadian private and public sector decision-makers be world-leading users of geomatics.
- ✓ foster a strong, competitive environment for the Canadian geomatics industry;
- ✓ ensure that members most pressing issues are reflected in the public policy, budgetary, legislative and regulatory developments;
- ✓ act as an authoritative point of reference for a wide-range of decision-makers;
- ✓ enhance and expand market access and opportunities for the Canadian geomatics industry; and
- ✓ promote a policy framework that maximizes government use of, and minimizes government sponsored and supported competition in, the geomatics sector.

As the leading industry advocate, GIAC devotes considerable resources to, and takes a pro-active stance on, national, provincial and municipal public policy issues affecting the Canadian geomatics industry and community.

Outreach and Strategic Communications

GIAC's outreach and strategic communications objectives are to:

- ✓ generate awareness of geomatics and the Canadian geomatics industry;
- ✓ position GIAC and Members as the go-to source regarding the Canadian geomatics community;
- ✓ maintain a positive, collaborative profile for the industry with governments, NGOs, associations and other communities of interest;
- ✓ maintain a proactive communication plan that supports GIAC's advocacy and government relations efforts;



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- ✓ implement issue-specific communications plans that deliver consistent and effective messages to target audiences; and,
- ✓ shape government and public opinion and drive action by decision-makers.

Networking and Professional Development

Through workshops, conferences and seminars, GIAC's networking and professional development objectives are to:

- ✓ build relationships with target groups and communities of interest that influence the competitive environment;
- ✓ provide the latest information about public policy and competitive developments that impact industry; and,
- ✓ assist Members to network with peers, advance knowledge and access information and tools to strengthen industry advocacy, government relations and strategic communications objectives.

Our Priorities for Action:

GIAC has identified three key advocacy objectives that are important to the future of the Canadian geomatics industry:

A National Geomatics Action Plan

GIAC is urging the Government of Canada to fund the development of Canada's first comprehensive, multi-sector *National Geomatics Action Plan*. The objective of the *NGAP* is to strengthen the use of geomatics and promote it as an essential underlying enabler upon which the country's quality of life, innovation, productivity and global competitiveness relies.

National Task Force on Geomatics and the Economy

Involving representatives from the federal, provincial, territorial and municipal governments, industry, academe, researchers and communities of interest, a proposed *National Task Force on Geomatics and the Economy* would establish a collective, collaborative and pan-Canadian approach to leveraging geomatics. In addition to bringing in a sense of cohesion, the *National Task Force on Geomatics and the Economy* will provide a valuable forum around which the core members of the geomatics community will rally to explore areas of common interest and accelerate their common objectives. This forum will enable partners to define the actions needed, provide a framework and target resources to tackle the most pressing issues and challenges.



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A National Imagery Acquisition Program for Canada

As part of the *National Geomatics Action Plan*, and to ensure that the full range of benefits that geomatics and geo-information can provide now and in the future are achieved, it is vital that the Government of Canada fund an up-to-date, publically-accessible national imagery program. GIAC has recommended that the Government of Canada invest up to \$250 million over a seven year period in a *National Imagery Acquisition Program*.

The *National Imagery Acquisition Program (NIAP)* will place at our fingertips a comprehensive repository of up-to-date imagery that will be accessible to all federal, provincial, territorial and municipal governments, the private sector, non-government organizations, communities of interest and the public at large. Furthermore, the *NIAP* will provide the data that the Canadian geomatics community relies upon to develop the value-added applications needed to deal with a broad range of public and private sector challenges and opportunities.

In conjunction with the NIAP, it is envisioned that a National Elevation Dataset would be contemplated and built within a strategic program. The elevation model would be derived from a number of remotely sensed technologies such as; RADAR, LiDAR and Digital Photogrammetry.

To advance these objectives, GIAC has designed a comprehensive action plan:

Already we have submitted a brief to Parliament calling for the federal government to act quickly. Our submission built a case for an enabling policy framework and concerted government action to help better position our industry so that it can better support private and public sector initiatives and contribute to enhance Canada's innovation, productivity and global competitiveness. We discussed the need for government to support a more effective integration of geomatics into our economy. We brought to their attention the fact that foreign governments and agencies are investing billions of dollars in national strategies and initiatives in support of their respective geomatics communities. In both November 2009 and October 2010, GIAC representatives spent "A Day on the Hill" meeting with dozens of Members of Parliament, Ministers and senior officials to convey this critical message.

Our case has received a ready hearing from federal decision-makers. We have identified many supporters and some MPs are willing to champion our cause. This will need intense follow-up, however. Here are highlights of activities for 2010 and 2011:

Budget Submission 2011: As part of the budget discussions for 2011, GIAC has tabled a budget submission highlighting our recommendations federal and provincial.



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Meeting with Parliamentarians: To reinforce the messaging, GIAC will be meeting with key federal Parliamentarians, including members of the House of Commons Finance Committee, Finance Canada, Treasury Board Canada, Industry Canada and Natural Resources Canada. GIAC will also connect with key provincial politicians and officials across the country.

Geomatics in Action Program: To reinforce our political call-to-action noted above, the *Geomatics in Action* tour program will enable politicians, senior officials and communities of interest to witness first-hand Member operations across the country. GIAC will be co-ordinating a national tour program for elected representatives and senior policy-makers to witness first-hand the state-of-the-art operations of the Canadian geomatics industry. Several GIAC Members have stepped up to host these short briefing sessions for policy-makers across the country.

GIAC Day on the Hill and Leadership Forum: Designed to advance our public policy objectives, *GIAC Day on the Hill* is an annual event bringing together senior geomatics industry representatives and federal decision-makers for a day of meetings in Ottawa. GIAC's annual Leadership Forum - possibly themed *Navigating Change, Inspiring Growth* – will be scheduled for the fall of 2011. It is hoped that this two-day program will enable industry to re-inforce to politicians and senior government officials the message that Geomatics is essential to Canadian growth and prosperity, and is fast becoming an underpinning of the Canadian knowledge economy.

Member Benefits

As a member of GIAC you connect not only to a strong advocacy organization, but also to a dynamic and growing network of representatives from various segments of the Canadian geomatics community. A GIAC membership provides a portfolio of benefits - we create value for our Members in the following ways:

A National Voice for Industry: GIAC is an energetic national advocate for industry. Our national advocacy and government relations campaign advances industry issues and concerns. Frequent meetings with a wide-range of representatives from government, communities of interest and other targeted groups ensures that industry issues are top-of-mind.

Annual GIAC Day on the Hill: Contribute to GIAC's signature and most important annual advocacy event by joining other industry executives in bringing important industry issues to the attention of policy-makers.



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Leadership Opportunities: GIAC provides ample leadership opportunities:

Board of Directors and Executive Committee: Members are encouraged to submit their candidacy for a seat on the National Board of Directors and Executive Committee. It is an excellent way to contribute to GIAC's strategic direction.

Action Groups: Members are also encouraged to participate in GIAC's Action Groups such as the National Geomatics Strategy Action Group; the Member Development and Services Action Group; and the Advocacy and Strategic Communications Action Group.

Networking and Leadership Development: No association thrives in isolation. Information sharing, common strategy building, even the occasional client referral are the results of networking. GIAC Members will have the opportunity to share their *best-thinking* at a variety of events:

Advocacy and Strategic Communications Workshop: These GIAC-sponsored workshops will provide a step-by-step guide for enhancing advocacy and communications skills and assist in building capacity, refining national strategies, and identifying opportunities for joint action. The workshops will also offer strategies and insights for building brand equity and creating shared value.

GIAC Regional Networking Roundtables: A series of regional GIAC Round Tables will enable Members to discuss regional needs and priorities, and hear from guest speakers.

GIAC Leadership Forum and Signature Networking Event: Meet with other key industry executives and special guest speakers to identify issues that impact industry and determine next steps to deal with challenges and opportunities.

Strategic Communications:

GIAC Identity Program: GIAC Members are an extension of our national brand. Through the GIAC Identity Program (GeoIP), Members have the opportunity to elevate GIAC's brand by proudly showcasing their association with an organization. A "branding" campaign will make better use of the GIAC website to profile Association Members and their activities. Members receive a branding kit so that GIAC can be profiled on their respective sites, if they wish.

Status Reports: Members receive *The GIAC Alert*, a bi-weekly bulletin; *Horizons*, and are invited to join GIAC Webcasts.



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Advantage: Members enjoy a number of other special advantages such as:

Discounts: Members have access to a range of special discounts for all GIAC and GIAC-related events, conferences and workshops.

Career Postings: Members can post career openings on the GIAC website at no cost.



GEOMATICS INDUSTRY ASSOCIATION OF CANADA 2011 MEMBERSHIP FORM

Organization: _____

Key Contact: _____

Title: _____

Address: _____

Telephone: _____ **Fax:** _____

E-Mail _____ **Website:** _____

Add the following Organizational Colleagues to the GIAC Mailing List:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Number of Employees: _____

2011 MEMEBRSHIP FEE STRUCTURE

Minimum Fee	\$250
4 - 6 Employees	\$500
7 – 10 Employees	\$750
11 – 20 Employees	\$1000
21 - 30 Employees	\$1500
31 - 45 Employees	\$2000
45 + Employees	\$2500
Voluntary Contribution	Please consider a voluntary contribution which will be used to support GIAC's advocacy and government relations campaign.



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MEMBERSHIP FEE	\$ _____
ADD 5% GST or HST	\$ _____
ADD Voluntary Contribution	\$ _____
(REGISTRATION No: R107423790)	
TOTAL AMOUNT ENCLOSED	\$ _____
Credit Card # <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> Cheque	

Name _____	
Expiry Date _____	
Signature _____	

We Agree to Abide by the By-Laws of the Association:

Signature: _____

Position: _____

Date: _____

Return to:

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