

Board of Directors' Meeting

2023.04.06

Réunion du conseil d'administration



Future-oriented management and activity report

Rapport prospectif de gestion et d'activités

Richard Darveau, President / président

1.

**SEMESTRIAL REVIEW
(Late 2022 - Early 2023)**

**RETOUR SEMESTRIEL
(Fin 2022-Début 2023)**



HUMAN RESOURCES / RESSOURCES HUMAINES

- Management of a leave of absence for health reasons
(Ms. Célie Cournoyer, now back)
- Contractual hiring of a replacement

- Gestion d'un congé de santé
(Mme Célie Cournoyer, maintenant de retour)
- Embauche contractuelle d'une remplaçante



MATERIAL RESOURCES / RESSOURCES MATÉRIELLES

- Nothing to report: satellite office in Ottawa with actual work in offices courtesy of AQMAT
- Rien à signaler : bureau satellite à Ottawa avec travail réel dans les bureaux prêtés gracieusement par l'AQMAT



FINANCIAL RESOURCES / RESSOURCES FINANCIÈRES

- Income and expenses are balanced;
the organization is self-sufficient
- Progress in negotiations with Home Depot
- Ongoing discussions with AD who took over from Torbsa

- Revenus et dépenses équilibrées;
l'organisme est auto-suffisant
- Progression des négociations avec Home Depot
- Discussions en cours avec AD qui a pris le relais de TORBSA



PARTICIPANT SERVICES / SERVICES AUX PARTICIPANTS

- Welcomed seven new participants



- Accueil de sept nouveaux participants



PARTICIPANT SERVICES / SERVICES AUX PARTICIPANTS

- Implemented partnership with CFIB



- Implémentation du partenariat avec la FCEI



COMMUNICATIONS - MARKETING

- Major advertising campaign with Home Improvement Retailing media



- Campagne majeure de publicité avec les médias de « Home Improvement Retailing »



COMMUNICATIONS - MARKETING

- Christmas card initiative



- Opération cartes de Noël



COMMUNICATIONS - MARKETING

- Publication of the monthly newsletter



“Well Made Here” urges patriotism in Canadian competition policy

Our organization, “Well Made Here”, has decided to participate in the future of competition policy in Canada. While the initiative focuses on the Competition Bureau’s application system, our involvement is based on our awareness of the fact that the singular anti-trust dimension of the language of the current Competition Act – and no doubt that our organization deserves to be modernized, not only in light of the digitalization of the globalization of markets affecting the well-being of our citizens, but also the free trade treaties on these businesses, and above all, the little “locally made” products.

[Read more](#)



Local manufacturing popular in the United States

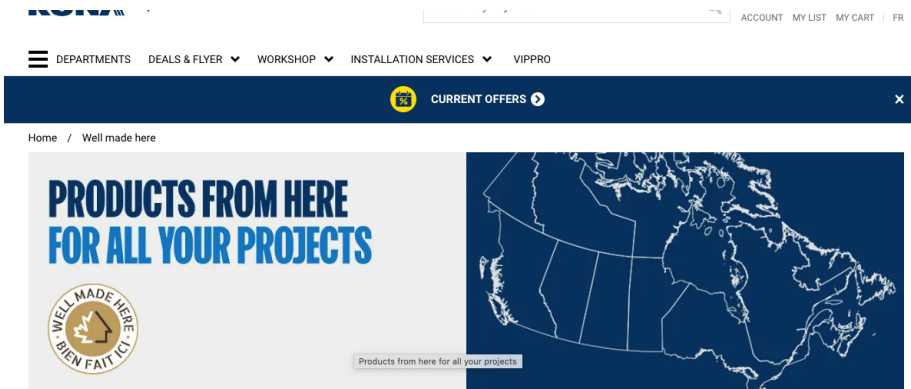
According to a survey by the Reshoring Institute, a pro-relocating manufacturing facilities, Americans would prefer to buy domestic products. The “Well Made Here” newsletter covers the highlights of this survey. We encourage the Canadian government to consult our citizens on the same issue.

- Publication de l’infolettre mensuelle

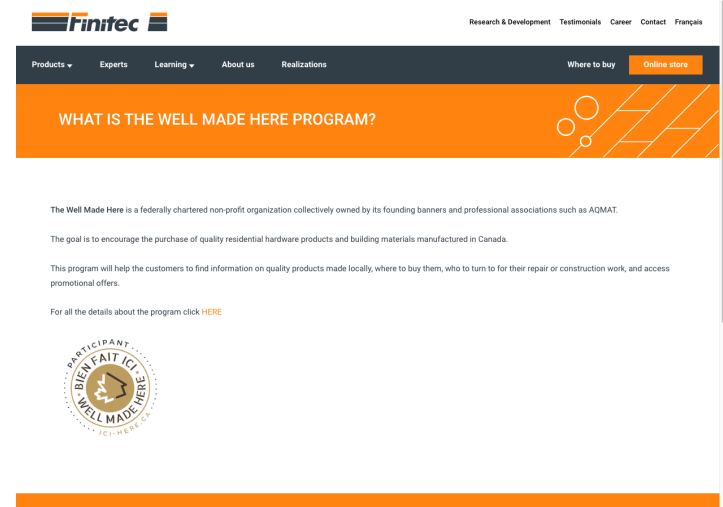


COMMUNICATIONS - MARKETING

- Promotion via banners and manufacturers



At RONA, we are proud to offer "Well Made Here" products for your DIY, home-improvement, or residential construction projects.



- Promotion par les bannières et les manufacturiers



COMMUNICATIONS - MARKETING

- Promotion of the “Well Made Here” online shop



- Promotion de la boutique « Bien fait ici »



COMMUNICATIONS - MARKETING

- Five videos from manufacturers supporting the program during Hardware Week

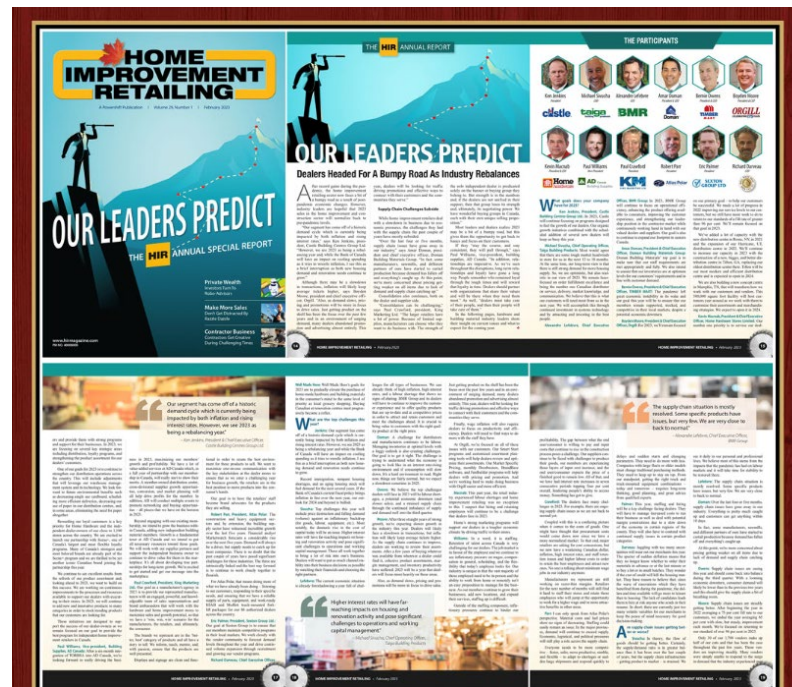


- Cinq vidéos de manufacturiers en appui au programme durant la Semaine de la quincaillerie



MEDIA RELATIONS / RELATIONS DE PRESSE

- Participation au spécial « The Leaders Predict »



- Participation in "The Leaders Predict" special



MEDIA RELATIONS / RELATIONS DE PRESSE

- Two-page articles in each edition of AQMAT Magazine, a French-language seasonal publication



- Deux pages d'articles dans chaque magazine saisonnier AQMAT en français



MEDIA RELATIONS / RELATIONS DE PRESSE

- Several articles in specialized publications



- Plusieurs articles dans des publications spécialisées



GOVERNMENT RELATIONS / RELATIONS GOUVERNEMENTALES

- Letter to Minister Champagne in response to the Buy American Act
- Participation in consultations on the future of competition policy in Canada

- Lettre au ministre Champagne en réaction au « Buy American Act »
- Participation aux consultations sur l'avenir de la politique de la concurrence au Canada

2.

CURRENT SITUATION

SITUATION ACTUELLE



STRENGTHS – WEAKNESSES / FORCES - FAIBLESSES

Strengths:

- Financial independence
- Regular new memberships
- Increasing awareness

Weaknesses:

- No room for development
- No new buying groups
- Almost no B2C actions

Forces :

- Indépendance financière
- Nouvelles adhésions régulières
- Progression de la notoriété

Faiblesses :

- Aucune marge de développement
- Aucun nouveau groupement
- Presqu'aucune action B2C



OPPORTUNITIES – THREAT / OPPORTUNITÉS - MENACE

Opportunities:

- Raising awareness about “locally made” options
- Reflections on supply chains
- Federal funding

Threat:

- Participant impatience

Opportunités :

- Sensibilisation au « fait local »
- Réflexions sur les chaînes d’approvisionnement
- Financement fédéral

Menace :

- Impatience des participants

3.

OUTLOOK & PROJECTS

PERSPECTIVE ET PROJETS



OUTLOOK & PROJECTS / PERSPECTIVE ET PROJETS

1. Submission of one-off projects (3) for short-term funding of activities:
 - a) Materials manufacturing subcontracting cluster
 - b) Publication of a directory of domestically manufactured products for the residential market
 - c) Environmental impact study comparing local manufacturing and imports

1. Dépôt de projets ponctuels (3) pour le financement court terme d'activités :
 - a) Grappe de sous-traitance en fabrication de matériaux
 - b) Édition d'un répertoire des produits manufacturés au pays pour le marché résidentiel
 - c) Étude d'impact environnemental entre fabrication locale et importation



OUTLOOK & PROJECTS / PERSPECTIVE ET PROJETS

2. Negotiation of a multi-year grant from the Government of Canada
2. Négociation d'une subvention multi-annuelle du gouvernement du Canada

**THANK YOU FOR YOUR CONTINUED COMMITMENT!
MERCI DE VOTRE ENGAGEMENT CONTINU !**



ici-here.ca