



## Strategic Plan 2021–2023

**Engage. Organize. Advocate.**

The North Simcoe Muskoka & District Labour Council strives to make positive changes for workers, their families, and their communities. Our Strategic Plan will guide the Council as we engage people both in and outside of the house of Labour. Through education and support of actions, we seek to maximize the ability of affiliates to defend themselves. We will strive to be one of the leading voices for progressive policies and practices that put all workers and their families first.

## Our Goals

The North Simcoe Muskoka & District Labour Council is a political organization. We will explicitly seek to understand today's issues from the standpoint of the worker, and then take purposeful action to support workers. This goal is at the centre of what we do. We will do this by

- 1) Seeking out information from union and non-unionized workers about the most pressing questions and what actions are already being taken.
- 2) Examining the issues to identify the best way to support workers in our Region.
- 3) Providing the information, education and tools needed to tackle these issues to the broadest audience of workers possible.
- 4) Strengthening worker organizations wherever and whenever possible.

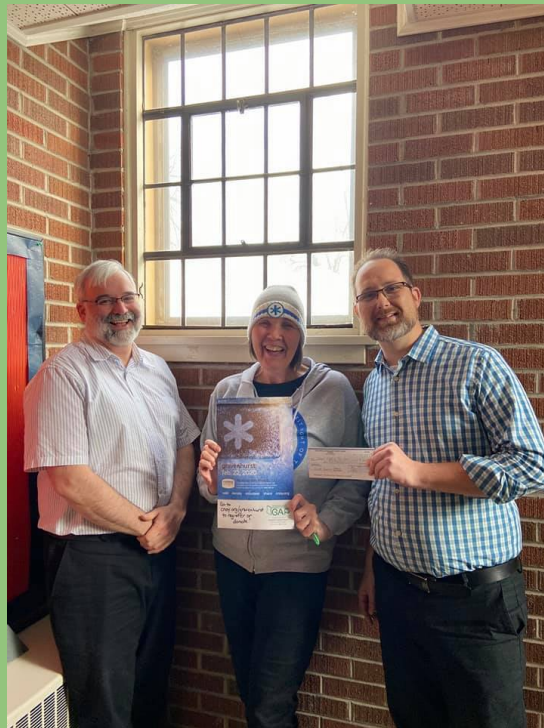
Within this document, we aim to set out measurable and realistic 'sign posts' that will allow the council as a whole to understand the state of progress for each objective.



A message chalking in front of MPP Norm Miller's (Parry Sound/Muskoka) office in October of 2020.

## Seeking Out Information

The NSMDLC knows that there are almost endless issues that workers, their families, and their communities are impacted by. Health and safety, discrimination, wage stagnation, toxic work environments – these, and many more, are all important, and demand our attention. Each one will have its advocates, and they will often have a good case. We will look for common themes. Our greatest strength will lie in areas where we have unity on fundamental issues.



OSSTF D15 VP Craig Horsley, Gravenhurst Against Poverty Organizer Bonnie Dart, and NSMDLC President Mike De Rose presenting a cheque for Coldest Night of The Year

Each union, each workplace, each worker has their own experiences. To be effective we need to be able to meet people where they are. We also need to be prepared to act as people's experiences change and their understanding of their place in the working world and political landscape evolves. We will actively seek out input from affiliates and workers on what they think is possible and what they are willing to do.



The NSMDLC Executive for the 2019-2021 Term

The working people of the Region are diverse. We recognize that different perspectives and life experiences inform our actions, how we engage with our communities, and even our goals. We can only reflect the diversity of our community by encouraging marginalized or equity-seeking groups to take a seat at this table. Although attendance at General Meetings, participation in programs, and opportunities are open to all, the Council recognizes that this is insufficient and does not equal inclusion for all groups or individuals. We will take an active role to build relationships with equity-seeking groups, as we cannot be effective and cannot claim to be the voice for Labour with so many voices absent from the table.

## Identify The Best Way To Support Workers in Our Region

What basic methods should we adopt to achieve our goals? What has worked in practice and what has failed in our Region? What should a labour council do?

A constant conflict exists between worker's interests and their perceptions of their place within the community, the workplace, and the economy. So many pressures exist to persuade people that their situation is normal and not to advocate for themselves. Using information gathered from affiliates and workers in the Region, we will find ways to reduce those pressures and strengthen more progressive ideals. Workers need to feel less ashamed and more empowered to advocate for themselves and their colleagues. We will work to provide analysis and strategic guidance on key issues.



Executive Members and Delegates alike gather at the NSMDLC Labour Day Picnic (September 2019)

We know that statistically, non-unionized female, racialized, indigenous, or LGBTQ+ workers are the most at-risk of negative outcomes. We must attend to the barriers experienced by marginalized populations that constrain their participation. The multiple layers of identity work together to magnify many of our workplaces' structural and systemic inequities. We will be intentional in all our efforts to uncover the experiences, sentiments, and needs of marginalized workers.

## Providing Information, Education, and Tools

Communication within the Council is critical. It requires robust and diverse ways to reach out to members, allies, and community partners. Through NSMDLC controlled contact lists, we can communicate with the rank and file and progressive people within our communities. By the end of 2023, the NSMDLC aims to have a Mailing List of over 200 people and organizations. We would also like to see a steady growth of 2-5% in all our Social Media Accounts (Facebook, Instagram, Twitter) year over year.

Among local union leaders and members, we want to deepen the understanding of how we can achieve our goals. This would include engaging affiliates and allied progressive organizations in ongoing leadership development. Workers are only as strong as their capacity to fight for their interests. Many workers accept the status quo, at least to some degree. Combined with social pressures, they work together to persuade people not to assert their rights or join a union. Our job is to strengthen more progressive ideals to counteract the pressures that leave many passive and encourage them to fight back. We will share what we learn and provide education and tools back to our affiliates and the community through Labour Council meetings, workshops and communications.



## Strengthening Worker Organizations



The NSMDLC and friends advocating that MPP Jill Dunlop (North Simcoe) get back to work to support working people (Spring, 2019)

A Labour Council is only as strong as its membership. At each turn, it must seek to recruit and sustain a group of activists who see the whole of the labour movement and its efforts as their home and who can focus on each vital question as it arises.

Over the last number of years, the Council has seen its membership stable between 15-19 affiliated unions. These 'Affiliates' typically fall into two categories. About half were regular participants in the Council's business, and the other half were dues-paying but generally non-participatory locals. It is the goal of the NSMDLC to increase the total affiliated and engaged locals by 10%.

We will take the following steps to engage and strengthen locals and workers:

- Communicate with potential affiliates to inform locals of the Labour Council and its role.
- Communicate with unengaged affiliates and show them why they should engage with the Labour Council.

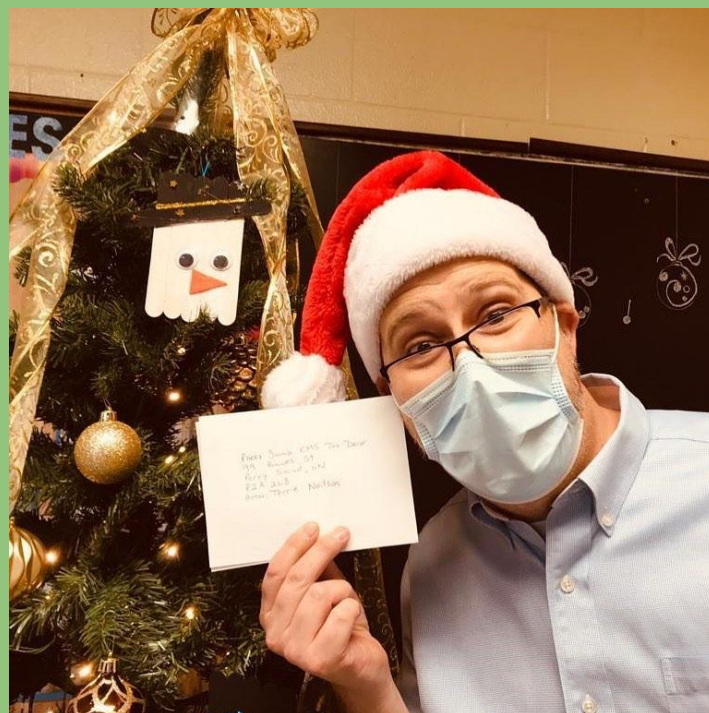
- Utilize social media to make what we do more public.
- Move quickly to support the actions of affiliates and other worker organizations.

When laws, policies, work actions, or other issues arise that impact workers, their families, or their communities, the NSMDLC must be prepared. To be Labour's voice in the Region, the NSMDLC must

- a) Participate in broad public conversations about important issues surrounding workers and their rights.
- b) Combat misinformation, spin, and misunderstandings so that public debate accurately reflects workers' wishes.
- c) Be an accurate and authoritative voice for workers and working in the Region.

To do this, the Council will build relationships with local media and provide timely press releases on issues from a worker's perspective. The NSMDLC will also maintain a healthy presence on social media platforms (Facebook, Twitter, Instagram) in line with the NSMDLC Social Media Guidelines.

As we work to become the authoritative voice for workers and working in the Region, we will establish stronger relationships with local elected officials to help achieve our goals.



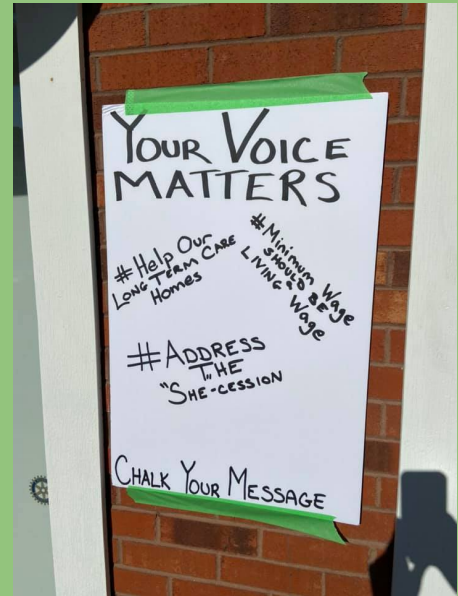
NSMDLC President Mike De Rose posing with a donation to the Parry Sound EMS Toy Drive (December 2020)



## Targets and Goals

To meet our goals, as outlined in this document, the following are targets and objectives we will work to reach:

- Increase Affiliated Locals by 10% (2 Locals) by January 2024
- Increase Social Media Engagement by 2-5% per year by January 2024
- Increase our Mailing List to at least 200 people by January 2024
- Build relationships with non-affiliated locals through regular communication (both electronic and in-person)
- Grow our annual income by 5% per annum from 2021-2023
- Continue to meet with all levels of government to discuss progressive, worker-friendly policies, laws and protections.



NSMDLC Past President Dan Taylor (far right) is joined at the Orilia Worker's Memorial (organized and funded by the NSMDLC) in April of 2019

## Contact

You can contact the NSMDLC in many ways. Please feel free to reach out with any questions, comments, enquiries, or information.



NSMDLC Delegates join OSSTF & ETFO in protesting cuts to publicly funded education in Spring of 2020

### Email

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Website <http://www.nsmdlc.org/join>

### Social Media Accounts



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<https://twitter.com/NSMDLC1>