



National AAROM Meeting

Marketing & Partnership Toolkit

DATE:

February 4th - 6th, 2019

LOCATION:

Coast Capri Hotel
Kelowna, British Columbia



Why develop a toolkit?



The Indigenous Program Review's Phase One Report provided the following recommendations for the AAROM program:

- Raise awareness and promote the AAROM group services and network
- Invest in Indigenous knowledge systems and enable networking opportunities among groups to learn from best practices

Initial Concept:

- Web-based platform owned/operated by an Indigenous organization
- Based on preliminary research on other toolkits



What are the potential benefits?



Potential benefits :

- Promote AAROM departments to external partners, including the Federal and provincial/territorial governments, academia, not-for-profits, and industry.
- Resource for external partners to learn more about and receive guidance on AAROM departments (and reducing your time educating potential partners).
- Resource for AAROM departments to help with operational activities, such as template job descriptions or standard operating procedures for in-stream restoration.



Potential Tools: External Partners



Challenge: DFO and other Government of Canada Departments/Agencies, not-for-profits, and industry understanding how to work with AAROM departments.

Co-design Method: Working Group of Indigenous Experts and DFO to develop outreach and guidance material.

Toolkit could contain:

- Description of the AAROM program
- Map of AAROM departments
- Profiles of AAROM departments with services, i.e. Fact Sheets
- Practical guide for how to respectfully engage and work with AAROM departments.



Potential Tools: AAROM Departments



Challenge: Indigenous recruitment and staff retention

Co-Design Method: Human Resources Working Group, comprised of Indigenous and DFO experts to meet on regular basis to develop materials.

Toolkit could contain:

- Template Job Advertisements and Descriptions.
- Links to various Job Advertisement websites or other resources.
- Specific OHS requirements for various field activities, such as chainsaw operator, working in swift water, working in remote locations etc.
- Practical examples of what other AAROM department have done to overcome these challenges.



AAROM Partnership Tool Kit



Next steps:

- Identify your priority needs
- Determine how to achieve co-design and co-delivery of the toolkit
- Identify Indigenous organization to own/operate the toolkit
- Identify the key end-users
- Develop a preliminary AAROM 'branding' strategy.



Questions?



- What are your initial thoughts about the AAROM marketing and partnership toolkit?
- Do you think a toolkit can help your organization in your day to day activities?
- What are the main obstacles you face in terms of educating others about your organization and the services you provide?
- How could standard information and marketing materials (including guidelines, standard protocols, etc.) help reduce your workload and spending time managing potential partners?
- Is there merit to have separate sections for external partners, such as Government Departments, provinces, or industry?

