

# BUSINESS PLAN



**MUTUELLE**  
**D'ATTRACTION**  
Région Valleyfield-Huntingdon

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**September 1<sup>st</sup>, 2007**

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## DESCRIPTION OF ORGANIZATION AND BUSINESS OPPORTUNITIES

### ***1.1 Name and address of organization***

The organization will bear the name:

- Mutuelle d'attraction région Valleyfield-Huntingdon

The Head Office is located at 50 Jacques-Cartier Street, Suite 102, Salaberry-de-Valleyfield (Québec) J6T 4R3

### ***1.2 Legal form and function***

The Mutuelle d'attraction région Valleyfield-Huntingdon is formed as a non-profit corporate entity according to the Law on Companies.

### ***1.3 Territory***

The Mutuelle d'attraction région Valleyfield-Huntingdon operates on the Suroît-Sud territory, which is made up of the County Regional Municipalities (CRM) of Beauharnois-Salaberry and Haut-St-Laurent.

### ***1.4 Mission***

*The Mutuelle d'attraction is intended to ensure the development of a credible force of attraction of the workforce by establishing strong and complementary links between the players of the Valleyfield and Huntingdon regions with a focus on regional prosperity.*

By "attraction", we mean ...

- ... attraction ...
- ... retention ...
- ... and development ... of the workforce

It should not be dismissed, that should the experience turn out to be conclusive, the mission of the group may be broadened in such a way that activities, other than those linked to the workforce, could be deployed.

## 1.5 Objectives

- **The Mutuelle d'attraction** takes action in the attraction of the workforce through innovation.
- **The Mutuelle d'attraction** aims at increasing the attraction of the workforce by the creation of a network of regional private and public partners working in synergy in order to implement methods and projects aimed at solving the ongoing problems of ongoing personnel recruiting.
- **The Mutuelle d'attraction** is a regional initiative of innovation and dialogue.
- **The Mutuelle d'attraction** focuses on the establishment and the deployment of an effective strategy to attract the workforce.
- **The Mutuelle d'attraction** permits the members of the group to better understand the values of the workforce and to allow this to be an inspiration for their business plan.
- **The Mutuelle d'attraction** deploys a development program for the group and its members to favour attraction.
- **The Mutuelle d'attraction** ensures the development and maintenance of a permanent structure for the group.
- **The Mutuelle d'attraction** brings together quality employers that adopt a code of ethics based on mutual respect.
- **The Mutuelle d'attraction** favours, profitability, productivity, competitiveness and regional prosperity.

## 1.6 *Advantages for an employer who enrolls in the Mutuelle d'attraction*

- Increases the value of each employer's investment in the recruitment of the workforce.
- Supports and reinforces the individual efforts of each employer in the recruitment of the workforce.
- Gives access to a broader, more diversified, higher quality workforce pool.
- Gives pride in being recognized as a quality employer.
- Gives the employees pride in working for a *quality employer*.
- Shares objectives and collaborates on their attainment.
- Create a synergy, a unified force aimed at success, and going beyond excellence.
- Enhances power to a group (influence and lobbying).
- Favours the exchange of information among employers.
- Provides the opportunity to participate in a solution aimed at countering the erosion of the regional economic fabric.
- Makes a concrete and positive gesture in the immediate community.

## 1.7 Services offered

The Mutuelle d'attraction focuses its activities to:

- Represent the interests of territory employers regarding the workforce.
- Favour the exchange of information and strategies among the member businesses in that which deals with workforce problems.
- Organize thematic workshops and training activities.
- Optimize practices in matters on human resources management.
- Dialogue, among the businesses, on the needs of a workforce and available candidates.
- Promote, in collaboration with the other partners, the regions, the quality employers in those regions and especially the available jobs.
- Offer a structured welcoming for people arriving from outside the region and for immigrants.
- Make it such that the employers group becomes an important, credible and respected player in the community.

Example of activities:

- Permanent Web site;
- Local and regional promotional campaigns;
- Negotiations of better publicity rates;
- Development of the immigration sector;
- Conference tours in the community;
- Regional and national press campaigns;
- Joint open house, highly publicized with media coverage;
- Survey and focus group;
- Promotional video of businesses.

## 1.8 Dues

There are two categories of members, active members and associate members, made up of the Suroît-Sud territory employers. Following are the annual dues according to the type of membership and to the size of the business and/or organization.

### **Active members**

Number of employees	1 to 25	26 to 49	50 to 99	100 and over
Dues	\$2 000	\$4 000	\$6 000	\$8 000

### **Associate members**

Number of employees	1 to 25	26 to 49	50 to 99	100 and over
Dues	\$500	\$1 000	\$2 000	\$3 000

Members may spread their dues over three payment (the periods will be determined in the General Regulations).

#### **Definition of an active member:**

An active member is a territory employer who feels directly concerned with the problematic of attracting labour and wishes, through enrolment, to contribute to the implementation of a structured and permanent plan to counter the effects related to the problems of attracting a work force. It can count on the first line services offered by the Mutuelle d'attraction. Only Active Members may be on the Board of Directors and decide on the action plans of the Mutuelle d'attraction.

#### **Definition of an associate member:**

An associate member is an employer who, by contributing, supports the objectives of the Mutuelle d'attraction without being directly concerned. The employer recognizes the merit of the implemented organization and associates himself/herself with the project. He/she will continually receive information from the Mutuelle d'attraction and will be invited to the general annual meeting, without voting right. In order to take advantage of the first line services offered by the Mutuelle d'attraction, he/she will have the current status modified to become an Active Member.

#### **Definition of public partners:**

The Mutuelle d'attraction wants to integrate the personnel of the Regional Public Partners, who will contribute a minimal annual due. Public partners who may also be employers having a need of first line services will then pay active member dues.

#### **Definition of sponsors (financial partners)**

A limited number of sponsors will be approached. These are generally large businesses in the Region who don't have immediate needs regarding the Mutuelle d'attraction. However, they recognize its importance in the Region and are ready to contribute financially, in a significant manner. In exchange for their contribution, they will be featured in a visibility program according to the sponsorship program.

#### **Duration of commitment:**

In order to ensure the development and financial stability, the partners of the Mutuelle d'attraction commit themselves for a three year period. The dues are paid annually on the anniversary date of enrolment.

## 2. COMMUNICATION PLAN

### 2.1 *Objective*

#### **Targets of the Communication Plan**

1. **Region**
2. **Outside of Region**

##### **2.1.1. *Region:***

- a) **Workers employed outside of Region;**

CRM of Beauharnois-Salaberry: 26% of the employed active population travel daily to work outside of Suroît-Sud;

CRM of Haut-St-laurent: 28% of the employed active population travel daily to work outside of Suroît-Sud;

- b) **Students, trainees, and graduating students from professional and technical training centers.**

##### **2.1.2 *Outside of Region.***

- a) Workers who have the possibility (and will) to travel morning and night to get to their work;
- b) Workers who absolutely must move to the Region;
- c) Workers who are originally from the Region and now live and work outside the Region;
- d) Students, trainees, and graduating students from professional and technical training centers.

##### **2.1.3 *Disadvantages of the Region:***

- a) The Region doesn't have a precise and positive image related to Regional dynamism or economic vitality;
- b) Demographic projections indicate that the two CMR's of the Suroît-Sud will be respectively submitted to a considerable decrease in the working age population between now and 2021.

### ***2.1.4 Advantages of the Region***

- a) Low cost lodging and residences at affordable prices;
- b) Transportation costs (little travel to get to work = quality of life);
- c) Proximity to the Greater Montreal Metropolitan Region (45 to 60 minutes);
- d) Total services: hospitals, CEGEP, entertainment halls, day-care centers, restaurants, nature parks, cycle paths, marinas, golf courses, etc.

## **3. CONDITIONS FOR SUCCESS TO FAVOUR**

### **Role of the Employer**

- The employer is a decision maker and is at the center of concerns and decisions in attraction in the territory.

### **Role of the Public Partners**

- The public player is a facilitator, a guide.

### **Complicity**

- It is fundamental to establish and maintain complicity among the players in the action.

### **Development of the workforce**

- To support the indispensable ingredient ... the workforce.

### **To make the Mutuelle d'attraction a Success Story**

- Celebration and communication of the successes – success attracts success!

#### 4. BUDGET

Revenues	
Members	\$104 000
Partners and special projects	\$46 000
Sponsors	\$50 000
TOTAL :	\$200 000

Expenses	
Salaries and overhead	\$80 000
Program and Communication	\$120 000
TOTAL :	\$200 000