



2023 Annual General Meeting | May 8, 2024
Executive Director's Report – Annual Summary

2023 was the year for introducing new technology and setting strategic direction.

We began the important work towards fulfilling our Mission and working toward our new *VISION to be a leading industry resource for developing best practices in waste management and reduction.*

The 3-year strategy set by the Board in 2023 gave me clear direction so I was able to focus my efforts on behalf of all the members to ensure we can focus on helping members stay informed and have the knowledge to find practical solutions.

Our weekly news is still rocking a strong open rate and the volume of news out there means we work even harder to curate. Thanks to the Let's Talk Trash team for their work giving me reprieve once a month and supporting a backup system.

We continue to be responsive and flexible in building events [over 65 in 2023] that bring us all together regularly and especially when industry situations are changing and discussion is needed quickly to help share ideas, or just to be assured we are not alone in our challenges. We have seen a marked increase in attendance at most of our events and from across Canada.

With over 400 regular participants, the working groups, roundtables, and ad hoc meetings are still a treasure trove of information, awareness building, and sharing. I owe a world of thanks to all the co-leaders, volunteers, and members who help me continue to keep these meetings relevant.

Our Annual Conference continues to grow. 2023 marked our highest attendance of this event and our reach stretched across BC and Canada. This event is our major fundraiser, and we are always humbled and grateful to our sponsors for their support. And to all the speakers, delegates, and hard-working volunteers who make it a success.

Special thanks to Marnie Ross for all her years of work and we wish her well as she retired back to Winnipeg, [who did not make the second round of the playoffs like Vancouver has].

2024 Conference | The Power of Collaboration | is set for October 23-25 in Victoria and will include several side events during that week. AND you heard it here first: after this year we are moving our Annual Conference to a week before Thanksgiving each year to balance all the other event traffic.

Membership had a net gain in 2023 again but we continue to see retirement, mergers, and then some attrition for those who do not find what they need with us. THANKS to all those new members who joined us in 2023 but particular thanks to all renewing members. Long term members help us stabilize our operations, enrich the network, and bring us closer to all the expertise and leadership knowledge.

Our Awesome Resource Library. We launched the CWMA online resource library late last year and are now adding data and growing it slowly but tenderly. Thank you to the Capital Regional District for the kickstart funding and to Morrison Hershfield for the volunteer work to help me organize some of the data compilations. Having helpful industry data and information you need all in ONE place.

We receive a lot of requests for information – How many others offer three cart sizes? Is there any decent curbside marketing material translated to Punjabi? How many landfills in BC are close to capacity? What is the air-speed velocity of an unladen landfill eagle?

We are now working on fine-tuning our process to collect primary research and data that will become the base for annual progress reports (KPIs) for the entire industry. As a trusted, impartial source with an ability to move lithely to gather information and communicate, we are excited to become the hub for industry metrics and information. Everything we achieved in 2023 was to help prepare us for that.

Two of the strategic pillars: Organizational Stability and Operational Effectiveness, were given a lot of focus in 2023 as well. You cannot launch a cannon from a canoe, so introducing new technology to make our processes more efficient was an important part of last year's work.

We moved to QuickBooks Online, we upgraded our web site and moved to more responsive servers here in Canada to ensure our web site works at its best and is most secure.

We built a new events calendar and registration system and have now begun our new Business Directory (stay tuned!) in addition to growing the Resource Library.

All of this as way of continuing to bring you all Top Value, as measured, in our most recent survey to stay current, share ideas, network and with an increased interest to help you work on your leadership and career advancement...

THANK YOU!

Sheila Molloy

Executive Director

Coast Waste Management Association