



PROSPECTORS &
DEVELOPERS
ASSOCIATION
OF CANADA

ASSOCIATION
CANADIENNE DES
PROSPECTEURS ET
ENTREPRENEURS

STRATEGIC PLAN

2023-2028



MISSION, VISION & VALUES

MISSION

OUR PURPOSE

As the voice of mineral exploration and development in Canada, PDAC works with its stakeholders to access the land, capital, and skills required to responsibly discover and develop minerals and metals.

VISION

OUR STRATEGIC OBJECTIVES

As a result of our work, we want to see a competitive Canadian mineral exploration and development industry that operates responsibly in Canada and around the world.

VALUES

OUR CORE

In pursuit of our mission and vision:

- We value integrity, accountability and transparency.
- We value partnership and mutual respect.
- We value equity, diversity and inclusivity.
- We value collaboration with all stakeholders and exchange experiences, information and knowledge.
- We value the environment and communities where we work.
- We value excellence in all we do and strive for adaptability in our approach.
- We value open and honest engagement and evidence-based decision-making.



“ Changing Hearts and Minds is the foundational strategy that supports all others. It is fundamentally about education and communication. ”

GOALS & OBJECTIVES

COMPETITIVENESS

PDAC WILL ACHIEVE THIS STRATEGIC GOAL BY WORKING TO ENSURE:



Canada is the leading jurisdiction for mineral exploration, development and financing.

- Expanding collaboration with provincial and territorial organizations – helping with alignment and effectiveness of advocacy efforts.
- Continued advocacy and lobbying efforts at all levels of government to foster fiscal policy and regulatory/permitting policy that supports access to land and financing.
- Continued advocacy and lobbying efforts to promote improved infrastructure and geoscience data to provide access to land and to support land use planning.



The Canadian mineral exploration and development industry actively develops an inclusive, diverse and skilled workforce.

- Outreach to potential talent pools in order to provide a better understanding of the career opportunities available and educational opportunities.
- Promote and support education targeted at skills development and upgrading to generate a broader and more diverse talent pool.
- Promote and support modernization of the working environment to attract and retain a diverse and non-traditional workforce.
- Continue to encourage the next generation of talent into the industry through our own Student & Early Career Program and by supporting university and college bursaries across Canada.

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GOALS & OBJECTIVES

LEADERSHIP

PDAC WILL ACHIEVE THIS STRATEGIC GOAL BY WORKING TO ENSURE:



The Canadian mineral exploration and development industry is a global leader in developing mutually beneficial partnerships between the minerals industry and Indigenous communities.

- Promote and support efforts to improve the understanding of the mineral industry by Indigenous Peoples, and the mineral industry's understanding of Indigenous Peoples.
- Continued advocacy for government to make social and infrastructure investments leading to enhanced Indigenous participation in the minerals industry.
- Promote and support educational opportunities, work experience and skills training for Indigenous workers.
- Continue to advocate for increased federal support for development of a national framework for sharing benefits of natural resource projects that directly contributes to increased education, training and capacity development opportunities for Indigenous Peoples in Canada.



The Canadian mineral exploration and development industry is a leader in technical, environmental, social, as well as health and safety practices.

- Develop tools and resources for use by the industry that foster the highest level of technical, environmental, social, as well as health and safety performance (Framework for Responsible Exploration, Diversity and Inclusion Guide for Explorers, Engagement Field Guide for Explorers, Field Safety Pocket Guide, Health and Safety annual survey/report, Convention programming, etc.).
- PDAC demonstrates leadership in Equity, Diversity and Inclusion practices, setting an example and leading the way for our sector.



The Canadian mineral exploration and development industry is a leader in delivering the minerals and metals that are essential to transition to a low carbon future.

- Continued advocacy and lobbying efforts at all levels of government to foster fiscal policy and regulatory/permitting policy that supports access to land and financing required to deliver (explore, discover and develop) the minerals and metals that are essential to transition to a low carbon future.
- Continued advocacy and lobbying efforts to promote improved infrastructure and geoscience data to provide access to land required to deliver the minerals and metals that are essential to a low carbon transition.
- Continued engagement, collaboration and input into the Canadian Minerals and Metals Plan and Canada's Critical Mineral list.
- Engage to ensure that fiscal incentives such as the [\$3.8 billion in] funding to support the implementation of Canada's Critical Minerals Strategy over the next eight years and the new Critical Minerals Exploration Tax Credit, [a \$400 million commitment] over the next five years, dovetail with the currently available incentives and are readily accessible and effectively deployed.

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GOALS & OBJECTIVES

ENGAGEMENT & INFLUENCE

PDAC WILL ACHIEVE THIS STRATEGIC GOAL BY WORKING TO ENSURE:



PDAC is the globally respected voice of the Canadian mineral exploration and development industry.

- Continue to work closely with governments, Indigenous Peoples, partners and other stakeholders to ensure that the challenges faced every day are being heard, and we continually highlight the important role that mineral exploration, development and mining has in the prosperity of Canada.
- Prioritize advocacy work by tracking industry data and issues closely to ensure the voice PDAC brings to government meshes with the realities of its members.
- Continue to improve recognition of PDAC as the key advocate with governments in Canada to ensure the exploration and development industry has a voice in shaping the ever-changing regulatory framework, and that government policy supports the access to land, capital and people that we require to maintain a healthy, sustainable, and competitive Canadian minerals industry.



The Canadian minerals industry is trusted and respected by stakeholders

- Track and collect statistics to measure how we are doing.
- Continued investment in education programs such as Mining Matters to expand the perspectives of Canadian youth, particularly Indigenous youth.
- Preserve and strengthen PDAC's reputation promoting a responsible, vibrant and sustainable Canadian mineral development and exploration industry that operates responsibly around the world to find and develop the minerals and metals that are essential to modern life.