RNCA Strategic Plan

2026

RNCA















Contents

Mission, Vision, Values **3**

Mission & Vision Statements 4

Core Values 4

Campaign Creative 7

RNCA Strategic Objectives **8**

RNCA Strategic Objectives 9

How to Get There 10

Mission / Vision / Values

Mission, vision, and core values clarify what a brand works to achieve, where it's headed, and what it stands for.

Mission & Vision Statements

The RNCA's mission and vision statements provide direction. Grounding the association's work in a clear purpose and pointing towards a future it is fully committed to building for its members and the communities they serve.

Mission

The RNCA advocates for its members and the communities they protect, committed to improving working conditions, advancing public safety, and building lasting trust between police and the communities they serve.

Vision

To be the most respected police association in Atlantic Canada, where our members are proud to belong, supported to excel, and empowered to serve.

Core Values

Core values act as a compass. They help shape a brand's behaviour, decisions, and communications, acting as a guide on how the brand comes to life.

For the RNCA, its core values need to work on two levels:

Credibility with members: Reflecting the shared identity, values, and commitment that define why members chose this profession. The right values show the RNCA understands who its members are, stands behind them, and fights for their working conditions and well being.	**Trust with the public:** Signaling the RNCA operates honestly and holds itself to a high standard. The right values convey the RNCA takes it's advocacy role seriously, not just for members, but for public safety and the communities the RNC serves.

RNCA Core Values

At the RNCA, our values guide everything we do. They shape how we advocate for our members, how we engage with the public, and how we stand up for the communities where our members live, work, and belong.



Transparency

Open, honest communication is the foundation of everything we do.



Respect

We believe respect is what good policing, strong communities, and healthy associations are built on.



Excellence

Good policing takes dedication, skill, and support. We are committed to ensuring our members have all three.



Accountability

We are committed to earning trust through our actions and holding ourselves accountable to the people we represent and the communities we serve.

Campaign Creative



Billboard



Social Media



Landing Page

RNCA Strategic Objectives

RNCA Strategic Objectives

1. **Champion our members and their working lives.**
   Advocate collectively for the conditions our members need to do their jobs safely, effectively, and sustainably. From work-life balance and mental well-being to fair treatment, safe workplaces, and professional support, the association will be a strong, credible, and unified voice for its membership, anticipating emerging concerns and advocating for meaningful change.

2. **Strengthen public safety and community confidence.**
   Support the conditions, resources, and relationships that enable our members to protect and serve effectively. Through advocacy, community engagement, and a commitment to professional policing, the association will help advance safer communities while strengthening public understanding of the role and value of policing.

3. **Advocate for a police-to-population ratio that supports effective policing.**
   Work toward achieving a sustainable police-to-population ratio that reflects the needs and realities of the communities we serve. Use evidence, data, and a clear public narrative to demonstrate how appropriate staffing levels contribute to officer safety, responsiveness, service quality, and overall public safety.

4. **Establish the association as a best-in-class organization.**
   Build an association recognized across Atlantic Canada for strong leadership, effective advocacy, professionalism, and member value. Benchmark ourselves against the best in the region and continuously raise the standard for how a modern police association represents, supports, and advances its membership.

5. **Embed our values in how we lead, recruit, and retain.**
   Make our values more than words on a page, they should guide how we make decisions, treat one another, serve our communities, and represent the profession. Use them as a foundation for attracting the right people, building a strong organizational culture, developing leaders, and retaining the talent needed for the future.

How to Get There

1. **Advocate and educate community stakeholders.**
   Build meaningful relationships with community stakeholders by helping them understand the realities, challenges, and responsibilities of modern policing. Through open dialogue, education, and engagement, the RNCA will provide a clear and balanced perspective on the environment in which our members work, while building greater understanding of the conditions required to support effective policing and safer communities.

2. **Build strong relationships across government and the business community.**
   Develop strong, respectful, and constructive working relationships with all levels of government, municipalities, and the business community. By working collaboratively and maintaining open lines of communication, the RNCA will strengthen its ability to advocate for its members, influence decisions that affect policing, and support the resources, partnerships, and conditions needed to build stronger and safer communities.

3. **Strengthen partnerships through the Canadian Police Association.**
   Work closely with our partners at the Canadian Police Association to share knowledge, strengthen collective advocacy, and promote the continued professionalism of policing in Newfoundland and Labrador. Through collaboration and the exchange of best practices, the RNCA will help advance high standards of professionalism, leadership, and public service while ensuring the interests of its members and communities remain well represented.

4. **Engage with community groups to strengthen transparency and efficiency.**
   Work collaboratively with community groups and organizations to promote greater understanding, transparency, and confidence in policing. By listening to community perspectives, encouraging constructive dialogue, and supporting continuous improvement, the RNCA will help foster a police service that is open, accountable, and efficient, while strengthening the trust and relationships that contribute to safer communities.

RNCA

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