

Terms of Reference

STAKEHOLDER LIAISON COMMITTEE

Purpose

The Stakeholder Liaison Committee is an advisory committee to the Board of Directors for issues affecting:

- i. The interaction of the Perley Rideau with its broad network of diverse external stakeholders;
- ii. Building credibility, inspiring commitment and creating stakeholder support for the Perley Rideau;
- iii. The Local Community; and
- iv. The Veterans' Community.

The Stakeholder Liaison Committee develops the Board's strategy for advocacy and interrelating with key stakeholders; however, management implements public relations initiatives and manages day-to-day communications with stakeholders. Generally, the Executive Director of the Perley Rideau or his designate shall be the spokesperson for the Perley Rideau; in rare circumstances, the Chair of the Board of the Perley Rideau or his designate may be required to respond to stakeholders groups or media queries.

Composition and Meetings

The Stakeholder Liaison Committee shall consist of a Chairperson and at least three (3) other Perley Rideau Directors. In addition the Perley and Rideau Veterans' Health Centre Foundation shall be invited to provide one of its Board of Director's to sit on the Committee. One Perley Rideau Director shall have specific responsibilities with respect to liaison with the community immediately adjacent to and surrounding the Perley Rideau. One Perley Rideau Director shall have specific responsibilities with respect to the Veterans' Liaison Committee established pursuant to the 25 March 1992 Rideau Veterans Home Transfer Agreement between The Minister of Veterans Affairs (Canada), The Minister of Health (Ontario) and The Perley Hospital.

The Committee shall meet at least three (3) times a year.

Committee Responsibilities and Functions

The **major responsibilities and functions** of the Stakeholder Liaison Committee are to:

1. Maintain a broad overview of strategic issues that may be of interest to specific stakeholders of the Health Centre by:
 - a. Monitoring issues and developments affecting Long Term Care in Ontario and in the Champlain LHIN in particular;
 - b. Evaluating evolving local situations which may have a significant impact on the reputation of the Health Centre.
2. Identify significant external stakeholders and monitor relations with them with a view to:
 - a. Early detection and assessment of emerging issues of concern to stakeholders;
 - b. Assessing the needs and demands of particular interest groups;
 - c. Identifying opportunities for strategic alliances with key stakeholders for particular initiatives.
3. Develop a stakeholder outreach program for Board approval which includes:
 - a. Board Policies governing interactions with specific stakeholder groups;
 - b. Strategic objectives with respect to selected stakeholders;
 - c. Defining the respective roles and responsibilities for the Board and management with respect to interactions with particular stakeholder groups;
 - d. A communications plan outlining a strategy aimed at meeting specific goals for targeting specific interest groups with key messages ; and
 - e. Identifying resource requirements for the outreach program.
4. In cooperation with the Foundation, advocating for the Perley Rideau, with a view to:
 - a. Raising the public profile of the Perley Rideau;
 - b. Ensuring that stakeholders are well aware of the successes and needs of the Perley Rideau ;
 - c. Maintaining our credibility with and the confidence of key stakeholders, particularly our funders; the *government*, our volunteers, the Champlain LHIN, the Veterans community, and the local community; and
 - d. Promoting understanding of issues affecting long term care in the Champlain LHIN and the province.

5. Foster a cooperative relationship with the residents of the immediate neighbourhood surrounding the Perley Rideau by:
 - a. Meeting¹ at least twice per year with six or more local residents, a member or a designate from the Riverview Park Community Association, the local municipal councillor or a designate, and the Executive Director of the Perley Rideau or his designate to:
 - i. Keep the community apprised of changes at the Perley Rideau which could impact on the community;
 - ii. Provide the community with a forum to voice its concerns about local issues to the Perley Rideau.
 - b. Planning events or activities at the Perley Rideau to promote community harmony and involvement with the Health Centre.
6. Foster a productive relationship with veterans groups by:
 - a. Monitoring emerging issues having a potential impact on our resident veterans;
 - b. Ensuring that veterans' groups are aware of such issues and the actions being taken to resolve them;
 - c. Participating in the Veteran Liaison Committee's meetings²;
 - d. Participating in Perley Rideau events of a particular interest to veterans.
7. Provide the Executive Committee with:
 - a. Annually, the corporate objectives it proposes to focus on ; and
 - b. An annual report assessing the progress of the Stakeholder Liaison Committee.
8. Make recommendations to the Board with respect to any of the above matters and carry out any other duties assigned to it by the Board.

Approved by the Board of Directors on the 5th day of March, 2009.

Chair of the Board

¹ The Director of the Stakeholder Liaison Committee who has been assigned specific responsibilities for Community Liaison shall chair these meetings.

² The Director of the Stakeholder Liaison Committee who has been assigned specific responsibilities for Veterans Liaison shall attend these meetings.