

Strategic Plan

Our new 2025-2030 Strategic Plan focuses on the future, both immediate and long-term, ensuring a vibrant new era for the Western Fair Association (WFA). Our strategic plan sets forth the renewed purpose, vision, mission, and values that will guide our actions and strategic areas of focus over the coming years.



Purpose

Heartbeat of Community

As a long-serving not-for-profit, we are proud of our history of contributing to the well-being of our community through our actions, and we are recommitted to this key characteristic of our organization and our people.



Vision

Honouring our agricultural roots while creating vibrant, inclusive, and innovative experiences for generations to come.



Mission

By fostering well-being, connection and innovation, WFA contributes to our vibrant community.



Values

Focused on the Future
progressive • unique • innovative

Responsible
sustainable • equitable

Meaningful
value-additive • connected • collaborative

A Place to Belong
respect • decency • inclusive • diverse • accessible

