

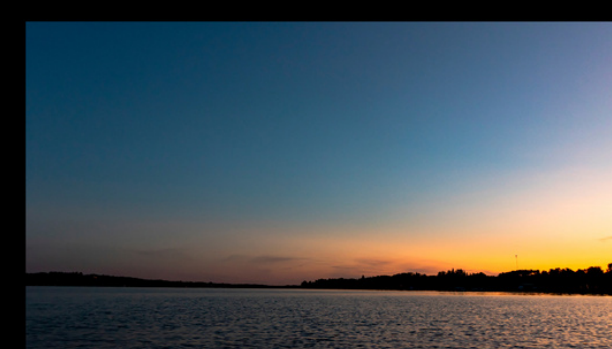
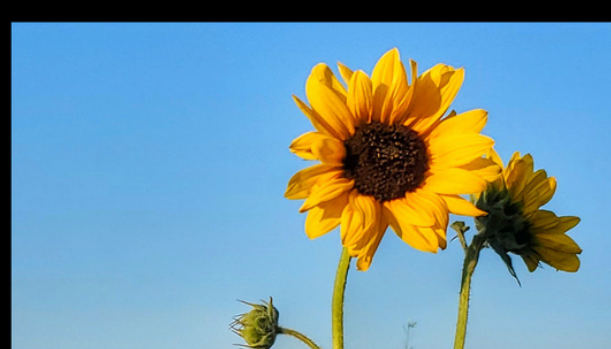


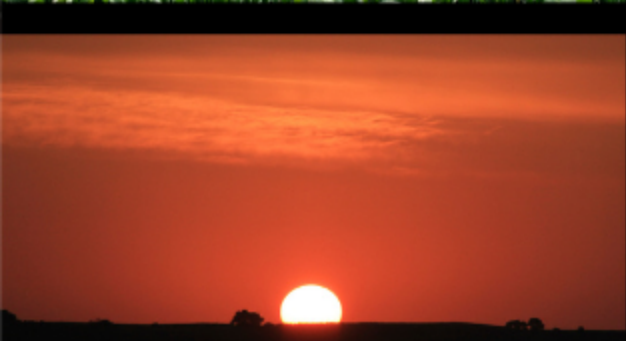
OUR SASK



• INFO

MANY PLACES
ONE SPACE





GOOD GOVERNANCE

"**Transparency** is the first step towards transforming **accountability** from a buzzword into a **tangible reality**."

Christine Lagarde
President of the European Central Bank (ECB)

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STRATEGIC PRIORITY

Four years in the making
Capacity and skill-building
Transparency Portal
Enhance communication
with ratepayers and government

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GOVERNANCE

“Transparency informs community members, builds trust, and strengthens governance within Municipalities”.

*Jay Meyer, Executive Director
Saskatchewan Association of Rural Municipalities*



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PERCEPTION

Not all publicity is good!

Municipal transparency has been **on the radar** for the **wrong reasons**.

Unfriendly fire from all directions-
ratepayers, stakeholders, and **media**.

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COLLABORATION

"In the long history of **humankind**, those who **learned to collaborate and improvise** most effectively have **prevailed**."
Charles Darwin 1809-1882

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CONVENTIONAL AND **DIGITAL** MEDIA
VIDEO PRODUCTION AND **STREAMING**
 DIGITAL MEDIA **PUBLISHING**
COMMUNITY BUILDING

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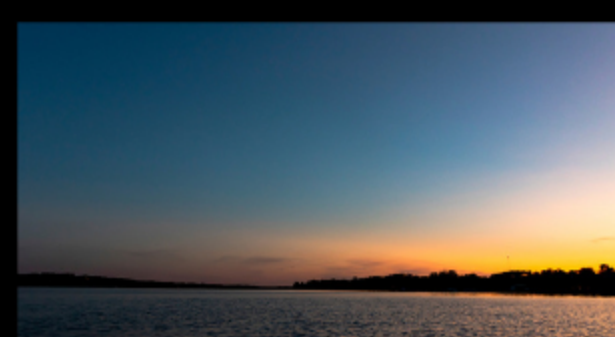


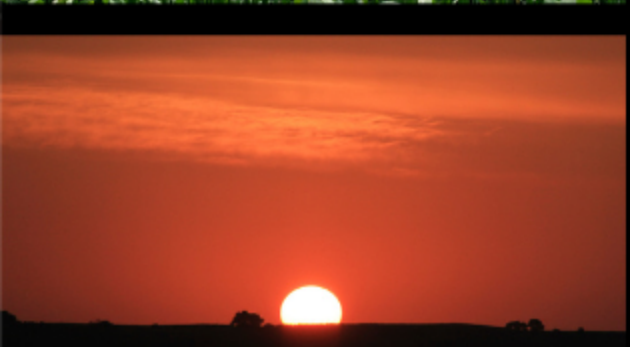
LLOYD LEWIS
Television (CTV/Global/STV) / Digital Media
Canadian Armed Forces / Queen's Platinum Jubilee Medal

AJAY THAKKER
Marketing and Communications FCC/Farm Groups
Video Production/Streaming
Digital Media / Deep Roots in Saskatchewan

DUANE ROLHEISER
Local TV / Radio / Digital Media / Community Support
Born and raised in Rosetown

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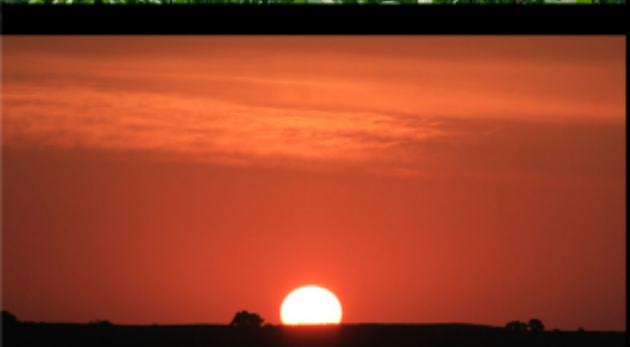
TRANSPARENCY

"Sunlight is said to be the best of disinfectants; electric light the most efficient policeman."

Louis Brandeis was one of the most influential figures in American legal history.

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THE TIME IS NOW

The SARM Board of Directors passed a **motion** to support the membership by assisting in **transparency** and **communications**.

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MANY PLACES-ONE SPACE

Important information should be **accessible:**

Financial Statements

Development Permits

Bylaws and Council Meeting Minutes

Election Notices and Results

Community Events

Official Provincial or Regional Information

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STATE OF LOCAL MEDIA

The **Gutenberg** Press was invented in 1464.
Advertising has paid for the **information** we
 consume for more than 550 years.
Those days are gone.

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COMMUNITY

Local media's challenges **impact our communities.**
New communications infrastructure is needed.
OurSask will fill some of the gaps with **trustworthy information** from the provincial **government**, local municipal **council**, **schools**, minor **sports**, and **community** events.

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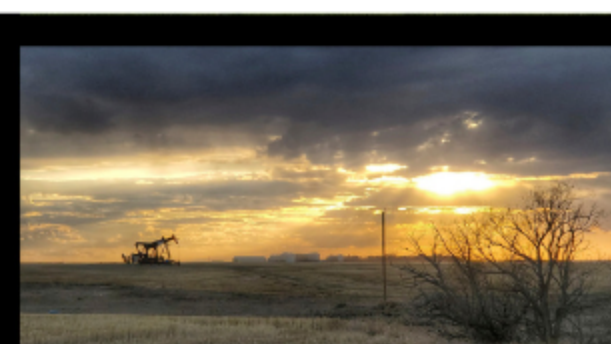
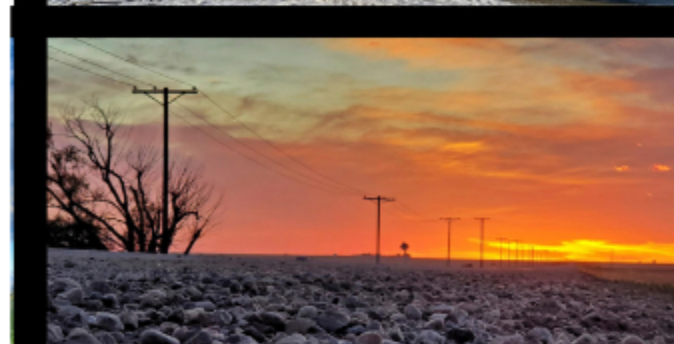


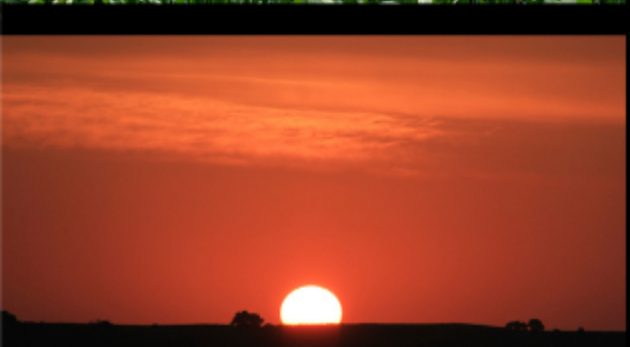


WHY IT MATTERS

Trust is built through **good governance**.
 Good governance comes from **accountability**.
Transparency promotes accountability.
 This builds “**Community**”.

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BENEFITS

Efficient publishing of key information.
Consistent navigation across all RMs.
Easy to use and built for this purpose.
Lower cost / more features for all RMs.



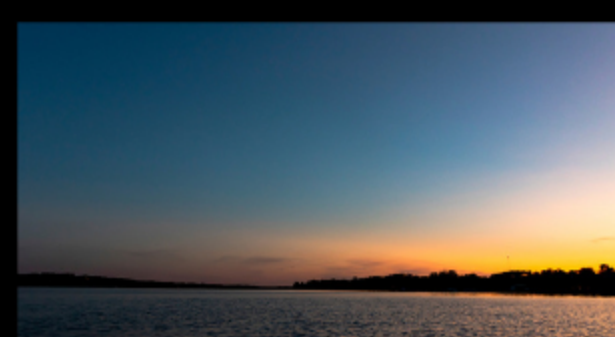
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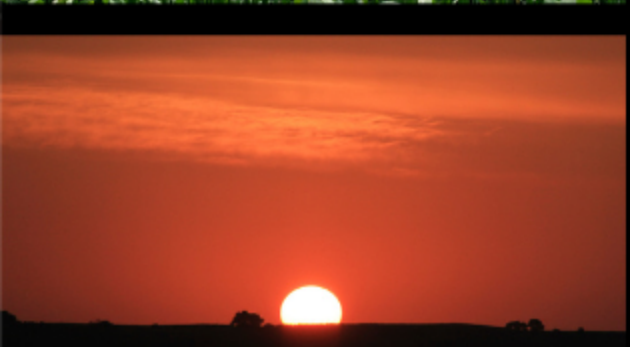


NEXT STEPS

Finalize **wireframe** using your input
Build OurSask Version 1.0
Engagement at RMAA, Division Meetings
(virtual and in person)
Pilot Group / Refine and Improve
Finalize rollout

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CONTACT

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THANK YOU!

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TRUST

**"Transparency breeds trust,
and trust is the foundation
of all relationships."**

Paul Polman is the former CEO of Unilever. He's an advocate of corporate responsibility and accountability, transparency, and stakeholder engagement.

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