



# 2024 Business Highlights

In 2024, we continued to have all of Ontario's educational institutions participate in and leverage OECM agreements. On average, across **116** School Boards, Colleges, and Universities, OECM's individual Education Sector Customer agreement spend was **\$4.9 million**, with approximately 18.2 product/service agreements leveraged.

**116** School Boards,  
Colleges and Universities

**165** Healthcare Institutions  
or Hospitals

**302** Municipal and Related  
Services entities

**479** Other Broader Public  
Sector and Not-for-Profit  
organizations

**89%**

Ontario's education sector  
utilizes over 89% of  
OECM's agreements and  
product/service offerings.

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**1,062** Total Active  
Customers

In addition to our education sector customers, as of December 31, 2024, we had **946** other Broader Public Sector and Not-for-Profit organizations actively using our Marketplace, including **165** Healthcare institutions or Hospitals and **302** Municipal and Related Services entities. Despite continued global unrest contributing to ongoing supply chain disruptions and demanding market conditions, 2024 was a record year for OECM – marked by increases in collaborative Spend, customer growth and product and service offerings.

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# | Key Stats

## Collaborative Spend

Collaborative Spend provides the ultimate measure of OECM's customers' participation and support. In 2024, OECM had a total of \$768 million in collaborative Spend.

Per student Spend in the Education sector totalled \$203 per student.

**\$768M**  
Total collaborative Spend (in millions)

**\$203**  
Spend per student in Ontario

## Active Customers

OECM is a customer-based organization that provides savings, choice, and service to its 1,062 customers. In 2024, we welcomed 79 new OECM customers.

**79**  
New OECM customers in 2024

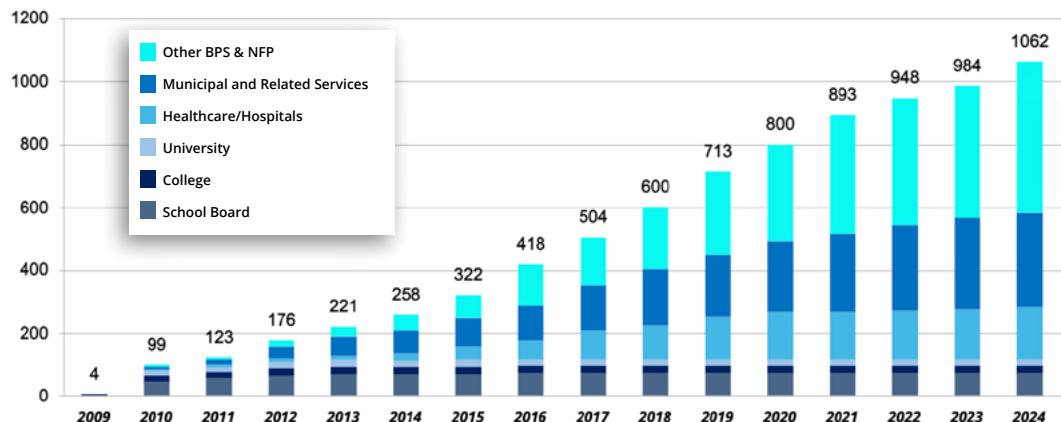
## Products & Service

OECM offers products and services that can be facilitated best through collaboration. In 2024, we had 90 categories of products and services available through our Marketplace, including 5 new categories with a major focus on Facilities and Operations related agreements.

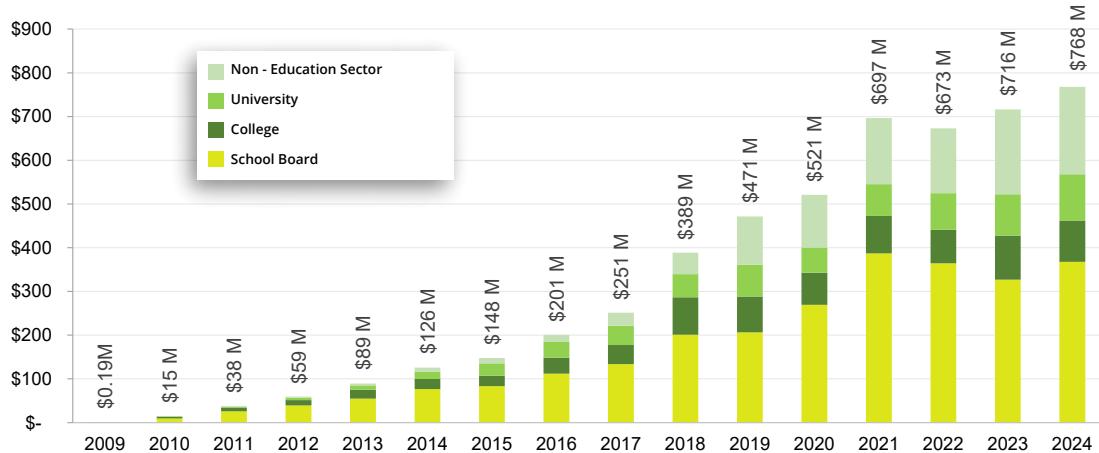
**90**  
Total products & services categories in 2024



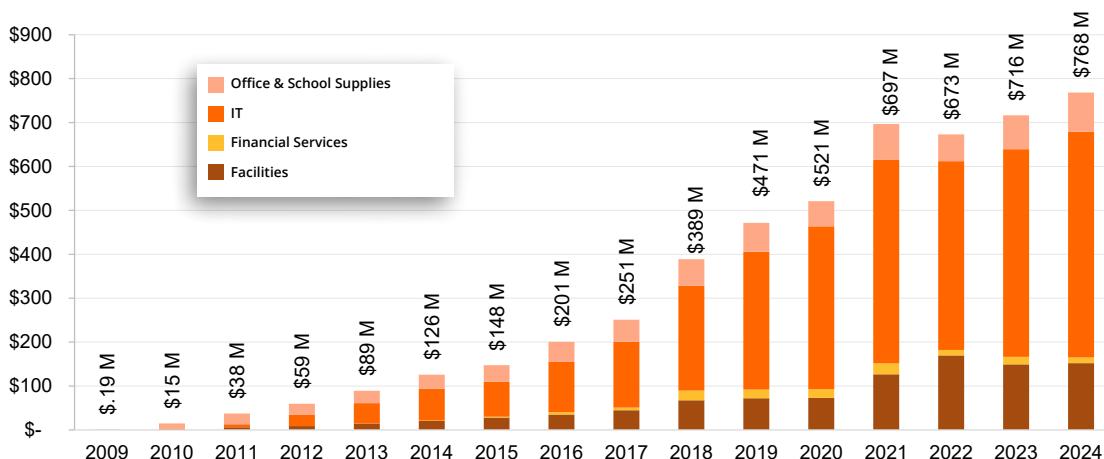
## Total No. of Active Customers



## Collaborative Spend by Sector (millions)



## Collaborative Spend by Category (millions)



# OECM MILESTONE: \$5 Billion in Collaborative Spend



In November 2024, OECM [reached the remarkable milestone of \\$5 billion](#) in life-to-date accumulated collaborative Spend, further demonstrating our position as Ontario's leading collaborative sourcing partner for the broader public, not-for-profit, and education sectors.

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*“OECM’s journey is proof of the power of collaboration and shared purpose. This \$5.0 billion milestone belongs to our customers and suppliers whose trust and partnership have been integral to our success. Together, we’ve created a model that delivers more than just cost savings—it provides strategic value that strengthens public procurement across Ontario’s public sector.”*

– Jim Hadjiyianni, President and CEO, OECM

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# Sector Success Sharing & Funding Initiatives

OECM continued to support our **Sector Success Sharing (SSS) program**, an exclusive initiative that allows for surplus funds generated through collaborative Spend on OECM contracts to be invested back into the sectors we serve, including school boards, colleges, universities, and municipalities.

Significant projects supported in 2024 include:

- Strategic Enterprise Risk Management (School Boards)
- Aspen Student Information Systems (SIS) Implementation and Support (School Boards)
- Coordinating Committee of Vice Presidents Students/Indigenous Peoples' Education Circle (CCVPS/IPEC) Research Project Supporting Indigenous Learners (Colleges)
- Procurement Data Harmonization & Efficiency Review (Universities)
- Northern Finance Workshops (Municipalities)



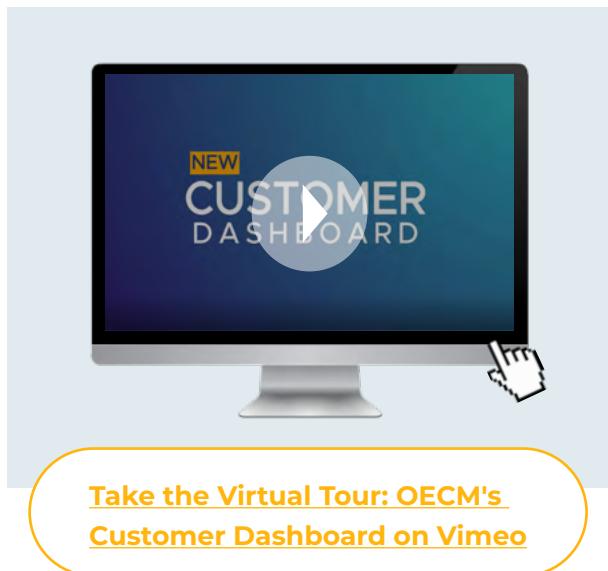
## TECHNOLOGY TRANSFORMATION:

# Enhancing Customer Experience

OECM prides itself on providing tailored information to our customers and supplier partners through ongoing website upgrades and the power of business intelligence and data analytics to support strategic decision-making and enhance procurement outcomes. 2024 highlights include:

## Website Enhancements

In June 2024, OECM unveiled the new [Customer Dashboard](#), a much-anticipated enhancement to our website designed to provide a seamless, self-serve experience for customers. This innovative tool reflects our commitment to exceptional service, convenience, and delivering tailored solutions to meet the evolving needs of our customers. The Customer Dashboard serves as a central hub for customers across the sector, offering real-time 24/7 access to key data and insights.



## Cybersecurity Updates

OECM further strengthened its information technology infrastructure in 2024 by implementing a Board approved Cybersecurity Policy Framework and related policies and procedures conforming to the National Institute of Standards and Technology Guidelines (NIST Version 2.0).

## Business Intelligence

Data utilization is a fundamental tool that helps us establish benchmarks, measure Key Performance Indicators (KPIs), problem-solve, improve processes, identify the market and customers' needs, and set future goals that align with OECM's strategic outlook. OECM's Business Intelligence (BI) team oversees OECM's data architecture, provides analytical support to our leadership team, delivers regular and consistent data insights on corporate undertakings and promotes using unbiased data to leverage opportunities to support operations and strategic decision-making.

This year, the BI team rolled out an upgraded data storage and management plan to strengthen security measures, optimize costs, and improve our data quality and analytical capabilities.

## THOUGHT LEADERSHIP, OUTREACH & EVENTS:

# Sharing Our Insights and Expertise

As the premier customer-driven supply management partner for Ontario's public sector, we believe in establishing best practices and leading the way in adopting new approaches to drive innovation and demonstrate value beyond cost savings. OECM's thought leaders continue to make significant contributions to the public procurement sector, sharing valuable insights and expertise to foster dialogue, change, and innovation.

Our robust program combines published articles, industry publications, presentations and speaking engagements, participation at key sector conferences and events, and OECM-led events to inspire collaborative dialogue. As well, OECM's Supplier Relationship Management (SRM) team continues to collaborate with supplier partners to share the latest in supply chain and industry-related insights and trends via our [Industry Spotlight](#) news resource.

2024 Thought Leadership initiatives included:

## Articles and Publications

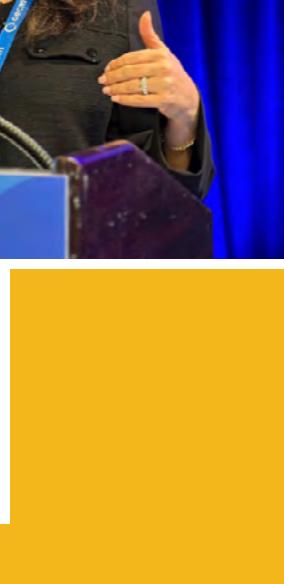
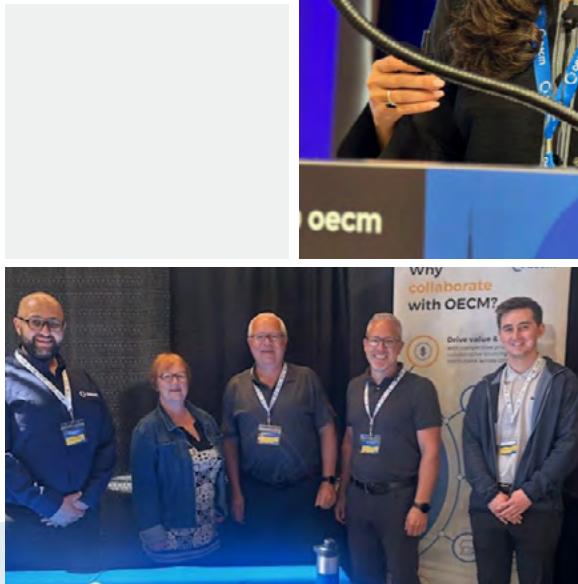
- [Interpreting Market Needs: Why Diversification Matters in Public Procurement](#)
- [Industry Spotlight: Focus on Artificial Intelligence \(AI\)](#)
- [Municipal Procurement and Essentials for Effective Practices](#)
- [Industry Spotlight: Focus on Modular Construction](#)
- [Empowering Municipal Procurement with Modern Technology Solutions](#)
- [The AI Revolution: How Artificial Intelligence is Transforming Municipal Procurement](#)

## Outreach, Sponsorships and Speaking Engagements

In 2024, OECM actively engaged with industry leaders, customers, suppliers, and other partners through participation in various conferences and industry events. These initiatives fostered collaboration and knowledge-sharing and strengthened partnerships, while further reinforcing our commitment to sector engagement and leadership.

- **Ontario Library Association 2024 Super Conference**
- **NISCL Leadership Series 2024: Digital Supply Chain**  
*Fireside Chat – The AI Advantage: Rethinking Supplier Data Management*
- **The Métis Nation of Ontario's Early Learning Conference 2024**
- **The Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) Finance Forum**  
*Municipal Procurement & Essentials for Effective Practices*

- **NISCL Leadership Series 2024: Sustainable Supply Chain**  
*Electrifying your Commercial Fleet to Meet Emissions Reduction Goals*
- **Humber Career Fair: Supply Chain, Logistics, International & Global Business**
- **Dell Technologies Education Summit**
- **NISCL Leadership Series 2024: Women in Supply Chain**  
*Navigating Your Leadership Journey*
- **Canadian Public Procurement Council (CPPC) Forum 2024**  
Building an ESG Strategy: Prioritization, Alignment and Integration
- **2024 Ontario Agencies Supporting Individuals with Special Needs (OASIS) Conference**
- **Supply Chain Management Association Ontario (SCMAO) Leadership Series 2024: Supplier Diversity**  
*Indigenous Business Owners Speak*
- **Canadian Credit Union Association (CCUA) National Conference for Canada's Credit Unions 2024**
- **OASBO's 80th Annual Conference & Education Industry Show**  
*Driving Innovation and Value: OEMC's Sector Success Sharing Initiative*
- **Ontario Association of Physical Plant Administrators (OAPPA) Annual Conference**
- **Educational Computing Network of Ontario (ECNO) Conference**
- **Municipal Information Systems Association (MISA) Annual Conference & Tradeshow**
- **NISCL Public Sector Live Chat**  
*Legal Trends in Public Procurement*
- **Canadian Collaboration for Sustainable Procurement**  
*From Transaction to Connection: Reducing Barriers for Indigenous Business*
- **NISCL Public Sector Procurement and Supply Chain Conference**  
*Changing Scope of Public Sector Procurement*
- **National Cooperative Procurement Partners**  
*Cooperative Contracts in Canada*
- **OASBO OMC 75th Annual Workshop**
- **Métis Nation of Ontario (MNO) 31st Annual General Assembly**
- **Ontario First Nations Economic Developers Association (OFNEDA) 2024 Conference**
- **Municipal Finance Officers' Association (MFOA) Annual Conference & Tradeshow**  
*Planning and Executing an Enterprise Resource Planning (ERP) Transformation*
- **Ontario Public Buyers Association (OPBA) 66th Annual Conference**  
*Interpreting Market Needs: Why Diversification Matters in Public Procurement*
- **NISCL National Healthcare Supply Chain and Procurement Conference**  
*Social and Indigenous Procurement*
- **Ontario Public Buyers Association (OPBA) 2024 Reverse Vendor Tradeshow**  
*How to do Business with Group Procurement Organizations*
- **NISCL Public Sector Live Chat**  
*Technology and Tools for Streamlining Procurement Processes and Administration*
- **Ontario Public Buyers Association (OPBA) 2024 Reverse Vendor Tradeshow**  
*How to do Business with Group Procurement Organizations*
- **OASBO Information & Communication Technology (ICT)**
- **Higher Education Summit**



# OECM-led Events

As part of our overarching thought leadership strategy, OECM-led events and initiatives allow us to bring influential thought leaders and experts to our community of customers, supplier partners and stakeholders. Through these events, OECM promotes ongoing collaboration across sectors and industries, creates value for customers, and enhances operational efficiencies.

- On February 21-23, 2024, OECM hosted its [\*\*3rd Leadership and Collaboration Symposium\*\*](#), with over 175 senior leaders and valued partners from Ontario's School Boards, Colleges, and Universities, as well as other provincial partners from the Health and Municipal sectors meeting to discuss future opportunities for collaboration while sharing their perspectives on leadership and partnership across sectors.
- OECM hosted its [\*\*2nd Procurement Summit\*\*](#) from May 13-15, 2024, bringing together over 150 senior procurement professionals from the broader public, education, municipal and healthcare sectors to network, participate in presentation sessions, and collaborate.
- In June 2024, OECM held its [\*\*3rd Annual Invitational Customer & Supplier Appreciation Charity Golf Tournament\*\*](#), strengthening relationships with customers and supplier partners, while supporting the Daily Bread Food Bank as our charity of choice.
- In October 2024, OECM hosted over 100 supplier partners at its inaugural [\*\*Supplier Partner Workshop\*\*](#). The event focused on building stronger, more collaborative relationships with our supplier partners, emphasized the importance of meaningful partnerships with our supplier partner community and how collaboration between OECM and our key suppliers will support mutual success.





# Strategic Partnerships

OECM remains committed to strengthening the public procurement sector by building strategic partnerships that advance best practices, professional development, and supply chain effectiveness. In 2024, three major collaborations were established to support this commitment: greater value.



## National Public Sector Champion – National Institute of Supply Chain Leaders (NISCL)

OECM was named NISCL's exclusive National Public Sector Champion, reinforcing a joint commitment to strengthening Canada's public sector supply chain network. This partnership focuses on fostering collaboration, knowledge sharing, and leadership in procurement across the nation.



## Education Initiative Partner – Ontario Public Buyers Association (OPBA)

OECM became an OPBA Education Initiative Partner through a three-year collaboration aimed at revitalizing OPBA's Principles of Effective Public Procurement program. This initiative includes the development of a modernized learning platform, the Public Procurement Learning Lab, designed to enhance professional development opportunities for public procurement professionals across Ontario.



## Shared Services Program – eCampusOntario

OECM established a formal collaborative partnership with eCampusOntario to partner on the development and implementation of a shared services program for eCampusOntario's member institutions. This strategic partnership will help increase cross-sector collaboration in procurement shared services while promoting innovative and transformative learning tools and expanding student engagement.

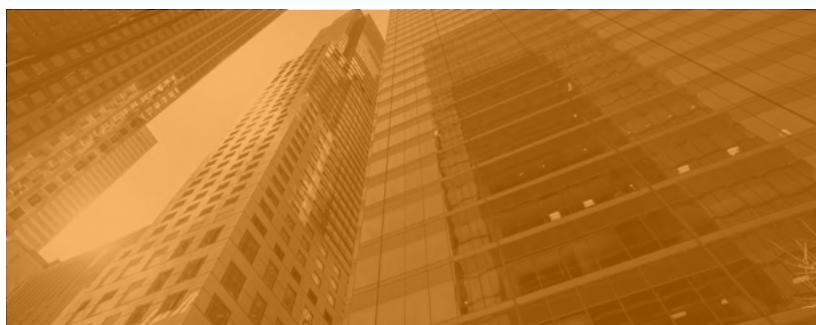
# OECM: Advancing Together in 2024

OECM's stellar performance and impact in 2024 was driven by the collaborative efforts of our Strategic Sourcing, Supplier Relationship Management, Customer Relationship Management, Business Development, and Marketing and Communications teams, working together to strengthen procurement solutions, expand supplier partner and customer engagement, and enhance strategic partnerships.

Coordinated collaboration remained at the core of our approach, whether through expanding the Supplier Recognition Program (SRP), integrating sustainability and Environmental, Social, Governance, and Indigenous (ESGI) considerations and principles into procurement, or deepening engagement with Indigenous and First Nations communities. By aligning our efforts, we enhanced customer experiences, supported supplier partnerships, and reinforced our role as a trusted partner across Ontario's public sector.

OECM's Corporate Services team—encompassing Human Resources, Information Technology, Financial Services, and Business Intelligence—plays a vital role in enabling our organization's success. By providing the infrastructure, insights, and operational support that underpin our work, Corporate Services strengthens and connects every facet of our integrated service delivery model. From advancing workforce development through our People Strategy to streamlining systems and automating workflows to ensuring financial sustainability and leveraging data-driven insights, this team ensures we are equipped to operate efficiently and deliver exceptional value to our customers and supplier partners.

We are proud to share our achievements in 2024 that highlight how, together, we are strengthening OECM's role as a trusted partner in collaborative procurement and supply chain management.



# Strategic Sourcing: Expanding Marketplace Offerings

In 2024, OECM's Strategic Sourcing team continued to expand our Marketplace, keeping our agreements competitive and aligned with evolving customer needs. With 25 agreements successfully awarded, our efforts focused on retendering, enhancing, and introducing agreements that deliver greater value and choice for our customers.

Several new and retendered agreements were added to our Marketplace this year, including:

- Apparel and Related Products and Services
- Courier Services
- General Contractors for Construction Services
- Laboratory & Science Supplies
- Natural Gas Management and Advisory Services
- Online Marketplace Platform
- Plagiarism Detection Software
- Residence Furniture and Mattresses

[See our complete Marketplace of Agreements >](#)

## Strengthening Ethical and Sustainable Procurement

OECM remains committed to ethical, transparent, and sustainable procurement by embedding key legislative compliance measures into our procurement process. In 2024, we reinforced our commitment to responsible procurement by integrating two significant legislations:

- **Building Ontario Business Initiative Act (BOBIA)** - Supporting local businesses and contributing to Ontario's economic growth by prioritizing provincial suppliers in procurement decisions.
- **Fighting Against Forced Labour and Child Labour in Supply Chains Act (Bill S-211)** - Strengthening ethical sourcing practices to promote fair labour standards and prevent forced and child labour in supply chains.

These commitments reflect OECM's ongoing efforts to align procurement practices with evolving regulations and promote fair, transparent, and socially responsible supply chain management across the public sector.

## Collaborative Procurement: A National First

In 2024, OECM led its first-ever joint national sourcing initiative, partnering with key procurement organizations across Canada to expand cross-provincial collaboration and procurement efficiencies.

Our Partners:

- **BCNET** (British Columbia) - Providing expertise in advanced IT and procurement solutions for post-secondary institutions.
- **Cybera** (Alberta) - Supporting secure digital infrastructure for research and education.
- **Interuniversity Services Inc. (ISI)** (Atlantic Canada) - Offering procurement expertise for post-secondary institutions across the region.

This initiative, which received [an honourable mention in the 2024 CAUBO Quality and Productivity Awards Program](#), marks a significant step forward in national procurement collaboration, strengthening OECM's position as a trusted partner in advancing public sector procurement across Canada.

[See our complete list of Upcoming Agreements and Sourcing Projects >](#)



# Supplier Relationship Management: Enhancing Collaboration and Performance

This year, OECM's Supplier Relationship Management (SRM) team strengthened supplier partnerships by enhancing collaboration, streamlining processes, and expanding recognition programs. Through data-driven insights, responsible procurement initiatives, and engagement opportunities, OECM continued to foster supplier partner success and long-term growth.

## Enhancing Supplier Collaboration and Driving Efficiency

OECM continues to advance supplier relationship management by leveraging digital tools and process improvements to create a more agile and efficient procurement environment. In 2024, we:

- Reduced amendment execution time by 80%, improving responsiveness and supplier partner engagement.
- Enhanced contract performance tracking, saving 191 hours, allowing for a stronger focus on strategic initiatives.
- Launched an internal supplier partner performance dashboard, providing greater oversight of agreements and contract outcomes.
- Updated OECM's Supplier Code of Conduct to integrate Environmental, Social, Governance, and Indigenous Commitment (ESGI) principles, reinforcing OECM's commitment to sustainable and ethical procurement practices.

By streamlining operations and strengthening supplier collaboration, OECM continues to drive efficiency, transparency, and responsible procurement across the public sector.

## 2024 Supplier Recognition Program (SRP)

The 2024 SRP introduced several key enhancements to support supplier partner performance, strategic alignment, and sustainability:

- **New Evaluation Methodology** - Based on meeting five evaluation criteria: Spend/Savings, Customer Excellence, Business Growth, Strategic Alignment, and Compliance.
- **New Diamond Recognition Level** - A prestigious category recognizing supplier partners that meet all evaluation criteria, demonstrating strong alignment with OECM's strategic objectives and delivering exceptional performance and value.
- **ESG Strategic Alignment** - Reinforcing OECM's shared sustainability goals, supplier partner performance was evaluated based on:
  - **Environmental** – Climate change initiatives, circular economy practices
  - **Social** – Social procurement, human capital management, data security, and privacy
  - **Governance** – Community relations and ESG governance



## Advancing ESG in Procurement: Measuring Supplier Impact

OECM continues to strengthen sustainability and responsible procurement by integrating Environmental, Social, and Governance (ESG) criteria into our SRP. Through this framework, supplier partners are evaluated on their climate action, circular economy practices, social procurement, data security, and governance initiatives - reinforcing a shared commitment to ethical and sustainable supply chains.

In 2024, our supplier partners have driven measurable impact in:

### Emission Reductions

**63%**

reduction in Scope 1 & 2 emissions, and

**21%**

reduction in Scope 3 emissions - suppliers cut over 5 million metric tonnes of CO2.

### Diverse & Local Sourcing

**\$3B**

spent with diverse businesses, including

**\$1B**

annually with minority- and women-owned enterprises.

### Waste Reduction & Circularity

**94%**

of non-hazardous waste diverted from landfills with suppliers recycling over 13,500 metric tonnes of electronics.

These results demonstrate how procurement can drive meaningful change while delivering value to OECM customers.

## Celebrating Supplier Excellence: SRP Awards Ceremony

In May 2024, OECM hosted the Supplier Recognition Program (SRP) Awards Ceremony, celebrating the achievements of supplier partners for their outstanding contributions in 2023.

In total, 62 Platinum, 55 Gold, and 52 Silver, along with 15 Special Awards (Environmental Award, Social Impact Award, Diversity, Equity, and Inclusion Award), were awarded to OECM supplier partners in the 2023 SRP.

*Congratulations to all our award recipients!*



## Strengthening Supplier Partnerships Through Educational Tours

In 2024, OECM's Supplier Relationship Management team participated in two educational tours, gaining first-hand insights into supplier operations, quality control, and upcoming product innovations. These visits strengthened collaboration with supplier partners and provided a deeper understanding of their sustainability initiatives and manufacturing processes, ensuring our agreements continue to align with evolving customer needs. Additional site visits are planned for 2025 to strengthen collaboration with our supplier partners further.



## Supporting Ontario Students and Educators

OECM remains committed to supporting Ontario's education sector by facilitating access to professional development and innovative learning opportunities.

- **Dell Professional Learning Program** - In partnership with Dell Technologies and Advanced Learning Partnerships, OECM continued its successful Professional Learning Series for 2024-2025. This year's program offered 22 free webinars for K-12 and post-secondary educators, focusing on how Generative AI can enhance teaching, streamline tasks, and improve student engagement. The sessions cover key topics such as AI-powered productivity, assessment strategies, and subject-specific applications in STEM and humanities.
- **STEM and Data Science Initiatives** - OECM maintained its support for initiatives such as [Girls Who Game](#) and the [Data Dunkers Program](#), which promote digital literacy, STEM learning, and data science skills for students.

## Supplier Partner Council: Driving Strategic Collaboration

After successfully piloting the Supplier Working Group in 2023, a strategic advisory body providing insights into emerging public sector procurement trends and priorities, OECM transitioned the Working Group into the Supplier Partner Council (SPC) in 2024. Through open dialogue and knowledge-sharing, SPC members collaborate with OECM to enhance our joint value proposition to customers. The SPC consists of twelve strategic suppliers representing diverse industries, geographic locations, and business sizes.

# Supplier Partner Council



**Barry Taylor**

*Chair of Council  
Director of Pricing, Swish Maintenance Ltd.*



**Jamil Dibe**

*Vertical Sales Leader,  
Education, Staples Professional Inc.*



**Sheene Leung**

*Business Development Manager, Dell Technologies*



**Darryl Merchant**

*President, Merchant's School Sport Ltd.*



**Cameron Morris**

*Director, Regional Sales, Bunzl Canada Inc.*



**Simon Murphy**

*Senior Tender and Contract Specialist, Sharp Electronics of Canada Ltd.*



**Michael Nutbeam**

*National Public Sector Tax Marketplace Leader – Indirect Tax, Deloitte*



**Brittany Pepper**

*Director of Ontario Public Sector, Softchoice Canada Inc.*



**Dan Po**

*Dan Po  
Account Executive, Compugen Inc.*



**Frank Rondinone**

*President, Access 2 Networks Inc.*



**Peter Stratakos**

*Vice President, Advisory and Client Services, Blackstone Energy Services*



**Tammy Ward**

*Vice President, PMO, Roth IAMS Ltd.*

For more information about OECM's Supplier Partner Council, visit  
<https://oecm.ca/about-oecm/#supplier-partner-council>

# Customer Relationship Management: Deepening Customer Connections

In 2024, OECM's Customer Relationship Management (CRM) team continued to build strong relationships with customers across the broader public sector. Through expanded engagement initiatives, strategic outreach, and improved access to procurement insights, OECM enhanced customer support and strengthened partnerships, driving increased agreement adoption and procurement activity.

## Expanding Customer Engagement and Outreach

In 2024, OECM's Customer Relationship Management (CRM) team executed a record number of customer engagements, strengthening partnerships and driving increased agreement adoption.

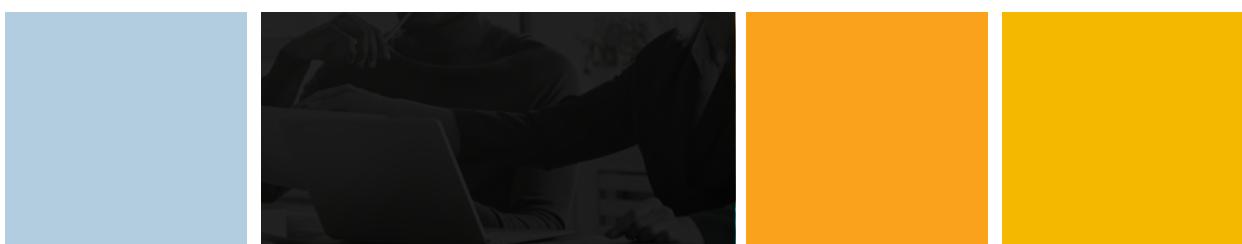
A key focus of the year was the expansion of Business Review Meetings (BRMs), which grew by **10% year-over-year**, reaching a record **110 meetings**. These in-depth discussions provided valuable insights into customer procurement priorities, challenges, and opportunities, reinforcing strategic alignment and enhancing agreement utilization.

OECM also increased its presence at customer events and industry forums, participating in **more than 40 conferences, committee meetings, and association events**. These engagements fostered collaboration, strengthened relationships, and provided deeper insights into sector funding and procurement priorities.



## Enhancing Access to Procurement Insights

To further support customers, OECM introduced a Customer Dashboard in June 2024. This dashboard provides a centralized, self-serve platform where customers can access real-time agreement data, procurement activity, and contract milestones. This enhancement helps customers track and manage their agreements more efficiently, reinforcing OECM's commitment to transparency and service excellence.



# Marketing & Communications: Expanding Reach and Engagement

In 2024, OECM's Marketing & Communications team continued to work with internal teams, supplier partners, customers, and sector partners to strengthen brand awareness and stakeholder engagement. Through targeted initiatives, expanded outreach, and enhanced marketing tools, OECM improved communication effectiveness, increased engagement, and provided greater visibility for its agreements.

## Enhancing Digital Engagement and Communications

In collaboration with OECM's Supplier Relationship Management (SRM) and Customer Relationship Management (CRM) teams, the Marketing & Communications team played a key role in developing and launching digital tools that improve stakeholder access to procurement insights and resources:

- The Customer Dashboard, introduced in partnership with CRM, provides a centralized self-serve platform for customers to track agreements and procurement activity.
- The Supplier Portal & Toolkit, developed alongside SRM, equips supplier partners with marketing materials and agreement resources to enhance visibility and engagement.

By integrating strategic communications with digital solutions, OECM continues to strengthen engagement, improve transparency, and enhance the overall procurement experience for customers and supplier partners.

## Expanding Outreach and Engagement

In 2024, OECM strengthened its multi-channel communications strategy, ensuring customers and supplier partners received timely procurement updates and industry insights. Through a combination of digital outreach and direct engagement, OECM expanded its reach and deepened stakeholder connections. The Marketing & Communications team managed OECM's Outreach and Events, including booths, speaking opportunities and the coordination of OECM-led events.

By leveraging data-driven outreach strategies, OECM continues to enhance communication effectiveness, keeping stakeholders informed and engaged.

85+

newsletters and webinars shared agreement launches, procurement best practices, and key sector updates

144

targeted email campaigns exceeded industry benchmarks in engagement, reinforcing awareness of Marketplace

10,000+

LinkedIn followers reached in August 2024, with continued growth in engagement and visibility

# Optimizing Marketing Tools for Stronger Engagement

In 2024, OECM implemented an enhanced marketing platform, enabling better audience insights, more targeted outreach, and streamlined engagement efforts. These improvements contributed to a 16% year-over-year increase in email open rates, reflecting stronger engagement with customers and supplier partners.

Additionally, an enhanced [Events page](#) was introduced, increasing accessibility and visibility for supplier partner and customer initiatives, making it easier for stakeholders to stay informed about upcoming opportunities.



**OECM Connection Newsletters**

The OECM Connection newsletters are a key component of the enhanced marketing platform. The image shows four issues of the newsletter: Spring 2024, Summer 2024, Fall 2024, and a specific issue titled "Industry Spotlight: Focus on Modular Construction".

**Spring 2024**  
Unlocking the Potential of Collaboration

**Summer 2024**  
Unlocking the Potential of Collaboration

**Fall 2024**  
Unlocking the Potential of Collaboration

**Industry Spotlight: Focus on Modular Construction**

August 21, 2024 | Category: Business Initiatives, Modular Sector, Recent Issue, Trend/Headline: Unleashing the Future: The Rise of Modular Construction | Join the Modular Movement | Feedback

Issue 10 of the OECM Connection newsletter. The main article is "Unleashing the Future: The Rise of Modular Construction", featuring a photo of two people in hard hats. Other articles include "Unlocking the Potential of Collaboration", "Durable Mention at Quality and Productivity", and "School Board and Curriculum Advisory".





**oecm**

## INDUSTRY SPOTLIGHT

Focus on Modular Construction

**oecm**

## INDUSTRY SPOTLIGHT

Focus on Artificial Intelligence (AI)

**Industry Spotlight: Focus on Artificial Intelligence (AI)**

Category: [Innovation](#) [Ethics](#) [Impact](#) [Public Sector](#) [Trends](#) [Leadership](#)

June 8, 2024

In this 50th issue of OECM's Industry Spotlight news resource, OECM's Supplier Relations team explores the numbers of AI-driven opportunities and explores the impact of artificial intelligence (AI) and its impact on the broader public sector and the future of procurement.

The public sector stands on the brink of a significant technological shift, driven by rapid advancements in AI. As a strategic partner, we are proud to support our public sector partners in their journey to AI. OECM aims to work alongside customers to understand their unique needs and challenges, and to develop tailored solutions that support their transition to AI. By working with OECM, our stakeholders can harness the full potential of AI to drive innovation, efficiency, and growth.

Joining this issue, we are excited to highlight the current state, challenges, and ethical landscape of AI. As AI continues to evolve, it is crucial for the public sector to stay informed and prepared for the journey ahead.

Click below to learn more as we dive deeper into this exciting topic.

**Innovation, Ethics, and Impact: Harnessing AI/AGI for Public Sector Services**

**The Basics: Understanding AI and AGI**

**Innovation: Emerging Trends & Technologies**

**Industry Spotlight: Focus on Modular Construction**

Category: [Innovation](#) [Public Sector](#) [Infrastructure](#) [Leadership](#) [Trends](#) [Construction](#)

August 22, 2024

Welcome back to the 50th issue of OECM's Industry Spotlight news resource, where we focus on the rise of modular construction and its impact on the industry. This issue highlights the latest trends, challenges, and opportunities in modular construction, and how OECM's Supplier Relationship Management team is supporting the industry's growth.

Modular construction offers a compelling solution for the public sector, addressing critical needs for efficiency, cost, and quality while significantly speeding up project delivery. This issue also highlights the environmental benefits of modular construction, such as reduced waste and carbon footprint. It also offers cost-effective solutions for healthcare, long-term care, and residential facilities.

OECM's strategic partners are at the forefront of the modular building and portable classrooms industry. From the rights and responsibilities of modular manufacturers to the value of modular construction, this issue is designed to provide valuable insights and resources for all stages of the industry.

**Future: The Rise of Modular**

**Building Blocks: What, Who, and Why of Modular Construction**

**Key Benefits**

**Industry Spotlights**

# Business Development: Supporting Growth and Partnerships

In 2024, OECM's Business Development team expanded engagement across municipalities, the developmental services sector, Indigenous, First Nations and Métis Communities, and other associations to strengthen partnerships and increase awareness of OECM's value. Through targeted outreach, sector collaboration, thought leadership, and strategic sponsorships, OECM continues to broaden its impact across Ontario's public sector.

## Strengthening Municipal Partnerships

OECM continued to expand its presence in the municipal sector, partnering with the Municipal Finance Officers' Association (MFOA) to host targeted procurement sessions for Northern municipalities in Thunder Bay and Sudbury. These sessions provided valuable insights into procurement best practices and raised awareness about leveraging OECM agreements. Building on 2024 success, MFOA and OECM plan to continue offering these sessions in the Northern region and other locations in 2025.

## Fostering Non-Education Sector Connections

In December 2024, OECM established a non-education procurement advisory committee to strengthen collaboration and gain deeper insights into the unique challenges and priorities of the broader public and non-profit sector. This committee provides a dedicated forum for sector leaders to share perspectives, explore opportunities, and enhance alignment with OECM's procurement strategies. By expanding engagement beyond education, OECM continues to enhance its understanding of sector-specific needs and strengthen partnerships across Ontario's public sector.

## Expanding Indigenous Engagement

OECM continues to support the Métis Nation of Ontario (MNO) through various Early Learning and Child Care (ELCC) kitting programs, including Back-to-School kits, Christmas gifts for families, and the Back to Land initiative, which promotes outdoor learning and cultural exploration. These programs, sourced through OECM's supplier partners, provide valuable resources to Métis families across Ontario.

In 2024, OECM also engaged with the Ontario First Nations Economic Developers Association (OFNEDA) and the Chiefs of Ontario (COO), participating in key events and discussions on public procurement. As part of these efforts, OECM contributed insights to the COO's Indigenous Supplier Database initiative, which aims to enhance visibility and procurement opportunities for Indigenous-owned businesses.

OECM continues to build relationships with Indigenous-owned suppliers, raising awareness and providing future opportunities for participation in OECM agreements. As part of OECM's commitment to reconciliation and inclusive procurement, the number of Indigenous businesses engaging with OECM has more than doubled, further strengthening supplier diversity across the public sector.



## Enhancing Public Procurement Collaboration

OECM strengthened its engagement with the Ontario Public Buyers Association (OPBA) by participating in key committees:

- **Diversity, Equity, and Inclusion (DEI) Committee** – Contributing to discussions on inclusive procurement practices
- **Reverse Trade Show Committee** – Supporting initiatives to connect public sector buyers with suppliers

## Deepening Developmental Services Sector Engagement

OECM's value proposition in the Developmental Services sector gained momentum in 2024 through key introductions and presentations to sector leaders at Empowered Kids Ontario (EKO) and Ontario Agencies Supporting Individuals with Special Needs (OASIS).

As part of our commitment to fostering relationships in this sector, OECM is sponsoring the EKO 2025 Conference and attending OASIS's Annual conferences in April 2025, reinforcing our support for organizations serving individuals with special needs.

