

# CCA 2023–2025 Strategic Plan

## OUR VISION, MISSION AND VALUES

### Build a Better Canada.

Inspire a progressive, innovative, and sustainable construction industry that consistently acts with integrity.

#### Industry first

Every decision we make is guided by what's best for our members and the industry while contributing positively to our communities.

#### Innovative

We are open to new building and business practices and share this passion for innovation with our members.

#### Inclusive

We work collaboratively, transparently and with diversity to achieve a stronger construction industry.

#### Smart and débrouillard

We apply best practices while getting things done.



## Unite

Unite the industry while proactively championing national issues that matter.

### STRATEGIES

- Advance WCGI and one other regional initiative.
- Create meaningful member engagement opportunities (such as Hill Day, Annual conference, as well as government relations leads and briefings), and associated action plans.
- Deliver an integrated public relations and government relations strategy to connect hearts and minds of officials and Canadians to infrastructure.
- Engage with businesses and community groups in support of infrastructure investment.

### OUTCOMES

- Our members and local construction associations are strategic partners who work effectively together to advance our industry's urgent issues.
- We are an influential voice with the federal government, public and private owners, which leads to positive sector changes.
- Canadians support long-term infrastructure investment.



## Lead

Lead our industry in adopting best practices that will help them in their success.

### STRATEGIES

- Deliver an owners' strategy to engage and educate leading to adoption of Gold Seal and other best practices.
- Develop a civil stream of best practices resources.
- Expand resources to advance innovative sustainable practices.
- Execute regional standard practices discussions with five markets annually.

### OUTCOMES

- Growth in revenues and in use of Canadian Construction Documents Committee (CCDC) and CCA documents, seminars and best practices resources.
- Our industry adopts greening and innovation strategies and practices.
- We are the credible source of sector data, insights, and national procurement best practices and models.



## Evolve

Evolve our industry's capacity to optimize opportunities and increase CCA's capacity to support growth.

### STRATEGIES

- Advocate to increase our industry's workforce through immigration policies.
- Expand the strategies to position construction as a career of choice.
- Implement a national membership growth strategy with local construction associations.

### OUTCOMES

- Our industry has access to the labour force it needs.
- Local construction associations and our organization have diverse leaders and volunteers.
- We have more members and resources to bring greater value to local construction associations and members.