

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, 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 greening 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 Talent Fits Here campaign.
- 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.