



Canadian  
Construction  
Association

Areas of focus for CCA:

# What matters to you

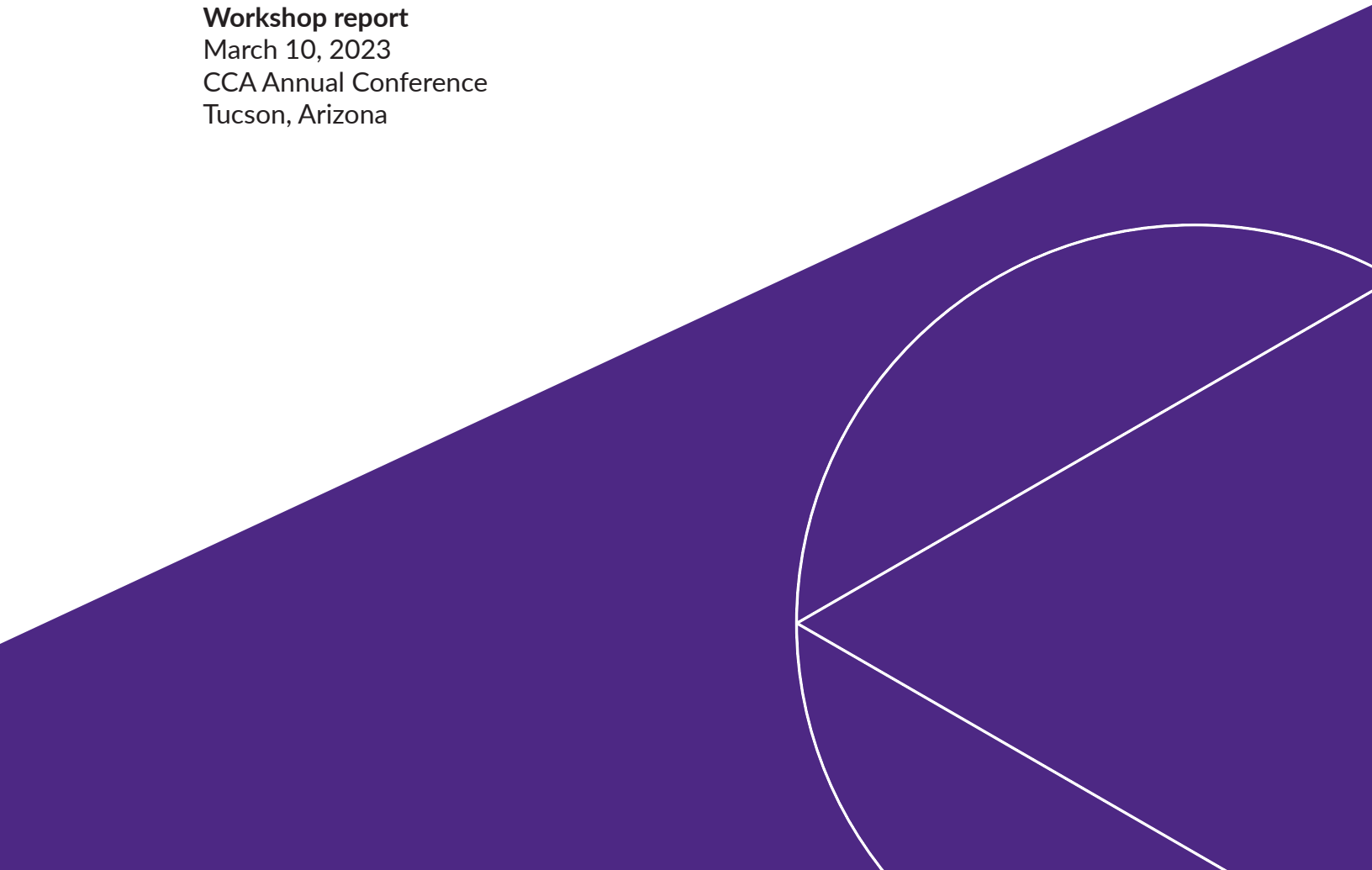
Distributed to CCA newsletter subscribers, COOs of integrated and affiliate partners, corporate members, CCA Board

**Workshop report**

March 10, 2023

CCA Annual Conference

Tucson, Arizona



## Introduction

Approximately 50 industry and association leaders participated in an open workshop to help imagine what the desired outcome for the industry would be in March 2026, what issues or opportunities had been addressed, and what CCA delivered to achieve that outcome, as well as any other areas of interest.

The session was facilitated by CCA President Mary Van Buren, and was guided by a worksheet and CCA's Strategic Plan, which was provided to all participants. Participant worked together in small groups to foster discussion and share perspectives.

This report will be shared and used as an input to CCA's Board of Directors June retreat.

## I. 2026 desired outcomes

Participants created a Twitter headline to help focus on what would be the ideal accomplishment by March 2026.

### These included:

#### A. Role in driving economy

- "Buck in. Buck out. Construction ROI can't be beat"
- "Advocacy delivers strategic infrastructure investment"
- "Canada's global trade profile returns"
- "Volume of work in 2026 exceeds projections"

#### B. Workforce capacity is solved

- "Immigration success in the construction industry"
- "Construction industry – employer of choice"
- "Industry achieves or exceeds its workforce goals of x"
- "Coast to coast education system reform win"  
(Grade 6-12 curriculum, apprenticeship program)
- "CCA confirms with government that people entering the construction industry has stopped its decline and shown its first increase since x date"
- "The workforce has increased positively"
- "Inclusive, viable industry".
- "Youth Apprenticeship Program available in all provinces"
- "Skilled trades are youth's career of choice"



“Construction ranked as an industry of choice for youth,  
new Canadians, women & equity seeking groups”  
“Construction rocks”  
“CCA gets it right”

### C. Meaningful industry impact

“Change is inevitable. Let’s use this exciting time to make  
a global difference”  
“Successfully connects Canada and beyond”  
“Construction: the career of choice – legacy for the future”  
“Construction: The career of choice where I can make money,  
work anywhere, support a green economy and leave  
a legacy for the future”



### D. Industry as innovator

“Construction leading innovation in Canada”  
“Leading and driving innovation”  
“CCA drives innovation”  
“Industry drives innovation of new green  
construction materials”  
“Collaboration with owners and consultants  
is a standard practice”



### E. Advancing green objectives

“Canadian contractors propel past all targets”  
“Construction sector delivers on net zero, with proven track record”  
“Canadian construction reduces GHG by x% or by y volume”

## II. What opportunities has the industry taken advantage of?

### A. Immigration

- Harnesses immigration to help address labour shortage
- Adoption of immigration to help with labour shortage
- Reform the immigration point system
- Cracking the IRCC black box to access new Canadians and those interested in construction before they get here

- Small/medium size companies have tools/resources/skill sets through the LCAs to reduce barriers to entry for implementing HR/immigration policy
- Taking every advantage of immigration reform to help/assist industry survive and grow

## **B. Domestic workforce**

- Capturing domestic workforce in under-represented groups
- More outreach and a more inclusive industry
- Capturing the workforce that is already there
- Reform of school to value trades
- Engage youth
- Promote and sell our careers
- Pursue trade careers
- Industry: societal change to ESG leadership - Builders Code, Talent Fits Here
- Changing attitude toward high opportunity: occupations, wages, job security
- Values-based industry: tech, generosity, greening, work life balance
- Reform of school system and attitude to value the trades, take advantage of youth streams. Change the dialogue
- National job board
- Advocating to Canadian youth that a career in construction is a preferred career choice rather than just an option

## **C. Technology/Innovation**

- Technology
- Teams remote-working
- Could CCA get involved with research departments of universities (e.g., engineering)
- Having a central message board
- CCA helping with a mentor

## **D. Best practices**

- Enhances productivity
- Procurement strategies and practices improved – CCDC
- Find an agile and informed approach to policy

## **E. Infrastructure investment**

- Persuades federal government and provinces to invest in national building, trade corridor
- Canada's attitude embraces and enables investment
- Support of long-term infrastructure

### III. What is one thing CCA has put in place to make the headline come true?

- CCA and Canadian Business Council participation
- CCA help with grants and government funding with Innovation Canada for our membership
- Publicize successes internationally
- Lobbying and tracking innovation to show government what is working and what is not
- Lobby government to be open to changing specs and accepting new projects
- Advocated for efficient procurement policy
- Advocated for a national infrastructure program and policy strategic plan
- Focused, resourced, multi-stakeholder advocacy to realize opportunities
- Push for adoption of CCDC consistency across the country
- Providing venues/opportunities for the sharing of ideas across the country with the LCAs
- CCA hashtag that tracks industry green successes
- CCA dashboard to track green progress
- Advocated for efficient immigration policy
- Transparency from IRCC on who is applying/coming
- Strategy to educators, youth
- Social media campaign towards youth showing the multitude of career opportunities available and how exciting and inclusive they are
- Changed people's minds about our industry: worthy choice, construction is cool, make people see themselves in the industry
- Largescale events, support LCAs, reinforce relevant marketing campaigns, exposure to sites, educate parents and guidance counsellors

### IV. Any other feedback/suggestions?

- Perfect procurement
- No economy-no procurement
- Help NLCA establish an apprenticeship program
- Continue to lobby the government on the wheel of change. Give them an opportunity and platform for showcasing their accomplishments.
- Re-post LCA/provincial association social media feeds (sometimes it's hit and miss). Help us get our message out.
- CCA be the link to federal funding for R&D innovation progress. Be the contact with Innovation Canada to streamline. Track projects on innovation, stage/status and how long to get completed.

Contact:

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