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

**Vision**
Build a better Canada.

**Values**

<table>
<thead>
<tr>
<th>Industry first</th>
<th>Innovative</th>
<th>Inclusive</th>
<th>Smart and Débrouillard</th>
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</thead>
<tbody>
<tr>
<td>Every decision we make is guided by what’s best for our members and the industry while contributing positively to our communities.</td>
<td>We are open to new building and business practices and share this passion for innovation with our members.</td>
<td>We work collaboratively, transparently and collectively to achieve a stronger construction industry in Canada.</td>
<td>We apply best practices while getting things done.</td>
</tr>
</tbody>
</table>

**Lead**

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

- Be an information hub to quickly and effectively connect members to valued resources, emphasizing technology and innovative adoption.
- Better support our members’ adoption of tools and best practices.
- Improve and share knowledge of the market and customer needs.
- Share CCA’s thought leadership in accessible form.
- Be digital first in communications, content and services.

**Evolve**

Broaden membership and drive member value.

- Work collaboratively with partner associations to strengthen the services provided to our members.
- Review CCA governance model against best practices and improve effectiveness.
- Consider tiered services delivery model vs one-tiered.
- Broaden membership to ensure all voices are represented – from colleges and universities to owners.
- Seek non-dues revenue services to fund activities.

**What will success look like?**

- A more profitable, stronger, more harmonious construction industry, driving real economic impact in Canada.
- The CCA and its partner associations will be essential to members’ continued success.
- Construction will be an employer of choice, attracting a diverse and tech-savvy workforce.
- The CCA will be a sought-after advisor on issues of national importance and admired as a best-in-class association.

**Unite**

Unite the industry while proactively championing national issues that matter.

- Re-position the image of the industry to address workforce shortage by attracting diverse workforce including under-represented segments, women, Indigenous Canadians, new Canadians and others.
- Leverage our membership strength and engage members to build our advocacy.
- Deepen influence with government, bureaucracy, crown corporations and others essential to a vibrant economy and sustainable construction industry.