



## Advocate

We advocate and bring meaningful solutions to current and emerging issues facing the Canadian construction industry through public awareness and meaningful policy development.

### Key strategic initiatives

- Maintain CCA's national advocacy position in Ottawa with the federal government and include regional realities.
- Work with LCAs and RCAs to build a solid advocacy presence in provinces and major municipalities.
- Amplify CCA's key messages through the LCA and RCA communication channels.
- Increase awareness of the construction sector's value.
- Position construction as a respected, stable, and essential contributor to Canada's prosperity.
- Promote construction as a career of choice.
- Amplify key messages using LCAs and RCAs.
- Launch targeted (national) awareness campaigns to elevate the industry's visibility, perception, and impact.

### Outcomes

- The federal government consistently identifies CCA as the voice of the Canadian construction industry.
- Key policy issues that affect the Canadian construction industry are addressed and managed.
- Advocacy efforts in the Canadian construction industry are consistent and effective across Canada.
- Increased level of public awareness regarding the economic importance of the Canadian construction industry.
- Increased workforce in the Canadian construction industry.
- Increased number of students in construction study programs.



## Engage

We build impactful relationships with our members and partners to foster a unified and responsive construction community.

### Key strategic initiatives

- Increase regional relationships and collaborative projects with LCAs and RCAs with a focus on smaller LCAs.
- Utilize technology to engage members.
- Deliver a service mindset across all members and partners interactions.
- Expand the scope and understanding of what constitutes the Canadian construction industry.
- Share best industry practices and supporting resources/information.
- Utilize technology to support greater efficiencies and advancements in the construction industry.
- Strengthen partnerships and collaboration with LCAs/RCAs.
- Collect and act on regular member feedback to enhance satisfaction and address issues quickly with the LCAs.
- Regularly assess and improve services offered to members and partners based on their evolving needs.

### Outcomes

- Increased engagement with members and partners across events, channels, and campaigns.
- Increased collaboration with LCAs.
- CCA's membership base exceeds 18,000 direct and indirect members.
- CCA has a clearly defined, understood, and regarded (by the membership) value proposition.
- Increased member satisfaction levels with CCA and the services it provides.



## Advance

We are proactive in identifying innovative tools and practices that increase efficiency and productivity for CCA and the construction industry.

### Key strategic initiatives

- Create a technology and learning hub for members.
- Facilitate learning opportunities to support the identification and adoption of best practices in construction.
- Offer training and learning sessions, and develop program content on emerging best practices.
- Conduct a review of CCA's current business and membership model with a focus on sustainability.
- Build and maintain CCA staff capacity.
- Invest in staff development and operational capacity.
- Explore new revenue streams and service offerings.
- Review and manage services offered to membership.

### Outcomes

- Increased adoption of technology and best practices, in the Canadian construction industry.
- Increased member awareness of new technologies, practices and processes.
- Increased levels of innovation, productivity, and efficiencies in the Canadian construction industry.
- CCA's business and membership model is financially viable and sustainable.
- Increased ROI of CCA services and products.
- High level of CCA staff engagement and satisfaction levels (including succession opportunities and plans).

## Mission:

Elevate Canada's construction industry through advocacy, innovation, and collaboration.

## Values:

### 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.



Canadian  
Construction  
Association



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# CCA 2026-2029 Strategic Plan

Building a stronger  
Canada together