



Canadian
Construction
Association

Welcome to our **2019 Year in Review**

19





MARY VAN BUREN,
MBA, CAE
CCA PRESIDENT

Your voice matters

Message from the President

One year ago, the Canadian Construction Association (CCA) celebrated its centennial anniversary and marked the occasion by presenting its vision to “Build a better Canada”. Since then, we’ve been working diligently to increase our industry’s influence with government, enhance member services to help you in your continued success, and become a best-in-class association.

The strength of CCA lies in uniting our industry – the 1.5 million employees and the 20,000 member firms who employ them. When CCA is backed by your voice, we can, and do have an impact, which we have detailed throughout this report.

We created several new opportunities to make your voice heard with the government – from the first ever National Construction Day on November 26, to “Hill at Home” days, to a call to send a letter to MPs and candidates leading up to the election. Over 1,000 letters were generated – a good start!

With our new National Advisory Councils, CCA will be soliciting feedback on key issues from 75 members, to inform new policies or initiatives to help you, our members. It is through this dynamic leadership that CCA will continue to grow in influence and impact.

I am proud of all that we’ve accomplished together in 2019. When CCA volunteers, staff and local construction association partners join together; our industry is stronger.

As we look to 2020, we will be calling on you to participate in our advocacy efforts. Community benefits, the flow of infrastructure funds, the reprisal clause – are all issues that we need to work on together.

It is an honour and privilege to represent the industry and I am excited by the opportunities in front of us. I would like to thank the Board, association colleagues and our members for your continued support and engagement. I welcome any thoughts you have about our strategic focus and how the association can better meet your needs.

Best regards,

A handwritten signature in black ink, appearing to read 'mvanburen', with a long horizontal flourish extending to the right.

Mary Van Buren, MBA, CAE
CCA President



JOHN BOCKSTAEI,
CHAIR

We are all CCA

Q&A with 2019 CCA Chair, John Bockstael

WHY DOES THE CANADIAN CONSTRUCTION ASSOCIATION (CCA) MATTER TO THE INDUSTRY?

CCA is the only national construction association representing contractors – general, trade, civil – and manufacturers, service providers and suppliers in Canada. Backed by 20,000 member firms in an integrated structure of some 63 local and provincial construction associations, we have a strong pulse on what matters to the industry across the country.

INNOVATION HAS BEEN PRIORITY FOR YOU. WHY? AND HOW HAS CCA DRIVEN THIS ISSUE FORWARD?

Compared to international construction firms, Canadian contractors are falling behind on the development and acquisition of cost-saving technologies that can augment the productivity of their workforce. CCA has been actively promoting the importance of innovation and sharing best practices with our members. We introduced three new services to respond to member needs: the CONTACT Innovator Mentorship Program, a Scientific Research and Experimental Development (SR&ED) credit writing service and a new webinar series on hot innovation topics.

WAS THERE A PROJECT IN 2019 THAT WAS PARTICULARLY MEANINGFUL TO YOU?

One initiative that comes to mind is the celebration of our first ever National Construction Day on November 26. This was an initiative that was developed in collaboration with our partner associations; and was a huge success thanks to everyone's participation. We even broke into the top 10 trending tweets in

Canada! Our goal with Construction Day was to inspire the next generation of workers – women, youth, Indigenous and new Canadians – to see construction as a diverse and innovative industry. One that is filled with many interesting, creative and rewarding career opportunities.

THE WORKFORCE REMAINS A HOT TOPIC FOR THE INDUSTRY. WHAT IS THE CCA DOING IN THIS AREA?

It is no secret that construction is facing a serious workforce shortage as we brace for about 21 per cent of workers retiring over the next decade. It's also clear that the industry needs to change perceptions of what a career in construction looks like. CCA has been busy this year working to re-position the image of the industry as one that embraces inclusivity, diversity, innovation and technology. We published a business case for implementing diversity and inclusion in the workplace, and a youth outreach toolkit targeted at Grade 10 students. We also developed a campaign, to be launched in 2020, which will allow for participation by our members or associations.

WHAT MESSAGE DO YOU WANT TO LEAVE WITH MEMBERS?

The Canadian construction industry has a brilliant future ahead of it. We are a growing marketplace. Growth drives change, while change drives growth. This country has so much potential, and our industry is key to helping the nation realize that potential. We need to be sensitive to regions where the economy isn't as strong and work together to support initiatives that will help those communities and the country. There has never been a better time to be in this industry! We are stronger together.



John Bockstael
CCA Chair



Celebrating our successes in 2019

Together, we are creating a more proactive, responsive and engaging association. We could not meet our mission to inspire a progressive, innovative and sustainable construction industry without your help. Let's build a better Canada!



Lead

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

We are drivers of change at the Canadian Construction Association. Our goal is to ignite our members, partners and staff to make an impact. It is this mindset that has become the key ingredient to all that we've accomplished in 2019. To better serve our members and drive growth, we play a leadership role in developing industry consensus contract documents, recognize industry professional standards through the Gold Seal program, and advance the innovation agenda.

CCDC DOCUMENTS

[CCDC documents](#) are a great example of how the industry – from owners to architects and contractors – work together. We have issued 8 new and revised CCDC documents. In 2020 we will finalize and publish the much-anticipated update to CCA 1: Stipulated Price Subcontract. In late 2019, CCA piloted an introduction to CCDC documents webinar that has been viewed by over 350 people. Using technology strategically to share knowledge with more

people, this webinar was a complement to our face-to-face seminars and is an important step forward in being digital first in communications, content and services.

ADVANCING THE INNOVATION AGENDA

CCA is committed to advancing the innovation agenda. As governments and project owners begin to look at the life-cycle cost of their assets, to reduce greenhouse gas emissions and to seek out more sustainable solutions, the construction industry has an important role to play. Three new services were introduced in response to member needs. The [CONTACT Innovator Mentorship Program](#) matches aspiring innovators with industry experts. An impressive 15 mentees were selected this year by an independent panel of advisors. We also introduced a Scientific Research & Experimental Development ([SR&ED writing credit service](#),

which is a federal tax incentive program designed to encourage Canadian businesses of all sizes to invest in innovation. And lastly, [CONnected](#), is an increasingly popular new webinar series featuring discussions on hot topics in innovations.

GOLD SEAL

CCA encourages and recognizes industry professionalism through the [Gold Seal Certification](#) program. Gold Seal is a nationally recognized industry standard for certification of Canada's construction management professionals. It brings many benefits to the individuals who attain it, from skills development to industry credibility and career advancement. With a 25 per cent increase in applications in 2019, this program continues to be valued across Canada.



Unite

Unite the industry while proactively championing national issues that matter

We have been steadily increasing both the CCA's profile as a trusted, knowledgeable partner to the government and to our members as a strong advocate on issues that matter to them. Our work is paying off with increased member engagement and a higher profile with government and the media. Not only are we being featured more in trade journals, but CCA is also increasingly being asked to comment on issues for the national media – print and television. We have done countless interviews on issues like prompt payment legislation, the workforce shortage, and have consistently

argued for greater and urgent infrastructure investment with the release of the Canadian Infrastructure Report Card.

#CONSTRUCTION4CDNS

Being an election year, 2019 was a great opportunity to elevate our issues of concern to the government. We launched our campaign, #Construction4CDNs, and its associated website (construction4cdns.ca), to call attention to the importance of strengthening investor confidence, supporting innovation and

technology, planning and funding a long-term infrastructure strategy, and attracting a skilled, diverse and tech-savvy workforce. Over 1,000 letters were sent to candidates – demonstrating the strength of working together to the benefit of the industry.

HILL AT HOME

These four issues also formed the basis of our Hill-at-Home initiative – a first for CCA – that had members meeting with local MPs in their ridings to amplify the industry's voice in the summer leading up to the election campaign. CCA held 58 meetings, six of those with cabinet ministers and one with Andrew Scheer.

NATIONAL CONSTRUCTION DAY

Tuesday, November 26, 2019 marked CCA's first annual [National Construction Day](#). In collaboration with our partner associations, this day recognized and celebrated the dedicated, hard-working men and women instrumental in building and connecting our communities through infrastructure. Over the course of the day, we are proud to say that #Construction4CDNs was trending in Canada – cracking the top 10 at midday on Twitter! A [video](#) highlighting the exciting and diverse careers and people that make up our industry was launched in connection with National Construction Day, and as a preview of our larger Talent Fits Here initiative.

DIVERSITY AND INCLUSION STRATEGY

CCA has been busy this year working to re-position the image of the industry as one that embraces inclusivity, diversity, innovation and technology. We published a [business case](#) to guide companies in fostering diversity and inclusion in the workplace, and a youth outreach toolkit targeted at Grade 10 students. We also developed an exciting new public awareness campaign, Talent Fits Here, which will be launched in March 2020. Talent Fits Here is a national campaign created by CCA to inspire the next generation of workers – including women, youth, and Indigenous and new Canadians – to join the industry and make a lasting contribution to Canada. There is opportunity for everyone, and their talent and creativity are welcome in this diverse and innovative industry.

PROMPT PAYMENT

CCA advocated for and was successful in having the government use a consultative process prior to finalizing legislation on federal prompt payment. Following the report in June 2018, which addressed CCA's concerns and recommendations, prompt payment legislation was officially introduced on April 8, 2019 as the Federal Prompt Payment for Construction Work Act, a sub-section of Bill C-97, the Budget Implementation Act of 2019. We are proud to announce that the Federal Prompt Payment for Construction Work Act received royal assent on June 21, 2019.

CANADIAN INFRASTRUCTURE REPORT CARD

With our partners, CCA released the 2019 edition of the Canadian Infrastructure Report Card in October, which revealed that Canada's public infrastructure requires urgent attention in the coming decades. Data from this report will be used to help strengthen our case for a long-term infrastructure strategy. Large infrastructure projects – things like roads and bridges, light-rail transit construction, pipeline expansion, schools and hospitals, and wastewater management – all these things contribute to a country's economic prosperity, job creation and international competitiveness. We need the government to ensure year-over-year consistency and long-term predictability in funding these critical infrastructure projects.

#CDNCONSTRUCTIONGIVES

Through CCA's #CDNConstructionGives campaign, we have highlighted the charitable and community initiatives that companies, individuals and partner associations across the country have undertaken in their regions. From local charity fundraisers to volunteering time and equipment for community projects, our industry is an integral part of the neighbourhoods in which they work. With over 4.5 million impressions since we started the campaign last summer, together we are raising the profile of the industry as a good corporate citizen and an employer of choice! See all #CDNConstructionGives action on cca-acc.com/cdnconstructiongives.



Evolve

Evolve the association by broadening membership and driving member value

CCA is creating a more proactive, responsive and engaging association. 2019 was a year of big changes on the governance front that will see a new model instituted in 2020 creating over 100 opportunities for members to participate in shaping CCA's policies and priorities. We also strive to deliver value to our members through offering high-quality services and keeping members engaged and informed.

BECOMING A BEST-IN-CLASS ASSOCIATION

We have made significant progress towards modernizing the association. CCA's board had grown to 90 directors, well outside association standards for optimal and effective decision-making. At a special general meeting in September, CCA board and members unanimously endorsed the final recommendations brought forward by the governance renewal working group.

The new model will result in five National Advisory Councils reflecting the needs of civil infrastructure, trade contractors, general contractors, manufacturers, suppliers and services, and local construction associations (LCAs); and two new board committees (audit/finance and nominations/governance). The National Advisory Councils will play an important role in providing feedback to the new smaller board of 20, on important industry wide issues. This new structure, separating operations from strategy, will streamline decision-making and strengthen member engagement with our local construction association partners.

CONNECTING MEMBERS TO VALUABLE RESOURCES

One of CCA's goals is to connect members to valuable tools and resources, as well as to improve and share knowledge of the market. Our [Industry trends report 2019](#) is one such resource. In partnership with leading polling firm Abacus Data, CCA examined the factors that are influencing or will influence the industry over the next five to 10 years. The report shares the knowledge of industry leaders;

and will be helpful in shaping CCA's priorities moving forward. Other learning and training opportunities are provided through programs like the [Lean Construction Institute of Canada](#) and the [Canadian Design-Build Institute](#). A priority for 2020 will be to strengthen Lean communities of practice (COP) by helping interested partner associations launch and lead a COP.

CCA CONFERENCE

Over 600 delegates attended the annual conference in Bermuda in 2019 to share best practices, network and stay current on industry trends. CCA introduced an "innovation alley" to showcase new technology and, as always, celebrated members accomplishments through our [National Awards Program](#). Each year, we organize a comprehensive program based on current developments in the industry as well as feedback from delegates. These interesting and informative sessions are always interlaced with plenty of time to network with colleagues and enjoy the beautiful venue.



2019 Executive Committee

Back row: Francis Roy, Dave Graham, Stephen Coote, Henry Borger, Mike Reinders, Kevin McEvoy, Leslie Doka, Catherine DiMarco and John Flemming.

Front row: Ray Bassett (2nd National Vice-Chair, Honourary Secretary-Treasurer), John Bockstael (Chair), Mary Van Buren (President) and Joe Wrobel (1st National Vice-Chair).

Missing: Zey Emir (Immediate Past-Chair) and Brendan Nobes.

Looking back on 2019

Construction cares.

#CDNConstructionGives

Construction companies are in the business of building communities. We also make it our business to support our communities.

The generosity of our industry is outstanding - from food drives to fundraising initiatives - we care about our communities.



Building a better Canada



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