



CONSTRUCTION
ASSOCIATION OF NOVA SCOTIA

Construction Association of Nova scotia

Strategic Plan 2020 - 2023

Vision

The Construction Association of Nova Scotia will be the leading voice of the construction industry respected by members, government, industry and the public as a provider of the highest quality and value-added services.

Values

We believe in:

- Treating our members and staff with respect and fairness in a professional, consistent and open manner.
- Providing programs and services that meet member needs, are accessible, represent good value for money and are offered using first class facilities and technologies.
- Recognizing and rewarding those who contribute to our success and that of our industry.
- Keeping our members informed on current issues and promoting open discussion and decision-making.
- Speaking on behalf of our members on issues that are vital to the success of our industry.
- Fostering cooperation among construction professionals to continually improve industry standards and practices.
- Building our communities by fostering active support for the on-going needs of our communities.
- Fostering and promoting safety and environmental responsibility for the benefit of our members and their communities.

Priority Planning Areas

CANS is a member driven and sector focused association recognized for responsiveness, proactivity and excellence in service delivery. In keeping with its grass roots approach, from October 2019 to June 2020 CANS heard from upwards of 300 members and staff regarding the future priorities of the association and ideas for achieving these goals. Input on where and how CANS would best focus its capabilities was gathered through surveys, focus group discussions, individual interviews, polls and a virtual town hall. Views were exchanged, recorded, analyzed and themed. The Board of Directors and staff considered these views and the dynamic environment of the industry in charting the 2020-2023 priorities for the association.

There was a high level of consensus across all stakeholder groups as to the key priority areas – for industry impact and member value. Four key pillars or areas of focus stood out strongly as relevant and beneficial. As well, tactical approaches for achieving success in these arenas were brought forward.

CANS 2020-2023 Key Pillars and Tactical Approaches are presented in this document.

Government and Industry Relations

CANS will have been successful in the area of Government Relations when:

- CANS, building on its success, continues to be recognized as the key advocacy and lobbying group for the industry.
- Our influence is felt at all levels of government.
- Lines of communications between government and industry are fluid, open and consistent.

CANS will achieve this goal by:

- Identifying and advocating on issues faced by the sector.
- Ensuring our members are engaged in our government relations activities through participation and priority setting.
- Continuing to build collaborative partnerships to ensure success.

Workforce Development

CANS will have been successful in the area of Workforce Development when:

- Construction is seen as a career of choice.
- Our members report that they are meeting their workforce needs.

CANS will achieve this goal by:

- Connecting employers and potential employees—ensuring all opportunities including those less visible are known and considered.
- Promoting the construction industry proactively, often and early in schools and related organizations.
- Facilitating relationships and collaborating with groups related to immigration and diversity to advise of opportunities and options.
- Influencing workforce development policy, programming and training.

Industry Education and Training

CANS will have been successful in the area of Education and Training when:

- CANS education and training is recognized as the gold standard and is considered the most valuable training available to members and non-members.
- CANS is the leading provider of training for the construction industry in Nova Scotia, addressing member needs from Construction 101 to diversity training.

To achieve these goals CANS will:

- Partner and engage with government, business and community-based organizations to collaboratively address the industry specific and cultural needs of diverse communities. This includes offering culture and diversity training to educate management teams and businesses.
- Ensure course delivery is tailored to a virtual training format and easily accessible to all.
- Seek alliances with the best-of-the-best educators to ensure excellence in all our programs.

Innovation and Technology

CANS will have been successful in the area of Innovation and Technology when:

- CANS is recognized as a primary resource for knowledge and expertise regarding construction related technology & innovation.
- CANS members are among the most technically advanced construction communities in the world.
- Our members have access to innovation funds and economic tools to assist them in competing successfully.

CANS will achieve this goal by:

- Exploring the creation of an innovation hub and pursuing partnerships with other stakeholders, local businesses, government agencies, universities, etc.
- Becoming the go-to resource for members for advancements in technology and related opportunities available in the construction sector.

Operationalizing, Prioritizing and Measuring our Success

Each priority area is supported by a staff lead and a committee. On an annual basis, tactical operations plans will be updated to measure progress against the stated objectives. Our success will be determined by the sum of all activities and objective measurement. Where necessary, our budget, staffing, training and capital expenditures will be adjusted to support our Plan.