



Construction Association of Nova Scotia

Strategic Plan 2025 – 2028

PILLAR 1: GOVERNMENT & INDUSTRY RELATIONS

CANS will have been successful in Government & Industry Relations when:

- CANS is seen by members as a responsive, proactive advocate on regulatory, policy, and advocacy matters that are a priority to members and industry.
- Lines of communications between government and industry are fluid, open and consistent.
- Our influence is felt at all levels of government.
- Best practices and standard procedures are clearly established and proactively communicated across industry.
- Training institutions are held accountable to industry standards, producing dedicated, well-prepared workers who help close the labour shortage.
- Our communications embrace modern, efficient and interactive media.

CANS will achieve this goal by:

- Maintaining timely, transparent communication and engaging members regularly on emerging issues and policy changes.
- Building strategic relationships, presenting unified industry positions, and consistently participating in policy consultations.
- Collaborating with government, training institutions, and industry partners to align curriculum with labour market needs, advocate for higher standards in skills training, and monitor outcomes to ensure graduates are job ready.
- Proactively communicating industry's priorities.

PILLAR 2: INNOVATION, PRODUCTIVITY & TECHNOLOGY

CANS will have been successful in Innovation, Productivity & Technology when:

- Member companies report increased awareness of emerging technologies and feel confident in adopting new technology tools that improve innovation and productivity.
- CANS is recognized regionally as a key promoter and educator of technology-informed best practices in construction.
- Members leverage access to innovation funds and economic tools that strengthen their ability to compete and grow.
- CANS continues to deliver modern and efficient access to information, tenders, and services.
- Our platforms for all activities, events and engagement are modern, efficient and reflect the marketplace.

CANS will achieve this goal by:

- Providing members with opportunities to learn about AI and emerging technologies to enhance productivity, competitiveness, and industry performance.
- Hosting technology-focused events and workshops to showcase emerging tools, share best practices, and connect members with experts and innovators.
- Facilitating access to innovation funding and economic development programs that support tech adoption and modernization.
- Sharing insights on industry trends and forecasts to key stakeholders, including government, industry, and sector partners.
- Collaborating with industry stakeholders to champion a shared, actionable approaches to innovation.

PILLAR 3: WORKFORCE DEVELOPMENT

CANS will have been successful in Workforce Development when:

- Construction is positioned as a career of choice in Nova Scotia, helping attract talent and unlock new opportunities across the province.
- Members recognize CANS programs and events as valuable resources for career development, networking, hiring and workforce planning.
- Members report that they are meeting their workforce needs.

CANS will achieve this goal by:

- Partnering with government, training institutions, and industry partners to align curriculum with industry standards and create pathways for new entrants.
- Advocating for targeted government investment and promoting construction careers through outreach, education and partnerships.
- Seeking and attracting investment required to support our initiatives, events, platforms and training.
- Continuing to attract young workers through school outreach, promotional campaigns and career awareness initiatives.
- Delivering targeted events and programming such as immigration workshops, Building Futures for Youth and job fairs to connect talent with opportunity.
- Supporting members with immigration needs by offering resources, programming and connections to settlement services.
- Expanding accessible, low-or no-cost learning opportunities for members to raise awareness about emerging trends shaping their businesses.

PILLAR 4: INDUSTRY EDUCATION & TRAINING

CANS will have been successful in Industry Education & Training when:

- CANS is recognized as the training provider of choice for industry, as evidenced by steady or growing enrolment and strong course evaluations.
- Members consistently recognize training initiatives as effective in closing skills gaps, strengthened workforce capabilities, and contributed to lower turnover across the industry.

CANS will achieve this goal by:

- Delivering high-quality private and public training aligned with industry needs to help employers retain skilled workers, reduce onboarding costs, support growth, and build long-term workforce stability.
- Ensuring members have access to clear pathways for upskilling, certification, and career advancement.
- Updating training programs regularly to reflect emerging topics such as workforce wellness, leadership development, modular construction, or digital project tools.
- Extending training programs to support success across all other strategic pillars.

PILLAR 5: CONNECTION AND INDUSTRY COMMUNITY

CANS will have been successful when:

- CANS is seen as the leading connector of people and organizations in the construction industry.
- CANS events, programs and services are widely recognized by members as essential to their business success.
- Members actively engage with CANS in ways that deliver meaningful value to both their professional growth and organizational performance.

CANS will achieve this goal by:

- Developing strategic partnerships with local organizations, institutions, and stakeholders to strengthen shared connection goals and resources.
- Fostering connection by creating opportunities for face-to-face networking, business development, and engagement among members and beyond.
- Delivering events and programming that showcase the strength of industry, celebrate CANS Members, and reinforce the value of the Association.