



Canadian
Construction
Association

2019 election campaign kit



About the Canadian Construction Association

Members firms join CCA through their local or provincial construction associations and are entitled to numerous membership benefits including standard documents, construction guides, as well as updates on federal public policy and regulatory requirements.

Across Canada, CCA represents more than 20,000 members firms drawn from 63 local and provincial integrated partner associations. CCA gives voice to the public policy, legal and standards development goals of contractors, suppliers and allied business professionals working in, or with, Canada's non-residential construction industry.

About construction in Canada

- Construction in Canada employs 1.5 million Canadians, which accounts for 7.5 per cent of Canada's total workforce.
- The industry is responsible for nearly \$141 billion in economic activity annually, or 7.2 per cent of Canada's overall Gross Domestic Product.
- In the decade ahead, the Canadian construction market is expected to become one of the top 10 largest in the world, driven primarily by global demand for natural resources and the urgent need to modernize Canada's aging national infrastructure.

Key election 2019 issues

The following are the key issues that the association and construction companies across Canada will be advocating for going into the 2019 election. You may pick and choose which you would like to advocate based on your business operations and priorities. The following issues are not in any order of importance.

Strengthening investor confidence

Key messages:

- In 2017, Statistics Canada released data showing direct investment into the country was \$33.8 billion – the lowest level since 2010 and well short of the record high of \$126.1 billion back in 2007.
- Delays to the expansion of the Trans Mountain pipeline, the imposition of the federal carbon pricing program and many of the proposed changes to environmental legislation in the form of Bill C-69 have eroded investor confidence in Canada.
- A lower American corporate tax rate and less project risk, combined with the increased costs of doing business in Canada, makes the U.S. more attractive for business investment.
- Investments in projects are key to the construction industry as it drives employment and economic growth.

Recommendations:

- CCA is urging the federal government to remove any further regulatory delays to the Trans Mountain Expansion Project. While CCA welcomed news that a decision was reached to greenlight the project, it is crucial that the government remove any regulatory challenges to the pipeline's construction. Any further interruption may impede investment, employment, innovation and technology development.
- CCA recognizes that climate change poses a real threat to the global environment, however, is asking that the federal government offer certain exemptions to the heavy construction sector.

Infrastructure planning

Key messages:

- Local infrastructure is critical to the quality of life of Canadians and the competitiveness of our country.
- We rely on power generation, roadways and transit, water management, hospitals and natural resource development to function personally, socially and economically.
- Much of Canada's infrastructure was built in the 60s and 70s, and is now aging. The federal government responded appropriately with such initiatives as the Investing in Canada Plan, which commits \$180 billion in federal funding for public infrastructure over 12 years, and the Canada Infrastructure Bank, which invests funds into projects while generating revenue through public and private capital.
- CCA is concerned that funding levels could change following the 2019 federal election.
- Fluctuations in the delivery of funding to projects cause inefficiencies across the system.
- Funding must be made steady, reliable and consider long-term infrastructure realities.

Recommendations:

- CCA believes that the government of Canada must commit to a 25-year plan for infrastructure spending in Canada.

Supporting innovation

Key messages:

- Construction is one of the largest economic sectors in Canada, driven in part by the global demand for natural resources and the urgent need to modernize Canada's infrastructure.
- Yet, the Canadian construction industry lags behind other industrialized countries in productivity, innovation and technology.
- To secure its path for growth, it is imperative that innovation and technological advancement be championed within the right policy framework.
- 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.

Recommendations:

- CCA is asking the federal government to become a partner in providing the necessary framework and investment to enhance industry-wide collaboration for innovation in the construction industry.

Attracting a skilled and diverse workforce

Key messages:

- The industry is facing a serious workforce shortage as we brace for about 21 per cent of workers retiring over the next decade.
- A strategy is needed aimed at recruiting, retaining and re-training a diverse, skilled and tech-savvy workforce in order to keep this important economic sector healthy and competitive.
- To address labour shortages, the construction industry continues to promote the skilled trades as an excellent opportunity for all Canadians to consider as a career path.
- While the federal government has a responsibility to ensure all industries are a viable place to work for any Canadian, micro-focused regulations for the construction industry can hinder overall growth and productivity for all.
- The entire industry has always been committed to benefiting communities, but getting policies right is critical for meeting our infrastructure needs and addressing labour shortages.

Recommendations:

- CCA is calling on the federal government to increase funding for career and technical training programs.
- CCA is asking that the federal government invest with CCA in programs that promote the industry as an employer of choice to new Canadians, Indigenous groups, women and other under-represented groups.
- CCA is asking that the current procurement process remain the same to ensure productivity and competitiveness.

Meeting pointers

1. Arrive at least 15 minutes early for your meeting in order to respect the time of the MP and organize your thoughts and materials.
2. Remember to turn off your cell phone before entering a meeting.
3. Address MPs respectfully, do not assume anything about their positions on topics based on their party; approach the discussion as an interested member of the community who wants to discuss solutions to a very important issue.
4. Keep in mind that most politicians will afford you only 15-30 minutes, so you should be brief and to the point. If there are two or more individuals at the meeting, you should decide on a principal spokesperson to handle the main points. Keep in mind, however, all individuals should feel free to comment at any time.
5. Open your meetings by thanking the MP for having taken the time from his or her busy schedule to meet with you and discuss issues facing the construction industry.
6. Introduce yourselves and CCA by giving your name, title and the organization you work for and its contributions to the local community.
7. Say a few words about the purpose and aim of your meeting (refer to key messages).
8. Remember to leave time for the MP to ask you questions.
9. Have a concrete request – Ask the MP to take action, either within their party, or in government if they are elected, e.g.: “Will your party commit to the Trans Mountain Pipeline?”
10. Wrap up the meeting by thanking the MP and leave behind the concise information package provided to you. Make sure to add that if they have any further questions, to not hesitate to personally contact you or the association.
11. Complete one feedback form for each meeting and return to Liam at ldaly@cca-acc.com.
12. Expect the unexpected. Some of your meetings will be cancelled at the last minute or will move to a different time/location. MP offices are extremely busy and you will need to accommodate the schedules of the MPs with whom you meet.
13. Ask for a picture. Most candidates use social media and will be more than happy to take a picture with you. They can use it for themselves and we can use it for our own channels. You can then tweet it with the #Construction4CDNs hashtag, or email it to Liam Daly (ldaly@cca-acc.com) or Jadranka Bacic (jbacic@cca-acc.com) who can tweet it out from the main CCA twitter account.



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Feedback form

Your name and city/riding: _____

Name of candidate you met with: _____

Candidate's political party: _____

Date of meeting: _____

1. Was the candidate familiar with the issues affecting the industry?

Yes

Somewhat

No

2. Was the official supportive of CCA's position?

Yes

Somewhat

No

General comments and feedback from the meeting:

Canadian Construction Association key contacts

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