

The Future Starts Now. // 2017-2020 strategic goals

1. Our vision for the future

As a \$16-billion industry, construction provides 8.6 per cent of BC’s wealth and employs more than 225,000 workers, making it BC’s largest employer in the goods sector. We believe that excellence, underpinned by a culture of learning and innovation, is a critical factor for the survival and prosperity of VRCA’s members and BC’s construction industry as a whole.

Our Big Hairy Audacious Goal (BHAG) is to be Canada’s premier construction centre of excellence by 2027. We believe that as a construction centre of excellence we will bring about the transformational change required by our members, the industry and society to navigate the future successfully, by catalyzing the adoption of best-in-class, innovative construction processes, technologies, materials and business strategies.

2. Our strategic goals

The centre’s activities will elevate to a new level VRCA’s industry roles – to Educate, Advocate and Facilitate – and comprise the evolution of current, and the development of new programs and services to harness the opportunities and address the problems and challenges facing members now and in future. The pillars will be underpinned by a foundation of four business goals to optimize the use of VRCA’s building, achieve full brand recognition as a construction centre of excellence in the marketplace, continue to adopt best practice board governance and operational processes and procedures, and achieve long-term financial viability.

Our seven 2017-2020 strategic goals define what we want to achieve in the period. They are to:

EDUCATE	ADVOCATE	FACILITATE
1. Foster a culture of continuous learning across the industry by providing world class technical and non-technical education and training.	2. Foster an environment that encourages collaboration, innovation and adoption of standard practices in order to promote fair, open and transparent business practices across the industry.	3. Enable connections and opportunities across the industry by providing a range of business-oriented programs, services and support that include first-class networking opportunities.
4. Optimize the use of VRCA’s building as an important educational and promotional tool for construction best practices.		
5. Achieve full brand recognition as the premier Construction Centre of Excellence in Canada through VRCA’s programs, services and advocacy work.		
6. Lead by example through adoption of best practice board governance and operational processes and procedures that support delivery of VRCA’s vision and mission.		
7. Achieve long-term financial viability through exceptional leadership.		