

# Canadian Construction Association Overview and Challenges



## Overview

The Canadian Construction Association (CCA) was founded in 1919 as an association of construction practitioners representing Canada's heavy civil, and institutional, commercial and industrial construction industry. Across Canada, CCA represents more than 20,000 member 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 heavy civil, and institutional, commercial and industrial construction industry.

## Challenges

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### Challenge 1

#### Workforce development

More than hammers and helmets, construction is fast becoming a tech-savvy business especially with the increased use of Artificial Intelligence (AI), augmented and virtual reality (AR & VR), drones, automated driving / operating equipment, etc. Although these new technologies are creating paradigm-shifting changes in construction, there is a continued misconception that construction is labour intensive and not an exciting career choice. There is also a need to attract the next generation workforce including women, Indigenous Peoples and new Canadians to the diverse opportunities that exist

**How can construction companies attract more under-represented groups including women, Indigenous, new Canadians, to their workforce? (e.g. what messages will resonate and what channels should be used?)**

### Challenge 2

#### Innovation

As new technologies are integrated into construction operations, they can aid in the design, build, and maintenance of Canada's infrastructure. But new policies, particularly around the procurement of these technologies, are needed. For example, governments must consider whether to fund SMEs in construction to try new technologies, which might in turn prompt technology advancement and use in the industry.

**How can Canada leverage innovation and better technology use to design, build and maintain sustainable infrastructure? What are the policy, procurement and build implications?**

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