

## VISION

To improve the image and quality of roofing in Canada.

## MISSION

CRCA unites Canada’s roofing industry to promote best practices and excellence in roofing construction.

## VALUES

1. **Accountability** – Owning our actions and delivering on commitments.
2. **Integrity** – Acting with honesty, fairness, and professionalism.
3. **Quality** – Promoting excellence in roofing standards and practices.
4. **Collaboration** – Working together to strengthen the industry.
5. **Leadership** – Guiding the industry through advocacy and best practices.

## KEY RESULT AREAS (KRA)

Strengthen National-Provincial Collaboration and Member Engagement	Support Workforce Development and Industry Sustainability through Provincial Associations	Elevate National Technical and Policy Influence	Enhance Organizational Capacity and Governance
<p><b>Objective:</b> Build a cohesive, member-focused organization that respects regional strengths while delivering national value.</p>	<p><b>Objective:</b> Support long-term labour force development and industry resilience in response to demographic, technological, and climate pressures.</p>	<p><b>Objective:</b> Be the authoritative national voice for the roofing industry in shaping policy, regulations, and standards.</p>	<p><b>Objective:</b> Build a high-performing, well-governed CRCA that is fit for purpose.</p>
<ul style="list-style-type: none"> <li>1.1 Clarify and align roles between CRCA and provincial associations to better serve members</li> <li>1.2 Explore and implement approaches to support shared agenda setting and improved communication.</li> <li>1.3 Work toward a deeper understanding of member needs through provinces</li> <li>1.4 Foster more open, two-way communication - provincial associations and contractors</li> <li>1.5 Convene events that foster industry relationship building</li> </ul>	<ul style="list-style-type: none"> <li>2.1 Advocate for national programs (immigration, apprenticeship, skilled trades recognition)</li> <li>2.2 Develop and support tools, partnerships, and campaigns and seek federal supports to attract and retain workers</li> <li>2.3 Strengthen roofing construction visibility and credibility as a career choice</li> <li>2.4 Position CRCA as a knowledge hub for workforce and sustainability issues</li> </ul>	<ul style="list-style-type: none"> <li>3.1 Engage with federal government on procurement</li> <li>3.2 Continue to influence federal government standard and code setting</li> <li>3.3 Represent the industry in high priority cross-sector dialogues on construction, infrastructure, and labour</li> </ul>	<ul style="list-style-type: none"> <li>4.1 Review and modernize governance model (by-law, policy, representation) to reflect member input</li> <li>4.2 Develop Board and staff capacity aligned with strategic priorities – provide training as needed</li> <li>4.3 Ensure CRCA financial sustainability</li> <li>4.4 Implement KPIs and accountability systems for performance management</li> <li>4.5 Secure resources to deliver on the strategy (staffing, funding, partnerships)</li> </ul>