



BOMA Canada Builds Advocacy Network

One of BOMA Canada's key roles is to actively advocate on issues of national concern, to generate value for the industry in general and for BOMA members in Canada in particular. This is achieved by developing industry coalitions, informing and acting on crucial issues, and voicing position statements to Canadian federal agencies, political leaders and the media.

To better fulfill our advocacy mission, BOMA Canada's Government Affairs Committee has initiated a new Advocacy Network whose mandate is to gather and share advocacy related information from and amongst BOMA Canada's national advocacy committees and their local counterparts across the country. This national advocacy network will more effectively capture the wealth of knowledge and information on the issues currently being addressed both locally and nationally, and facilitate a forum for the on-going sharing of this information and identification of subject experts across the country. BOMA Canada will coordinate advocacy efforts across the country, to avoid duplication and achieve the optimum utilization of volunteer resources.

The objectives of this Advocacy Network include identifying and sharing information on issues being addressed by individual BOMA local associations in Canada which may be of interest to other local associations across Canada. In addition, BOMA Canada will facilitate the sharing of information on local associations' issues which are or may become national in scope. A third objective is for BOMA Canada to develop a resource base of people with subject matter expertise, to enable that expertise to be applied across the country to specific issues on both local and national levels. In launching this network, BOMA is recognizing and capitalizing on the value of pooling our committee and advocacy resources across the country, to better serve and represent the concerns of BOMA members and our industry.

On behalf of the commercial real estate industry, BOMA Canada is also proud to be a founding and active member of a national Industry Task Force on Climate Change and Green Buildings, with the national construction, architectural and consulting engineers' associations. The Task Force was established to ensure that the buildings industry is recognized as a key stakeholder, and is a beneficiary of federal incentives and funding to support climate change initiatives. Plans are underway for an industry event on Parliament Hill in the fall, to further enhance the industry's profile with federal decision-makers.

Our most important initiative in 2004 is the national launch of the "BOMA Go Green" environmental stewardship program. This pioneering effort, first launched by BOMA British Columbia last fall, and being spearheaded by BOMA Canada, was developed by the industry, for the industry, to recognize green buildings across the country and to foster increased environmental consciousness in the industry. We feel that this groundbreaking program is being launched at a vital time for our industry, both in Canada and outside the country.

BOMA Canada brings value and strength in numbers to individual BOMA members and the local associations across Canada. BOMA Canada will continue to lead the charge, solidifying current relationships and building new ones, to benefit all our members. The alliances we forge, through our advocacy and environmental initiatives, will allow our organization to leverage its strengths and assist our entire industry.

Article prepared by David W. Patton, Chair, BOMA Canada Government Affairs Committee, with BOMA Canada staff

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