



## BOMA Canada Partners in National Advocacy Event in Ottawa

In our continuing role of building national partnerships and building awareness of our industry with federal leaders in Canada, BOMA Canada will again be jointly hosting an exclusive advocacy event on Parliament Hill in Canada's Capital, Ottawa this November, in partnership with five other national buildings industry associations. The event, now in its third year, had been planned to take place in November 2003, but was necessarily postponed, when parliament was prorogued, and a federal election called in Fall 2003.



With a new federal cabinet and parliament in place, the time is right to actively increase and enhance our industry's profile with federal decision-makers, and reinforce our message that the industry represents significant economic impact and influence. All cabinet ministers, members of parliament and senators have been invited to this Parliamentary Reception, as well as major and trade media. The event is expected to provide the opportunity to enhance and build stronger ties with key federal leaders, ensuring that BOMA Canada and our partners are viewed as important stakeholders, and that all have a say in issues and initiatives that will impact the industry.



BOMA Canada's partners in this initiative are the Canadian Construction Association, the Association of Consulting Engineers of Canada, the Royal Architectural Institute of Canada, the Canada Green Buildings Council, and Construction Specifications Canada. The national associations collectively represent all aspects of Canada's design, construction and buildings industry, and we have also collaborated with these organizations on the Industry Task Force for Green Buildings, in recent years.



The evening reception, entitled "*Building Canada's Sustainable and Livable Communities*" will be structured to build recognition for the scale and scope of the largest industry sector in Canada, to emphasize our focus on sustainability and green buildings initiatives, and to educate political leaders about the contribution of the construction, design, and buildings industries to Canada's high quality of life. We are setting out to demonstrate that ours is a dynamic, "new economy" industry, to underscore the importance of the industry in the Canadian economy, and to improve the image of the industry with respect to its commitment to the principles of environmental sustainability. Also, consistent with our objective to leverage our visibility and advocacy power through strategic partnerships, we are strengthening our relationships with the other influential associations involved through this project.



The event has been billed as a unique opportunity for federal decision-makers to meet in an informal setting with the leaders who shape the inter-related industries of design, construction, and building management in Canada, to see the industries in action, and to learn how we are working together, dedicated to environmental sustainability. The evening will include senior industry officials from each association on hand to meet directly with Parliamentarians; an on-screen presentation featuring images of our industries at work; a building demonstration by students from the University of Ottawa and Carleton University; and brief presentations by leaders of each participating industry association, highlighting their specific role in the sector, industry statistics and sustainability initiatives.



The federal government is a key partner in the building and construction industries, and the interaction with federal leaders will ensure that the lines of communication between our industries and the federal government are strong, open, and mutually beneficial.



## BOMA Canada Partners in National Advocacy Event in Ottawa (continued)

### Key Messages:

- Designing, building, operating and managing Canada's infrastructure and facilities, involves a vast array of Canadian talent and significant cross section of the country's economy
- Our combined industries represent over 12% of Canada's Gross Domestic Product.
- The sector employs millions of individuals across Canada
- "Green" buildings are being erected every day, which take into consideration land use, design, construction and operational strategies that are friendly to the environment.
- The buildings that we design, develop, build and operate, impact every part of every community, from residences to recreational facilities, from institutions to workplaces.
- Our industries and our combined thousands of members across the country, recognize the importance of environmental stewardship, and are working diligently to do our part.
- Collectively, the industries represented have built this country, and we are working together to meet the challenges that the future presents.

### Participating organizations

- Association of Consulting Engineers of Canada (ACEC) - [www.acec.ca](http://www.acec.ca)
- Building Owners & Managers Association of Canada (BOMA) - [www.bomacanada.org](http://www.bomacanada.org)
- Canada Green Building Council (CAGBC) - [www.cagbc.ca](http://www.cagbc.ca)
- Canadian Construction Association (CCA) - [www.cca-acc.com](http://www.cca-acc.com)
- Construction Specifications Canada (CSC) - [www.csc-dcc.ca](http://www.csc-dcc.ca)
- Royal Architectural Institute of Canada (RAIC) - [www.raic.org](http://www.raic.org)

*Article prepared by BOMA Canada staff*

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