



In our continuing role of building national partnerships and increasing awareness of our industry with federal leaders in Canada, BOMA Canada was pleased to jointly host an important advocacy evening on Parliament Hill in Canada's Capital, Ottawa, in November. In partnership with five other national building industry associations, the successful event served to increase and enhance our association's and our industry's profile with federal decision makers.

Canada has a new federal cabinet and parliament in place, therefore this activity occurred at an ideal time to actively engage with federal decision-makers, and reinforce our message that our industry represents significant economic impact and influence. With over 150 government representatives in attendance, including cabinet ministers, members of parliament, senators and senior staff, the event achieved one of its key objectives, which was to forge stronger ties with key federal leaders. By bringing together BOMA Canada and our industry partners, we believe the government was reminded that not only are we important national stakeholders, but we are also working together on issues and initiatives that will shape and impact the industry and our country.

The evening reception, entitled "*Building Canada's Sustainable and Liveable Communities*" was 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. Through a series of very productive one-on-one encounters through the evening, representatives from BOMA Canada and other industry organizations were able to establish important connections which we can now draw upon for additional communication, when needed, with senior government officials. BOMA Canada, like all participants at the event, believes that developing and nurturing strong connections in this proactive fashion sets the stage for further positive interaction and future dialogue.

The event presented an ideal opportunity for federal decision-makers to meet in an informal setting with the industry 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.

BOMA Canada's partners in hosting this exclusive evening reception were 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. Our industry's 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. Our common participation in this advocacy event served to highlight to those in attendance that we have solidarity on issues of common importance.

Also, consistent with our objective to leverage our visibility and advocacy power through strategic partnerships, BOMA Canada was pleased to strengthen its relationships with the other influential national associations involved through this project.

In addition to providing a forum for individual dialogue, the event also demonstrated that ours is a dynamic, "new economy" industry and underscored the fundamental importance of commercial real estate and construction to the Canadian economy. BOMA Canada took the opportunity to focus on its "Go Green" initiative, and the evening's presentations also reinforced BOMA's commitment to environmental responsibility and showed that we are in a leadership position on this front. Federal officials recognized that our industry has taken great strides towards environmental sustainability. 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.

As in other countries, in Canada, the federal government is a key partner in the building and construction industries, and continued positive interaction with political leaders will ensure that the lines of communication between our industries and the federal government are strong, open, and mutually beneficial. By presenting our messages in a positive setting and with a collective voice, BOMA Canada is confident we served to remind the federal government that the industries represented have not only built our country, but also are continuing to work together to meet the challenges that the future presents.

*Article prepared by BOMA Canada Staff*