



WESTERN CANADA ROADBUILDERS &  
HEAVY CONSTRUCTION ASSOCIATION (WCR&HCA)  
#3 – 1680 Ellice Avenue, Winnipeg, Manitoba R3H 0Z2

## WCR&HCA BACKGROUND & HISTORY

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Originally known as the *Prairie Roadbuilders Association*, the WCR&HCA was founded in 1943 in Regina, Saskatchewan.

The first members were the roadbuilder associations of Saskatchewan and Manitoba. The Alberta Roadbuilders Association joined in 1956, followed by the British Columbia Roadbuilders Association in 1973. At that time, the Association's name changed to the *Western Canada Roadbuilders Association*. In 1996, the association name was expanded to better reflect the full spectrum of industries represented, to become the *Western Canada Roadbuilders & Heavy Construction Association*.

## MISSION STATEMENT & MANDATE

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The WCR&HCA is guided by its Mission Statement: "*Committed advocate for economic and industry growth.*"<sup>1</sup>

The organization's mandate is to advocate for sustained and strategic investments in Canada's core infrastructure and transportation networks that, in turn, support productivity enhancements, competitiveness and economic growth for the western region and the country.

This approach recognizes that growing the economy is the nation's most important priority, without which there is no revenue capacity for governments to support programs that sustain or enhance Canada's quality of life and globally envied standard of living.

## PUBLIC POLICY & RELATED ENGAGEMENT HIGHLIGHTS

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Consistent with its mission statement, the WCR&HCA has engaged in the following highlight areas of public policy:

**National Highways Commission:** in 1953 called upon the national government to establish the Commission to coordinate all matters associated with construction of national highways in support of economic growth.

**The Road & Information Program Canada (TRIP/Canada):** formed in 1983, it underpinned national advocacy efforts in support of sustained and strategic investment in Canada's core infrastructure needs. (TRIP/Canada has since become known the Canadian Construction Association's Civil Infrastructure Council standing committee, through which national lobby efforts are marshalled.)

**National Infrastructure Policy (NIP):** adopted in 1995, it led what became a national effort to advocate for three public policy areas: municipal infrastructure deficit; national highway system; and strategic infrastructure investments enabling new economic activity. Elements of the NIP were reflected in the 2007 federal budget.

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<sup>1</sup> For a more complete review, see [http://www.wcrhca.org/PDFs/AGM\\_Reports/2015/committed-advocate-for-economic-and-industry-growth-as-adotped-march-2016.pdf](http://www.wcrhca.org/PDFs/AGM_Reports/2015/committed-advocate-for-economic-and-industry-growth-as-adotped-march-2016.pdf)

**Transportation Awareness Partnership (TAP):** to better influence public opinion, in 2004 the WCR&HCA led the formation of the TAP to raise public awareness of the importance of transportation to Canada's standard of living.

**Western Canada Transportation System:** initiated by the WCR&HCA following the 2005 Western Transportation Ministers' Report, which called for a strategic transportation system for Western Canada. Led by the WCR&HCA, advocacy efforts resulted in a 2007 provincially endorsed report outlining its broad footprint.

**Infrastructure & the Economy:** in 2008, the WCR&HCA initiated advocacy at the national level that infrastructure investment is the engine that fuels economic growth. The Canadian Construction Association (CCA) adopted the proposition as its primary infrastructure messaging in 2010. This led to the CCA Civil Infrastructure Council commissioning two reports by the Canada West Foundation – *At the Intersection: The Case for Sustained and Strategic Public Infrastructure Investment (2013)*, and *Building on Advantage: Improving Canada's Trade Infrastructure (2014)*; and one by Mowat Centre: *From the Ground Up: The Role of Local Governments in Building Canada's Economic Infrastructure Network (2015)*. These reports continue to influence national stakeholders' views and Canada's public investment in trade-enabling infrastructure.

**Trade Team West (TTW):** building upon the above, in 2016 the WCR&HCA launched the TTW advocacy initiative encouraging the four Western Canadian provincial governments to adopt policy and programs supporting integrated, sustained and strategic investment in new and existing multi-modal infrastructure assets (road, rail, air, marine, pipelines) to further enhance Western Canada and Canada's global-trade profile.

**Training & Education:** the WCR&HCA has supported strategies that assist attracting, training and retaining a skilled workforce, to meet the growing demands of the construction industry.

**New West Partnership Trade Agreement:** supported the principles underpinning the New West Partnership for inter-provincial cooperation on economic development.

**Indigenous Engagement:** initiated and chaired a Canadian Construction Association Task Force resulting in the 2016 publication of an award-winning CCA Indigenous Engagement Best Practices Guide.

**Trade ROI to GDP:** the WCR&HCA initiated, found support and funding for a broad array of stakeholders to invest in a Canada West Foundation report to be released in 2021, which reminds the public, political leaders, policy makers and key stakeholders of the importance of a trade-enabling transportation system to Canada's ongoing economic and therefore social wealth.

**Western Canada Trade Gateway & Corridor Initiative:** the WCR&HCA is advocating with the federal input and regional provincial premiers, the critical need for a sustained '*Western Canada Trade Gateway and Corridors Initiative*' which incents public/private trade investment across Western Canada, to advance the regions and our country's economic and security interests.

Our gateways and trade corridors include marine, road, rail, and air modes supporting freight and passenger flows of regional and national significance for international commerce. The program objective would be to support economic revival in Western Canada post pandemic, to improve our domestic competitiveness in world markets harnessing the ROI of trade, and in the process, promote our national security interests.

**Engagement with the CCA:** the WCR&HCA is the industry's voice at and with the CCA on key issues, including: linking the strategic investment in trade-enabling infrastructure and economic growth; accelerating and clarifying federal infrastructure funding programs; the pursuit of regular 'Canada infrastructure report cards,' which assess the condition of Canada's municipal infrastructure; silica management and best practices guide; standard specifications and contracts; vigorous opposition to any impediment to the free movement of goods and services across Canada, and opposition to the use of reprisal clauses by public sector entities.

## **CURRENT STRUCTURE & AFFILIATIONS**

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The Board of Directors is composed of two directors and the chief operating officers from each of the member associations. The Chair position normally rotates annually amongst the provinces in a westward direction.

The WCR&HCA and its members network and advocate broadly with key public and private stakeholders, the media, public, and governments in Western Canada and nationally.

The WCR&HCA is active within the Canadian Construction Association through participation on its Board and various committees addressing industry advocacy and regulatory affairs, and business and market development.

## **HR RESOURCES**

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The Board Chair, Directors and respective member association Chief Operating Officers, each serve the Board as volunteers without remuneration.

Since in or around 1995, the WCR&HCA headquarters have been hosted at and supported by, the offices of the Manitoba Heavy Construction Association (MHCA) in Winnipeg, Manitoba.

The President of the MHCA also serves as president of the WCR&HCA without remuneration. Staff at the MHCA provide required administrative support without additional remuneration.

April 2021