



Construction  
for Canadians

# Construction for Canadians

2025 Election Advocacy Toolkit



# Your voice is more important than ever.

Construction affects every Canadian. It shapes Canada's physical landscape, grows our economy, strengthens communities, and plays a critical role in building a prosperous and resilient country.

**But underinvestment, workforce challenges, and outdated policies, combined with Donald Trump's threats and tariffs, hinder our ability to grow Canada and its economy.**

This is not the time to sit on our hands. To drive sustainable, resilient innovation and productivity, the next federal government must be prepared to invest in infrastructure, workforce development, and modernized procurement.

## That's where you come in.

We've created this toolkit to support your engagement with candidates during this election.

Inside, you'll find:

- Our asks for the next federal government
- Tips for talking to candidates
- Questions for candidates
- Spread the word: Social and traditional media supports



# Our asks

## INVEST IN INFRASTRUCTURE

Canada's infrastructure has been chronically underfunded, leading to a rapid deterioration in our infrastructure and our reputation as a reliable commercial partner globally.

The next federal government must commit to:

- Improve federal investment in critical infrastructure such as hospitals, schools, roads, warehouses, water plants, and highways.
  - Promoting investment in trade-enabling infrastructure.
  - An infrastructure strategy that focuses on long-term solutions and value for Canadians.
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## GROW OUR WORKFORCE

The construction industry is struggling to fill indispensable jobs nationwide essential to building the infrastructure needed to support Canada's growth and economic prosperity. This means that crucial projects may be delayed or canceled.

The next federal government must commit to:

- Prioritize construction-related trades in Canada's immigration system by increasing allocations for skilled workers in the sector.
  - Streamline credential recognition for internationally trained workers to integrate them into the workforce more quickly.
  - Fund industry-led workforce development initiatives to train and upskill workers in high-demand trades.
  - Promote skilled trades as a viable and attractive career path.
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## MODERNIZE PROCUREMENT

To build the infrastructure needed across the country, federal procurement strategies must adapt to encourage productivity and innovation, account for long-term value and sustainability, promote alternative delivery models, and support shared risk.

The next federal government must commit to:

- Adapt federal procurement strategies to encourage productivity and innovation.
- Develop federal procurement policies that distribute the risk more equally between contractors and government.



# Talking to candidates

A good way to get your message across is to meet with the people running for Member of Parliament in your local riding!

Candidates may come to your door, or you may run into them out in the community at a local event. You can also make an appointment to meet with candidates at their campaign offices to share your perspective, speak up for the construction industry, and ask them their views.

## If you want to formally request a meeting with your candidates during the campaign:

1.

Contact the campaign office and ask to speak to the campaign or office manager. Find your candidate here.

2.

Tell them about you, your work with the construction industry, and explain what you would like to talk to the candidate about.

3.

Read our asks and be ready to share them concisely. Personal stories from your own experience will help emphasize your points.

4.

Be respectful and collaborative, even if you disagree. Remember, you are building a relationship. You'll want an opportunity to continue this conversation in the future.

5.

Take a picture with the candidate to post on social media. Use the #construction4cdns hashtag to make your post easier to find.

6.

Follow up with a thank you note or email after the meeting.

It's important to note that this election is projected to be a tight race. Most candidates will be spending the majority of their time canvassing, minimizing opportunities for a formal meeting. We encourage you to attend events and be proactive in your outreach.

# Questions for candidates

## INVEST IN INFRASTRUCTURE

- How will you ensure long-term, consistent investment in critical infrastructure to support Canada's economic growth and global competitiveness?
- Will you commit to increasing federal investment in trade-enabling infrastructure to strengthen Canada's position as a global commercial partner?
- How will you address the chronic underfunding of infrastructure projects?

## DEVELOP OUR WORKFORCE

- How will you address the growing labor shortage in the construction sector to prevent delays in crucial infrastructure projects?
- Will you support or introduce legislation policies that prioritize solving Canada's skilled labour shortage?
- How will you promote skilled trades as an attractive and viable career path for young Canadians?

## MODERNIZE PROCUREMENT PRACTICES

- How will you work to reform outdated federal procurement policies that discourage competition and innovation?
- What steps will you take to ensure federal procurement processes are fair, transparent, and accessible to both large and small construction firms?



# Spread the word

Make an impact by sharing your story through social media. We've made it easy: here are some graphics and captions you can post to show your support.

(Make sure to use **#construction4CDNs** in every post!)



**\$151B**  
ECONOMIC IMPACT

**1.6M**  
WORKERS

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Construction builds Canada's future

Canada's economy runs on construction. With over 1.6 million workers and \$151 billion in economic impact, this industry is the foundation of our future. But to keep it growing, it needs support.



**CUT THE RED TAPE.**  
**START BUILDING.**

Most Canadians agree: the speed of housing construction is too slow. It's time to cut the red tape and start building.  
**#construction4CDNs**





We can't build the Canada we need without construction. Whether it's housing, transit, or trade corridors, every major challenge we face comes back to infrastructure. This election, it's time to prioritize the industry that keeps this country moving. **#construction4CDNs**



Infrastructure investments aren't just about today, it's about the future. Canada's ability to remain competitive depends on modernizing our infrastructure, strengthening our workforce, and improving procurement strategies. It's time to make construction a national priority. **#construction4CDNs**

### SPREAD THE WORD: TAKE IT TO THE NEXT LEVEL

Every week, you'll receive a themed media kit with templates you can use to spread the word to local media in your communities.

Your media kit will include:

- Theme
- Key messages
- Press Release template
- Media Advisory template
- FAQ template
- Social media collateral