



A MESSAGE FROM VICA CEO **GREG BAYNTON**

VICA AND INDUSTRY CONTINUE THE TRAJECTORY OF CHANGE

In the course of my duties as CEO I have had the pleasure of connecting with members up and down the island, individually and through our member meetings and networking events. The member experience conveyed to me in those settings has been mixed. Some say they are busy, seeing an increase in activity and margins, while others report being discouraged by the reverse. Some of the latter say they experienced two recessions since 2008, and do not have a lot left in the tank. They are fearful of a possible third.

Regardless of whether their experiences are positive or negative, they all agree business is very different than what it was, and share an understanding that their industry will continue its trajectory of change.

Members have also noticed VICA is different than it was. Business and associations must adapt and be nimble to deliver deep value to their customers and members. Our goal is a promise, to assist and support our members in any way that will make them stronger and better – to be the best that they can be.

One of the ways VICA is delivering on that promise has been to actively create an opportunity to bring the broader construction community together – connecting contractors, suppliers, consultants and public entities, the purchasers of their collective products and services. These connections will define our success here on the island. There have been some wins and accolades in the early stages of our endeavour to build a more cohesive construction community. This community faces the same trajectory of change, and together we can make great strides to improve project delivery outcomes.

These larger strategic initiatives, like the Construction Council of Vancouver Island and the successful Capital Project Forum in Nanaimo, are vital to our industry and the long-term success of the members. But we cannot overlook basic day-to-day member needs and the practical ways we can assist. VICA staff interact with members on a daily basis and we enjoy an unusually high positive rating on our member surveys. On our recent leader's survey, the response rate was 48% and the accompanying findings just as compelling.

The top areas of member concern were sourcing and retaining the right people, the changing face and intensity of competition driven by a variety of economic and market factors, standards and practices related to procurement and contracts. Not surprising, the top three opportunities identified to enhance member value were education, increased opportunities for industry interaction and networking, standards and practices. Those findings also underscore an industry in transition and the value of VICA membership because those opportunities are the very areas we are focused on to provide that memorable, deep value to members.

I urge you to seize every opportunity to actively participate in association initiatives, events, education and volunteer leadership opportunities. Your voice is the voice of the industry and should be heard. ■