

For immediate release



The Building Material Council of Canada will tackle industry needs on national level

Additional resources will proactively address HR challenges, generate awareness

(October 24, 2017 – WINNIPEG, MB) The Building Material Council of Canada (BMCC) has developed a strategic partnership to address industry needs and challenges head on.

The partnership will consist of buying groups and key suppliers whose investments will further initiatives aimed to move the industry forward. BMCC identified four key initiatives at their national meeting in June 2017. The initiatives all aim to create awareness, gain national traction and address recruitment and retention needs:

- BMCC has partnered with an Ottawa-based government relations firm enabling the industry to **lobby government and advocate** on issues with a national, united voice.
- BMCC is currently in the process of developing a **national career website**. The site will highlight career paths and opportunities as well as feature other industry information.
- A **social media campaign** will focus on generating industry awareness and highlighting career opportunities. Its goal will be to recruit and generate awareness among younger demographics.
- A **free national job board/platform featuring HR recruitment tools** will be integrated into the career site. This will not only serve as an effective place to post jobs but will also make the hiring process easier with tools like the Applicant Tracking System.

The strategic partnership features three levels of involvement: Emerging, Legacy and Founding partners. Investments range from \$5,000-\$25,000 depending on business size and territory.

Each of the regional associations on council has invested in the partnership as founding partners. And so far, the response from the industry has been extremely positive. Jeld-Wen, Home Hardware Stores Ltd., and Castle Building Centres Ltd. have also jumped on board as founding investors, bringing the overall investment pool to \$175,000. The ultimate goal is \$300,000.

“It’s important to emphasize that the partners who come on board aren’t only investing in the future of the industry, but also, in turn, in the future of their company. The two go hand-in-hand,” said Denis Melanson, chair of the BMCC. “When the industry grows and succeeds, so do its members. We’re thrilled with the positive response we’ve received from the industry partners we’ve met with so far and we’re looking forward to sharing our vision with more. It’s an exciting time for the building materials industry!”

The council, representing over 2,400 members, brings together the Atlantic Building Supply Dealers Association (ABSDA), the Lumber and Building Materials Association of Ontario (LBMAO), the Western Retail Lumber Association (WRLA), and the Building Supply Industry Association of British Columbia (BSIA).

The BMCC, formerly CRBSC, was formed in the spring of 2016 when the regional organizations identified the need to unite as a structured entity to better respond to the changes in its stakeholder needs, specifically at the national level.

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