



PHBA STRATEGIC PLAN 2024-2028

VISION STATEMENT:

PHBA is a leader in the local, professional construction industry, setting the example for excellent standards and innovation.

TAG LINE:

Building and Enriching our Community for Future Generations.

MISSION STATEMENT:

PHBA is the professional voice of the local building and renovation industry, advocating for economic growth and community needs. PHBA bridges industry, government, and community, promoting education and innovation for a better future.

VALUES STATEMENT:

PHBA: Excellence, Collaboration, Innovation.

Excellence: We commit to upholding the highest ethical standards characterized by transparency, integrity, fairness, and honesty.

Collaboration: We foster a spirit of collaboration among diverse industry partners to serve the needs in our community.

Innovation: We encourage creativity, adaptability, and a willingness to navigate change.

MESSAGE FROM THE CHAIR

Dear Members of the Perth Huron Builders Association (PHBA),

As the Chair, I am excited to present our strategic priorities that will steer our association towards a prosperous and sustainable future. This strategic plan is a testament to our shared vision and commitment to the growth and success of our industry.

Our strategic priorities are as follows:

Membership: PHBA seeks to retain current members and increase membership by implementing strategies that focus on recognition, ongoing learning opportunities and tailored specific benefits for all PHBA members, in the Huron Perth region.

Succession/Education: PHBA would like to prioritize succession and education to ensure a skilled workforce in the trades, aligning historical direction with current needs.

Collaboration: PHBA is committed to growing partnerships to embrace and leverage diverse perspectives within the industry, to foster economic growth and efficiency.

These priorities reflect our dedication to not just meeting, but exceeding the expectations of our industry and our community. Your active participation is crucial in bringing this strategic plan to life, and I encourage each of you to engage with these priorities in meaningful ways.

Thank you for your unwavering support and commitment to the PHBA. Together, we will build a brighter future for our association and the communities we serve.

Warm regards,

Montana Wilson

Chair,
Perth Huron Builders Association

