

2025 – 2030 STRATEGIC PLAN

The Canadian Chapter of the American Institute of Architects

ABOUT AIA CANADA SOCIETY

AIA Canada Society recognizes that architects and designers bring the visionary and integrative thinking needed to address the complex challenges of our time. We champion the essential role of architects in strengthening our communities by advancing and creating a resilient, equitable, and inspiring built environment.

The American Institute of Architects (AIA) has been the leading professional membership association for licensed architects, emerging professionals, and allied partners since 1857. AIA represents over 100,000 members worldwide.

Founded in 2017 as an International Chapter of the American Institute of Architects, AIA Canada Society is a not-for-profit, membership service organization comprised of over 550 architects and allied professionals throughout Canada. The AIA Canada chapter was incorporated to unite the community of design professionals who live and work in Canada by connecting directly with architects, associates, and professionals in the design and building industries. AIA Canada utilizes its vast local, national and international opportunities to educate, promote and encourage ongoing support and appreciation of innovative and impactful architecture.

AIA Canada Society Membership is open to anyone with a professional or personal interest in architectural practice, and in the creation or appreciation of the built environment.

AIA Canada Society acknowledge that Indigenous peoples are the traditional guardians of this land that we call Canada in which our members live and practice. As an organization focused on creating and sustaining a better built environment, and a culture of design that fosters equitable, resilient, and thriving communities, we recognize that we are guests on this land and are seeking to become better stewards. We thank the more than 630 First Nations, their people, and ancestors who have taken care of these lands that we share.

AIA Canada's 2025–2030 Strategic Plan reflects our commitment to elevating the architectural profession, supporting our members, and shaping resilient, equitable communities. Grounded in design excellence and guided by our shared values, we look forward to building a stronger, more connected future together.

WHO WE ARE

AIA Canada members are diverse: we transcend and celebrate our geographic vastness to come together as a professional community.

- We represent a broad range of demographics, cultural backgrounds, and lived experiences.
- We work across urban and rural contexts, varied landscapes, and multiple climatic regions throughout Canada.
- We contribute expertise across every sector of architectural practice—spanning building typologies, project delivery methods, and scales of work.
- We are committed to advancing a meaningful path of Truth and Reconciliation with Indigenous Peoples and the lands they steward, recognizing our role in shaping equitable and resilient communities.

MISSION

We champion the central role of architects in creating and sustaining a better built environment through design excellence. We strengthen and support our Canada-based membership by connecting people, resources, and opportunities that foster growth, partnerships, collaboration, and continuous professional development.

VISION

We envision a thriving design community embraced by future generations where a culture of design excellence shapes inclusive, accessible, equitable, and resilient communities across Canada. We aim to serve as a dynamic hub of shared knowledge, resources, and innovation that empowers our members, strengthens partnerships, and benefits the public.

VALUES

1. Design Excellence

We elevate the central role of architectural design and celebrate the breadth of design contributions across Canada.

- Champion our members by representing a strong collective design voice while honouring individual achievement.
- Uphold and leverage the strength of the AIA brand.
- Communicate the value of design locally, nationally, and globally.
- Strengthen member success by connecting people to expertise, knowledge, and support.
- Build on the depth of expertise and leadership within our membership.

2. Access and Equity

We foster a culture of inclusion that welcomes all, values diverse voices, and reflects the communities we serve.

- Connect people and create pathways that expand access to AIA Canada.
- Cultivate an environment that is welcoming, accessible, and inclusive.
- Showcase and support initiatives that advance equity in design and architectural practice.
- Leverage our geographical diversity and place-based knowledge.
- Advance Truth and Reconciliation with Indigenous Peoples and the lands they steward, acknowledging our responsibility as guests on these traditional territories.

3. Stewardship and Resiliency

We commit to climate responsibility and the long-term health of human and ecological systems.

- Advocate for climate action that protects both people and the natural environment.

- Provide education and resources that support climate action and sustainable practice.
- Strengthen AIA Canada's organizational resiliency.
- Promote sustainable design leadership in Canada, including excellence in wood and mass timber construction.
- Develop tools and resources that advance climate resilience, nature-based design, and environmental stewardship.

4. Collaboration

We cultivate meaningful partnerships that expand knowledge, strengthen community, and amplify shared impact.

- Serve as a hub for shared resources, ideas, and innovation.
- Foster cross-industry relationships and partnerships that enhance collective impact.
- Celebrate Canada's unique position as both a neighbour to AIA National and a member of the International region.
- Leverage opportunities to participate in targeted national and international events.

5. Advancement

We support lifelong learning and professional growth across the architectural community.

- Educate our members, partners, and the public through high-quality programming.
- Deliver in-person and virtual learning experiences that respond to evolving needs.

6. Advocacy

We promote the value of architecture and support the next generation of practitioners.

- Spotlight innovative and forward-looking practices from Canada and around the world.

- Advocate for the profession and its role in shaping resilient, equitable, and sustainable communities.
- Encourage member engagement by mapping opportunities and creating a unified calendar of events.

STRATEGIC PRIORITIES

Building on our Mission, Vision, and Values, AIA Canada will focus its efforts and resources on the following primary areas of impact over the next five years:

- **Truth and Reconciliation:** Advancing meaningful engagement with Indigenous Peoples and supporting place-based, culturally informed design.
- **Inclusion and Equity:** Promoting equitable access, representation, and opportunity across the architectural profession and the communities we serve.
- **Housing:** Contributing architectural leadership and expertise to help address the pressing challenges of housing supply, affordability, quality, and community well-being.
- **Climate Leadership:** Supporting climate action, resilience, and sustainable design practices that protect human and ecological health.
- **Smart Cities Innovation:** Supporting programs and opportunities leveraging cutting-edge technologies to enhance urban living, sustainability, and efficiency, with innovation in areas like mobility, energy management, and public safety.

IMPLEMENTATION FRAMEWORK

- Annual review of member roster, progress and member updates.
- Alignment with yearly work plans across all committees with Strategic Priorities.
- Monitoring engagement, program participation, partnerships, and sector impact.
- Empowering volunteers, committees, and staff.
- Adjusting direction based on emerging opportunities and member feedback.