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WLRA Advocacy Bulletin 1

Dear WLRA Members

March 11, 2019

I'm pleased to provide an update on our advocacy efforts to date and plans for further advocacy efforts on your behalf in the coming weeks.

We all know the compound effect of policies such as the 25-year mortgage (introduced in 2012) and the January 2018 "stress test" requirement (among others) have had a crippling effect on housing markets. This of course is having a devastating impact on our industry and you, our members, whose livelihoods depend on a robust residential construction sector.

That is why strong advocacy on your behalf with the federal government, for changes to these two policies and other beneficial changes to housing policy are so important.

With a federal budget coming March 19th, and a federal election later this fall, there's no better time for the WLRA to dedicate some concentrated time advocating for those issues which matter so much to housing affordability for Canadians and to the well-being of our industry.

What's been done recently?

- February 26th, on behalf of the WLRA, I was pleased to join colleagues from the Canadian Homebuilders' Association for a 'Day on the Hill', during which we had meetings and discussions with over 80 MPs, Senators and staffers to advocate for changes to federal housing policy.
- During the 'Day on the Hill' and shortly thereafter, numerous media interviews were carried out with national, regional and local media to further stress the need for positive Federal Government action in its March 19th budget.
- Initiating this Advocacy campaign with a planned regular Bulletin and update on our activities for our members, and continued pressure on federal politicians of all parties in the lead up and thru the upcoming federal election.
- Our two key messages have been and will continue to be:

The need to adjust the stress test, and a return to 30-year insured mortgages for first time homebuyers.

What's coming up?

- We will carefully monitor the March 19th budget for signs that the federal government has heard and responded to our concerns, and we will immediately provide that detailed analysis to you via Advocacy Bulletin 2.
- Based on what's in the budget (and what's not), we will then develop an Advocacy Strategy to carry out a continued aggressive campaign with major federal party representatives in the weeks and months leading to the federal election. The emphasis will be to have federal candidates/parties take definitive

positions to help make housing more affordable for Canadians and provide a boost to the thousands of Canadians working in the housing sector here in the west and indeed across Canada.

Given the launch and importance of this Advocacy work, a copy of this first Bulletin is also being sent to you by mail. Further copies of the Advocacy Bulletin will be sent to you by email only.

Should you have questions, comments, or suggestions regarding this initiative, your feedback would be most welcome.

Sincerely



Liz Kovach
WRLA President
Building Material Council of Canada Director, Prairie Provinces, Territories and Nunavut

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