

2025 – 2027 Strategic Plan

**Royal Architectural
Institute of Canada**

Advocate. Educate. Celebrate.



Contents

Acknowledgement

Foreword

Building on Success

Strategic Plan Executive Overview

Mission

Vision

Values

Who we Serve

Strategic Priorities

Annex:

- Strategic Planning Process
- Roles and Accountability
- Environmental Scan

Land Acknowledgement

We acknowledge that the national office of the RAIC is located within the traditional unceded, unsurrendered and occupied territory of the Algonquin Anishinaabe people. The RAIC honours the peoples and land of the Algonquin Anishinaabe Nation and all First Nations, Inuit and Métis peoples and their valuable past, present and future contributions to this land. The RAIC acknowledges the historical oppression of lands, cultures and the original Peoples of Turtle Island (what we now know as North America) as well as the role architects and architecture played in that oppression. As the national advocacy body for architecture in Canada, the RAIC respects and affirms the inherent and Treaty Rights of all Indigenous Peoples across this land as well as those outlined in the United Nations Declaration on the Rights of Indigenous People.

The RAIC honours the generosity of the members of the RAIC Truth and Reconciliation Task Force and Indigenous Task Force.

The RAIC is committed to listening, un/learning and taking action along this journey together.



Foreword

The RAIC Strategic Plan is designed to be flexible and adaptive to our dynamic profession while remaining anchored in our core values, including a strong commitment to reconciliation. It represents the collective vision of our board and staff to build a brighter, more sustainable, inclusive, and equitable future. This plan is not merely a roadmap; it is a bold vision for the future of our profession, a commitment to excellence, and a promise to advocate for the integral role of architecture in shaping a sustainable and equitable world, while actively supporting reconciliation efforts with Indigenous peoples.

Our Strategic Plan is guided by five key priorities: sustainable membership, meaningful advocacy, a culture of design, communication, and architectural practice.

1. **Invigorate the Membership Model** - We want you and your clients to know that RAIC membership holds significant value and meaning. The RAIC aims to attract and engage talented architects and designers and support you in a financially sustainable future.
2. **Progress Meaningful Advocacy** - We will continue and build upon a collaborative and respectful approach to advocacy efforts, influencing policies, practices, and attitudes within the design community. Our focus is on creating a more inclusive, sustainable, and equitable built environment, while amplifying Indigenous voices and supporting Indigenous initiatives.
3. **Foster a Culture of Design** - Our members do some amazing work, and we want all Canadians to come along for the journey. We want to foster a culture of design that is reflective of our shared heritage, promotes reconciliation and reflects our commitment to build a better world for all.
4. **Communicate and Market Ongoing Work and Progress** - We will effectively promote the work we are doing by communicating our achievements and demonstrating leadership. Strengthening our visibility and credibility within the design community is key to advancing our influence.
5. **Support and Strengthen the Practice of Architecture** - We will strengthen our support for architectural practice through professional development, practice resources, and celebrating the success of our members through publication and awards.

These priorities reflect our dedication to our mission of building a better world through design excellence and our vision of establishing Canada as a global leader in architecture. We invite you to join us on this journey. Together, we will realize the transformative potential of architecture and make a lasting impact on the world around us.

Thank you for your support and dedication to the RAIC. The future of architecture is in our hands, and we are confident that together, we will achieve great things.

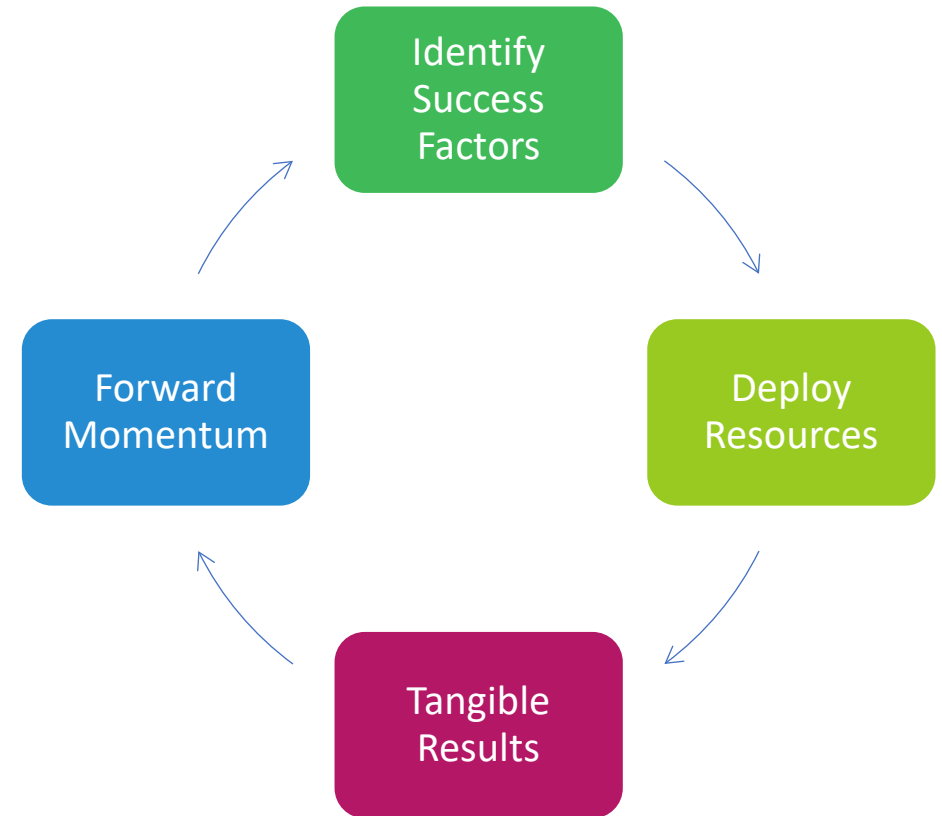
Building on Success

RAIC's 2022-2024 Strategic Plan yielded significant achievements, establishing a strong foundation for our 2025-2027 priorities. Building on this momentum, we recognize key success factors and continue to utilize our resources and capabilities, enabling us to drive forward to achieve tangible results and sustained progress.

The 2025-2027 Strategic Plan builds on the accomplishments and critical success factors that the RAIC has cultivated, including:

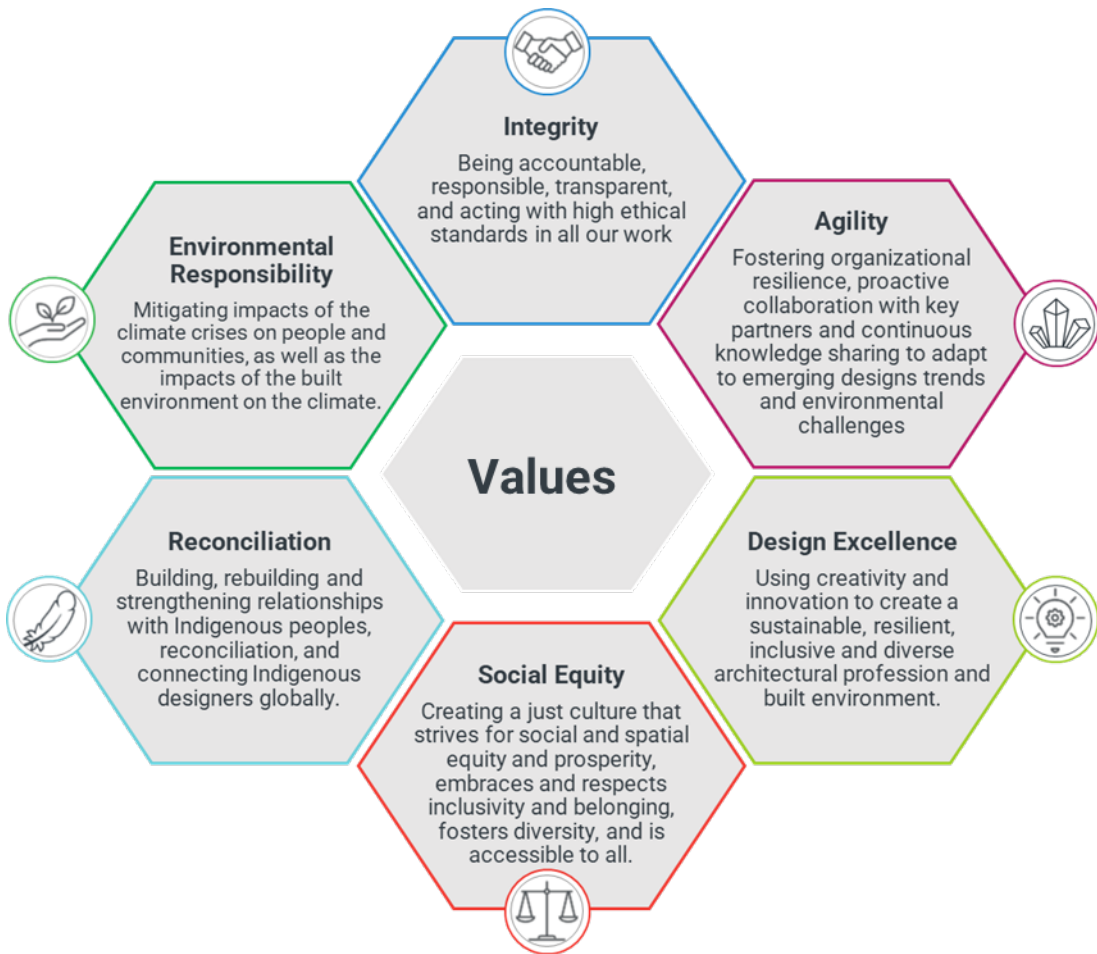
- Championing advocacy in the architectural profession,
- An unwavering adherence to core values,
- Employing the plan as a guiding framework for activity prioritization, and
- Continuous investment in efficient and effective operations, as well as capacity development.

This strategic plans reflects our priorities and vision, with a commitment to achieving the priorities detailed within in. Acknowledging the dynamic nature of the world around us, we will ensure flexibility in our planning, while keeping our core values at the forefront of all decisions.



Executive Overview of the 2025 – 2027 Strategic Plan

Mission: *To build a better world for all by empowering a strong culture of design excellence in Canada.*



Vision: *To establish Canada as a global leader in design and architecture.*

Mission

To build a better world for all by empowering a strong culture of design excellence in Canada.

What does our Mission *really* mean?

The RAIC uses its leading voice to advocate, engage and elevate Canada's design and architectural community, which will cultivate a better environment for people and the planet.



Our mission describes our core purpose, outlining the fundamental principle that guides our actions and decisions. It serves as the foundation of our strategic endeavors, promoting alignment with our overarching goals.



**GROW 20-unit multi-residential housing project by
Modern Office of Design + Architecture (MODA) (Calgary, AB)**
Photo: Ema Peter Photography

Vision

To establish Canada as a global leader in design and architecture.

What does our *Vision really* mean?

The RAIC is confident that Canada can ignite, influence and enable significant transformations within the global built environment.

Through this growth, we aspire to be the foremost organization associated with design in Canada to extend beneficial resources and contributions to the world at large.

Our vision statement serves as an aspirational guide, illustrating the ideal future we aim to achieve. The vision inspires and directs our efforts towards continuous improvement and success.

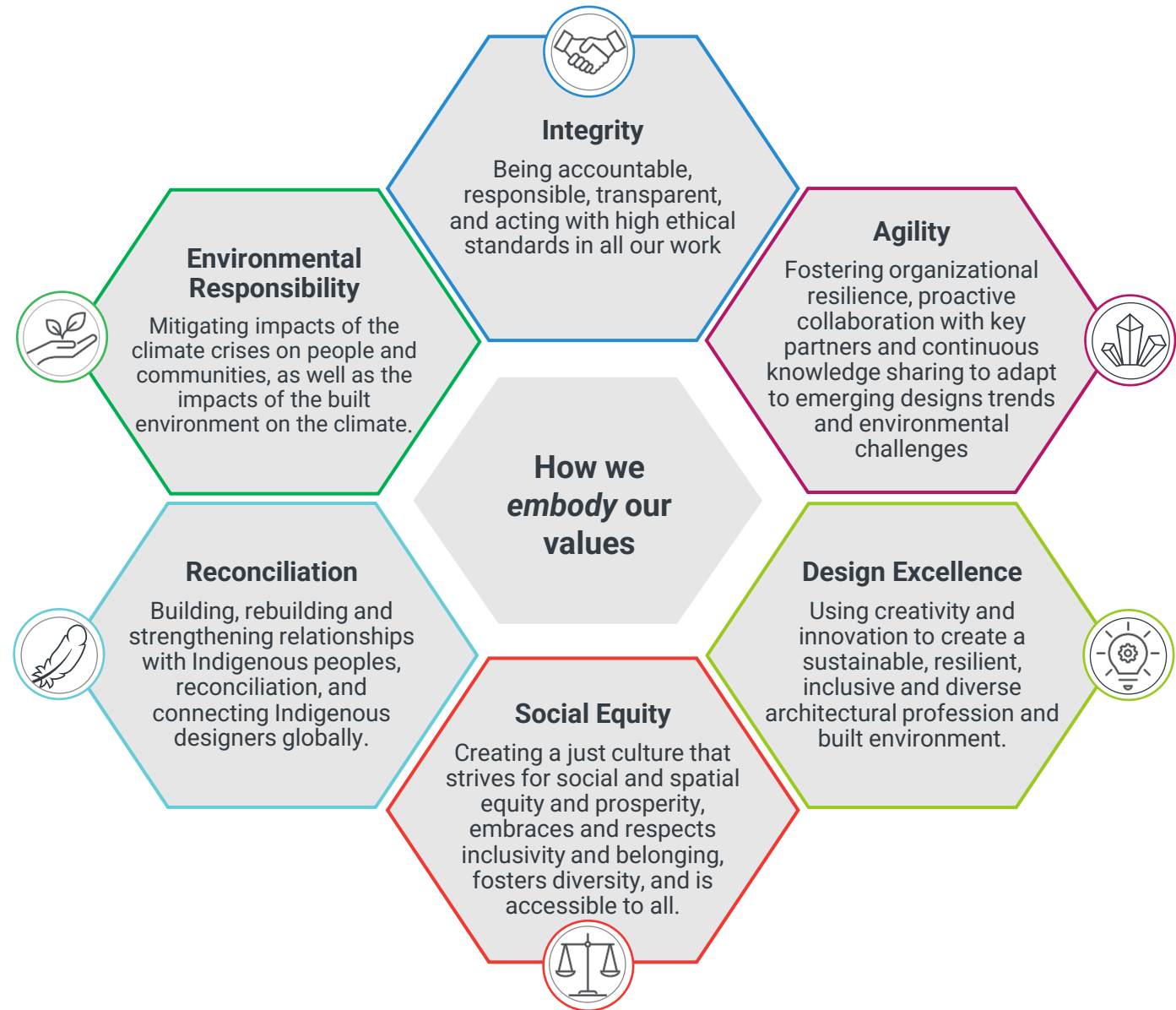
Values



What do our Values *really* mean?

The values of the RAIC reflect a deep commitment to fostering a sustainable and equitable architectural practice and design community.

Together, these values guide the RAIC's efforts, advance design excellence, and increase engagement across the architectural and design community.



Our values highlight the essential behaviours that we embody on a day-to-day basis. These values serve as a compass to ensure consistency and integrity in our actions.



Stadium Station by GEC Architecture (Edmonton, AB)
Photo: Latitude Photography

Who We Serve



The people, places and things we serve enable us to exist as an organization and are why we work towards our vision.

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