ACSA’S STRATEGIC DIRECTION: 
Building on Service Excellence

Through our new strategic direction, the Alberta Construction Safety Association is working to achieve service excellence for our stakeholders. By engaging with our stakeholders, understanding industry’s needs and expectations, and learning more about our members, your ACSA will be better able to serve you to the benefit of all.

VISION
Lives lived safely

MISSION
To create & share resources & services to promote health & safety values

GUIDING PRINCIPLES
• Workplace safety as a common good
• Our determined pursuit of excellence
• Our friendly professionalism
• Sharing our wealth of knowledge
• Connecting communities
• Resolute in making workplaces safer
• Engagement characterized by mutual respect & trust
• Expertise & influence to raise the profile of health & safety
LOOKING FORWARD - OUR PRIORITIZED GOALS

GOAL 1: TO SERVE OUR STAKEHOLDERS BY SHARING RESOURCES, PROVIDING SUPPORT AND DELIVERING TRAINING.
The ACSA is an organization that serves. Service is a core theme and an essential element of our strategic direction. This includes enhancing our service culture, maximizing accessibility, and ensuring that the organization is responsive to stakeholder interests and needs.

GOAL 2: TO BETTER UNDERSTAND THE DIVERSE DEMOGRAPHIC AND CULTURAL NEEDS OF OUR STAKEHOLDERS TO ENSURE THAT OUR SERVICES MEET THOSE NEEDS.
The ACSA will adopt modern approaches to teaching and learning. To be relevant and effective for a new generation of customers (learners, employers, etc.), the ACSA will continue to adopt innovative approaches to learning.

GOAL 3: TO SUPPORT SHARED VALUES AND ENCOURAGE A HEALTH AND SAFETY/WELLNESS PHILOSOPHY AMONGST STAKEHOLDERS.
A focus on improving the safety culture in Alberta’s construction industry. Core activities of providing safety training and certification will remain, coupled with approaches to strengthening the connection to the workplace safety culture.

GOAL 4: TO IDENTIFY AND CONNECT WITH OUR FULL ELIGIBLE MEMBERSHIP BASE TO ULTIMATELY ALIGN OUR SHARED VALUES.
The ACSA will undertake a highly targeted approach to communications to increase its impact on the construction safety outcomes in Alberta. This includes the use of best available data in order to focus communication and stakeholder engagement efforts on those investments providing the greatest return.

GOAL 5: TO CONTINUALLY ENHANCE RELATIONSHIPS WITH STAKEHOLDERS AND PARTNERS TO SHARE INFORMATION AND BETTER DELIVER SERVICES.
Collaboration and partnerships to advance the ACSA’s mission: A focus on collaborative relationships and partnerships remains paramount. These include stakeholders, vendors, technology partners, safety associations, learning institutes, standards associations, international safety organizations, certifying partners, and others.