



# AWMAC'S STRATEGIC PLAN 2020 - 2022

**VISION:** TO BE THE ARCHITECTURAL WOODWORK INDUSTRY AUTHORITY IN CANADA.

## MISSION

To develop and promote the use of AWMAC's STANDARDS for the manufacturing and installation of architectural woodwork and promote assurance of adherence to those quality standards and sustainable practices in the woodwork industry.

## VALUES



**Quality**  
Standardized Quality and Assurance.



**Education**  
Promotion and Educational Development.



**Sustainability**  
Stewardship of Human Resources  
and Financial Resources.



**Collaboration**  
Communication and Partnering  
with Stakeholders and Industry.

## STRATEGIC THEMES

### ONE

AWMAC's programs and services are high quality, desirable, recognized, valued and trusted by all industry stakeholders.

### TWO

AWMAC's education programs are recognized as the gold standard that stakeholders seek out to maintain currency in their field.

### THREE

AWMAC's governance and operations reflect leading practices that attract the best and brightest staff and volunteers.

### FOUR

AWMAC is seen as an authority and a trustworthy organization that supports woodworking in Canada and develops and maintains equitable relationships and/or partnerships with affiliated organizations and industry leaders.

### FIVE

AWMAC is standardized in our policies and procedures and united and supported in our goals and actions.



ARCHITECTURAL WOODWORK  
MANUFACTURERS ASSOCIATION  
OF CANADA

ASSOCIATION DES MANUFACTURIERS  
DE MENUISERIE ARCHITECTURALE  
DU CANADA