



## About Us

The Canadian Home Builders' Association - Alberta (CHBA - Alberta) is the voice of the residential construction industry in the province. It represents over 1,500 business members including new home builders, renovators, developers, trade and supply companies, and professional services. Locals operate in Calgary, Edmonton, Red Deer, Grande Prairie, Lethbridge and Medicine Hat.

## Economic Impact

138,700 jobs in new home construction, renovation and related fields – one of Alberta's largest employers!

\$9 Billion annually in wages – purchasing power that helps drive the entire provincial economy!

\$19.8 Billion annually in investment value – largest single wealth-builder for many Alberta families!



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The Canadian Home Builders' Association – Alberta (CHBA – Alberta) is pleased to host *Affordability Matters* a special event bringing together government, industry and non-profit groups to explore affordability challenges and opportunities across the housing spectrum on **Thursday, January 28** at the Matrix Hotel.

Collaboration is the key to meeting the housing needs of Albertans. Those include affordable housing for vulnerable Albertans and housing choices to sustain a growing economy.

*Affordability Matters* will give you a strong understanding of the trends driving rents and home prices, the provincial role in the housing sector, and successful initiatives that are having a positive impact in our communities.

CHBA – Alberta is hosting this event to achieve our *Vision: A Home for Every Albertan*. That goal can only be attained through a partnership of all stakeholders.

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## AGENDA

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### 9:00 am - COFFEE & DOORS OPEN

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#### 9:15 am - Greetings & Opening Remarks

*Hon. Sarah Hoffman - Minister of Health, Minister of Seniors*

*Jim Rivait - CEO, CHBA - Alberta*

This morning experts will explore the issues facing buyers and renters as well as the trends that will affect affordability in the future.

#### 9:30 am - Alberta Housing: What We Have / What's Changing

*Ryan Scott, Avalon Master Builder  
Joan Maisonneuve, CHBA – Alberta*

Albertans have a huge investment in the province's existing 1.5 million private dwellings. Our speakers will assess current housing and look ahead at the impact of new building codes and climate change policy.

#### 10:00 am - Housing Trends in Alberta

*Richard Goatcher, CHBA – Alberta*

Get an overview of current housing prices, construction trends and see how affordable housing is across Alberta. Learn about future demographic and financial trends and how they will affect homeowners.

#### 10:30 am - The Rental Market

*David McIlveen, Boardwalk Rental Communities*

Rental suites and homes are a key component of the housing market. Hear which the direction Alberta's rental market is moving and the factors that impact costs and availability in the future.



## 11:00 am - Building Affordable Homes & Communities of the Future

*Stephen Amonson, Past President, CHBA - Alberta*  
*Guy Huntingford, Smarter Growth Initiative*  
*Russell Dauk, Rohit Group of Companies*

Our panel will share their perspectives on factors that could push the costs of land development and home ownership higher. They will also explore how provincial government policies can affect affordability at all levels of the housing spectrum.

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### NOON - LUNCH

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## 1:00 pm - MAYORS' PANEL

*Mayor Don Iveson (Edmonton)*  
*Mayor John Borrowman (Canmore)*  
*Mayor Gale Katchur (Fort Saskatchewan)*

Mayors of municipalities of varying size will share their perspectives on the challenges of market housing, affordable housing and homelessness and take questions from our audience.

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### 2:00 pm - COFFEE BREAK

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This afternoon, experts in non-market housing will highlight the work being done to support the homeless, offer rental and home ownership assistance, and ensure our growing population of seniors has affordable housing options.

## 2:15 pm - Shelters / Short Term Accommodation

*Susan McGee, Homeward Trust*  
*Jaime Rogers, Medicine Hat Community Housing Society*

The principle of Housing First – that every person has the right to a safe, secure home – is fundamental to ending homelessness. Our presenters will look at current initiatives, challenges and opportunities to help achieve the goal of a home for the most at-risk Albertans.

## 2:45 pm - Supported Rental Housing

*Greg Dewling, Capital Region Housing Corporation*  
*Karin Finley, RESOLVE Calgary*

Helping to provide Albertans with access to homes they can afford is the mission of agencies that offer supported rental housing. Learn about successes and challenges in this sector of the non-market housing spectrum.

## 3:15 pm - Housing Ownership Assistance

*Alfred Nikolai, Habitat for Humanity*  
*Tara Cooney, Attainable Homes*

The dream of home ownership is achievable because of programs that eliminate the need for lower-income Albertans to come up with a down payment. Speakers from Alberta's two largest cities discuss success stories and ongoing challenges.

## 3:45 pm - Seniors Housing

*Irene Martin-Lindsay, Alberta Seniors Communities & Housing Association*  
*Greg Christenson, Christenson Developments*

Alberta's aging baby boomers represent a significant share of the population. Learn about the growing need for housing options for retirement years.

## 4:15 pm - Closing Remarks

*Jim Rivait, CEO, CHBA - Alberta*

## 4:30 - 5:30 pm - Networking Reception

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