



Canadian Home Builders' Association

HOME MODIFICATION COUNCIL

*A PRESENTATION AT THE
AGEING IN PLACE
HOME MODIFICATION CONFERENCE*

BY

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Chair, HMC

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About CHBA – Who We Are

- Founded in 1943
- “the voice of Canada’s residential construction industry”
- 8,500 member companies
 - Home builders
 - Renovators
 - Land developers
 - Trade contractors
 - Product manufacturers
 - Building product suppliers
 - Lending institutions, insurance, service professionals



How We Work

- One association working at 3 levels; local, provincial, national
- Join at the local level and automatically be a member of the provincial & national
- Each level works on behalf of members
- All levels collaborate as necessary
- CHBA is a federal, not-for-profit organization
- Elected Board of Directors, volunteer executive, supported by professional staff



How We Work – cont'd

- System of Committees' and Councils brings together builders and industry experts from across the country to share information and ideas
- Formulate recommendations to governments
- Improve the quality and affordability of homes for all Canadians.
- **Serve our members**



Committee and Council Structure

- Board of Directors
- Executive Committee
- Executive Officers Council
- Technical Research Committee
- **Canadian Renovators' Council**
- Academic Council
- Professional Development Committee
- National Marketing Committee
- Urban Council
- Modular Construction Council
- Net Zero Energy Housing Council
- **Home Modification Council**



Why A Home Modification Council?

- **Canadian Renovator Council**

- Broad based, big picture
- All aspects of the renovation industry (codes, technology, training needs, tax law, underground economy, etc)

- **Home Modification Council**

- Sub-set of renovation industry (Ageing in place, persons with disabilities)
- Large and growing sector of the renovation industry
- Very specific needs of clients
- Very specific needs for CHBA member companies wanting to access the market
- Opportunity for members wishing to service this market



The CHBA Mission Statement

- Includes:

“Choice: so that Canadians of all ages and life stages can choose the type of home and location best suited to their needs.”



Role of the HMC

- CHBA's Home Modification Council (HMC) supports many aspects of aging in place for Canada's seniors and disabled, and their caregivers, including:
- appropriate training for renovators
- appropriate home modification
- access to occupational therapists
- access to trained architects/designers
- community care professionals
- access/information about disability funding organizations
- government loans, grants & tax credits
- assistive device and industry representatives



Activities - General

- Provide a much needed co-ordination point of expertise and resources and services for those that wish to age in place and their caregivers
- Identifying the needs of consumers and the needs of those working in this sector striving to meet these needs.
- **Provide a market advantage for CHBA member companies doing business in this industry sector.**



Characteristics of Council Members

- Actively involved in the home modification/ageing in place industry
- A working knowledge of the industry in their province and the issues facing it
- Has the time, availability and financial resources to travel to 2 meetings per year
- Has the time and availability to participate in ad hoc, temporary Council Working Groups established, via conference call

Does this sound like you?



Home Modification Council Observers

- CHBA committee and council meetings are open to all CHBA members who wish to attend as observers.
- As and when appropriate, CHBA will specifically invite representatives from federal departments and agencies involved in ageing in place-related activities and research to attend Council meetings. This would include, for example, the National Research Council, Canada Mortgage and Housing Corporation, Natural Resources Canada, Canada Revenue Agency and Industry Canada.

Do you have something to say that our members should hear?



Home Modification Council Mandate

1. To identify needs of this important sector within the renovation industry by bringing together the participants;
 - renovators,
 - occupational therapists,
 - financial advisors,
 - design professionals,
 - health professionals,
 - home automation specialists,
 - equipment manufacturers,
 - real estate agents
- **The Council will be focused on Home Modification of existing homes, not design and/or construction of new homes.**



Home Modification Council Mandate

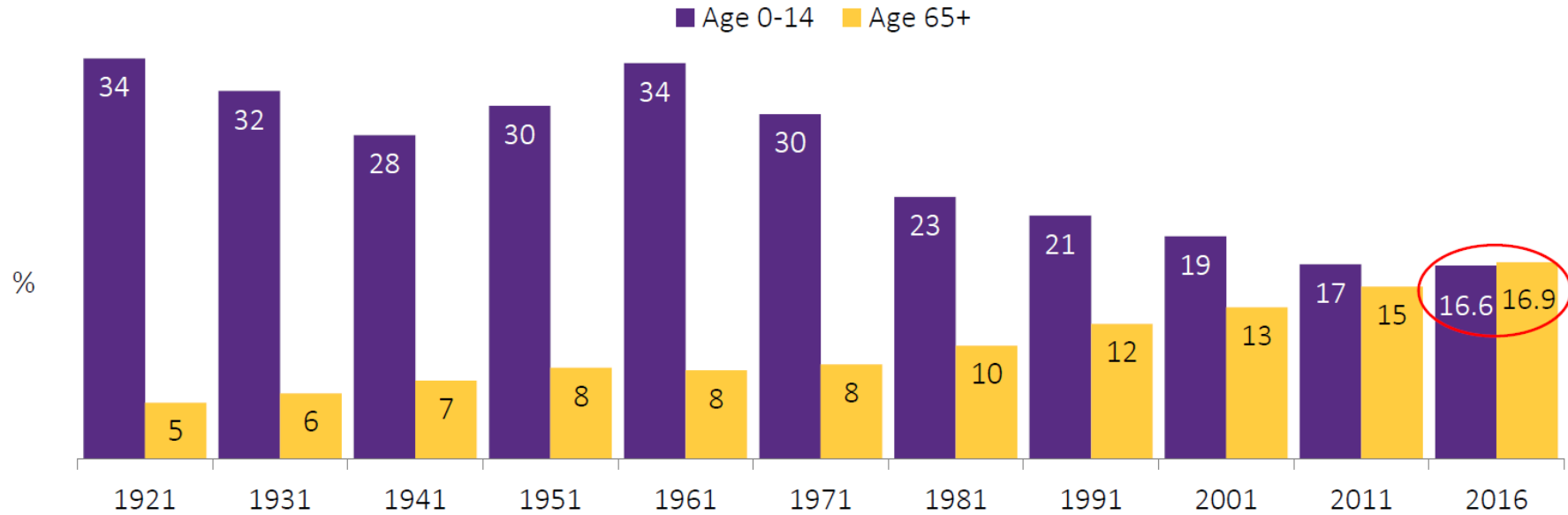
2. To identify the need, **provide advocacy** and lobby for government funding, loans, tax credits and/or financing specific to the home modification industry.
3. To **provide a forum** for members to share and collaborate on all matters relating to the aging in place/ home modification including such things as; training and education, instructional tools and approaches, and related research, home automation, innovative solutions, products, financing, etc.
4. To **provide a mechanism** through which Council members can **identify research** needs and opportunities.



What we know – From Census 2016

MORE SENIORS THAN CHILDREN

Percent of Population, Canada



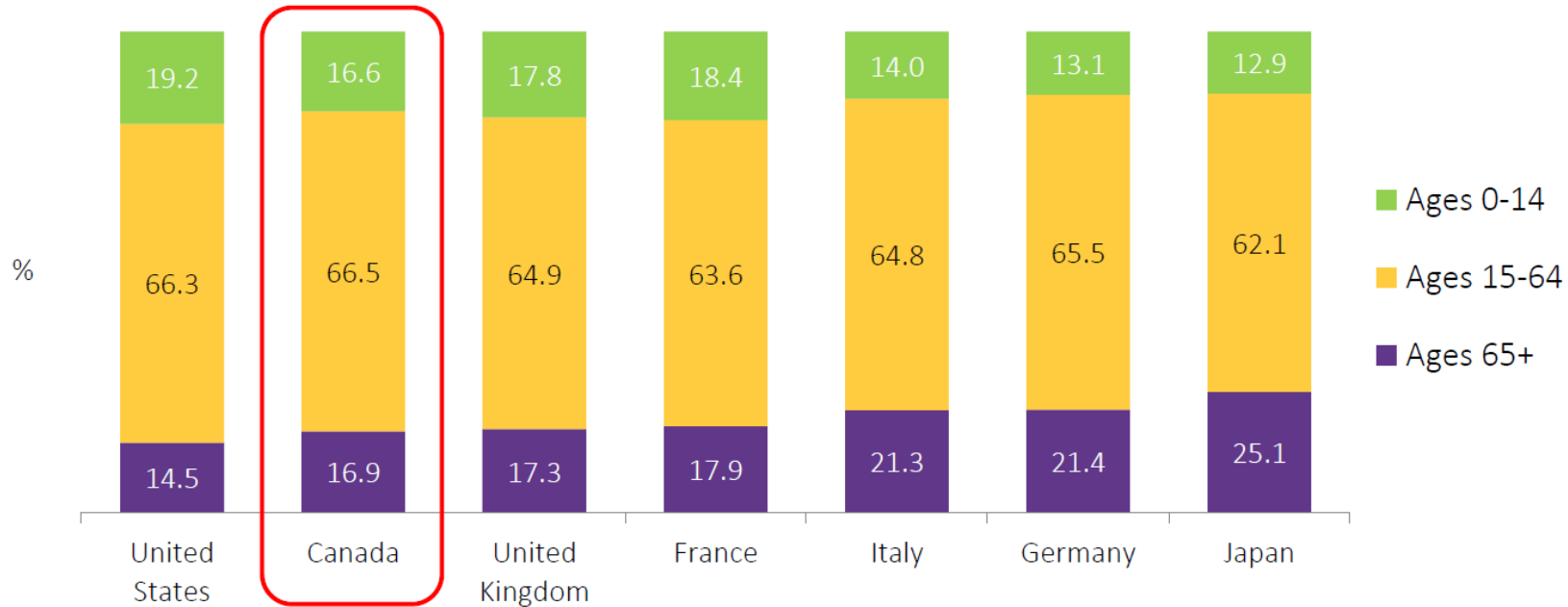
Source: Statistics Canada, Various censuses



Japan Leads the World at >25% over 65

CANADA STILL RELATIVELY YOUNG

Percent of Population Aged 65 and Over, G7 Countries, 2016



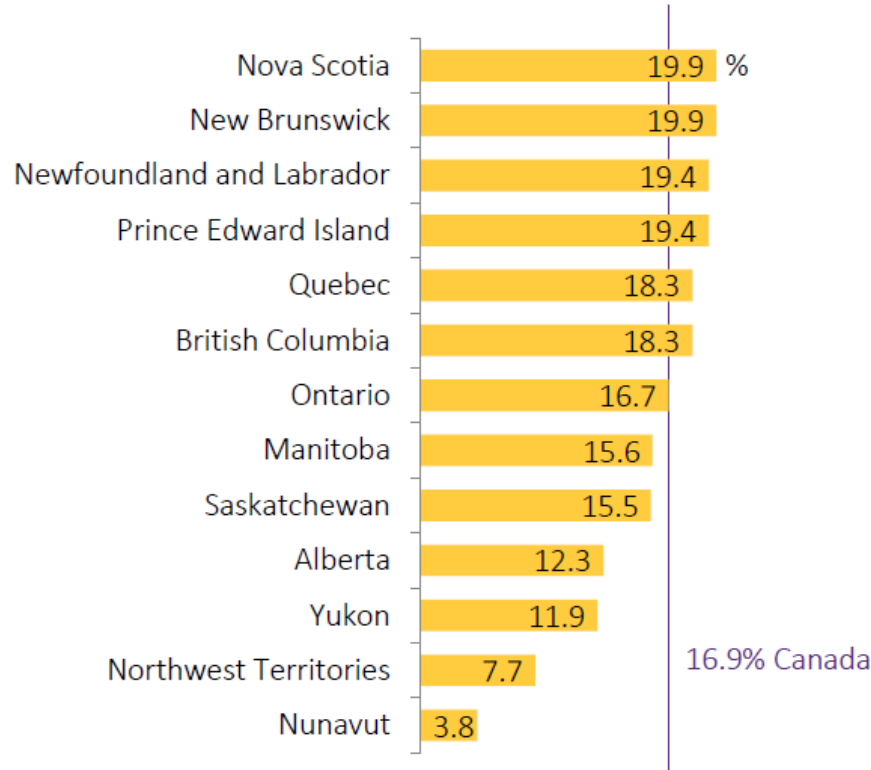
Source: Statistics Canada, Analytical Report on Release of Age and Sex Data, 2016 Census



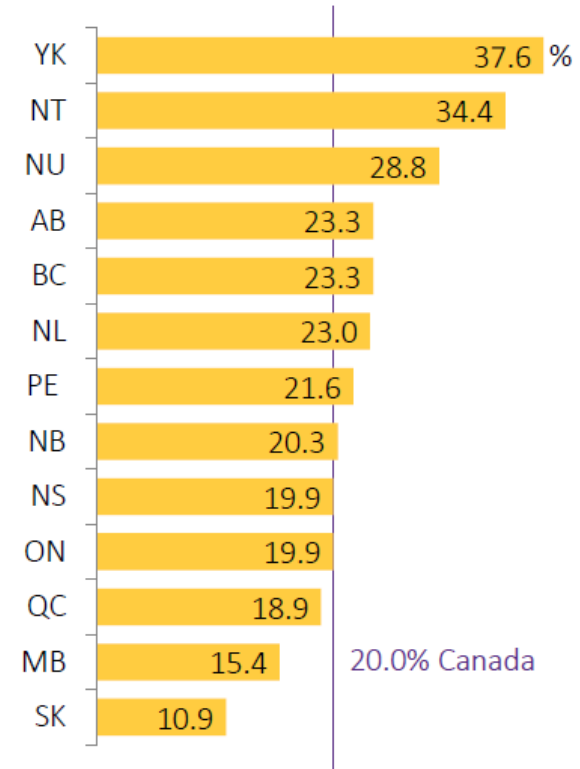
Atlantic Canada Will be First to 25%

ATLANTIC CANADA IS OLDEST REGION

Percent of Population Aged 65 and Over, 2016



Percent Change in Age 65+, Canada, 2011-2016



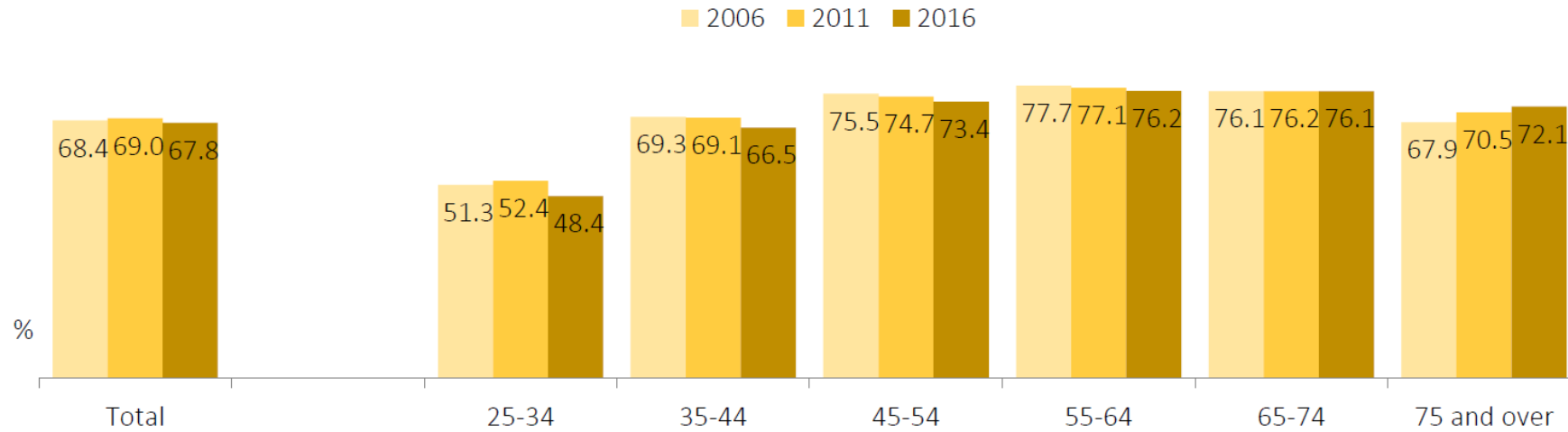
Source: Statistics Canada, 2016 Census



90% of Seniors Say They Want to Age in Place

HOME OWNERSHIP DROPS AT ALL AGES EXCEPT SENIORS

Percent Homeowners, Canada



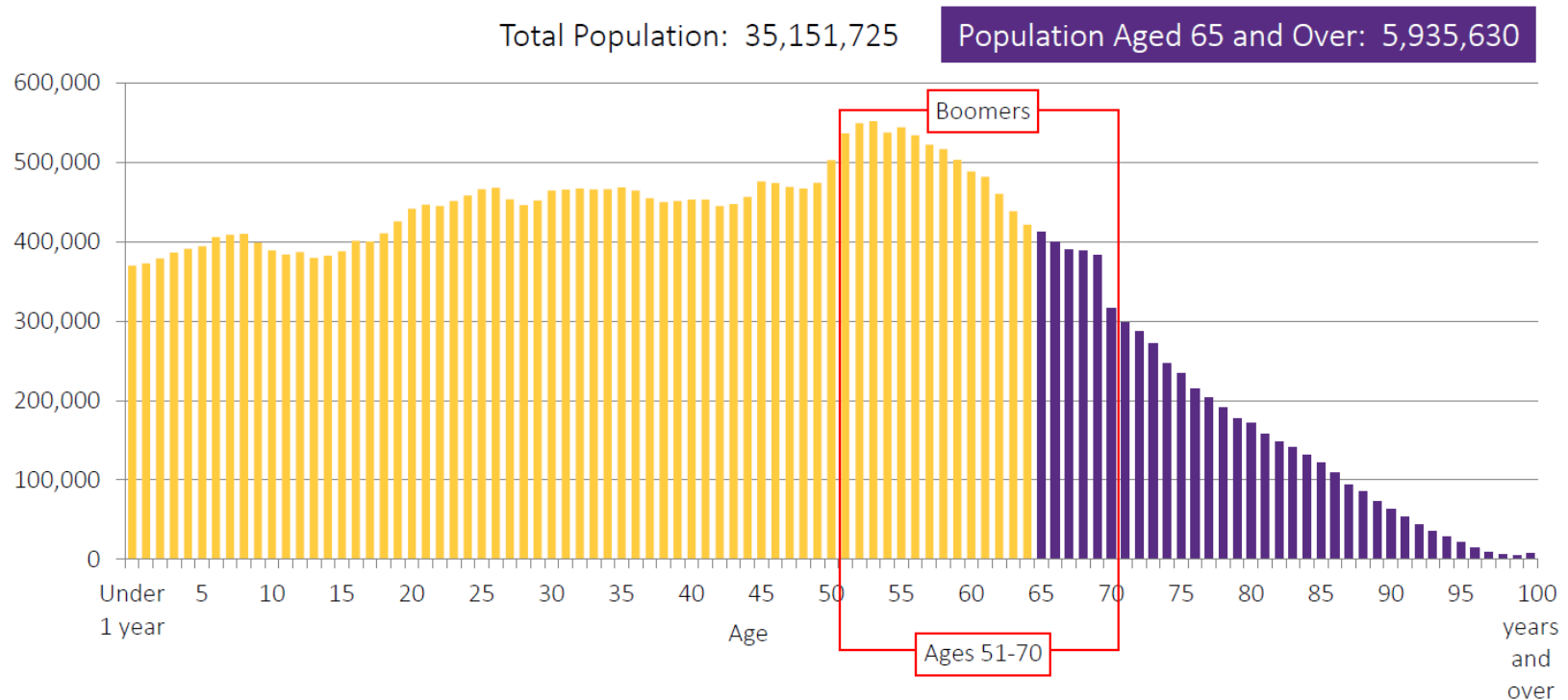
Source: Statistics Canada, 2006, 2011 and 2016 Census



Large Wave of Boomers Coming – Many Renovations Needed

CANADA'S POPULATION

Census Population, Canada, 2016



Source: Statistics Canada, 2016 Census



Not Just Any Renovation or Customer

- Seniors have very specific needs – very specific home modifications needed
- New players needed – OT's, equipment suppliers, caregivers (family & other)
- New types of renos needed – ramps, lifts, walk-in tubs/showers, elevators, home automation



What is CHBA Doing?

- **Support for Seniors/Persons with Disabilities**
 - Protect those needing renovations from fraud
 - Provide clients and caregivers with appropriate and accurate information
 - Help renovators gain the skills needed
 - Help clients get the correct renovation for them



CHBA is Taking Action – Fraud Prevention

- **Get it in Writing campaign**
 - Importance of getting a contract
 - How to check references
 - What should be in a contract

- **RenoMark™**
 - Identifies Renovators who abide by a Code of Conduct
 - Always use a contract and get permits





Taking Action - Information

- Creating a Public Web Portal With:
- Information
 - On Aging and Age Related Issues
 - Health Conditions – What to expect
 - Various Diseases – What to expect
 - Grants and loans by Province
 - Mobility aids, specialized equipment, home automation
- Find a trained and certified Renovator
- Find an Occupational Therapist



Taking Action – C-CAPS

- Canadian – Certified Aging in Place Specialist
- Modeled after well-known CAPS training from NHBA (USA)
- “Canadianized”
- Challenges
 - Providing training to all renovators who want it
 - Ratio of seniors to total population higher in rural Canada – renovators harder to reach – CHBA is looking to team up with industry partners who have a presence in rural Canada
- Course currently under development
- Goal is to pilot first course in Atlantic Canada in February, 2019



Taking Action – Getting the Right Renovation

- Encourage people needing renovations to look for the C-CAPS trained renovator
- Promote the use of Occupational Therapists to work with renovators to specify the correct renovation
- Keep CHBA C-CAPS renovators up-to-date through newsletters, webinars and timely sharing of information



Join Us

- We are builders and renovators – delivering the solutions
- Learning fast – but don't have all the answers
- We can use your expertise
- We are doing the right thing and we can always use help

www.chba.ca

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Questions?

Thank you.