

**AFBC**

Architecture Foundation of  
British Columbia

February 2021

**leading**

architecture forward

# AFBC

The Architecture Foundation of British Columbia (AFBC) is a non-profit organization advocating for the advancement of architecture and design in British Columbia.

The AFBC is also a registered charity that funds education programs, scholarships, and other philanthropic initiatives.



# Contents

Introduction	4
Vision and mission	5
Values	6
Board	7
Our story	9
Our objectives	11
Our future	13
Phase 1 – Launch	14
Phase 2 – Expand	15
Phase 3 – Lead	16
Contact information	17

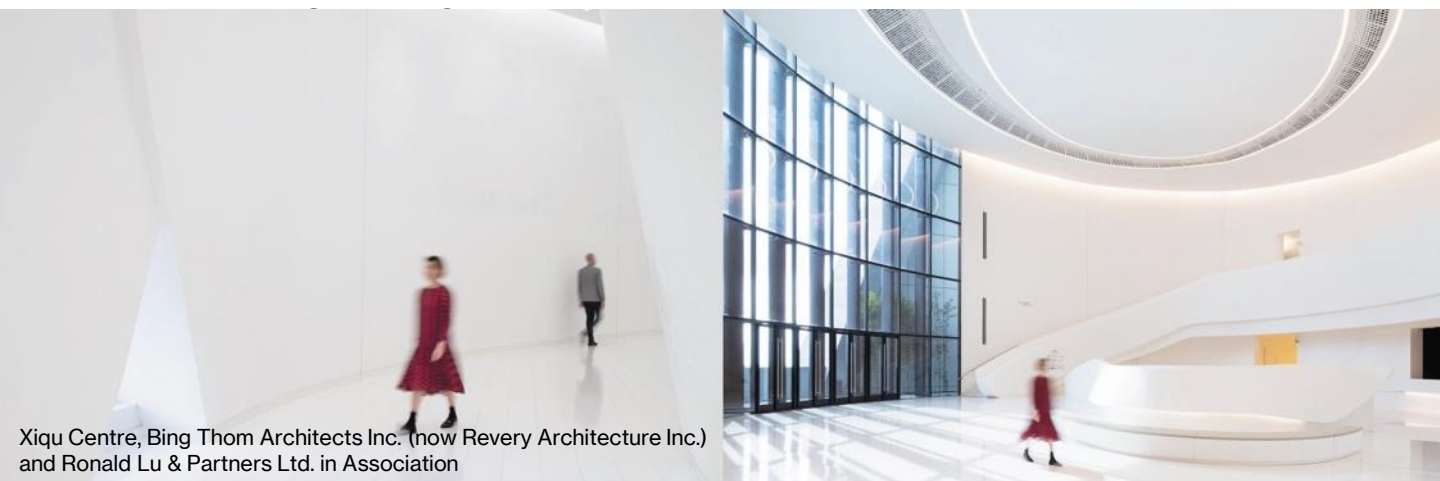
# Introduction

Over the past year, in the wake of COVID-19, the Architecture Foundation of BC re-evaluated our sense of place through a comprehensive, strategic planning process. What has emerged is a reinvigorated clarity of purpose, buoyed by a new vision, mission, and values, and distilled into three core objectives: Advocacy, Awareness and Education.

I'm delighted to share the 2021-2025 Strategic Plan with you, and I invite you to reach out, become a member, network at one of our upcoming events, volunteer, and submit your amazing projects to the Architectural Awards program featuring the Lieutenant-Governor Awards.

On behalf of the board, liaisons, and all those who generously participated in the strategic planning process, we look forward to delivering a slate of programs and initiatives that promote the power and value of architecture and design.

**Karl Gustavson, Architect AIBC**



Xiqu Centre, Bing Thom Architects Inc. (now Revery Architecture Inc.) and Ronald Lu & Partners Ltd. in Association

# Vision

To advance the profession of architecture  
and design in British Columbia.

# Mission

To promote the value of architecture and design  
in British Columbia and to strengthen our  
community's connection to the built environment.

# Values

## **People**

We invite a culture of diversity, respect and growth.

## **Elevate**

We deliver outstanding programs and opportunities.

## **Passion**

We believe in the power of design.

## **Lead**

We lead conversations about the built environment.

## **Collaborate**

We bring together the design profession and the community.

# Board

## **AFBC Board Members**

Kim Barnsley, Architect AIBC  
Brando Ciccone  
Michelle Fenton, Architect AIBC  
Karl Gustavson, Architect AIBC  
Scott Kemp, Architect AIBC  
Jesse Martyn, Architect AIBC  
Walker McKinley, Architect AIBC  
Cal Meiklejohn, Architect AIBC

## **AFBC Liaisons to the Board**

Ron Kellett, UBC SALA  
Megan Chalmers, Architect AIBC

## **AFBC Board Administrator**

Sarah Freel

## **AFBC Board Structure**

We are a 10-person, volunteer Board with part-time administration support. We serve a minimum 2-year term and sit on several committees: Governance / Finance, Awards, Membership, Communications, Advocacy and Practice, and Inclusion, Diversity, Equity within Architecture. Up to six of our ten Board members are appointed by the AIBC, per AFBC Bylaws.

## **Established in 2001**

Born out of the AIBC, a group of BC architects saw the need to better educate the general public about architecture and design, and to support the design community through the provision of grants, scholastic awards and events. The goal of the AFBC was to make architecture and design accessible to all stakeholders by promoting awareness through a variety of programs and annual events.



“I wish the AFBC collaborated with other professional organizations to deliver advocacy-focused initiatives which increase the understanding and appreciation of the profession.”

Comment from an Architect AIBC  
at 2020 Strategic Planning Session



# Our story

The Board evaluated similar organizations in North America, engaged directly with stakeholders, and canvassed feedback from the architectural and design community.

Informed by industry best practices, multiple planning sessions, and thoughtful commentary, three core strategic objectives were identified:

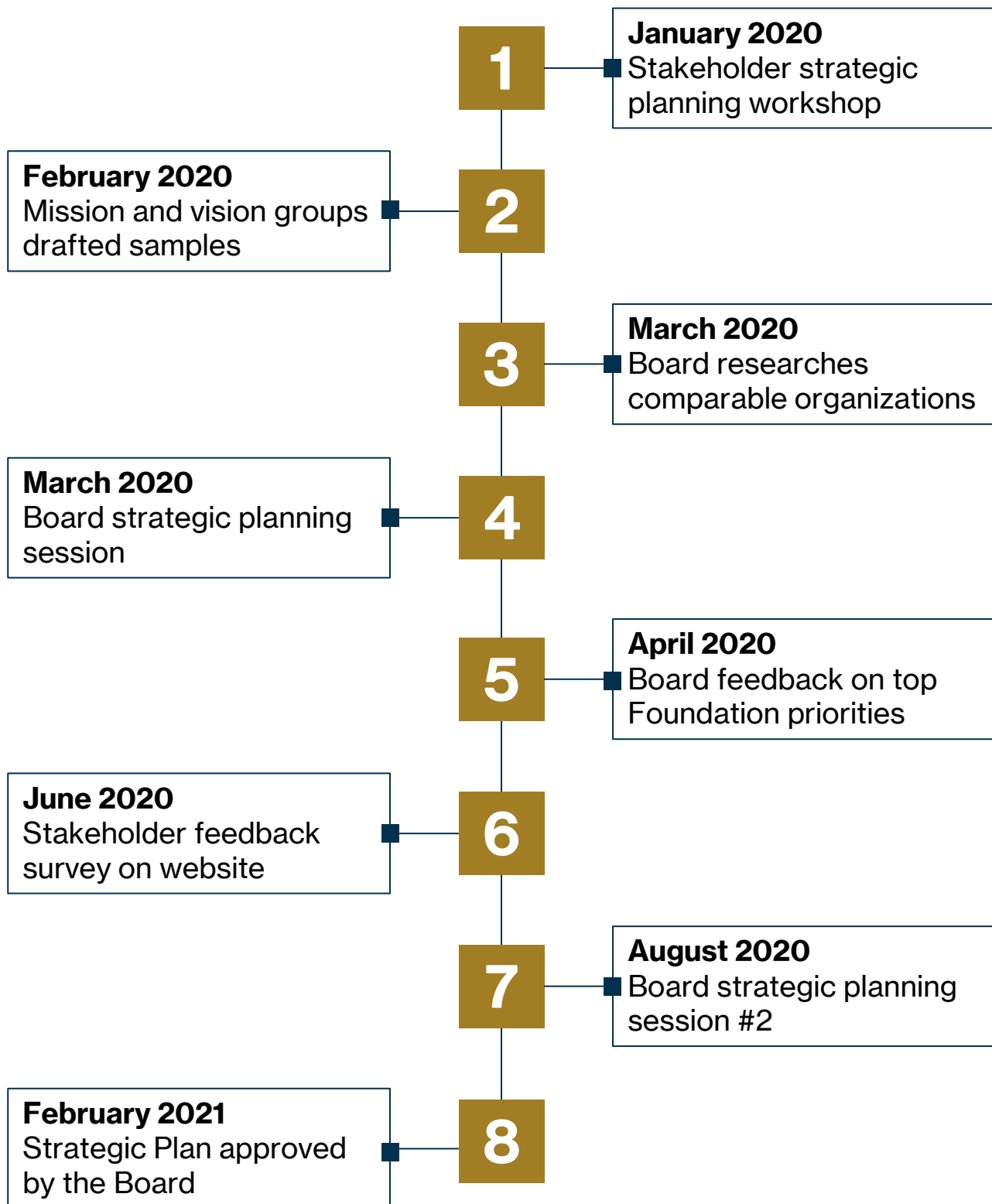
**Advocacy**

**Awareness**

**Education**



The Duke,  
Acton Ostry Architects Inc.



# Our objectives

## **Advocacy**

Be the celebratory voice of architecture in British Columbia. Distinct from AIBC's legislative role, we advocate for the profession by collaborating with design professionals, community leaders, and key stakeholders to promote the value of architecture.

## **Awareness**

Raise awareness of the value of architecture in British Columbia. Strive to strengthen the public profile of the profession of architecture and the role of architects as leaders in innovation. Host the AFBC Architectural Awards program to celebrate the best of architecture and design, showcasing the inspiring contributions individuals and firms have made to our communities and to the built environment.

## **Education**

Generate, curate, and communicate knowledge relative to architects, architecture, and the profession. Provide a Scholarship Program to enable access. Expand architecture education and resources and encourage inclusion and diversity in the profession.





“I wish the AFBC encouraged architects to integrate with their neighbourhoods more, engaging with neighbours, developers and community organizations to see how design can help at a very local level.”

Comment from an Architect AIBC at 2020 Strategic Planning Session



# Our future

Over the next 10 years, we will grow our core objectives through a series of phases:

## **Phase 1 - Launch (Year 1/2021)**

In this first phase, a solid foundation will be laid out including membership recruitment, volunteer and sponsorship opportunities, a launch event, new messaging and a rebrand.

## **Phase 2 - Expand (Years 2-5/2022-25+)**

This phase will focus on enhancing programming and awareness through communication, collaboration, engagement and education.

## **Phase 3 - Lead (Year 10/2030+)**

The third phase will see the AFBC become a key advocate and a leader in the architecture profession in British Columbia.



CNC Heavy Mechanical Trades Training Facility  
Office of McFarlane Biggar Architects & Designers Inc.

# Launch

## **Phase 1 Goals**

Establish partnerships.

Enhance sustainability by engaging a potential membership base.

Grow an operations team of staff and volunteers to hold events.

## **Advocacy**

- Membership Drive
- Architectural Awards Program featuring the Lieutenant-Governor Awards / November 2021 ceremony

## **Awareness**

- Launch Event
- Rebrand and New Messaging
- Volunteer and Sponsorship Opportunities

## **Education**

- Scholarship Program

# Expand

## **Phase 2 Goals**

Collaborative efforts with other organizations on important issues for the built environment.

Increased volunteer and member involvement in AFBC initiatives.

Communication of regular content to educate our members, other members of the profession, and the public

## **Advocacy**

- Architectural Awards Program featuring the Lieutenant-Governor Awards
- Industry roundtables on urban and architectural concerns

## **Awareness**

- Golf Tournament
- Volunteer and Sponsorship Opportunities

## **Education**

- Scholarship Program
- Exhibitions to celebrate architecture and design
- Publications on [architecturefoundationbc.ca](http://architecturefoundationbc.ca)

# Lead

## **Phase 3 Goals**

Collaborative efforts with other organizations on important issues for the built environment.

Increased volunteer / member involvement in AFBC initiatives.

Communication of regular content to educate the public, the profession and the membership.

## **Advocacy**

- Architectural Awards Program featuring the Lieutenant-Governor Awards
- Partnered industry events on urban and architectural concerns
- Roundtables on environmental, climate and health concerns for the industry

## **Awareness**

- Golf Tournament
- Networking events for architects
- Partnership event during Vancouver Design Week

## **Education**

- Scholarship Program
- Exhibitions to celebrate architecture and design
- Publications on [architecturefoundationbc.ca](http://architecturefoundationbc.ca)
- Educational resources for schools and the public on the importance of architecture





AFBC

Architecture Foundation of  
British Columbia

# leading

architecture forward

[info@architecturefoundationbc.ca](mailto:info@architecturefoundationbc.ca)

[www.architecturefoundationbc.ca](http://www.architecturefoundationbc.ca)