

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.



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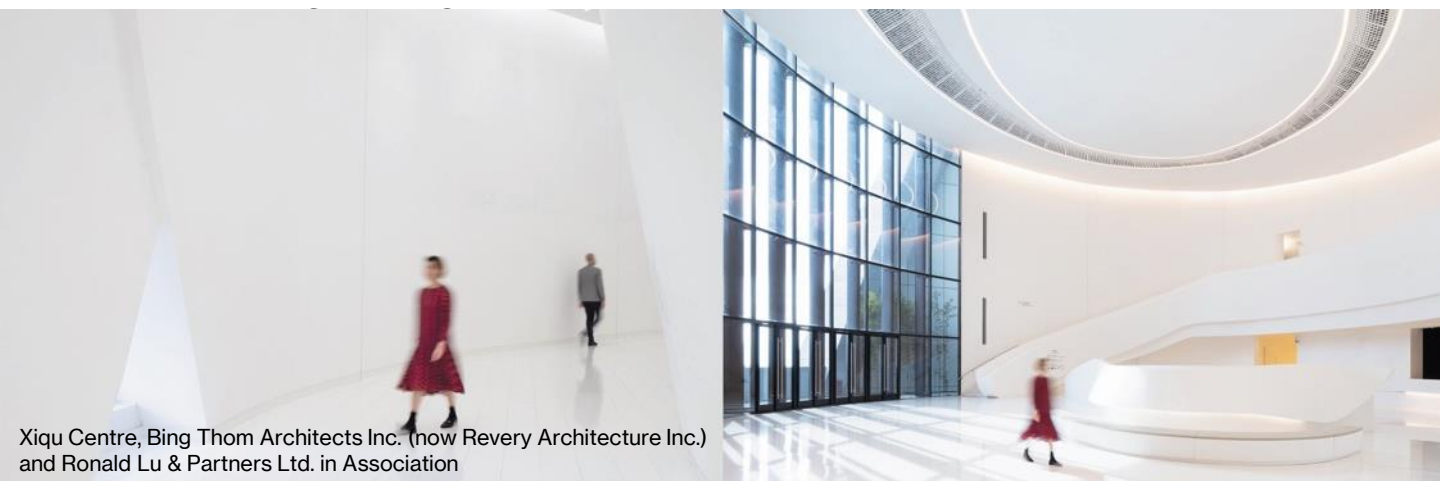
Introduction

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
Jeff McLellan
Walker McKinley, Architect AIBC
Cal Meiklejohn, Architect AIBC
Kelsey Wilkinson, Intern Architect AIBC

AFBC Liaisons to the Board

Blair Satterfield, Director, UBC SALA
Megan Chalmers, Architect AIBC &
Chair of IDEA Committee

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.



Howard Residence
ABC Architecture Building Culture Inc.

“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:

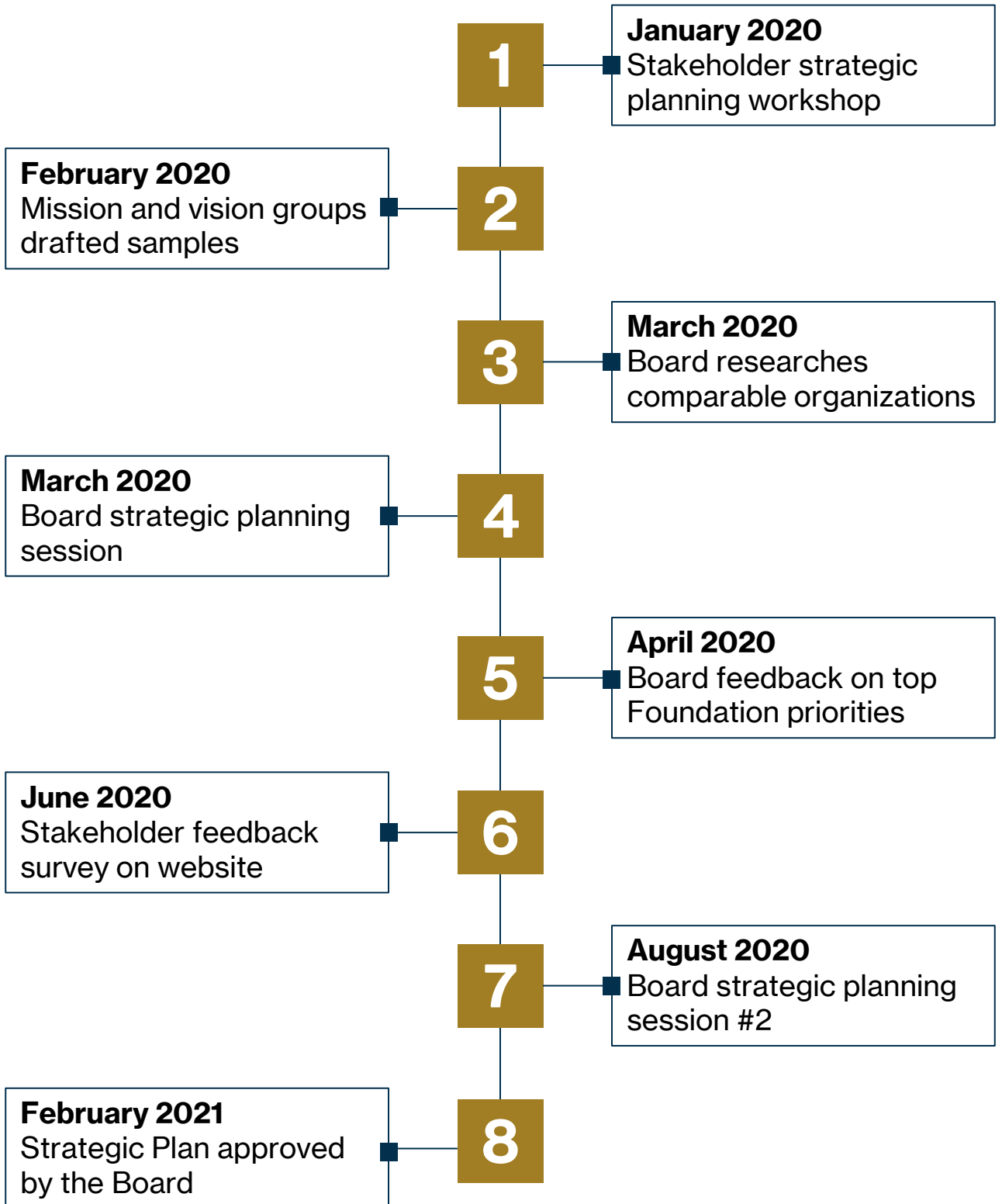
Advocacy

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

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
- Educational resources for schools and the public on the importance of architecture

AFBC

Architecture Foundation of
British Columbia

leading

architecture forward

info@architecturefoundationbc.ca

www.architecturefoundationbc.ca

Temple of Light,
Patkau Architects Inc.