

## CDA Value Proposition

Where the Canadian Armed Forces is the national institution for the Profession of Arms in Canada, the Conference of Defence Associations is the collective professional association for the Armed Forces in Canadian society. Membership in the CDA provides organizations with access to a credible, robust and influential voice on security and defence that enhances and extends their reach collectively to decision makers and Canadian society. Benefits of membership include the following:

1. Support to member Associations in advocating the Government of Canada and Departments on matters of national security and defence important to them. This is both collectively as the CDA representing all Associations and then on issues in support of individual CDA members
2. Upon request from individual member associations, support from CDA Head Office in promoting each member association's goals, objectives, and activities (consistent with CDA vision, mission and objectives as described in the CDA Constitution)
3. Promotion and distribution of materials related to member Association events that improve general awareness and understanding of Canadian security and defence matters;
4. Extension of member Association visibility through the CDA website.
5. Support to understanding and discussion between member Associations for issues of common interest
6. Assistance/partnering in content for member Association programming
7. An annual conference on Security and Defence that enables engagement with Parliamentary members, Departmental officials and military leaders
8. Privileged access to CDA Institute programming:
  - Input into and influence on prospective themes for CDA Institute research and on discussion topics for CDA and CDA Institute events
  - Preferential rates for CDA Institute programming – conferences, roundtables and symposia
  - Extended visibility of CDA member Association events through the What's New emailing
  - Access to the CDA Institute Research Fellows for advice or commissioned research and analysis

Membership is available to both for-profit and not-for-profit organizations that have a significant interest or connection to the Canadian Armed Forces and military veterans, and is valid on a fiscal year (1 April-31 March) basis. Membership in the CDA is not open to individuals.