

## Ensuring Excellence.

For Immediate Release  
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## NEW NAME, DESIGNATION MARKS TURNING POINT FOR THE HUMAN RESOURCES PROFESSION IN CANADA

### CCHRA becomes CPHR Canada; Designation becomes CPHR.

TORONTO - October 12, 2016 - CCHRA announced today that they, and the eight provincial associations who make up the national body, are aligning under the name and designation CPHR – Chartered Professionals in Human Resources.

“This change further unites and strengthens the organization on behalf of our members” says Shannon Railton, Chair of CCHRA. “The human resources role continues to become more critical in accelerating economic growth through business success and in improving the lives of employees. Our strong, single CPHR designation showcases the unique experience and expertise CPHRs bring to the workplace.”

The eight provincial associations in CPHR Canada opted to maintain one designation - Chartered Professional in Human Resources - as their standard of quality, consistent with many other professions and other HR designations around the world.

“We would have proceeded with aligning our Associations nationally under the previous CHRP banner,” adds Railton, “however the Human Resources Professional Association (HRPA) of Ontario opted to create a three-tiered designation for their Province and defined CHRP, which was shared across the country, as their entry level designation. So the rest of Canada was required to either accept the tiered model, or make this change. We collectively determined that it was in our members’ best interests to proceed with one designation.”

Recently, CPHR Canada established consistent minimum requirements for certification, and a national Code of Conduct; each of the provincial associations is moving forward together toward self-regulation, and they are accrediting Post-Secondary Education programs across the country that align with CPHR educational requirements.

This summer CPHR Canada, which is 27,000 members strong, announced a strategic agreement with SHRM (Society for Human Resource Management), in the US, the largest HR organization in the world. CPHR Canada is also Canada’s representative on the North American Human Resources Management Association (NAHRMA) and the World Federation of People Management Associations (WFPMA).

The new CPHR brand and new certificates for designated professionals are expected to be rolled out across the eight participating provincial associations in the coming months.

The Human Resource Member Associations of CCHRA include: HRMA (BC); HRIA (Alberta); SAHRP (Saskatchewan); HRMAM (Manitoba); HRANB (New Brunswick); HRANS (Nova Scotia and Prince Edward Island); HRPNL (Newfoundland and Labrador); and CHRA (Quebec).

### About the CCHRA

Established in 1994, the Canadian Council of Human Resources Associations (CCHRA) is a collaborative effort of human resources associations from across Canada. The CCHRA is the national voice on the enhancement and promotion of the profession across Canada, through established and credible designations, collaborating on

national issues related to the profession and proactively positioning the national human resources agenda at the international level. As of today, CCHRA has officially become CPHR Canada.