Canadian Trucking Alliance

CCMTA: Addressing Labour Market Challenges in Trucking

July 2023

Addressing Labour Market Challenges in Trucking

- Industry Image Campaign
- Training Support
- Immigration
- Combating the Underground Economy

Industry Image Campaign

Phase 1 (Fall 2021-Present)

- Choose to Truck is the largest public relations, media campaign in the industry's history.
- Primarily social media based. Hugely successful by all measurements. Nearly 40M impressions across social media platforms - with nearly 1M click-throughs. 5,000 submissions from prospective job seekers.
- 'Hearts & Minds' was main focus of Phase 1 to market/showcase industry highlights, innovations & opportunities to potential new audiences, while dispelling archaic negative perceptions.
- Aspirational messaging based on themes younger/future workers would identify with (new technology, rewarding careers, freedom, environment, community spirit etc)

Industry Image Campaign

Phase 2 (Jan 2024-2026)

- New look & feel. Creative to include new animated image carousel and videos.
- Core messaging is still anchored by marketing ‘image’ of the industry, but phase 2 will also make more inroads into recruitment and employment opportunities.
- Career promotion will be driver focused, but other occupations will be highlighted (equipment technicians, logistics/data analytics, coding, etc) as well as competitive wages/benefits from good carriers.
- Emphasis on people – diversity, inclusivity, training support systems.

Training Support

- For many years, trucking did not receive much attention.
- Upgrades to the NOC, the pandemic, and industry calls have helped to change this.
- Many federal and provincial programs have come online in the past few years.
- There is still a need for longer term/ more institutionalized funding.
- There is a clear role for federal and provincial governments.

Immigration

Immigration will be key for future labour growth

- Provincial Programs
- Federal Programs (TFWP, RNIP, EE, etc)

Outstanding issues

- Trusted Employer Program(s)
- Credential Recognition and Pointing
- Increased Training Support

Combating the Underground Economy

Driver Inc.

- Misclassification scheme that sees drivers stripped of labour rights and put in a precarious tax position.
- Enforcement needs to be expanded.

Federal

- ESDC
- CRA

Provincial

- WCBs/ MOLs
- Transportation Authorities
- Supply Chain and other actors

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