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# Canadian Trucking Alliance

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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)

On the open road there's only one person in command. You. People, businesses, and the country, count on a job being done right. Trucking today is nothing like the trucking of then.

See how the face of trucking is changing >



### OPPORTUNITY.

Jobs for trucking don't have to be... There are positions open in tech, marketing, logistics, human management and much more.

From advanced international logistics, vehicle systems coding and data analysis, working on the most technologically advanced equipment in the market, there are many opportunities in trucking — because trucking today is nothing like trucking before.

See how great tech is revolutionizing trucking >



### PLANNING.

With advanced mapping, GPS, and telematics ride management systems, trucking today requires advanced planning and logistics to get the goods people rely on from coast-to-coast on a schedule.



# TRUCKING IS CHANGING



# TRUCKING IS DRIVING CHANGE

Scroll down to learn how

133,412

# 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.

COME FOR A  
VISIT

STAY  
FOR A


CAREER



CHOOSE DIFFERENT.

CHOOSETRUCKING.CA

# 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.
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# 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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