



# Highway of Opportunity

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# OVERVIEW

- The for-hire trucking industry produced more than \$19 billion in GDP in 2014 (which is more than air and rail industry combined)
- There are approximately 200,000 truck drivers across Canada
- Immigrants make up a significant portion of the truck driver population (20%)
- 97% of all truck drivers are male
- Recruiting has been a challenge for the last 10 years

# LABOUR SHORTAGE



## Current Situation

- Average age of a truck driver is 50
- Industry will need 25,000 to 33,000 drivers by 2025
  - ➔ 3,000 for Atlantic Canada
- Complete labour shortage
  - Mechanics, dispatchers, executives and logistics experts
- Target market to fill jobs - younger gen., women, immigrants

# WHAT'S BEEN DONE

- Heighten awareness of the industry
  - ✓ Launched campaign two years ago on truck driver occupation (Education campaign on driver training and training schools)
  - ✓ Spoke to students at high schools
  - ✓ Developed industry/career collateral and delivered to schools
  - ✓ Used Social Media to get the word out 
  - ✓ Educated guidance counselors, career counselors and everyone involved in post secondary education

.....but its not enough, the industry will continue to need immigrants to fill the void.



# IMMIGRATION HAS BEEN A **GOOD OPTION**



- Traditionally, industry has been heavily invested in immigration programs to fill labour needs, especially the Temporary Foreign Worker Program.

Although, the program has since become very restricted, therefore industry is not utilizing it as much but not by choice but because of the limitations now.

- cap of 10% of total labor pool
- application cost up from \$275 to \$1,000

# IMMIGRATION PROGRAM CHALLENGES

- Too many steps...nomination to permanent residency
  - Renewal process for work permits is too long and difficult
  - Application process is too long for our industry that has a proven work shortage
- Too much paperwork for employers and workers (repetitive and onerous)
- English test very difficult (drivers with the potential to be excellent workers and communicators and who have essential skills to do the job lose their work permit and are sent home because they did not pass)
- Wait period too long to get family here to support them in their new life



# OPPORTUNITY

## FOR IMMIGRATION

- *Labor shortage for the Trucking Industry today and in the near future and this was recognized by the provincial government.*
- Recent federal immigration policy changes will give us an opportunity to tap into other immigration programs. (particularly impacting employers in low and semi-skilled occupations)
- We anticipate being more heavily reliant on provincially managed immigration programs such as the prov. nominee program as these tend to be more responsive to regional labour supply needs compared to the national programs.
- The New Brunswick Provincial Nominee Program, for example, administers several immigration streams that can be leveraged to help alleviate industry shortages (namely the Skilled Worker with Employer Support Stream) in the short and long term.



# OPPORTUNITY

## FOR IMMIGRATION

- Atlantic Canada, in partnership with the Government of Canada, also recently announced a regional pilot project (anticipated to be launched in early 2017) that may further help employers of low and semi-skilled occupations.
- This pilot is employer driven and has an added emphasis on engaging employers in the newcomer integration process, for the purpose of positively impacting settlement and retention trends.
- Going forward, Canadian immigration policy is anticipated to increasingly include an emphasis on engaging employers in ensuring they are contributing to the newcomer settlement and integration process.



# LOOKING AHEAD

- Create awareness and change the perception of people towards our industry
- Develop industry wide recruiting campaigns for immigrants
- Close the gap between carriers and immigrants looking for work
- Mandatory entry level training for truck drivers
  - Truck driver needs to be recognized as a skilled trade