

# Canadian Supply Chain Sector Council

## Press Release

### CSCSC Launches New Website and Announces Design Competition

**December 15, 2006, Mississauga, Ontario** – The Canadian Supply Chain Sector Council (CSCSC) has launched a new website, at [www.supplychaincanada.org](http://www.supplychaincanada.org). Designed to address the needs of both supply chain neophytes and veterans, the site provides information at all levels, from the rudimentary – what is a supply chain? – to the advanced – with links to research reports and resources, and information about conferences, symposia and other meetings.

Current news and feature stories on the website's homepage will be updated regularly to keep visitors abreast of important happenings and trends in the sector. The homepage also features links to the sector's "pillar associations," groups that represent the wide variety of functions in the supply chain workforce.

Objectives of the Council's first two projects are described in the "Current Projects" section. As the projects progress, interim results will be made available on the site, and upon their completion, project reports will be posted. As other projects are undertaken, information will be provided and updated whenever there is news to communicate.

The CSCSC's strategic plan, in the form of a results-based management and accountability framework document, is posted in the "About Us" section. The document is the Council's blueprint, describing what results we'll be working to achieve, how we intend to monitor and evaluate our success in achieving those results, and how we're organized and governed to facilitate the achievement of those results. This section of the website also includes information about the makeup and mandates of the Council's Board of Directors and various committees and working groups.

Links to numerous job banks are listed in the "Career Information" section. Look for an expansion of this section in the future. Over time, we'll be providing information here about such things as career paths, job descriptions and salaries in the sector.

The sector study, whose 26 recommendations included the formation of the Council, is included in the site's "Publications and Resources" section, which also comprises information about coming events, research reports, the CSCSC's press releases and monthly update reports, and a long list of Internet resources – the website addresses of publications, associations in Canada and abroad, and various national government ministries and agencies.

The website is available in English and French.

### Design Competition

The Council announces that it will hold a competition for Canadian students to develop a corporate identity, a full package of branding elements that includes a logo, letterhead and business cards. These items must work equally well in English and French, reflecting the Council's name in both languages: Canadian Supply Chain Sector Council and Conseil canadien sectoriel de la chaîne d'approvisionnement.

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Since its inception, the Council has been operating without a “look.” With its other administrative needs fulfilled and two research projects underway, it’s time to get creative.

The competition’s aims are:

- To establish a brand for the Council that is easily recognizable and will allow it to expand its reach in the supply chain sector.
- To provide, with a quick look, a concept of the Council’s purpose.
- To offer an opportunity to Canadian students to develop their skills in conceptualizing and design.
- To increase awareness among Canadian students of supply chain management as a profession.

Entries must be received by March 30, 2007. They will be rated by a panel of judges, based on the following criteria:

- Communication and clarity of purpose or identity
- Recognizability
- Creativity, originality and appeal

The winning entry will be announced in April 2007; the winner will receive a \$1,000 prize.

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The Canadian Supply Chain Sector Council is an all-stakeholder, not-for-profit organization responsible for the human resources strategy for the supply chain sector in Canada. The CSCSC is funded by the Government of Canada’s Sector Council Program.

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