

Canadian Supply Chain Sector Council

Update Report January 2007

Raising Awareness in the Schools of Supply Chain Careers

Elevating the profile of the supply chain's myriad career options is one of several of the Council's roles. To achieve this objective, we're increasingly reaching out to students and their parents, teachers and school administrators, and the career-development community.

We all know about the need to break the stereotyped thinking that keeps a supply chain worker in the seat of a forklift. Apparently, too, it's still true that lots of people find themselves in a career in this sector more by accident than by design. We're setting out to ensure that students leaving school, at whatever level, know about the opportunities that are open to them in the supply chain sector, given their level of education and training, and that they have a vision of a career path within it. We want them to *choose* to work in the supply chain sector, knowing that they can build stimulating and rewarding careers by doing so.

Recent Initiatives

1. The Council is participating in a joint program of The Alliance of Sector Councils (TASC) and the Toronto District School Board to explore a number of career initiatives that will raise the visibility of the supply chain. The package of services could include anything from tours and mentoring to curriculum development. Our task here is to foster understanding, by everyone involved in the decision-making process related to career development, of the supply chain's wide-ranging career opportunities. Concrete activity with the Council engaged with a specific school partner may take some time; however, we are confident that an appropriate match can be made. TASC hopes that this project can provide the lessons necessary for a pan-Canadian rollout in the future.
2. The Council participated in the annual New Brunswick Career Development Action Group Forum held in Saint John, N.B., in late November. Roundtable presentations were made to over 150 career practitioners, and a workshop was offered using Thomas Friedman's concept, "The World is Flat: Careers in Canada's Supply Chain." Copies of the presentation are available at the NBCDAG site, at www.nbcdag-gadcnb.ca.
3. Showcasing numerous careers in the sector in a tour-packed agenda, the transportation and logistics "Trades on Tour" initiative of the South Western Ontario Industry-Education Council provided a real-life view to the 300 participants on board – all selected to take part because of their perceived suitability for and likely interest in the sector – of several functions of the supply chain in action. This kind of learning experience allows students, and their teachers and parents, to better visualize what a future career in the sector could involve. It also increases the familiarity of administrators and teachers with the sector's potentialities. The Council contributed to this project by presenting sector information to the group, to enhance their knowledge related to the facilities they visited.
4. In March 2007, the Council will make a presentation to the Saskatoon & District Industry-Education Council's "Contact: Connecting in an Energized Labour Market" conference. Call us to speak at your next gathering!
5. We're actively participating with several groups that are promoting awareness of supply chain careers: the B.C. Supply Chain Career Awareness Network, the Canada Career Consortium and Canada Career Information Partnership, the Association of Canadian Community Colleges, the Calgary Logistics Council. Projects being undertaken by these and similar groups are designed to alleviate the still-widespread lack of awareness of the sector and limited perception of its scope.
6. We are working to populate the career section at www.supplychaincanada.org to ensure that current career products that highlight our sector are prominently featured. Contact info@supplychaincanada.org if you are aware of any other material that will help us spread the word and engage users in exploring opportunities in the supply chain!

.../2

There are some excellent Canadian models now available for the development of supply chain awareness in the schools. Our goal is to help expand such programs, to demystify the supply chain and promote the growth of the Canadian supply chain labour pool.

In Brief

Salon CAM-Logique trade show

The CSCSC, the Canadian Trucking Human Resources Council and Quebec's le Camo-route inc. will share booth 4008 at Salon CAM-Logique, a trade show for the trucking and logistics industries in Montreal from April 26 to 28. The show will feature a working warehouse, complete with the latest in racking, conveyor systems, and traceability and loading/unloading technology.

Labour Market Information Project Update

SPR Associates has been selected as the research consultant on the Council's LMI project.

Work is currently focused on putting together five focus groups across Canada – in Vancouver, Calgary, Toronto, Montreal and Moncton – to be held in April and May. Members of these focus groups are being carefully chosen in order that we achieve a cross-section of functions and industries that can be expected to represent the views of the full sector.

The outcome of this project, to be completed in the summer of 2007, will be a detailed proposed framework for the creation of a comprehensive labour market information system or program for the Canadian supply chain sector. The results of the project will provide the basis for the next phase of work: development of the proposed system.

Education/Certification Project Update

Laying the groundwork to complete this project, the working group and contractor BPR have been busy defining requirements, determining where information exists in order to accurately assess what is needed, and conducting stakeholder interviews.

Work on this project will result in the development of a database compendium of existing education, training and certification tools available to the supply chain sector. Focus groups will review the data and help to determine if a standardized approach to education, training and certification would be desirable for the sector.

Completion of this phase of the project will make available a fairly comprehensive source of information on post-secondary supply chain education, training and certification.

SCL/Industry Canada KPI Research

If you need a benchmarking tool to analyze your company's supply chain performance, you'll find the research done by Supply Chain & Logistics Association Canada and Industry Canada eminently useful. The resulting reports present some pretty fascinating data, and provide strategies to increase competitiveness. Visit the research section of SCL's website, at www.sclcanada.org, to gain access to the reports.

Competition Reminder

The CSCSC needs a look, and we've gone to Canadian students to get one. Our competition for the design of a logo and other branding elements will provide a \$1,000 prize to the winner. Details are on our homepage.

CSCSC Website: Events, Resources, Publications

Check our extensive, and growing, web-link lists when you need to find supply chain-related information. And, if you have an event or publication to promote, be sure to let us know.