

February 3, 2021

Hon. François-Philippe Champagne
Minister of Innovation, Science and Industry
C.D. Howe Building
235 Queen Street
Ottawa, Ontario K1A 0H5

RE: Canadian Chamber of Commerce's Workforce Supply and Demand Matchup initiative proposal

Dear Minister Champagne:

On behalf of the Alberta Chamber of Commerce, a network of 122 community chambers representing more than 25,000 job creators, we are writing to congratulate you on your new role as Minister of Innovation, Science and Industry. Our network looks forward to working with you and, with the upcoming federal budget under development, we would like to bring to your attention an important opportunity for advancing national economic innovation.

To reinforce Alberta's continued contributions to national prosperity by enabling business scale up in emerging sectors, we urge the federal government to commit resources to the Canadian Chamber of Commerce's proposal to launch a national Workforce Supply and Demand Match-up (WSDM) initiative (details enclosed).

The chamber network is uniquely positioned to engage the private sector and facilitate agile workforce transitions. This, in turn, can drive economic recovery and grow emerging sectors by retaining and redeploying highly skilled talent—key objectives for regions impacted by the ongoing oil price collapse. The WSDM model has remarkable, proven success in North America and the chamber network across Canada is poised to implement at scale upon approval of start-up funding.

In Alberta, the chamber network is already working closely with our post-secondary community. To better align programming to labour market outcomes, we are engaging directly with industry and drawing on high-quality local labour market data to inform decision making. A priority for our joint efforts is developing short-burst training to meet the rapidly evolving skills needs of growing businesses of all sizes across the distinct regional economies in the province. This priority was informed by Alberta Colleges Economic Recovery Task Force recommendations from October 2020 (see attached, specifically recommendations 9 and 11b).

Federal support for the WSDM initiative would support the collaboration underway between Alberta's chambers and post-secondary institutions, accelerating economic diversification in Alberta and growing innovative industries across Canada. As your ally in securing a prosperous future for Canadians, the ACC deeply appreciates your consideration of the chamber network's proposal.

With best regards,



Ken Kobly
President and CEO

Hon. Chrystia Freeland, Deputy Prime Minister and Minister of Finance
Hon. Mona Fortier, Deputy Minister of Finance and Minister of Middle Class Prosperity
Hon. Mélanie Joly, Minister of Economic Development and Official Languages
Hon. Mary Ng, Minister of Small Business, Export Promotion and International Trade
Hon. Carla Qualtrough, Minister of Employment, Workforce Development and Disability Inclusion
Hon. Jim Carr, Special Representative for the Prairies
Hon. Jason Kenney, Premier of Alberta
Hon. Doug Schweitzer, Minister of Jobs, Economy and Innovation
Hon. Jason Copping, Minister of Labour and Immigration
Hon. Demetrios Nicolaides, Minister of Advanced Education

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