



Canadian  
Chamber of  
Commerce

Chambre de  
Commerce  
du Canada

The Voice of Canadian Business™  
Le porte-parole des entreprises canadiennes<sup>MD</sup>

Via email: [Navdeep.Bains@parl.gc.ca](mailto:Navdeep.Bains@parl.gc.ca)

November 17, 2020

Hon. Navdeep Bains, P.C., M.P.  
Minister of Innovation, Science and Industry  
235 Queen Street  
Ottawa, ON K1A 0H5

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

Dear Minister Bains:

On behalf of the Canadian Chamber of Commerce and our more than 200,000 member businesses in all regions across the country, I would like to thank you for your continued leadership to help Canadians get through the COVID-19 crisis. As we continue to work our way through the crisis, you can also count on Canada's businesses to help lead the way in economic recovery.

*"The third foundation is to build back better to create a stronger, more resilient Canada. To do this, we must keep strengthening the middle class and helping people working hard to join it, and continue creating jobs and building long-term competitiveness with clean growth."*

A Stronger and more Resilient Canada,  
Speech from the Throne, September 2020

To support the government's commitment to create one million jobs and restore employment numbers to pre-crisis levels, I share with you our updated proposal to help Canadians successfully return to productive employment and to support a resilient and inclusive economic recovery. An initial version of this proposal was first sent to you on May 28, 2020.

**Matching Businesses with Talent**

Even during this historic economic crisis, many businesses are struggling to hire. As parts of our economy wane and others thrive, we need an accurate picture of where the jobs of the future – and the skills required – will be. Additionally, tens of thousands of workers across Canada whose previous jobs have been destroyed by the pandemic will need help successfully adjusting to the dramatic changes taking place in the marketplace.

While Canada has significant data about the unemployed, we lack information about employer demand. We do not have an accurate picture of current job vacancies, where positions are located, which ones are hardest to fill, or what the hiring forecasts may be. Governments, businesses and educators need current and accurate information if we are to close the gap between the skills available and the needs of employers. To address this gap, we are proposing the launch of an innovative program called **Workforce Supply and Demand Matchup** (WSDM). This program will help businesses address the talent gap, fill much-needed positions more quickly and effectively and, overall, help unemployed Canadians get back to work.

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Office of the President and Chief Executive Officer | Cabinet du président et chef de la direction

1700 - 275 rue Slater Street, Ottawa, ON K1P 5H9 | T: 613.238.4000 | F: 613.238.7643 | [info@chamber.ca](mailto:info@chamber.ca)

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Our matchup program will enable employers to partner with training and employment providers to develop candidates for skilled positions, creating the link between jobs and people. This program will support a more inclusive recovery through detailed labour demand data that will present opportunities to reskill and upskill workers, including people from underrepresented groups, in areas of high demand in the STEM fields, skilled trades and green tech.

Working through employer collaboratives in sectors and communities in every jurisdiction across the country, the program will help Canada effectively rebuild and future-proof workforce planning. After establishing proof of concept with start-up funding and gaining momentum with increased industry participation, the program will become self-sustaining.

*"Do we move Canada forward, or let people be left behind?  
Do we come out of this stronger, or paper over  
the cracks that the crisis has exposed?"*

A Stronger and more Resilient Canada  
Speech from the Throne, September 2020

A unique phenomenon over the past several months sets the stage for a successful recovery. For the first time in generations, business and government are squarely focused on the same thing – getting Canadians back to work safely and building a more successful economy as we emerge from the global pandemic. Through this innovative and critically important partnership between the public and private sectors, we can collectively build back better and create greater opportunity in every region of Canada.

Sincerely,

Hon. Perrin Beatty P.C., O.C.  
President and Chief Executive Officer  
Canadian Chamber of Commerce

#### *Attachment*

C.C.:

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. Minister Carla Qualtrough, Minister of Employment, Workforce Development & Disability Inclusion