



Canada

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# DRUPA 2012 presentation

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# Ch. 6 Canada

- **Population: 34,300,083 (July 2012 est.)**
- **Land Mass: 9,984,670 sq km (2<sup>nd</sup> largest in the world)**
- **Two official languages, French and English**
- **Natural hazards: Permafrost**
- **Unemployment rate: 7.2 (March 2012)**
- **Home to hockey players, polar bears, maple syrup, the “double double”, and the Royal Canadian Mounted Police**



# Facts about the Canadian Printing Industry

- Close to 26,000 printing and related companies
- Most companies have fewer than 25 employees



# Canadian Printing Industries Sector Council



- CPISC was incorporated in April 2006 through the Sectoral Partnerships Initiative of Human Resources and Social Development Canada.
- The organization is run by an Executive Director (Marie Eveline) and a small office staff.
- CPISC is a non-profit organization
- There are 13 Board Members – Union, Management, Education (non-voting member)
  - Co-Chairs represent Union and Management
  - Equal members representing Union and Management

# Funding



- Funding is provided by the Federal Government in Canada
- In 2009-10 CPISC received news that core funding would be provided for a three year period in the amount of \$1.4M
- In 2011 CPISC was informed that core funding would not be continued (more about this, later)

# Mission

- **“CPISC's mission is to assist employees and employers in the Canadian printing and graphic communications industry in developing and maintaining a skilled workforce and progressive human resource management in order to maximize the career potential of every employee and to support the industry’s prosperity.”**



# Highlights of Activities

- **Determined Basic Skill Standards for major areas in print-related employment, and established Core and Operating Skills:**
  - Sales Representatives
  - Estimators
  - Customer Service Representatives and Production Coordinators
  - Prepress
  - Colour Specialist
  - Output Specialist
  - Bindery
  - Finishing
  - Press
- **Each skill standard was validated by a working group, surveys, and input from industry members**
- **Produced occupational profiles for each of the above. All materials are downloadable from the CPISC web site**





- **Skill Standards for Senior Managers**
  - Guide to National Skill Standards for Production Managers
  - Guide to National Skill Standards for Print Executives
  - Occupational Profile: [Production Managers](#)
  - Occupational Profile: [Print Executives](#)
- Produced an HR Toolkit (available on the CPISC web site)
- Funded “Career Focus” an incentive program providing up to \$12,750 per employer, per year, to hire graduates from post-secondary education



# Labour Market Information



- **What is LMI?**

Descriptive and statistical picture of occupations, wage rates, unemployment rates, employment outlooks, education and training, and economic trends and conditions. It includes information concerning employment descriptions, industry growth/decline, required skill sets for the job market, wages and working conditions, standards and qualifications, job openings and unemployment rates, labour market programs and labour regulations.

- Published three years ago. Committee revived in 2012 and the survey was sent to industry members across Canada last week.

## **Features and Benefits**



- **Annual forum**
- **Web site (over 760,000 visitors in 2009-10, with over 230,000 page views)**
- **Sixteen issues of an electronic update**
- **Issues of People in Print (print publication)**

# The Future of CPISC

- In 2011, the organization received the news that core funding would not be renewed beyond the three year mark.
- CPISC continues to bid on projects, and hopes to become self-sustaining
- In 2011, the organization commenced discussion with the CPIA to explore the possibility of closely linking the two organizations. Discussions are ongoing, and as a Board Member (Education) for CPISC, I will not comment further at this time.



# For more information...

- **Web Site**

- [www.cpisc-csic.ca](http://www.cpisc-csic.ca)

- **Email**

- [info@cpisc-csic.ca](mailto:info@cpisc-csic.ca)

- **Contact Gillian:**

- [gmothers@ryerson.ca](mailto:gmothers@ryerson.ca)



# Questions and Discussion



# Bibliography

- The Power of Print, Canadian Printing Industries Sector Council  
2009-2010 Annual Report
- List of Canadian Sector Councils (and url links for each):
  - <http://www.councils.org/sector-councils/list-of-canadas-sector-councils>
  - [http://www.hrsdc.gc.ca/eng/workplaceskills/sector\\_councils/funding.shtml](http://www.hrsdc.gc.ca/eng/workplaceskills/sector_councils/funding.shtml)
- Government of Canada information related to Sector Councils
  - [http://www.hrsdc.gc.ca/eng/workplaceskills/sector\\_councils/information.shtml](http://www.hrsdc.gc.ca/eng/workplaceskills/sector_councils/information.shtml)
- [Economic and financial indicators, The Economist magazine, April 21<sup>st</sup>, 2012](#)

