

2022 FALL MEMBER FORUM

Driving Future Change in Transportation

November 21 & 22, 2022
Hyatt Regency Hotel, Calgary

The past two years have had a lasting impact on the future of work and our understanding of what a better future for Canada might look like. Workforce issues appeared as a top transportation challenge for the first time in last year's Compass survey. The labour supply challenge is complex, and addressing it starts with understanding.

The 2022 Fall Forum will look at the Canadian workforce, focusing on transportation. We will dive into how we can adjust to changing workers' needs, improve transportation efficiency, and grow the economy to benefit everyone.

How can innovation and technology best drive the future of transportation? What if we could see that future today? To find innovative solutions, we need to start in the future and work backwards to define the steps to take and modify our current strategies. The forum will feature a unique opportunity to do just that. We will hear from one of North America's top futurists, Brian David Johnson. Connect with him in the "futurist lounge," and he will help you understand your future and the steps needed to get there.

Join us in Calgary as we discuss driving future change in transportation.

Register [online](#)

7:30 am **Hot Buffet Breakfast**

8:30 am **Welcoming Remarks and Introductions**

- **Hon. Jeremy Cockrill**, Minister of Highways, Government of Saskatchewan & Chair, WESTAC
- **Lindsay Kislock**, President & CEO, WESTAC

8:45 am **A Better Future for Canada**

It is time to rethink and reimagine what we can achieve as a country. We must embrace an ambitious and transformative vision for inclusive, sustainable economic growth and opportunity for all.

The Coalition for a Better Future represents a diverse and growing community united in the belief that economic growth is necessary for job creation, rising incomes, a cleaner environment, and a better quality of life. Hon. A. Anne McLellan, Co-Chair of the Coalition for a Better Future, will outline its plan to make economic growth a policy priority and strengthen Canadian society's foundations.

- **Hon. A. Anne McLellan**, Co-Chair, Coalition for a Better Future

9:15 am **Future of Transportation**

The world of transportation and supply chains is changing at an extraordinary pace, driven by the increase in innovation, connectivity, and data analytics. As we hurtle into a dramatically different future, there remain deep uncertainties on key issues, including how swiftly machine capabilities will progress, social and regulatory responses to change, and the ability of organizations to adapt fast enough. As a result, an increasing divide will inevitably emerge between companies that are flexible enough to tap the potential of an exceptionally fluid and dynamic world and those stuck in old ways of working. This session will examine the guiding principles for leaders to forge a path forward for their organizations to prosper as the landscape of work is transformed.

- **Brian David Johnson**, Futurist, Arizona State University's School for the Future of Innovation in Society

10:30 am **Break**

- 11:00 am **Innovation in Transportation**
In this session, panelists will discuss innovative new applications of technology. This will provide a glimpse of what is possible for our industry and how we can develop strategies, policies, and solutions beneficial for the industry by placing ourselves in the future.
- Speakers:
- **Trevor Van Egmond**, Senior Manager, Industry Advancement, Alberta Motor Transportation Association
 - **Julien Billot**, Chief Executive Officer, Scale AI
 - **Michael O'Shaughnessy**, Director, Logistics Strategy & Planning, Teck
- 12:30 pm **Lunch**
- 1:30 pm **Compass Report: Leader Survey Highlights**
Presentation by WESTAC on results of 6th annual survey.
- **Marzia Rizvi**, Manager, Program Development & Communications, WESTAC
- 1:45 pm **Where are the Robots?**
A report on innovation and automation in Canada's economy from the Centre of Future Work concludes that there is little evidence that robots are displacing workers and causing technological unemployment in Canada. On the contrary, Canada's adoption of new technology has slowed, creating significant risks for the country's economic and social trajectory, and undermining the quantity and quality of work available. Jim Stanford will provide a macro-overview and insight into the transportation industry.
- **Jim Stanford**, Economist & Director, Centre for Future Work
- 2:30 pm **Break**
- 3:00 pm **Where Are the Workers, and What Do They Want?**
There are nearly 50,000 transportation vacancies in Canada due to demographic shifts leading to labour shortages and structural gaps in labour supply. Canadian employers must prepare for a major readjustment to worker availability and to accommodate their workers' demands in a post-pandemic world. Dr. Linda Duxbury will share her thoughts on work-life balance and what companies and employers need to consider moving forward from the pandemic.
- **Dr. Linda Duxbury**, Professor, Carleton University's Sprott School of Business
- 4:30 pm **Session ends**
- 4:30 pm **Reception**

8:00 am **Breakfast (open to all attendees)**

WESTAC LEADERS COUNCIL

Each forum concludes with an in-camera, frank discussion among the most senior representatives of member organizations.

8:30 am Representing all aspects of the trade transportation network, the Leaders Council allows members to discuss challenges and to work collaboratively to identify solutions. Major disruptions to the supply chain over the last two years focused attention on the supply chain, and the vulnerabilities of the system the Canadian economy is reliant on.

The National Supply Chain Task Force was appointed by Minister Alghabra to provide independent advice to the Minister and to make short and long-term recommendations to increase competition, access, reliability, resiliency, redundancy, efficiency and investment in the transportation supply chain. **Louise Yako**, one of the Task Force Co-Chairs will present on the activities of the Task Force and their report recommendations. There will be time to engage with Louise and other WESTAC members to provide comments and reactions to the report.

Given that one of the Task Force recommendations is to “Digitize and create end-to-end supply chain visibility” we have invited **Peter Xotta** to provide an update on the supply chain visibility project with a focus on the rail modelling capabilities currently used by the Vancouver Fraser Port Authority for long-term infrastructure planning.

Additional information:

Participation is limited to the most senior official representative of member organizations (Sustaining members are allowed one additional representative). While there is no formal record kept of the Leader’s Council discussion, a high-level summary of the input on the Task Force Report will be prepared and shared with Transport Canada as part of their consultation on the report.

10:45 am **Board of Directors Meeting**