



**ICTC / CTIC™**  
**www.ictc-ctic.ca**



**ANNUAL REPORT 2014 - 2015**  
**INFORMATION AND COMMUNICATIONS TECHNOLOGY**  
**COUNCIL**



# Message from the Chair

We have witnessed in recent decades unprecedented global economic growth that is expected to continue as young economies emerge, trade expands, and electronic connectivity bridges social and economic divides. Much of this continues to be largely the result of technology advances – a critical enabler behind any modern economy.

Asserting Canada’s competitiveness in this global economy is increasingly being defined by everything that is Internet based. Whether at home, at work, or on the move, internet-enabled devices and systems allow Canadians to interact and access goods and services; businesses to innovate and grow; and governments to enhance their services to citizens. The Internet of Things (IoT) is shaping to be an economic powerhouse of the future, and the Information and Communications Technology Council is at the forefront of this rapidly developing environment.

In 2014-2015, ICTC delivered on its promise and launched the Digital Adoption Compass ([digcompass.ca](http://digcompass.ca)) to help micro and small-and-medium sized enterprises (SMEs) learn the business value of emerging technologies and fast track their adoption. We also continued to expand our partnership and outreach with industry, governments, and Canadians at large. We provided trusted economic, labour, and technology research and delivered meaningful talent programs to a diverse population of Canadians with a focus on youth, internationally educated professionals, women, and the unemployed and underemployed.

**Continued**→

## Content

---

Message from the Chair	3
Message from the President	5
Research and Policy Development	7
Talent and Digital Adoption Resources	9
Standards	11
Talent Innovation	12
Programs	13
Outreach Highlights	15
Partner List	18

Additionally, to help address the talent needs of this fast pace digital economy, ICTC launched a unique and first in Canada e-Talent portal (etalentcanada.ca). This interactive online portal provides timely and accurate job insights to Canadians, assists the industry with their talent search on a provincial and municipal level, and provides educational institutions with research and skills forecasts for enhanced program planning. We are proud of this offering and will continue to expand its features and capabilities for all the stakeholders.

We also continue to demonstrate stewardship in delivering programs that were entrusted to us by our stakeholders. Among these were: Career Connect, Women in Tech - identifying best practices for advancing women in ICT careers, Coaching to Career, Focus on IT school programs, IWES, in addition to many others.

We have also successfully implemented our new by-laws to ensure compliance with recent legislative and regulatory changes, and to ensure that the Council is well positioned for further growth.

Our focus for the next number of years continues to be on “Strengthening Canada’s Digital Advantage” through trusted research, innovative talent solutions, and the provision of practical policy advice. Our engagements in key conferences and thought leadership debates on a national and international level have seen a considerable uptake this year, and we look forward to elevating the discourse going forward on matters of interest to our community.

Of course, I wish to thank all Board members for their engagement and commitment, and the ICTC employees whose professionalism and dedication have been key contributors to our success. We look forward to a productive 2015-16.

**Faye West, Board Chair**



# Message from the President

It is my pleasure once again to present the 2014-2015 Annual Report of the Information and Communications Technology Council (ICTC) and to provide a perspective on the way forward for our organization.

Demographic shifts, globalization of markets, changing consumer habits and expectations, and fierce competition are all factors that are radically altering how businesses operate in every sector of the Canadian economy. At the root of any success in this environment is innovation, a factor that is predominantly defined by technology and talent.

The smart economy, predicated under the larger banner of the Internet of Things (IoT) is destined to reshape Canada’s competitive advantage in the global economy. Advanced manufacturing, smart transportation, intelligent retail, connected banking, and many others will play a defining role in enhancing economic and job growth for Canadians in the next five years. Businesses are increasingly relying on intelligence to offer new products and services and increase their scope and scale. The confluence and integration of cloud, big data, social collaboration, mobile and apps are rapidly reshaping our digital economy to an intelligence economy. By 2020 we expect businesses in Canada to be digital, and digital to be the business.

**Continued→**

In 2014-15, ICTC was active on many fronts, putting particular emphasis on helping micro and small-and-medium sized enterprises, through the “digcompass.ca” portal, understand the significance of emerging technologies to their competitive advantage. We additionally launched a unique and first in Canada e-Talent portal (etalentcanada.ca) to assist: Canadians; the industry; academic institutions and policy makers get better insights on the jobs and talent needs for the digital economy.

On the youth front, we continued to expand our FIT (Focus on IT) school program across the country while partnering with key players to engage students at an early age in ICT careers, partnerships that included CISCO, Google, TCS goIT Canada, and the CMF to pilot a novel way of telling Canadian stories using Augmented Reality platforms.

We additionally administered on behalf of the federal government a very successful wage subsidy program (Career Connect) to help employers offset the cost of hiring graduates and provide young Canadians with their first industry experience and potential employment. We also expanded our efforts on a national and provincial level to design and deliver talent programs to engage all human capital. The range of programs included among others: working on a national program across the country with Status of Women Canada; programs to assist internationally educated professionals (IEPs) integrate into the Canadian workforce (Coaching to Career and IWES); and enabling an innovative online job fair to hire internationally educated professionals in partnership with CIC.

Our forward looking labour market, technology, and economic research also continue to provide invaluable insights about technology trends and skills needs for the digital economy in Canada - an economy that currently employs 1.1 million Canadians, contributes over \$72 billion (or 5% to GDP) and is forecasted to have a healthy demand for skilled ICT talent of around 182,000 by 2019.

My special thanks to all our partners for their valuable support and trust in our mandate, to the Board members for their guidance, and to our very talented staff for their remarkable creativity and efforts in advancing the goals of ICTC. Our voice is stronger, our research and programs are highly valued, and our community and partners are gaining strong momentum.

**Namir Anani, President & CEO**

The Information and Communications Technology Council (ICTC) is strengthening Canada’s digital advantage. ICTC is a not-for-profit national centre of expertise that conducts research and develops and implements solutions to help Canadians take advantage of the digital economy.

## Research and Policy Development

ICTC is Canada’s leader in labour market intelligence (LMI) and competency-based workforce development, offering ICT labour market intelligence research at national, provincial and/or industry levels.

ICTC offers the largest and most rigorous ICT data analysis and research infrastructure in Canada. Our research allows real-time monitoring and forecasting of Canada’s ICT workforce requirements and trends, impacting the ICT sector and other sectors of the economy.

Our primary research, leveraging our strong industry, government, and academic networks, facilitates developing a competency-based innovative and productive workforce required in Canada, and enables industries to maintain a competitive edge in the global marketplace.



# ICTC launched anticipated research and forecasting IT reports

- ICT Labour Market Monthly Snapshots
- ICT Labour Market Annual Review 2014
- SCDA Quarterly Monitor (Summer 2014)
- Labour Market Outlook Report (2015-2019)
- Intelligent Industrialization: The Next Wave



## Talent & Digital Adoption Resources

e-Talent Canada ([www.etalentcanada.ca](http://www.etalentcanada.ca)): Online platform guide to the ICT job market! The highly anticipated e-Talent Canada platform is now launched! ICTC's unique online interactive map provides Canadians with access to dynamic labour market information at national, provincial and municipal levels including ICT job trends and tools pertinent to all sectors, jobs that are in-demand, wages, and demographics as well as who's hiring and available educational programs, and more.

### Outlook 2015-2019

This latest edition in this series of studies highlights and provides new insights on conditions affecting Canada's ICT workforce across all economic sectors from demand- and supply-side perspectives. This study tracks and projects the evolution of 15 ICT occupations in 18 municipalities, 10 provinces, and Canada as a whole.

### Industrialization: The Next Wave

The proceeding study explores the impact of industrial automation and robotics on Canadian goods producers, especially the manufacturing sector, which is the biggest end-user market for automation technologies in Canada. The study also examines the competitive landscape of Canadian automation companies with the aim of understanding the size of the Canadian market, barriers to adoption, and avenues for growth.

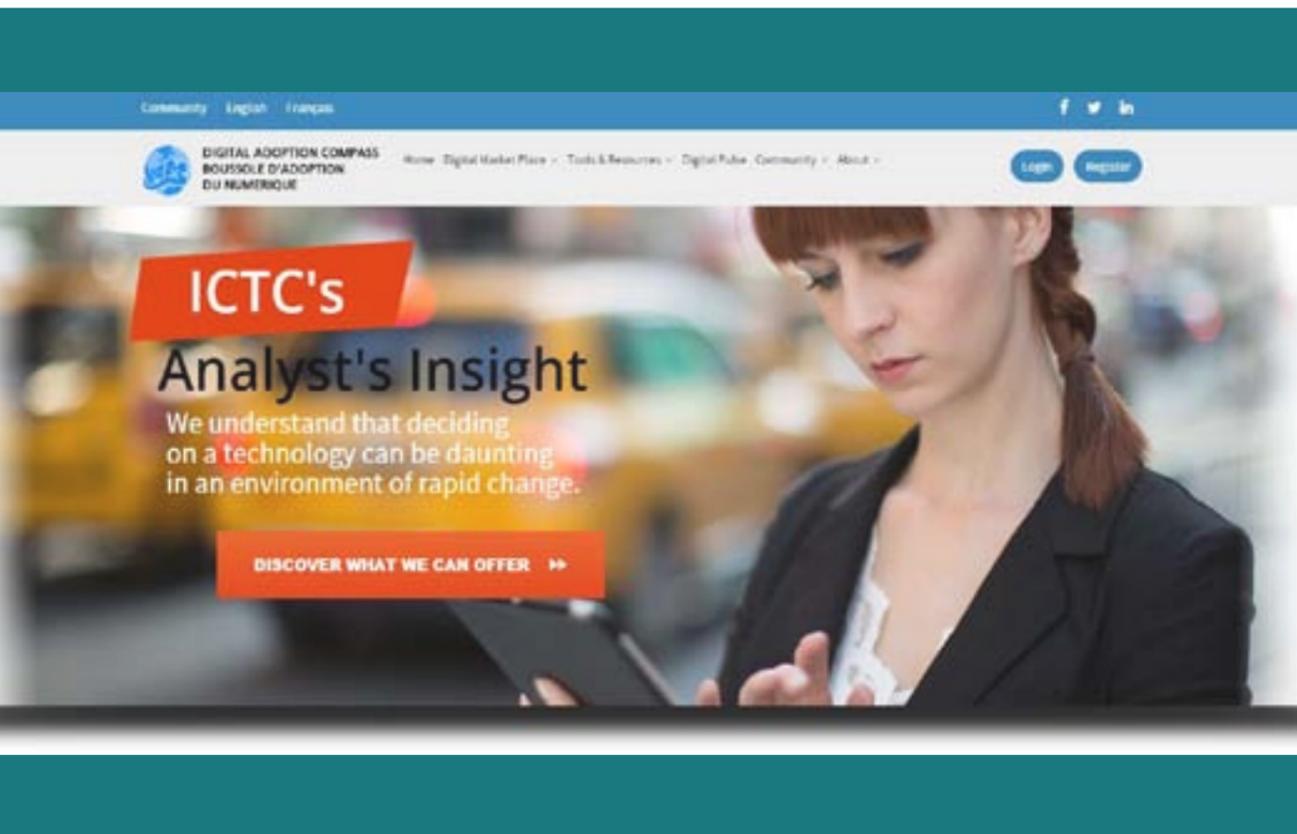
This project is funded by the Government of Canada's Sectoral Initiatives Program.

The screenshot shows the e-Talent Canada website. At the top, there is a navigation bar with links for Home, Provincial & National Data, Publications, Careers, Services, About Us, and Français. Below the navigation bar is a large map of Canada with a dropdown menu open, listing provinces and territories: Alberta, British Columbia, Prince Edward Island, Manitoba, Nova Scotia, New Brunswick, Ontario, Quebec, Saskatchewan, and Newfoundland and Labrador. Below the map, there is a banner that says "Welcome to e-Talent Canada" with the tagline "Providing labour insights for the digital economy". At the bottom, there is a section titled "Are you exploring a career in ICT?" with four sub-sections: "Employment information by sector or", "What qualifications, experience and training", "What salary can I expect to be paid in ICT", and "What are the current ICT job openings".

Continued→

# Standards

ICTC's research mandate is supported by the standards and competencies for the emerging technologies. The competencies define the knowledge, skills and abilities required to perform the various tasks and behavioural indicators to measure the success.



## My Career Map

My Career Map is a bilingual, competency-based, online self-assessment tool that will enable individuals to self-assess against Canadian ICT employer standards in Workplace Culture, Workplace Communication and Workplace Competencies.

## Digital Competencies

The aim of the “Digital Competencies and Training Modules for Non-IT Professionals” project is to help Ontario industries embrace innovative information and communications technologies (ICTs) to boost their productivity and performance. By developing digital competencies and training modules for non-IT professionals as they transition from mid- to senior-career roles, participants will have a better understanding of the impact and potential of technology to improve their businesses.

## Human Resources Management Guide for Canadian Information and Communications Technology Companies

This guide is a practical tool designed to expand on human resources management principles. It is primarily intended for front-line managers (immediate supervisors) who will view it as a reference and support document with regard to issues surrounding human capital management. It contains a wealth of information enabling managers to stimulate the productivity of their companies, to channel the efforts of their employees towards corporate objectives, and to ensure awareness of the organization's values. This document makes it possible to establish effective human resources management strategies, programs and mechanisms. It also answers concrete questions that emerge each day with regard to hiring, retention, diversity, compensation, performance evaluation, training, time management, drafting employee manuals, and occupational health and safety issues.

## Human Resources Guide for the Digital Media Industry

ICTC developed the guide through consultation with the digital media industry to determine the best human resources practices for employee retention and recruitment, skills upgrading, training and employee development. The guide serves to equip digital media employers, employees and educators with the tools required to make informed decisions and chart clear career paths to ensure Canada's success and global competitiveness in the digital media industry.



Digital Adoption Compass ([www.digcompass.ca](http://www.digcompass.ca)): A Digital Marketplace for SMEs to learn and showcase digital/technology solution through case studies, webinars, video interviews, and other interactive learning resources. The hub also features Learning Resources and tools, including a broad repertoire of select research, tools, and resources offered by ICTC, CATAAlliance, CIOCAN, and BDC among others.

# Programs

## ICTC Competency Profiles

ICTC Competency Profiles provide ICT stakeholders with the ability to customize ICT job profiles based on the national standards of knowledge, skills and abilities within 36 ICT work streams in Canada. Available online at any time from any location, this resource will allow:

- Employers to review job profiles, build interview guides, conduct competency based self-assessments and create learning plans;
- Educators to develop curricula aligned with industry standards, and
- ICT professionals and students to self-assess against entry level requirements expected by employers.

## HR Portal

The HR Portal was developed to support employers and managers through employee professional development and career pathing solutions. This diverse portal enables small, medium, and large organizations to up-skill current employees. A key feature of the tool allows employees to self-assess against competency profiles and also provides support to develop an inclusive workforce through courses and quizzes on Workplace Culture and Diversity in the Workplace.

136 newcomers accessed ICTC's bridge training programs (**IWES and Coaching to Career**) in Toronto with more than 90% of these participants securing meaningful employment. Read their success stories and graduate testimonials at [www.newcomersICTcareers.ca](http://www.newcomersICTcareers.ca). The IWES Program and the Coaching to Career Initiative are Ontario Bridge Training Programs for Internationally Trained Individuals, funded by the Government of Ontario. The IWES Program and Coaching to Career Initiative are funded by the Government of Ontario

**Focus on Youth Careers** – Employability through Technical Upskilling: The first intake of ICTC's Focus on Youth Careers (FYC) pilot program kicked off on October 14, 2014 in Ottawa. The program's participants who came from a wide variety of educational backgrounds including economics, commerce, health, animation, and creative writing, struggled to find relevant employment related to their field of study after finishing their formal post-secondary education. With our training partner Willis College, the FYC program is providing participants with job ready skills in Java programming and software development that will create a bridge to employment. This project is funded by the Ontario government

A one-of-a-kind program focused on **Augmented Reality** and high school youth was launched with the aim of sharing Canadian stories in today's connected world, made possible with the support of the Canada Media Fund.

# Talent Innovation

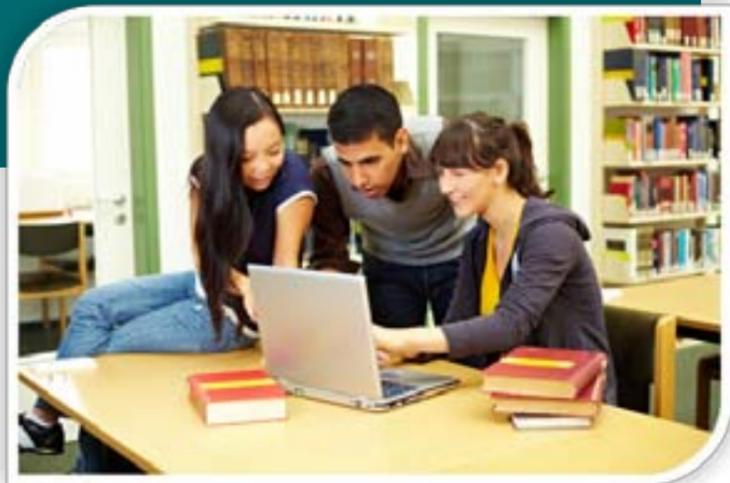
Improved workforce diversity is critical to Canada's future while the digital economy continues to be an economic driver and influence on society. ICTC is a leader in developing workforce solutions, enabling Canadian businesses to access the right talent with the right skills needed for them to drive innovation and productivity in an increasingly competitive environment. ICTC's programs provide unique and targeted solutions for recruiting, retaining and integrating women, Aboriginal persons, and internationally educated professionals (ICT) into the ICT workforce as well as attracting youth into ICT careers.

Continued→

The **Focus on Information Technology (FIT)** engaged over 5000 high school students participating in more than 200 schools across Canada.

ICTC completed a mapping exercise between the FIT standards and Cisco networking academy courses to strengthen integration of Cisco's Networking Academy courses in FIT schools with thanks to a grant from the Silicon Valley Community Foundation.

Funded in part by the Government of Canada's Sector Council Program.



90% of ICTC's **CareerConnect 2014-2015** project participants secured meaningful employment after their work placement.

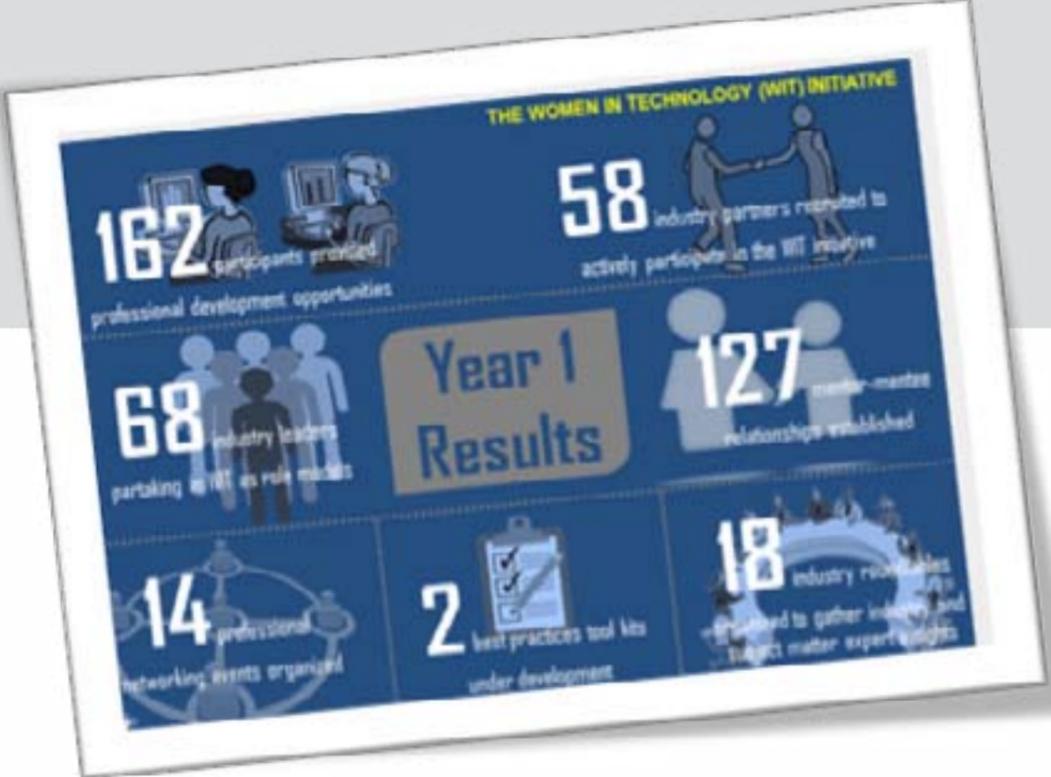
This program is funded in part by the Government of Canada's Youth Employment Strategy.

In partnership with TDSB and ICTC, TCS's **goIT** initiative launched in October 2014 in Toronto with over 1300 students in grade eight and nine participating from ten TDSB schools to learn coding and robotics, and build awareness about careers in STEM.



# ICTC Outreach Highlights

Women in the Digital Economy: Success is underway! The Status of Women Canada's **Women in Technology Projects initiative** is enabling women to play a greater role in the Canadian Digital Economy.



- **June 2014** - Annual Canadian Telecom Summit - ICTC's President and CEO, Namir Anani moderated a Digital Economy Discussion Panel with panellists from Microsoft Canada, PricewaterhouseCoopers Canada, Dailymotion, Xplornet Communications Inc., and McCarthy Tétrault LLP.

- **September 2014** - Sandra Saric, Vice President, Talent Innovation moderated a panel on Gender and Tech at Shopify's first ever Beyond the Code event.

- **October 2014** – GTEC - Sandra facilitated the first ever panel on workplace inclusion with two prestigious women speakers – Corinne Charette, CIO, Treasury Board of Canada Secretariat, Government of Canada, and Shannon MacDonald, Chief Inclusion Officer, Deloitte Canada with a key message that inclusion is a competency critical for every leader to have and it needs to be intrinsic in the culture of every organization interested in growth and innovation.

- **October 2014** - "Tech on Parliament Hill" - Namir presented on the state of tech in the SMB space in Canada and the importance of digital adoption for the economy.

- **March 2015** - As a member of Hire Immigrants Ottawa Employer Council of Champions, Sandra presented on a panel at their annual summit on Ottawa's Human Capital Requirements: Challenges, Opportunities, Actions.

Continued→

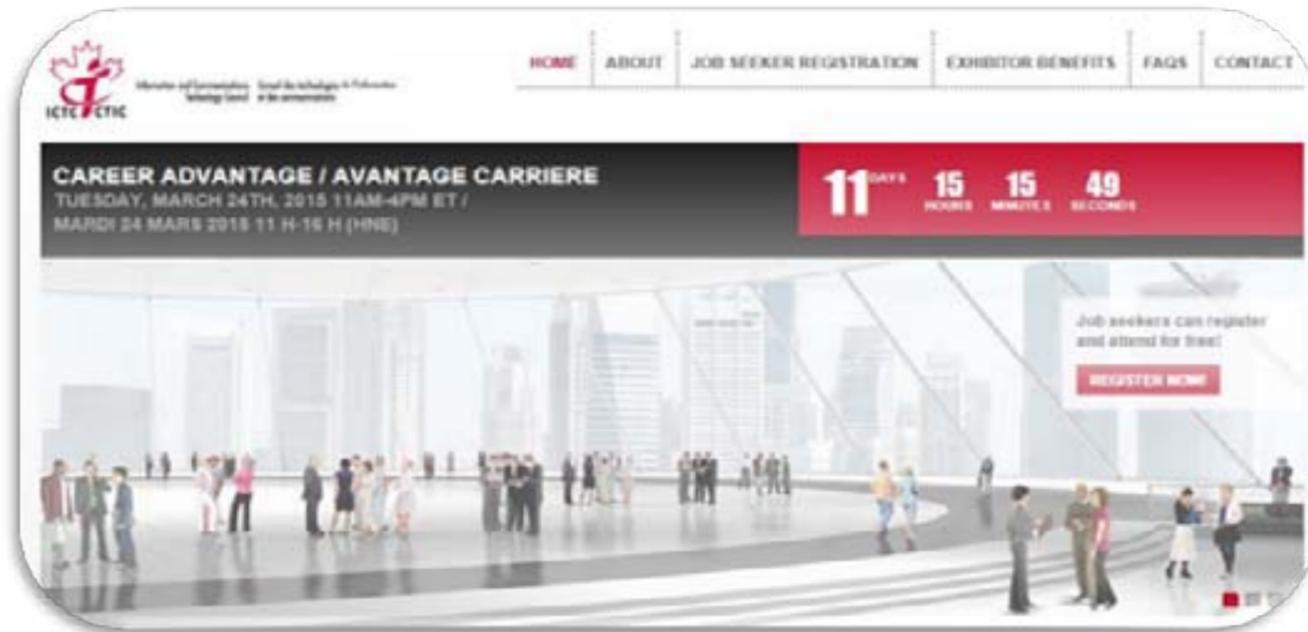
Continued→

■ **March 2015** - Creative Leaders Symposium - Coming together to create new strategies for Aboriginal economic success in Canada: Namir presented on digital leadership as Canada's comparative advantage.



■ **March 2015** - Virtual Career Fair with CIC - ICTC provided unique career advantage to employers and newcomers: ICTC using virtual technology to connect over 750 newcomers in Canada with more than 40 companies with 150+ available job openings. The event had unprecedented numbers and engagement with a three week window for implementation. This career fair featured virtual booths and enabled live conversations between organizations and candidates from almost every major sector in Canada including but not limited to mining, technology, and tourism. This program was funded by Citizenship and Immigration Canada, in partnership with ICTC.

■ Almost 1,000 students attended our Focus on IT Reach Ahead events in Ontario with a resounding 50% plus being young women



■ ICTC & Startup Canada: StartUp Chats (i.e Deep Dive Into ICT in Canada: February, 2015)

### Webinars:

- Hiring Francophone Immigrants' Significant Benefits for Employers: ICTC & RDÉE ON Webinar
- Hiring Immigrants Through Express Entry: ICTC Webinar with guest Citizenship and Immigration Canada
- Technology & New Ways of Working: ICTC and WCT Webinar
- Finding your way through Ambiguous Times: Developing a Compass for your Strategy and Career: ICTC and WCT Webinar



# Partner List

We would like to thank the following ICTC partners:

ACCES Employment  
Alberta Education  
ASSIST Community Services Centre  
BDC  
Blippar  
British Columbia Institute of Technology (BCIT)  
British Columbia Technology Industry Association (BCTIA)  
Calgary Council for Advanced Technology (CCAT)  
Calgary Catholic Immigration Society (CCIS)  
Camosun College  
Canada Media Fund  
Canadian Digital Media Network (CDMN)  
Canadian Education Association (CEA)  
Canadian Health Information Managements Association (CHIMA)  
Canadian Immigrant Integration Program (CIIP)  
Canadian Information Processing Society – British Columbia  
Canadian Information Processing Society (CIPS)  
Canadian Orientation Abroad (COA)  
Canadian Women in Communications and Technology (WCT)  
Career Edge  
CATAAlliance  
CCI Learning Solutions Inc.  
Centre de formation professionnelle des Riverains  
CIO Association of Canada  
Cisco Systems Canada  
Cité Collégiale  
COACH  
Cogeco  
Collège Boréal  
Colleges and Institutes Canada  
Communtech  
CompTIA  
Confederation College  
Congress of Aboriginal Peoples

Conseil Économique et Social d'Ottawa Carleton (CÉSOC)  
Cyber Seniors  
Dalhousie University  
Dapasoft Inc  
PEI Department of Education, Early Learning and Culture  
Digital Nova Scotia  
Dineen Digital Strategies  
Edmonton Mennonite Centre for Newcomers (EMCN)  
Embassy of Canada to France (Immigration Section)  
Employment and Social Development Canada (ESDC)  
ESRI  
Exchange Solutions Inc.  
Experis  
First Nation Education Initiative Inc.  
Google Canada  
Hire Immigrants Ottawa  
Information and Communication Technologies Association of Manitoba (ICTAM)  
Information Technology Association of Canada (ITAC)  
Innovation and Technology Association of Prince Edward Island (ITAP)  
Invest Ottawa  
Iseehear  
ITO2.0  
JobStart  
JVS Toronto  
Lambton College  
Manitoba Education and Advanced Learning  
Manitoba Institute of Trades and Technology  
MediaSmarts  
Microsoft Canada  
Mind Research Institute  
MTS Allstream  
New Brunswick Education and Early Childhood Development  
Nmedia Solutions Inc.  
Northern Alberta Institute of Technology (NAIT)  
Northwest Community College  
Nova Central School District, Newfoundland and Labrador  
Nova Scotia Community College (NSCC)  
One Million Acts of Innovation  
Ontario Ministry of Citizenship, Immigration and International Trade  
Ontario Ministry of Economic Development, Employment and Infrastructure  
Ottawa Chinese Community Service Centre (OCCSC)  
Pearson Education

Pearson VUE  
PwC  
Prairie South School Division  
Professions North/Nord (PNN)  
Progressive Waste Solutions  
PSI Engineering  
QA Consultants  
Randstad Technologies  
RDÉE Canada  
RDÉE Ontario  
Riverview Rural High School  
Ryerson University  
St. Joan of Arc Catholic Secondary School  
Salesforce  
Saskatoon Industry Education Council  
SaskTel  
Scotiabank  
SCWIST  
SERENE-RISC  
Skills for Change  
Sisler High School  
Social Sciences and Humanities Research Council (SSHRC)  
Sodexo  
Startup Canada  
Status of Women Canada  
S.U.C.C.E.S.S.  
TATA Consultancy Services Canada (TCS)  
TD  
TECHNOCompétences  
Technology Group Atlantic  
Think Cards Inc.  
Toronto Catholic District School Board (TCDSB)  
Toronto District School Board (TDSB)  
TransCanada Corp  
Toronto Region Immigrant Employment Council (TRIEC)  
Tridel  
Tucows  
University of Ottawa  
Victoria Advanced Technology Council (VIATeC)  
Welcome Centre Markham North  
Willis College  
World Education Services (WES)  
World Skills

Xtreme Productivity  
YMCA-YWCA of the National Capital Region  
Yonge Street Mission (YSM)  
Yonge Street Mission Employment Services  
York University - CIVDDD  
Youth Services Bureau of Ottawa (YSB)  
YWCA Hamilton

#### **ICTC Officers:**

Faye West (Chair) – FWEST Consulting  
Neil Knudsen (Vice Chair) – President, Meridian Networks  
Ken Chapman (Secretary) – Managing Director, Calgary Region, ARC Business Solutions  
Dr. Blaize Horner Reich (Treasurer) – Dean, Beedie School of Business; RBC Professor of Technology and Innovation, Simon Fraser University

#### **Board members:**

Dr. Catherine Aczel Boivie – CIO Association of Canada  
Jamie Darch – Principal, Jamie Darch & Associates  
Dr. Thomas P. (Tom) Keenan – Professor, Faculty of Environmental Design, University of Calgary  
Cecilia Ryan – Vice President, Telus Health Solutions  
Keith A. Sinclair – President and Chief Executive Officer, The Harris Consulting Corp.  
John Weigelt – National Technology Officer, Microsoft Canada  
Wadih Zaatar – Cisco Networking Academy Area Manager for Canada / Corporate Affairs, CISCO Canada  
Trekker Armstrong - Director Strategy & Architecture, TransCanada Corp.



**ICTC CTIC™**  
**[www.ictc-ctic.ca](http://www.ictc-ctic.ca)**