

Business Council of Canada Overview and Challenges



**Business Council
of Canada**



**Conseil canadien
des affaires**

Overview

Founded in 1976, the Business Council of Canada is a not-for-profit, non-partisan organization representing business leaders in every region and sector of the country. The Council's member companies employ 1.7 million Canadians, contribute the largest share of federal corporate taxes, and are responsible for most of Canada's exports, corporate philanthropy, and private-sector investments in research and development. Through supply chain partnerships, service contracts and mentoring programs, Business Council members support many hundreds of thousands of small businesses and entrepreneurs in communities of all sizes, in every part of Canada.

Challenges

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Challenge 1

Skills and Education

Over the next decade, Canada's labour market will undergo significant transformation. Rapid technological change will cause employers to put more emphasis on digital competencies. Human skills – including collaboration, communication, critical thinking and creativity – will also be at a premium. Canada and many other countries will increasingly compete for talent. While Canada has world-class education systems, there are often mismatches between the needs of employers and the skills of Canadian post-secondary graduates. This mismatch has resulted in questions about whether there should be a larger role for employers in the education system to help bridge the gap between expectations and outcomes.

If companies were to take on a larger role in education, skills development, and training, how should they do it? For example, what could they do to be responsive to the needs of their new hires and current employees who, more than ever, require new skills and training throughout their careers?

Next steps

1. [Complete enrolment survey](#). This survey is mandatory and failure to complete may result in ineligibility to compete.
2. [Enroll here](#)

Challenge 2

Canada's communications future

Canada's telecom and broadcasting industries are regulated by federal legislation: the Broadcasting, Telecommunications and Radiocommunications Acts. These decades-old legislative and regulatory frameworks restrict foreign ownership and set out requirements for the provision of Canadian content to ensure Canadians have access to Canadian cultural choices and voices, and Canada has a Canadian-owned broadcasting and telecom industry. In a digital world of endless choices and enhanced competition, some people question whether there is still a need to regulate Canadian content. Questions also surround access to new technologies, the competitiveness of the telecom sector, net neutrality and privacy.

Is there a continued role for the federal government in regulating Canadian content? If so, what should it be?

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Challenge 3

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How could the federal government create a higher level of competition in the telecommunications sector? (e.g. should prices for telecommunications services continue to be regulated to ensure affordability for consumers, or should prices be deregulated to promote higher levels of investment in new telecommunications technologies?)

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Challenge 4

Tackling climate change through zero-emission vehicles

Tackling climate change is an imperative for Canada and the world. One of the largest sources of greenhouse gas emissions is the transportation sector. Several automobile companies have developed electric battery vehicles and sales have grown considerably over the past five years. More recently, fuel cell vehicles, powered by hydrogen, are emerging as a competitive choice for zero-emission vehicles. Both will require considerable investment in infrastructure and end-point charging/refueling stations before the majority of the population can be persuaded to give up their gasoline-powered vehicles.

Should Canada's strategy be to pursue electric battery vehicles, hydrogen fuel cell vehicles or both? And to what degree should the government try to influence consumer choice versus relying primarily on competitive market forces?

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Challenge 5

Canada's rural and remote communities

As a trading nation, Canada's rich natural resource base has historically provided a steady stream of income and quality of life to communities across the country. However, globalization and a softening demand for certain products and commodities (e.g. forest and mining products) has caused population-levels across rural and remote communities to decline. Municipalities that were once hubs of economic activity now face a number of challenges including: an aging population; income inequality; a limited ability to attract professional services (e.g. doctors, nurses, lawyers, etc.); and high unemployment levels.

What can be done by governments and the private sector to create new