

Driving HR Success

Craig Faucette, CCO

October 29, 2025



Helping grow a competitive and sustainable supply chain

HR leadership

Advancing modern, evidence-based HR solutions to ensure Canada's road transportation sector has the skilled workforce needed for today and into the future.

Talent pipeline

Convene and collaborate

Skills and training

Labour market information

Diversely, equitably, and inclusively

**From tariffs to
TFEs....
lots to chat about**



Challenging economic times: pandemic to freight recession to trade war



Cross-sectorial survey: effects of trade war:

- **Trucking and logistics most affected along with manufacturing**
- **Uncertainty had immediate impact especially for cross border**
- **Difficult for employers to plan for workforce needs**

Labour Market Information (LMI) insights

The cover of the 'Labour Market Snapshot' report for Quarter 2, 2024. It features a blue-tinted photograph of four professionals in a meeting. The TruckingHR Canada logo is in the top left, and 'Quarter 2 2024' is in the top right. The title 'NATIONAL Labour Market Snapshot' is prominently displayed in the center, with 'NATIONAL' in yellow and the rest in white. A summary statement is at the bottom.

TruckingHR
Canada

Quarter 2
2024

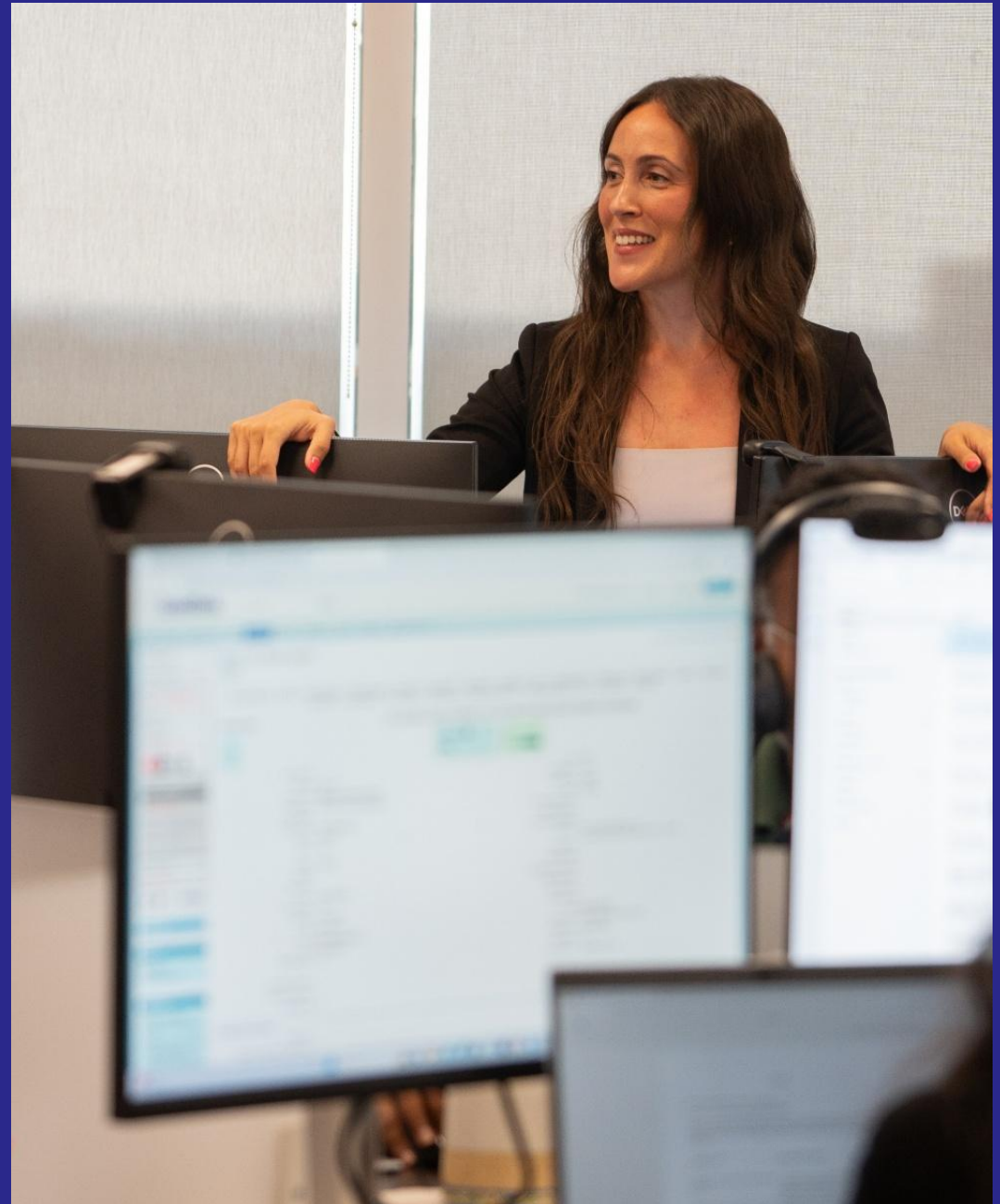
NATIONAL

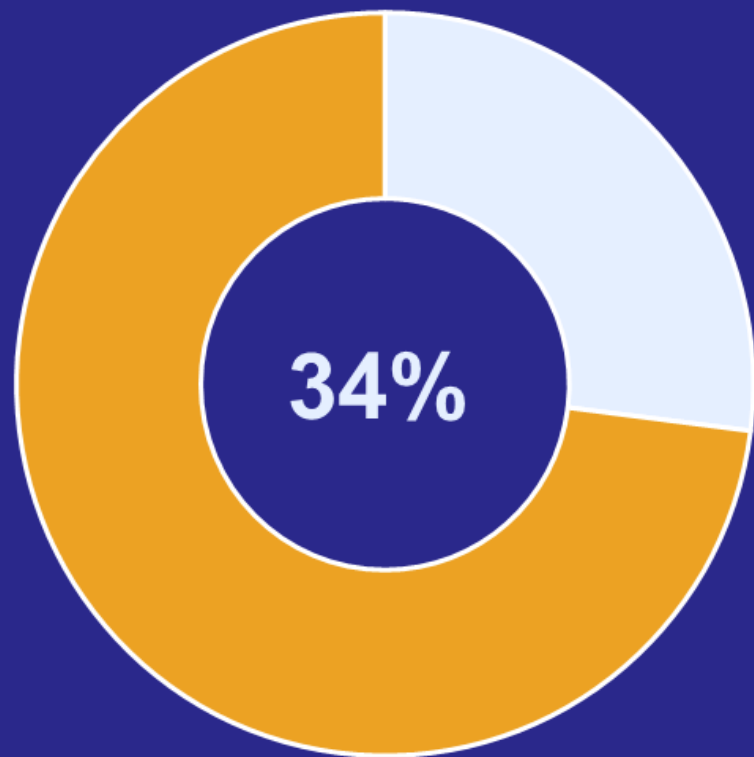
Labour Market Snapshot

While labour market tightness is easing in 2024, employers are still challenged to find and train workers in all occupations.

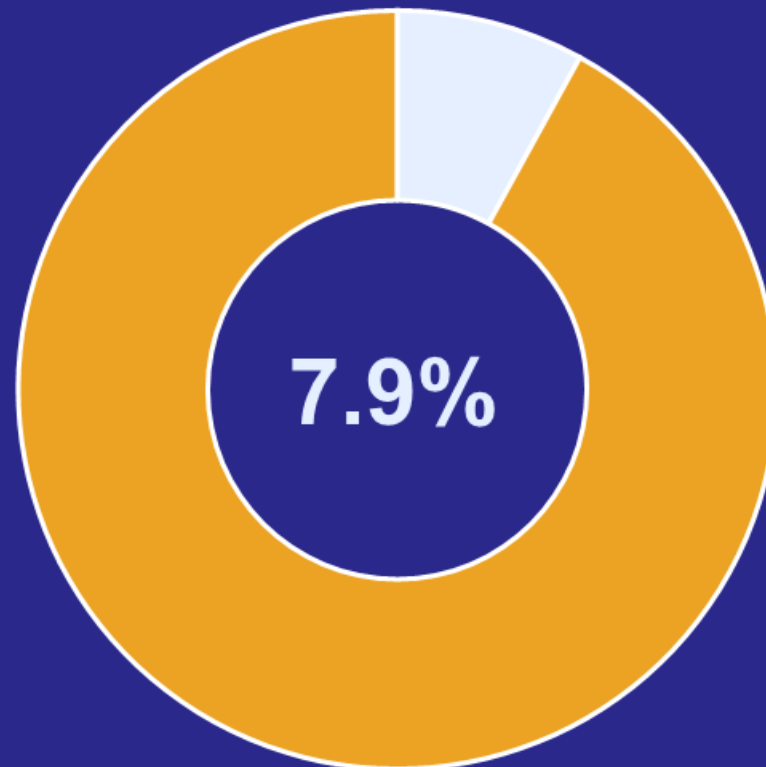
Why LMI matters

Facilitates better decisions

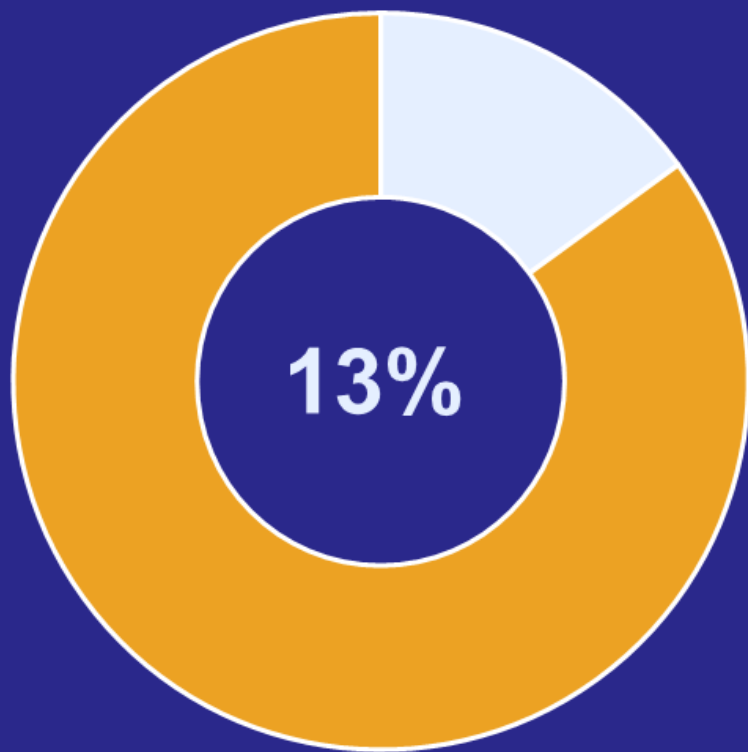




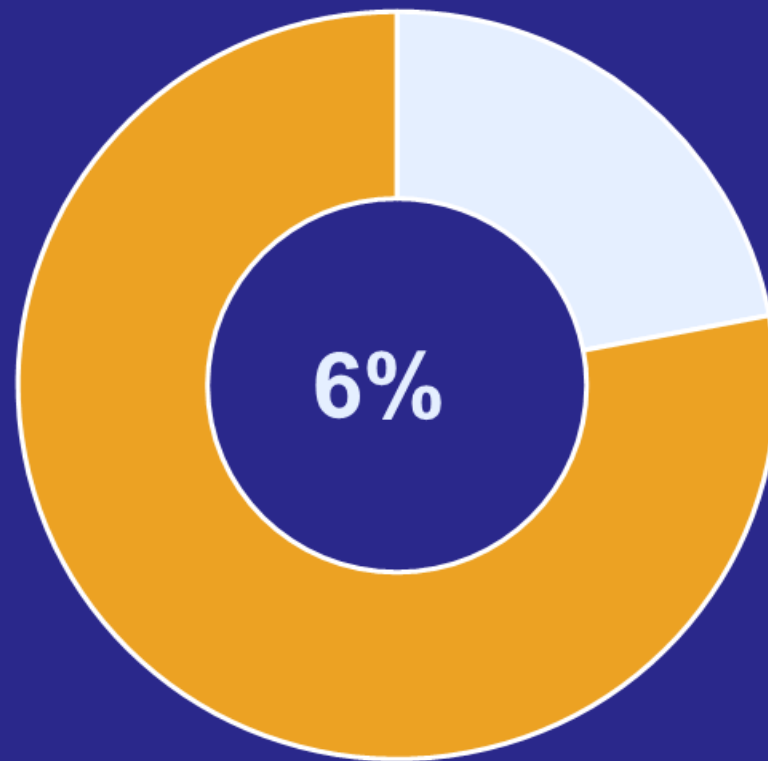
% work force aged **55** or older



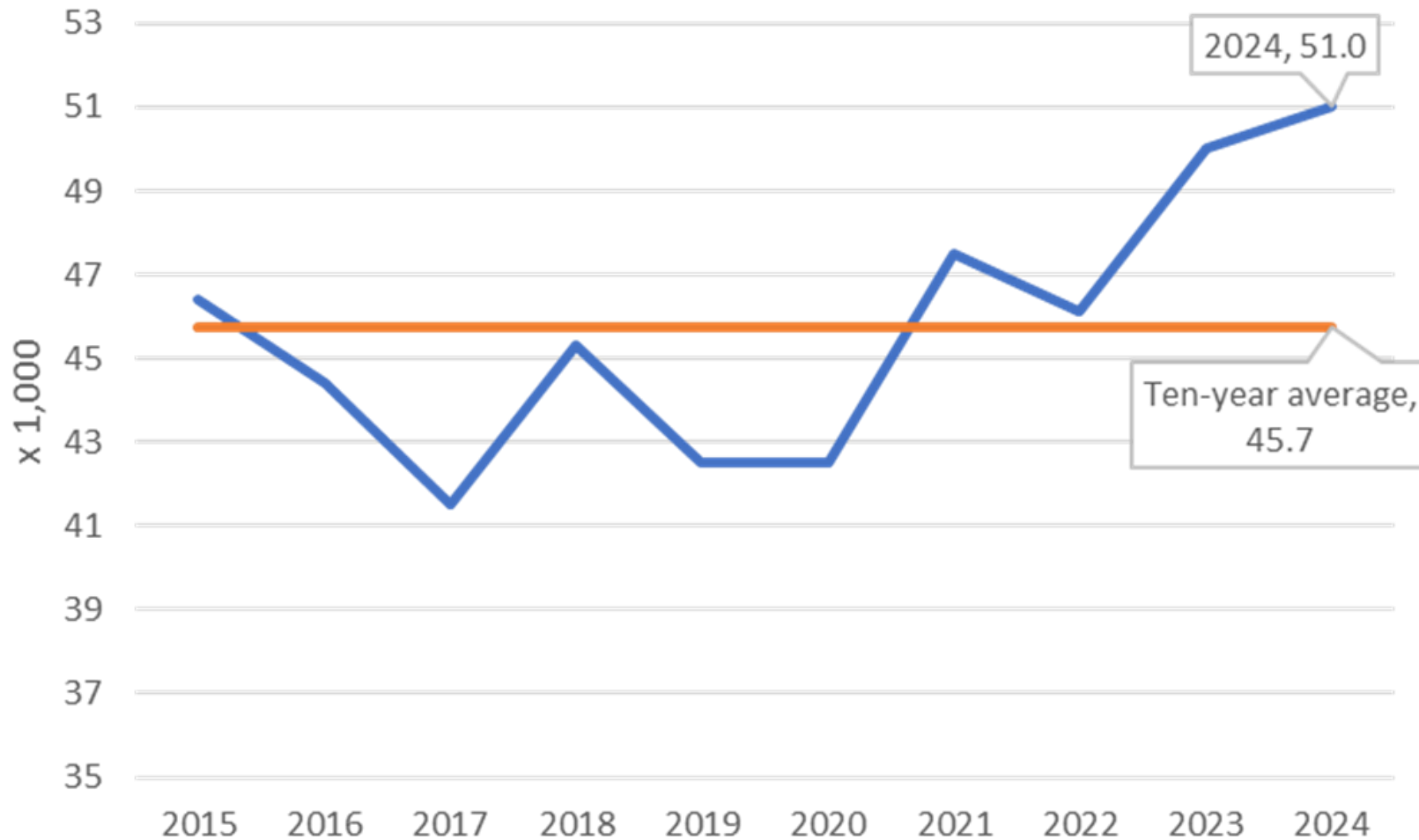
% work force aged **25** years or younger



% work force who identify as a woman

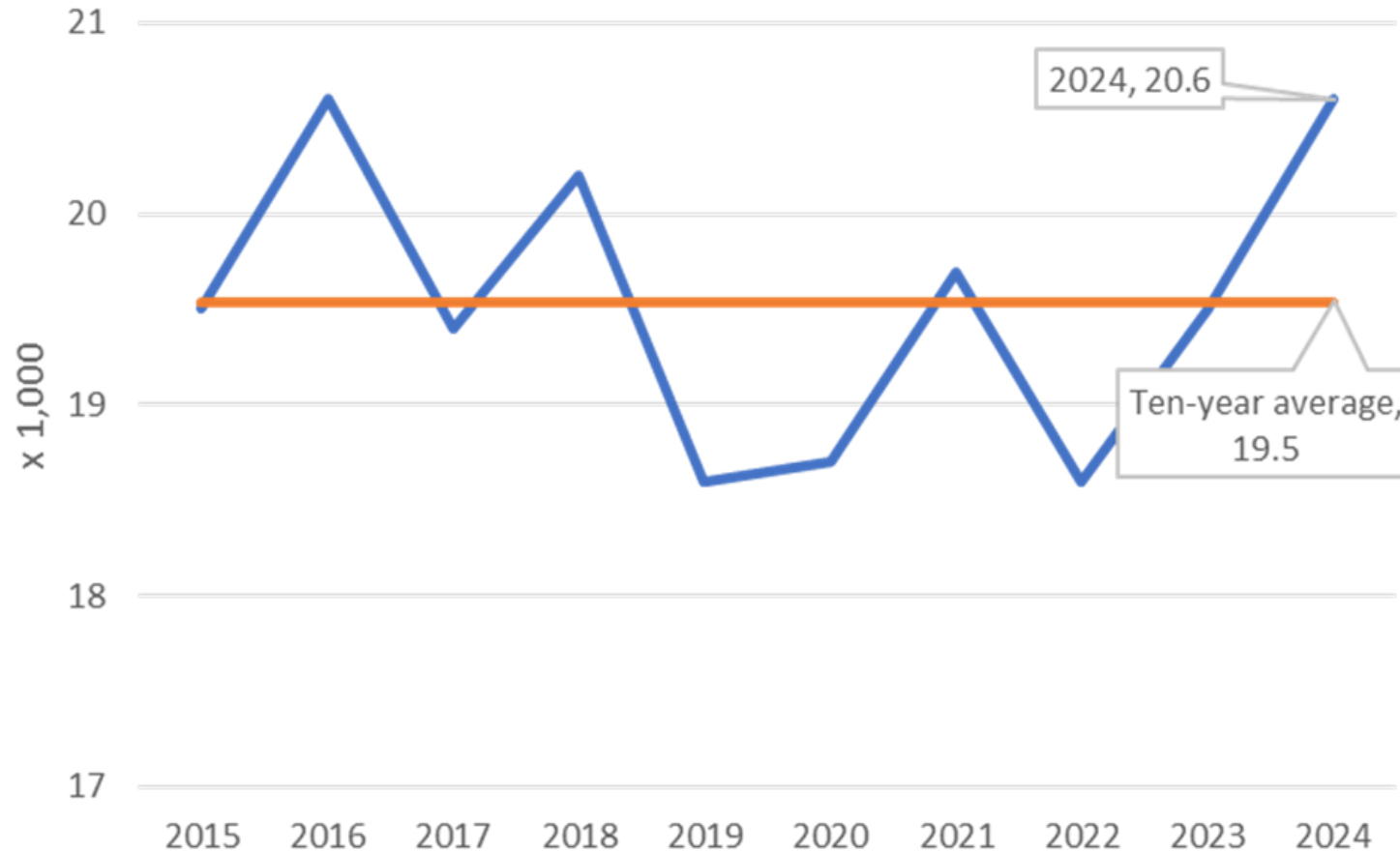


% work force who are a visible minority



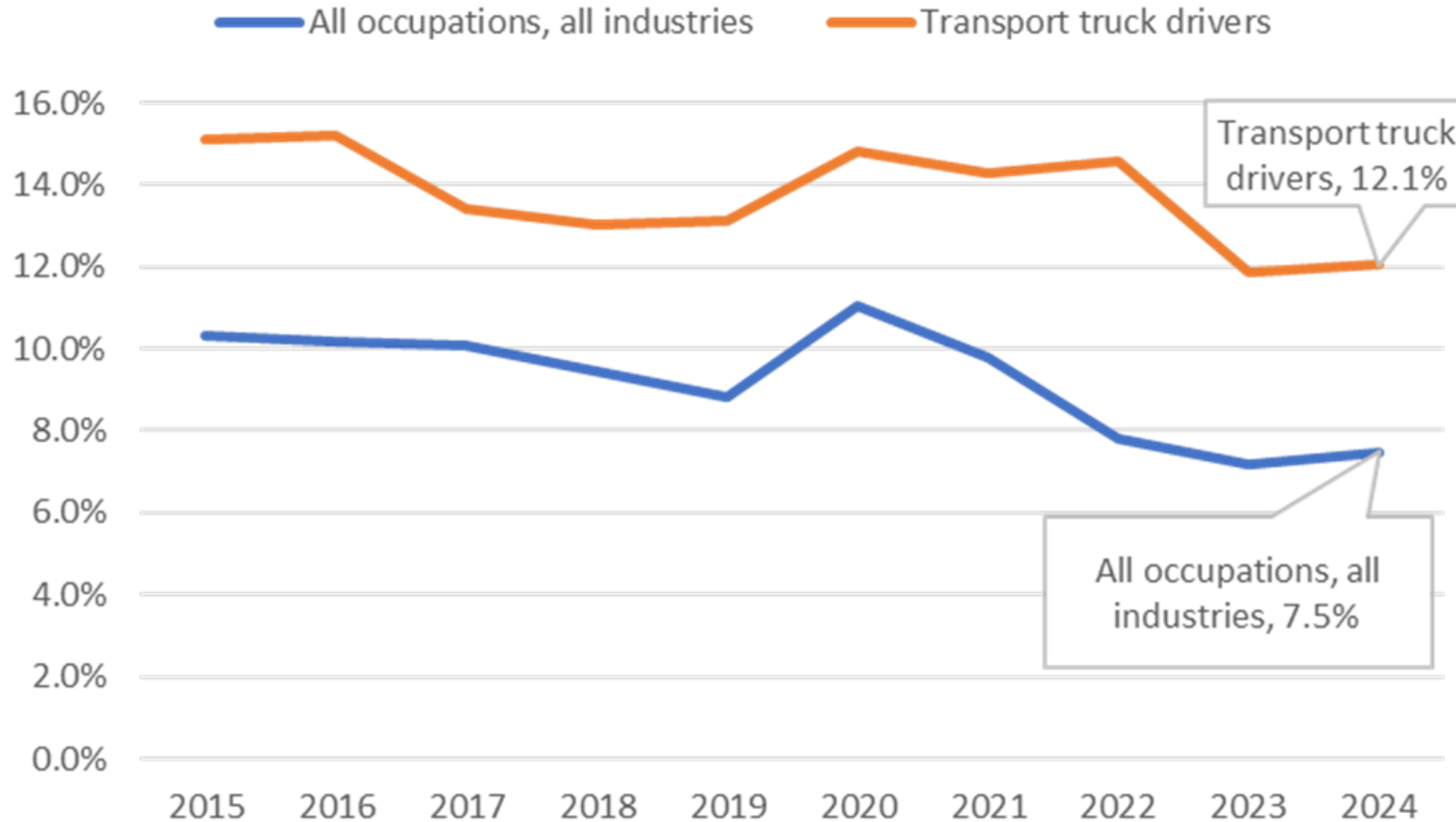
Employment in Transport Truck Drivers ('000) – Atlantic provinces, 2015-2024

Source: Trucking HR Canada and Statistics Canada, Labour force survey, Special data request, 2025



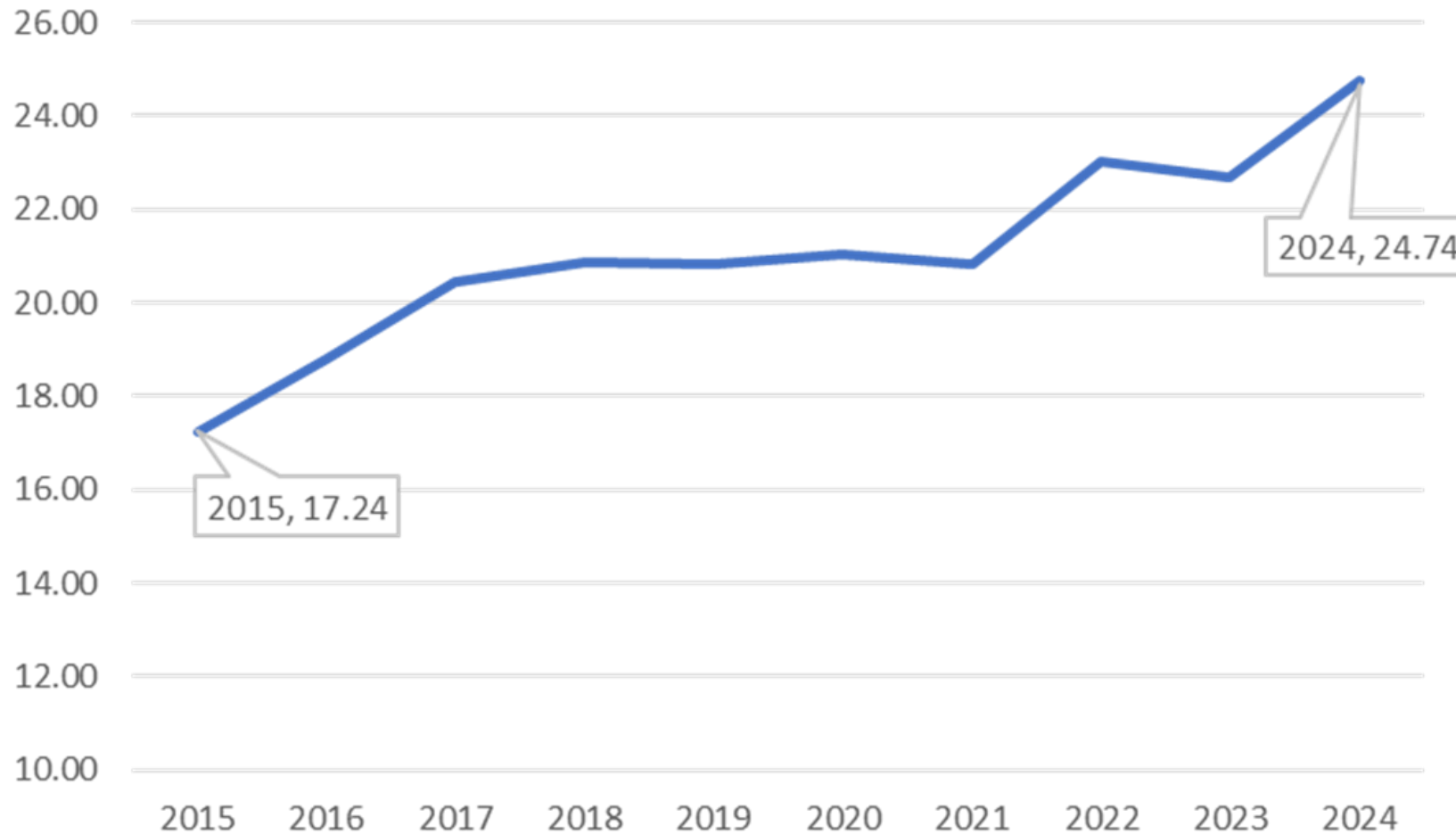
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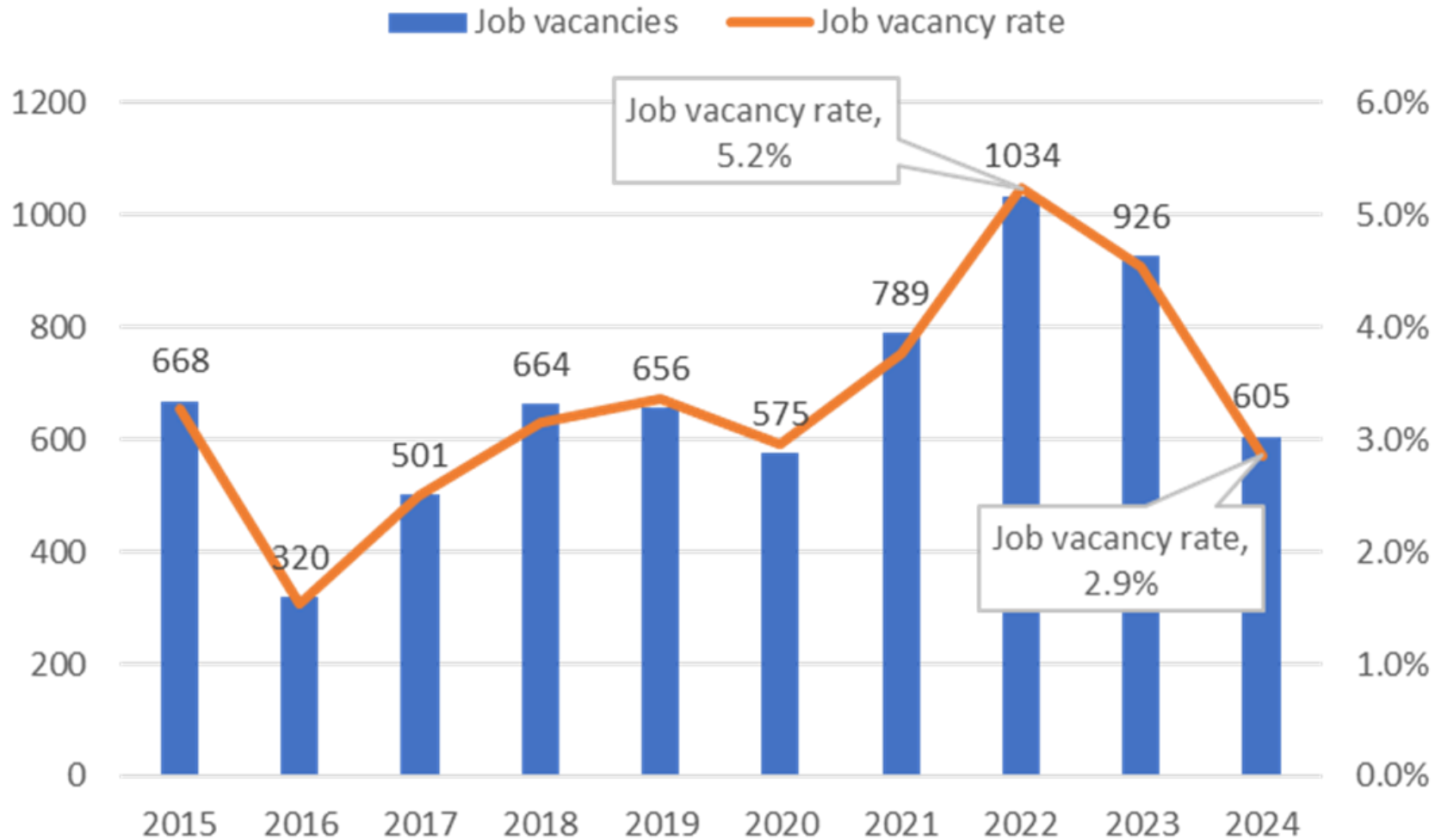
Unemployment Rate (%) – Atlantic Provinces, 2015-2024

Source: Trucking HR Canada and Statistics Canada, Labour force survey, Special data request, 2025



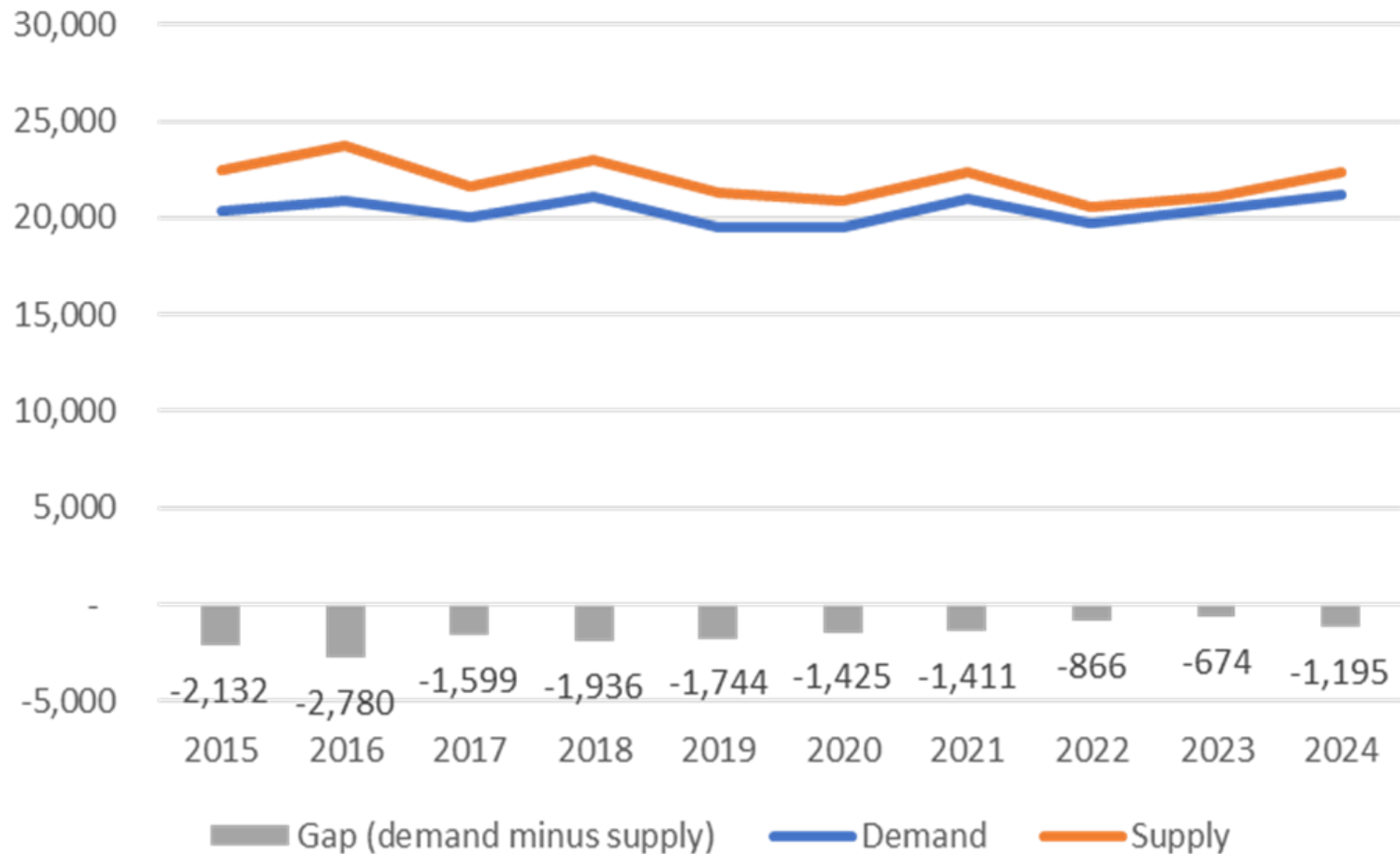
Average Hourly Wage, Transport Truck Drivers – Atlantic provinces, 2015-2024

Source: Trucking HR Canada and Statistics Canada, Statistics Canada, Table 14-10-0443-01 - Job Vacancy and Wage Survey, 2025



Vacancies (#) and Vacancy Rates (%), Transport Truck drivers - Atlantic provinces, 2015-2024

Source: Trucking HR Canada and Statistics Canada, Labour force survey, Special data request, and Statistics Canada, Table 14-10-0443-01, Job Vacancy and Wage Survey, 2025



Labour Demand, Supply and Gap, Truck Drivers - Atlantic provinces, 2015-2025

Source: Trucking HR Canada and Statistics Canada, Labour force survey, Special data request, and Statistics Canada, Table 14-10-0443-01, Job Vacancy and Wage Survey, 2025

Vacancy comparison - industry

	Job vacancies (1)	Job vacancy rate (2)
	Q1 2025	
North American Industry Classification System (NAICS)	Number	Percent
Truck transportation [484]	9,310	4.1
Air transportation [481]	1,495	2.5
Rail transportation [482]	x	x
Water transportation [483]	x	x
Transit and ground passenger transportation [485]	3,705	2.6
Couriers and messengers [492]	610	0.9
Warehousing and storage [493]	1,995	2.3

X = suppressed to meet the confidentiality of the Statistics Act

Source: Statistics Canada, Table: 14-10-0442-01 - Job vacancies, payroll employees, job vacancy rate, and average offered hourly wage by industry sub-sector, quarterly, unadjusted for seasonality

Vacancy comparison - occupations

National Occupational Classification	Q1 2025
	Number of vacancies for all types of work
Transport truck drivers [73300]	11,780
Managers in transportation [70020]	535
Supervisors, railway transport operations [72023]	x
Railway carmen/women [72403]	F
Air pilots, flight engineers and flying instructors [72600]	445
Air traffic controllers and related occupations [72601]	25
Deck officers, water transport [72602]	F
Engineer officers, water transport [72603]	F
Railway traffic controllers and marine traffic regulators [72604]	F
Railway and yard locomotive engineers [73310]	F
Railway conductors and brakemen/women [73311]	90
Water transport deck and engine room crew [74201]	130
Air transport ramp attendants [74202]	220
Longshore workers [75100]	F
Delivery service drivers and door-to-door distributors [75201]	1,195

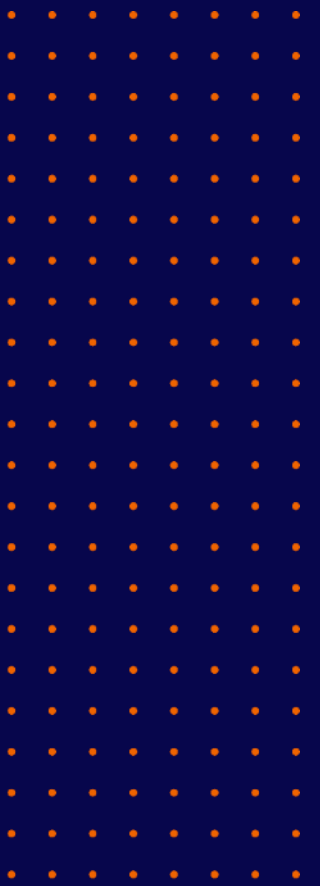
F = too unreliable to be published

Source: Statistics Canada, Table: 14-10-0442-01 - Job vacancies, payroll employees, job vacancy rate, and average offered hourly wage by industry sub-sector, quarterly, unadjusted for seasonality

The need for qualified drivers to deliver on a growth agenda for our economy is a constant threat



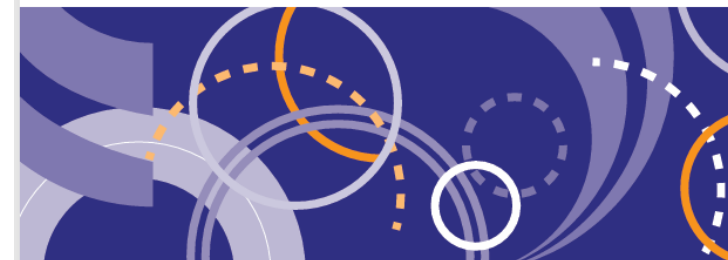
THRC solutions



National occupational standard



Occupational Level Training –
Commercial Transport Truck Operator
Program Development Guide



APRIL 2024



Categories of tools

**Occupational level
training program**

Training guides

**Assessment
options**

**Instructor
guides**

**Foundation
documents**

Driver training resources



A suite of NEW tools for employers to support the training and development of Commercial Transport Truck Operators.



Funds for Fleets

A digital book to help trucking and logistics businesses access financial incentives offered by federal, provincial, and territorial governments.

FUNDS FOR FLEETS

Funding opportunities for employers in the trucking and logistics sector



Funds for Fleets

Atlantic Province Examples

- **The Fuel Savings Transportation Program (NB)**
- **Workforce Relief Fund (NL)**
- **Graduate to Opportunity Grow (NS)**
- **Employ PEI (PEI)**

A full suite of resources to help companies organize their day and promote participation.

Take Our Kids to Work Day

On November 5, help future workers start thinking about careers in trucking and logistics.

More: truckinghr.com/take-our-kids-to-work



Student work placement program

Reimbursement of up to 70% of student wages, up to \$7,000 per term

- **Current post-secondary students**
- **Office-based roles**

Email us to learn more

- **Currently a waitlist for Winter 2026**

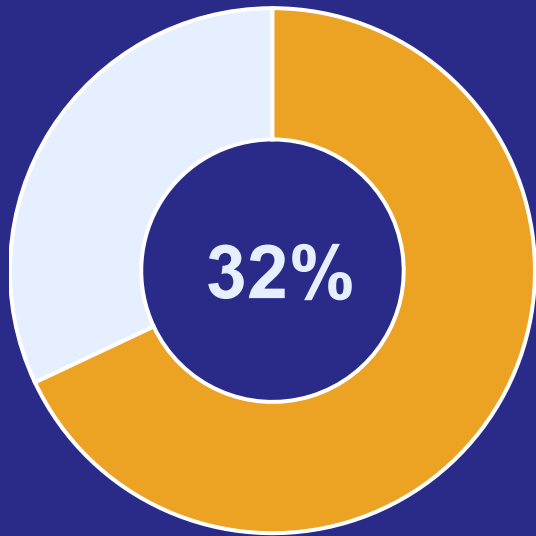


Who is eligible?

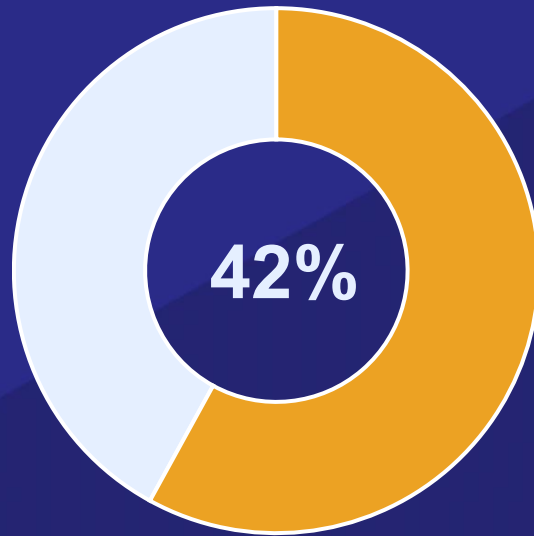
- Canadian citizens, permanent residents, or persons granted refugee status in Canada.
- Enrolled part-time or full-time in a post-secondary institution.
- Work placement must be part of student's academic program.
- Provide participant full or part-time employment (minimum 4 weeks up to a maximum of 16 weeks at a minimum of 10 hours/week).
- Ensure the wages for the position are not funded by another federally funded program.



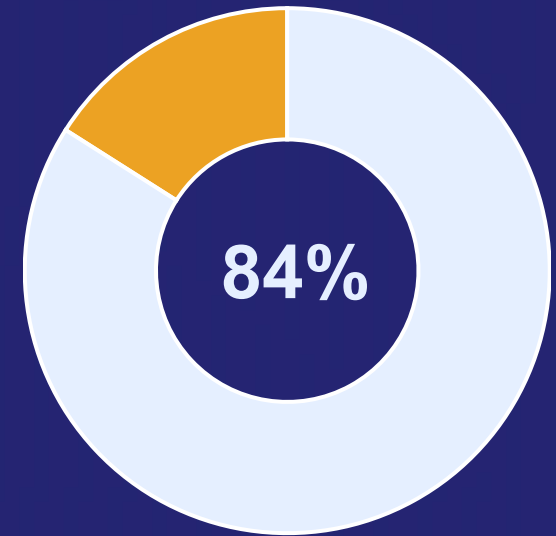
Student Work Placement Program



% of visible minority students



% of female students



% 2nd year and above



Employers creating great workplaces for women:

- Signatories commit to four pillars: gender equity, inclusivity, safety, and empowerment.
- Certificate of Excellence demonstrates what they have in place for: leadership, attraction and recruitment, retention, health and safety, community engagement.

Celebrating excellence



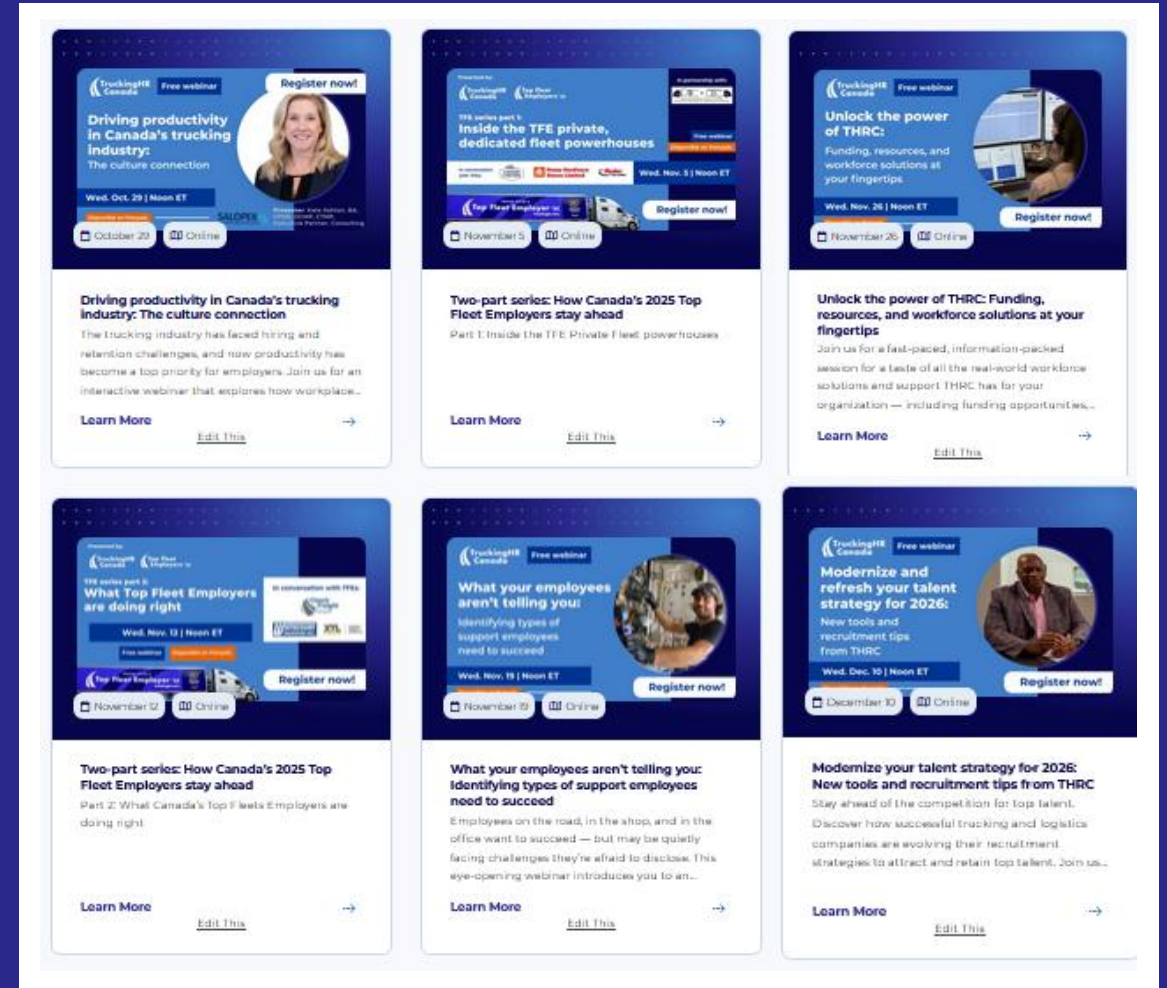
48 certificate holders



Weekly webinars

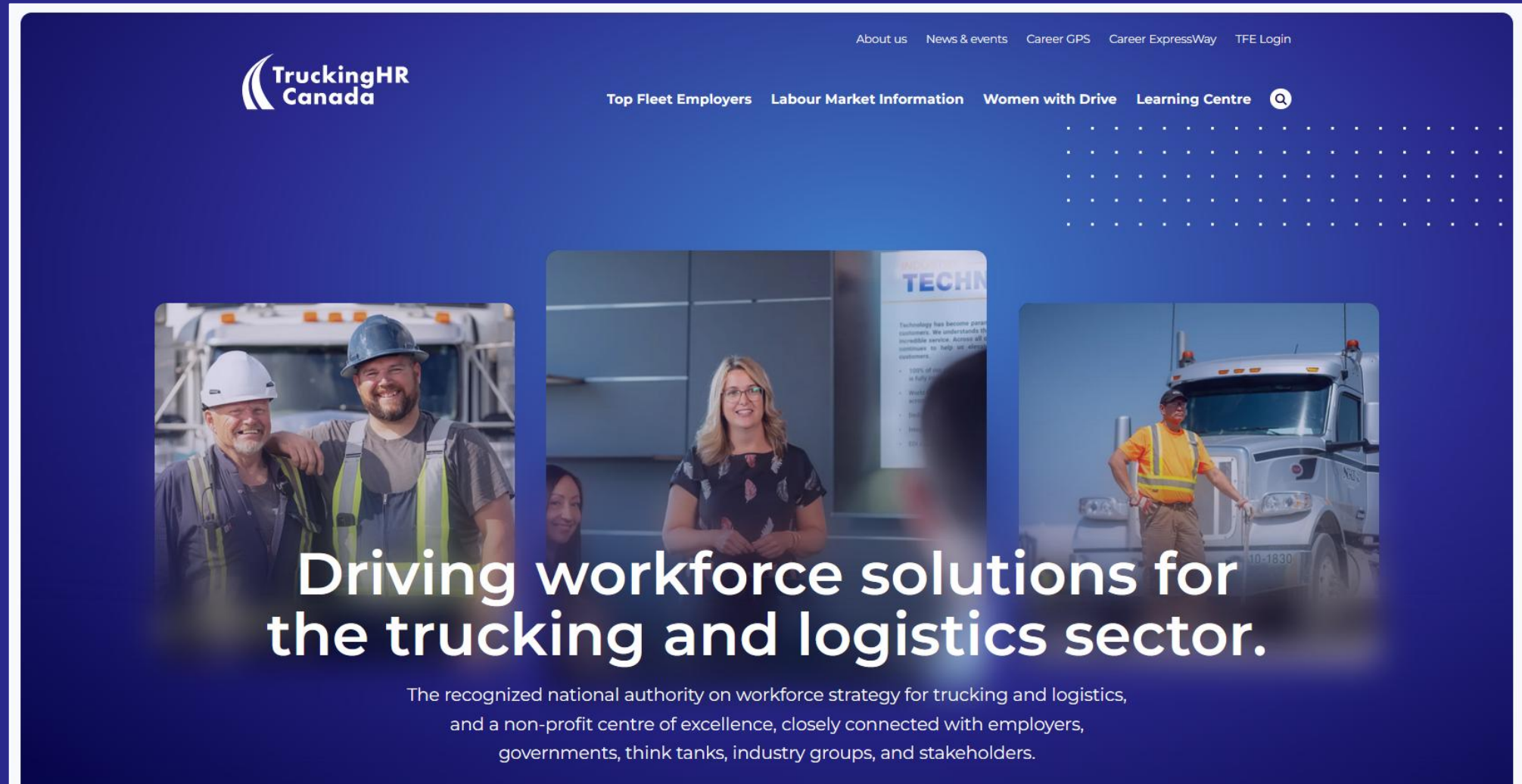
Free support for employers:

- Current and future industry challenges
- Exclusive; tailored specifically for our sector
- In-house experts, economists; network of legal advisors and specialists



Webinar Title	Date & Time	Register Now	Learn More
Driving productivity in Canada's trucking industry: The culture connection	Wed. Oct. 29 Noon ET	Register now!	Learn More
Two-part series: How Canada's 2025 Top Fleet Employers stay ahead (Part 1: Inside the TFE Private fleet powerhouses)	Wed. Nov. 3 Noon ET	Register now!	Learn More
Unlock the power of THRC: Funding, resources, and workforce solutions at your fingertips	Wed. Nov. 26 Noon ET	Register now!	Learn More
Two-part series: How Canada's 2025 Top Fleet Employers stay ahead (Part 2: What Canada's Top Fleet Employers are doing right)	Wed. Nov. 12 Noon ET	Register now!	Learn More
What your employees aren't telling you: Identifying types of support employees need to succeed	Wed. Nov. 19 Noon ET	Register now!	Learn More
Modernize and refresh your talent strategy for 2026: New tools and recruitment tips from THRC	Wed. Dec. 10 Noon ET	Register now!	Learn More

Updated website



The screenshot displays the updated website for TruckingHR Canada. The header features the organization's logo on the left and a navigation menu on the right with links to 'About us', 'News & events', 'Career GPS', 'Career ExpressWay', and 'TFE Login'. Below the navigation bar, a secondary menu includes 'Top Fleet Employers', 'Labour Market Information', 'Women with Drive', and 'Learning Centre', followed by a search icon. The main content area is dominated by a large banner with the headline 'Driving workforce solutions for the trucking and logistics sector.' in white text. This banner is supported by three images: two male truckers in hard hats and safety vests on the left, a woman in a professional setting in the center, and a male trucker in a safety vest standing next to a white semi-truck on the right. Below the banner, a paragraph describes the organization as 'The recognized national authority on workforce strategy for trucking and logistics, and a non-profit centre of excellence, closely connected with employers, governments, think tanks, industry groups, and stakeholders.'

TruckingHR
Canada

About us News & events Career GPS Career ExpressWay TFE Login

Top Fleet Employers Labour Market Information Women with Drive Learning Centre

Driving workforce solutions for
the trucking and logistics sector.

The recognized national authority on workforce strategy for trucking and logistics,
and a non-profit centre of excellence, closely connected with employers,
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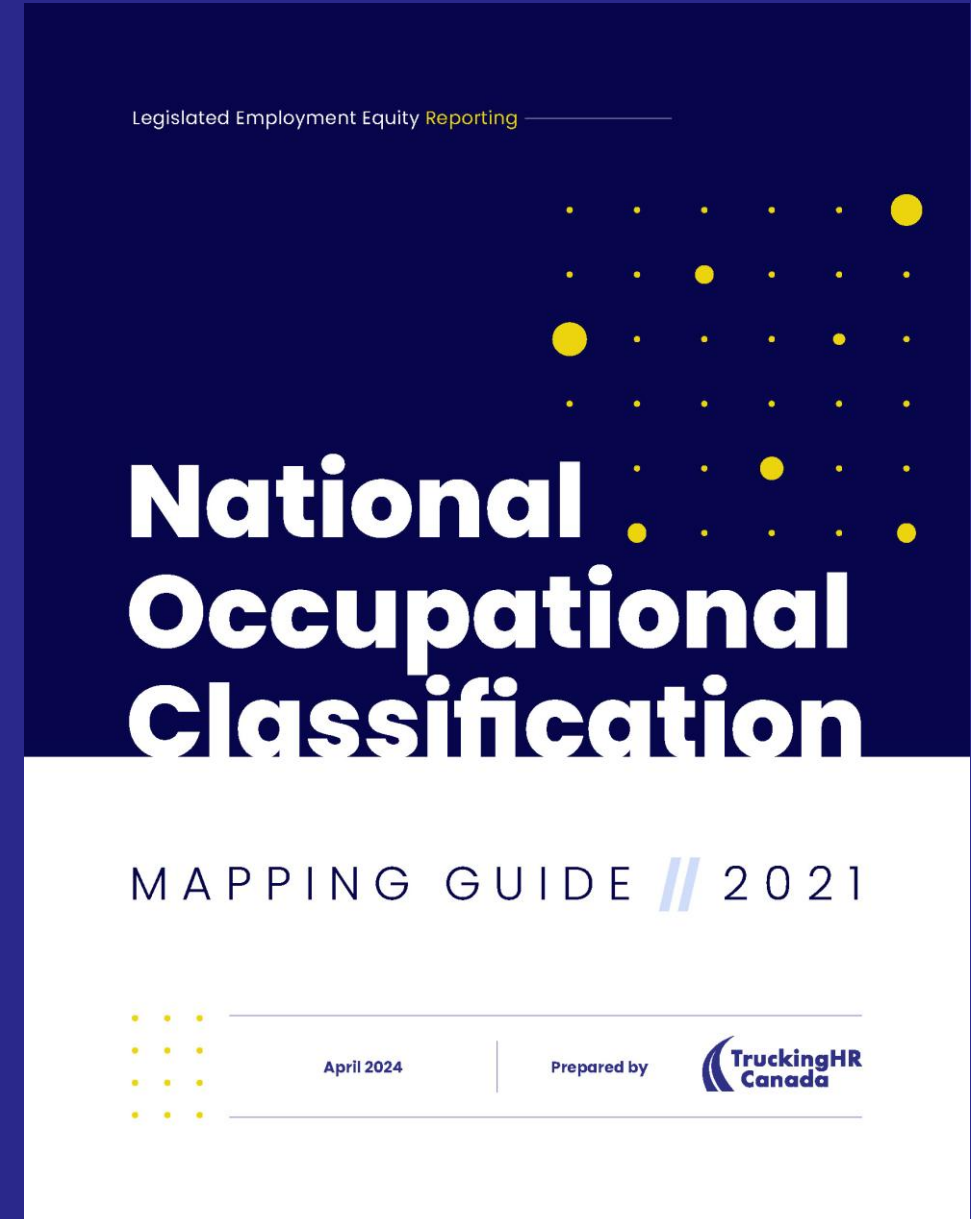
Legislated Employment Equity Program

- Support for employers submitting yearly LEEP Reporting
- Federally regulated fleets of 100 and more employees



NOC mapping guide

- Help fleets match job titles to the right NOC code.
- Make the LEEP process faster and easier.



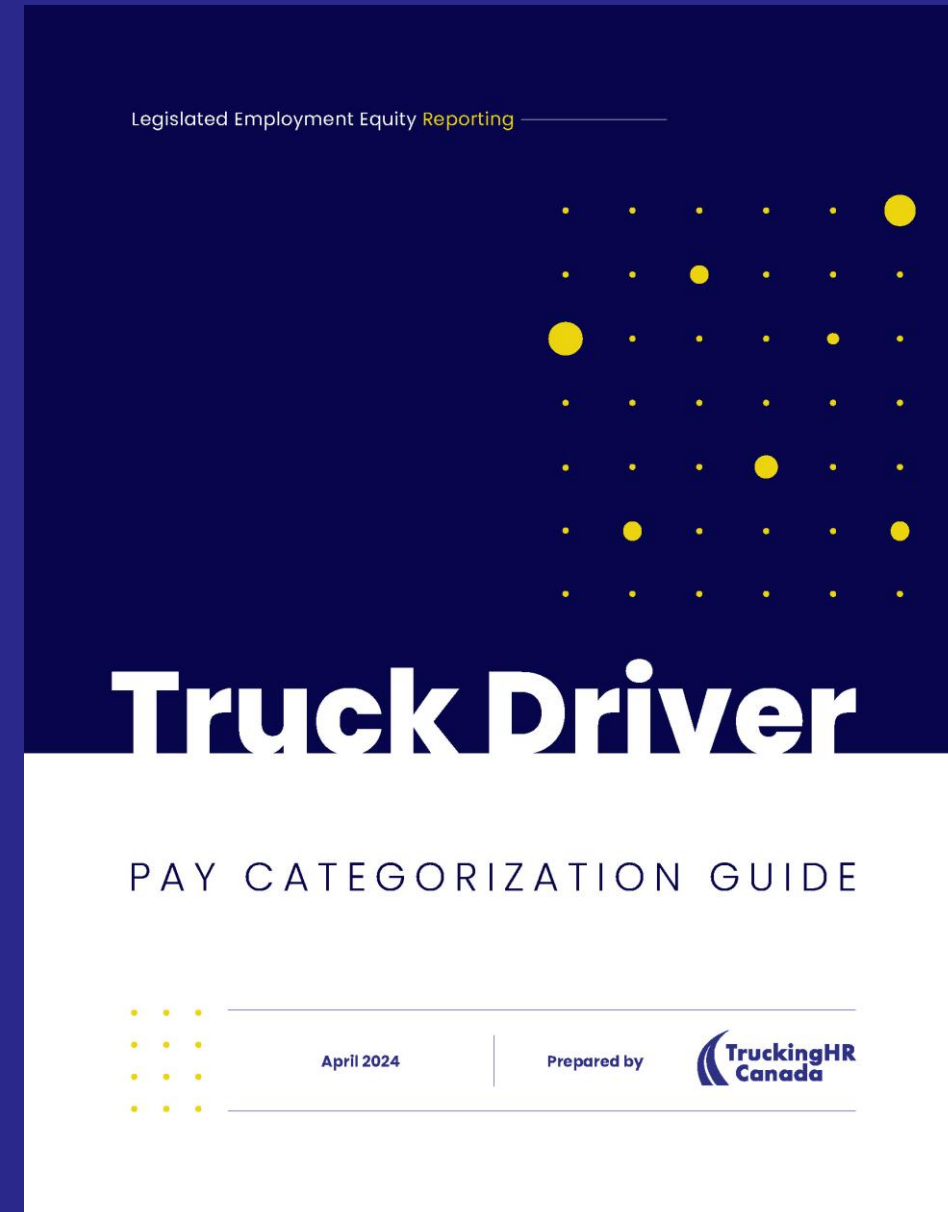
A photograph of a male worker in a yellow hard hat, safety glasses, and a high-visibility blue jumpsuit with reflective yellow stripes. He is holding a long, thin piece of wood and standing next to a white truck loaded with stacks of lumber. The background shows a warehouse or industrial setting.

Narrative report checklist

- Help fleets understand which equity measures go into which categories.
- Provide examples of measures and results for each category.

Pay categorization guide

- Understand the distinctions between each pay category.
- Determine what type of driver pay goes into which pay category.
- Simplify the pay reporting process to reduce the number of errors.





Top Fleet Employer



**Top Fleet
Employer**
of distinction 2025



**Top Fleet
Employer**
of distinction 2025



National program to recognize sound HR policies and practices in trucking and logistics.

Not a competition — recognition for companies that meet HR standards of excellence.

Applications are open for 2026 – Deadline February 13, 2026



CommerceLink



MIDLAND



Questions



Thank you



Keep in touch



@TruckingHR



truckinghr.com



Trucking HR Canada



Weekly newsletter