

# people in print

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## CPISC Celebrates its First Year

### Message From The Board Co-Chairs

**T**he Canadian Printing Industries Sector Council (CPISC) has completed its first year as an incorporated sector council, and what a year it has been. We are proud to look back over our journey- a journey which actually began in July 2003 when our sector study was published. This study set the stage for the formation of CPISC, by concluding that the industry was facing significant human resource challenges and that there was a definite need for a mechanism like a sector council to address these challenges on a national scale.

In 2004, an industry-wide survey and joint workshop resulted in unanimous and resounding support for the establishment of a sector council to develop occupational and training standards, to develop strategies to improve the public image of the industry and to attract new workers to the sector.

The report coming out of the workshop, *A Passionate Consensus*, set out the thinking that led to the development of CPISC. It resulted in the formation of a Steering Committee and subsequent Interim Board of Directors assigned the task of forming the Council. The report also demonstrated strong industry support and commitment to working in partnership that were critical to securing federal government developmental funding.

The workshop report provided the backdrop for the priorities and the current focus and activities of the Council. As we developed our strategic plan, research framework and operating policies and principles, we were guided by the thinking that was captured in the report.

Throughout our entire journey, we have been assisted by dedicated individuals from our industry, who are committed to working together to address our challenges. The leadership shown by the Canadian Printing Industries Association (CPIA) and the Graphical Communications, Energy and Paperworkers Union of Canada (CEP) in supporting the development of the Council has been critical.

We have accomplished a lot. We have developed a mission statement to guide our activities and decisions. We have identified our strategic and research priorities and developed specific goals with measurable results. We have a vision for the future in which employers and employees work together with our education, government and industry partners to effectively meet the human resource needs of the printing and graphic communications sector. We are looking forward to seeing the outputs of the upcoming research activities and sharing it with all of the members of our industry. ■



DUNCAN BROWN,  
CO-CHAIR, CPISC  
*National Director, CEP  
Graphical, Communications,  
Energy and Paperworkers  
Union of Canada*



JEFF EKSTEIN,  
CO-CHAIR, CPISC  
*President & CEO, Willow  
Printing Group Ltd.*

Visit [www.cpisc-csic.ca](http://www.cpisc-csic.ca) for information and news about learning and training issues in the print and graphics communications industry.



# Building for the Future – CPISC HOLDS AGM

**A**t the Annual General Meeting held on Tuesday, June 19, 2007, CPISC set the stage for its future activities by building on its successful first year and re-electing its current Board of Directors.

CPISC's first annual report, *Press Check*, provides an overview of the major activities and initiatives the Council undertook in its first full year of operation while recognizing the achievements of the current Board of Directors. The report also highlights, as the key milestone for 2006, developing the groundwork for the creation of national skill standards, labour market intelligence and a review of education and training programs.

The activities of CPISC are overseen by a Board of elected industry members representing employees and employers. With an eye to building on the solid foundation established over the past year, CPISC re-elected its current Board of Directors for a second term. "The next year will be critical in building our credibility within the sector by achieving results and putting in place programs and services that will make a difference," said Marie Eveline, CPISC Executive Director. Continuity in Board composition was identified as central to meeting CPISC's goals. ■

## WHAT IS CPISC?

The Canadian Printing Industries Sector Council (CPISC) provides a national forum for collaboration on human resource and workforce development issues within the printing and graphic communications industry. CPISC brings together employers, employees, education and government to identify and implement innovative approaches to skills development.

Incorporated in 2006, CPISC works on behalf of 8,600 establishments and more than 113,000 men and women who make up our industry. Its mission is to address the needs of the sector's workforce by

- Improving the image of the industry as a career destination;
- Maximizing the career potential of those already employed in the sector;
- Developing national skill standards and profiles;
- Addressing learning needs through relevant training tools and resources.

In order to meet these objectives, CPISC will develop a suite of tools and services for employers and current as well as future employees to manage and assess their development needs. ■

*"...in about 10 years Canada may have more people at the age where they can leave the labour force than people at the age where they can begin working. These rapid changes in the working-age population present many challenges for Canadian employers, who will have to adjust to a high rate of turnover among their employees."*

*Statistics Canada. 2006 Census: Analysis Series. Portrait of the Canadian Population in 2006, by Age and Sex. July 17, 2007.*



## The 2007-2008 CPISC Board of Directors and ex officio members are as follows:

- **Duncan Brown**, CPISC Co-Chair, National Director, CEP Graphical Communications, Energy and Paperworkers Union of Canada, Ottawa, ON
- **Jeff Ekstein**, CPISC Co-Chair, CEO and President, Willow Printing Group Ltd., Concord, ON
- **Bob Elliott**, President, CPIA/ACI, Ottawa, ON
- **Andrea Chan**, Human Resources, Webcom Inc., Toronto, ON
- **Alex Charles**, President, CEP Local 525G, Vancouver, BC
- **Mike Drimmie**, Vice-President, CEP Local 591-G, Toronto, ON
- **Abe Giesbrecht**, Training Coordinator, Friesens, Altona, MB
- **Michel Handfield**, President, CEP Local 145, Longueuil, QC
- **Robert S. Kadis**, CA, Markham, ON
- **John Webster**, President, CEP Local 900G, Winnipeg, MB
- **Michel Cliche**, General Manager, Comité sectoriel de main-d'œuvre des communications graphiques du Québec, Montréal, QC
- **Brian Ellis**, Marketing Director, Heidelberg Canada Graphic Equipment Ltd., Mississauga, ON
- **Willem Sijpbeer**, Journalism and Digital Graphics Communications, SAIT Polytechnic, Calgary, AB

# CPISC Forum Receives Great Reviews From Participants

Success for the printing industry in a global marketplace depends on having a highly skilled workforce. This was the clear message of the first Annual Forum, held on June 18, 2007.

This one-day event was devoted entirely to assessing the key human resource and workforce development challenges in the printing and graphic communications industry. Marie Eveline, CPISC Executive Director, said, "This Forum was an opportunity for industry representatives to exchange knowledge and resources and to reflect on improving the industry as a whole."

The goals for the day included having open discussions between employers, employees, policy makers, educators, labour representatives and others on the challenges of building a strong workforce in Canada and what should be CPISC priority areas of activity. Through insightful panel and small group discussions, attendees were given the opportunity to present various ideas for positive change.

Participants heard from Bernd Schopp, Head, Heidelberg Print Media Academy and Martina Brand, Marketing Director,



*A panel discussion, featuring industry representatives, addressed the challenges related to making the printing industry a career of choice. Left to right are: Duncan Brown, CPISC Co-chair, National Director, CEP Graphical Communications, Energy and Paperworkers Union of Canada, Don Gain, President, Harmony Printing, Ward Griffin, President & CEO, The Lowe-Martin Group, Marie Eveline, CPISC Executive Director, and Dr. Abhay Sharma, Chair, School of Graphic Communications Management, Ryerson University.*

Heidelberg Print Media Academy, who provided a global perspective on lifelong learning and training as a necessary means to sustaining a competitive advantage in the global market. They stressed that investing in employee skills development will create loyal and more efficient workers who will not leave at the first opportunity. Bernd emphasized that "a company's productivity, and therefore

its economic success, depends to a large extent on the skills of its staff. Highly skilled staff help ensure that the customers are happy; they provide the basis for the company's success". ■

*For more information visit [www.cpisc-csic.ca](http://www.cpisc-csic.ca)*

## The Growth of Printing in China – A Case Study

A white paper on the development of the Shenzhen printing industry released in May 2007 by the Shenzhen Municipal Bureau of Press and Publication provides insights into the coordinated, comprehensive approach taken to establish the printing industry in China.

Starting from two primitive print shops in 1978 employing 100 workers with combined annual sales of RMB 700,000, it has grown into a major operation with over 2,048 shops, 188,000 employees and an industrial output of RMB 27.5 billion in 2005. The printing industry in the province is export oriented and in 2005, its exports were valued at US \$1.62 billion, representing 50% of the industry's total industrial outputs. The industry has an average annual growth of 50.2%.

Relative to the rest of China, the Shenzhen printing industry comprises only 2% of the total national printing establishments but makes up 10% of China's total industrial output.

One of the cornerstones of the industry is its educational institutions, with two polytechnics specifically catering to the printing industry as well as in-house training programs and a Heidelberg training facility.

The white paper also provides a vision of where the printing industry wants to go in the future, including: sustaining its leading position in the region; restructuring the industry to include clustering of similar establishments; promoting environmental standards; aligning government resources to encourage standardization; and corporate social responsibility. It is a fascinating read. ■

*To access a link to the full article, please visit our website at [www.cpisc-csic.ca](http://www.cpisc-csic.ca)*

# CPISC Priorities:

## Building a solid foundation today to support skills development tomorrow

Much of CPISC's current work focuses on developing the building blocks for the future in three critical areas: standards, decision-making and training-career pathways. Once these building blocks are in place, CPISC will be able to develop a set of tools and services geared to the specific needs of a range of audiences: employers, current and potential employees, educators and the general public. CPISC is developing these building blocks through issue-specific research projects lead by working groups with representation from the industry and its partners.



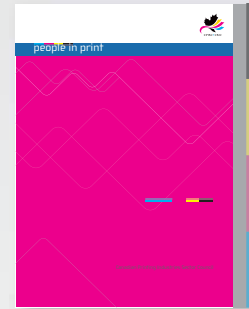
### Skills for the Future

The *National Skill Standards and Profiles Project* is designed to develop skill standards and profiles for key occupations within the three production areas that comprise the printing process: pre-press, press and finishing/bindery. This project will define the essential, core and operating skill standards that set out what a person should know and be able to do to complete specific activities, as a basis for developing profiles of key occupations. A set of agreed-upon national skill standards and profiles will play a key role in improving workforce development for many industry participants. Essential and core skills for the industry as a whole are scheduled to be released in January 2008. National skill standards for the press area will be released in late spring 2008, with pre-press and finishing/bindery scheduled for development and release in the spring of 2009.



### Training for the Future

Working with institutions, private training providers, unions, suppliers and the printing companies themselves, the *Review of Training Programs and Providers Project* will provide a profile of the type and scope of existing training programs offered within the industry. Building on the work of this project, CPISC will then be able to identify training gaps and determine strategies to fill these gaps. It will also enable CPISC to map programs against our skill standards. The resulting Compendium will provide the basis upon which to make adjustments to existing training programs; meet the evolving needs of the sector; explore a range of training and apprenticeship options; and, maintain an ongoing dialogue between the industry and training providers. The Compendium is scheduled for release in November 2007.



### Informing Future Decisions

The *Labour Market Information Project* aims to develop labour market information to help inform human resource planning in the industry. Over the next year, CPISC will develop a solid database of accurate, current labour market statistics, indicators and information on the printing industry. This information will provide consistent labour market data about the sector, highlight employment trends and inform decision-making. It will allow CPISC to track changes and respond to future needs. It will also help us identify current and emerging human resource issues such as the aging workforce, the need for skills upgrading and worker mobility as well as recruitment of youth to the industry. A baseline report will be completed by March 2008.

## LEARN MORE ABOUT US:

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