

Transportation & Logistics: Driving Canada's Economy

The industry that connects communities, powers trade, and delivers the goods Canadians rely on every day.

Canada's transportation and logistics sector is a vital driver of trade and economic growth. Growing workforce pressures are increasing the need for accessible training and digital credentials that support workforce readiness and continuous upskilling.

THE NATION'S ECONOMIC BACKBONE

90%

Of consumer goods and perishables are transported by truck.

152K



Trucking-related businesses nationwide.

1M



Canadians employed in the sector

Source: Transport Canada

IF TRUCKS STOP, CANADA STOPS



4.1%

Of Canada's GDP comes from Transport



1.6T

In international trade moved annually

Source: Transport Canada

Canada's transportation network and supply chains must have a future-ready workforce.



Transport Canada

Transports Canada



THE INDUSTRY CHALLENGES ARE REAL

Canada's transportation workforce shortage has now become a serious supply chain issue.

11K+



Truck Driver Vacancies

Demand for qualified drivers continues to outpace supply, leaving thousands of critical positions unfilled across the country.

32%



of Drivers are Age 55+

A significant portion of the workforce is approaching retirement, increasing pressure to attract and prepare the next generation of workers.

40K



new drivers required by 2030

Retirements, industry growth, and increasing freight demand will require a continuous pipeline of trained and qualified talent.

Source: Trucking HR Canada

HOWEVER

Recruiting the next generation of transportation and logistics professionals is only part of the challenge.

Canada's transportation sector doesn't just need more workers—it needs more job-ready workers. However, fragmented delivery and limited access to training continue to hinder workforce readiness across the sector.



Smaller carriers struggle to provide comprehensive onboarding and coaching.



Rapid expansion of training schools has created inconsistencies in training delivery.



Limited time, resources, and access to training can create barriers to continued driver upskilling.

25%

Of trucking employers report retention as their top workforce challenge.

Source: Trucking HR Canada

ONBOARDING A SAFE, SUSTAINABLE WORKFORCE IS KEY

As the industry evolves, accelerating on-demand, industry-wide online training is essential—helping drivers stay current, employers stay compliant, and the industry stay competitive.



Online Learning

Training tailored to specific roles, skills, and workforce needs.



Industry & Regulatory Alignment

Content informed by employers, industry leaders, and evolving compliance requirements.



Modern Digital Platforms

Industry-wide accessibility that powers continued upskilling, verification, and credential portability.

WHY?

- ✓ Improved Safety & Compliance
- ✓ Consistent Training Delivery
- ✓ Stronger Newcomer Integration
- ✓ Accelerated Workforce Readiness

\$4.3B

Mitigate billions in lost economic activity (annually).

Source: Conference Board of Canada

Meeting tomorrow's transportation challenges will require industry-wide collaboration, innovation, and a shared commitment to workforce readiness.

Visit us to learn more about our experience delivering innovative training solutions for the transportation sector.

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