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44,000+ COMPANIES

2% increase over 2019

671,109 WORKERS

1.1% increase over 2019

\$96.8 billion 5.1% of GDP

2.9% increase over 2019

46.2% HIGHER THAN AVERAGE SALARIES

2.4% increase over 2019

20% MORE UNIVERSITY DEGREES THAN OTHER INDUSTRIES

1.1%
GROWTH IN
ICT SECTOR

vs. -3.2% Overall Economic Growth

\$230 billion IN REVENUES

5% increase over 2019

42.1% OF ALL PRIVATE SECTOR INVESTMENTS IN R&D (\$8 billion)

International Data
Corporation (IDC)
Canada expects the
Canadian information
and communication
technology (ICT) market
will expand to \$132.6
billion by 2025.

Source: https://www.idc.com/getdoc.isp?containerId=CA4705012



Message from National Board of Directors Chair

This year has provided me with an extraordinary year of opportunities – including my appointment as Chair of TECHNATION's National Board of Directors. I am excited to follow in the footsteps of so many influential leaders before me, to help lead an impactful and robust national association that is focused on fostering innovation and driving change at a national level, to build a stronger and more competitive Canada.

Whether or not we are faced with another wave of COVID-19, it feels like we have emerged into a post-pandemic landscape significantly different from the world we operated in previously – a world that's made a massive, multi-generational leap in tech adoption. I strongly believe that this leap forward will enable new business models in health, education, entertainment and in business. And while it's only been two years (although it feels like a lot longer than that!), I believe we now have the critical mass of tech adopters that moves tech innovation from an option to an imperative that we must all act upon.

Tremendous progress has been made but it's just the start. For true change to take place, base components of the digital experience must also

evolve. Digital identification and authentication, real time collaboration tools, artificial intelligence and cybersecurity techniques must advance to support this brave new world. It's why TECHNATION continues to push Canada's government leaders for a digital transformation agenda that is combined with an economic development agenda. This approach better supports Canada's small businesses, helping drive Canada's economy forward, better protecting its citizens and creating quality jobs. Canada's adoption of digital solutions must remain a priority with all levels of government. Progress has been made – but there is much to do.

This means the private sector working with government to address the changing requirements of our environment and regulatory framework. Data, privacy, transparency, security, diversity, equity, inclusion, trust and fiduciary matters must all evolve, and the stakes are high. TECHNATION continues to support this mission by advocating for changes and collaborating with government to ensure regulation and policy is clear and transparent and bold enough to stimulate the economy, enabling both innovation and competition on a national and global scale.

Finally, we cannot talk about change if we don't talk about talent. Although Canada has long recognized the need to invest in the country's growing tech talent pool, never has the membership of TECHNATION, and indeed the entire business community, been more challenged to find, grow and

retain talent to fulfil their goals. I'm willing to bet that it has become a top priority and focus for every single business, regardless of sector. This is why TECHNATION's talent programs have become more important than ever to support our members, our mutual customers and partners, and the Canadian economy.

Over the past year, TECHNATION has continued to build its reputation as a key partner to its members, educational institutions, and the Canadian government. We've made tremendous progress – especially around the critical issue of agile procurement inclusiveness, bridging the talent gap, and bringing together industry and government for collaboration opportunities. We MUST continue to keep our focus and efforts on ensuring that Canada, the economy, and our businesses have access to the talent we need to ensure Canada's future.

Canada's tech sector has everything required to lead change at home and around the globe. Together, we will continue to champion Canadian innovation, engage with the next generation of tech talent, drive jobs, and embrace a more diverse and inclusive audience.

ANGELA BROWN

TECHNATION National Board Chair President & CEO, Moneris



Message from TECHNATION President and CEO

THE TIME IS NOW

Two key messages come to mind when I reflect on the past year and Canada's technology sector: **acceleration** and **disruption**. As the fastest growing sector, the tech sector is a key pillar of Canada's economy. The acceleration of technology adoption across a myriad of industries is driving growth and productivity. Innovation, digital platforms, Cloud, Artificial Intelligence (AI), software and services, will be the engine for Canada's economic growth in the years ahead.

Over the past few years, we have led a deliberate campaign to drive change and accelerate

In BDC's Tech Industry
Outlook¹, growth in Canada's
tech sector for the 2021-24
period is expected to be 22.4%.

technology adoption on a number of fronts. Here are a few highlights we are most proud of!

Disruption of Government Procurement

TECHNATION continues its mission to modernize and diversify government procurement. Canada's governments have long had the reputation of being difficult to do business with, and large corporations and multinationals have identified government procurement processes as obsolete. In addition, procurement has been non-inclusive, resulting in innovative leading-edge scaleups resorting to doing business around the world, but not in Canada.

We are now two years into the successful launch of <u>Canada's Digital Marketplace</u> which showcases Canadian innovation. More than 635 companies have registered to date – and through the Digital Marketplace, Canadian innovators are successfully accessing **and** winning government opportunities they may not have had access to before!

TECHNATION's collaboration with Shared Services Canada (SSC), recognized by the Minister of Public Services and Procurement (PSPC), is flourishing! We are very proud of the Agile Procurement Process 3.0 (APP 3.0) launch announced earlier this year which makes it easier for businesses of all sizes to compete for Government of Canada contracts. It revamps traditional procurement through collaboration

By the end of 2025, employment in the digital economy will reach 2.26 million people in Canada, reflecting the addition of 250,000 jobs since 2020.²

with industry to solve government challenges, while providing greater access to domestic innovation. This unique approach is diversifying the government's supply chain, delivering leading-edge services for Canadians, and is helping to drive Canada's economic recovery.

Canada's Tech Talent Crisis

One of the biggest issues facing our industry today is the shortage of talent. TECHNATION is tackling this crisis head-on through its many programs and services, including <u>CareerFinder</u>, an Al-driven, real-time data hub that provides a myriad of labour market insights, and is a pivotal resource for students, educators and employers.

TECHNATION has deployed more than \$200 million in subsidies and resources to Canadian businesses and non-profits across Canada through its Career Ready Program. To date,

¹ bdc.ca/en/about/analysis-research/tech-industry-outlook

² Information and Communications Technology Council (ICTC), Onwards and Upwards—Digital Talent Outlook 2025 (August 2021)

over 30,000 students and more than 7,000 employers have benefitted from student work terms. This program impacts employers of all sizes but has been particularly important for Canadian small and medium-sized enterprises (SMEs). In fact, 90 per cent of the program's stakeholders were SMEs, leveraging post-secondary students as a much-needed, affordable source of skilled talent to fill entry level tech positions.

Data Interoperability across Canada's Healthcare system

With greater awareness of the impact of a global pandemic on our national economy, TECHNATION Health has been working hard to influence the pan-Canadian provincial health data strategies through interoperability, security, health data management and data architecture recommendations.

Cybersecurity

In response to the increased global danger and mission-critical focus for Canada, TECHNATION has launched a new Cybersecurity Taskforce. The goal is to influence government and business at all levels to take this threat seriously and build resiliency in our infrastructure. From smartphones to municipalities, national defence to security strategy, Canada *must* develop a profound respect for the increased cyber threat.

The average cost of a data breach is \$6.35 million per breach in Canada in 2021. The average cost of a ransomware attack specifically, including payout and recovery, is \$2.3 million per attack in 2021 – more than double the average amount last year.³

With more than 70 members engaged in this important initiative, the Cybersecurity Taskforce was created to identify and support critical challenges in Canada's cybersecurity fabric including the talent crisis, the risks of cybersecurity readiness in SMEs and municipalities, and emerging areas of threat such as quantum, IoT and 5G. In the coming year, this taskforce will focus on establishing an action plan to help improve Canada's cybersecurity awareness and posture.



³ Source: Canadian Centre for Cyber Security https://cyber.gc.ca/sites/default/files/cyber/2021-12/Cyber-ransomware-update-threat-bulletin_e.pdf

GREETINGS



Talent and Diversity!

It's imperative that Canada accelerates access to tech talent through more inclusive paths to well-paying tech positions. Canada's future tech leaders are today's students, newcomers to Canada, jobseekers in transition, and the many Canadians of underrepresented groups (women, racialized people, persons with disabilities and Indigenous people). TECHNATION's Career Ready and CareerFinder programs strive to bridge Canada's talent gap.

Forward View

The world has transitioned from the global impact of the pandemic to the destabilization of geo-politics. We are currently facing an ongoing Russian-Ukraine war, global supply chain challenges, regional food shortages, rising inflation and a global talent crisis. Not to mention the threat of cyber attacks. Canada is not immune – and we are feeling this uncertainty here in Canada as well.

Canada's overarching priorities for the next two decades are evident and include:

- · Addressing societal and socio-economic issues;
- · Decarbonization of the economy; and
- The digitilization of the economy.

Our government relations and policy strategy **must** play key roles in accelerating these priorities. TECHNATION plays a mission-critical

A 1% increase in digitalization delivers a 0.5% gain in Gross Domestic Product. That works out to about 11% of all employment in Canada.⁴

role on behalf of Canada's tech sector as a key influencer of digitalization acceleration.

In the next year, I see TECHNATION as having a 'Call To Action' to take on a national leadership role and bring an aggregate voice across Canada for mass digitilization. Canada's ability, agility, and aggressiveness to accelerate digitalization across all sectors will define our competitiveness as a nation. TECHNATION needs to be a broker and partner in this transformation. The time is now!

As Canada's largest technology association, we strive to achieve a truly world-class and inclusive digital society that continues to deliver national prosperity and global competitiveness. Ultimately maintaining Canada's clout on the world stage!

ANGELA MONDOU

TECHNATION President and CEO

⁴ Source: Accenture Digital at Depth for Government Innovation Report

Unifying Technology, Government and Community for Canada's Future

TECHNATION proudly represents technology companies nation-wide, who are changing the world! Our members represent world-class innovators, disruptors and creative-thinkers in Canada's tech industry.



A Canada that has achieved a true world-class, leading digital society that continues to deliver prosperity and competitiveness for the country.



To enhance the significant contribution that technology can make to Canada's economic prosperity and global competitiveness. This will be achieved through the:

- Robust adoption of tech across all sectors
- Increasing tech talent, skills and diversity in all sectors
- Acceleration of government modernization

Strategic Priorities



LEAD THE
INDUSTRYGOVERNMENT
NEXUS FOR
CANADA'S FUTURE



INDUSTRY, PROSPERITY & GROWTH



FUTURE WORKFORCE DEVELOPMENT



HEALTH



TECH4CANADA





Introduction

Our message this year to the federal and provincial governments: Canada must establish a coherent tech policy approach that combines a digital transformation agenda with an economic development approach. This can both support and grow our technology industry and create jobs today, and well into the future.

TECHNATION published its *Roadmap for Sustained Growth in Canada's Tech Sector*, a fourpoint plan for the government to execute a strategic
approach to growing the digital economy. This was
shared with the federal government, reiterating
that Canadian technology firms can drive Canada's
economic recovery, fuel the creation of innovative,
high-quality, well-paying jobs, and position our
changing economy for long-term success.

TECHNATION's Government Relations & Policy team also continued its focus on government procurement – making great strides to disrupt the status quo through a collaborative approach between government and industry. One example is

TECHNATION's collaboration with Shared Services Canada (SSC), on an agile procurement pilot involving SSC's Agile Procurement Process 3.0 (APP3.0) leveraging Canada's Digital Marketplace. In March 2022, SSC <u>publicly announced</u> that they were launching APP3.0 in collaboration with TECHNATION.

On the policy front, TECHNATION re-iterated the need for government to consult industry on crucial issues such as internet regulation and warned the federal government of moving ahead unilaterally on Digital Services Taxes rather than through the international work of the Organisation for Economic Co-operation and Development (OECD). On issues such as privacy, we have encouraged provinces to work with the federal government rather than implementing their own polices, as further fragmentation of our data policy landscape will lead to making Canada a tougher place to do business in, for both large and small tech.

"We are pleased to announce this important step in modernizing procurement for the Government of Canada. Initiatives like this one, which makes selling to the government easier for small- and medium-sized businesses and businesses owned and run by underrepresented groups, are vital to achieving our socio-economic and climate-related goals."

The Honourable Filomena Tassi, Minister of Public Services and Procurement

Impact

Public Policy and Advocacy Committee (PPAC) / Legal Working Group

June 2021

THE VOICE OF OUR MEMBERS

Feb 2022

Digital Services Tax (DST) consultations and submission with Finance Canada

CRTC submission on Broadcasting Notice of

Consultations Submission to **Future of Work** in Ontario consultation

Submissions to Ontario and Alberta privacy reviews and subsequent follow-up with

officials

Federal Election -Letters to PM & Ministers

Online Harms submission to Canadian Heritage

Roadmap for **Sustained** Growth in Canada's **Tech Sector**

Rural Spectrum submission to ISED*

BC Privacy ON Budget meeting with

officials

OSFI

Centre

Submission

GAC / Munk

consultation

re: China

Submission & Consultations

Federal Budget Submission

Finance Canada **DST Consultations**

ISED Minister's Privacy Roundtable

Shared Services Canada (SSC) Network Roundtables | IN TECHNATION CA





June 2, 2021

Focus: SSC Network Procurement

Nov 3, 2021

Focus: SSC Network **Business Line**

Results to date:

- Greater transparency in terms of 'Where is SSC going?' (notional procurement approach) updated Section 5 of SSC Network Modernization Way Forward
- · Fewer directed solicitations, but still work in progress
- NSSC to be refreshed in summer 2022



Next Roundtable: September 2022

Focus: Interoperability testing; Zero Trust Architecture



^{*}NOTE: Our suggestions appeared in ISED Minister's Mandate letter released in December 2021



Impact

Hill Days 2021 & 2022 / Queen's Park Days 2021

"Hill Days serve as the pre-eminent platform for open and honest dialogue between the tech sector and government. Only through this collaborative process can both sectors thrive." Participant to Hill Days 2021

HILL DAYS 2021

May 11-13

THEMES:

- · Driving the Jobs of the Future
- Ensuring Canada Thrives in the 'New Normal'
- Transforming Canada's Public Sector

QUEEN'S PARK DAYS 2021

November 16-18

THEMES:

- Ontario Procurement Re-design and IT Sector
- Technology Jobs of the Future
- Digital Government & Transformation

HILL DAYS 2022

March 21-23

THEMES:

- · Shaping Canada's Digital and Data-**Driven Economy**
- Building the Capacity for our Digital Nation
- Accelerating Canada's Technology Adoption – Lead by Example





Hill Days follow-ups included continued dialogue to support Ministers delivering on mandates.

Forward Looking

FEDERAL GOVERNMENT

TECHNATION will continue to build upon our March 2021 Hill Days and the realization that many governments had on the importance of digital government during COVID-19. With the Federal Government, some of our top files will be:

- Ensuring the government leverages its purchasing power through the \$1 billion investment in digital government to spend the funding appropriately, including adopting homegrown technology from SMEs.
- Continue to advocate a 'buy, not build' approach to technology adoption given the size of this investment for taxpayers.
- Working with Innovation, Science and Economic Development Canada (ISED) on the implementation of programs focused on digital adoption to ensure it is implemented strategically and effectively.
- Work with ISED on the long-overdue introduction of a new federal privacy policy to update PIPEDA, expected Fall 2022.

We will continue to work with government officials who engage at our Federal Public Sector Business Committee on issues such

as co-creation of a digital roadmap, social and challenge-based or agile procurement, and other major files.

This will also be a critical time for internet regulation, and we will work with the federal government to ensure the industry's voice is heard and that Canada remains a place for all elements of the tech sector to thrive.

PROVINCIAL GOVERNMENT

Following the June 2022 Ontario Election,
TECHNATION will be sending a letter to the
Premier and then seeking meetings with
Cabinet, once named, on our key priorities and
files. We will increase our engagement with the
Government of Ontario to ensure policies are in
place for our industry to succeed. While there was
very little discussion of tech during the election
campaign, in the past the Ford Government has
indicated significant interest in our files.

For 2022-23, we hope to develop a strong relationship with the Supply Ontario's procurement agency and help them develop modern best practices for IT procurement. This is also an opportunity for the province to reset purchasing processes as procurement transitions

over from Ministry of Government and Consumer Services (MGCS). We will also pay close attention to the Data and Digital Strategy implementation.

Finally, given the importance of tech jobs, we want to ensure the government understands that the development of a modern tech workforce in all regions of Ontario requires high-speed broadband available to everyone as well as finding workers for tech companies of all sizes.

As we expand our work with other provinces, we want to bring more value to our membership with meetings and engagement with all regions in Canada.

Increasingly, an important focus will be around the development of tech talent and how this is connected to the implementation of leading-edge tech, such as AI. Governments and industry are both facing talent shortages and are unsure of how best to adopt tech such as AI to improve efficiencies.

We are looking to work with both government and non-traditional tech industries to learn how to adopt tech as well as to grow our tech talent base in Canada as competition for these highly skilled workers will only increase.

DIGITAL MARKETPLACE





Launched in 2020, <u>Canada's Digital Marketplace</u> is an open-source business intelligence platform that is accessible to all tech-based companies across Canada for FREE, to register and showcase their areas of technology specialization and experience. It also enables business-to-business (B2B) and business-to-government (B2G) to drive Canada's economic recovery. The goal of the marketplace is to facilitate agile procurement and drive increased access for government to Canadian innovators and to improve inclusivity of SMEs in government opportunities.

In March 2022, Shared Services Canada (SSC) officially launched <u>Agile Procurement Process</u> 3.0 (APP 3.0) to make it easier for businesses of all sizes to compete for Government of Canada contracts. APP 3.0 engages vendors throughout the process, starting with the initial design of the solicitation and problem statement. This way, the government gets the best, most innovative proposals possible. Under APP 3.0, contracts

are awarded to selected vendors so they can produce prototypes. This lets government officials assess real-world examples of proposed solutions and choose the solution that delivers the best value to Canada and Canadians. APP 3.0 was developed by SSC's Centre of Expertise in Agile and Innovative Procurement, in collaboration with TECHNATION and in consultation with numerous vendors.



SSC also launched <u>ScaleUp</u>, a social procurement initiative in collaboration with TECHNATION to increase the diversity of bidders on government contracts. ScaleUp is for micro and small businesses that have been the most impacted by the pandemic, and it aims to expedite and facilitate contracting with Indigenous businesses and underrepresented groups including women, visible minorities, and persons with disabilities.

ScaleUp uses Canada's Digital Marketplace to solicit government procurements up to \$238,000 for IT-related goods, services and solutions through a fast, simple and open process that aims to put contracts in place in under two weeks.

The Impact of Canada's Digital Marketplace from 'Chance to Opportunity'

With the backing of big tech NATIONAL PARTNERS in just two short years, Canada's Digital Marketplace has produced irrefutable results:

Enhanced Interactions

- Through our Digital Marketplace, TECHNATION was able to mobilize vendors to participate in the agile procurement pilots in a timely manner. On average two thirds of SSC webinar participants have been registered Digital Marketplace suppliers.
- TECHNATION also engaged its Digital Marketplace suppliers to obtain their feedback so SSC could adjust the procurement process as needed.
- Together, a new and trusted approach to engaging vendors emerged, which SSC terms the True Collaboration Process. This vendor engagement process has been instrumental to the success of Agile Procurement Process 3.0.

Improved Outreach

- Canada's Digital Marketplace enabled outreach with SMEs that may have the required capacity to perform in accordance with the requirements of the resulting contracts.
- Results of various consultation and submission processes showcase the effectiveness of collaborating with TECHNATION.
- Access to the digital marketplace and the support of TECHNATION has been instrumental
 to bringing the right industry providers to the table at the outset of the SSC procurement
 process.

March 2022 – Minister Tassi, PSPC, announces APP3.0 collaboration with TECHNATION

Through the APP3.0 pilot, SSC awarded 16 contracts with a total value of up to \$120 million

"What an incredible opportunity to be heard and play a possible part in creating change. Sincerely appreciate the agile approach and willingness to include us in the conversation!"

CEO, Hyon Software Inc., Regina

DIGITAL MARKETPLACE



















PARTNERS















































Supported by a growing alliance of National Partners and Community Outreach Partners, Canada's Digital Marketplace has been instrumental in the disruption of government procurement.

Through Canada's Digital Marketplace (DM), the support of our DM Advisory Council, and a true collaboration with SSC, together we have shifted the paradigm. Other departments and levels of government are now pursuing this model as a best practice.

Government agile procurement pilots are proving effective, and this program is expanding enterprisewide opportunities in the tech sector for all companies from SMEs to multinationals.

Forward Looking

Beginning in April 2022, we will host regular Digital Marketplace webinars detailing the newly announced Agile Procurement Process 3.0, and the social procurement initiative ScaleUp. Community Outreach Partners, Digital Marketplace vendors who have been successful in APP3.0 and/or ScaleUp solicitations, SSC and other government jurisdictions will join us in these webinars to discuss their own successes and how they have applied an agile approach to procurement.

We will continue to enhance the Digital Marketplace platform to include other certifications and standards that firms can select to self-identify, which will in turn provide government with a view to the integrity of the domestic innovative solutions in the market that can address their challenges. These will include ISO, NIST, SOC, data governance standards, and more.

Finally, we will secure other jurisdictions and organizations to use the Digital Marketplace platform as a way of targeting solicitations and/ or uncovering what is available in the market. Discussions are already underway with the City of Toronto, National Capital Commission, and the City of Calgary to name a few.



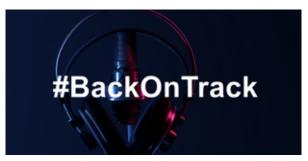
Introduction

TECHNATION continues to develop strong B2B and B2G opportunities for our members through our signature events and programs.

We believe that through ongoing collaboration, the public and private sectors can increase Canada's competitiveness and ensure the tech sector can thrive and grow. Our role as an industry association is to help facilitate partnerships that open doors for Canadian scaleups and small businesses, while exposing global tech leaders to new innovations and ideas.

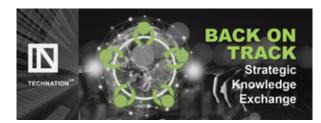
This year we continued to build momentum by forging new partnerships with organizations that enable TECHNATION to tap into diverse new pipelines of innovative companies and support their growth and success. We also launched several new event series, national in scope, that provide integral opportunities to exchange knowledge and build meaningful relationships, including an 'up close and personal' Women in the Public Sector series, which highlights top tech-savvy female leaders from across Canada, and a compelling Future of Work series, designed to guide us back to work post-pandemic by leveraging the insights of global thought leaders.

Impact



Back on Track: Podcast

TECHNATION continued its podcast series with TheFutureEconomy.ca that features thought leaders in Canada's tech ecosystem, all tech influencers and change agents – focused on getting Canada back in the game! Since launch, TECHNATION has released six podcasts.



Back on Track: Strategic Knowledge Exchange

We also launched a new program called *Back on Track: A Strategic Knowledge Exchange*. These sessions are exclusive, member-only C-suite roundtables.

These member events are issues-focused cross sector discussions to co-create future strategic approaches to Canadian innovation as well as economic recovery and prosperity, bringing diverse national and global industry and government influencers together for invitational roundtable sessions. More to come this year!



CIO Event Series: B2B and B2G

Each year, TECHNATION works with CIO leaders within the Ontario Government through the *GovTechON Briefing* event (formerly CCIO) and across Ontario's broader public sector organizations (BPS CIO) bringing together forward-thinking BPS leaders to discuss critical issues, including their COVID recovery plans and opportunities as they continue to build government services. These events offer an open and transparent exchange of ideas between industry and provincial government leaders and identify opportunities for innovation, citizen-

centric digital solutions to accelerate government modernization.

The GovTechON programming is a partnership between TECHNATION and the Ontario CCIO, Mohammad Qureshi. These curated forums focus on collaboration and co-creation opportunities for government and industry to discuss technology and solutions to accelerate digital government modernization. With presentations from GovTechON, Ontario Digital Services and the Ministry of Economic Development, Job Creation and Trade, these events often include more than 40 government leaders (including Ontario Ministry CIOs) and more than 200 industry professionals.

Tech-Savvy Women, Transforming the Public Sector Event series

Throughout 2021 and 2022, we hit the virtual road and created a truly national footprint through a new series bringing CIOs and tech leaders together in regions across Canada heading to British Columbia, Atlantic Canada, the Prairies and top municipalities. The focus was female CIOs but we will be returning to engage all of the dynamic male CIOs in regions across the country.

In our national *Tech-Savvy Women, Transforming* the *Public Sector Event series*, forward-thinking government leaders shared their vision, digital acceleration priorities and success measures for



digital service delivery. They also discussed how they can work with the tech community to provide business value, identify specific opportunities for co-creation and address ways to cultivate a more effective partnership-based approach.

This event series, which was designed to inspire the next generation of tech-savvy leaders, heard from a total of 11 women driving change in Canada's public sector. Our thanks to member Lisa Carroll, National Public Sector Lead, Microsoft Canada, for acting as Co-Host Sponsor for all four events.

Forward Looking

TECHNATION is proud of the pan-Canadian CIO series that has now expanded to include all provinces. When the private and public sectors work together collaboratively to solve industry challenges by leveraging technology, the benefit will be to all Canadians. TECHNATION seeks to promote digital acceleration and innovation in order to advance the entire tech industry in Canada making it collectively more globally competitive.

Moving forward, we will continue to expand our footprint nationally so that we are collaborating more robustly with CIOs and IT industry leaders in all provincial and municipal jurisdictions.

We are dedicated to maximizing engagement with all our members regardless of their location, type and size. We will also continue to leverage our strategic relationships with our coalition of 25 National Community Partners and Provincial Associations in 2022-23.



DIVERSITY, EQUITY & INCLUSION



At TECHNATION, we believe diversity extends far beyond gender, race, and ethnicity. It must be inclusive of people with different perspectives, experiences, and ways of thinking. Diversity should foster inclusion and equality, encompassing acceptance and respect. Given their prominent number in the Canadian labour market, effectively tapping into the supply of well-qualified women, internationally educated professionals, Indigenous people, and persons with disabilities, among others, will go a long way to addressing current and projected labour shortages in the ICT sector, as well as helping companies achieve their competitive goals.

TECHNATION has long focused on helping Canada's tech sector recruit more women into IT-related fields from an early age, and on setting targets for companies to establish more diverse boardrooms across the country. We also believe in helping the future leaders of our industry to get a headstart by providing opportunities for them to grow their skills.

TECHNATION works to develop and recommend measures and initiatives that help raise awareness and increase diversity internally, as well as for our members, partners and stakeholders.

"The importance of diversity is interwoven into everything in the Canadian tech landscape," says Denise Shortt. TECHNATION's Senior Vice President of Industry, Membership and Diversity & Inclusion. "It's been shown very clearly that a more diverse workforce is a more innovative one, a more productive one. and a more economically competitive one. Diversity, thankfully, is a resource in which Canada is very wealthy. The through-line of our programs is ensuring that the tech sector is tapping into that wealth and nurturing its continued growth with an inclusive and equitable business culture." (Bridging the Tech Skills Gap by Tapping into Diversity -**Innovating Canada**)

"We've been working with TECHNATION for years, and we have a lot of common goals related to diversity, equity, and inclusion," says Jane Gertner, Vice President of Partnerships at ventureLAB. "Many of the founders of our companies are from underrepresented groups themselves, and they know how diversity, especially diversity of thought, contributes to growth. We've also taken the opportunity ourselves to bring a significant amount of student and internship talent into our own organization through TECHNATION's Career Ready Program." (Bridging the Tech Skills Gap by Tapping into Diversity - Innovating Canada)

Impact

As Canada's leading national technology industry association, TECHNATION Canada is working to build the infrastructure that will enable Canada's tech sector to fully leverage the potential of Canada's talent pool.

New Immigrants

Canada is facing a tremendous demand for tech talent, and the talent shortage has serious implications. Immigration is one way Canada can address this issue. In October 2021, TECHNATION partnered with Talent Beyond Boundaries (TBB), a global not-forprofit organization focused on unlocking skilled migration pathways for refugees. This new partnership addresses both the shortage of talent and the humanitarian crisis around the globe. Since the launch, TECHNATION hosted a webinar that addressed the way TECHNATION members (and other organizations) can hire displaced talent to solve their talent shortages. The webinar, which was joined by Jumpstart Refugee Talent, included first-hand insight, by providing the value of the program from both the newcomer's and employer's perspective. More to come!

Toronto Metropolitan University's (formerly Ryerson), Diversity Institute also continued their collaboration on the Advanced Digital and Professional Training (ADaPT) Program – designed to bring recent graduates closer to their futures in tech-enabled roles. The ADaPT Program is a skills development and work placement initiative that helps to bridge the employment gap for recent graduates and equip diverse Canadians (specifically women, racialized minorities, Indigenous persons, persons with disabilities and members of the LGBTQ+ community). This year, ADaPT also launched its ADaPT for Newcomers program, designed to successfully integrate recent Canadians into the changing national labour market.

Advocacy: Underrepresented Groups, Women, Indigenous

Advocacy plays a large role in what we do around diversity, equity and inclusion (DEI). For example, TECHNATION also supported SSC's ScaleUp initiative for underrepresented and minority-led businesses – the details of which can be found on our Digital Marketplace highlights within this year's Annual Review.

TECHNATION is also a proud supporter of the <u>50-30 Challenge</u> to accelerate inclusion and diversity in Canadian organizations. The 50-30 Challenge is an initiative between the Government of Canada, business and diversity organizations that is focused on improving access for women and/



DIVERSITY, EQUITY & INCLUSION



or non-binary people and other equity-deserving groups, including those identifying as: BIPOC, people with disabilities (including invisible and episodic disabilities), and 2SLGBTQ+ individuals. We continue to challenge our members to join us!

We have formally partnered with the Canadian Aboriginal and Minority Supplier Council (CAMSC) and First Nations Technology Council, WEKH (Women's Entrepreneurs Knowledge Hub), Toronto Metropolitan University's (formerly Ryerson Diversity Institute) and Women in Communications and Technology (WCT) to ensure that our diversity programs and events are national and scope and grassroots driven.



AGM 2021 Women CEO event: Disrupting the Dialogue on Diversity. This special event highlighted our top female CEOs from HP Canada, Moneris, Aptum, Hut 8 Mining and PureLogic IT.

TECHNATION formed a new collaborative partnership with <u>ventureLAB</u>, a leading global founder community for hardware technology

and enterprise software companies in Canada. TECHNATION specifically supported their TECH Undivided program, an important initiative designed to bridge gender and diversity gaps by better supporting under-represented entrepreneurs. As part of the reciprocal agreement, TECHNATION provided introductory memberships for women tech founders who are part of the Tech Undivided program and will continue to help them scale and grow.



TECHNATION is committed to promoting women as leaders in the public and private sectors. Leaders help shape TECHNATION's go-forward plan for disrupting diversity. This year, TECHNATION launched a four-part, 'up close and personal' *Tech-Savvy Female Leaders in the Public Sector* event series, bringing female government leaders together to share their plans and priorities on digital acceleration, and discuss how government and industry can work together to cultivate a new generation of tech-savvy

women. Each of the four events were co-hosted by Microsoft Canada. The series featured female leaders from British Columbia, the Atlantic Region; the Prairies; and women in municipalities.



TECHNATION also remains committed to supporting the development and advancement of diverse leaders on Canadian Boards of Directors. The imbalance of women serving on Boards of Directors of Canada's corporations continues to persist despite significant evidence that diverse boards are better boards, diverse boards deliver superior financial returns, and most of the country's securities regulators have instituted 'comply or explain' regulations to begin to redress this disparity.

This year, TECHNATION partnered with the Council of Canadian Innovators on their Innovation Governance Program (iGP), a new executive education program that trains current and future board members in key areas of board governance for Canadian technology companies. The most recent cohort of this exciting new

program just graduated and 10 TECHNATION members participated. Read more about this program on our website <u>here</u>.



The Future of Work

TECHNATION launched a new Future of Work Taskforce (June 2021) – a peer-to-peer networking group of senior human resources executives to exchange insights, resources, tools and best practices. The Taskforce met more than four times in fiscal 2021-22, and hosted two events attracting more than 130 participants, with a focus on the War for Talent.

TECHNATION also launched a new and compelling *Future of Work Series* designed to guide us back to work post-pandemic by leveraging the insights of both national and global thought leaders, and addresses skills challenges and alternative pathways to diversify talent.



As part of the 'Future of Work' focus, TECHNATION hosted a number of student challenges that address the next steps for the future of work in the Canadian tech sector, as we continue to navigate the pandemic, and beyond. This included a challenge for students to conceptualize and build a plant for the future of work – with a prize of up to \$8,000 awarded to the top of the 20 teams (a total of 55 participants) of the Challenge.



Other Challenges included:

Positive Pathways – Supporting Mental Health and Indigenous Youth

TECHNATION partnered with Tickit Health and East Side Games to bring an open innovation challenge in support of mental health and Indigenous youth.

Build a Better World – 2SLGBTQ + Student Challenge

This Challenge had students develop solutions to real-world problems within two categories, Climate Change and Sustainability or Societal Impact and Supporting Community. Participants didn't need a background in tech; all students were welcome to join.

Career Fairs

TECHNATION hosted three Career Fairs to help connect students with future employers, and employers with new talent. In total, more than 1,500 students and 50 employers participated.

The Black Professionals Career Fair in partnership with Onyx

The 2nd Annual Indigenous Professionals Career Fair

Virtual National Career Fair











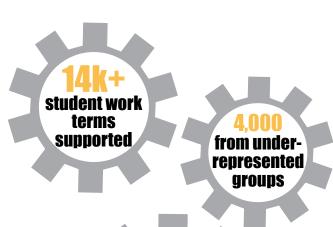


Forward Looking

TECHNATION continues to be deeply committed to DEI programs and initiatives that support our members and the technology ecosystem in Canada and on the global stage. Looking ahead, TECHNATION will continue to work with its strategic partners and stakeholders to move the dial forward on DEI programs and campaigns focused on: attracting and retaining the next generation of diverse tech talent (via our Future Workforce Development/talent initiatives); showcasing the achievements of top female and diverse tech leaders (via our event series) in Canada; advocating to government for powerful and proactive Canadian diversity supports including diversity in procurement; and to supporting Canadian female-led tech companies to expand and scale globally (via our tech trade missions, including the one that will take place in November 2022 to WebSummit).

For true impact, we must also recognize the importance of acknowledging and cultivating diversity. At TECHNATION, we consider gender and diversity for all of our program development and diversity metrics, and accountability is integrated into all of our programs and initiatives. We are proud diversity champions and allies, and we will continue to work with our partners and stakeholders to help Canada become more diverse and resilient.





\$88.5M in wage subsidies deployed to Canadian businesses

5,000 attendees across 30 student /employer engagement events

Launched a Learning Management System

CAREER READY F PROGRAM

TECHNATION's Future Workforce
Development (FWD) division puts into
action government funds intended to aid
Canada's talent and Canadian employers.

Whether we are demystifying cybersecurity career skills and pathways with academia, industry, and government, aiding municipalities to be cyber-prepared, providing access to real-time Al-driven labour market data on a regional scale, or supporting post-secondary students to gain meaningful work experience under our Career Ready program, FWD is making a powerful difference.

This breadth of programming showcases what TECHNATION is capable of delivering at a national level across all sizes of organizations.

Career Ready Program

We're helping our members and industry stakeholders grow using emerging talent. As part of the Government of Canada's Student Work Placement Program (SWPP), TECHNATION's Career Ready Program supports businesses by financing their decision to hire a student for a Work Integrated Learning (WIL) placement. This in turn creates a rewarding opportunity for the student to apply their learning in real-world settings and puts them on a path to a bright career.

From 18 programs funded by the SWPP initiative, TECHNATION has scaled the largest sectoral program – reflecting the needs and growth of Canada's tech sector. TECHNATION's efforts in <u>bridging Canada's tech talent gap</u> were acknowledged in Q4 when this project was awarded an additional \$45M to extend the program's activities through to 2024.

TECHNATION is a leader in promoting a culture of WIL and Diversity in Canada:

SEAT AT THE TABLE DIVERSITY CAMPAIGN

Content displayed to over 3M users

YouTube videos had 600,000+ organic views in English and French

SUMMER 2021
COVERAGE
WIL CAMPAIGN

6.5 million ads ran

25,000 users
accessed WIL
related content

WINTER 2021-2022
WIL CAMPAIGN

Ad content displayed to 135,000 users

95,000 users exposed to campaign content

Our bold campaigns have raised significant awareness of topics and issues we're facing as a nation in the midst of a talent crisis, while proposing meaningful solutions.











Career Ready Placement Stats

INCLUSIVE
WORKPLACES FOR
UNDERREPRESENTED
STUDENTS IN STEM:

36% visible minorities

29% women

4% persons with disabilities

3% newcomers to Canada

2% Indigenous

WORK PLACEMENTS
WERE OFTEN
RELATED TO:

60% Digital technologies (Software engineering, IT. etc.)

33% Business technologies

15% Artificial Intelligence & IoT

6.5% Arts & social sectors

A PAN-CANADIAN PROGRAM

23% of placements in British Columbia (BC has 13% of population)

11% of placements in Alberta (AB has 12% of population)

2% of placements in Manitoba and Sasketchewan (Prairies have 6% of population)

50% of placements in Ontario (ON has 38% of population)

13% of placements in Quebec (QC has 22% of population)

3% of placements in Atlantic Canada (ATL has 5% of population)

CAREER READY F PROGRAM







Career Ready Events

TECHNATION, by way of its Career Ready Program, helps students expand their professional network and break into the industry, so our events range from conferences and expert speaker sessions to student challenges and career fairs. A number of these events acted as outreach events for underrepresented communities in the tech sector, such as the *Indigenous Professionals Career Fair, Black Professionals Career Fair, Women in Tech*, and French events.

Types of events:

Student Challenges: 7 challenges with over 1,000 participants

Career Fairs: 8 virtual events with over 2,500 attendees **Interactive Events**: 15 events with over 1,500 attendees



Labour Market Information

TECHNATION's <u>CareerFinder</u> launched in 2020 as a joint

initiative between TECHNATION's Artificial Intelligence & Cyber Security Initiative (AISCI) and Career Ready Program, which were funded in part by Employment & Social Development Canada (ESDC). The solution is a first of its kind in Canada, providing its users with digestible, real-time Labour Market Information (LMI). Canadians can now access relevant, reliable, and timely LMI to make informed learning and training decisions, thereby addressing the number one recommendation and priority identified in the Future Skills Council's 2020 report, Canada – A Learning Nation.

2021 CareerFinder Updates:

- 17,000+ unique users
- 21,000+ user sessions
- 70 new job titles were added this year within 3 new categories of career data:
- Artificial Intelligence (AI)
- Hybrid Tech Roles
- All Tech Roles
- Cybersecurity roles updated and refreshed
- Career Pathways tool (Beta) helps users realize skills pathways between different roles

CareerFinder was designed to be scalable; future improvements and partnerships are underway to improve and sustain the environment.





AICSI

The Artificial Intelligence and Cyber Security Initiative (AICSI) wrapped in October 2021. The resources it produced will continue to provide benefit to the Canadian cyber community via TECHNATION's online ecosystem by offering cybersecurity skills and career pathways knowledge.

The outcomes of this project continue to benefit the tech sector by elevating public awareness of cybersecurity and AI roles. Delivering Learning Outcomes and micro-credentials that can be adopted by academics and industry, providing real-time data on skills that are needed, and engaging industry on their needs for future employees within the tech sector.

Program milestones

- Daily job data across the top cybersecurity roles nationwide
- 3rd annual Cybersecurity Talent Alliance meeting in October 2021
- Finalized and published the Cybersecurity Workforce Learning Outcomes for academics and industry
- Designed and delivered the Cybersecurity micro-credentials and digital badging
- Executed a successful marketing campaign for CareerFinder
- Defined and executed partnerships to sustain all major deliverables under the AICSI program
- Completed the AICSI program











LaunchPad TECHNATION's Learning Management System (LMS)

TECHNATION's <u>LaunchPad</u> was introduced to host WIL-related content for student and employer stakeholders. Our Advanced Digital and Professional Training (ADaPT) Program's content was re-imagined for senior-year post-secondary students, to equip them with top industry in-demand digital skills before graduation. TECHNATION awards digital badges for each module, or for completing the program. Employer Readiness modules were developed to enhance and intensify the WIL experience at the employer level. Many of our SME partners were hiring students for the first time.

Highlights from this year include:

- 9 student modules launched in both official languages
- 3 <u>employer modules</u> launched, with 5 additional modules in development
- 2,500 unique visitors in the final quarter, January 1 through March 31, 2022
- 100% Canadian-made content with tech industry context

Forward Looking

The FWD unit is responsible for multi-year programs, each year more focused on iterating successes, sustainability, and innovation than the previous. The following are key activities in the works for the next fiscal year:

- CareerFinder 2.0 Enhancements: New job titles, development of a skills passport, and enhanced career pathways.
- Sustainability: \$300+ million in proposals submitted to federal government.
- Emerging Talent Acceleration Programs: We are co-creating five powerful, customized tech talent programs with TECHNATION members which will directly support hundreds of BIPOC professionals to reach their career goals.
- Deploy \$18M to Canada's tech industry:
 Fund an additional 3,000 student work terms.

Advanced
Digital and
Professional
Training
(ADaPT)
Program

Advanced Digital and Professional Training (ADaPT)

With the confluence of digital transformation and the pandemic, the landscape of work has drastically changed. Reimagining how we connect talent to opportunity and investing in skilling initiatives that help Canadian businesses and academia to work together is a game changer. To address this concern, TECHNATION and Toronto Metropolitan University's Diversity Institute are collaborating on the Advanced Digital and Professional Training (ADaPT) Program – designed to bring recent graduates closer to their futures in tech-enabled roles. This Program is a skills development and work placement initiative that helps to bridge the employment gap for recent graduates, and equip diverse Canadians (specifically women, racialized minorities, Indigenous persons, persons with disabilities and members of the LGBTQ2S+ community) with job experience.

Since 2014, over 900 participants passed through ADaPT. In its first year of expansion, the Program has engaged the following equity-seeking groups / demographic:

- 67 Women (31%)
- 63 Racialized Persons (29%)
- 1 Indigenous Person (1%)
- 5 Persons living with disabilities (2%)
- 16 LGBTQ2S+ (7%)
- 54 Newcomers (25%)
- 8 Others (5%)

In the upcoming year, ADaPT will continue to build on its success and target an additional 800 participants in Calgary, Halifax and Toronto, including a focus on new Canadians and midcareer up-skillers, and connect these resources to employers in need of job-ready talent.







TECHNATION, a group of our members, and representatives from the municipality community finalized and released the *Municipal Cybersecurity Best Practices* report. This document was created to assist municipalities and SMEs navigate the non-technical aspects and challenges faced in addressing basic cybersecurity requirements.



To further support municipalities and SMEs, TECHNATION curated and released **8 podcasts** under the *Cyber Safe Cities Podcast Series* between September and December 2021.

1. Incident Response Preparedness -

Wadeen Mian, Vice President, Digital Forensics and Incident Response, **ISA Cybersecurity***

- 2. Threat Vulnerability and Risk
 Assessment Ashley Lukeeram, Assistant
 Vice President & Country Manager, Canada,
 Tenable Inc.*
- 3. Working with Law Enforcement –
 Detective Sergeant Vern Crowley, Cybercrime
 Investigation Team, Ontario Provincial Police
- 4. 10 Questions to Ask to Secure your organization Ruth Promislow, Partner, Bennett Jones LLP*
- 5. Security Audits and Assessments
- Kevin De Snayer, National CybersecuritySpecialist, Calian Group*
- **6. Dealing with Cyber Attacks and Steps to Take** Sheldon Shaw, Vice President of Innovation and Infrastructure, **CyberNB**
- 7. General Incident Management Randy Purse, Senior Cybersecurity Advisor, Rogers Cybersecure Catalyst*
- 8. Managing Third Party Vendors and Risk Tyson Johnson, CEO, CyberNB

The desired outcome for this initiative was to have nationally distributed Best Practices that help improve municipal cybersecurity and resilience.

The Program wrapped up in March 2022.

* TECHNATION member



Introduction

The future of our healthcare system depends on the continued and early adoption of technology. Managing through the pandemic demonstrated that continued investment in digital health across Canada is vital – and contributes to a successful and sustainable healthcare system. It also highlighted the importance of virtual care, allowing an effective balance between in-person and virtual visits which will benefit a broader scope of people across our vast nation.

Throughout the year, TECHNATION Health leaders, board directors and committee members, connected directly with federal, provincial, and local government officials to increase the focus on, and investment in, Canada's healthcare system. Key asks to governments in the 2021-2022 fiscal year included:

- Increased investment in provincial and territorial transfer payments to further support digital health innovation needs.
- Continued funding to government agencies and organizations focused on digital health to further support efforts to increase digital health adoption across the country.
- Continued investment in the Pan-Canadian Health Data Strategy led by the Public Health Agency of Canada to enable better health outcomes for the health and wellbeing of all Canadians.

- Continued investment in rural broadband to enable access to virtual healthcare across the country.
- The selection, development, and implementation of nationally and internationally accepted health data and interoperability standards to provide healthcare data for clinicians and policy makers between point of care systems and provincial digital health assets, including provincial long-term care communities.
- An increased focus on cybersecurity, for the continued safety, privacy and accessibility of Canadians and Canada's health systems, to avoid the potential of billions in costs for ransom payments.
- Investments in the critical expansion of Artificial Intelligence (AI) and Machine Learning (ML) that are specific to healthcare.

TECHNATION Health also hosted a number of events on behalf of health ministry officials, conducted surveys and provided members' recommendations into strategies and new regulations. Over the course of this year, we saw a significant increase in interest from Health Ministries engaging with TECHNATION for member input into their strategies, new and revised policies, and regulations specific to Digital Health.

TECHNATION Health Consultations / Events

- The Ontario Ministry of Health Dialogue on Data, June 17, 2021 – 373 attendees
- TECHNATION Health Pan Canadian Health Data Strategy Consultation, June 28, 2021 – 26 attendees
- TECHNATION Health Member input session with Ministry of Health on their Dialogue on Data, August 12, 2021 – 214 attendees
- Ministry of Health Innovation Funding for Ontario Health Teams – September 27, 2021 – 365 attendees
- Regulation on Prescribed Format for Electronic Access to PHI Webinar, December 3, 2021 – 196 attendees
- Health TECH Talks Cyber Security and Ransomware – 39 attendees

Impact



Four active
Committees
focused on
influencing policy,
and Canadian
healthcare systems
and processes.
12 Committee
Meetings in
2021-22 fiscal
year.



Launch of successful

NEW Health TECH
Talks Event Series

– at request of health
ministry leaders –
focused on digital
health technologies
impacting Canada's
healthcare sector and
systems. Members
have the opportunity to
present their experts
and expertise on a wide
variety of topics.



Recommendations on behalf of members submitted to Ministries

- PHAC Digital Health Data Strategy
- Ontario MOH Digital Health Data Strategy
- Regulation on Ontario PHI
- Innovation Funding for OTNs

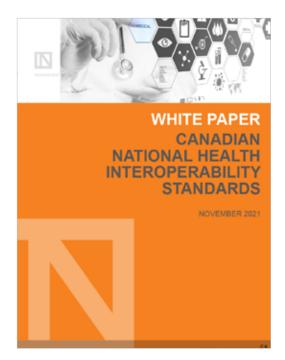


Five Ministry of Health-led events with over 1,000 TECHNATION member participants.



HEALTH





Although there have been improvements in interoperability, gaps still exist across health systems. Governments in Canada have been working on interoperability for more than 20 years, leading to rigid and complex standards with long development lifecycles that haven't kept pace with the more agile and nimble needs of the industry developing solutions for clinicians.

TECHNATION Health, in collaboration with its Health Committees and the Health Board of Directors, released a white paper on <u>Canadian National Health Interoperability Standards</u>

that examines the progress made towards interoperability in Canada, as well as best practices.

The pandemic highlighted the importance of integration and sharing of digital health data. This paper provides a deeper understanding of the drivers for the Canadian healthcare IT industry to provide increased interoperability of healthcare data for clinicians and governments critical to the future success and improved patient care outcomes. It also clearly shows that to be successful government and industry need to take a more collaborative approach.



Forward Looking

The TECHNATION Health Board will continue their efforts working with provincial and territorial Ministries of Health to provide meaningful industry input into their ongoing digital health strategies, policies, and regulations. With increasing interest from stakeholders from across the country to engage and work with TECHNATION's members, we see continued collaborative work on standards, interoperability and cybersecurity within the Health sector with other associations, agencies and governments such as Canada Health Infoway, Canadian Health Information Management Associations, Digital Health Canada, etc.

Following up on the recommendations of our successful Human Resource Report 2014-2019, we will be exploring the opportunity to update this Report over the next year. These efforts will bridge with the ongoing work being done by TECHNATION's Future Workforce Development team and the Career Ready Program focused on digital health. The TECHNATION Health strategic plan will be updated by our members and will be completed by the Fall of 2022. The strategy will include further emphasis on continued investment across Canada, resulting in more opportunities for our members providing products and services in digital health across the country.



EVENTS Briefing Event Formerly CCIO Briefing December 2, 2021 | 9:00 - 11:00 a.m. ET **BROADER PUBLIC SECTOR CIO BRIEFING** dine their digital transformati

Introduction

The beginning of the pandemic produced unprecedented challenges for organizations that drove awareness and partnerships through networking and collaboration opportunities at live events; but TECHNATION is among many organizations that have proven its adaptability and resilience. In fact, once things went virtual, a new and unique audience emerged; people who could now attend events that were previously inaccessible to them. We truly engaged on a national level.

Events here at TECHNATION have long enabled the Association to help demonstrate our advocacy efforts, highlight opportunities for partnerships, and to showcase our member leaders in ways that are impactful – and our members and government and industry leaders participated in ways we wouldn't have expected. This past year, we continued offering our Executive Briefings with government leaders, and our bi-annual Ontario Government CCIO events along with our Broader Public Sector events – as well as launched new impactful events, including EDGE and our Health TECH Talks.

Overall, TECHNATION events provide an opportunity for members to hear from industry thought leaders on key areas of interest to the tech

sector, including many of our priority areas such as advocacy and policy, industry development, future of work, diversity, cybersecurity, health, future workforce development, procurement and more.

Highlights

44 TECHNATION EVENTS 6,435 ATTENDEES

68 COMMITTEES /WORKING GROUPS
1,624 ATTENDEES

7 CONSULTATIONS 288 ATTENDEES

4,411
RECEIVE OUR CORPORATE
NEWSLETTER

Forward Looking

In-person networking events are taking shape across the country again – including for TECHNATION. We will continue to engage and build relationships within a "new normal" with a hybrid approach of virtual and in-person events going forward.

TECHNATION is excited to re-launch our flagship event, the *Ingenious Awards*, with new innovative nomination categories – four technology categories and two individual awards – Public Sector Disruptor and the Canadian Tech Hall of Fame. TECHNATION has partnered with IDC Canada and CIO to co-host the 2022 awards program. The partnership expands the nomination categories and opportunities for deserving Canadian organizations.

The CIO 50 Symposium & Awards Canada Conference on November 29 and 30, 2022 will feature not one, but two award shows.



TECHNATION Ingenious Awards – more information

CIO50

CIO 50 Canada Awards

- more information



MEMBERSHIP



Introduction

The lifeblood of TECHNATION is our members. As a leading industry association, TECHNATION prides itself on creating avenues for engagement, opportunities for collaboration, and advocating for change. While the last few years have been challenging for most of our members, it's clear that Canada's tech sector is not only resilient – but a true leader.

To ensure we continue providing the programs and advocacy that members want, this year TECHNATION undertook a Member Survey. The results validated that we are on the right track — that our strategic priorities are focused where they should be — but there is still room for improvement.

Here are highlights of some of our survey findings:

 91% of respondents indicated they are satisfied/very satisfied with overall value of TECHNATION membership to them and their organization.

TECHNATION will continue to work directly with members to ensure we are meeting your needs, every step of the way. We appreciate your feedback and will work to fix the identified areas you are looking for us to improve on.

 Members confirmed that the Association should continue to advance procurement and provide more access to government leaders.

TECHNATION will continue to deliver high returnon-investment events, including: our Executive TOP THREE PRIORITIES identified by members for TECHNATION to focus on



GOVERNMENT & DIGITAL TRANSFORMATION (34%)



INDUSTRY, PROSPERITY & GROWTH (29%)



FUTURE WORKFORCE DEVELOPMENT (29%)

TOP CHALLENGES that members identified as requiring TECHNATION support





Briefings; Federal and Public Sector Business Committees; our popular CCIO and CIO events and more. This year we launched our Platinum Member Advisory Council and our Cybersecurity Taskforce and Forum to help address this specifically. More to come in 2022-2023!

 Talent acquisition is the largest specifically identified challenge facing members. Future Workforce Development, specifically talent acquisition and our HR Forum, is more important to our smaller and medium-sized organizations, than to our large members in terms of advocacy and support from the Association.

TECHNATION remains committed to helping smaller members and encourages them to take advantage of its Future Workforce programming, including Career Ready and ADaPT.

 Members would like TECHNATION to maintain its focus on high value events but ask that we improve our lead time.

We hear you! We are working to improve our communications about events – when they'll take place, who our speakers will be and how you can register – at least six weeks in advance. We also heard you that you'd like to hear more about our successes and benefits of membership. We will continue to do more, and better!

What we've undertaken this year

If you want to learn more about these activities – or more about opportunities for engagement – be sure to connect directly with our **VP of Membership**, **Jeff Hanlan** (jhanlan@technationcanada.ca).



Launched Cybersecurity Taskforce and Forum



Revitalized Cloud and Data & Al Working Groups and Ontario Procurement Modernization



Developing CIO programming across Canada



More Executive Briefings with key government leaders



Ongoing commitment to secure ESDC/ISED funding to support Talent acceleration and develop programming with key members interested in driving a more aggressive plan for Canada



28% Increase in new members from previous year



New members from large multinationals to Canadian SMEs





Diverse members from various backgrounds

Forward Looking

TECHNATION strives to deliver access, knowledge, and to advance the technology industry nationwide.

In 2022-23, we will build on our strong overall member satisfaction levels by providing access to government leaders through our Executive Briefings, CCIO & CIO events, Federal and Ontario Public Sector Business Committees, and other member-driven programs. We will continue

to deliver these programs at a high level in various formats and increase the frequency where possible.

In addition, we will work to:

- Engage more senior leaders in our member companies through our programs, committees, and events;
- Return to live events to facilitate stronger networking and connections with public sector and industry;

- Add more technology companies to our tech ecosystem to strengthen our voice;
- Deliver on the feedback received from our member survey to ensure members have more lead time on events, that we clearly communicate our value proposition and success stories and advance procurement and provide access to more government leaders.





Our passionate leaders bring a diversity of experience and expertise in supporting and governing TECHNATION

TECHNATION is governed by a National Board of Directors comprised of members, responsible for overseeing the strategic direction of the Association.

There are also two other TECHNATION Boards – the Ontario Board of Directors and the Health Board of Directors. They, like the National Board, are responsible for articulating each sector's mission, accomplishments and goals to the public, and for garnering support through advocacy.

TECHNATION appreciates the dedication, passion and support of its Board Directors, both those who serve and have served on its Boards, during the 2021-2022 year.











JOIN TECHNATION TODAY AND ENJOY KEY MEMBER BENEFITS

- ► Act as the Industry Government Nexus for Canada's ICT companies
- ▶ Deliver programs that drive 'access' and create business opportunities for technology companies in Canada
- ▶ Drive national productivity and competitiveness through digital workforce readiness
- ▶ Influence health policy on behalf of members, focus advocacy efforts towards nationally accepted standards, and support the adoption of innovative health technologies
- ► Collaborate with other national organizations to create and deliver programs that will engage our membership's unique capabilities to enable digital transformation across all sectors in Canada and focus on critical challenges and enablers to ensure national prosperity



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