

THRC Driving Futures: Opening doors for youth through student work placements

The trucking and logistics sector has been a highly effective user of the Student Work Placement Program since Trucking HR Canada became a delivery partner in 2021, with the number of applications continuing to increase.

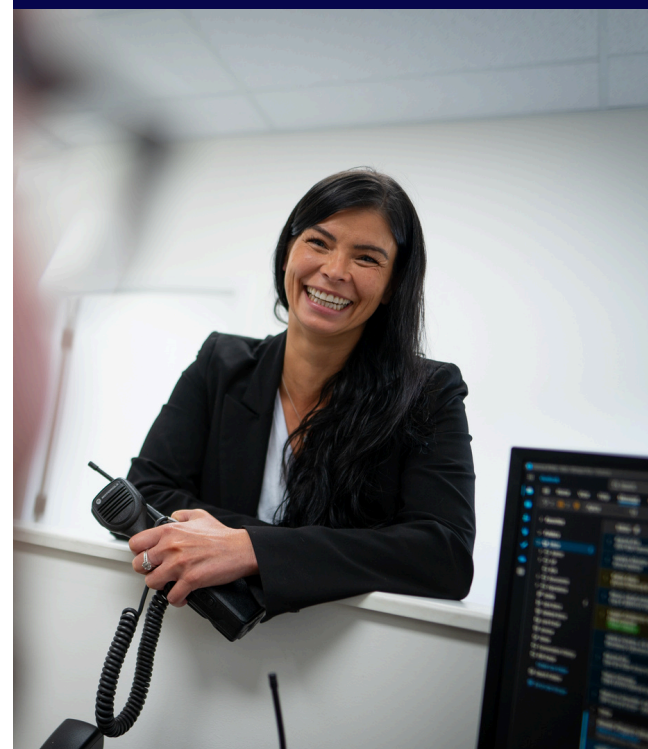
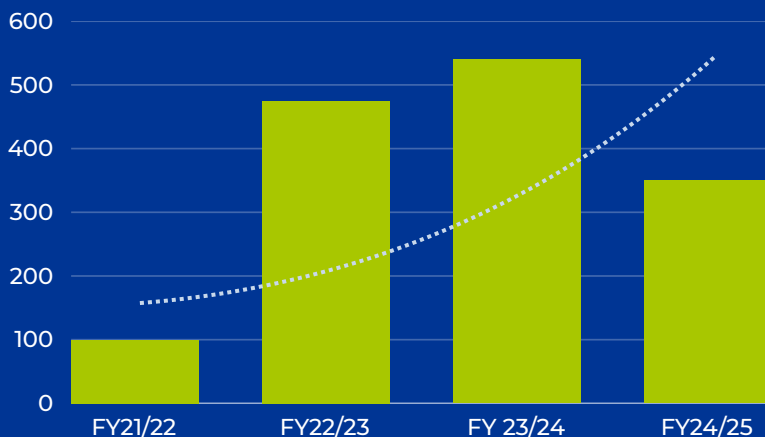
In addition to being a significant job-creator in its own right (average annual GDP of the core trucking and logistics sector was \$45.2 billion between 2013 and 2022), trucking and logistics keeps Canada's wider economy moving. It is a key driver of growth across vital sectors such as infrastructure, housing, manufacturing, and food supply. However, 40,400 jobs in trucking and logistics are projected to be vacant in 2030. While new 2025 data shows some temporary relief in the demand for workers, we have no doubt that SWPP's ability to provide an ongoing pipeline of talented new workers will be essential to the sector's – and therefore Canada's – success.

SWPP was established to provide a practical, targeted solution to improve recent graduates' employability. In our sector, which was new to student hiring, this has had a major impact.

Since Summer of 2021, Trucking HR Canada has disbursed more than \$8,000,000 to support over 1,600 placements in the trucking and logistics industry.

This report outlines the program's impact on students, employers, and post-secondary institutions.

APPROVED SWPP APPLICATIONS
AT TRUCKING HR CANADA



IMPACT ON STUDENTS

Feedback from students (n=237) was gathered via online surveys, administered after work terms were completed.

As the primary intended beneficiaries of the Student Work Placement Program, we are very pleased to report that the program is meeting its primary aim of improving work-ready skills of Canada's graduates. More than 85% of students surveyed agreed that their placement provided an experience that contributed towards their professional network. This in turn would help them find and succeed in a job in their chosen field.

Looking more closely at skills development, it is worth noting that more than 90% of students surveyed indicated improvements to their ability to problem-solve, work with others, work independently, and adapt to changing circumstances. As shown by the employer survey (see next section), these are vital skills that contribute to the employability of soon-to-be graduates.

Student placements in trucking and logistics provide exposure to a dynamic and multi-faceted sector that students may not otherwise have considered. It provides professional opportunities, as well as a deeper understanding of the sector and its interaction with the rest of Canada's economy. We have funded a wide variety of opportunities across virtually all domains of business, including logistics, IT, HR, finance, sales, and engineering.

IN THEIR OWN WORDS

From a surveyed student:

"I believe that this experience provided through this program is invaluable due to the opportunity to utilize my degree within a corporate setting across different industries. The work experience that I have received from this position mirrors what I believe I will be doing in the future within a full-time position, and being able to work on developing my skills while still being in university has significantly increased my likelihood of finding employment after I graduate."



IMPACT ON TRUCKING AND LOGISTICS EMPLOYERS

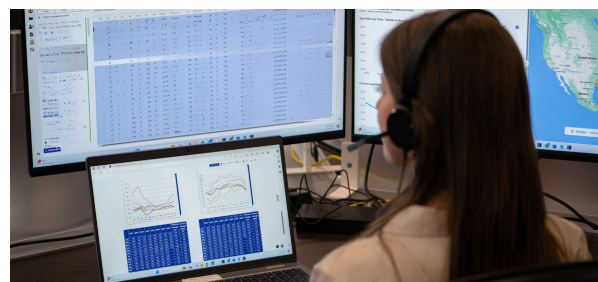
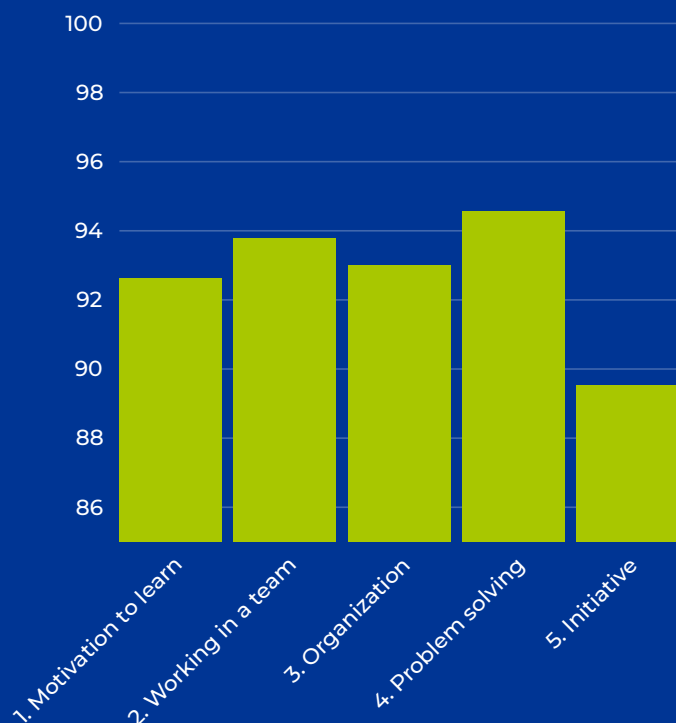
Trucking and logistics suffers from a disproportionately small pool of young employees, with 90% of workers aged 25 or over.¹ Faced with a large cohort nearing retirement (29% of workers aged 55 or over), creating a pipeline of young talent is essential for the sector.

Each of the more than 1,600 placements that Trucking HR Canada funded has helped tackle this issue, bolstered by the fact that more than 80% of employers surveyed indicated they would consider hiring the student for future employment.

Employers were asked which skills they look for when hiring new candidates. As can be seen below, employers indicated that the five most important factors in hiring decisions are strongly boosted by SWPP placements — showing clearly that the program is bolstering exactly the skills demanded by industry.

While SWPP placements alleviate short-term pressures on employers (as indicated by 81% of employers), students provide distinct value beyond being competent workers: over 80% of surveyed employers praised the access to the creativity, knowledge, and skills of post-secondary students and 75% valued the opportunity to build stronger connections with post-secondary institutions. This feedback from employers (n=258) was gathered via online surveys, administered after work terms came to an end.

% IMPROVEMENT TO KEY SKILLS, AS REPORTED BY EMPLOYERS



From an employer:

“By tapping into this rich pool of young talent, we not only infuse our business with a steady stream of innovative ideas but also benefit from the fresh perspectives they bring to the table. Moreover, this relationship allows us to foster a culture of diversity and inclusion within our organization, enriching our team with a wide range of experiences, viewpoints, and skill sets.

Through the ongoing support of Trucking HR's Student Work Placement Program, we continue to thrive and evolve, driving forward innovation and excellence in all facets of our operations.”

¹Trucking HR Canada. (2024). *Driving Progress: The New Road Ahead* March 2024.

IMPACT ON POST-SECONDARY INSTITUTIONS

Post-secondary institutions (PSIs) are a vital bridge between students and employers, making their awareness of SWPP pivotal to its success. Knowing about a program that offers substantial reimbursement of staff costs helps to significantly lower the barrier to entry for employers who are new to student hiring or are hesitant to grow their current student hiring programs.

Thanks to SWPP and the liaising role taken by Trucking HR Canada, very productive two-way relationships have formed where PSIs can easily introduce employers to a funder while receiving warm introductions to employers wanting to access their student talent.

Given the continued importance of Work-Integrated Learning to post-secondary institutions across Canada², we anticipate that SWPP will continue to be pivotal in growing the number of partnerships between employers and post-secondary institutions.

IN THEIR OWN WORDS

In addition to the quantitative data gathered over the course of delivering the Student Work Placement Program, many of our partners kindly provided testimonials to deepen our understanding of the program's impact.

From a post-secondary institution:

"Student Work Placement Program funding administered through Trucking HR Canada supports our students by providing organizations with additional resources to provide more students with meaningful opportunities to apply knowledge acquired in the educational program within real-world operational context and projects. It also removes entrance barriers to professional employment, help students gain confidence, and reduces labour shortages."

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² Drewery, D. (2024). 2024 Data Report CEWIL Canada June 2025.