

CAM Mover's Edge **ACD**

CANADIAN ASSOCIATION OF MOVERS • ASSOCIATION CANADIENNE DES DÉMÉNAGEURS

CAM News & Updates



Mover's Edge
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Nancy Irvine
CAM President

President's Message

It's hot. It's humid. The job is manual. There's not a lot of rest. The perfect conditions for heat exhaustion.

I'm sure you have some health information posted on the staff bulletin board. But just in case, I feel it's important to remind you of the signs of heat stroke and the remedies.

There are two types of heat exhaustion:

1. Water depletion. Signs include excessive thirst, weakness, headache and loss of consciousness.
2. Salt depletion. Signs include nausea and vomiting, muscle cramps and dizziness.

If any of your crew has symptoms of heat exhaustion, it's essential to immediately get them out of the heat and rest, preferably in an air-conditioned room. If you can't get them inside, try to find the nearest cool and shady place and have them remove any tight or unnecessary clothing and drink plenty of fluid (avoid caffeine, alcohol and energy drinks). If you have the opportunity, apply other cooling measures such as fans or ice towels.

If such measures fail to provide relief within 15 minutes, seek emergency medical help, because untreated heat exhaustion can progress to heat stroke. [Click here](#) for more information on heat exhaustion. As Sgt. Phil Esterhaus used to say on *Hill Street Blues* ... "Let's be careful out there!"

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CERC says Canadian workers more willing to move

On June 26, 2018, the **Canadian Employee Relocation Council (CERC)** announced that a new study conducted by Ipsos on their behalf reveals that a majority of working Canadians are willing to relocate, with the right conditions and incentives, to another province or city within their province. In fact, overall appetite for relocation to another province or city within their current province has increased compared to the previous iteration of the inter-provincial mobility survey in 2014. Here's the [Executive Summary](#) of the study findings. The full report can be purchased through the [CERC site](#).

[Read more](#)

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IAM and FIDI Announce Collaboration on Professional Cooperation Guidelines

On June 25, 2018, **FIDI Global Alliance** and the **International Association of Movers (IAM)** announced the signing of a Memorandum of Understanding on the use of the FIDI Professional Cooperation Guidelines. The Guidelines serve as an operational manual on how companies in the moving industry should work together to service international shipments, whether as booker, origin or destination agent.

[Read more](#)

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Welcome CAM members

CAM would like to welcome these new and returning members to the Association.

- **Mountaineer Movers Limited** (Hamilton, ON)
- **SFI Group Limited** (Toronto, ON)
- **TWO MEN AND A TRUCK®** - Peterborough (Peterborough, ON)

Moving companies for sale

Are you thinking about expanding?

We've posted three moving companies for sale in the [Buy and Sell](#) area of our website for you to consider. Two are in the Toronto area and one is in Kelowna.

Cowan celebrates 40 years at GPS

Congratulations to **Gord Cowan** on celebrating his 40th year at [GPS Consulting Group!](#)

CAM Awards - last chance for nominations



The deadline for nominations for a CAM Award is July 27, 2018.

Do you know someone in the moving business, or a moving company that you feel should be recognized for their work to improve the industry?

There are only a few more days left before nominations close for the 2018 Canadian Association on Movers Awards. Don't miss out on recognizing someone for their awesome work! [Click here](#) to get the nomination form.

There are several awards:

Public Service Award honouring an individual or group who has performed a significant act of humanitarian achievement.

Agent of the Year Award recognizing a moving company that provides outstanding corporate citizenship and customer service excellence.

Independent Mover of the Year Award recognizing an independent mover that demonstrates outstanding performance.

Distinguished Service Award recognizing an individual who exemplifies CAM standards for quality.

Industry Service Award recognizing an individual who has performed a significant act of moving-related service in the public interest.

Industry Achievement Award recognizes an individual who demonstrates innovation, leadership and serves as an inspiration to others.

Can you answer 8 questions?

You may have seen that a third-year student at University of British Columbia is researching issues surrounding accountability and administrative efficiency in long-distance moving networks. Asrai Ord has been getting a wonderful response from our members, as well as from AMSA and IAM members to her call to answer a quick 5- minute survey. CAM President Nancy Irvine spoke to Asrai in July and clearly the results of the survey are showing patterns that we will provide us with some actionable items to address. We plan to publish her findings as part of an effort to further establish trust and efficiency within the moving industry and possibly increase the competitive advantage reputable movers have. This study is purely voluntary but could result in some excellent research to aide our industry. Grab a coffee and click here to do [the survey!](#)



[Read more](#)

CAM Upcoming Events

Annual Golf Tournament Friday, September 14, 2018

Presented by



Join us at the **Lionhead Golf Club in Brampton, ON.**

THE EARLY BIRD
CATCHES THE
~~WORM~~



**FOUR FREE
REGISTRATIONS FOR THE
2018 ANNUAL GOLF TOURNEY!**

**Time's running out – Early Bird
Deadline in 2 weeks - July
31st!**

We're looking forward to our annual
golf tournament at Lionhead Golf Club
on Friday, September 14th. Why not
register now and get your name in for
the early bird contest?
[Click here](#) to register.

Click here for more [details on this event](#). If you'd like to help out with the fun, and get some inexpensive recognition for your company, why not have a hole activity? Ask [us](#) for more information.

Please join the [Facebook Event Page](#) to keep up to speed on what's happening on the green.

Annual Conference & Trade Show Sunday-Tuesday, November 18-20, 2018

Maximize your Social ROI

Do you know the return on investment of your social or digital marketing strategy? If not, then you're not alone - but you need to fix it STAT. This session will cover how to generate low-cost, high-converting leads and follow them through your sales funnel so that they turn into profitable, life-



Rebecca Mountain
Impetus Social Inc.

long clients as soon as possible. You'll walk away with actionable tactics and strategies to apply right away - and see results within 24 hours.

We are delighted that Rebecca is joining us again. She first spoke to the CAM audience in 2012.

To find out more about the conference, or to register, please check out our [conference webpage](#).

Save \$100! Early Bird Registration until September 14th.

Why not get signed up for the conference so you are guaranteed the Early Bird rate (\$650 for a full registration)? If you do it now, before the crazy season starts, then you won't have missed out! You don't have to pay just yet, we can invoice you. It's going to be a heck of a conference! Here's the link to the [registration form](#).

And a big thank you again to our sponsors. We sincerely mean it when we say we couldn't do it without you. Want to join in on the action? Check out our [sponsorship package](#). Don't miss out on a summer-long promotion!

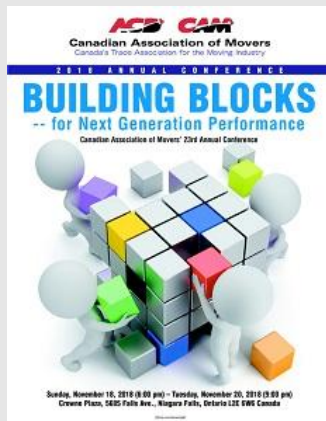
Exhibitors - Do you have your booth booked yet?

We'd love to have you participate in our trade show this year.

We have a lovely, large and sunny exhibit room at the Crowne Fallsview.

Pricing remains the same as 2017.

Please [click here](#) for the registration form.

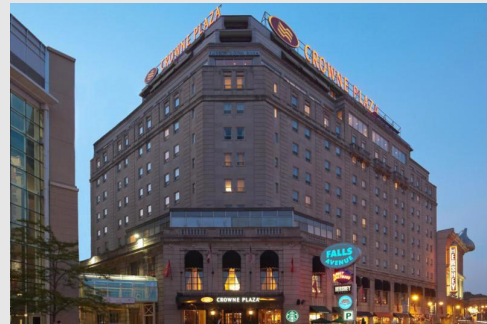


Building Blocks for Next Generation Performance

is our conference theme this year. We're planning sessions that will help companies understand the challenges that today's trends present and the opportunities that await to help you build your company.

[Registration is now open.](#)

Join the [Facebook Event Page](#) for conference updates.



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STAY CONNECTED



STAY CONNECTED



Leadership for Workforce Mobility

Canadian workers more willing to move: Vancouver tops list of destinations

Toronto, Ontario, June 27, 2018 – A new study conducted by Ipsos on behalf of the Canadian Employee Relocation Council (CERC) reveals that a majority of working Canadians are willing to relocate, with the right conditions and incentives, to another province or city within their province. In fact, overall appetite for relocation to another province or city within their current province has increased compared to the previous iteration of the inter-provincial mobility survey in 2014.

According to CERC’s President and CEO, Stephen Cryne, “Labour mobility is vitally important to balancing Canada’s labour markets by getting the skills to where the jobs are, and we are quite encouraged by the results of this year’s survey.”

One in five working Canadians would relocate, for or a full-time job in another province (18%, +5 pts compared to 2014), for a minimum period of two years, (with relocation costs covered), and a 10% increase in pay. The proportion of working Canadians that would relocate increases significantly if more incentives and the right conditions are on offer.

Looking at those groups that are most likely to relocate for the long or short-term, those working Canadians who are male, between the ages of 18 and 34, have earned a university degree, and are not married are the most willing to relocate. Millennials (those under the age of 35) show the greatest willingness to relocate for work.

“Clearly there is a developing positive trend, particularly among young, educated professionals to be mobile,” continues Cryne, “but housing costs are a growing consideration in key centres across the country.”

The top three incentives motivating Canadians to relocate for full-time work include: a 20% increase in pay, a guarantee of returning to their current role within two years, and having their employer provide temporary housing until permanent housing is available. Relocation incentives pertaining to housing accommodations have increased in salience the most, over the past four years (30%, +13 pts since 2014).

In fact, housing supports when relocating are deemed as the most important incentives among those willing to relocate: half (51%) of working Canadians say that it is important for an employer to provide a tax-free housing allowance for up to 6 months, while four in ten (39%) say it is important for an employer to provide a non-taxable interest free loan of up to \$100,000 for the purchase of a new home in the new location.

Finally, in terms of the preferred destinations for relocation within Canada, four in ten (38%) working Canadians rank British Columbia first, followed by Ontario (17%) and Alberta (16%). Similarly, the highest proportion of working Canadians (25%) rank Vancouver as their preferred city of relocation, followed by Toronto (10%), Ottawa (10%), and Calgary (10%).

About the Study: Ipsos conducted a quantitative online survey of n=1,185 working Canadians who are self-employed or employed in either a full-time or part-time capacity. The fieldwork was conducted between April 27th and May 1st, 2018. The precision of Ipsos online surveys are calculated via a

credibility interval. In this case, the sample of working Canadians is considered accurate to within +/- 3.2 percentage points, 19 times out of 20, had all working Canadians been surveyed.

The survey was made possible with the generous support of the Canadian Association of Movers.

To arrange an interview with Stephen Cryne, please contact Susanna Shankman at 416 593 9812, or via email sshankman@cerc.ca

~30~



Canadian Employee Relocation Council (CERC)

Interprovincial Mobility Survey

Executive Summary

June 2018

Ipsos Public Affairs

GAME CHANGERS



Introduction

The 2018 Canadian Employee Relocation Council's (CERC) Interprovincial Mobility Survey marks the third edition of the ground-breaking survey first conducted in 2011 and repeated in 2014. The 2018 survey, conducted in partnership with Ipsos Global Public Affairs, reports on the attitudes 1,185 working Canadians who are self-employed or employed in either a full-time or part-time capacity, about their willingness to move for employment purposes. The fieldwork was conducted between April 27th and May 1st, 2018.

Where possible the report has identified certain trends observed since the findings of the 2014 study. The 2018 survey included new questions that asked participants to identify:

- I. the top three provinces they would prefer to move to and;
- II. the top three cities they would prefer to move to.

The report provides insights based on major industry grouping, location and demographic profiles.

The study was made possible [in part] by the generous support of:



About the Canadian Employee Relocation Council

The Canadian Employee Relocation Council (CERC) is a not-for-profit organization dedicated to improving the mobility and deployment of human capital, which are vitally important to Canada's future prosperity. Established in 1982, CERC represents the interests of its members on workforce mobility matters. Many of CERC's members are listed in Canada's Financial Post Top 500.

To further its objectives CERC offers professional development and education programs to its members and individuals employed in the mobility industry. In addition, CERC conducts extensive research on trends that have an impact on workforce mobility.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

Objectives and Methodology

- This study will inform:
 - Employers with a deeper understanding of the needs of employees in providing relocation supports.
 - Government policy makers with more insights into the 'real barriers' employees face when considering whether to relocate for work
 - Industry sectors and professional groups with an understanding of the challenges to employee mobility between regions and occupations within Canada
- For this survey, a sample of 1,185 employed adults (full-time, part-time, or self employed) from Ipsos' Canadian online panel was interviewed online. The 'credibility interval' for a sample of n=1,185 is +/- 3.2%, 95% of the time.
- Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe.
- Throughout this report, the 2018 results are tracked against data from the 2014 survey. Statistically significant increases compared to 2014 are identified graphically by green arrows ▲ while statistically significant declines are identified graphically by red arrows ▼. Both the 2014 and 2018 data reflects a base of employed (full-time, part-time, or self-employed) Canadians.
- Significant differences between demographic groups have been identified with shaded boxes – green boxes are used to identify when one demographic group is statistically higher than the other and red boxes when it is statistically lower.
- The sectors have been abbreviated in the sector banner, below is a detailed definition of each of the sectors:
 - M+C+M+T = Mining + Construction + Manufacturing + Transportation;
 - IT + Utilities = Information Technology + Utilities;
 - F+R+P+M+A = Finance + Real Estate + Professional Services + Management + Administration;
 - Wholesale + Retail = Wholesale + Retail
 - Education = Education
 - Health = Health
 - Gov't = Government
 - Arts = Arts
 - Accom = Accommodations
 - Other = Other

Reasons for this Survey

Demographic shifts of unprecedented proportions are underway in many of the world's developed nations, including Canada. There is growing concern among global CEOs about access to skilled talent.

Canadian employers from coast to coast are finding it increasingly challenging to hire the talent they need to meet their business objectives. A survey by IBM¹ found that *"55% of Canadian industry executives surveyed cite finding appropriately skilled workers in local labor markets as a top skills-related challenge."* In a report about Canadian talent shortages published by Manpower Canada², one in three (34%) employers are having difficulty filling vacancies.

Projections by the Conference Board of Canada³, and many other national and provincial research bodies, predict the problem is going to get much worse over the coming decade. One avenue for employers in addressing the skills shortages has been the use of international talent under Canada's immigration programs, but there are limitations on these programs.

The Organization for Economic Cooperation and Development (OECD), has long advocated that more interprovincial labour mobility within Canada would help to address skills shortages. And, as reported by TD Economics⁴, *"interprovincial migration adds grease to an economy's wheels."*

¹Canada's comeback *Turning the skills crisis into a competitive advantage* IBM Institute for Business Value

²Canada Talent Shortage Survey 2016/2017 Manpower Group

³Canadian Employers Need Longer Term Workforce Planning to Stay Competitive: Conference Board of Canada

⁴ Interprovincial Migration Shifts in Canada: TD Economics

Reasons for this Survey (continued)

Indeed, we know that mobility of the workforce contributes to economic growth, promotes innovation, creates jobs, and increases competitiveness. Reality is that less than one per cent of Canada's population move between provinces in a typical year.

Research conducted by the Canadian Employee Relocation Council in partnership with Ipsos Public Affairs in 2014 found that fewer than 2 in 10 Canadians would be willing to relocate to another city in Canada for employment purposes

To increase levels of domestic mobility on a national scale, a deeper understanding of the factors that motivate mobility among working people is needed.

While much is known about the supports and benefits provided by employers those benefits may not always be consistent with the needs and expectations of the modern workforce.

Executive Summary

Survey participants were asked a series of questions about their willingness to relocate for employment purposes under the following scenarios:

- A **full time job** in a city in **another province** where you would have to relocate from where you live now for a minimum of 2 years with a 10% raise and paid moving expenses by your employer
- A **full time job** in a city in **your province** where you would have to relocate for a minimum of 2 years, far enough away that you would have to move, with a 10% raise and paid moving expenses
- A **short-term job for 6 months or less** with your **current employer to another city** in Canada with accommodations supplied
- A **full time contract job for 6 months or less** where you would relocate to **another city in your province** (transportation out and back would be supplied by your employer)
- A **full time contract job for 6 months or less** where you would relocate to **a city in another province** (transportation out and back would be supplied by your employer)

Executive Summary (Continued)

- The overall appetite for employment relocation within Canada, regardless of the incentives or terms being offered, has increased compared to the previous iteration of the inter-provincial mobility survey in 2014.
- One in five working Canadians would relocate, for a full-time job in another city in their province (22%, +6 pts compared to 2014) or a full-time job in another province (18%, +5 pts compared to 2014), regardless of incentives, for a minimum period of two years, far enough away that people would have to move (with relocation costs covered), and a 10% increase in pay. The proportion of working Canadians that would relocate increases significantly if more incentives and the right conditions are on offer. More specifically, around four in ten could be persuaded to relocate, either in-province (45%, -1 pt) or out-of-province (41%, unchanged since 2014), with additional incentives and the right conditions. Therefore, a majority of working Canadians are willing to relocate for a full-time job, either to another city within their province (67%, +5 pts compared to 2014) or to another province (59%, +5 pts compared to 2014) with the right incentive package.
- The willingness to relocate for a short-term contract (of 6 months or less) has also increased since 2014. Half (52%, +6 pts compared to 2014) of working Canadians would be willing to relocate for a full-time contract job for 6 months or less to another city within their province with the right incentive package, while a similar proportion would be willing to relocate for a full-time contract for 6 months or less to another province (48%, +9 pts compared to 2014).
- Those groups most receptive to relocation tend to be workers with less established roots in their communities – men, young adults (under 35), the highly educated, and the unmarried.
- The top three incentives that are motivating Canadians to relocate for full-time work include: a 20% increase in pay (45% in-province, 44% to another province), a guarantee of returning to their current role within 2 years (43% in-province, 38% to another province), and having their employer provide temporary housing until permanent housing is available (30% in-province, 25% to another province). Relocation incentives pertaining to housing accommodations have increased in salience the most, over the past four years. In 2014, only 17% of working Canadians chose temporary housing as an important incentive for them to relocate (compared to 30% in 2018).

Executive Summary (Continued)

- The top three incentives that are motivating Canadians to relocate for full-time work include: a 20% increase in pay (45% in-province, 44% to another province), a guarantee of returning to their current role within 2 years (43% in-province, 38% to another province), and having their employer provide temporary housing until permanent housing is available (30% in-province, 25% to another province). Relocation incentives pertaining to housing accommodations have increased in salience the most, over the past four years. In 2014, only 17% of working Canadians chose temporary housing as an important incentive for them to relocate (compared to 30% in 2018). In fact, housing supports when relocating are deemed as the most important incentives among those willing to relocate: half (51%) of working Canadians say that it is important for an employer to provide a tax-free housing allowance for up to 6 months, while four in ten (39%) say it is important for an employer to provide a non-taxable interest free loan of up to \$100,000 for the purchase of a new home in the new location.
- In terms of the preferred destinations for relocation within Canada, four in ten (38%) working Canadians rank British Columbia first, followed by Ontario (17%) and Alberta (16%). Similarly, the highest proportion of working Canadians (25%) rank Vancouver as their preferred city of relocation, followed by Toronto (10%), Ottawa (10%), and Calgary (10%).
- The results of the inter-provincial mobility survey differ to what was observed in the 2017 Global Mobility Survey conducted by Ipsos on behalf of CERC, which found that Canadians, and global citizens more generally, are less willing to relocate for employment in another country, compared to the previous iteration of that survey in 2012 (<https://www.ipsos.com/en-ca/news-polls/canada-second-spot-employees-would-move-to>). Put another way, at a time when Canadians are less willing to relocate for employment abroad, there is more willingness to do so in Canada, either to another city in their province or to another province.

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FOR IMMEDIATE RELEASE

QUESTIONS? Contact william.kohudic@iamovers.org

25 June 2018

FIDI Global Alliance and the International Association of Movers Announce Collaboration on Professional Cooperation Guidelines

Guidelines to become a norm for further cooperation in the moving and relocation industry

Alexandria, VA — 25 June 2018 — Today, FIDI Global Alliance and the International Association of Movers (IAM) announced the signing of a Memorandum of Understanding (MoU) on the use of the FIDI Professional Cooperation Guidelines (PCGs). The Guidelines serve as an operational manual on how companies in the moving industry should work together to service international shipments, whether as booker, origin, or destination agent.

The PCGs were originally developed by FIDI Global Alliance for the benefit of FIDI Affiliates. Following the MoU, the PCGs are now recognised as an industry norm by both FIDI Affiliates and IAM Members.

“This is an important step in further collaboration in the moving and relocation industry, ultimately raising the standards for everyone,” said Mr. Jesse van Sas, Secretary General at FIDI Global Alliance.

“I am confident the collaboration on PCGs will prove to be a win-win-win for IAM, FIDI, and the customer base we all strive to serve,” said Mr. Terry Head, President of IAM.

Positive Impact on the Industry

The PCG document offers advice on how to work together most effectively and how to act in a conflict situation. By having both FIDI Affiliates and IAM members endorse the PCGs, the ultimate aim is that the PCGs become the reference document for successful cooperation in international relocation.

“This is a great development indeed,” said van Sas. “By having both FIDI as well as IAM endorsing these cooperation guidelines, the document gains even more momentum and recognition.”

Improved Collaboration Key

Many FIDI-affiliated moving companies have already benefited from using the PCGs, originally developed in 2016. Both FIDI and IAM are convinced that the PCGs will become the *de-facto* service level agreement between all quality movers in the future. Commenting on the standardized rules set forth in the PCGs, IAM Vice President Brian Limperopulos stated, “The global moving and relocation industry has long needed rules like the PCGs in order to resolve disputes before they affect the end-customer. The widespread adoption of these rules will result in happier customers and increased satisfaction with our members’ service worldwide.”

“We would like to thank IAM for accepting FIDI’s PCGs as an industry document,” van Sas continued. “It shows the new spirit in which industry organizations work together in an open and transparent manner, rather than competing with each other. FIDI and IAM show the lead here, encouraging us all to cooperate better.”

###

The PCGs are trademarked in Belgium by FIDI Global Alliance.

About FIDI Global Alliance

FIDI is the largest global alliance of quality-certified international moving and relocation companies. FIDI currently has over 600 Affiliates in more than 100 countries, delivering comprehensive global mobility services to families, individuals and companies. Every FIDI Affiliate complies with the rigorous FIDI-FAIM quality standard, which is regarded as the leading professional industry standard worldwide. This assures final customers that only the highest-quality moving companies are part of the network. For more information, please visit www.fidi.org

About IAM

The International Association of Movers (IAM) is the moving and forwarding industry's largest global trade association. With more than 2,000 members, it comprises companies that provide moving, forwarding, shipping, logistics, and related services in more than 170 countries. Since 1962, IAM has been promoting the growth and success of its members by offering programs, resources, membership protections, and unparalleled networking opportunities to enhance their businesses and their brands. For more information, please visit www.iamovers.org

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