

Activity Report  
**2012**

# A COUNCIL EMPOWERED BY ITS MEMBERS

*creativity  
creativity*

*prosperity  
prosperity*

*employer solidarity  
employer solidarity*

*human capital  
human capital*

*commitment  
commitment*

*productivity  
productivity*



Quebec  
Employers  
Council

ALLIED FOR PROSPERITY

# THE MISSION, VISION AND VALUES OF THE QUEBEC EMPLOYERS COUNCIL

**MISSION** – The mission of the Employers Council is to ensure companies can have the best possible conditions – particularly regarding human capital – to be able to prosper in a sustainable manner in a global competition context.

**VISION** – The point of convergence of employer solidarity, the Employers Council, through its leadership, is the indispensable reference in its areas of intervention and exerts a considerable constructive influence for a more

prosperous society in which entrepreneurship, productivity, wealth creation and sustainable development are necessary conditions to raise the standard of living of the entire population.

**VALUES** – Rigour and pragmatism / importance of human capital / responsibility / creativity / entrepreneurship / solidarity / openness / passion and commitment.

## THE COUNCIL'S MAIN AUTHORITIES AS OF DECEMBER 31, 2012

### BOARD OF DIRECTORS

#### Chairman

**Jean-Yves Leblanc**, Corporate Director

#### Vice-président

**Georges Dick**, Global Managing Director – Hydroelectricity and Dams, AECOM Consultants inc.

#### Vice-Chairman

**Jean Beauchesne**, President-CEO, Fédération des cégeps

**Claude Beaudin**, Vice-President, Human Resources, Bombardier Aerospace

**Louis-Marie Beaulieu**, Chairman of the Board and CEO, Groupe Desgagnés inc.

**Caroll Carle**, Vice-President – Employees and culture, Gaz Métro

**Paul Dénommée**, Vice-President, Corporate Controller, Metro inc.

**Yves-Thomas Dorval**, President, Quebec Employers Council

**Stéphane Gauthier**, President, Groupe TCI

**Gilbert Grimard**, outgoing president, Association de la construction du Québec

**Alain Harvey**, Vice-President, Human Capital, Industrial Products Division, Kruger

**Jean-François Michaud**, President and CEO, Québec Furniture Manufacturers' Association

**Nathalie Pilon**, President, Canada, Thomas & Betts

**Éric Prud'homme**, Québec Director, Canadian Banking Association

**John Rosato**, outgoing president, Association des propriétaires et administrateurs d'immeubles / BOMA Québec

**Richard G. Roy**, President and CEO, Uni-Sélect inc.

**Jean Simard**, President and CEO, Aluminium Association of Canada

**Alain Tascan**, President and CEO, SAVA Transmédia

### PERMANENT STAFF

**Yves-Thomas Dorval**, President

**Carmel Laflamme**, Vice-President – Occupational Health and Safety

**Jacques Leblanc**, Vice-President – Human Resources Development Policy

**Louis-Paul Lazure**, Vice-President – Communications

**Norma Kozhaya**, Director of Research and Chief Economist

**M<sup>e</sup> Guy-François Lamy**, Director – Legal Affairs

**Dominique Malo**, Executive Assistant – Occupational Health and Safety and Labour Relations

**Patrick Lemieux**, Consultant – Communications

**Suzanne Cyrenne**, Administration

**Chantal Picard**, Coordinator – Member and Executive Services

**Julie Lefebvre**, Administrative Assistant – Occupational Health and Safety

**Geneviève Le May**, Administrative Assistant – Events and Communications

### Quebec Employers Council mourns the loss of its First Vice-President, Daniel Audet (1961-2012)

With great sadness, the Quebec Employers Council learned last June of the death of its First Vice-President, Daniel Audet, who succumbed to cancer at the age of 51. Mr. Audet had served in his Employers Council post since May 2007 and spearheaded many initiatives during his tenure.





« ... the colossal efforts  
the Employers Council  
has expended throughout  
the year to fulfil its primary  
mission ... »

## CHAIRMAN'S MESSAGE

Another busy and productive year in terms of publications, activities and involvement is ending for the Quebec Employers Council.

Over the last 12 months, I have been able to rely on the valued collaboration of my board-member colleagues in ensuring the smooth-functioning of the organization's business operations. I would like to thank them for their availability and unceasing commitment, which have enabled the organization to be more visible than ever in 2012, with the business community, government decision-makers and the general public.

Reading this report is a testament to the colossal efforts the Employers Council has expended throughout the year to fulfil its primary mission of promoting the best possible conditions in the province of Québec

so that businesses can sustainably prosper in a competitive global market. This task would not have been possible without the tireless and ongoing support of our members, whose deep involvement and incisive comments contribute to the Employers Council's vibrancy and efficiency. My thanks to them for the confidence they have expressed and I urge them to reiterate their support to the Council so it can continue to successfully convey their concerns at various forums in which the Council participates.

In closing, I extend my heartfelt thanks to the permanent staff for its diligent and devoted work. The considerable day-to-day efforts put forth by this

small but dedicated staff continues to make the Council, in its 43<sup>rd</sup> year of existence, an indispensable reference in the major public debates of concern to employers and a strong, credible spokesperson in the Québec business community.

Jean-Yves Leblanc  
Chairman of the Board



« ... employers' concerns have been extensively covered by the Quebec media, thanks to the public interventions by the Employers Council. »

## PRESIDENT'S MESSAGE

2012 has turned out to be an intense year for the Employers Council in every respect.

All of the efforts and results it has achieved are in keeping with the major 2010-13 strategies the Council has outlined. These include: an active and enthusiastic participation in debates and authoritative bodies, effective and mobilizing representations, relevant subject matter, pragmatic proposals and dynamic, constructive communications.

The Council continued to markedly distinguish itself at many levels in 2012, thereby becoming an indispensable force in relations with the business community, union organizations, governmental decision-makers and the general public.

It should be noted, in this regard, that the Council had more media presence than ever in 2012. In fact, a report produced by an independent firm on behalf the Council, shows, among other things, the amount of articles and reports on the organization's position on issues over the last year resulted in an astounding 23% increase over 2011, and it's up 400% since 2008! This confirms employers'

concerns have been extensively covered by the Quebec media, thanks to the public interventions by the Employers Council.

The Council also took part in many public consultations throughout the year. Some of these consultations included the first two preparatory meetings on the quality of higher education and accessibility and participation to higher learning, ahead of the Summit on Higher Education; the work done by a committee of experts on the future of pension plans; public consultation on the Integrity in Public Contracts bill and the consultation by the Association pour le développement de la recherche et de l'innovation du Québec (ADRIQ) on the next national research and innovation policy.

Confronted by an uncertain global economy and the many issues the province of Québec will be facing in the coming years, the Employers Council used the last few months of the year to assess the socio-economic climate and start developing a

major prosperity campaign. This unprecedented multi-platform communications initiative, which extends over a three-year span, will be aimed at maintaining and enhancing Quebecers' standard of living through wealth creation in the province by the business community, in an effort to generate sustainable prosperity.

Today, I urge all Quebec employers to be a part of this one-of-a-kind initiative, and I invite them to lend their support to the Employers Council and thereby help not only in strengthening its role as Quebec's business community spokesperson but in becoming a real engine of change as it makes the Quebec economy a model that is acclaimed and admired.

Yves-Thomas Dorval  
President

## ACTIVE AND COMMITTED PARTICIPATION IN GOVERNMENT BODIES

Quebec employers can count on the active and committed participation of the president and other Employers Council spokespersons with the various bodies where the policies affecting companies are developed.

In 2012, the Council's representations included:

- on the board of the CSST and the IRSST and on the many work committees of the CSST;
- on the board of directors of the Commission des partenaires du marché du travail (CPMT) and the Commission's many work groups;
- on the Conseil des partenaires économiques;
- on the Comité consultatif du travail et de la main-d'œuvre (CCTM);
- on the Comité des intervenants économiques du sous-ministre de l'Immigration;
- among MNAs and MPs through an annual tour of political party caucuses in the National Assembly and the House of Commons;
- at the Comité national des programmes d'études professionnelles et techniques;
- at the Tripartite Round Table comprised of Human Resources and Skills Development Canada, the Canadian Employers Council and the Canadian Labour Congress on international labour standards.

Along with this statutory and regulatory participation, the Employers Council continued to monitor and conduct energetic and ad-hoc interventions with other political and government bodies whose decisions affect businesses. Here, by area of interventions, are the main representations made by the Council at the provincial level in 2012.



*Norma Kozhaya, the Employers Council's Director of Research and Chief Economist, at a theme meeting in Quebec City, in November 2012, preparing for the Summit on Higher Education.*

© Guillaume D.Cyr

### Quality and availability of manpower

- **Aging of the labour force and future of retirement** – The submitting and presenting of a brief, in January, in conjunction with the public consultation conducted by Ms. Johanne Gonthier and Mr. Emmanuel Dubourg, parliamentary assistants of the Employment and Social Solidarity Minister and the Finance Minister, respectively.

- **Quality of higher learning** – Comments submitted, in November, at the first theme meeting conducted in preparation of the Summit on Higher Education.
- **Accessibility to and participation in higher learning** – Comments submitted, in December, at the second theme meeting conducted in preparation of the Summit on Higher Education.



Yves-Thomas Dorval at the annual meetings of the Union des municipalités du Québec.

### Competitive costs of human capital

- **Future of pension plans** – Comments submitted and presented, in February, in conjunction with the committee of experts' study on the future of retirement
- **Payroll taxes** – Constant and repeated interventions in many forums aimed at creating stakeholder awareness of the impact of Quebec's high payroll taxes

### Intelligent regulation

- **Integrity in public contracts** – Comments submitted, in November, in conjunction with Public Finance Committee consultations

### Healthy public finances and competitive taxation

- **Quebec's public finance and tax situation** – A document of thoughts on the subject presented in October

### Sustainable economy

- **Public transit financing** – A brief submitted and presented, in May, in conjunction with the public consultation conducted by the Communauté métropolitaine de Montréal
- **Quebec research and innovation strategy** – A brief submitted and presented, in August, in conjunction with the consultation conducted by the Association pour le développement de la recherche et de l'innovation du Québec (ADRIQ)

### 2012 Quebec elections – Effectively expressing employers' concerns

The Employers Council was highly active before and during the Quebec election campaign, which went on for part of the summer. Beginning in July, the Council raised issues about the main political parties with a series of opinion pieces and press releases on the major matters of interest for Quebec's business community and employer milieu.

The interventions, combined with an electoral luncheon panel-discussion held in August with the participation of economic spokespeople from the major parties represented in the National Assembly, generated a series of interviews for Employers Council spokespeople in the major national and regional newspapers, resulting in extensive media coverage. Quebec employers were thus assured the issues of concern to them were discussed during the campaign's public debates.



Yves-Thomas and Norma Kozhaya, along with Christian Dubé (Coalition Avenir Québec), Alain Paquet (Liberal Party of Quebec), and Nicolas Marceau (Parti québécois) at the Employers Council's electoral luncheon panel

# EMPLOYERS COUNCIL

## ACTIVE ON THE FEDERAL SCENE

Since it is independent from any Canadian-wide organization, the Quebec Employers Council intervenes on a regular basis, with full latitude, to defend the interest of Quebec employers to federal authorities.

Some of the consultations in which it participated in 2012 include:

### January

- Participation in a pre-budget roundtable organized by the federal Minister of Human Resources and Skills Development, Ms. Diane Finley.
- Participation in a meeting conducted by the federal government's Advisory Panel on Canada's International Education Strategy.

### March

- Presentation in conjunction with the House of Commons Standing Committee on Finance public consultation on Bill C-25, an *Act relating to pooled registered pension plans and making related amendments to other Acts*.

### April

- Participation in a consultation meeting on the proposed economic and trade agreement between Canada and the European Union.

### August

- Representations to minister Diane Finley about the federal budget impact and changes to employment insurance for employers hiring seasonal workers, especially in the agricultural sector.

### November

- Brief and presentation in conjunction with the 2013-14 pre-budget consultations by the House of Commons Standing Committee on Finance.



Canadian Parliament building

- Brief and presentation in conjunction with the public consultations by the House of Commons Standing Committee on Finance on Bill C-377, an *Act to Amend the Income Tax Act (requirements for labour organizations)*.

### December

- Representations to federal Minister of Human Resources and Skills Development, Ms. Diane Finley about changes to the employment-insurance program.



# MANY TANGIBLE GAINS FOR EMPLOYERS

Many of the interventions and representations the Employers Council made in 2012 led to productive results and tangible gains for employers. Here are some examples:

## Federal and provincial budgets

After consistent representations by the Employers Council to Quebec and Canada finance ministers – notably in conjunction with pre-budget consultations – employers concerns about public spending control, the return to a balanced budget and repayment of the debt received an attentive ear, and this was conveyed in the budget plans presented in March in Quebec City and Ottawa. Meanwhile, the many highly publicized interventions by the Employers Council about the government's plan to raise taxes for high-income earners and retroactively tax dividends and capital gains to compensate for a shortfall in revenue led Quebec Finance Minister Nicolas Marceau to strike a compromise and mitigate some of the plans announced in his November budget, although it still penalized high-income earners.

## Regulatory and administrative simplification

In January, the Quebec government released the work group study on regulatory and administrative simplification, a dossier on which the Employers Council and its industry-sector associations were actively involved throughout 2011. A follow-up committee, comprised of representatives from the business community, including the Employers Council president, was set up to implement the report's recommendations. Meanwhile, Treasury Board of Canada president, Mr. Tony Clement, released the government's Red Tape Reduction Commission Report (for which the Council was also consulted) and the government's action plan for implementing the Commission's recommendations.



Members of the follow-up committee on regulatory and administrative simplification, along with former Economic Development, Innovation and Export Trade Minister, Sam Hamad.

## Payroll taxes

The Council's repeated interventions with government decision-makers in recent years to make them aware of the negative impact repeated payroll tax increases have on job creation and economic growth were fruitful in 2012. While the government announced in April a lowering of the employers' contribution rate to the Occupational Health and Safety Fund in 2013, the contribution rate to the Parental Insurance Fund was frozen for this same period. These significant gains add to the Employers Council's interventions in recent years on employment-insurance program funding, which resulted in significantly limiting the increases imposed on Quebec and Canada employers for the coming years.

## Eloquent results

A survey of Quebec employers conducted by the Léger Marketing firm for the Quebec Employers Council shows that Council members are aware of the added-value effect of the Council's efforts on their behalf. Here is some of the data gathered from industry-sector associations and businesses that are Council members. The numbers speak for themselves:

- **98%** have a positive opinion of the Council
- **88%** know the Council president or have heard of him
- **88%** are pleased with their Council membership
- **71%** think the Council exerts as much or more influence as it did 4 years ago.

# THE EMPLOYERS COUNCIL'S INDISPUTABLE LEADERSHIP IN MATTERS OF... ... occupational health and safety

As a result of its productive representations to the various authorities and employer mobilizations in partnership with other associations, the Council was particularly active in 2012 on every employer file relating to occupational health and safety:

## Updating the occupational health and safety system

After the tabling, in April, of Bill 60, an act to modernize the occupational health and safety system, the Employers Council led active and repeated representations to elected officials and high-ranking civil servants, and in public forums, to demand major changes to – and even the withdrawal of – the bill. The bill had no correlation with the 30 recommendations the employer-union consensus made to the CSST board of directors and presented to the Labour Minister in the autumn of 2011, and it may have had a major impact and harmful effect for Quebec employers as a whole. Fortunately, when the election was called in August the bill died on the order paper. The Council continued its representations to the new government, which was elected in September 2012, so any future bill that is introduced is more in line with the employer-union consensus.

## CSST contribution rate for 2013

In May, the CSST announced the average employer contribution rate is being reduced by \$0.05 for 2013, when the rate goes to \$2.08 per \$100 of payroll. It should be noted this result is, in part, due to the ongoing efforts of the Employers Council and the employer delegation on the CSST board of directors, who, in 2010, had proposed changes to the CSST's capitalization policy to stabilize the employers' contribution rate.

## Psychological Health and Safety in the Workplace draft standard

In 2012, the Employers Council continued its representations to government decision-makers in Ottawa and Quebec to create awareness of employers concerns about the Pan-Canadian Psychological Health and Safety in the Workplace draft standard proposed by the Canadian Standards Association and the Bureau de normalisation du Québec. In tandem with this initiative, the Council also conducted numerous consultations with its members on this issue.



Carmel Laflamme and Dominique Malo surrounded by some of the members of the Employers Council consultation committee on occupational health and safety in the workplace.

# THE EMPLOYERS COUNCIL'S INDISPUTABLE LEADERSHIP IN MATTERS OF... ... labor relations

## Updating the *Labour Code*

After the work conducted in 2011 by the National Assembly's Committee on Labour and the Economy in conjunction with the mandate whose initiative involved reviewing the anti-scab provisions planned in the *Labour Code*, the Employers Council made constant representations to the Quebec government to create awareness among elected officials and high-ranking civil servants about the negative effects the broadening of these provisions would have for employers. The Council also insisted on the need to revise the entire *Labour Code* to restore a balance in the Quebec labour relations system.

## Labour relations in the construction industry

Fresh off the many gains by Quebec employers with the adoption, at the end of 2011, of the *Act to eliminate union placement and improve the operations of the construction industry*, the Employers Council conducted a year-long monitoring of the implementation of the provisions in the law to correct some of the problems in the industrial labour relations system and make it stronger and more competitive.

## *Act respecting collective agreement decrees*

In February, the Employers Council participated in the Labour Minister's consultations on the *Act respecting collective agreement decrees*. While it held the view the current law, in general, still addressed the needs of the parties directly affected, the Council noted it would be worthwhile making a few revisions, notably in the definition of "class of employees" and the implementing of a unique qualification regulation, especially in the automobile sector. The Council also noted, in certain instances, there might be a need to review the inspectors' intervention method, but it would not entail increasing the involvement of the Labour Minister or stipulated third parties in the negotiations or operations of the parity committees.



The Employers Council president along with other interveners at a meeting in Trois-Rivières in December 2012, ahead of the Summit on Higher Education

© Gilles Roux

## RELEVANT AND PRAGMATIC CONTENT

In addition to the many briefs and other documents to support its representations to respective governments, the Employers Council prepared extensive reports and information sessions filled with relevant and pragmatic content for the benefit of its members.

### SURVEYS AND DOCUMENTS

- **In May:** a Léger Marketing survey on labour relations was conducted on behalf of the Employers Council; it surveyed 1,049 Quebecers – including 633 workers – and 350 labour relations managers. The survey notably revealed that most of the people interviewed believe union dues should be used more appropriately and transparently, that the anti strike-breaking law may discourage businesses from setting up operations in Quebec, a secret ballot for a union accreditation vote should be mandatory, and employers, like unions, should be able to communicate with employees during collective bargaining.
- **In October:** *Special Report on 2013 Salary Forecasts*, produced in collaboration with Quebec's leading human resources consultation firms (Aon Hewitt, Mercer, Morneau Shepell, Towers Watson). Some 150 human resources managers and professionals from sectoral associations and companies of all sizes helped in launching the document.
- **In August:** *Report Card on Prosperity* – release of the third edition of the Report Card on Quebec Prosperity, a unique tool that compares Quebec's performance to that of other Canadian provinces and OECD countries in relation to wealth creation and prosperity. Publication

of the report card elicited many reactions and the press conference announcing the study generated impressive media coverage, in print and electronic media, as well as on news websites.

- **The main communications tool with its members,** the *InfoCPQ* newsletter was published 11 times in 2012; every newsletter summarized the Council's stance on issues and, if required, the regulatory or legislative changes that were made following these representations. A résumé of the media coverage these interventions received was also provided. InfoCPQ is one of the most highly read documents on the Council's website, and a survey conducted among its readership in 2012, showed it is a much-appreciated information tool.

### ONLINE CONSULTATIONS

The Employers Council consulted its members online to gather their opinions and comments on various issues on which the Council took a stance, as well as on its activities. Members opinions were also sought on:

- The Quebec Pension Plan, the aging of the population and retirement-saving;
- The student protests;
- The Quebec election campaign;
- The francization of Quebec businesses;
- The quality of higher learning;
- Access to and participation in higher learning;
- Lobbying regulations.





© Normand Huberdeau/NH Photographes

The Employers Council's Director of Research and Chief Economist by remuneration and human resource experts invited to the luncheon-meeting on the 2013 Salary Forecasts.

## TRAINING AND INFORMATION SESSIONS

Responsible for training 87 members from the Commission des lésions professionnelles du Québec (CLP), the Council organized a pair of two-day training sessions on their behalf; they were held in Quebec City and Montreal, respectively, in April and November. The topics covered at these sessions included:

### APRIL

- 2011 jurisprudence review;
- Financial impact of industrial accidents;
- The broader concept of the workplace accident;
- Discussion on complex cases that have occurred.

### NOVEMBER

- Psychological harassment and the CLP;
- Industrial accident presumption;
- Industrial-induced hearing impairment;
- Updating the occupational health and safety system;
- Domestic workers;
- Asbestos.

## Occupational health and safety colloquium

In April, a hundred occupational health and safety and professionals participated in a colloquium which was organized after the tabling of Bill 60, an act to update the occupational health and safety system. At the colloquium, Mr. Claude Sicard, Vice-President, Partnership and Expert Consulting at the CSST, presented the various provisions of Bill 60. Ms. Carmel Laflamme, Vice-President – occupational health and safety at the Employers Council, Mr. Éric Latulippe, a partner with the law firm Langlois Kronström Desjardins, and Mr. Claude Plamondon, Vice-President at Aon Hewitt, then delivered the employers comments on the bill.

## Colloquium on status of pension plans

In June, in collaboration with the Quebec Pension Board and Mercer, the Employers Council organized a colloquium on the status of pension plans in the province of Quebec. The event, animated by Ms. Norma Kozhaya, brought together a group of experts who provided a detailed overview of the situation on various types of pension plans and what avenues should be taken to ensure their financial viability in the longer term.

## Luncheon on 2013 salary forecasts

In October, the Employers Council organized a luncheon dealing with the 2013 salary forecasts and, in doing so it brought together the top remuneration consulting firms in the province of Quebec (Aon Hewitt, Mercer, Morneau Shepell, Towers Watson). The event was animated by Ms. Norma Kozhaya, the Employers Council's Director of Research and Chief Economist.



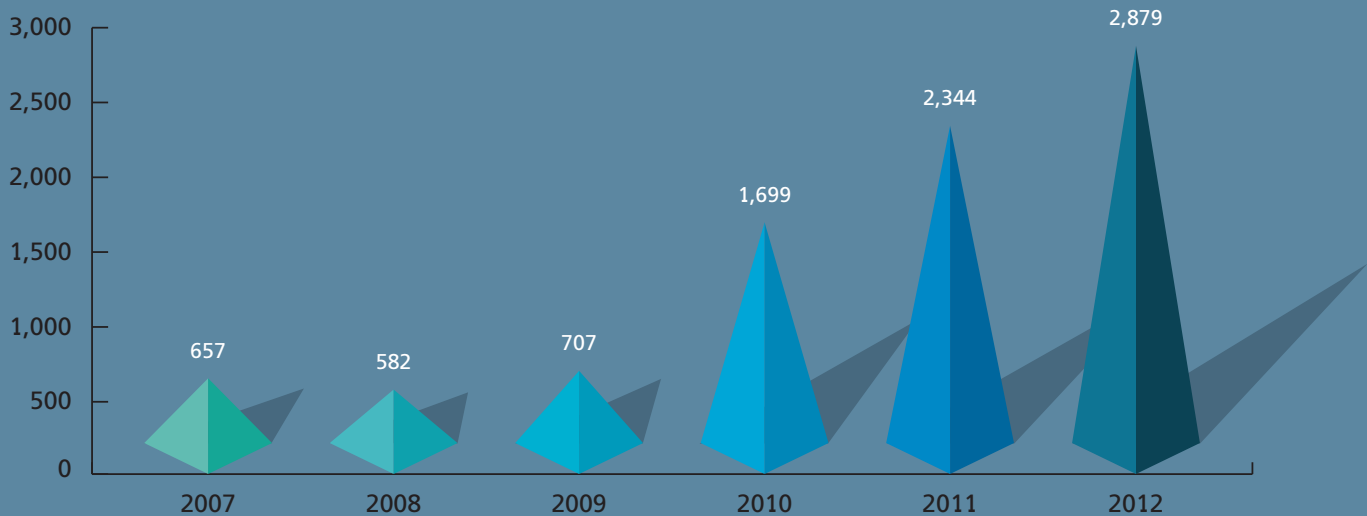


Employers Council spokespersons were more present than ever in the media in 2012.

## DYNAMIC AND CONSTRUCTIVE COMMUNICATION

The Employers Council’s media presence, even more extensive than in previous years, enabled the organization to gain exposure across the province of Quebec and Canada-wide. Many communication strategies were implemented.

### Rise in Employers Council’s media coverage (in news articles and reports)



### The Employers Council in the media: public interventions more forceful than ever

The Council’s stance on issues was reported by the media in some 2,879 articles and reports in 2012, an increase of about 23% over the previous year, and close to 400% over 2008. According to an independent evaluation, this coverage had a public relations value of more than \$19.5 million, an increase of some 6% over the total value garnered in 2011.

This visibility is the result of 87 public interventions throughout the year: 64 of these interventions were by press releases and 23 in the form of opinion letters.

## Unifying events

The Quebec Employers Council organized many unifying events that collectively mobilized Quebec employers in 2012.

## 2012 general meeting

With federal Industry Minister Christian Paradis on hand, the Council held its 43<sup>rd</sup> general meeting, which was attended by more than 150 business and employer association leaders. At the meeting, the Employers Council awarded its 2012 Prix de carrière to Transcontinental founder and board member, Rémi Marcoux. There were also three new inductions to the Employers Council's Club des entrepreneurs: Mr. Louis Audet, president and CEO of COGECO, Ms. Eve-Lyne Biron, president and CEO of Biron Groupe Santé, and Mr. Marc-André Roy, chairman of the board of directors and CEO of R3D Conseil. Three university students in industrial relations were rewarded for their academic excellence when they received 2012 Bourses Ghislain-Dufour bursaries: Ms. Véronique Dansereau (Université de Montréal), Ms. Laurence Derouin-Dubuc (Université de Montréal) and Mr. Philippe James Scrimger (Université du Québec en Outaouais).

## Election-panel luncheon

During the Quebec election campaign, in August, the Employers Council held a luncheon-panel with economic spokespeople from the three major parties in the National Assembly. Animated by the Council's president, the event provided the candidates, Mr. Alain Paquet (Quebec Liberal Party), Mr. Nicolas Marceau (Parti québécois) and Mr. Christian Dubé (Coalition Avenir Québec) with the opportunity to present the economic platform of their respective parties to the assembled group of employers.

## Winning partnerships

In 2012, the Employers Council continued to support causes and partners, in addition to its main field of endeavours.



Jean-Yves Leblanc presented Rémi Marcoux with the Council's 2012 Prix de carrière award.

## Quality training initiatives certificate

Throughout the year, the organization partnered with the Commission des partenaires du marché du travail (CPMT) on a series of initiatives designed to inform Quebec employers about the procedures and advantages of obtaining the quality training initiatives (CQIF) certificate. Free information sessions for human resource managers were offered across the province in conjunction with this project.



Yves-Thomas Dorval with the Minister responsible for the French language Charter, Diane De Courcy.

## Business francization

Meanwhile, the Employers Council, in partnership with the Office québécois de la langue française (OQLF), advanced a project in 2012 reminding employers of their obligations regarding the *French-language Charter*, informing them about the tools available to them in their francization efforts and making employers aware of the many advantages of using the French language in the workplace, commercially, and in business. In addition to distributing information tools to employers – mainly by an electronic kit sent to the entire Council membership – the organization published many press releases and opinion pieces on the issue and produced and posted on the Web a promotional video on which people speak about the many advantages of francization in business. In October, there was a colloquium for people in charge of business francization, with Minister of Immigration and Minister of the French language Charter, Ms. Diane De Courcy, and experts from the OQLF in attendance; there was also an information meeting that the Council's member associations had with the former head of the Office, Ms. Louise Marchand.

The Employers Council also continued to be actively involved with various groups and associations, including Academos, Question Retraite and Leaders Diversité.

# THE EMPLOYERS COUNCIL PRESENT ON EVERY PODIUM

To directly reach its target audiences, the Employers Council regularly responds to the call of organizations that solicit its expertise and opinions. Here is an overview of events for which the president or other Council representatives were called on to speak on behalf of Quebec employers in 2012.

## January

- Luncheon held by the Chambre de commerce et d'industrie du Sud-Ouest de Montréal

## February

- Luncheon held by the Chambre de commerce de Sept-Îles
- Luncheon held by the Chambre de commerce et d'industrie de Vaudreuil-Dorion

## March

- Transportation forum by the Chambre de commerce et d'industrie de Vaudreuil-Dorion

## May

- Panel discussion on updating the occupational health and safety system at the annual colloquium organized by the Réseau de recherche en santé et en sécurité du travail du Québec (RRSSTQ) as part of the Association francophone pour le savoir convention
- Workshop on public transit funding at the Union des municipalités du Québec annual meeting
- Roundtable on updating the occupational health and safety system as part of the annual convention held by the Quebec Association for occupational hygiene, health and safety
- Roundtable on making a commitment as part of the annual colloquium held by the Société québécoise de psychologie du travail et des organisations
- Conference on human capital in health and social service facilities as part of the annual convention held by the Association québécoise des établissements de santé et de services sociaux

## June

- Panel on the role and challenges in the guidance counsellor profession as part of the annual colloquium held by the Ordre des conseillers et conseillères d'orientation du Québec
- Conference on international mobility and economic competitiveness at the Montreal Conference organized by the International Economic Forum of the Americas
- Annual general meeting held by the Association des industries de produits de vitrerie et de fenestration du Québec

## August

- Luncheon in conjunction with the summer convention held by the Association Béton Québec

## September

- A panel discussion on the theme, "What financial future awaits today's young people when they retire?" in conjunction with the annual Question Retraite colloquium

## October

- Annual seminar held by the Alliance de recherche universités-communautés – Innovations, travail et emploi on the theme "Occupational health and safety intervention – Taking preventative action in the workplace"
- Roundtable on the theme "Health at work: A special kind?" as part of the 2012 conference held by the Équipe de recherche sur le travail et la santé mentale
- Opening remarks at the Grand Rendez-vous santé et sécurité du travail 2012 held by the CSST
- Roundtable on the theme "Social clauses, international framework agreements and companies' social responsibilities: Positioning the players" as part of a workshop on labour and trade held by the Institut d'études internationales de Montréal
- Noon conference as part of the series of Leaders RH conferences on human resources management held by HEC Montréal

## November

- Presentation on corporate needs and educational vision from an economic standpoint at a forum held by the director generals of the Fédération des cégeps public colleges
- Conference-dinner held by the Chambre de commerce de Saint-Georges
- Luncheon held by the Chambre de commerce et de l'industrie de la Vallée-du-Richelieu
- Colloquium organized by the Québec Bar marking the 30<sup>th</sup> anniversary of the Access to Information Commission

## December

- Panel discussion as part of the colloquium titled, "Educational Strategies for McGill: A Summit on the Roles of Higher Education in Quebec", organized by McGill University's Post-Graduate Students' Society

The 2012 Quebec Employers Council  
Activity Report was produced by the  
Council's communications department

**Coordination and writing**

Louis-Paul Lazure  
Patrick Lemieux

**Translation**

Terry Scott

**Graphic design**

Oblik Communication-design

**Distribution to members**

Geneviève Le May and Patrick Lemieux



ALLIED FOR PROSPERITY