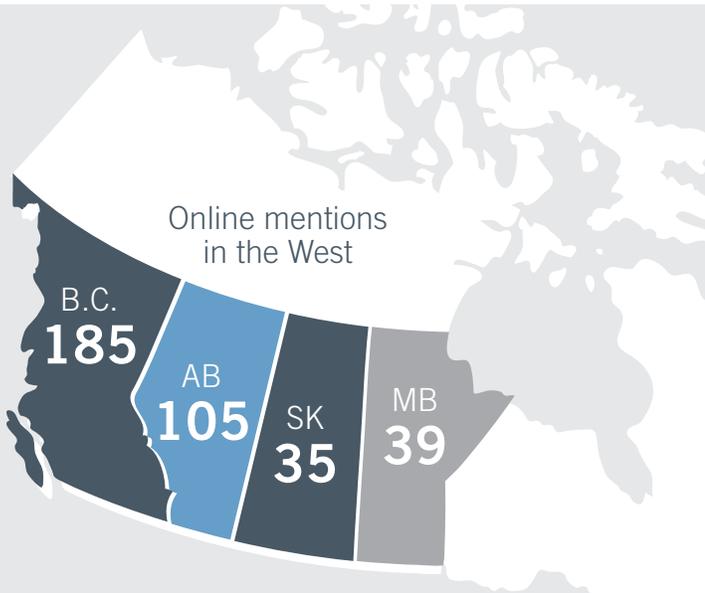


# IN THE NEWS

IN THE NEWS  
COMMENTARY  
MEDIA SNAPSHOT

CANADA WEST FOUNDATION TOTAL ONLINE REACH ↗ OCTOBER 1 TO DECEMBER 31, 2015



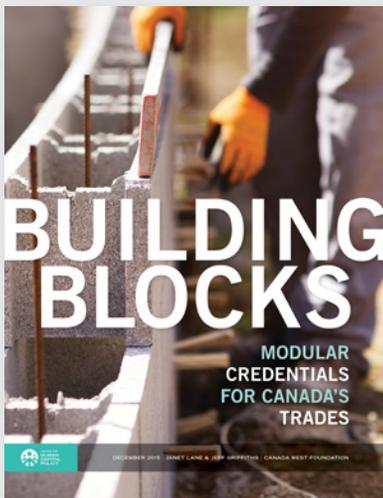
Total online reach

## 208 million\*

More and more organizations are using a figure called “reach” to measure the online impact of their work. But claims in the billions are of questionable reliability. Beginning in 2016, the Canada West Foundation is reporting online impact using “estimated readership” as a more accurate statistic. Reach is the total number of readers who access a website where our content appears or the Foundation is cited. Readership – a lower figure – is an estimate of how many people have actually read the relevant citation. Media measurement is provided by a third-party, independent media monitoring service.

### RESEARCH FOCUSED ONLINE MEDIA REACH

### MEDIA MENTIONS Q4

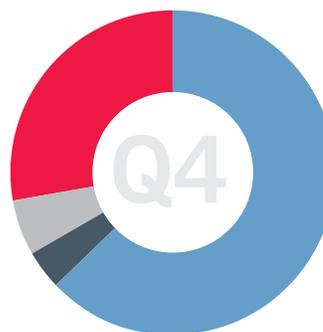


#### BUILDING BLOCKS

MODULAR CREDENTIALS FOR CANADA'S TRADES

## 1.4M

#### MEDIA MENTIONS



**34**

NEWSPAPERS

**2**

TRADE PUBLICATIONS

**3**

TELEVISION

**15**

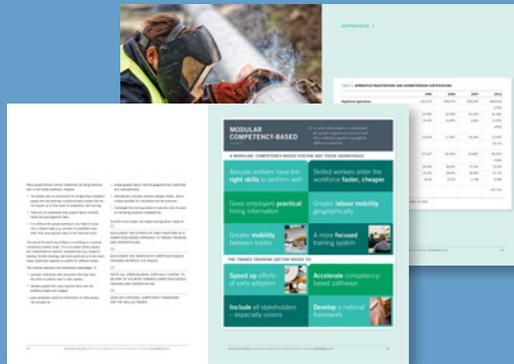
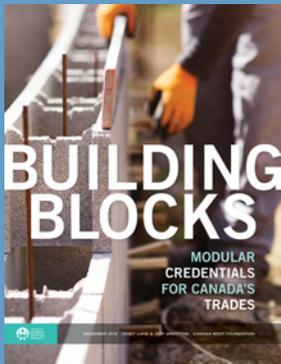
RADIO



Op-ed online reach **11.6M**



# IN THE NEWS



DECEMBER 2015

Ensuring our public policy work drives real change sometimes involves making a big splash that captures the attention of the public and policy-makers alike. Other times, impact is achieved through quiet convening and bringing parties who might not otherwise connect into a room together.

The Canada West Foundation does both.

In December 2015, for example, Trevor McLeod, Director of the Centre for Natural Resources Policy, brought together a small group of First Nations leaders and energy industry representatives for a wide-ranging and powerful discussion on challenges facing resource development and how to build trust. These are key issues that must be worked out to get our energy economy moving again. The Foundation will continue to drive the conversation.

Meanwhile, Trevor seized the opportunity to provide context on climate talks in Paris, speaking to an international audience about the challenges western Canada faces and opportunities to reimagine climate strategy. Among the highlights was a widely read interview with Bloomberg Business about innovation in the oilsands, and on the nationally broadcast CBC Day 6 radio show.

Trade competitiveness and workforce training are also key concerns affecting the economic prosperity of the West. The Foundation provided commentary during the fourth quarter of the year, with media interviews and op-eds appearing in each of the western provinces and nationally to tell the story of how the West can thrive.

Less than half of people who start apprenticeship training in Canada finish their programs. Getting the right people with the right skills into the right job can make a huge difference in creating the kind of workforce the West needs to grow. In December, Janet Lane's Centre for Human Capital Policy produced *Building Blocks: Modular credentials for Canada's trades*, a paper that offered recommendations on how to rebuild Canada's trades training system. Janet appeared on the John Gormley Live talk radio in Saskatchewan and also wrote a timely op-ed in Alberta, published in both the Edmonton Journal and Calgary Herald, arguing now is the right time to invest in workers. The report was widely distributed and read among policy-makers. One provincial government has since engaged with the Foundation about how to reshape policy in their province using the report's findings. The Trans-Pacific Partnership exploded onto the national agenda in the fall. Carlo Dade, Director of the Centre for Trade & Investment Policy, offered clear analysis on what the massive Pacific Rim agreement means to Canada and the West. His take appeared in publications, including the Vancouver Sun, Star Phoenix and Calgary Herald, and he was interviewed on CTV National News, Global Saskatchewan and by the Financial Post and the Globe and Mail. Carlo's work on this agreement, which has far-reaching effects on the future of our trade economy, continues in 2016.

# COMMENTARY

HIGHLIGHTED OPINION ARTICLES IN MAJOR NEWSPAPERS



## Canada must prepare quickly for the new trade reality

**Carlo Dade**  
[Vancouver Sun](#), [The Star Phoenix](#),  
[Calgary Herald](#)  
 Oct. 6, 2015

The vast majority of the 81 per cent of Canada's exports in the TPP, including autos, are to the United States and Mexico. Since Canada already has a trade agreement with the U.S., there is a natural temptation to think that we will be all right no matter what happens with the TPP.

That assumption is as false as it is dangerous.

The 20-year-old NAFTA created a table for three — Canada, the U.S. and Mexico. Now, the U.S. and Mexico have pulled up to a table for 12, including Canada if we are willing. Even if we are not willing, Canada will find itself having to share the once-privileged U.S. and Mexico markets with nine other partners. The easy and comfortable U.S. market is moving on; being a part of TPP provides the opportunity to get something in return. The TPP will fundamentally alter the North American market....



## Why this Trudeau has the chance to connect with the West

**Trevor McLeod**  
[Globe and Mail](#)  
 Oct. 30, 2015

Canada faces a difficult challenge. It must find ways to become more competitive in the new trade environment created by the Trans-Pacific Partnership while, at the same time, stepping up on climate change.

The decisions the federal government makes in the coming months – on spending that improves productivity and on climate policy – will have a direct bearing on our ability to adjust to the challenges and opportunities that result from this new trade deal.

For many years, all Canadians have enjoyed the benefits that accrue from our bountiful natural-resources endowment and preferential access to the world's most voracious consumer, the United States. For years, this was enough to ensure economic success....



## Now is the right time to invest in workers

**Janet Lane**  
[Edmonton Journal](#), [Calgary Herald](#)  
 Dec. 10, 2015

Employers have been complaining for years that they cannot find the people they need, or that the people they do hire do not have all the required skills. Why is it, then, that they reduce training budgets, especially in hard times?

A recent survey released by Hays Specialist Recruitment states that "... 57 per cent of respondents believe the (oil and gas) industry suffers from a moderate to extreme skills shortage due to a lack of training and development. While employers consider this their responsibility, almost none (two per cent) plan to add professional development to their plans."

The findings suggest that many companies see their employees as costs instead of investments, and training and development as a nice-to-have, and not a necessity. Given the proven benefits of training and development, inquiring minds wonder, "Why?"....

# MEDIA SNAPSHOT

## HIGHLIGHTED ARTICLES

### Canadians 'disappointed' by Keystone XL pipeline decision but not surprised

David Agren [The Guardian](#) Nov. 7, 2015

The Obama administration's decision to kill the Keystone XL pipeline met with disappointment and derision – though little surprise – in Calgary, the boomtown-turned-bust capital of Canada's oil industry. It also induced some provincial angst as Alberta attempts to open new markets for a product that floats rough 50% of its economy.

...

Some in Alberta have accused the US administration of "hypocrisy", as shale oil production sent US production soaring by four million barrels per day as Obama pondered approval of Keystone XL.

"Our best customer has become our biggest competitor," says Trevor McLeod, policy analyst at the Canada West Foundation. "If the goal is to reduce GHG emissions, this is insignificant."

McLeod added that the oil sands account for 0.15% of global greenhouse gas emissions.



theguardian.com

### Jim Carr as natural resources minister gets early positive reviews from oilpatch

CBC News Nov. 5, 2015

lobby group for the oil industry says it had to Google Jim Carr when he was named Canada's new natural resources minister.

Mark Scholz, treasurer of the Canadian Association of Oilwell Drilling Contractors, says what he does know about the Winnipeg MP he learned from his bio on the federal government website.

"From a positive note, he does have a very strong business background and expertise," he said.

Carr has a diverse background. He is a former editorial board member of the Winnipeg Free Press, a former Liberal MLA, he headed the Business Council of Manitoba and he was an oboist with the Winnipeg Symphony Orchestra.

According to Dylan Jones, head of the Canada West Foundation, Carr is known for hammering out common ground when environmental and economic concerns clash.

He gained that reputation when he was with the Winnipeg Consensus – a collection of think tanks that created the spark for the Canadian Energy Strategy, which was agreed to by the provincial governments in 2012.

"And we need a minister who is able to build bridges and in my opinion, Jim Carr is exactly the right sort of person," he said.

### Analysts say Canada's lumber industry needs to brace for risk with softwood deal expiring

Simon Little [News Talk 980 CKNW Vancouver](#) Oct. 11, 2015

With the Canada-U.S. softwood lumber agreement set to expire tomorrow, analysts are warning the industry needs to prepare for risk.

Naomi Christensen of the Canada West Foundation says the best way Canada can do that is to bulk up its roster of trading partners.

"To continue diversification.

There's been a lot of focus on China in the last decade, which is great because we are selling a lot to China. B.C. sells the most to all the provinces. But there are some other markets like Vietnam, Thailand, Indonesia as well."

Christensen says with a softwood deal off the table – Canadian lumber producers will likely soon be butting heads with their U.S. counterparts.

"Americans have been raising this issue since the 1800s, they've been going after our industry for over a century, so I don't think they're suddenly going to stop."