

Annual Report Message FY23

Making an impact

We at The Conference Board of Canada began implementation of our 5-year Northern Lights growth strategy in fiscal year 2023. Through a multi-pronged focus on attracting and retaining the best talent, a commitment to continue delivering compelling research products and services, and embedding an external focus in our DNA, our goal is to amplify our recurring revenue streams – while maintaining our leadership position in economic custom research and executive convening.

Due to prudent fiscal management, a talented and committed group of people, and optimization of growth opportunities for the Board, our organization remains in a fiscally strong position and is well-positioned for sustainable growth.

By the numbers

Our work continued to have an impact with close to 400 research outputs delivered in the fiscal year, supported by webinars, podcasts, videos and events. Our 17 executive councils, comprised of over 500 private and public sector leaders, continued to offer peer-to-peer learnings and exclusive events throughout the year. Our organization met with close to 1,000 external stakeholders and participated in over 100 speaking engagements. We also saw close to 500 instances of CBoC research cited in government and political statements, speeches, academic journals, and industry reports. Media attention was up significantly year-over-year as was penetration in media with audience sizes of greater than 500,000, and we received increased profile through comprehensive federal and provincial budget campaigns, successful uptake on our thought leadership series, proactive outreach and coverage of our ongoing research.

Innovative new products and partnerships

The fiscal year saw the launch of new products like the *Canadian Hiring Index*, introduced to provide business and employers with insights into changes in gross labour demand in the economy. Additionally, early in the year we introduced a new *Consumer Spending Index*, powered by Moneris, which tracks weekly year-on-year changes in consumer spending, allowing us to gauge economic activity and provide insights into economic performance, and building on our comprehensive suite of research resources.

We signed a Memorandum of Understanding with MaRS Discovery District, North America's largest innovation hub, creating an innovative new partnership to launch The Canadian Centre for the Innovation Economy. The CCIE partnership will allow us to chart a course for Canada and ignite the advancement of an agenda for innovation in this country.

The Conference Board of Canada also joined the Canada Plastics Pact in fiscal year 2023- uniting partners behind a vision of a circular economy for plastics and our Sustainability team won the IAP2



(International Association for Public Participation) Canada Core Award for its work creating a playbook that can be used as a tool to support the success of community engagement on major projects.

Important work with the Future Skills Centre, our consortium partnership, continued and in FY23 we delivered flagship research on digital skills including the launch of the Model of Occupations Skills and Technology (MOST). MOST is a sophisticated and data rich projection tool that offers unique insights on Canada's future labour markets. Opportunext, our free career transition tool that uses big data to match skill sets with viable career paths, saw enhancements including the addition of current job prospects and more frequent updates.

New platforms for optimized access to our tools and resources

We launched a new website and a new e-commerce platform in fiscal year 2023 as well as inFact, our new enhanced digital subscription platform – a best-in-class offering to seamlessly provide clients access to our comprehensive suite of resources: from economics to immigration; from the world of work to emerging and important skills trends; from the state of innovation, healthcare and sustainability in Canada; to issues facing our indigenous and northern communities. Our new website was developed with advanced software allowing for optimized navigation and provides an easy-to-use, personalized way to engage with and access our research. We also undertook a brand evolution, bringing an increased level of sophistication to our visual identity.

FY24 will mark our 70th anniversary. We are incredibly proud that The Conference Board of Canada has been a trusted voice and a research powerhouse since 1954. This is due in large part to an extremely talented, hardworking team who live our core values of excellence, evidence, collaboration, ownership, integrity and passion.

We would like to thank outgoing board member John Corley, who was first elected in 2017 and who will be retiring from our board as of today's annual meeting.

We will continue our important work bringing the critical research insights needed for leaders to make decisions based in evidence.

Access our audited financial statements [HERE](#).



Stephen Lund
Chair, Board of Directors



Susan Black
President and Chief Executive Officer