

Annual Report Message FY24

Providing actionable insights for over 70 years

The Conference Board of Canada is the leading, independent, not-for-profit, applied research organization in the country. In FY24, we marked our 70th anniversary and are proud of our legacy of equipping Canada's leaders with thought-provoking and compelling research insights, and of our long history of providing the critical information needed to tackle the complex challenges facing our society.

In FY24, we remained committed to delivering on the goals of our 5-year Northern Lights growth strategy which includes attracting retaining and developing the best professionals, embedding an external focus in our DNA, and ideating and delivering innovative compelling research products and services.

Attracting, retaining and developing the best professionals

Our talent is at the heart of our success. This fiscal year saw a significant increase in our employee engagement scores across a multitude of dimensions. This is largely due to more effective management and the introduction of a recognition program to reward those individuals who exemplify our values of Excellence, Evidence, Collaboration, Ownership, Integrity, and Passion.

Establishing clearer career development pathways was also a contributing factor, which, when combined with enhanced learning and training opportunities, will build out a more robust employee value proposition. These programs, supported by our comprehensive benefits package, all work together to strengthen our overall offering to our talented, hardworking employees.

Embedding an external focus in our DNA

Throughout the year, we regularly convened with key stakeholders to foster understanding and inspire action around the most pressing problems Canada faces and grow our presence with key decision-makers. Over 1,000 meetings took place in FY24 with leaders and decision makers – including CEOs, Board Directors, C-suite executives, high-level government officials and business owners.





As part of our strategic efforts to enhance our reputation as a trusted, evidence-based go-to resource for key media and their stakeholder audiences, our earned media presence remained a focus. Our presence in top-tier media continued to be strong with our overall media coverage for the year at a multi-year high of over 15,000 hits in FY24.

In FY24, we released numerous leading-edge thought leadership reports and our podcast series Economics Matters. Topics covered in FY24 include addressing the housing crisis, and the impact of AI on labour markets.

Ideating and delivering innovative compelling research products and services

We remain committed to our mission of providing Canada's leaders with critical research insights to inform evidence-based decision-making.

Throughout the year, we introduced new subscription offerings with the launch of the Higher Education Industry Subscription (HEIS) and our HR Spotlight Series. Additionally, we launched the Canadian Hiring Index, which leverages data supplied by Vicinity Jobs, a web-scraped job postings data provider, and a Housing Market Update, which provides detailed analysis of local housing markets, a critical issue in Canada right now.

Other new products included the quarterly Skills Trends reports and the Higher Education Trends reports. Our important work with the Future Skills Centre, a partnership consortium dedicated to helping Canadians gain the skills they need to thrive in a changing labour market, continued in FY24.

OpportuNext, our free online career transition tool, has seen more than 170,000 page views since inception. The tool features 13 billion data points, more than 30,000 careers, 4 massive data sources, and infinite custom applications. Updates in FY24 included the addition of preference filters, enhanced search functionality by degree, job title, and by region.

Building for the Future, Today

Prudent fiscal management means the Conference Board is in a strong financial position. Our solid financial foundation has allowed us make investments in systems improvements to enhance efficiency and productivity. In FY24, preliminary implementation of our customer relationship management system (CRM) began (rollout to be completed in FY25) which, combined with a new financial enterprise system, is anticipated to streamline and simplify processes and procedures, help amplify our revenue streams, and grow the business further moving forward.



As a research powerhouse dedicated to solving Canada's most challenging and critical issues, we remain committed to providing incisive analysis and actionable research on pressing issues. We look forward to continuing to be a trusted voice and sought-after resource for insights that are neutral, non-partisan and non-ideological.

With numerous board member terms coming to an end, we would like to take this opportunity to thank outgoing board members including our Chair Laura Nashman, former Chair Stephen Lund, and members John Knubley, Guy Cormier, Rhonda Lenton, Andrew Pickersgill, and Dave McCann, for their service, contributions, and dedication to our board. We also welcome our new board members David Agnew, Dany Assaf, Helen Beck, Véronique Dorval, Kenneth Fredeen (who will also serve as our new Board Chair), Chris Goodridge, Sue Hutchison, Silvester Komlodi, Sasha Krstic, Claudia Krywiak, Suresh Madan, Kevin McCort, Andrea Nicholls, Rupen Pandya, and Bruce Simpson.

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

Board Chair, Laura Nashman

President and CEO, Dr. Susan Black