



**John Manley to address workforce mobility conference.**

**Toronto ON, October 19, 2005.** The Canadian Employee Relocation Council (CERC), Canada's only organization devoted to advancing the interests and issues for workforce mobility, today announced that Former Deputy Prime Minister John Manley will deliver a keynote address on workforce mobility at the Council's annual conference on October 24, 2005 in Niagara Falls Ontario.

The CERC annual conference brings together over three hundred delegates from across North America to discuss and explore how barriers can be removed to allow for greater freedom in the movement of labour. Mr. Manley is eminently positioned to discuss this issue given his position as Co-Chair of a blue ribbon task force that studied how the economies of North America could be improved through greater cooperation between Canada, the U.S. and Mexico. That task force recently issued a position paper which contained recommendations on, among other things, how improvements can be made to the way in which labour resources move between Canada and the U.S. Specifically the report calls for a move to full labour mobility between Canada and the U.S. by 2010 to make companies as competitive as possible in the global economy.

According to CERC Executive Vice President Stephen Cryne, "The issue of workforce mobility is going to be critical as Canadian and U.S. employers struggle to find solutions to the global war for talent that's just around the corner. The traditional methods of labour mobility and pooling must respond to new global realities. Business must have flexible regulations and policies that allow labour to move just as easily as goods between our two countries. We are excited by the prospects that a discussion about an open border will present and we are keen to an effective contributor to those discussions."

Workforce mobility plays an important role in strengthening Canada's economic performance. Studies of the Canadian relocation industry indicate there are over 100,000 employer sponsored moves each year contributing well over \$1.5 billion to the Canadian economy. The Council believes that workforce mobility will play an increasingly important role as Canadian firms continue to expand in the global marketplace and most importantly in addressing critical labour shortages in Canada's workplaces.

Findings in a recent survey of major Canadian businesses, conducted by the Council indicate that Canadian Employers are relocating employees in response to changing business needs and emerging opportunities both within North America and internationally. Typically those employees transferred are male executives and managers with an average age between 36 and 40, earning on average between \$70,000 and \$100,000 per year. Average costs of a domestic relocation run between \$40,000 - \$60,000, while U.S. moves range on average between \$50,000 and \$100,000.

MEDIA CONTACTS:           CERC: Stephen Cryne 416 489 2555

Visit [www.cerc.ca](http://www.cerc.ca)