ITAC

Information Technology
Association of Canada

ACTI

Association canadienne de
la technologie de l'information

Annual Review 2017-18

ITAC
INFORMATION TECHNOLOGY ASSOCIATION OF CANADA

Message from the Chair

ITAC National Board of Directors

ITAC Chair
Frédéric Boulanger
President & Co-Founder
Macadamian Technologies

There is simply no other industry that innovates and impacts society – its people, business and operations – more than technology. Technology has the power to shape and re-shape society on an ongoing basis, and directly impacts modern day approaches to healthcare, education, business and communications.

Over the past few years, in collaboration with ITAC's executive team, the National Board has focused significant effort on innovation: streamlining and strengthening the infrastructure and processes of the Association; developing a more strategic approach to supporting the growth and diversification of its membership; and assisting in the development of a robust and sustainable digital economy in Canada. This approach enables ITAC to be a stronger, and at times more aggressive advocate of the tech sector, enabling the Association to exercise its influence with government, business, academia and the community to ensure continued economic growth and vitality.

There is simply no other industry that innovates and impacts society – its people, business and operations - more than technology. Technology has the power to shape and re-shape society on an ongoing basis, and directly impacts modern day approaches to healthcare, education, business and communications.

For an industry that thrives on innovation, the recent focus and investment in technology by Canada's government this past year is a positive step forward. ITAC has built strong and effective relationships with federal and regional officials over the past few years and, throughout 2017, had an opportunity to provide ongoing and significant input when key decisions were being made in Ottawa. This was evident in the 2017 Federal Budget announcement, an Innovation Agenda Budget, which addressed our nation's technology skills gap, and helped bolster our ability to help innovative businesses grow and scale, while strengthening Canada's ability to compete digitally on a global scale.

This work is especially important when considering what may now be the leading global commodity – data. Data has so much potential for good, enabling great technological and human advancements. But it also has its challenges, including the fact that the Canadian tech sector is rapidly outpacing government policies – many of which are outdated and based on principles for a physical, not digital, environment.

Throughout 2017, ITAC reiterated its stance that Canada's government – *in collaboration with the technology sector and ecosystem* – must take an immediate and coordinated approach to data governance; an approach that ensures privacy and security, while unlocking data for economic prosperity. This is work that will continue into 2018 to foster the value creation of an ecosystem that works for both industry and policy makers.

This is a similar approach we're taking through ITAC Talent. ITAC has been at the forefront of talent for several years, and celebrating inclusiveness in technology for just as long. We are very glad to see the

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Message from the Chair

ITAC National Board of Directors

Throughout 2017, ITAC reiterated its stance that Canada's government – in collaboration with the technology sector and ecosystem – must take an immediate and coordinated approach to data governance, an approach that ensures privacy and security, while unlocking data for economic prosperity.

government looking at the future the same way we are, resulting in increased collaboration and partnerships, helping to foster an innovation environment across Canada that bodes well for the future.

Needless to say, ITAC has much to be proud of.

Going forward, ITAC and its National Board of Directors, in conjunction with the ITAC Ontario Board of Directors and the ITAC Health Board of Directors, will continue to focus on the work that matters most to our members. We will continue to offer a forum for the development of a vision of the future state of the ICT industry. We will continue to engage with industry by facilitating and/or participating in key federal and regional government initiatives. We will also continue to create forums for discussion and debate, and plan industry priorities through events, committee work and leadership initiatives.

Finally, I speak on behalf of ITAC's National Board of Directors when I say thank you to you, our members, and to ITAC's executive team and staff. Thank you for your confidence in us. Thank you for your passion, dedication and perseverance to build on our incredible foundation of strength and diversity. Together, we are a force to be reckoned with!

Frédéric Boulanger
ITAC Chair
President & Co-Founder
Macadamian Technologies

ITAC
INFORMATION TECHNOLOGY ASSOCIATION OF CANADA

ITAC National Board of Directors

Executive Committee

Chair
Frédéric Boulanger
President and CEO
Macadamian Technologies

ITAC President
Robert Watson*
President and CEO
ITAC

1st Vice Chair
Andrea Stairs
Managing Director
eBay Canada

2nd Vice Chair
Kevin Peesker
President
Microsoft Canada

Treasurer
Karen Atkinson
Partner, Business Tax Services
Ernst & Young LLP

Member
Angela Brown
President and CEO
Moneris Solutions

Member
Colin McKay
Head, Public Policy & Government Relations
Google Canada

Member
Glenn Laverty
President and CEO
Ricoh Canada

(as of April 30, 2018)

* *ex-officio*

Directors

Prakash Amirtharaj
Vice-President
Public Sector Canada
Adobe Systems Canada

Jeremy Auger
Chief Strategy Officer
D2L Corporation

Mirko Bibic
Chief Legal & Regulatory Officer and EVP
Corporate Development
Bell Canada

Lisa Carroll
Senior Vice-President
National Capital Region
CGI Group Inc.

Kevin Connolly
President - Commercial Canada
Dell EMC | Canada

John Dathan
Vice President
Strategy and Business Development, Enterprise Group - Canada
Hewlett Packard Enterprise

Vince De Palma
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Softchoice Corporation

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VP, Infrastructure Services
Global Technology Services
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Tech Data Canada Corp.

Denis Gaudreault
Country Manager
Intel of Canada, Ltd.

John Hill
CIO
Rogers Communications

James "JD" Hupp
Vice-President and General Manager
CDW Canada

Wayne Karpoff
President
Willowglen Systems Inc.

Vito Mabrucco
Senior Vice-President
IDC Canada

Dan Madon
Managing Director
Cisco Canada

Colin McIsaac
General Manager Canada
Lenovo (Canada)

Mario Meroni
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Accenture, Canada

Luc Villeneuve
Country Leader, Canada
Red Hat Canada

Mary Ann Yule
Managing Director
HP Canada Co

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ITAC Board of Directors

ITAC has three Boards of Directors: the ITAC National Board of Directors, the ITAC Ontario Board of Directors, and the ITAC Health Board of Directors. In 2018, ITAC will also form a new ITAC Talent Board of Directors.

ITAC Health Board of Directors

Gary Folker, Chair, *Orion Health*

Susanne Flett, Vice Chair, *Healthtech* Consultants

David Mosher, Past Chair, *Infor*

Robert Watson, ITAC President and CEO

Directors

Aaron Berk, *KPMG*

Chris Carbone, *Mindful Experience*

Michael Checkley, *QHR Technologies*

Marcia Cushing, *Deloitte*

Ian Fish, *IBM Canada*

Alain Guez, *RelayHealth McKesson*

Paula Hucko, *Goldcare*

Catherine Hunter, *PwC Health Industries*

Peter Jones, *Microsoft Canada*

Glenn Lanteigne, *Tectonic Advisory Services*

Daniel Penn, *Tickit Health*

Kyle Peterson, *Calgary Scientific*

Garth Reid, *HP Enterprise Services*

Kyle Schilke, *Amazon*

Jim Shave, *Cerner Canada*

Lisa Shoniker, *Agfa Healthcare*

Ken Stevens, *Intelliware*

Laure Tessier-Delivuk, *GE Healthcare*

Dave Thomas, *TELUS Health*

Michel Whitt, *Bennett Jones LLP*

(as of April 30, 2018)

ITAC Ontario Board Of Directors

David Telka, Chair, *Accenture*

Paul Crowe, Vice Chair, *Symbility Intersect*

Karen Franklin, 2nd Vice Chair, *Karen Franklin Consulting*

John Breakey, Past Chair, *Fivel Systems Corporation*

Robert Watson, ITAC President and CEO

Directors

Fawn Annan, *IT World Canada*

Robert Agostino, *Hydro One Telecom*

John Bauer, *PricewaterhouseCoopers*

Bob Becker, *SMA*

Marcia Cushing, *Deloitte LLP*

Michael Di Verdi, *TELUS Corporation*

Jeremy Erlick, *Compugen*

Jason George, *SOTI*

Dennis Hofmann, *Dell Canada*

Sean Pinney, *CGI*

Craig Taylor, *Lenovo Canada*

Graham Watt, *Microsoft Canada*

Regan Watts, *IBM Canada*

ITAC
INFORMATION TECHNOLOGY ASSOCIATION OF CANADA

Message from President and CEO

Robert Watson
President and CEO
Information Technology Association of Canada (ITAC)

Technological advancements, such as the Internet of Things (IoT), 5G technology, cyber security, artificial intelligence (AI), and smart cities, will all serve as engines for innovation; they have the potential to trigger significant economic growth, and influence every area of our working and personal lives.

The ability to innovate is an imperative for sustainable growth and long-term success. Technological advancements, such as the Internet of Things (IoT), 5G technology, cyber security, artificial intelligence (AI), and smart cities, will all serve as engines for innovation; they have the potential to trigger significant economic growth, and influence every area of our working and personal lives. Technology is also driving innovation within the areas of talent, diversity and healthcare – all key areas of focus for ITAC.

ITAC Talent is continuing in its efforts to bring together Canada's leading employers to catalyze industry to address the shortfall in technology skills. We formed new partnerships to inspire young people to pursue ICT-related careers, and leveraged diversity as a solution to deliver prosperity and competitiveness, all with the goal of setting industry standards and shaping public policy.

In 2017, we formed a new partnership with Glenforest Secondary School to deliver the *Xplore STEM Youth Conference*, Canada's largest student-organized conference promoting STEM careers; placed 250 ICT students with SMEs across the country through our Career Ready Program; and increased opportunities for employers to connect with students studying Business Technology Management (BTM) through our popular BTM TalentMash.

Through our diversity and inclusion initiatives, we encourage government to provide funding for key initiatives that, from a gender perspective: benefit young women around education and future employment in the industry; create opportunities and a platform for female ICT leaders; and help to increase female representation on Boards of Directors across the country. We also remain focused on building our network to support and engage female entrepreneurs. Through our partnership with Women in Communications Technology, we again hosted *Women in Leadership* events – events so popular that they'll be offered in new regions across the country throughout 2018. ITAC also vetted and welcomed new highly-qualified Board-ready women to its successful *Women on Board Registry* program. It's important to note that ITAC recognizes that diversity is more than just gender, race or ethnicity; it's also about being inclusive of people with diverse perspectives, experiences and ways of thinking.

The Health division of ITAC promotes and advocates for the significant contribution that digital technology can make to the health and wellness of Canadians, and to Canada's economic prosperity. Through its committees, ITAC Health facilitates thought leadership, provides opportunities for members to collaborate, and contributes to the rapid advancement of digital health.

ITAC Health's Advocacy Committee is nearing completion of a White Paper – *Accelerating the Adoption of Digital Health Technologies in Canada* – which will further our mandate to advocate for a more strategic approach for the acceleration and adoption of emerging

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Message from President and CEO

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In 2017, ITAC facilitated more than 50 meetings and appearances with senior government leaders to advance and encourage officials to adopt policies that support innovation and fuel the growth of Canada's tech industry.

digital health technologies in Canada. Also, ITAC Health's Interoperability and Standards Committee is leading the development of a Canadian National Interoperability Scorecard that will compare and evaluate Canada's current state of digital health interoperability, jurisdiction by jurisdiction. This work is in collaboration with the College for Family Physicians Canada, the Canadian Medical Association and the School of Health Information Sciences at the University of Victoria. Over the past year, we've also developed a strong collaborative relationship with the Ontario Ministry of Health and Long-Term Care with their Hospital Information System (HIS) Renewal project, created to transform Ontario's HIS landscape into a platform for high-performing, patient-centered healthcare.

In 2017, ITAC facilitated more than 50 meetings and appearances with senior government leaders to advance and encourage officials to adopt policies that support innovation and fuel the growth of Canada's tech industry. Our key message: bold and meaningful changes are needed if Canada wants to be a leader in the digital economy.

Our successful *Hill Day* is one such example, providing ITAC, along with representatives from our national Board of Directors and member organizations, with an opportunity to reinforce the message that continued collaboration between the federal government and the ICT industry is vital to Canada's overall success. ITAC also identified recommendations for fundamental policy changes and investments by the Federal Government through a series of innovation papers focused on the digital economy, trade, talent and the digital government. The result; all areas were addressed in the 2017 Federal Budget – a positive indication that the voice of the ICT industry is being heard.

As your association, ITAC continuously advocates for your success. Our mission is to help grow and support Canada's tech sector, through the creation of white papers, by hosting industry forums and events, by working closely with legislators and policy makers, and through strategic partnerships with government, academia and industry leaders. We remain committed to be a vital partner and leader in the future success of our members.

We thank our Boards of Directors, Committee leaders and partners for their ongoing dedication. We look forward to 2018 as we continue our commitment of being responsive and accountable to our members' needs.

Robert Watson
President and CEO,
Information Technology Association of Canada (ITAC)

ITAC
INFORMATION TECHNOLOGY ASSOCIATION OF CANADA

ITAC Ontario:
Supporting innovation and fuelling the growth of Canada's technology industry

Fireside Chat with Ontario's First Chief Digital Officer, Hillary Hartley – with Denise Shortt, Vice President, Industry Development, ITAC.

CCIO Event: Steve Van Binsbergen, OPS: Rose Langhout, Enterprise IT Business Liaison & Operational Planning , Marian MacDonald, MGCS, Rob Devries, Government Services Integration Cluster, John di Marco, Land and Resources Cluster and Dafna Carr, Children, Youth and Social Services.

Throughout 2017, Ontario continued to evolve its Business Growth Initiative, and ITAC worked to inform and connect members with new initiatives including the Scale-Up Vouchers Program.

The government's recognition of the need to modernize and share the full benefits of the digital economy with taxpayers is heartening. It dovetails with ITAC's foundational mission to helping promote a healthy ICT ecosystem in Ontario. More than 20,000 Ontario companies create more than 400,000 well-paying jobs. The industry contributes $32.3 billion to GDP and research and development activity tops $3.4 billion annually.

Building Relationships with Provincial Leaders for the Advancement of the Industry

ITAC engages closely with Ontario government leaders on policy and economic development issues, central to the industry's success. Below are a list of key events, activities and meetings with provincial leaders.

Throughout 2017, Ontario continued to evolve its Business Growth Initiative, and ITAC worked to inform and connect members with new initiatives including the Scale-Up Vouchers Program.

Our 2017 Budget submission advocated for a reversal of cuts to research and development (R&D) tax credit programs, as well as the creation of an Ontario Smart Cities Strategy. ITAC has also engaged the Ontario government on new initiatives around increasing IP creation, potential changes to labour regulations and new cross-sector innovation programs. For example, ITAC is working with the Ministry of Economic Development and Growth to provide input and inform members on two new scale-up programs announced in the Fall Economic Statement: the Scale-Up Voucher Program, which provides up to $10K to support talent acquisition, IP registration or other initiatives to help businesses scale; and the Small Business Innovation Challenge, which is innovation focused procurement that will have SMEs propose innovative solutions to problems facing government. ITAC also participated in Ontario government discussions on retaining and defending strategic domestic IP, including potentially piloting an Ontario Sovereign Patent Fund.

ITAC is also working with City of Toronto on their municipal Innovation Strategy and has met regularly with Councillor Michelle Holland, City of Toronto Advocate for the Innovation Economy, to collaborate on diversity and innovation, as well as to support the City's 2018 Digital Literacy initiative.

Last spring, ITAC celebrated a 10-year anniversary of collaboration with former Corporate Chief Information and Technology Officer, David Nicholl. Our CCIO bi-annual events continue to be sold-out and are directed at any company wishing to do business with the Ontario government. Attendees receive first-hand insight into CIO Cluster plans, critical information on impending procurement activities, followed by an interactive panel format. Throughout the year, CIO speakers have included: CIOs from the Land Resources Cluster; Government Services Integration Cluster; Children, Youth and Social Services; and Enterprise IT Business Liaison & Operational Planning. ITAC will continue to work with the

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ITAC Ontario:
Supporting innovation and fuelling the growth of Canada's technology industry

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CCIO Breakfast in April (L-R) Mohammad Qureshi, Head, Cyber Security, Karen McKibbin, Executive Lead, Health Services Cluster, Marian Macdonald, Assistant Deputy Minister, Supply Chain Ontario; Wynnann Rose, CIO, Labour and Transportation Cluster and Rocco Passero, IT Executive Lead and Assistant Deputy Minister, Treasury Board Secretariat

ITAC's Ontario Entrepreneurship and Innovation Committee continues to be actively engaged on key activities and initiatives for our small and medium-sized entrepreneurs (SME) members.

office of the new Chief Information officer (when announced) to host future CCIO events with Ontario CIO clusters in 2018-19.

ITAC hosted an event introducing Hillary Hartley, the new Ontario Chief Digital Officer, to ITAC members. Deputy Hartley shared her plans and priorities for digital re-design and advancement for Ontario government. Since this event, ITAC has been meeting regularly with the Deputy's Digital Service office to look at further collaboration opportunities between the ICT community and government.

Due to the Ontario election, ITAC also worked with its members to develop a Pre-Election Strategy and to identify key recommendations to share with each party leader on behalf of the ICT industry, as well as to prepare for advocacy initiatives post-Election. ITAC will continue to engage with the elected party to advocate for our member priorities and to work to evolve the ICT sector across Ontario.

In Spring 2017, ITAC hosted a special event with the Ministry of Government and Consumer Services (MGCS). Marian Macdonald (ADM, Supply Chain Ontario, MGCS) delivered a presentation to our members outlining their Vision 2020 strategy and engaged our members in discussions on procurement modernization.

In the fall of 2017, the Ontario government introduced several proposed changes to the Task-based VOR (now known as the On-Demand IT Services VOR). Based on member feedback, ITAC activated to address these changes as many felt they could prove prohibitive, particularly to Ontario SMEs. ITAC will be continuing to work with government to monitor this VOR as well as other vehicles.

Our member-only *Fireside Chat* series continues to offer intimate and off-the-record discussions of issues affecting leaders in Government. Deputy Ministers, CIOs and ADMs from Ontario Public Service (OPS) and Broader Public Sector (BPS) are invited to meet with our members in this interactive and informal forum.

ITAC continues to work actively with the City of Toronto on procurement improvement and innovation. In February and June 2017, we held two successful sessions focused on Procurement Innovation Enhancement and Jurisdictional Best Practices. A third session on Commercial Terms (Issues and Solutions) is planned for June 2018.

Finally, the Changing Workplaces Review's preliminary recommendations included removing an existing exemption for IT Professionals from the Employment Standards Act (i.e. not eligible to claim overtime, standard work hours, etc. under the act). In October, ITAC submitted a response requesting a fulsome study of this policy before any changes are made.

Ontario Board of Directors and Committee Updates

In 2017, David Telka, Managing Director Healthcare and Public Service, Accenture, took over as Chair of the ITAC Ontario Board of Directors. David brings extensive expertise in digital transformation, and was responsible for creating and engaging the ITAC Digital Committee, designed to focus on digital adoption and innovation for government and industry.

ITAC's Ontario Entrepreneurship and Innovation Committee continues to be actively engaged on key activities and initiatives for our small and medium-sized entrepreneurs (SME) members. In April 2017, Craig Taylor, Client Executive, Lenovo, took the helm as Committee Chair and is focused on increased SME access to government, innovation showcase forums as well as designing partnership, funding, marketing and networking opportunities.

The Ontario Public Sector Business Committee (ONPSBC) provides a single voice for our industry in Ontario, focusing on providing value to the Ontario Public Sector as well as to our members and prospective members. Co-Chairs Karen Franklin and Shannon Lundquist, Head Consulting Leader, Deloitte, continue to guide the strategy and priorities, in collaboration with dedicated committee members.

For more information on ITAC Ontario, please contact Denise Shortt, VP, Industry Development, dshortt@itac.ca.

ITAC
INFORMATION TECHNOLOGY ASSOCIATION OF CANADA

ITAC Health:
Establishing the Canadian healthcare industry as a global leader

ITAC Health members believe that it is imperative to advocate for the development of a well governed and planned Canadian Digital Health Agenda that will improve patient outcomes and further enhance the efficiencies of Canada's healthcare services.

ITAC Health works with its members, governments and other stakeholders to realize the opportunities inherent in the digital health marketplace. This includes acute-care, primary care, home and community care and consumer health. As the voice of the digital health industry in Canada, ITAC Health provides thought leadership on how we can improve the health of Canadians while building a robust and dynamic digital health industry that can compete on a global scale.

Across Canada, there is an effort to renew our legacy hospital systems and build upon the health information infrastructure that has been developed over the past four decades. A major enabler for change is support to the thousands of small Canadian companies developing innovative health solutions that disrupt the status quo, while improving the health and well-being of Canadians.

ITAC Health members believe that it is imperative to advocate for the development of a well governed and planned Canadian Digital Health Agenda that will improve patient outcomes and further enhance the efficiencies of Canada's healthcare services.

Canadian Healthcare Interoperability Standards

The Interoperability and Standards Committee is leading the development of a Canadian National Interoperability Scorecard that will compare and evaluate Canada's current state of digital health interoperability jurisdiction by jurisdiction. This work is in collaboration with the College for Family Physicians Canada, the Canadian Medical Association and the School of Health Information Sciences at the University of Victoria; and builds upon the position paper on Canadian Healthcare Interoperability Standards published by ITAC in 2016. The Committee presented the initial findings of the study at the *National e-Health Conference* in Vancouver in May 2018.

Ontario Ministry of Health and Long-Term Care HIS Renewal Program

ITAC Health is actively engaged with the Ontario Ministry of Health and Long-Term Care's (MHLTC) Hospital Information System (HIS) Renewal initiative. This is an opportunity to transform Ontario's HIS landscape into a platform for a high-performing, patient-centred healthcare system. In support of HIS Renewal, MHLTC asked ITAC Health to facilitate an open session inviting the vendor community to engage in a meaningful dialogue that will accelerate innovation and help shape Ontario's approach to HIS investments. ITAC Health's Advocacy Committee continues to provide industry input into the province's consumer health and hospital information system renewal initiatives, including specific advice concerning innovative approaches to procurement and program delivery. This collaborative engagement will continue.

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ITAC Health:
Establishing the Canadian healthcare industry as a global leader

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"Innovations in healthcare technology, alongside advancements in care coordination and workflow, are crucial components to delivering high-quality care, improving long-term clinical outcomes, and enhancing the journey on both the patient and health system side. Our mandate must continue to prioritize 'innovations and innovative thinking' to providers of healthcare services on behalf of our membership."

– Gary Folker, Chair, ITAC Health Board

HealthCareCAN – Declaration of Commitment to Cybersafe Healthcare

HeathCareCAN issued a call to action earlier this year to address strengthened cyber security preparedness in Canadian healthcare. ITAC Health is actively supporting this call to action, along with a growing list of organizations as a collective, to recognize the importance and urgency of protecting critical infrastructure systems and data against cyber threats in Canadian healthcare. The approach being stylized is consistent with the National Strategy for Critical Infrastructure endorsed by federal, provincial and territorial governments as well as Canada's Action Plan for Critical Information.

ITAC Health Advocacy – Accelerating the Adoption of Digital Health Technologies in Canada

The ITAC Health Advocacy Committee is engaged in the creation of a white paper, *Accelerating the Adoption of Digital Health Technologies in Canada,* that will support the Committee's mandate by explaining that there is opportunity and need for a more strategic approach for the acceleration and adoption of emerging digital health technologies in Canada. The paper will highlight the importance and benefits of these emerging technologies to the progression of our digital health system.

Canada Health Infoway PrescribeIT™ Working Groups

ITAC Health continues its collaborative relationship with Canada Health Infoway and will be participating as a stakeholder in their PrescribeIT™ working groups. The goal of the working groups is to provide an opportunity for meaningful stakeholder contribution to positively shape the future development and implementation of PrescribeIT™, which will benefit prescribers, pharmacists and pharmacies. ITAC Health will be represented on the Growth and Development Working Group.

Educational Sessions, Workshops and Networking Events

Delivering valuable educational eHealth update sessions, webinars and topic-specific workshops across Canada remains an important focus for ITAC Health. ITAC Health partners with Digital Health Canada to host the annual *Canadian Health Informatics Awards* in conjunction with the *National e-Health Conference* each year. ITAC Health members also publish articles in the industry journal HIM&CC, the official journal of ITAC Health and Digital Health Canada, identifying current issues and solutions in the eHealth sector. These articles are also posted on the ITAC website and through social media.

ITAC Health continues to partner with Digital Health Canada and held the 12th annual CHIA Awards Gala in Toronto in June 2017, with over 600 attendees. The annual *Canadian Reception @ HIMSS*, hosted by ITAC Health, was held in Las Vegas in March of this year, with over 700 attendees.

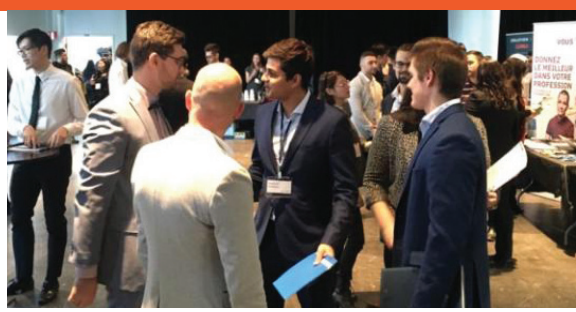
For more information, please contact Elaine Huesing, Executive Director, ITAC Health, ehuesing@itac.ca.

ITAC
INFORMATION TECHNOLOGY ASSOCIATION OF CANADA

ITAC Talent:

Improving the talent pool and skills for growth in Canada's digital economy

Presentation to Wilfrid Laurier University for their accreditation of its BTM Program. With Robert Watson, President and CEO, ITAC, Gina van Dalen, Executive Director, ITAC Talent, Patricia Genoe McLaren, Associate Professor, Business Technology Management and Micheál J. Kelly, Dean, School of Business and Economics, Laurier



2017 BTM TalentMash

ITAC Talent provides national leadership to ensure that Canadian employers, in all sectors of the economy, have access to information and communications technology (ICT) professionals with the talent and skills that they need in a rapidly changing technology and competitive environment.

Talent is the foundation of our rapidly-expanding tech sector and of tech-based innovations across the country. It's not enough to meet the demand for tech skills: Canada must double down on its strengths to extend its global leadership.

Inspiring Youth – Xplore STEM Youth Conference

CAREER MASH

ITAC believes that early exposure in a supportive and encouraging environment is the key to shifting mindsets and helping students build confidence to embrace these fields. ITAC Talent has partnered with a fantastic team of students at Glenforest Secondary School in Mississauga, Ontario to organize the *2018 Xplore STEM Youth Conference,* Canada's largest student organized conference promoting careers in Science, Technology, Math and Engineering (STEM), bringing together over 1,200 high school students from across the Greater Toronto Area (GTA) to explore programs and careers to help clarify their plans for the future.

Business Technology Management (BTM) Forum

BTM FORUM

The ITAC BTM Forum is the leading organization for professionals with hybrid business, technology and management acumen. Launched in 2016, it is now a community of over 2,000 professionals and students. This year, the Forum started the MITACS-funded development of the BTM Body of Knowledge (BOK), which will provide a systematic, exhaustive, and evolving framework for professional practice standards. The Forum also launched the BTM Certification Program and registered over 100 BTM graduates as Associates. Program accreditation provides assurance that a program meets the quality standards of the profession for which that program prepares graduates. We are proud to announce the accreditation of BTM programs at Wilfrid Laurier University, Red River College, Université Laval, Université du Québec à Rimouski, and Concordia University.

BTM TalentMash

BTM TalentMash

The *BTM TalentMash* events are by far, one of the best ways to enhance BTM student's employability skills. From keynote speakers to industry thought leaders, interactive skills sessions to the popular annual student tech challenge competitions, the event creates a great way to connect BTM students and recent graduates from across the country. The *BTM TalentMash* attracted over 500 students and dozens of employers this year from across Canada, including Toronto, Montreal, Winnipeg, Edmonton and Vancouver.

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ITAC Talent:

Improving the talent pool and skills for growth in Canada's digital economy

First place winners for the BTM National Student Competition at Ryerson this June.

2017 BTM TalentMash

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The TalentMash is a great avenue for employers to connect with these talented students and engage in meaningful conversations with students about some of the upcoming technology trends in the market and how different organizations are embracing them.

Work Integrated Learning – Career Ready

ITAC officially launched its *Career Ready Work Integrated Learning* (WIL) program this year. The program is funded through the Government of Canada's Student Work Integrated Learning Program (SWILP) and brings together ICT companies, post-secondary educational institutions, and students, and creates qualified WIL opportunities. The *Career Ready* program placed 250 students in mainly small and medium-sized tech companies across Canada. *ITAC Career Ready* also partnered with Magnet Today to offer an innovative matching technology that connects employers with students. The technology, available both via web and app environments, creates the ability for a student to highlight and showcase their education, skills, projects, and qualifications; and for employers to quickly create targeted career postings and automatically learn about available candidates matching their needs.

For more information, please contact Gina van Dalen, Executive Director, ITAC Talent, at gvandalen@itac.ca

ITAC
INFORMATION TECHNOLOGY ASSOCIATION OF CANADA

Diversity and Inclusion:
Raising awareness and increasing diversity for our members, partners and stakeholders

Denise Shortt, Vice President, Industry Development, ITAC, Barbara Williams, Executive Vice President & COO, Corus Entertainment, and Joanne Stanley, Executive Director, Women in Communications (WCT) at ITAC/WCT Women in Leadership event

Mary Whittle, Chair, ITAC Women on Boards, Co-Chair, ITAC Diversity Council and Jaimie Leverton, General Manager, Vice President Canada and APAC, Cogeco Peer 1; ITAC/WCT Women in Leadership event

ITAC continues to help diversify Canada's technology workforce through four streams: Board Diversity, Women in Leadership, Female Entrepreneurship and Influencing the Pipeline.

Women continue to represent less than 30 per cent of Canada's technology workforce. ITAC is committed to encouraging the growth and development of women in technology through research, special events and keeping the issue central in public policy. ITAC initiated the Diversity Advisory Committee due to the overwhelming evidence that gender diversity throughout an organization has significant impact on its performance and profitability.

Our Diversity Advisory Committee has over sixty active members and focuses on four pillars: Talent in the Pipeline, Women Entrepreneurs, Women on Boards and Women in Leadership.

Our *Women in Leadership* speaker series, created with partner Women in Communications and Technology (WCT), was extremely well attended last year, and showcased female leaders from Corus Entertainment, Hewlett-Packard, Cogeco Peer 1 and Cisco. We continue to partner with other like-minded organizations including Ryerson University and *IT World* to promote and host this successful series; and are beginning to expand our reach by hosting events in communities across the country.

One of the highest profile diversity initiatives has been the creation of a *Women on Boards Registry* that profiles board-ready women with technology experience who are qualified and interested in director appointments. The Committee set out to identify key women believed to have strong credentials, and organized two extremely well-received *Board Discovery Day* sessions to educate women on board governance.

ITAC research on the issue of corporate governance concluded that:

- balanced boards are better boards;
- diverse boards drive more profitable companies;
- women directors tend toward cooperation, collaboration and consensus; and
- board composition sets the tone for the company's position on diversity.

As a result of our Women on Boards programming, we are now close to 50 highly qualified, board-ready women, willing to serve as corporate directors. Efforts will continue in 2018 to match qualified candidates with key opportunities, and we will continue to seek strategic opportunities and partnerships to promote our database of female leaders to Canadian corporations.

In February and April 2017, ITAC's Women on Boards Committee (chaired by Mary Whittle, principal, Strategic Marketing Matters) hosted two advisory round table sessions to address gender representation on national private and public boards. Leaders from organizations

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Diversity and Inclusion:

Raising awareness and increasing diversity for our members, partners and stakeholders

ITAC is also partnering with provincial and federal governments to collaborate on gender initiatives and support public policy designed to increase diversity.

including the 30% Club, Catalyst Canada, Women Get on Boards, Women's Executive Network, Women in Capital Markets, Ontario Securities Commission, City of Toronto, and Institute of Corporate Directors are participating in these sessions and have committed to collaborate further on this important issue.

ITAC is also partnering with provincial and federal governments to collaborate on gender initiatives and support public policy designed to increase diversity.

In January 2018, ITAC National Board member, Lisa Carroll, SVP, CGI, took the position of Co-Chair of the Diversity Advisory Committee. Under her leadership, ITAC will be expanding to include programming beyond the gender focus to include ethnic equality, Indigenous peoples, and persons with disabilities. The new Diversity and Inclusion mandate will be released in the Fall of 2018 as well as to expand our programming to other provinces and jurisdictions across Canada.

If you would like to participate in ITAC's Diversity Initiatives, please contact Denise Shortt, VP Industry Development, dshortt@itac.ca.

ITAC
INFORMATION TECHNOLOGY ASSOCIATION OF CANADA

ITAC Membership:
Advocacy, networking and professional development services

Our members are entitled to: best practices and professional development; potential career opportunities through networking; a strong peer community; latest news, research and trends; advocacy; and leadership opportunities.

As a member-driven, not-for-profit Association, ITAC offers its over 330 members – which cover the spectrum from small start-up to multinational conglomerates – the opportunity to share information, collaborate and contribute to the advancement of the Canadian information, communications and technology (ICT) industry.

Publications, industry-specific research, papers and reports, for example, help our members to stay on top of the trends, opportunities and challenges facing Canada's ICT sector. ITAC also offers the ITAC community an opportunity to connect, collaborate and learn from each other, through national conferences, industry-leading forums and complimentary webinars. All-in-all, we connect with thousands of individuals and organizations each year.

ITAC has a long and strong history in Canada, with 67 years of engagement with government, industry partners, academia, and our members. Our success is our collective voice and strong member engagement.

Our focus on talent, diversity and health technology means that our members have the ability to connect with top experts in the field. ITAC is the voice of the ICT industry in Canada. We are committed to enhancing the recognition of the strategic value of ICT within business and government. The Association continues to raise awareness of the profession's impact through a wide range of communications initiatives.

Members are encouraged to participate at all levels of ITAC. Some of the roles that are available include: serving on the board, volunteering for a committee, or becoming a mentor. Many members also contribute by participating as facilitators in events or on webinars, and as event sponsors or exhibitors.

To learn more, contact Director of Membership and Business Development, Mariana Kutin Morais at mkutin_morais@itac.ca; or visit http://itac.ca/become-an-itac-member/

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ITAC Events:

Building relationships, networking and learning from industry experts

2017 ITAC Ingenious Award and CanadianCIO of the Year Award winners.

2017 ITAC Golf Challenge

Last year, ITAC developed and executed more than 100 events and activities, attracting thousands of members, thought leaders and industry experts alike throughout the year.

Enhancing thought leadership activities through forums and speaking engagements; progressing toward a shared vision of the future of the ICT industry; and continuing to engage with the industry by facilitating and participating in initiatives where ITAC has subject matter knowledge or expertise to contribute are key components to ITAC's events planning.

Each year, ITAC manages a wide-variety of events, ranging from Board, Committee and Working Group meetings, to its premier Ingenious Awards program, to industry-sponsored events, as well as programs developed to connect academia, business leaders and students of all ages. These events cover diversity and inclusion initiatives; industry and government leader panel discussions; marketing think tanks; exclusive industry forums and more.

Last year, ITAC developed and executed more than 100 events and activities, attracting thousands of members, thought leaders and industry experts alike throughout the year. Our annual *ITAC Health Canadian Reception at HIMSS* attracts more than 600 attendees each year (and is growing); the *ITAC Ingenious Awards* and *CanadianCIO Awards* gala sees more than 300 attendees annually; and our joint partnership with Women in Communications Technology *Women in Leadership* series welcomes more than a few hundred participants at each event. Others are by invitation only – exclusive to members to provide industry and topic-specific information, often presented by federal government officials, interested in ICT sector feedback and input. Examples include dinners with Ministers of Parliament and our 'Fireside Chats' with industry leaders on topics that range from compliance on Canada's Anti Spam Law (CASL) to transforming cities through innovation.

Our events program is growing. If you are interested in being an event sponsor, a keynote speaker, have an idea about a great opportunity or would like to learn more, contact Director of Events and Program Development, Christine Leonard at cleonard@itac.ca. For ITAC specific or ITAC-supported industry event listings, visit www.itac.ca/events.

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Committees, Working Groups and Forums

ITAC's committees, working groups and forums play an important role in connecting ITAC members with strategic partner organizations and federal and regional government officials and policy makers.

ITAC's committees, working groups and forums play an important role in connecting ITAC members with strategic partner organizations and federal and regional government officials and policy makers. Each committee provides a collaborative forum for the exchange of knowledge and information enabling our members to provide strategic input to the work of the association. Many of our Forums are educational in nature, and we encourage all members to join in those with open invitations to learn more about the topics that interest them. Below is a list of some of our most active committees and forums.

Forums

Business Technology Management (BTM) Forum

The BTM Forum is the national forum for managing BTM activities. It's a multifaceted organization governed by the BTM Forum Governing Council, that comprises representatives who are responsible for steering the organization's overall direction on members' behalf. Members include individuals from both industry and the academic community.

Cyber Security Forum

ITAC's Cyber Security Forum is an industry-government policy roundtable. It is widely regarded as a key venue for industry-government discussion of new and ongoing cyber-security issues and related policies, responses and solutions. Topics covered include cyber aspects of national security, network security, smart-grid security, cryptography policy, BYoD and device security, identity management, authentication, spam, malware, cyber warfare, privacy, etc.

Human Resources (HR) Forum

The HR Forum is a peer-to-peer networking group that allows for information sharing and discussion of the latest HR trends, views and best practices in a group environment. Participants can earn re-certification points for their Certified Human Resources Professional (CHRP) and Certified Compensation Professional (CPP) designations by attending.

Internet of Things (IoT) Forum

The IoT Forum tracks developments in the 'Internet of Things', a complex convergence of the various technologies and services from across the ICT sector. High-potential markets are expected to include: asset tracking in retail, distribution and government; connected vehicles; payments; process control in energy and utilities; monitoring in healthcare; and smart cities and smart buildings.

Legal Affairs Forum

This Forum examines ad hoc legal issues which arise within the ICT industry, such as changes to the Integrity Framework, Patent Act, PIPEDA, CASL or other laws and policies. The recommendations from the Forum are then presented to Government as concrete solutions. This Forum is also an excellent networking opportunity for lawyers working with our sector.

Marketing & Sales Executive Think Tank

This event brings together seasoned marketing executives to discuss a wide range of topics in an open, collaborative and entertaining environment. Roundtables often involve breakaway sessions and group work.

Committees

Tax and Finance Committee

This Committee proposes tax changes which will benefit the ICT sector. The suggestions from this Committee form the basis of ITAC's annual Budget submission to the Federal Government. The Committee also provides an opportunity for members to flag issues and to offer their analysis of the current tax climate.

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Committees, Working Groups and Forums

Each committee provides a collaborative forum for the exchange of knowledge and information enabling our members to provide strategic input to the work of the association.

ITAC Diversity Advisory Committee
This Committee designs and implements programming to support women through all stages of their career life cycle. It comprises four pillars of influence, managed through four sub-committees: ITAC Talent Programming; Women in Leadership Committee; Women on Boards Committee; and Women Entrepreneurs.

Entrepreneurship and Innovation Committee
The goal of the Committee is to help SMEs connect with other SMEs, large companies and the Government, and to provide innovative services and insight to drive growth and grow the SME market. The Committee is responsible for driving the success of the Entrepreneur and Innovation Agenda in Ontario.

Public Sector Business Committees (PSBC)
ITAC has two Public Sector Business Committees: Federal and Ontario.

Federal PSBC
Our Federal Public Sector Business Committee brings together senior corporate business leaders whose companies focus on sales to government. The committee meets to monitor, assess and advise on procurement policies and practices. Government officials are regular participants of the meetings and on developments with ICT procurement initiatives. The Committee has councils for large transformational projects, professional services, government relations, telecom, and terms and conditions. These councils consist of interested members and are responsible for reviewing issues and presenting recommendations to government. ITAC also organizes Executive Briefings on a quarterly basis.

Ontario PSBC
ITAC's Ontario Public Sector Business Committee monitors, assesses and advises on public sector business and government procurement policies and practices in Ontario. It regularly hosts members-only Fireside Chat events that provide unique access to government leaders. It also hosts bi-annual events with the Corporate Chief Information Officer of the Ontario Government, and several of his CIOs.

Women on Boards Committee
This Committee has established a registry of technology experienced women who are qualified and interested in Board of Director's appointment. Candidates can participate in "Board Discovery Days" where thought-leaders and educators share the qualifications, requirements and roles of Boards of Directors in providing excellence in governance.

ITAC Health Advocacy Committee
This committee works on developing research and position papers that support industry partners as they make their case to various levels of government. The group nurtures close co-operation with groups like Canada Heath Infoway (CHI), The Canadian Interprofessional Health Collaborative (CHIC), COACH, Canada's Health Informatics Association, MEDEC, the national medical technology industry association, government agencies across Canada and provincial ministries. Procurement issues are often front and centre in committee work.

ITAC Health Membership and Program Development
This committee develops relevant educational programming and partnership events to address emerging issues in digital medicine and health. By bringing together members and potential partners, the committee hopes to create industry synergies and support new ideas.

ITAC Health Interoperability and Standards Committee
This group is focused on data health system use. Membership offers participants a voice at the decision-making tables as standards are identified in this emerging area. The committee also provides invaluable guidance to ITAC Health's representatives on various national and international standards committees.

ITAC
INFORMATION TECHNOLOGY ASSOCIATION OF CANADA

ITAC Advocacy:

Advocating for a favourable policy and legislative environment for ICT organizations

Minister Carla Qualtrough giving a keynote presentation on bringing agile procurement to the Government of Canada

2017 Hill Day participants including ITAC executives, members and National Board of Directors, at Parliament Hill.

Advocacy is an essential part of ITAC's mandate. We work with leadership at the federal and provincial levels along with key officials across the broader public service to facilitate innovation, collaboration and community growth.

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Budget Day 2017

ITAC's ongoing federal advocacy work has made a major impact in Ottawa. In Budget 2017, many of the major issues our industry advocated hard for were delivered as part of the Innovation Agenda. For Budget 2018, we focused on the implementation of key 2017 commitments and on raising the profile on important issues that are yet to be addressed, specifically areas around talent, cyber security and digital government.

ITAC's *Budget Day* event in 2017 helped form the central component of ITAC's federal lobby efforts leading up to Budget 2018. Teams of executives met with Ministers and senior government officials to support ITAC's 24 recommendations on how the federal government can support the continued growth of Canada's information and communications technology (ICT) industry. These included: updating Canada's Scientific Research and Experimental Development (SR&ED) tax credit to support SME scale-up; accelerating Capital Cost Allowances to expand ICT infrastructure; investing in 5G networks; building Smart Infrastructure to protect investments; institutionalizing Digital Government Approaches (Innovative Solutions Canada, IDEaS, CDS); modernizing Federal Procurement, including developing Agile Procurement; expanding STEM and ICT Talent Development; and developing partnerships with the ICT industry to deliver a cyber secure Canada.

Hill Day

Over 20 ITAC member organizations and Board Directors engaged with Ministers, senior ministerial delegates and bureaucratic leadership as part of our annual *Hill Day* event. Our focus was to provide input towards future budget announcements and to advocate for issues that still need to be addressed.

Advocacy Highlights:

- Committee Appearances: ITAC executives appeared often in front of Parliamentary Committees throughout the year. Examples include: NDU, the Commons Industry Committee on the CASL review; the Commons Ethics Committee on the PIPEDA review.; the Commons Government Operations and Expenditures Committee (OGGO) to discuss SMEs and government procurement; and the Alberta Standing Committee on Families and Communities who were reviewing lawful access protocols and responding to calls from civil society to extend these requirements to those who provide mobile software.

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ITAC Advocacy:

Advocating for a favourable policy and legislative environment for ICT organizations

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ITAC partnered with other organizations, such as the Council of Canadian Innovators and the Information and Communications Technology Council, to provide input to Public Safety Canada on the Government of Canada's National Cyber Security Strategy.

- Going Agile Conference: In October 2017, ITAC hosted a one-day event to help the Government of Canada "Go Agile". This event helped inform Government about the Agile modernization initiatives underway and shared best practices found across the ICT sector in other jurisdictions.

- **Consultations:**

1. Integrity Regime: In November 2017, ITAC responded to Public Services and Procurement Canada's Integrity Regime consultation and proposals for Deferred Prosecution Agreements. Recognizing the legitimate goal of addressing corporate corruption, ITAC believes that serious cases of corporate fraud and economic crime should be addressed by Government. Deferred Prosecution Agreements have an important role to play in providing the necessary balance that is missing from the current Integrity Policy.

2. Private Corporation Tax Changes: ITAC submitted an industry response to Finance Canada's consultations on tax planning using private corporations. ITAC's submission focused on potential impacts of the new tax measures on Canada's innovation ecosystem – including the challenges of access to capital and industry's sensitivity to changes in capital gains tax.

3. Privacy, ITAC Intervention at the Supreme Court of Canada: Last November, ITAC intervened at the Supreme Court of Canada (SCC) on behalf of Facebook in Douez v. Facebook. The appeal considered the validity of forum selection clauses in consumer user agreements. The Facebook user agreement sets out that any legal disputes must be pursued in California courts. Douez is leading a class action arguing Facebook breached BC privacy law, and that the case should be heard in BC. ITAC's intervention at the SCC focused on the importance of forum selection clauses in providing legal certainty in the digital economy, especially for small enterprises that can quickly grow to global scale.

In the ruling, it's clear that ITAC's position was important to the Court – the dissenting opinion explicitly mentions the ITAC's submissions and ITAC was the only intervener mentioned by name.

4. Canada's Anti-Spam Law (CASL): ITAC has worked with a coalition of industry associations to advocate for updates to CASL, including a delay on the introduction of the Private Right of Action clause. ITAC was heavily involved in the Parliamentary Review of CASL in 2017.

5. Canadian Cyber Security Strategy: ITAC partnered with other organizations such as the Council of Canadian Innovators and the Information and Communications Technology Council to provide input to Public Safety Canada on the Government of Canada's National Cyber Security Strategy. The new Strategy is expected to be released prior to the summer break of Parliament.

6. NAFTA and Trade Policy: ITAC has been engaging with Global Affairs Canada to ensure ICT industry priorities are considered during renegotiation of NAFTA. As negotiations are ongoing with some chapters such as Telecom having closed, the Canadian negotiators have largely adopted ITAC positions. ITAC continues to be engaged with the U.S. based Information Technology Industry Council to ensure consistency in approaches, where it make sense.

For more information about ITAC Advocacy, contact Andre Leduc, VP, Government Relations and Policy, aleduc@itac.ca, or Nevin French, VP, Policy at nfrench@itac.ca.