



Canada Growth Summit 2024



Annual Testimonial Dinner  
Honour Roll 2024

Growth Summit and Testimonial Dinner, April  
11, 2024 | Metro Toronto Convention Centre



**Come for the policy  
conversation, stay  
for the celebration.**

**Here's how you can  
be part of it.**

## ABOUT THE EVENTS

### Canada Growth Summit 2024

Canada Growth Summit has become a must attend event on the country's economic policy calendar, where the Public Policy Forum (PPF) convenes the country's leading policymakers, experts, industry executives, and civil society to discuss the most pressing policy challenges.

Past Summits have covered Canada's increased role in a world looking for stable, secure, dependable allies; how to achieve a path to a net-zero economy, sustainable and inclusive growth, innovation and trade, the state of our airports in a post-pandemic world, and how to champion Canadian innovation in the 21st century. They have featured speakers such as Dominic Barton, Courtney Billington, Simon Kennedy, H.E. Nadia Theodore, Hon. François-Philippe Champagne, Hon. Chrystia Freeland, H.E. Ailish Campbell, Dr. Mike DeGagné and Deborah Flint.

### 36<sup>th</sup> Annual Testimonial Dinner Honour Roll

Each year, more than 1,200 leaders and senior executives from all sectors of society gather to pay tribute to four distinguished Canadians who have made outstanding contributions to public policy and good governance. PPF also acknowledges one emerging leader whose contribution personify leadership in the area of public policy and civic discourse via the **Emerging Leader Award**, and one journalist whose work provides insights into the policy-making process in Canada via the **Hyman Solomon Award for Excellence in Public Policy Journalism**.

Join us for an evening to honour Canada's most impactful public policy leaders and show your support for public policy excellence. To see past Testimonial Dinner Honourees, visit the PPF website [here](#).

See our 2023 Testimonial Dinner Honourees below. 2024 Honourees will be announced closer to.



[John Risley](#)  
World Energy GH2  
chairman and co-founder  
of Clearwater Seafoods



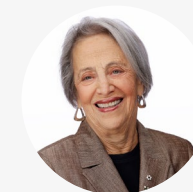
[Stephanie Nolen](#)  
Global Health Reporter  
for The New York  
Times



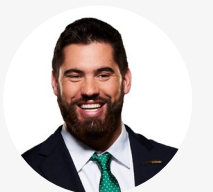
[Harold Calla](#)  
Executive Chair of the  
First Nations Financial  
Management Board



[Hon. Lisa Raitt, P.C.](#)  
Vice-Chair, Global  
Investment Banking, CIBC  
and PPF Board Member



[Janice Stein](#)  
Belzberg Professor of Conflict  
Management & Founding Director,  
Munk School of Global Affairs &  
Public Policy, University of Toronto



[Laurent Duvernay-  
Tardif](#)  
New York Jets NFL player  
& graduate of McGill's  
school of medicine



## OVERARCHING THEME: Canada's Productivity Challenge

“Productivity isn't everything, but in the long run, it's almost everything.”

- PAUL KRUGMAN

Canada's productivity has fallen for 11 of the past 12 quarters, sinking all the way back to 2016 levels. As a result, Canada finds itself mired in a deepening growth, competitiveness and living standards hole.

Productivity is not some esoteric obsession of the world's economists. Low productivity – essentially the amount of GDP generated for each hour worked – hits Canadians directly in their pocketbooks in the form of weak wage growth. PPF Fellow and former British Columbia cabinet secretary Don Wright has calculated that in the three decades after the Second World War, the pace of real average weekly wage growth (2.5% a year) meant an average worker's pay doubled in just 27.6 years. For those entering the workforce in their late teens or early 20s, this doubling – *after accounting for inflation* – would have occurred before they turned 50. For obvious reasons, they had confidence they could pay off their mortgages and that their kids really would be better off. But from 1976 to today – a five-decade slice of history featuring nine prime ministers and 15 finance ministers – real average wages have grown at the miserly rate of less than one quarter of a percentage point a year. Now it takes 290 years – an Old Testament lifespan – to double your income. No wonder Canadians are increasingly pessimistic about prospects for their kids or that young adults feel economically anxious and excluded. The affordability crisis and the productivity crisis are overlapping phenomena. “Simply put, lower productivity almost always means lower living standards,” University of Calgary economist Trevor Tombe says.

Canada's poor showing stands out.. Globe and Mail columnist Tony Keller has shown that Canadians work more hours while producing fewer goods and services than compatriots in comparable nations. Canada's productivity now stands at 79% of the United States and so GDP per capita, unsurprisingly, is just 77%. It so happens that Finland's GDP per capita is also 77% of the U.S., but its productivity is 91% -- 12 percentage points higher than in Canada. How have the Finns benefitted from that extra productivity? By working fewer hours for the same standard of living. “Or to put it another way,” Keller says, “to keep Canada's economy level with Finland, the average Canadian is working 200 more hours. We're working harder. They're working smarter.”

Productivity, it turns out, is not left or right or pro-business or anti-workers. It is a universal good. That's especially so in a tight labour market. Labour and capital are not rivals; they tend to be mutually supporting in a modern economy. As Globe economics writer Andrew Coyne says: “the problem is not that we have too much labour, but too little capital – machinery and equipment – for labour to work with.”

That's because investment, the lifeblood of future growth, has also been trending down in recent years, including key categories such as machinery and equipment and intellectual property. In fact, the average Canadian worker now has less capital to work with than in 2014, according to the C.D. Howe Institute. It has calculated that the Canadian economy invested just \$14,800 of new capital per worker in 2022 about half the level for American workers and a little under three-quarters of OECD countries other than the United States.

There's no single formula for reversing current productivity trends in Canada. Such classics as education and skills training, infrastructure development and getting things built in a timely manner have important roles to play. Certainly, creating conditions to encourage investment is critical. We need as a country to understand and address why we are falling behind on new machinery and equipment, intellectual property and the general adoption of leading-edge technologies.

The Public Policy Forum is concerned with the direction Canadian productivity is taking. We intend to devote our annual Canada Growth Summit on April 11, 2024 to understanding the problem and coming up with solutions that will enable Canadians to benefit from the universal economic good of productivity improvement. Canada's post-war economic plan, put forward in a 1945 White Paper on Employment and Income by Industry Minister C.D. Howe, put forward a highly successful policy framework that essentially amounted to a high productivity, high wages social contract. Canada once again needs a plan to migrate away from current lower-wage, lower-productivity trendlines. What will that take?



## OVERARCHING THEME: Canada's Productivity Challenge

*Canada Growth Summit 2024 tackles these questions and more. The Summit is a must-attend event on the country's economic policy calendar, where the Public Policy Forum (PPF) convenes the country's leading decision-makers, thought leaders and industry and civil society leaders to discuss how policy can make for more competitive Canada with high levels of economic participation and shared prosperity.*

### Grounding Questions

- How can we [unlock productivity](#)? How can we overcome obstacles to research and development, skills training, capital investment, innovation?
- Why is business investment stalled? Can [labour market shortages](#) serve as a spur to greater business investment in innovation?
- How can policy help get productivity and [living standards](#) back on track? What can we learn from past policies? What would a contemporary public policy agenda look like?
- What productivity opportunities and risks can be found in the [changing global security landscape](#)? How can these be used to bend the growth and competitiveness curve upward?
- In what sectors and in what parts of [global value chains](#) can Canada create and sustain [competitive advantage](#) and productivity improvement?

### Elements of a Modern Productivity Agenda

- i. The Human Component: Productivity for the People  
*Talent/Immigration/Education/Skills*
- ii. The AI Productivity Opportunity
- iii. Intangible Industries and their IP
- iv. Housing as a Low Productivity Sector
- v. Getting our Investment Mojo Back



Feature your organization and become an event sponsor to receive:



**Premium Brand Exposure**

Recognition in front of 1,500 senior policy leaders and thinkers



**Key Policy Conversations**

30+ of Canada's pre-eminent leaders' perspectives on Canada's top policy issues



**Celebrate Exceptional Canadian Honourees**

Six outstanding established and emerging public policy leaders and contributors

Our target audience for both events include:

- Senior government officials from across parties, with representation from the federal, provincial, and municipal levels;
- International diplomatic delegates;
- C-suite executives;
- Academia's leading thinkers; and
- Civil society's distinguished representatives.

*Networking opportunities throughout the events offer invaluable opportunities to connect with Canada's top thinkers and deciders.*





“

The pre-summit Expert Table dinners were amazing, the Summit was very engaging and valuable, and the Testimonial Dinner was fantastic. PPF planned and executed an excellent event, we are very grateful for the partnership and for the opportunity to be so involved. We found it very valuable.

**2022 SIGNATURE EVENT SPONSOR**



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We are proud to have sponsored three of PPF's pre-Summit dinners over the past two years. These dinners are valuable: much smaller groups and the ability to really dig into issues with experts most of us would never be in front of. They afford wonderful and important opportunities for our guests and others, who are participating in the Growth Summit and Annual Testimonial Dinner. They also allow us to show off our space and our talent.

**2022 SIGNATURE EVENT SPONSOR**





## PICK YOUR SPONSORSHIP TIER

Canada Growth Summit & Testimonial Dinner Honour Roll

### **PLATINUM** SPONSOR

**\$60,000**

Position your organization as a leader in the public policy conversation both onstage and offstage with premium brand exposure during and around the signature event

### **LEAD** SPONSOR

**\$50,000**

Become a dual supporting sponsor for the policy conversation at the Growth Summit and celebration at the Testimonial Dinner, with premium brand exposure in front of 1,500+ attendees

### **SUPPORTING** SPONSOR

**\$30,000**

Align your organization with public policy excellence with brand exposure during and around the signature event

*\*Note: Sponsorship spaces are limited, and allocated on a first-come, first-serve basis.*



Canada Growth Summit 2019

WHAT YOU GET	Canada Growth Summit			36th Annual Testimonial Dinner		
	Platinum Sponsor \$60,000	Lead Sponsor \$50,000	Supporting Sponsor \$30,000	Platinum Sponsor \$60,000	Lead Sponsor \$50,000	Supporting Sponsor \$30,000
Work collaboratively to identify the most effective ways to engage experts as thought leaders at the Growth Summit	✓	✓				
One Seat at the Testimonial Dinner Head Table				✓		
Recognition as event sponsor and PPF supporter from podium during opening/closing remarks	✓	✓	✓	✓	✓	✓
Access to VIP Honourees Reception preceding the Testimonial Dinner & Awards	✓	✓		✓	✓	✓
Complimentary tickets to Canada Growth Summit 2024	12	7	3	12	7	3
Complimentary tickets to 36th Annual Testimonial Dinner Honour Roll	Full Table (10)	4	2	2 Full Tables (20)	Full Table (10)	Full Table (10)
Sponsorship recognition on PPF social media platforms (40K+ stakeholders)	4	4	2	4	4	2
Recognition on event and promotional material	✓	✓	✓	✓	✓	✓
Exclusive brand exposure through a specially-curated pre-summit intimate convening <i>*Note: Does not apply to Early Bird Sponsors</i>	✓	✓				



**+ ADDITIONAL SPONSORSHIP OPPORTUNITIES | CANADA GROWTH SUMMIT**

Networking Zone	The centrally located Networking Zone is available to all Growth Summit attendees for opportunities to connect during the conference. At any point, you can find senior-level policymakers, C-suite executives, and public policy leaders from across the country in this area. Guests will be given the opportunity to take a professional headshot, providing a distinct engagement opportunity for your representatives and a chance to grow your contact lists with email opt-in requested. This premium brand exposure opportunity will provide sponsors visibility throughout the day in the busiest off-stage area of the Growth Summit conference, with your organization's branding clearly displayed across the foyer and on the complimentary coffee stations.	<b>\$25,000</b>
Lunch Sponsor	Lead participant engagement during the lunch with an innovative and immersive public policy experience (e.g., policy pop quiz, Ted Talk-style discussion, tech demos, etc.). The Growth Summit Lunch marks the half-way point of the conference. All Growth Summit attendees will be welcome in the same room to enjoy a quality buffet, while getting the opportunity to network. Receive premium exposure with your organization's branding clearly displayed in the room, while connecting directly with the Growth Summit attendees through this interactive opportunity.	<b>\$35,000</b>
Business Lounge Sponsor	The Business Lounge, located in the room adjacent to the main conference space, is available to all Growth Summit attendees to take phone calls, hold meetings, and conduct business during the conference. At any point, you can find senior-level policymakers, C-suite executives, and public policy leaders from across the country together in this room. This special brand exposure opportunity will provide sponsor visibility throughout the Growth Summit conference with your organization's branding clearly displayed in the Lounge area.	<b>\$15,000</b>
Green Room Sponsor	The Green Room will host all Growth Summit panelists, keynote speakers, moderators and special guests as they get their microphones set up, they receive their final briefings, and wait to be brought on stage. This special opportunity will showcase the sponsor's support for cutting-edge public policy thinking to the conference's illustrious guests throughout the day with your organization's branding clearly displayed in the Green Room area.	<b>\$15,000</b>
Additional Opportunities	To be announced.	

## + ADDITIONAL SPONSORSHIP OPPORTUNITIES | 36th ANNUAL TESTIMONIAL DINNER

WONK Magazine	PPF plans to produce a 68-page glossy magazine called WONK to amplify the exciting policy work going on within our think tank, celebrate Testimonial Dinner award winners and provide a platform for sponsorship opportunities. This beautiful, compelling magazine, written by the finest writers in the country, will include portraits of our Testimonial Dinner honourees and Q & As with leading thinkers, as well as substantive pieces of journalism about topics of deep interest to PPF, including health-care resiliency and life sciences; sustainable energy transition; democracy and good governance; and the social and economic determinants of long-term inclusive growth. The magazine will be given to Testimonial Dinner attendees — more than 1,200 leaders and policymakers — as well as all 250 PPF member organizations. It will also be distributed at subsequent PPF convenings and events.	<b>\$15,000-\$75,000</b>
VIP Honourees Reception Sponsor	Show your support for the event's Honourees and public policy leadership through this sponsorship opportunity. Receive premium brand exposure in the room and across the <i>Honourees Hall of Fame</i> corridor, as well as a short speaking opportunity, while getting to connect with Canada's top public policy influencers. The VIP Honourees' reception takes place prior to the Testimonial Dinner. Attendees include Honourees, their guests, sponsoring partners, special guests, and senior-level public servants and executives. This exclusive, invitation-only event will be happening in a private room while the general reception happens in the foyer and sets the tone of the evening for the illustrious guests.	<b>\$50,000</b>
General Reception & Dessert Bar Sponsor	The General Reception and Dessert Bar is an opportunity for all Testimonial Dinner guests to connect before and after the evening's dinner and celebrations, as they arrive, mingle and network in the foyer area, adjacent to the dinner ballroom. Receive premium exposure with your organization's branding clearly displayed across the reception and dessert bar space throughout the evening. Unique opportunities include your brand featured in the step-and-repeat photo zone and logo centrally showcased in the event's <a href="#">Graphic Recording</a> . Both opportunities provide your organization with prominent and continued association with PPF's renowned Testimonial Dinner.	<b>\$30,000</b>
Wine Sponsor	A selection of wines will be served at each tables throughout the course of the evening. Support PPF in raising a glass to public policy excellence. Receive brand exposure on each table with special recognition from the podium.	<b>\$25,000</b>
Sizzle Reel Sponsor	Show your support for Honourees through this visual archival testament to their public policy leadership in Canada. Inspirational and lively short sizzle reels will play as walk-up visuals for each of the evening's Honourees. The fast-paced videos, layered with lively music, will play on a screen as they approach the stage to collect their award. Receive recognition from the podium, on sponsor material during the event, and on PPF's social media platforms (40k+ audience) after the event.	<b>\$35,000</b>
Testimonial Dinner Table	Purchase a table at the Testimonial Dinner, seating 10 guests. This includes access to the reception for all attendees preceding the Dinner.	<b>\$11,000</b>
Action Canada Fellow Sponsor & Testimonial Dinner Table	<p>While PPF is celebrating and honouring Canada's policy leadership today, it is also investing in Canada's future leaders through its <a href="#">Action Canada Fellowship</a> program. Each year PPF selects up to 20 emerging leaders to become Action Canada Fellows. They are the top candidates from a nationwide call for applications, hailing from major cities and smaller communities such as Carcross, Yukon; Witless Bay, NL and Fermont, QC. They represent all sectors, including business, NGOs, science, government and academia. What they have in common is a commitment to Canada and a demonstrated engagement with public policy.</p> <p>We invite you to support this investment in Canada's emerging public policy leaders by upgrading your Testimonial Dinner table purchase to include sponsorship of a 2023 Action Canada Fellow. This sponsorship includes a table at the dinner, with special Action Canada Alumni guests seated with your organization. You will also have the opportunity to select a Fellowship to sponsor, including: Quebec Fellow; Indigenous Fellow; Medical Fellow; Legal Fellow; Northern Fellow; Alberta Fellow; Business Fellow; and Atlantic Fellow.</p>	<b>\$25,000</b> (includes TD Dinner Table valued at \$10,000)

For sponsorship enquiries, please contact:

## PPF Strategic Engagement Team

Email: [membership@ppforum](mailto:membership@ppforum)



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### ABOUT PPF

The Public Policy Forum (PPF) is an independent, non-partisan, non-profit organization, and a registered charity. PPF builds bridges among diverse participants in the policy-making process and gives them a platform to examine issues, offer new perspectives and feed fresh ideas into policy discussions.

We believe good policy is critical to making a better Canada—a country that's cohesive, prosperous, and secure.

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