

EXECUTIVE OBSERVATIONS

As vaccination rates climb and COVID-19 transmission rates decline across the Western world, it is timely to reflect on the lessons that can be learned from the pandemic. We can't live in the illusionary normal, thinking our tomorrows will be like yesterday. Now is not the time to rest easy. The unpredictable is becoming increasingly probable. Instead, we can learn from the devastation fraught by the pandemic and apply it to the challenges and inevitable change that is coming at us.

The pandemic magnified the broader landscape of danger to business as usual. The lessons need to be applied to new key imperatives, including climate change, resiliency, and the over reliance of Canada on single market. Our challenges, like our global networks, are interconnected. The need to adapt to change and evolve beyond the traditional tenets of efficiency and Canada's traditional approach to economic growth has never been so critical. Diversifying our export markets by looking to emerging economies is more important than ever.

We know the steps involved in adopting a dynamic stance. Diversification, redundant systems, and fail-safe protocols are some of the solutions to managing interdependent fragile systems. Applying these lessons to our transportation trade infrastructure by building capacity and redundancy through continued infrastructure investment will be critical to our future success. We can learn from our past performance and prepare for a sustainable and resilient future. The imperatives will continue to change, but the need for ongoing vigilance remains constant.

WESTAC has proven resilient, weathering the pandemic with your support and willingness to participate in the online member forums. Though we are stronger from our technological journey, we welcome the return to our in-person forums.



Lindsay Kislock
President & CEO, WESTAC