Aerospace and Defence-Related Industries Statistical Survey Report - 1991

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Following the Ministerial Consultative Committee activity of 1983, the Aerospace Industries Association of Canada (AIAC) and the former Department of Industry, Trade and Commerce jointly reaffirmed their commitment to the annual statistical survey process. The survey assumed increased importance with the signing of the May 29, 1985 Memorandum of Understanding between the AIAC and the former Department of Regional Industrial Expansion [now Industry, Science and Technology Canada (ISTC)] thereby continuing a joint activity that goes back many years. The Memorandum of Understanding was renewed for a further five years on April 15, 1991.

In April 1991, ISTC sent questionnaires to 83 companies with annual sales in excess of $\$ 10$ million. In total, 48 responses were received. ISTC has taken measures to compensate for the missing entries to the extent made possible by using other data sources. An estimate for the small-business element, which was not captured by the survey, also is included in the results.

As in previous years, companies have been assured that their individual returns will be held in the strictest confidence within the department, and that the data will be employed and released in aggregate form only.

It should be noted that the compilation of statistics that accurately portray the industry is becoming progressively more difficult. This is attributable to such factors as product line diversification, corporate diversification (through domestic and international acquisitions) and the general trend toward globalization of the industry. Furthermore, it is becoming increasingly difficult to compensate for data from companies that do not respond to the survey without compromising the integrity of the total effort. While the response rate is still very good, better results are dependent upon a greater number of replies.

This year, the scope of the survey was broadened again to develop a more comprehensive definition of defence-related industries, particularly where export trade interests and use of the Defence Industry Productivity Program are in evidence. Although the response rate by this group of companies is improving, it is still not sufficient to allow further analysis. This aerospace and defence-related industries grouping is referred to subsequently as the composite sector.

## Summary

The Canadian aerospace and defence-related industries continued to experience real growth in 1990. Further growth is projected for 1991 and for each year to 1995. However, the rate of growth is forecast to decrease in 1992 before increasing in 1993.

A positive outlook is shared by almost every firm reporting. Firms involved in commercial aircraft programs generally predict strong growth, however, defence-related firms are less optimistic.

Apart from the degree of overall growth, projections for 1988 to 1993 do not indicate any abrupt trend changes. The sector is expected to remain predominantly civil, with output largely for export, with the U.S. as the largest single market area. While moderate changes are expected in the actual percentages for these primary characteristics, no profound
long-term shifting has been detected or is indicated as likely. Employment in 1990 was virtually the same level as in 1989 and is forecast to decline slightly in both 1991 and 1992. It is not until 1994 that employment will exceed the level of 1990. However, value added and sales per employee are forecast to continue to grow over the survey period, suggesting that productivity gains will continue.

Note: many of the graphs include forecast data for the years 1991 through 1995.

In terms of current dollars, the composite sector is expected to grow from the 1986 level of $\$ 4.7$ billion to $\$ 11.6$ billion by 1995, an overall increase of 145 percent. Between 1986 and 1990, sales for the sector increased by 24 percent in constant dollars. Similar strong growth is projected for the years 1991 through 1995.


Sales: 1990 to 1995
Net Sales vs. Gross Sales (Current Dollars)

Net sales for the composite sector are forecast to grow for each year in the period under review. The actual net sales figure for 1990 was reported at $\$ 7.6$ billion, a 10 -percent increase over 1989. The forecast growth rate for 1990 was 18 percent. The projection is $\$ 8.5$ billion for 1991, an increase of 12.6 percent. For 1992, however, forecast growth in net sales is expected to be only 5.3 percent.

By 1995 , net sales are expected to be $\$ 11.6$ billion, or 150 percent of the 1990 level. Gross sales forecasts are not as optimistic as those made in last year's survey.

If an arbitrary inflation factor of 3 percent is applied, real growth of 5.9 percent annually is forecast over the next five years.

Note: net sales are derived from the overall corporate aggregate or gross sales figure by making allowance for inter-firm transactions, which are typically sub-system and subcontractual in nature. Canadian supplier sales to other Canadian firms are deducted from the gross total.


International sales are projected to increase for each year in the period under review. In 1990, some 78.2 percent of net sales were exports, amounting to $\$ 5.9$ billion. The proportion is forecast to dip slightly in 1991, but increase thereafter to 81.5 percent by 1995 , when $\$ 9.4$ billion in exports is predicted.

An 80-percent export figure was typical for the sector for many years but diminished in the last decade as a result of an increased level of domestic procurement. However, this period appears to have ended as exports will again represent about 80 percent of total net sales as 1995 draws closer.


Sales: 1986, 1990, 1991 and 1995 Civil vs. Defence

Although increasing in actual volume, defence sales are expected to continue to decline when expressed as a percentage of the overall total. In 1989, some 32.8 percent of net sales were defence sales, while in 1990 the percentage decreased to 25.4 percent. The forecast for 1991 is for a small increase in defence sales to 26.4 percent of total net sales, but percentage decreases are forecast for the following years to a 21.6 -percent low in 1995. The survey indicates that the conversion of the composite sector from one based primarily on defence sales to one based on civilian markets is continuing.


The market areas served by the industry showed a good degree of balance in that no single customer group accounted for more than 25 percent of the overall output. As in previous years, the U.S. (as a combined market area) remained in the principal position, buying nearly 50 percent of the overall sector output. As was forecast in last year's survey report, the market distribution shifted slightly, with sales to foreign and other markets increasing while those to Canadian markets decreased.


| Millions of Dollars | $\mathbf{1 9 9 0}$ |
| :--- | ---: |
| Canadian Government | $\mathbf{1 2 5 1}$ |
| Other Canadian Customers | 402 |
| U.S. Government | 278 |
| U.S. Manufacturers | 1847 |
| Other U.S. Customers | 1559 |
| Other Markets | 2234 |
| Total | 7571 |

## Sales by Customer: 1991

The market distribution for 1991 is expected to show a slight reduction in U.S. sales, with a corresponding increase in sales in domestic and other markets.

| Millions of Dollars | $\mathbf{1 9 9 1}$ |
| :--- | ---: |
| Canadian Government | 1525 |
| Other Canadian Customers | 455 |
| U.S. Government | 322 |
| U.S. Manufacturers | 1996 |
| Other U.S. Customers | 1565 |
| Other Markets | 2658 |
| Total | 8521 |

Consistent with the trend toward increased exports, the U.S. market and other foreign markets are expected to show a fairly steady increase each year to the totals shown. The corresponding decline is expected to be borne for the most part by a decrease in sales to the Government of Canada.


| Millions of Dollars | $\mathbf{1 9 9 5}$ |
| :--- | ---: |
| Canadian Government | 1159 |
| Other Canadian Customers | 981 |
| U.S. Government | 607 |
| U.S. Manufacturers | 2371 |
| Other U.S. Customers | 2543 |
| Other Markets | 3927 |
| Total | 11588 |

Domestic Sales: 1990 to 1995

Growth in total domestic sales is forecast at almost 26 percent between 1991 and 1995. This is less than that for other market areas. It is similar in magnitude to the forecast growth rate of 23 percent for domestic sales as reported in the 1990 survey.

Inter-company sales are forecast to be relatively modest. While sales in the other customers grouping are expected to be almost double last year's figure, this is still the smallest domestic category.

Government procurement is predicted to shrink by 7 percent between 1991 and 1995, continuing a trend to lower sales in this area.


| Millions of Dollars | $\mathbf{1 9 9 0}$ | $\mathbf{1 9 9 1}$ | $\mathbf{1 9 9 2}$ | $\mathbf{1 9 9 3}$ | $\mathbf{1 9 9 4}$ | $\mathbf{1 9 9 5}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Government | 1251 | 1525 | 1310 | 1221 | 1267 | 1159 |
| Manufacturers | 813 | 827 | 821 | 890 | 955 | 964 |
| Other Customers | 402 | 455 | 577 | 712 | 738 | 981 |
| Total | 2466 | 2807 | 2708 | 2823 | 2961 | 3104 |

Sales to the U.S. are expected to increase by almost 50 percent between 1990 and 1995, principally due to growth in sales to the U.S. government, up 118 percent, and to other customers, up 63 percent. As stated elsewhere, the U.S. is expected to remain a principal market area, accounting for approximately 50 percent of entire Canadian output.


Foreign Sales: 1990 to 1995 Excluding the U.S.

Growth is expected in all three categories, however, the rates of increase are much more modest than those predicted in previous surveys, and more evenly distributed by customer category. For example, last year's survey projected sales to areas other than the U.S. and Canada to increase by 141 percent over the survey period; this year's forecast of 76 percent is much lower.
 Percentage of Total Net Sales

Combined sales to all governments decreased to 24.9 percent of net sales in 1990 from a level of 29.8 percent in 1989. Sales in this category are expected to increase slightly in 1991 and 1992, but a downward trend is forecast to continue thereafter, and sales are expected to fall to 20 percent of net sales by 1995 .

Canadian government procurement is expected to decrease from approximately 67 percent in 1990 to 49.5 percent in 1995 . Other governments, as a group, has now replaced the U.S. government as the second most important area in this category. This trend is expected to reverse by the end of the forecast period when sales to the U.S. government will again exceed those to the other governments group.


Total Employment: 1990 to 1995

Total employment throughout the forecast period is very close to 1988 and 1989 levels. Unlike previous surveys, the 1991 survey predicts that employment will decline in both 1991 and 1992. It is not until 1994 that employment will exceed the 1990 level. Growth between 1991 and 1995 is forecast to be 1.5 percent, compared to last year's forecast of 15.4 percent. The higher forecast of growth in gross sales of almost 50 percent suggests that respondents anticipate that some productivity gains will be achieved during the forecast period.


More than half of the employment in the sector is concentrated in the production or hourly rated classification. Hardly any change in this proportion is expected over the period under review.


## Sales and Value Added: 1990 to 1995 Per Employee

Sales per employee increased 8.6 percent over the 1989 level compared to a 9.1 -percent increase in gross sales. Sales per employee is forecast to increase from the 1990 level of \$131 065 to $\$ 193242$ by 1995.

Value added per employee, which is derived by making an allowance for materials and supplies procurement, increased by 10.6 percent in 1990 . Over the 1990 to 1995 period, the rate of growth in value added per employee is expected to be only slightly higher than that of sales per employee.

Thousands of Dollars


Materials (supplies and components), remained the largest single cost category and the U.S. was the principal source of supply. This continued the pattern of previous years when U.S. content was found to account for over 25 percent of Canadian end products, in terms of cost of sales.


## Cost of Sales: 1991

The general breakdown of costs was expected to follow essentially the same pattern as that reported for previous years. Some increase in the cost of materials as a percentage of total costs is expected, with a corresponding reduction in the other costs category.


| Millions of Dollars | $\mathbf{1 9 9 1}$ |
| :--- | ---: |
| Labour | 2874 |
| Materials | 4016 |
| Training | 32 |
| Other Costs | 1525 |
| Total | 8447 |


| Millions of Dollars | $\mathbf{1 9 9 1}$ |
| :--- | ---: |
| Canada | 1610 |
| U.S. | 2149 |
| Other Countries | 257 |
| Total | 4016 |

A reduction in labour content to 31 percent of the total cost of sales and an increase to 48 percent in the cost of materials is expected. The U.S. share of total materials is expected to increase to 59 percent, with a corresponding decrease in the Canadian share.

## Materials: 1990 to 1995 Percentage of Total Costs

This further illustrates the anticipated increase in procured content in the total output of the composite sector on a year-by-year basis. The 1990 figure of 45 percent is forecast to increase to 48 percent by 1995 . This trend is less severe than was forecast in previous years' surveys.


As already noted, labour costs are expected to account for progressively less of total costs, and the decline is expected to be steady for each year - from 34.2 percent in 1990 to 31.5 percent by the end of the period under review.

Percent


Sales and Purchases: 1990 to 1995 Imported Content

The imported content of the sector's output is forecast to increase in line with the forecast sales growth, but remain constant as a percentage of those sales. Imported content was reported at 28.9 percent in 1990 and is expected to be 28.2 percent by 1995 .

Billions of Dollars


| Millions of Dollars | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Procurement | 2187 | 2406 | 2592 | 2946 | 3400 | 3446 |
| Net Sales | 7571 | 8521 | 8972 | 10010 | 11005 | 11588 |

Investment in plant, machinery and research and development (R\&D) increased 5.4 percent over the 1989 level. A decrease in new investment is expected for 1991, however, subsequent years show a return to increased investment.
$R \& D$ is expected to remain the principal area for new investment, accounting for approximately 64 percent of the forecast totals. The remaining distribution of new investment is expected to change slightly, with machinery assuming a larger share of total investment while that in plant decreases.


New Investment: 1990 to 1995 Sources of Funding

It is predicted that industry will continue as a leading investor, contributing over 60 percent of total new investment annually, while ISTC will account for some 20 percent as the next major contributor. Customers are now being looked to for a greater share of total investment.


In 1990, some 26 percent of total $R \& D$ costs were borne by clients other than the federal government. The percentage reported in 1989 was 24 while in 1988 it was 17. This slightly increased level is expected to remain relatively stable over the forecast period.


## New Investment by Category: 1991

$R \& D$ is expected to be the principal area of new investment for 1991, accounting for nearly 66 percent of the total. This figure is approximately the same as previous years. New investment in 1991 is expected to total $\$ 1.1$ billion (including funds from ISTC's Defence Industry Productivity Program) or 12.8 percent of net sales.


Repayment of federal government contributions is expected to grow in significance.


ISTC Support: 1990 to 1995 Allocation of Defence Industry Productivity Program Funds

Requests for funding under the program are expected to increase significantly in 1992 and 1993, and then decrease somewhat.

It appears that capital assistance and source establishment are understated over the 1991 to 1995 period. According to ISTC data on the program, these types of projects tend to account for a greater share of program spending than indicated by the forecast.


Opening inventory levels are expected to increase over the forecast period. The overall annual increase is expected to average 3.8 percent for a cumulative increase of 22.8 percent.


Year-end Backlog: 1990 to 1995

Year-end backlog increased 8.4 percent in 1990. It is expected to show a steady and substantial increase each subsequent year, averaging 7.7 percent for a cumulative increase of 44.3 percent over the survey period.


Sales were divided almost equally between Ontario and Quebec, which accounted for close to 90 percent of sales in the entire sector. While this is consistent with previous years, the share of sales earned by Quebec is increasing.


Geographic Distribution of Employment: 1990

If employment is used as the unit of measurement for regional distribution, then the gap between Ontario and Quebec is more pronounced. Ontario has a larger share of total employment, which is attributable, at least in part, to a higher level of imported content in certain major end-products in Quebec.


The forecast indicates a trend toward a shift in sales from Ontario to Quebec.


| Millions of Dollars | $\mathbf{1 9 9 1}$ |
| :--- | ---: |
| Atlantic | 240 |
| Quebec | 4514 |
| Ontario | 3839 |
| Manitoba | 510 |
| Alta. and Sask. | 94 |
| B.C. | 152 |
| Total Gross Sales | 9349 |

## Geographic Distribution of Sales: 1995

At the end of the forecast period, the relative positions of Ontario and Quebec are expected to be reversed from years prior to 1989 , with a larger gap than has ever been in evidence. This contrast is partly attributable to very high growth forecasts for some of the major systems produced in Quebec. If employment were used as the unit of comparison, then the gap would be somewhat diminished.

While larger in terms of actual size, the relative representation of the remainder of Canada is expected to diminish slightly.


Based upon the distribution of sales, airframe is again the largest subsector. This is attributable to the very strong world market in civil transport. The share of sales held by this subsector has grown for the last two years.

## Sales by Subsector: 1991

The projection for 1991 shows a further widening of the gap between the airframe and propulsion subsectors, as well as an increase in the defence electronics subsector.

Other Subsectors 3.7\%


Propulsion 30.4\%

| Millions of Dollars | 1990 |
| :--- | ---: |
| Airframe | 3001 |
| Propulsion | 2299 |
| Avionics | 864 |
| Space | 380 |
| Defence Electronics | 749 |
| Other Subsectors | 278 |
| Total Net Sales | 7571 |

The end of the forecast period shows the airframe subsector in an even more dominant position, largely at the expense of the propulsion and defence electronics subsectors.


| Millions of Dollars | $\mathbf{1 9 9 5}$ |
| :--- | ---: |
| Airframe | 5735 |
| Propulsion | 3095 |
| Avionics | 1013 |
| Space | 493 |
| Defence Electronics | 883 |
| Other Subsectors | 369 |
| Total Net Sales | $\mathbf{1 1 5 8 8}$ |

Sales by Product Category: 1990

Approximately 67 percent of overall output in 1990 was categorized as proprietary. This is in keeping with the general strategy of the composite sector, namely, specialization in highly select areas.

Spares constituted 19 percent of the total.


| Millions of Dollars | $\mathbf{1 9 9 0}$ |
| :--- | ---: |
| Proprietary | 5135 |
| Subcontract | 1231 |
| Agency | 179 |
| Repair and Overhaul | 832 |
| Services | 194 |
| Total Net Sales | $\mathbf{7 5 7 1}$ |

The proprietary category is expected to remain stable. The repair and overhaul, and agency categories are expected to decline slightly in percentage terms in favour of the subcontract category.

Spares are expected to constitute 18 percent of the total.


| Millions of Dollars | $\mathbf{1 9 9 1}$ |
| :--- | ---: |
| Proprietary | 5782 |
| Subcontract | 1451 |
| Agency | 187 |
| Repair and Overhaul | 888 |
| Services | 213 |
| Total Net Sales | 8521 |

Sales by Product Category: 1995

The trend is expected to continue to 1995 , with proprietary products commanding an even share. Repair and overhaul is expected to fall a further 1 percent.

The trend in the relative decline of repair and overhaul, while not conclusive, might be explained by the increase in use of modular construction and the substantial increase in mean time between failure figures.

Spares are expected to constitute 18 percent of the total.


| Millions of Dollars | $\mathbf{1 9 9 5}$ |
| :--- | ---: |
| Proprietary | 8055 |
| Subcontract | 1830 |
| Agency | 239 |
| Repair and Overhaul | 1099 |
| Services | 365 |
| Total Net Sales | 11588 |

Responses Received
Aircraft Appliances \& Equipment Limited
Amherst Aerospace Inc.
Andrew Canada Inc.
Bell Helicopter Textron Canada
Boeing Canada, de Havilland Division
Boeing of Canada Technology Ltd. (Winnipeg)
Boeing of Canada Technology Ltd. (Arnprior)
CAE Electronics Ltd.
CAL Corporation
Canadair - Bombardier Inc.
Canadian Marconi Company
Cercast, a division of Howmet
Cercast (Canada), Inc.
Champion Road Machinery Limited
Chicopee Manufacturing Limited
Computing Devices Company
Dowty Aerospace Montreal
Dowty Aerospace Toronto
DY-4 Systems Inc.
Ebco Industries Limited
Field Aviation Company Inc.
Fleet Industries
Garrett Canada, a division of Allied-Signal Canada Inc.
General Electric Canada Inc.
General Motors of Canada Ltd. - Diesel Division
Haley Industries Limited
Hawker Siddeley Canada Inc. - Orenda Division
Héroux Inc.

IMP Group Ltd.- Aerospace Division
Indal Technologies Inc.
Innotech Aviation Limited
Inventronics Limited
Irvin Industries Canada Limited
Litton Systems Canada Limited
Lucas Aerospace Inc.
MacDonald Dettwiler and Associates Ltd.
McDonnell Douglas Canada Ltd.
Menasco Aerospace Ltd.
MPR Teltech Ltd.
Northwest Industries Limited
Oerlikon Aerospace Inc.
Paramax Electronics Inc.
Pratt \& Whitney Canada Inc.
Raytheon Canada Limited
Robert Mitchell Inc.
Spar Aerospace Limited
Standard Aero Limited
Unisys Canada Inc.
Walbar of Canada Inc.
Non-Responsive
Amtech Corporation
ATS Automation Tooling Systems Inc.
Avcorp Industries
Bendix Avelex
Bristol Aerospace Limited
Calian Technology
Canada Foremost Ltd.

Canada Forgings Inc.
Com Dev Ltd.
Conair Aviation Ltd.
Devtek Corporation
Ernst Leitz Canada Limited
Fag Bearings Ltd.
Gabriel of Canada
General Kinetics Engineering Corp.
Godfrey Aerospace Inc.
Havlik Technologies Inc.
John T. Hepburn Limited
Linamar Machine Limited
LNS Systems Inc.
MBB Helicopter Canada Limited
M.E.L. Defence Systems Ltd.

MPB Technologies Inc.
Rolls-Royce (Canada) Limited
SED Systems Inc.
Shellcast Foundries Inc.
SNC Defence Products Ltd.
Standen's Limited
Tenneco Canada Inc.
U.D.T. Industries Inc.

Ulstein Maritime Ltd.
UTDC Inc.
Valcom Ltd.
Varian Canada Microwave Division
Windsor Aerospace Limited

## Top 20: 1985, 1989, 1990 and 1995

This table ranks the first 20 firms in order of 1990 corporate sales.

The pronounced stability of the sector is underlined by the fact that only three of these are newcomers since 1985 .

Similarly, the forecast indicates that only two will not make the 1995 list.

The top 20 firms now account for almost 85 percent of total sector sales.

## Leading Aerospace/Defence Companies

| Ranked By Sales | 1985 | 1989 | 1990 | 1995 |
| :--- | :---: | :---: | :---: | :---: |
| Pratt \& Whitney Canada Inc. | 1 | 1 | 1 | 2 |
| Boeing of Canada Ltd. | 3 | 3 | 2 | $7^{*}$ |
| Canadair - Bombardier Inc. | 2 | 2 | 3 | $1^{*}$ |
| McDonnell Douglas Canada Ltd. | 4 | 5 | 4 | 3 |
| Litton Systems Canada Limited | 5 | 4 | 5 | 11 |
| CAE Electronics Ltd. | 7 | 6 | 6 | 5 |
| Spar Aerospace Limited | 6 | 8 | 7 | 6 |
| Bell Helicopter Textron Canada | - | 13 | 8 | 4 |
| Rolls-Royce Industries Canada Inc. | 9 | 10 | 9 | 8 |
| Canadian Marconi Company | 11 | 7 | 10 | 10 |
| Bristol Aerospace Limited | 10 | 11 | 11 | 19 |
| General Electric Canada Inc. | - | 9 | 12 | 9 |
| Standard Aero Limited | 18 | 14 | 13 | 12 |
| Garrett Canada | 12 | 16 | 14 | 15 |
| Raytheon Canada Limited | 8 | 12 | 15 | - |
| Computing Devices Company | 13 | 15 | 16 | 16 |
| Menasco Aerospace Ltd. | 16 | 17 | 17 | 13 |
| Bendix Avelex | 14 | 19 | 18 | 18 |
| Devtek Corporation | - | 18 | 19 | 20 |
| Walbar of Canada Inc. | 15 | 20 | 20 | - |

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[^0]:    * reflects purchase of de Havilland by Bombardier Inc.

