FDFA 2014 Government Relations Federal Government Advocacy Plan

Objective:

The FDFA 2014 Government Relations Committee is proposing a targeted advocacy plan for 2014 in order to communicate to key Federal Government representatives on who we are as an industry, and what key challenges/opportunities we are facing as an industry.

Based on the recent development of the FDFA Industry Brief, the FDFA has also created a three phased advocacy strategy to engage specific Federal Government representatives who have significant impact and influence on our industry both currently and potential future influence.

High Level Overview of Three Staged Recommended Advocacy Plan:

- **Before June 20th – the FDFA will meet with 21 MP's that represent key border ridings and key Parliamentary Secretaries**
- **Request and follow up on land border duty free operators/owners meeting with their respective MP's in Summer of 2014 (between June 20th and September 15th) to provide local and community perspective of the duty free industry**
- **In Fall of 2014, the FDFA will meet with key Federal Government MP's that hold specific Federal Government Committee Chair roles that could impact our industry.**

First Stage of Government Relations Plan:

The FDFA Government Relations Committee agreed that the first phase of the 2014 lobbying efforts, should be meeting with key Members of Parliament that represent the land border duty free store ridings. Specifically, the FDFA will be meeting with approximately 15 MP's that have supported the industry in the past, and identifying key MP's in our ridings that the industry should develop relationships with for future impact.

- Based on the separate attached MP listing, there is noted 15 recommended MP's for initial meetings with in Ottawa. There are approx. 10 MP's listed that the FDFA has solid relationships with based on previous lobbying efforts or based on relationships that our key land border duty free store owner/operators has developed within their community.
- Approximately, five of the MP's are representatives that have been recommended since there is no previous relationship with, and we, as an industry, would benefit from educating the MP's on our key industry facts via the Industry Brief.
- In Tandem with the first phase, it is recommended that we meet with key Parliamentary Secretaries. Attached with recommended MP listing is a listing of recommended MP's that hold key secretarial positions in sectors that impact the duty free industry such as Finance, Tourism.
- In total, the recommendation is to meet with 15 MP's and 6 Parliamentary Secretaries in first phase of advocacy plan.

Recommended Timing for First Phase of Advocacy Plan:

If MP and Parliamentary Secretary listing are agreed upon by Government Relations Committee, please note the recommended Timing for scheduled MP meetings:

- The House of Commons rises as of June 20th, with specific weeks from today to June 20th where all MP's are in Ottawa.
- House is sitting May 12th to 16th, May 26th to 30th
- House is sitting June 2nd to 6th, June 9th to 13th and 16th to 20th
- Essentially, 25 days to book meetings with recommended 21 Federal Government MP's.

Second Phase of Advocacy Plan:

- After the FDFA has met with key MP's in Ottawa prior to June 20th, it is recommended that the land border duty free store operators/owners meet with their respective MP's in the Summer of 2014 in their home ridings.
- Given the FDFA will engage and educate MP's on who we are as an industry (if applicable) and our national industry concerns, the owner meetings with their respective MP"s will provide local and community perspective of who we are as an industry and assist in solidifying our advocacy work – especially before the MP's return to Ottawa in the Fall of 2014.
- The FDFA will track Owner/Operator meetings i.e. date of meetings, follow up with FDFA owners to assess any MP comments and/or concerns.

Third Phase of Advocacy Plan:

- The House of Commons resumes its Ottawa activities as of September 15th, 2014.
- It is recommended that the FDFA meet with key Federal Government House of Commons Committee Chairs and key Opposition Critics in areas that could impact the industry.

- **Why should the FDFA meet with key Committee Chairs and what is their influence?**
    - The bulk of Members' parliamentary work is done in committee. There they study and amend bills, and examine important issues and departmental spending plans (known as the Estimates) in depth. Committee work requires Members to read background documents and meet experts in various fields, including lawyers, economists, special interest groups, business persons and senior government officials. Committee work enables Members to study issues and legislation in greater detail than is possible in the Chamber.
    - In general, Members sit on one or two committees. There are 26 permanent, or standing, committees, two of which are joint committees, a liaison committee, a number of subcommittees, as well as special and legislative committees that may be set up from time to time to consider a specific issue or a particular bill. Committee schedules may vary from week to week, and committees may travel across the country or abroad as part of their studies.

- **Committee Chairs for the FDFA to meet with in the Fall 2014 include:**
    - Standing Committee of Finance Chair – Hon. James Rajotte (C) – Edmonton
    - Standing Committee of Transport Chair – Hon. Larry Miller (C) – Owen Sound
    - Standing Committee of Public Safety and National Security Chair – Hon. Daryl Kramp (C) – Hastings, ON
    - Standing Committee on Industry Chair – Hon. David Sweet (C) – Ancaster, ON
    - Chair of Border Relations (not official standing committee) – Hon. Bryan Hayes (C) – Sault Ste. Marie
- **Opposition Critics:**
    - Public Safety - Canada/US Border Trade Issues – Brian Masses (NDP)
    - Health? – Hedy Fry – (Liberal)
    - Tourism/Small Business – Massimo Pacetti (Liberal)
    - Finance – Scott Brison (Liberal)

FDFA Lobbying Requirements for Advocacy Plan:

- Given that any paid employee of a not for profit association that works with specific government representatives is required to be registered as a lobbyist via the Federal Government's lobbying registrar.
- For future meetings with key MP's, Laurie Karson would simply note via the online registration portal who she is meeting with, the date of meeting, and the premise of meeting. These registration communications are required to be completed within a 60 day time period. Compliancy by the FDFA for registrar information is up to date and a legal responsibility to complete in a timely manner.

Reference:

Pls. see attached web link of 2014 House of Commons schedule

http://www.parl.gc.ca/content/hoc/house/calendar/Calendar2014%28letter%29.pdf