

## **F DFA 2017 Government Relations Federal Government Advocacy Plan**

### **Objective:**

- The F DFA 2016 Government Relations Committee is proposing a targeted advocacy plan for 2016/2017 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.
- A long-term relationship building plan is necessary for our industry association, given the previous majority of MP's representing our land border stores were predominantly PC's. By establishing a plan of action to educate key political officials on our industry, we can then identify who are set "champions" for our industry vs. those that require more education/effort. We have to recognize that cabinet shuffles occur, and become flexible with our planning. A grassroots campaign for the late Spring and Summer will be a necessary component of relationship building success.
- While in the past, our lobbying efforts have been congruent with a specific government "ask" such as Road TRIP, Allowance increases, etc., the proposal for a relationship building advocacy plan is to increase industry education. Since we do not have a specific "ask" our mandate can extend past March, which is typically when the Federal Budget is announced.
- **ACTION: If proposed advocacy plan accepted, the F DFA GR Committee to review existing GR Industry one pager to reflect a more current message. The industry messages should also align itself with key Liberal philosophies where applicable.**

### **High Level Overview of Recommended Advocacy Plan:**

- Since the Liberal Election, the F DFA has the following 8 Liberal MP's representing specific land border duty free ridings. Overall, 10 of the 28 stores are now Liberal ridings – as some MP's represent two ridings respectively.
- These MP's include Denis Paradis (Quebec), Marie Claude Bibeau (Quebec), Don Rusnak (Ontario), Brenda Shanahan (Quebec), Joe Peschisolido (B.C.), Terry Sheehan (Ontario), Karen Ludwig (Liberal) and TJ Harvey (New Brunswick)
- **ACTION: F DFA (Laurie Karson and other GR Committee members?) meet with these specific MP's to review our industry mandate/overview as part of education advocacy plan.**
- 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 F DFA 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.

### **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 in 2017 with MP sitting days from February 1<sup>st</sup> to 24<sup>th</sup>. Given the busy season of December with MP's being very difficult to reach due to holiday events, and other industries vying for budgetary considerations, it is recommended that the bulk of our advocacy with MP's begin in February and resume in April and May 2017. In April 2017, the House rises on April 3<sup>rd</sup> to 13<sup>th</sup>. In May 2017, the house sits from May 1<sup>st</sup> to 19<sup>th</sup>.
- Recommended that we slate to meet with our 8 MP's in the early 2017 calendar and following up with the other key political decision makers noted below in April/May.

### **Second Phase of Advocacy Plan:**

- 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.
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- **Committee Chairs for the FDFA to meet with in the Winter/Spring 2017 include:**
  - Standing Committee of Finance Chair – Hon. Wayne Easter (L) – PEI
  - Vice Chair of Standing Committee of Finance Chair – Ron Liepart (C) - Alberta
  - Standing Committee of Transport Chair – Hon. Judy Sgro (L) - Liberal
  - Standing Committee of Public Safety and National Security Chair – Hon. Robert Oliphant (L) - Ontario
  - Standing Committee on Industry Chair – Hon. Dan Ruimy (L) – B.C.
  - **Chair of Border Relations (not official standing committee) – Hon. Bryan Hayes (C) – Sault Ste. Marie**
- **Opposition Critics and Parliamentary Secretaries:**
  - Finance – Opposition Critic – Gerard Delteel ©
  - Finance – Parliamentary Secretary – Francois-Philippe Chamgagne
  - Health? – Colin Carrie © - Opposition Critic
  - Small Business & Tourism – Bardish Chaggar (Minister)

- Small Business & Tourism – Parliamentary Secretary – Gudie Hutchings
- Prime Minister’s Office – Parliamentary Secretary – Celina Casar-Chavannes
- Public Safety – Opposition Critic – Tony Clement ©
- Public Safety – Parliamentary Secretary- Michel Picard

**Potential Liberal Events or Liberal Associations that GR Committee to Review re: attend/join**

- **Laurier Club** – This would cost approx. \$1900 annually and require the ED to join <https://www.liberal.ca/laurierclub/>. All events and special fundraising activities are announced via this platform.
- Recommendation is to filter through the selected events, etc. and identify opportunities to the GR Committee that would potentially serve as beneficial to the FDFA
- **MP Events** – Each Canadian has the right to ask their MP’s to add them to their respective email invite lists for respective events, etc. It is the recommendation of this report, that we immediately request via each of our land border Liberal MP’s that we be included on their email invite lists for local and federal events sponsored by their respective constituency offices.
- **Wonderful Wednesdays** – This is ad hoc event that takes place in Ottawa every Wednesday evening with key Liberal bureaucrats and Liberal supporters. It is recommended that the ED attend various events to assess the temperature of various issues.

**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 2017 House of Commons schedule

<http://www.parl.gc.ca/content/hoc/house/calendar/Calendar2016.pdf>