



# Policy Report Card 2013

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# 2013 Policy Report Card



It's been quite the year for the Peterborough Chamber of Commerce as we sharpened our focus on policy and advocacy. As you will see in reading through this document it is the same size as our annual report, and a reflection of our commitment to lobbying for a better business climate for our local businesses on the local, provincial and federal levels.

In 2013, the Voice of Business was published 52 times in the Peterborough Examiner and we are happy to announce the partnership will continue in 2014 in print and on their website. The Peterborough Chamber group of LinkedIn has grown from around 750 followers to close to

1200. In the LinkedIn group, discussions about the issues of the day are carried out with respect. We took advantage of several opportunities to co-brand on the release of reports from the Ontario Chamber of Commerce, including Minimum Wage Reform, Pre-Budget Submissions and Ontario College of Trades.

We also conducted several of our own surveys on important issues such as red tape reduction, possible casino locations under the new OLG modernization plan, and asking what business expects from the lobbying efforts of the Chamber.

Creative manufacturing, the horse racing industry, reaction to provincial and federal budgets and throne speeches, the federal government's new concierge portal for business, the Canada-EU Trade Agreement (CETA), wireless communication policy, EI rates, WSIB reform, strategic planning for Eastern Ontario, and food processing were all issues tackled in the Voice of Business and at the Policy Committee table. To those who provided your insight for these articles and discussions - thank you.

Along with writing about policy and lobbying issues, we also featured a number of articles about why policy and advocacy are important and the process to realize change. It is a core function of the Chamber.

Enjoy this report and know we appreciate input, feedback and talking about the issues affecting business. Thank you to the Policy Committee and to our members for "channeling the collective strength of the business community."

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## Annual Report 2013



### The groundwork for a better business climate

by Sandra Dueck, Policy Analyst, Peterborough Chamber of Commerce

This weekend (Saturday, September 28 to Monday, September 30) delegates from chambers of commerce from across Canada will be gathering in Kelowna, BC, to go over the policy resolutions for 2013. These delegates will either be voting in favour of a proposal, against or referring to the board. This year there are 64 different resolutions on the table. These policy resolutions each contain recommendations to the federal government on issues affecting the business community from environment and natural resources to finance and taxation to industry to international to social policy. If policy resolution is approved it will remain a part of the Canadian Chamber of Commerce (CCC) lobbying efforts for three years.

When it comes to policy and setting the lobbying agenda is the Greater Peterborough Chamber of Commerce's second go round this year. The Chamber also participated in policy sessions at the Ontario level through the Ontario Chamber of Commerce (OCC) in Chatham-Kent this past May. We, at the Chamber, want to see that what we do is not just a formality but a real effort to address the 10 critical barriers to Canada's competitiveness, due to the inclusive nature of our organization, we represent our members' interests to a number of issues of importance to the Canadian business community. (www.chamber.ca)

The work on these resolutions started in the summer for many Chambers in Ontario. There is a group called the Ontario Caucus, which is made up of Chamber managers and policy analysts from across the province.

### OCC: Fair and Open Tendering for Public

Ontario's public sector employees are facing unfair restrictions on tendering construction contracts. As a result, municipalities are unable to get the best bang for the taxpayer's buck when they tender for construction projects. Public sector employees, specifically municipalities, are treated as businesses under Ontario's Labour Relations Act, 1995. As a result of this classification, the Ontario Labour Board has been applying collective-bargaining rules for construction companies to municipalities and school boards. A private members bill is currently being debated in the Ontario Legislature, Bill 71: Fair and Open Tendering Act would amend the Labour Relations Act so that municipalities would no longer be classified as "construction employees". The current system, which is unfair and costly, must change. It has created monopolies in some of the province's largest municipalities, including Toronto, Hamilton, and Sudb. These monopolies limit the number of companies who can be considered for jobs, and in doing so restrict otherwise qualified candidates from bidding on the work. The current system, which is unfair and costly, must change. It has created monopolies in some of the province's largest municipalities, including Toronto, Hamilton, and Sudb. These monopolies limit the number of companies who can be considered for jobs, and in doing so restrict otherwise qualified candidates from bidding on the work.

### Lobbying for you

This group of 25-30 people gather on a conference call once a week for almost two and a half months, giving the proposed policy resolutions a good examination through the Ontario business community lens. It's an important view as the Ontario Chamber Network wants to be a clear decisive voice reflecting the concerns of business in our great province. The proposed recommendations are then debated individually, so that everyone has a clear understanding of what is being asked of the federal government. If anything a consistent message is a policy person's best friend and a easily stated voice of a community. When it comes to policy and setting the lobbying agenda is the Greater Peterborough Chamber of Commerce's second go round this year. The Chamber also participated in policy sessions at the Ontario level through the Ontario Chamber of Commerce (OCC) in Chatham-Kent this past May. We, at the Chamber, want to see that what we do is not just a formality but a real effort to address the 10 critical barriers to Canada's competitiveness, due to the inclusive nature of our organization, we represent our members' interests to a number of issues of importance to the Canadian business community. (www.chamber.ca)



### Event Calendar

- BAH Business Tuesday** afterhours October 11, 2013  
Flaming Colours  
599 Brantford Drive  
4:00 - 6:00 pm  
Cost: Free for your organization  
Do Try They'll introduce  
Kawartha Trades and Technology Centre Project Manager along with the Chair of the School of Skilled Trades. "Almost 100% of the BAH, related to open to 100% Cost-Free, compliments of OLG Slots at Kawartha Downs.  
Note: Members a prospective members welcome!
- Big Breakfast Club**  
TUESDAY  
October 15<sup>th</sup>, 2013  
Carnegie Restaurant  
116 Lansdowne Street East  
7:30 am - 8:30 am  
Cost: \$12 for your organization  
Speakers: Drew Harwell, Market Home  
Business Building Centre, "Change a Mountain and How it Helped My Business"
- WEDNESDAY October 23<sup>rd</sup>, 2013**  
OAGH Heritage Centre  
4021 Heritage Centre  
10:00 am - 4:00 pm  
Details: Social Media for First Program with Sofia Andros & Weston Bromley  
Learn about what you can implement right away in your existing business using Facebook, Twitter, LinkedIn, Pinterest, and more!  
Cost: \$20 + \$12 for Chamber Members  
\$30 + \$12 for Chamber Members  
www.SocialMediaMarketing.com/OC23
- LUNCH BOX**  
WEDNESDAY  
October 23<sup>rd</sup>, 2013  
(Members Only)  
Chamber Boardroom  
175 George Street North  
12:00 pm - 1:00 pm  
Speakers: Peter  
How to Develop Commercial Property 101.  
A presentation by Anne M. Duggan of  
Kerin M. Duggan Community Planning &  
Consulting Inc.  
Cost: Free to attend (bring your own lunch)  
Note: Pre-registration is required  
**inquest**  
At each of our 2013  
Business After Hours  
Breakfast Club  
Drop off your business card for a  
chance to win an Apple Product  
Package, including an iPhone,  
iPad & Mac!

### Member Milestone: MicroAge celebrates 30 years

Simpson goes on to say that the MicroAge team also supports many groups in the community from the Chamber of Commerce, to Rotary, Lions Club and Women's Business Network, as well as many charitable donations within the community, both financially and through the efforts of staff. The Peterborough company offers a team of dedicated long-term employees, including Steve Norman who has been a part of the team since day one. They are one of the largest technology solutions providers in Eastern Ontario. MicroAge continues to focus on the technology applications that will improve business processes. MicroAge Peterborough also offers a sales team that complements the service team along with a dedicated support/technical department.

### "The Chamber: The Original Social Network"

(Tweets of the Week / Facebook / LinkedIn)

LinkedIn: **Next's no longer on the horizon; let's take a look at the policy.**

"If you really must have the interests of Canadian citizens at heart where this is concerned then they actively be looking ways to bring solid and responsible competition into this country, or else to that regulator protecting this name monopoly on the way to a healthy market with telecommunications choices can actually benefit."

Michael Fitzpatrick

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Policy Events & Initiatives	
Surveys	<ul style="list-style-type: none"> <li>• Red Tape Reduction Survey – February 2013</li> <li>• Impact of Casino Location – March 2013</li> <li>• Business Ask Survey – June 2013</li> </ul>
Roundtables	<ul style="list-style-type: none"> <li>• NDP Leader Andrea Horwath – April 2013</li> <li>• Ontario Securities Commission – June 2013</li> <li>• FedDev Ontario – Minister Goodyear &amp; MP Dean del Mastro – July 2013</li> <li>• Immigration Roundtable – Ontario Chamber of Commerce (OCC) &amp; Ontario Minister of Citizenship &amp; Immigration – September 2013</li> </ul>
connectingptbo series	<ul style="list-style-type: none"> <li>• OLG Luncheon – April 2013</li> <li>• MPs Breakfast – September 2013</li> <li>• Mayor’s Luncheon – October 2013</li> </ul>
Media Releases (specific to lobby issues)	<ul style="list-style-type: none"> <li>• Chamber Launches Weekly Full Page “Voice of Business” Page in the Peterborough Examiner – January 11, 2013</li> <li>• Chambers Showing the Way for Ontario to Emerge as a Stronger Economy (co-branded with Ontario Chamber of Commerce) – January 30, 2013</li> <li>• Chamber Calls on Government to Tackle Skills Gap, Transform Service Delivery (co-branded with Ontario Chamber of Commerce) - March 25, 2013</li> <li>• Business Community Largely Neutral on Impact of New or Expanded Casino – April 11, 2013</li> <li>• Business Groups to Government: Reform the College of Trades – (co-branded with Ontario Chamber of Commerce) - November 4, 2013</li> </ul>
LinkedIn (Peterborough Chamber)	<ul style="list-style-type: none"> <li>• Reached 1,000 members in June 2013</li> <li>• 1,187 members as of December 31, 2013</li> <li>• Used for discussion around lobbying issues</li> <li>• Comments used as Voice of Business content</li> </ul>
Business 911 on The New CHEX Daily	<ul style="list-style-type: none"> <li>• Started in November 2013</li> <li>• Wednesdays at 5:45pm</li> <li>• Video of segment is then posted to peterboroughchamber.ca under “News and Advocacy”, to Twitter and Facebook</li> </ul>
Local - Peterborough	
Issues	Action
Trent Severn Waterway	<ul style="list-style-type: none"> <li>• “Parks Canada fee schedule for Trent Severn Waterway misses the Mark” <i>Voice of Business</i> January 24, 2013</li> <li>• “Trent Severn Waterway fee fight goes provincial” <i>Voice of Business</i> March 21, 2013</li> </ul>

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Local - Peterborough (cont'd)	
Issue	Action
Trent Severn Waterway (cont'd)	<ul style="list-style-type: none"> <li>• “Trent Severn Waterway is everybody’s business” <i>Voice of Business</i> May 23, 2013</li> <li>• “Trent Severn Waterway: the struggle for relevance” <i>Voice of Business</i> October 3, 2013</li> <li>• At the Canadian Chamber of Commerce AGM in Kelowna in September 2013, the Ontario delegation was able to defeat a policy resolution asking for more Parks to be established. As the federal government took money out of the Parks budget in 2013, ON felt this wasn’t the best course of action               <ul style="list-style-type: none"> <li>• The Peterborough Chamber also did not support the resolution because MPs and community groups are asking that the Trent Severn Waterway be removed from the Parks Canada portfolio and move toward being its own sustainable entity</li> </ul> </li> <li>• Policy Committee member Dick Crawford attended a seminar on the TSW situation. He reported to the Policy Committee in October 2013</li> <li>• The Trent Severn Waterway will be an issue the Chamber will watch in 2014</li> </ul>
OLG Modernization	<ul style="list-style-type: none"> <li>• Survey on Business Community view of Casino Location March 2013</li> <li>• “Chamber Releases Survey On Determining The Impact Of a New Or Expanded Casino On Local Business” News Release - March 20, 2013</li> <li>• “Business Community Largely Neutral on Impact of New or Expanded Casino” Survey Results released April 11, 2013</li> <li>• Connectingptbo luncheon with OLG President Rod Phillips April 17, 2013 at Holiday Inn               <ul style="list-style-type: none"> <li>• Entire community encouraged to take part and there was good discussion</li> </ul> </li> <li>• Six separate LinkedIn Discussions mentioned the casino in 2013 generating a number of comments</li> <li>• Chamber goal was to be the conduit of information on the issue</li> </ul>
Young Professionals Group (YPG) Policy Forum	<ul style="list-style-type: none"> <li>• Examining Unemployment and Underemployment in Peterborough - November 28, 2013</li> <li>• “Creating jobs requires getting our hands dirty” <i>Voice of Business</i> December 5, 2013</li> <li>• Has led to a broader discussion on a community-wide jobs strategy – more discussion expected in 2014</li> </ul>
Peterborough Mythbusting Series	<ul style="list-style-type: none"> <li>• “Emerging stronger... Peterborough-style” <i>Voice of Business</i> April 18, 2013</li> <li>• “Busting the myth that Peterborough has a weak economy” <i>Voice of Business</i> April 25, 2013</li> <li>• “Waiting for a golden egg is not Peterborough’s path to success” <i>Voice of Business</i> May 2, 2013</li> <li>• “Youth is a strategic advantage” <i>Voice of Business</i> May 9, 2013</li> <li>• “Long term success is a willingness to accept change” <i>Voice of Business</i> May 16, 2013</li> </ul>
Peterborough’s Vision Statement	<ul style="list-style-type: none"> <li>• “Is Peterborough’s vision still 20/20?” <i>Voice of Business</i> October 31, 2013</li> <li>• Examination of the vision statement for Peterborough</li> </ul>

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Local - Peterborough (cont'd)	
Issue	Action
Rezoning Small Retail	<ul style="list-style-type: none"> <li>• Policy Committee discussed the City's decision not to allow Hakim Optical on Lansdowne Street</li> <li>• The store and city worked out their concerns and the store opened in early 2014</li> </ul>
Fair Wage Policy	<ul style="list-style-type: none"> <li>• The Peterborough Social Planning Council produced a report called "Calculating a Living Wage for Peterborough"</li> <li>• Policy Committee Member Dave Haacke and Policy Analyst Sandra Dueck participated in a roundtable event hosted in the Chamber Boardroom</li> </ul>
Downtown Task Force	<ul style="list-style-type: none"> <li>• President &amp; CEO Stuart Harrison is a member of this committee</li> <li>• "What's all the fuss about downtown?" Opinion Piece: <i>Voice of Business</i> January 17, 2013</li> </ul>
Police Services Budget	<ul style="list-style-type: none"> <li>• Police Chief Murray Rodd and Police Services Board Chair Mary Smith presented to the Policy Committee - August 2013</li> </ul>
Business Licence Bylaw	<ul style="list-style-type: none"> <li>• "Peterborough Business Licence By-Law under review" <i>Voice of Business</i> October 10, 2013</li> <li>• Posted to LinkedIn for further discussion</li> </ul>
Parkway Extension	<ul style="list-style-type: none"> <li>• "It's not just about the Parkway Extension" <i>Voice of Business</i> November 7, 2013</li> <li>• Article then posted to Peterborough Chamber group of LinkedIn for discussion to allow conversation to continue</li> </ul>
Little Lake Development	<ul style="list-style-type: none"> <li>• Policy Committee heard a member's concern around Little Lake Development</li> </ul>
Methadone Clinics	<ul style="list-style-type: none"> <li>• This issue carried over from 2012 and below was the resolution</li> <li>• Concern about the number of clinics in Peterborough and effect on neighbouring business</li> <li>• Circulated to members information regarding loitering by-laws, including specific techniques for managing loitering</li> </ul>
Provincial - Ontario	
Issue	Action
Minimum Wage Reform	<ul style="list-style-type: none"> <li>• "Ontario Government to examine minimum wage" <i>Voice of Business</i> August 1, 2013</li> <li>• Members of the Policy Committee (Chair Jim Hill and Dawn Berry-Merriam) and Policy Analyst Sandra Dueck participated in two conference calls with the Ontario Chamber of Commerce in August 2013</li> <li>• "Making minimum wage predictable for all" <i>Voice of Business</i> September 5, 2013</li> <li>• OCC submission to Minimum Wage Advisory Panel recommends tying minimum wage to Consumer Price Index (CPI)</li> <li>• Peterborough Chamber signs letter along with other Ontario Chambers asking minimum wage be tied to CPI - November 2013</li> </ul>

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Provincial - Ontario (cont'd)	
Issue	Action
Minimum Wage Reform (cont'd)	<ul style="list-style-type: none"> <li>• “Peterborough Chamber joining with other Chambers around the province to send message on minimum wage” <i>Voice of Business</i> December 19, 2013</li> </ul>
Ontario College of Trades (OCT)	<ul style="list-style-type: none"> <li>• “College of Trades failing to make the grade with industry and its tradespeople” <i>Voice of Business</i> January 10, 2013</li> <li>• “OCC : Apprenticeship ratios under the microscope” <i>Voice of Business</i> March 7, 2013. Survey conducted by OCC               <ul style="list-style-type: none"> <li>• Above article was also a “news article” at <a href="http://www.peterboroughchamber.ca">www.peterboroughchamber.ca</a></li> </ul> </li> <li>• May 2013 – OCC AGM – Peterborough Chamber part of debate on policy resolution on Ontario College of Trades; asked for the OCT to be scrapped. That motion was defeated. Peterborough then voted in favour of the policy asking the government to fulfill the mandate it set out</li> <li>• “OCC: Policy Resolution on Ontario College of Trades now on the books” <i>Voice of Business</i> May 16, 2013</li> <li>• “Apprenticeship ratio reviews, membership ...still a lot of questions around the Ontario College of Trades” <i>Voice of Business</i> September 19, 2013</li> <li>• Co-branded with OCC on release of the OCT report</li> <li>• Issued press release on November 4, 2013</li> <li>• “OCC: Reform needed for the College of Trades” <i>Voice of Business</i> November 7, 2013. This was a white paper published by the Ontario Chamber of Commerce; Peterborough Chamber members would have had the opportunity to contribute to it through the survey mentioned above</li> <li>• Concerns surrounding Ontario College of Trades brought up with Minister of Rural Affairs, Peterborough MPP Jeff Leal and NDP leader Andrea Horwath during visits to the Chamber</li> </ul>
Long Term Energy Plan (LTEP)	<ul style="list-style-type: none"> <li>• “Energy in Ontario: Creating a bright future” <i>Voice of Business</i> August 29, 2013</li> <li>• Peterborough Chamber co-sponsors with St. John’s Board of Trade on “Electricity in Canada – Power for our Future Competitiveness” – Resolution passes at Canadian Chamber of Commerce AGM</li> <li>• Policy Committee made aware of the Peterborough County Council position on FIT Projects</li> <li>• “Powering business into the future” <i>Voice of Business</i> December 12, 2013 – Response to provincial release of the Long Term Energy Plan (LTEP)</li> </ul>
Interest Arbitration	<ul style="list-style-type: none"> <li>• “A new chapter for policing in Ontario is inevitable” <i>Voice of Business</i> January 17, 2013</li> <li>• “Can we afford our essential services?” <i>Voice of Business</i> March 28, 2013</li> <li>• Peterborough Chamber voted in favour of policy resolution with a number of recommendations on improving Interest Arbitration at Ontario Chamber of Commerce AGM</li> </ul>

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Provincial - Ontario (cont'd)	
Issue	Action
Business Education	<ul style="list-style-type: none"> <li>• “Raising capital and investor financial literacy” <i>Voice of Business</i> June 6, 2013</li> <li>• “Mandatory business education needed in high school” <i>Voice of Business</i> November 21, 2013. Story received a lot of discussion in the Peterborough Chamber LinkedIn group</li> <li>• Led to a follow up story, “Business education story fires up LinkedIn group...” <i>Voice of Business</i> November 28, 2013</li> </ul>
Source Water Protection Act	<ul style="list-style-type: none"> <li>• “Municipalities concerned about cost of Source Water Protection Plans” – <i>Voice of Business</i> January 31, 2013</li> <li>• Letter to Minister of Environment – January 24, 2013               <ul style="list-style-type: none"> <li>• Received letter back from Ministry – April 10, 2013</li> </ul> </li> <li>• “Provincial government commits funding for SWPP” - <i>Voice of Business</i> November 14, 2013. City of Peterborough \$62,827, County of Peterborough \$43, 788 + some \$ for surrounding townships</li> </ul>
Shining Waters Railways (SWR)	<ul style="list-style-type: none"> <li>• “Peterborough Connection as OCC releases business opinion on funding the Big Move” <i>Voice of Business</i> May 23, 2013 (Quote from Tony Smith on SWR)</li> <li>• “Do you hear the train a’comin?” <i>Voice of Business</i> October 17, 2013</li> </ul>
Red Tape Reduction	<ul style="list-style-type: none"> <li>• “Red Tape Reduction Survey” February 2013</li> <li>• “No love from business over red tape! Chamber launches survey to determine challenges” <i>Voice of Business</i> February 14, 2013</li> <li>• OCC pre-budget survey (Peterborough Chamber members responded). One recommendation out of the survey was ‘Creating winning business conditions’ including publishing the rationale for and cost-benefit of regulations</li> <li>• “CCC: Federal government creates concierge portal” <i>Voice of Business</i> December 5, 2013</li> </ul>
Improving Waste Reduction	<ul style="list-style-type: none"> <li>• “Improving waste diversion at the expense of business” <i>Voice of Business</i> June 20, 2013</li> <li>• Peterborough Chamber members had the opportunity to participate in a teleconference on this issue. Result: submission to the Ministry of Environment (MOE) “Consensus &amp; Contention: Business Perspectives on Ontario’s Proposed Waste Reduction Act”</li> <li>• “OCC Business Perspective on Proposed Waste Reduction Act” <i>Voice of Business</i> September 19, 2013</li> </ul>
407 Extension	<ul style="list-style-type: none"> <li>• “The road to economic boom inching closer to Peterborough” <i>Voice of Business</i> July 18, 2013. An examination of how the 407 has the potential to drive more traffic to our region and give our current business community faster and easier access to the GTA</li> <li>• Peterborough Chamber voted in favour of a policy resolution at the Ontario Chamber of Commerce AGM called “Eastward Extension - Highway 407”</li> </ul>

Federal - Canada	
Issue	Action
Immigration	<ul style="list-style-type: none"> <li>• “The economics of immigration: exploring the ‘Value of One’” <i>Voice of Business</i> February 21, 2013</li> <li>• “CCC: Changes to Temporary Foreign Worker Program penalize business” <i>Voice of Business</i> May 9, 2013</li> <li>• “Chamber Network works with province to help connect employers with newcomers” <i>Voice of Business</i> August 8, 2013</li> <li>• “CCC: New regulations for Temporary Foreign Worker Program go against SME’s needs” <i>Voice of Business</i> August 15, 2013</li> <li>• Peterborough Chamber hosted Immigration Roundtable on Expression of Interest (EOI) program with Ontario Chamber of Commerce and Provincial Ministry of Citizenship and Immigration - September 20, 2013</li> <li>• Peterborough comments used in submission to Federal government on EOI</li> <li>• Peterborough voted in favour of a policy resolution on Expression of Interest as an Immigration stream at the Canadian Chamber AGM in September 2013</li> </ul>
Restoring Canadian Tourism	<ul style="list-style-type: none"> <li>• In February 2013, “Uncompetitive Travel &amp; Tourism Strategies” was listed #6 on the Canadian Chamber’s Top 10 Business Barriers</li> <li>• “Chamber Network taking on Canada’s Top 10 Business Barriers” <i>Voice of Business</i> February 28, 2013</li> <li>• Canadian Chamber of Commerce released a white paper in July 2013</li> <li>• “Restoring Canadian tourism one season at a time” <i>Voice of Business</i> July 25, 2013                             <ul style="list-style-type: none"> <li>• Peterborough stats included (1,051 Tourism Businesses and 13,065 employees in Peterborough and Haliburton-Kawartha Lakes-Brock)</li> </ul> </li> <li>• Business of Tourism seminar held at Canadian Chamber AGM in September 2013</li> </ul>
Canada Post	<ul style="list-style-type: none"> <li>• Changes to rural addresses a concern</li> <li>• Canada Post released five point plan in December 2013</li> <li>• Chamber asked for member feedback through <i>Voice of Business</i> (December 26, 2013) and LinkedIn Discussion</li> <li>• Members expressed concern about stamp price increase and elimination of home delivery</li> <li>• More to come in 2014</li> </ul>
Canadian Anti-Spam Legislation (CASL)	<ul style="list-style-type: none"> <li>• “CCC: New anti-spam legislation will have significant impact on businesses” <i>Voice of Business</i> January 31, 2013</li> <li>• More to come in 2014</li> </ul>