



STRENGTHENING BUSINESS

Grassroots advocacy goes federal on cyber security

By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

A Peterborough Chamber of Commerce driven policy resolution around cyber security to help small and medium-sized enterprises (SMEs) stay current was approved by delegates at the 2017 Canadian Chamber of Commerce Annual General Meeting in Fredericton. The resolution was the result of discussions with local Chamber member MicroAge Peterborough and then co-sponsored with five other chambers of commerce across the country.

The resolution will now be presented to the federal government by the Canadian Chamber of Commerce (CCC). The resolution asks that SMEs be allowed to write-off 100% of their business investments in cyber security-related software, equipment and other costs (support services and outsourcing costs) in the year those investments are made.

It's an important change that, if adopted by the federal government, would encourage continued cyber security investment by one of the more vulnerable business sectors.

The internet is the road on which the majority of business is conducted in the 21st century and while business is responsible for its own portion of that road, help is needed to make sure it is maintained.

Earlier this year the CCC released a

report called "Cyber Security in Canada". Within that report it was found that "the primary concern for SMEs is resources—most have no or limited financial or human resources (technical expertise) to address the challenges presented by cybercrime; therefore, there is little inclination to invest in protection".

The Canadian economy is comprised primarily of SMEs (98%) representing about 51% of Canada's GDP and that is reason for concern. By incentivizing the adoption of cyber security solutions, the federal government can ensure that small and medium-sized business is not only protected, but if attacked can recover quickly and effectively.

The CCC report lays out the three main reasons criminals target smaller business:

1. Due to a lack of resources, small businesses are less equipped to handle an attack.
2. The information hackers want—credit card credentials, intellectual property, and personally identifiable



information—is often less guarded on a small business's system.

3. Small businesses' partnerships with larger businesses—the value chain—provide back-channel access to a hacker's true target

According to StaySafeOnline.org, 71% of data breaches happen to small businesses, and nearly half of all small businesses have been the victim of a cyber attack.

At the same time, the dollar value of [cyber security] incidents is also on the rise, according to the CCC report. It goes on to say that, in a recent PwC

survey, business executives note the cost of cybercrime on the bottom line is increasing. These costs include downtime, compensation for breached records and loss of intellectual property. The Ponemon Institute surveyed 24 companies across all sectors for IBM in a report called "2016 Cost of Data Breach Study." It noted that the average cost of data breach was \$6.03 million.

Given the numbers and the three points above it's clear to see why helping SMEs protect themselves is important to the Canadian economy.

To see the resolution go to peterboroughchamber.ca/lobbying

OCC: Building businesses that are accessible and inclusive

If there were an untapped multi-billion-dollar market, would you want to know about it? Would you want to know if you were inadvertently blocking those consumers from doing business with you? And would you try to get ahead of your competitors by courting them?

That market is Canadians living with disabilities. It's no niche market: one in five Canadians has a disability. And they represent purchasing power worth a whopping \$55 billion annually.

Now, factor in the following:

- More than one in three seniors has a disability; and
- With baby boomers getting older, seniors are the fastest growing population segment in Ontario.

Preparing your business to make the jump to inclusivity is a smart business decision. It is estimated that by 2035, 40 per cent of Ontario's consumer base will be people with disabilities—that's a huge chunk of the market that no business can afford to lose.

In addition to the power of people with disabilities themselves, there's

yet another benefit to adopting better accessibility and inclusivity: other consumers.

While these other consumers may not have a disability themselves, many have friends and family members who do. Combined with the purchasing power of people with a disability, this group represents a massive \$366 billion market.

And it extends further as well—78 per cent of Canadians are more likely to buy from a business with a policy of hiring people with a disability over a company that doesn't.

All of these statistics illustrate the business case for inclusivity.

Recently, local firm Lett Architects had the opportunity to talk with Accessibility Ontario about their experience hiring Amanda Motyer who has a hearing disability.

Bill Lett explains that when they make a hire, they want a professional who can look after all aspects of the job, from start to finish. "We don't tend to pigeon hole employees into roles. They need to have that ability

to not only work on their own, but also engage with the client, engage with stakeholders, and engage with contractors." Motyer is no exception to this.

So what can your business do to become more inclusive and accessible? A good starting point is the Accessibility for Ontarians with Disabilities Act (AODA).

The AODA aims to identify, remove and prevent barriers for Ontarians with disabilities, with a goal of making Ontario fully accessible by 2025. The Standards under the Act contain the rules businesses and organizations must follow to identify, prevent and remove barriers for people with disabilities. The legislation also spells out reporting requirements that all companies with 20 or more staff must file a compliance report by December 31, 2017.

The report can be accessed at: www.ontario.ca/accessibility

Also checkout the Ontario Chamber of Commerce Enabling Change webinars at www.occ.ca/programs/accessibility-works/enabling-change-workshops

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JOIN US

Greater Peterborough Chamber of Commerce
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engagement, leadership, performance culture and employer brand — and uses the most objective measure possible: employee opinion.

Provincial Award Nomination for Peterborough Champion

Silver Bean Cafe co-owner and Peterborough Housing Corporation employee, Michael VanDerHerberg, has been nominated by Fleming College for the Colleges Ontario Premier's Awards in the Community Service category.

People who work in community services share a passion for helping others and making a difference in the world around them. Their careers are devoted to providing services and support to people from many walks of life.



Chamber members send your Member Milestones to reception@peterboroughchamber.ca or call 705-748-9771 x0

or
Do you have a story about your first interaction with the Peterborough Chamber of Commerce?

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Christensen Fine Art Liked

AGP @AGPTbo_ · Nov 18

Less than a week away! Join us in the Gallery Shop. #lovelocalPTBO

Peterborough Chamber @ptbochamber

Shop for Joy
A Gallery Shop special event
The Art Gallery of Peterborough
Thursday November 23, 2 – 9 pm

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www.peterboroughchamber.ca

Event Calendar

TUESDAY,
December 5th, 2017

PBX @ Publican House

300 Charlotte Street, Peterborough



4:00pm – 6:00pm

Details: Join us to celebrate the holidays at Publican House. The restaurant recently took home the statue for "Hospitality" at the 2017 Peterborough Business Excellence Awards.

We'll also be reaching into the fishbowl to draw the #lovelocalptbo year-end winner.

PBX is a great opportunity for the business community, employers, consumers, and community agencies to make valuable connections.

Bring your business cards and get ready to get connected to the Peterborough business community.

Cost: Free, courtesy of Shorelines Slots at Kawartha Downs

Note: Space is limited; pre-registration required

TUESDAY
December 12th, 2017

The Carousel

116 Lansdowne Street East

Coffee's on at 7:00am

Speakers from 7:30-8:30am

Speaker: Heather Watson, acorn30

Cost: Pay for your breakfast

Details: Heather will be speaking about the challenges and opportunities that exist for business when using social media as a marketing tool.

Be ready with your 30-second elevator pitch to tell others what's going on in your business.

Cost: Pay for your breakfast

WEDNESDAY
December 13th, 2017
(Chamber & WBN Members only)

Creating your Digital Marketing Roadmap

Chamber Boardroom
175 George Street North

12:00pm - 1:00pm

Speaker: Toby McLeod, Strategy.ca

Details: Learn the strategy businesses are using to generate more leads and sales.

Cost: Free (Bring your lunch)

Sponsor: Bell

Note: Pre-registration required

FOR FIRMS WITH 1-50 EMPLOYEES

Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400

#LOVE LOCALPTBO

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PUBLICAN HOUSE RESTAURANT

4-6PM

TUES, DEC 5, 2017

#lovelocalptbo grand prize draw for \$1000 shopping spree

Networking

Food & Door Prizes

Pre-registration required peterboroughchamber.ca

PBX Sponsor

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Four Chamber Members Recognized as Best Employers

Congratulations to Kawartha Credit Union, Allstate Insurance, Alterna Savings, and The Co-operators for being recognized as best employers in the 2018 Aon Best Employers Awards.

The program helps businesses focus on the measures that lead to sustainable business results -

The Perfect Combination

As a local small business owner serving Peterborough, Lindsay and the Kawarthas I understand the importance of good customer service. With Nexicom I always get that ... and more.

For more than 10 years, Nexicom has provided me with the perfect combination of world-class communications and friendly, knowledgeable customer service.

And because they are located just down the road they take the time to understand my business, provide prompt, efficient service and they always know me by name whenever I call.

And I didn't expect that.



Internet | Telephone | Security *More than you expect*



Terry
Pro-Tect Lock & Safe