



CANADIAN COSMETIC, TOILETRY
AND FRAGRANCE ASSOCIATION

ASSOCIATION CANADIENNE DES COSMÉTIQUES,
PRODUITS DE TOILETTE ET PARFUMS

CCTFA Briefing Note to Member Companies

December 10, 2015

CCTFA Outreach to New Canadian Government (Government Relations Plan)

As the new Liberal majority government begins its mandate, a substantial opportunity exists for the personal care products industry to advance our issues. In keeping with our mission, CCTFA is embarking on a strategic outreach to the new Canadian Government, including key Members of Parliament and Ministers, to introduce our industry, advance our priorities, and advocate our support for sound science and risk assessment as the basis for decision-making with respect to personal care products and ingredients.

CANADIAN FEDERAL ELECTION, 2015:

The 2015 election (formally the 42nd general election) was held on October 19, 2015, to elect members to the House of Commons of the Canadian Parliament. The *writs of election* for the 2015 election were issued by Governor General David Johnston on August 4. The ensuing campaign was one of the longest (78 days) in Canadian history. It was also the first time since the 1979 election that a Prime Minister (incumbent Stephen Harper) strove to remain in office into a fourth consecutive parliament.

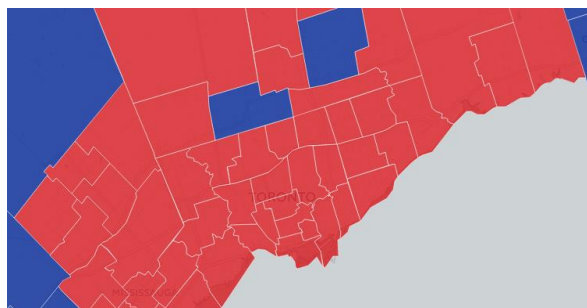
The Liberal Party, led by Justin Trudeau, won 184 seats, forming a majority government. The Liberal Party's increase of 150 seats from the previous election was the largest ever numerical increase by a party in a Canadian election. The Conservative Party, led by incumbent Prime Minister Stephen Harper, won 99 seats, becoming the Official Opposition after nine years as government. The New Democratic Party, led by Thomas Mulcair, won 44 seats, dropping to the third-largest party in the House of Commons, after having formed the Official Opposition following the 2011 election. The Bloc Québécois, running only in Quebec, won 10 seats and the Green Party won one seat.

<u>October 19th Federal Election</u>			
After longest campaign (78 days) in modern Canadian history...			
	2011	2015	gain/loss
Liberals	34	184	150
Conservatives	166	99	-67
New Democrats	103	44	-59
Bloc Québécois	4	10	+6
Green	1	1	0
total seats	308	338	+30

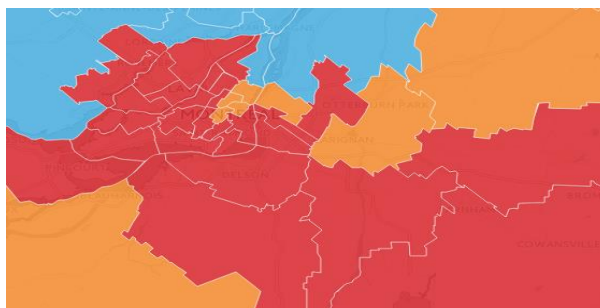
The Liberal Party's win was significant. Prior to the campaign, the Liberals had held only 34 seats - the fewest seats ever held at dissolution by any federal party that won the following election. The Liberals also became the first federal party in Canadian history to win without having been either the governing party or the Official Opposition in the previous parliament. Every party represented in the House of Commons except the Liberal Party recorded a decrease in its popular vote share. Following the election, Harper conceded defeat to Trudeau and resigned as leader of the Conservative Party.

Regional Outcomes:

The CCTFA member “hubs” of Mississauga/Brampton, Toronto, Markham/Scarborough and Montreal include an overwhelming majority of Liberal ridings. [Note: Red – Liberals, Dark Blue – Conservatives, Orange – NDP, Light Blue – Bloc]



Mississauga/Brampton, Toronto, Markham/Scarborough



Greater Montreal

Key Cabinet Ministers:

Prime Minister Trudeau and his Cabinet were sworn in on November 4, 2015. A number of key Cabinet Ministers have been appointed from CCTFA member “hubs”. Appointments to the Ministries of particular relevance to CCTFA, and links to the respective Minister’s Mandate Letter, are as follows:



Health - Jane Philpott (Markham-Stouffville)

The new Minister of Health and a key Minister for the regulation of our industry is Dr. Jane Philpott. She is an accomplished family physician and our industry will be of interest to her given its presence in the CCTFA Member “hub” of the Markham region which she now represents.

Mandate letter - <http://pm.gc.ca/eng/minister-health-mandate-letter>



Environment and Climate Change - Catherine McKenna (Ottawa Centre)

The new Minister of Environment and Climate Change is Catherine McKenna who unexpectedly defeated the NDP's Paul Dewar. She is a lawyer by profession and known to several in our industry. Given her legal background, we expect a focus on science, risk and process in decision making.

Mandate letter - <http://pm.gc.ca/eng/minister-environment-and-climate-change-mandate-letter>



Innovation, Science and Economic Development - Navdeep Bains (Mississauga-Malton)

Navdeep Bains, a long time MP from Mississauga who was defeated in 2011, returns to Parliament and is now Minister of what was formerly Industry Canada. With a large part of our industry based in Mississauga, we will look to him to help advance our issues.

Mandate letter - <http://pm.gc.ca/eng/minister-innovation-science-and-economic-development-mandate-letter>



International Trade - Chrystia Freeland (University-Rosedale in Toronto)

Chrystia Freeland from Toronto is the new Minister of International Trade. We expect she will have a strong appreciation of, and be open to, the importance of regulatory alignment. Some large CCTFA members have head offices located in her riding.

Mandate letter - <http://pm.gc.ca/eng/minister-international-trade-mandate-letter>

Other key Ministerial appointments include:

Scott Brison, Treasury Board President - Veteran MP Scott Brison of Nova Scotia will be heading the Treasury Board which is responsible for the review and approval of regulations and so an important point of interaction. Scott is well known to CCTFA, has a pro-business history, and should be helpful in advancing the cause of "effective and efficient" regulation and the alignment of regulation for trade. Interestingly, Jane Philpott is also a Treasury Board member.

John McCallum, Citizenship and Immigration - John McCallum, a long serving MP who has been very supportive of our industry (which is also well represented in his Markham Thornhill constituency) returns to cabinet as Immigration Minister. CCTFA has maintained a strong relationship with him and he is also vice-chair of Treasury Board.

Key Parliamentary Secretaries:

The Prime Minister also appointed 35 Parliamentary Secretaries on December 2, 2015. Several key appointments include:



Parliamentary Secretary to the Minister of Health - Kamal Khera (Brampton West)

At 26 years of age, Kamal Khera is one of the youngest MPs elected and is a registered nurse by profession having worked in the Oncology Unit at St. Joseph's Health Centre in Toronto. Her constituency includes many of our member companies.



Parliamentary Secretary to the Minister of the Environment and Climate Change

- Jonathan Wilkinson (North Vancouver)

A Rhodes Scholar, Jonathan Wilkinson spent over 20 years in the private sector having held leadership positions in a number of companies dedicated to the development of green technologies.



Parliamentary Secretary to the Leader of the Government in the House of Commons

- Kevin Lamoureux (Winnipeg North)

A long-time member of the Manitoba Legislature, Kevin Lamoureux is well-skilled in parliamentary procedure and the management of parliamentary business. He is well-known to the CCTFA.



Parliamentary Secretary to the Prime Minister - Celina Caesar-Chavannes (Whitby)

A successful entrepreneur and recipient of the Toronto Board of Trade's *Business Entrepreneur* for 2012, Celina Caesar-Chavannes is a well-known research consultant and has worked with a variety of government and non-government organizations. She holds a BSc from the University of Toronto and an MBA in Health Care Management from the University of Phoenix. She is an executive MBA candidate of the Rotman School of Management. Several of our member companies have a presence in or around her constituency.

GOVERNMENT RELATIONS PLAN:

CCTFA is embarking on Government Relations efforts to introduce our industry to the new Government with the goal of advancing our priorities. Prime Minister Trudeau has repeatedly conveyed his intention for a shift in approach to policy towards more science-based evidence in support of decision-making, as well as committing to be more transparent and accountable to Canadians. This provides CCTFA with the opportunity to advocate our support for sound science and risk assessment as the basis for future policy and regulation of personal care products and ingredients.

Objective:

Build positive reputation for CCTFA and foster strategic relationships with Government in order to protect and advance members' ability to conduct business effectively in Canada.

Goals:

- CCTFA is viewed positively by stakeholders as a trusted and authoritative voice for the personal care products industry
- Influencers and key decision-makers are aware of our positions and can be called upon to support our interests

- Challenges are mitigated through early warning and relationships
- Risk-based regulatory reform eliminates unnecessary regulatory burden, facilitates access and speed to market, and minimizes compliance costs for sunscreens and other “cosmetic-like” personal care products (i.e. via the new Consumer Health Products Framework, re-classification of DIN/NPN products to “Cosmetics”, or other innovative approaches)
- Market access and innovation protected: Federal Microbeads Regulation prevents microplastic scope creep; “Animal testing ban” Bill workable for members and advances industry reputation

Target Audiences:

- Key Cabinet Ministers
- CCTFA Member riding MPs, Parliamentary Secretaries, and other influential MPs
- Ministerial and Senior Bureaucratic Staff

Next Steps:

Members of Parliament are now settling into their offices and Cabinet Ministers are being briefed on the numerous issues within their portfolios. CCTFA is now reaching out to Ministers and MPs with our congratulations and a request for an introductory meeting to introduce our industry, association, and priorities. A CCTFA fact-sheet/brochure and specific Issue Briefs are under development. We will also coordinate with aligned associations as appropriate to amplify our efforts and communications (i.e. CHPA, CCSPA, Allied Beauty, and FCPC).

Importantly, a number of key Cabinet Ministers have been appointment from many of our members’ own ridings. We will engage our members, particularly those in the Liberal “hubs” of Mississauga/Brampton, Toronto, Markham/Scarborough and Montreal. Discussions and narratives will be tailored accordingly depending on the Minister or MP (e.g. a “content” MP/Minister who is accountable for an issue versus a “footprint” MP with a member in their riding). We will be working closely with our members to prepare and visit MPs in their ridings and in Ottawa to outline how our goals can help the Government achieve its wider objectives.

Expect more information in the coming months on how your company can assist in these outreach efforts.

The CCTFA will also be reaching out to key Opposition Critics and MPs to ensure that they are aware of our industry and issues.

Outreach will include face-to-face meetings in individual ridings and/or in Ottawa as appropriate, as well as written communications, networking events, and other meetings. **The plan will extend beyond introductory efforts to include additional “phases”** (currently under development), proposed as follows:

2016

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
1. Introduce CCTFA, the Industry, its “footprint”, and our issues/priorities			2. Advocate our support for sound-science and risk assessment in Government decision making to help advance our priorities			3. Continue to Network and foster relationships in key MP ridings over summer		4. Leverage the CCTFA re-branding launch to drive further awareness of the industry and support for our issues			

If you have any questions or comments, please don’t hesitate to contact Darren Praznik at dpraznik@cctfa.ca or Susan Nieuwhof at snieuwhof@cctfa.ca