

# Peterborough Chamber instrumental in setting advocacy agenda

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

The parliament of business has wrapped up for another year. The almost 350 delegates attending the Canadian Chamber of Commerce Annual General Meeting (#CCCAGM16) voted on the advocacy needs of the business community.

Among the 70 resolutions debated were two from the Peterborough Chamber of Commerce.

- The first resolution, Advancing Canada's Competitiveness using Short Line Rail, asks for a tax credit program and a separate funding program for capital reinvestment in short line rail. Increasing the opportunity for short line rail companies to improve their rail track infrastructure helps to open up regional economies and increase the efficiency of rail traffic around Canada. The Peterborough Chamber was pleased to see that it passed with 98.7% support.
- The second resolution from the Peterborough Chamber was called Restoring Canada's Innovation Competitiveness. This resolution asks for an innovation stream tax credit to complement the Scientific Research & Education Development (SR&ED) credits that currently exist. The



Policy plenary session at Canadian Chamber of Commerce Annual General Meeting in Regina, SK on Sunday, September 18, 2016. Photo courtesy: Canadian Chamber of Commerce

resolution also asked the government to simplify any processes and to create an innovation environment that encourages private sector innovation.

"Thank you to the members of the Peterborough Chamber Policy Committee for helping to advance these two issues that will help our Canadian and Ontario economies grow," says Jim Hill, member of the policy committee and incoming 2017 Chair of the Board, Peterborough Chamber of Commerce. "It was very exciting to see them receive the approval of the delegates."

Also passed during the two-day policy debate sessions were resolutions on scaling up, broadband connectivity, marijuana distribution, increasing the efficiency of the regulatory review process around

natural resource development, air travel competitiveness, and improving the Express Entry immigration system to recognize the value of graduating international students to our workforce.

"The annual policy process is quite remarkable. Most of the recommendations to government come from chambers just like ours, from across the country. There is a lot of research that goes in to the typical policy resolution," says Stuart Harrison, President & CEO, Peterborough Chamber of Commerce. "The resolutions are then studied by Chamber committees across the country in order to make sure they are accurate and reflect all regions of Canada. The AGM provides a final opportunity for tweaking, wordsmithing, and collaboration, but

more importantly for approval by the delegates."

The work of the delegates now becomes the work of the Canadian Chamber. With a strong mandate the CCC will now lobby the appropriate ministries within government.

"An approved policy resolution has the weight of the entire business community behind it and is a very powerful tool when lobbying the government on behalf of our members," adds Harrison. "This is the core work of the Chamber network."

For a full look at the policy decisions go to: [peterboroughchamber.ca](http://peterboroughchamber.ca)

## CCC: defining the duty to consult

The Crown has a constitutional duty to consult with and accommodate Indigenous peoples when proposed projects and developments could affect their constitutionally-protected rights. Governments often delegate the procedural aspects to industry, usually by incorporating consultation into the regulatory process. This is most often seen as a desirable and productive way to establish direct contact between industry and affected communities.

However, businesses often experience confusion that causes uncertainty and delay for project

proponents and Indigenous communities. This lack of clarity can lead not only to the delay or cancellation of private sector projects, but to companies abandoning them altogether. The opaque approach of the Crown to the execution of its duty to consult and accommodate is unacceptable, unfair and potentially harmful to all concerned: business, Indigenous peoples and the Crown itself. A clear, consistent framework, built within a respectful and productive relationship with Indigenous peoples, is necessary.

This Canadian Chamber of

Commerce report outlines six opportunities for the Crown to improve its duty to consult and accommodate process and improve relationships amongst businesses, Indigenous communities and government.

This issue was among the 70 discussed at the CCC AGM in Regina earlier this week. The business community is very much in favour of seeing clarity around this process to help move Canada forward.

For more: [chamber.ca](http://chamber.ca)

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## Breakfast Club: Google with Authority



Guest speaker, Ken Pipher of Whatever Media & Solutions Inc., spoke on the topic of Google authority. Born and raised in Peterborough, Ken is a University of Toronto graduate who, for over 20 years, has served Canada's Top Fortune 500 firms.

What does Google authority actually mean? It is the way to get your website a higher Google search ranking in a way that goes beyond

the usual SEO techniques that many of us are familiar with, such as meta tags, keywords and links.

Google works now on 'earned authority' and takes into consideration over 200 factors, including how mobile-friendly your site is, what others are saying, how your competitors are ranking, the length of time your website has existed, original content, etc.

Ken warned against companies or designers who promise ways to work around Google's ever-changing algorithm.

Keeping your web content fresh is a good bet for improving your organic reach and Ken suggests adding current, new content to your site on a regular basis. You can use a

blog to do this and set a schedule of posts that you can manage. Original, regular updates are the key.

In the end, do not believe anyone who tells you that they know Google's algorithm. The best anyone can do is to use their experience and industry knowledge to optimize your site for Google.

They say that change is the only constant. It's never been truer in the world of websites.

Breakfast Club meets on the second Tuesday of the month and is open to all Chamber members.

Check out the next event on October 11, 2016 and come learn with us.

[peterboroughchamber.ca/events](http://peterboroughchamber.ca/events)




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## Event Calendar

 **TUESDAY, October 4th, 2016**

**Celebrating Green Business**

**Camp Kawartha & The Kawartha Outdoor Education Centre**  
1010 Birchview Road  
Douro-Dummer

**4:00pm – 6:00pm**  
**Details:** Experience the camp with fun activities and networking at the mini-trade show.


**Cost:** Free, courtesy of Shorelines Slots at Kawartha Downs

 **TUESDAY, October 11th, 2016**

**Save on Energy: Incentives & Free upgrades to reduce your electricity use & save money**

**Carousel Restaurant**  
116 Lansdowne Street East  
**Coffee's on at 7:00am**  
**Speakers from 7:30-8:30am**

**Speaker:** Cathy Mitchell, Peterborough Distribution Inc.  
**Cost:** Pay for your breakfast

 **WEDNESDAY, October 19th, 2016**

**Monthly Meet Up**

**Chamber Boardroom**  
175 George Street North  
**7:00pm – 9:00pm**

**Cost:** Free

 **Special Day! WEDNESDAY, October 26th, 2016 (Chamber & WBN members only)**

**H2H Marketing in a Digital World**

**Chamber Boardroom**  
175 George Street North  
**12:00pm – 1:00pm**

**Speaker:** Shaun Pearce, Movingmedia

**Details:** H2H stands for "human to human". Shaun Pearce will bring years of experience in the digital marketing world to this workshop and enlighten guests on how to maximize impact in both H2H and Digital marketing. It is more important than ever in a digital world to bring the two methods of marketing together.

**Cost:** Free (bring your own lunch)  
**Sponsor:** Bell

**Note:** Pre-registration is required

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Mike Melnik  
Owner, Impact Communications

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