

September 11, 2020

The Right Honourable Justin Trudeau, P.C., M.P.
Prime Minister of Canada
Langevin Block
Ottawa, Ontario K1A 0A2

RE: Considerations for the upcoming Speech from the Throne

Dear Prime Minister:

I am contacting you on behalf of the Canadian Marketing Association (CMA), Canada's national not-for-profit professional association serving the marketing community for more than 50 years.

The CMA appreciates the Government of Canada's early and ongoing efforts to support the economy during this unprecedented time.

In anticipation that the upcoming Speech from the Throne will unveil new plans for pandemic recovery, we propose that the following priorities be reflected in the Speech and included in the government's plans to stimulate and strengthen the Canadian economy and serve the best interests of employers, employees and consumers.

- Support post-pandemic upskilling and employability initiatives, particularly for youth
- Encourage self-regulation to drive regulatory efficiencies and protect consumers
- Ensure balanced regulation of digital and data transformation in Canada
- Recognize marketing as a key driver of Canada's economic recovery and growth

The sections below elaborate on these proposals and provide the context for our views.

Support post-pandemic upskilling and employability initiatives, particularly for youth

The pandemic has had a profound impact on our economy and way of work, resulting in changes to operating models, supply chains and talent supply and demand. The success of Canada's economic recovery will hinge on our country's most valuable resource: our human capital.

It is more important than ever for government to support the reskilling and upskilling of Canada's workforce to respond to economic change, and to support those displaced by the pandemic to return to meaningful employment. This is particularly important for unemployed young people.

The CMA is Canada's preeminent marketing association educator, delivering online and in-person skills development offerings nationwide, including professional marketing certificate courses, seminars, webinars, and learning-focused events. We certify Canadian marketers through the Chartered Marketer (CM) designation – the professional designation for the marketing profession that confirms a marketer is skilled in a broad range of areas, including proposition development, financial management, campaign development, marketing technologies, customer experience, brand strategy and more. Chartered Marketers have the knowledge and the tools required by top employers to be well-rounded marketers and business thinkers, recognized for their commitment to stay current through ongoing professional development.

The Chartered Marketer curriculum has been developed in collaboration with leading industry experts and educators using the leading-edge Brightspace learning platform powered by our partner, D2L. Through this online platform, the Chartered Marketer program builds skills that drive marketing leadership and real business

outcomes. This technology allows for an immersive learning experience, more meaningful interactions between learners and facilitators, and the capacity to update modules frequently, including professional development modules, to keep the curriculum current.

Despite a strong education system, many Canadian youth face difficulties finding meaningful entry-level employment in the marketing profession. These barriers have been exacerbated by the pandemic, and are often more pronounced for those in underrepresented groups, including Black and Indigenous youth, whose career journeys benefit considerably from the development of soft skills and access to meaningful social and professional networks.

The CMA has created a platform that provides significant opportunity for youth facing these challenges to navigate the path to meaningful work. [CMA NXT](#) is a free online program that helps youth gain employability skills, understand the varied marketing streams so they can identify which path they want to pursue, and develop connections with employers. We have been speaking to Employment and Social Development Canada (ESDC) about how the government might help to leverage and grow this type of support for young people across the country. There would be great value in government partnering with professional and industry associations with strong employer networks, in order to better prepare young people in their quest to secure employment and to succeed in their work.

Encourage self-regulation to drive regulatory efficiencies and protect consumers

A co-regulatory model in which government regulation and industry self-regulation work in tandem is important to ensure regulatory efficiency. All sectors of the economy, and all professional streams, have a responsibility to protect Canadian consumers. No single framework could address the specific characteristics of every sector.

Self-regulation has been an effective and powerful tool for the marketing community. The CMA is Canada's longstanding leader in marketing self-regulation. Our [Canadian Marketing Code of Ethics and Standards](#) is updated annually to maintain its place as the gold standard for best practices for Canadian marketers, helping them to maintain high standards of professional conduct and comply with legislative and regulatory requirements, from privacy and anti-spam to consumer protection.

Self-regulatory codes, certifications and standards of practice will play an increasingly important role in supplementing legislation and public regulatory bodies. This is particularly true in the context of privacy regulation, which would benefit enormously from increased government recognition and incentivization of self-regulatory measures.

Ensure balanced regulation of digital and data transformation in Canada

The pandemic has spurred a digital transformation at a pace that we have never seen. The way forward on data collection, management and use must be built on a strong foundation of trust and transparency between citizens, companies and government. It is more important than ever for Canada to bring its Digital Charter to life in a way that supports economic growth and innovation, while protecting consumers.

Access to, and ownership of data is a complex issue that requires thoughtful, balanced solutions. Responsible data flow is fundamental to the operation of companies, governments and not-for-profit organizations. Policies are required to enable appropriate flows of data within Canada and abroad.

Canada needs a proportionate and made-in-Canada approach to privacy law reform. We urge the government to reflect this when it proceeds to modernize the Personal Information Protection and Electronic Documents Act (PIPEDA). In this digital world, Canadians must be able to trust that their privacy is protected. At the same time, the ability of organizations to collect, use and disclose personal information is key to providing value to consumers, and to ensuring Canadian innovation and competitiveness.

PIPEDA must remain flexible in the face of rapidly evolving technologies, business models and consumer privacy expectations. The CMA was pleased to provide feedback to ensure policymakers preserve PIPEDA's strengths as principles-based, technology neutral and not overly prescriptive. We stand ready to collaborate with government to ensure a reformed PIPEDA sets a new standard for privacy protection without causing undue regulatory burden for Canada's innovators and job creators.

It is crucial for data and privacy rules in Canada to be harmonized at the federal and provincial levels. It is troubling that some provinces are pursuing approaches that could result in a patchwork of conflicting rules. We urge your government to work with the provinces to achieve balanced and consistent regulation in these areas.

Recognize marketing as a key driver of Canada's economic recovery and growth

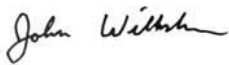
As the government shifts its attention to spurring economic recovery, marketing – the link between organizations and their customers – has a crucial role to play. Marketing is ubiquitous, critical to the success of all of Canada's sectors and industries, generating substantial direct and indirect employment for Canadians.

In addition, marketers play an important role in supporting communities. They can inspire those in a position of strength to support those in need. Their passion, commitment and resiliency is leading many organizations through the pandemic and helping to make a difference for communities impacted by this unprecedented event. Whether re-tooling products or services, donating profits to an important cause or launching other innovative initiatives, marketers have found creative ways to make their organizations and communities stronger in these unprecedented times. Our Marketers Respond page, which we launched in April, features examples of initiatives led and driven by our members over the past six months to support local communities.

The success of marketing in re-igniting business relies on a public policy environment conducive to business success. We encourage the government to make a careful transition away from support programs to growth-oriented policies that aim to fuel job creation, thoughtful business reopening and new business investment, including reformed Employment Insurance mechanisms that help individuals retool and return to meaningful work.

Thank you for your consideration of our views. The CMA remains available to you and your colleagues to provide insights on marketing-and consumer related matters. We look forward to working together to ensure a strong Canadian economy in the years ahead.

Sincerely,



John Wiltshire,
President and CEO

Cc: The Honourable Navdeep Bains, Minister of Innovation, Science and Industry
The Honourable Chrystia Freeland, Deputy Prime Minister and Minister of Finance
The Honourable Carla Qualtrough, Minister of Employment, Workforce Development and Disability Inclusion
Parvinder Sachdeva, Deputy Director of Policy, Minister of Innovation, Science and Industry
Mark Schaan, Associate Assistant Deputy Minister, Innovation, Science and Economic Development