



connecting business in

Dufferin County

ANNUAL REPORT 2018

Dufferin Board of Trade

Email: office@dufferinbot.ca

Website: dufferinbot.ca

Tel: 519.941.0490

246372 Hockley Rd. Mono



2018 IN REVIEW

As a double election year, with both Provincial and Municipal elections, and a year full of rapidly changing legislation, 2018 was a very dynamic and fulsome year at the Dufferin Board of Trade. Our first event of 2018 was the New Year's Levee, featuring a fun and casual networking evening. In February, we co-hosted one of the most successful Industry Lunches in recent memory, with special guest Steve Paikin. In May, we hosted the 2018 version of the AGM & Think Local Showcase, our Golf Tournament in August, and celebrated Small Business week with the Business Excellence Awards in October. In partnership with the Ontario Chamber of Commerce, we also hosted two lunch and learn sessions this year. The Dufferin Women in Business had a very successful year of lunch and dinner events as well as an awards gala.

Early in the year we identified a need for an additional team member to focus on serving our existing members' needs and growing our membership. We were fortunate to be able to have Lisa Thompson join the DBOT team as our Membership Coordinator. Lisa added a new quarterly event series, Maximize Your Membership, to our event line up this year and has made it her mission to connect with our members and truly help them get the most out of their membership.

This was also a big year for policy and advocacy work as we urged all levels of government to consider the impacts their legislation would have on our local businesses. We connected with over 80 candidates in the provincial and municipal elections, hosted a total of nine election forums, and managed a large online elections portal this year. We were heavily involved in both elections to give candidates a platform to share their ideas and views with the community, and to ensure the business issues and needs were a priority in both the provincial and municipal elections.

Fortunately, as the voice of business in Dufferin, we are being heard. Local businesses have told us that one of the biggest issues they face is an inability to attract the workforce they

need, and in particular a skilled trades workforce. To help this issue, DBOT, in partnership with the Town of Orangeville, will be launching a Trades in Dufferin online portal in 2019. This portal will help to encourage people to choose a career in trades and will facilitate connections between employers and job seekers.

The Skilled Trades project is just one of many projects in the works for 2019, our 110th anniversary year. We are creating the Dufferin Film & Television Office and converting to a new member management software system which includes a new business directory, members' portal, and a mobile app. We are pleased to welcome a new team member, Wade Striebel, as our Digital Media Manager, who will be working on many of our projects this year and taking our digital platforms to the next level. We look forward to connecting with our members throughout 2019 at our upcoming events and through our new online systems.

Diana Morris
General Manager

Pete Renshaw
Chair of the Board of Directors

ACTIVITY HIGHLIGHTS

Think Local Campaign

Think Local



in Business for Business

dufferinbot.ca

#OurDufferin

In 2018 we continued our successful #ThinkLocal campaign. This year the Dufferin Board of Trade completed a Think Local video series in which businesses in the County were spotlighted with walkthroughs of their offices and stores. The series was incredibly popular on Facebook with a total of 3200 minutes viewed across the dozen videos.

The *Think Local* campaign extends to all businesses, not just retail or service industries.

Think Local is our campaign to support our outstanding members and the greater Dufferin business community. We believe that by

encouraging our members to think local it will in turn encourage consumers to think local. Thinking local means buying local, partnering local, and working together to build a more prosperous and innovative Dufferin County.

Maximize your Membership

In 2018 the Dufferin Board of Trade started quarterly meetings where all existing, new and potential members were invited to learn more about the Dufferin Board of Trade membership. These meetings went over key benefits that members received from their annual membership and included talks from Affinity Program Partners on the savings and benefits that could be received. Average attendance was between 6 and 10 new and potential members, who took valuable insights away from this in-depth discussion.

2018 New Year's Levee

On January 10th, 2018 the Dufferin Board of Trade held the annual New Year's Levee to ring in the new year. This year's Levee was held at Monora Park and was attended by over 60 guests who enjoyed an evening of networking and a brief presentation on Maximizing their Membership.

2018 Industry Luncheon

On February 22nd, 2018 the Dufferin Board of Trade, Greater Dufferin Area Home Builders Association, and Rotary Club of Orangeville hosted the 2018 Industry Luncheon at the Best Western Plus Orangeville Inn and Suites. The afternoon event welcomed business leaders and community stakeholders from across Dufferin County.

The Industry Luncheon committee welcomed the event's keynote speaker, Steve Paikin, host of TVO's The Agenda. Paikin discussed key themes from his latest book, Bill Davis, Nation Builder and Not So Bland After All. Paikin connected important political events in Ontario's history with today's politics at Queen's Park and spoke to Davis' importance as one of the most influential politicians in Ontario's history. Paikin brought forward stories and pivotal moments from the Davis era that helped shape the Province as we know it today.

Immediately following the keynote address, the floor was opened to questions from the audience. Paikin was available following the luncheon for a book signing with copies of his newest book. The event was sponsored by local businesses and business leaders.

Think Local Showcase and AGM

On May 9th, 2018 members of the Dufferin Board of Trade and business and community leaders from across the County gathered for the Think Local Showcase & Annual General Meeting (AGM) held at the Ecology Retreat Centre. Local food had the spotlight as Dufferin's best eateries and caterers served dishes inspired by locally sourced ingredients. Guests were able to enjoy a walk through the beautiful woods at the Ecology Retreat Centre after the meal which was provided by Lavender Blue Catering, Ecology Retreat Centre, Fan/Joy, Fromage, Gourmandissimo, Reid's Potatoes, and Shelburne Golf/Robins Catering.

Play Local Golf Tournament Benefitting Bethell Hospice Foundation

On August 23rd the Dufferin Board of Trade hosted the Think Local Golf Tournament. A continuation of a decades old tournament, the event welcomed over ninety golfers and dinner guests who were invited to participate in the silent auction benefitting the Bethell Hospice Foundation. The silent auction items were generously donated by local businesses and business leaders. In October of 2018, the Dufferin Board of Trade presented a cheque for \$3854 to the Bethell Hospice Foundation.

Lunch & Learns

The Dufferin Board of Trade, in partnership with the Small Business Enterprise Centre and the Ontario Chamber of Commerce hosted two Lunch & Learn sessions in 2018. The spring session, Small Business Access, introduced members to the new online tool which provides resources and business advice. The autumn session topic was Discover Ability, which helped members learn how the AODA applies to their business and see the advantages of developing an inclusive workforce.

Small Business Week

On October 11th 2018, The Dufferin Board of Trade received the proclamation from Warden Paul Mills of the County of Dufferin, proclaiming the week of October 14 - 20, 2018 as Small Business Week in Dufferin. Small Business Week is an opportunity to highlight the important contributions small businesses make to Ontario's economy and local communities but also to bring to light the challenges faced by our small business community.

"Small business is the backbone of the Ontario economy and vital to the continued growth, success, and prosperity of Dufferin County," Pete Renshaw, Chair of the Dufferin Board of Trade said. Over the course of Small Business Week, The Dufferin Board of Trade highlighted the contributions that local small businesses make to the community.

The celebration of Small Business Week culminated at the 2018 Business Excellence Awards Gala on October 18th hosted by Mag Ruffman. The Awards recognized eight highly esteemed local businesses for their work and achievements within the County. The Business Excellence Awards celebrated the accomplishments of local businesses, business leaders, and organizations.

Small businesses face a variety of obstacles impeding growth. In 2016 the Ontario Chamber of Commerce published a report, *Obstacles and Opportunities: The Importance of Small Business in Ontario*, which identified many obstacles small businesses in the province face, including key infrastructure gaps, access to talent, and concerns about the rising costs of doing business. Though progress has been made on the issues, many businesses within Dufferin are still facing these same obstacles to growth.

Small businesses are fundamental to Dufferin's economy making up 98 per cent of Dufferin's businesses. Small businesses employ over 3 million Ontarians and account for over two-thirds of all private sector workers. Over 41% of Canada's GDP is contributed by small and medium-sized enterprises.

2018 Business Excellence Award Winners

Community Builder

HEADWATERS DENTAL

Headwaters Dental



Innovator Award

Snapd Dufferin



Association of the Year

Family Transition Place



Business of the Year - 10 or more Employees

Highland Restoration DK1



Business of the Year - Under 10 Employees

My Broadcasting Corp



Emerging Business Award

Shelburne Family Chiropractic



Business Citizen of the Year

Steve Bowles



Young Professional of the Year

Philip DeWar

Women in Business

The Dufferin Women in Business completed their 16th year in 2018. DWIB facilitates monthly networking events for women to "Build, Connect & Grow". The committee focuses on the importance of networking and "connecting" to other business women. The DWIB committee plans and promotes up to 9 events a year that are appealing and interesting for attendees culminating each year with the November Sparkle Award Gala. Recent event topics include: Round table discussions on business support, Renewing yourself and handling stress, Group discussion on customer service, Positive energy in your business, Team building, and Empowering women through values.



THE POWER TO SHAPE POLICY

The Ontario Chamber of Commerce (OCC), made up of local Chambers of Commerce and Boards of Trade, takes on a robust advocacy agenda with direction from their member chambers. The Dufferin Board of Trade provides input and local perspective to the Ontario Chamber to work towards our collective policy goals as the Ontario Chamber Network.

Repeal of Bill 148, Fair Workplaces, Better Jobs Act

The Dufferin Board of Trade and the entire Ontario Chamber Network had long advocated that Bill 148, Fair Workplaces, Better Jobs Act, was simply too much too fast when it was introduced. The business community across Ontario made it clear that Bill 148 led to a substantial decrease in staff hours and capital investment as well as an increased reliance on automation. Following the 2018 Provincial Election the Ontario Chamber Network called on the new Government of Ontario to immediately repeal Bill 148.

Wins: As a direct result of the advocacy work of the Dufferin Board of Trade and the Ontario Chamber Network, the Government of Ontario announced Bill 47, Making Ontario Open for Business Act, on October 23, 2018. Bill 47 included a near-full repeal of Bill 148, the Fair Workplaces, Better Jobs Act. The repeal included:

- Minimum wage paused at \$14 per hour
- Partial repeal of scheduling provisions
- Removal of equal pay for equal work
- Return to previous calculation of public holiday pay
- Return to previous union certification policies
- Amended personal emergency leave

Skills and Workforce Development

The Dufferin Board of Trade and Ontario Chamber network called on the government to modernize Ontario's apprenticeship system in order to develop a stronger, more competitive workforce. Ontario's journeyman-to-apprenticeship ratios made it difficult for employers to fulfill high levels of demand for skilled tradespeople, as they struggled to recruit sufficient journeymen to hire additional apprentices. This resulted in young tradespeople struggling to work the hours necessary to complete their training, limiting the number of certified tradespeople produced each year. This exacerbated the problem of local businesses operating below capacity and struggling to find the skilled tradespeople necessary to their business growth.

In addition, the Ontario Chamber Network had maintained that the Ontario College of Trades (OCOT) had become overly focused on enforcement and regulation, limiting its ability to serve the public interest by attracting and training new tradespeople.

Wins: As part of Bill 47, Making Ontario Open for Business Act The government lowered apprenticeship ratios to 1:1 across all trades which will make it easier for apprentices to become certified and for businesses to fill skills shortages and complete projects. This is especially important for smaller urban and rural communities, where the pool of journeymen is typically much smaller. In addition, the government announced that it will be dissolving the OCOT and uploading its responsibilities to the Ministry of Labour.

Reducing Red Tape

Cutting red tape for business has been a key component of the advocacy work of the Dufferin Board of Trade and the Ontario Chamber Network. With over 380,000 regulations, Ontario is currently the most regulated province in Canada, which continues to limit Ontario's competitiveness and economic prosperity.

Wins: As a result of the Chamber Network's advocacy work, the Government of Ontario introduced Restoring Ontario's Competitiveness Act, 2018. The Act is a fundamental step toward easing the strain on businesses and creating a more efficient, flexible, and easy to navigate regulatory regime.

Energy

The Ontario Chamber Network recognized the adverse effects that rising electricity prices have on Ontario's Business competitiveness. Electricity price relief is of top importance to our local businesses as it contributes significantly to the rising cost of doing business.

Wins: In September 2018, the Ontario Government introduced legislation to repeal the Green Energy Act. The new program gives the government the authority to stop approvals for energy projects where the need for electricity has not been demonstrated and the costs to high.

ADVOCACY IN ACTION

Advocacy Day 2018

On February 26th, representatives of the Dufferin Board of Trade traveled to Queen's Park to participate in the Ontario Chamber of Commerce Advocacy Day. Advocacy Day is an opportunity for the Ontario Chamber Network to meet with senior government officials to bring their community's business issues to the forefront. This year, delegates met with members of cabinet, opposition critics, and deputy ministers to advance the Ontario Chamber election platform Vote Prosperity. Dufferin Board of Trade delegates met with government in three specific areas of focus: health, housing, and infrastructure. In the meetings, specific business issues were brought forward, both local and larger in scope.

Municipal Elections 2018

The Dufferin Board of Trade continued the proud tradition of hosting Election Forums for the municipalities in Dufferin County. In total 74 candidates put their name forward to seek office in the elections. As part of the Municipal Election work, DBOT sought to ensure the community was well informed ahead of ballot day. The DBOT website hosted candidate pages which included biographies, candidate introduction videos, and a platform for posting questions to the candidates ahead of the Orangeville All-Candidates Debate.

In total, DBOT hosted seven All Candidate Forums across Dufferin, which allowed the community to meet the candidates and hear their platforms and priorities.

Provincial Elections 2018

The Dufferin Board of Trade undertook a robust policy program ahead of the 2018 Provincial Election. DBOT supported the Ontario Chamber of Commerce 2018 Provincial Election Platform, *Vote Prosperity* and ensured that the four priority pillars of the platform were at the forefront of the political discussion. The four election priorities included: Strengthening Business Competitiveness, Fostering Job Creation, Building Healthy Communities, and Improving Government Accountability.

DBOT met with all of Dufferin's local provincial candidates to discuss our local business priorities and the *Vote Prosperity* platform ahead of the election debates. These pre-election meetings were coupled with a Provincial Election web-portal that included candidate bios and a platform to post questions ahead of the debate. As well, DBOT sent each candidate a set of 10 policy questions directly related to our election priorities and the answers were posted online and shared with the community. DBOT became the foremost source of information for the Provincial Election in Dufferin County, and business issues were placed at the forefront of the political discussion.

2018 Ontario Chamber of Commerce AGM

Representatives of the Dufferin Board of Trade traveled to Hamilton for the 106th Ontario Chamber of Commerce Annual General Meeting and Convention. Fifty-three chambers participated in an amazing celebration of the strength of the Ontario Chamber Network, and another twenty-four were represented through proxy. The policy resolution debates showcased the importance of the Chamber Network when it comes to shaping public policy in Ontario. The Dufferin Board of Trade was proud to represent the voice of business in Dufferin during the policy resolution debates. Attendees heard from the Ontario Liberal, NDP and PC parties and their vision for the province leading into the 2018 Provincial Election.

PROPOSED 2019 BOARD OF DIRECTORS

Executive

Pete Renshaw

Chair

Melissa Vinden

Secretary -Treasurer

Diana Morris

General Manager (Ex-Officio)

Directors

Linda Amour Grant

Lyngrant Financial

Sandy Brown

County of Dufferin

Paul Janssen

JDC Custom Homes

Brandi Neil

Evans and Adams

Rob Mise

My Broadcasting Corp.

Bill McCutcheon

Dufferin Federation of Agriculture

Liz Skorski

Skorski Web Design

Carol Maitland

Town of Shelburne

Keith Lowry

The Lowry Group

Janet-Lynn Morrison

9Round Orangeville

Ruth Phillips

Town of Orangeville