



## Gymnastics Ontario AGM

November 11, 2023

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National Account Executive,  
Business Development



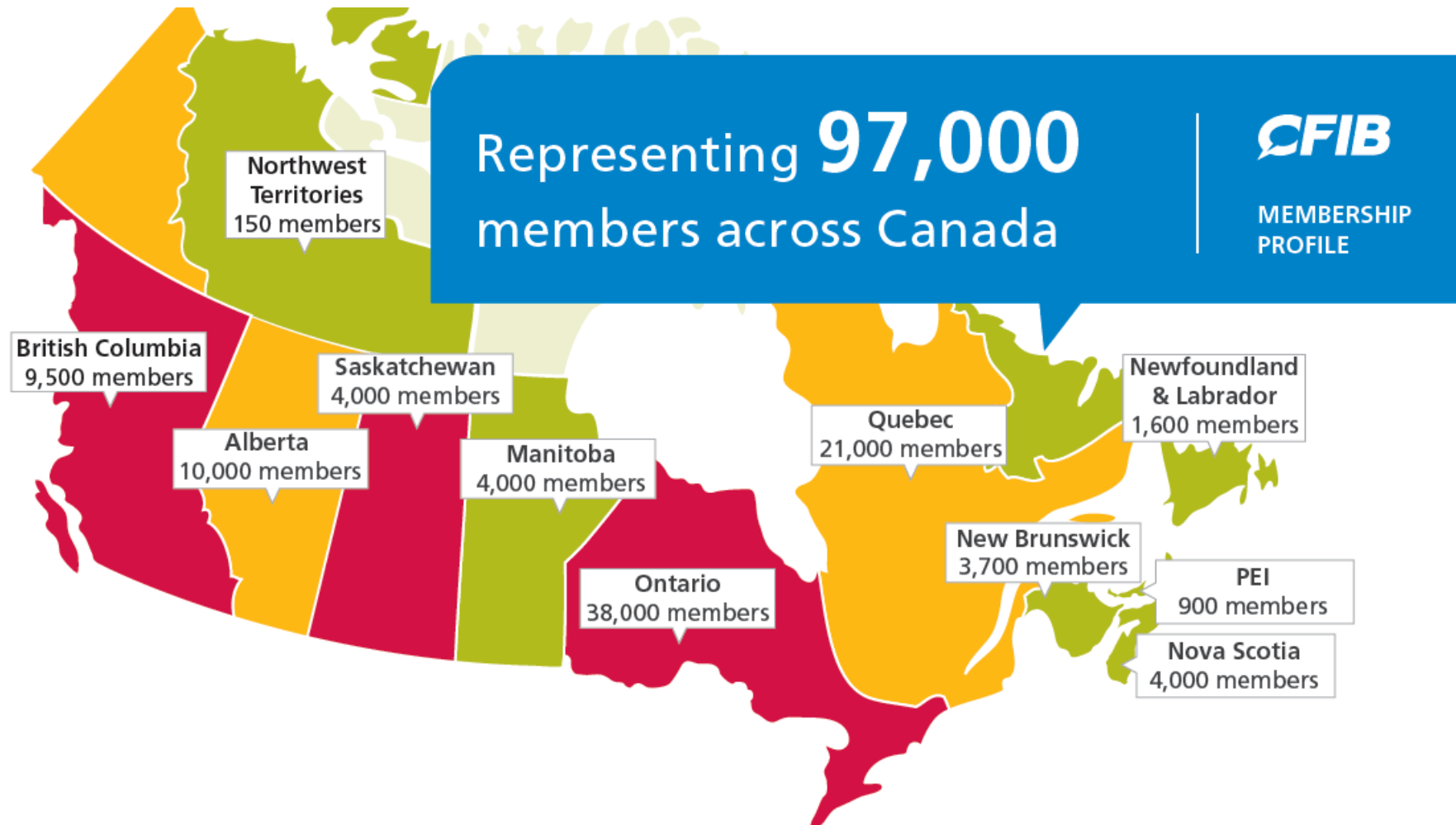
CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS

*In business for your business.*

# Agenda

- Advocacy (and advocacy support for your group)
- Advice and Information
- Online Learning
- Purchasing Power = Savings!

# Who is CFIB? By Province:





## About CFIB

- Since 1971
- Non-profit and non-partisan
- National office, 10 provincial offices, 400 employees
- 97,000+ business members across Canada
- Independent, Canadian owned businesses
- 1 member, 1 vote: members dictate our position
- Advocacy support for groups (120 group agreements)

A photograph of two women sitting at a table, engaged in a conversation. The woman on the left is wearing glasses and a dark blazer over a light shirt. The woman on the right has curly hair and is wearing a light-colored button-down shirt. The entire image is overlaid with a semi-transparent yellow filter. The word "Advocacy" is written in white text on the right side of the image.

**Advocacy**





An influential  
organization



RECOGNIZED AS THE  
**#1 LOBBY GROUP**  
FOR SMALL BUSINESS

*Subject Matter of the Lobbying Activity Small Business*

**AND**  
**TOP 25 LOBBY GROUP**  
**IN ALL OF CANADA**

*Subject Matter of the Lobbying Activity All Subjects*

AS OF NOV. 16, 2021



1. Canadian Federation of Independent Business (CFIB)
2. Restaurants Canada
3. Canadian Chamber of Commerce
4. Ontario Chamber of Commerce
5. Conference for Advanced Life Underwriting
6. Frontier Duty Free Association
7. Canadian Credit Union Association
8. Business Council of Canada
9. Canadian Health Food Association
10. Canadian Women's Chamber of Commerce

# The Key to Advocacy? ACCESS



Prime Minister Trudeau with CFIB President and CEO Dan Kelly & Corinne Pohlmann (SVP National Affairs)



Minister Freeland with CFIB President Dan Kelly and CFIB senior legislative staff

# Advocacy Results: Federal



- COVID-19: CEBA, CEWS, CERS, HASCAP, CRHP...
- Bill C-208: Selling your business to a family member
- \$900,000+ Capital Gains Exemption / Indexing
- Small Business Corporate Tax Rate Reductions
- SBCTR Threshold Increased to \$500,000
- Taxable Capital Limit giving access to the Small Business Tax Rate increased to \$50m
- Credit Card Industry Code of Conduct





# Advice and Information



- Call us for help on compliance, regulation or HR issues.
- **No cost**; call as often as you like!
- 35 full-time CFIB Business Advisors. 70,000+ cases per year.
- Reduce your risk and liability
- 1-on-1 advice: Fully bilingual: Confidential
- 1-888-234-2232
- Available Monday - Friday from 5:30am PST to 9:30pm ATL

# Navigating your obligations

We understand more than most that our members wear many hats within their business. You are passionate about your product or services but when it comes to government compliance, you may lack important knowledge. This is where we come in. If you operate a business and you have employees, you need to comply with these legislations:

- Employment Standards
- Occupational Health and Safety
- Human Rights
- Workplace Safety Insurance
- Employment Insurance
- Payroll Taxes



# Compliance Checklist

- Violence, bullying & harassment policy and program
- Young & new workers orientation checklist
- Working alone policy
- WHMIS GHS Training
- Privacy policy (and website privacy policy)
- Joint OH&S committee or worker health & safety rep
- Emergency evacuation plan
- First aid kit
- PCI DSS
- CASL
- Music licensing

**Compliance Checklist by Jurisdiction**

CFIB  
CANADIAN FEDERATION  
OF INDEPENDENT BUSINESS  
In business for your business.

Trying to navigate all the rules and regulations laid out by government can seem daunting – but it doesn't need to be! Use our comprehensive compliance checklist to establish your requirements and remember: You can contact Business Resources for more information and member-exclusive templates.

**Compliance Checklist**

	BC	AB	SK	MB	ON	QC	PEI	NB	NL	NS	YK	NT	Fed
Accessibility Policy (for customers with disabilities)													
Canadian Anti-Spam Laws adherence (email marketing)													
Communicable Disease Prevention Plan													
Copy of Employment Standards Regulations													
Credit Card Payment Industry Security Standards													
Disconnecting from Work Policy													
Electronic Monitoring Policy													
Emergency Communications Procedures Policy													
Emergency Evacuation Plan													
Emergency Management Plan													
First Aid Act Access for Workers													
First Aid Kit													

**Legend:**

- Required
- # Required w/ number of employees
- ★ Exempt if < 5 Employees
- ★★ If Applicable

Running a business can be challenging. We make it easier.

**Have questions?**  
Contact your Advisor today!

1-833-568-2342 or CFIB@CFIB.ca

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# Templates and policies



**Policy templates and resources**

**Resource Library**

Welcome to CFIB's resource library! Here, you'll find exclusive templates to help run your business. Simply download any of the templates, adapt them to your business, and you're all set. You can call our counsellors anytime for help using these templates: 1-888-234-2232.

Showing 9 of 26 Resources

**What's on your mind?**  
I'm dealing with...  
- Select an Option -

Ok, let's narrow it down...  
- Select an Option -

Location  
Prince Edward Island

Search

**2021 Operations Guide**  
We've put together information and tools to help you make informed business decisions and overcome the unprecedented challenges your business...

**Telecommuting Policy and Procedure Template**  
More and more employees are working from home; this policy will help you clearly communicate the rules.

**Return to Work Package**  
Managing employees' sick leave or work-related injuries can be complicated and sensitive. A return-to-work policy can simplify matter...

**TELECOMMUTING POLICY AND PROCEDURE TEMPLATE**  
CFIB CANADIAN FEDERATION OF INDEPENDENT BUSINESS In business for your business.

**EMPLOYEE PERFORMANCE REVIEW POLICY TEMPLATE**  
CFIB CANADIAN FEDERATION OF INDEPENDENT BUSINESS In business for your business.

**ANTI-HARASSMENT POLICY TEMPLATE**  
CFIB CANADIAN FEDERATION OF INDEPENDENT BUSINESS In business for your business.

**VACATION POLICY TEMPLATE**  
CFIB CANADIAN FEDERATION OF INDEPENDENT BUSINESS In business for your business.

**Have questions? Ask today!**  
CONTACT YOUR COUNSELLOR 1-888-234-2232 or CFIB@CFIB.CA

We have HR templates for:

- Recruitment ads
- Interview questions
- Employment offer letter
- Employment contracts
- Job descriptions
- Employee discipline and dismissal

We can also help with:

- Right to disconnect Policy
- Drug and Alcohol Policy
- Code of Conduct Policy
- Social Media Policy
- Harassment Policy
- New Employee Orientation

- Compliance checklist
- Business operations guide
- Employment standards posters
- Workplace signage

... and many more!



## Social Media Policy Template



The purpose of this document is to provide you with a **Social Media Policy Template** which can be customized to fit the needs of your business.

### Recommendations:

- Check with your Employment Standard office or Business Advisor to confirm considerations that may apply to employment conditions in accordance with the Employment Standards and Human Rights legislation.
- Review any sensitive issues with a qualified/certified professional (i.e., labour lawyer) for additional peace of mind.
- Clearly communicate policies to all employees. You should walk through the policies in person with new hires.
- Ensure that the employee signs the policy as proof of understanding and compliance.

### How to read & customize this template:

- Words highlighted in **grey** must be replaced by information specific to your business and/or province.
- We have included some optional tips in **blue**; they are to be deleted before printing this document, along with this page.
- We recommend periodic review of policies to ensure they reflect all legislative, regulatory, and internal changes.

### Important notes:

- It is always recommended that the final draft be reviewed with an employment lawyer.
- If you are a federally regulated business, this policy will have to be adjusted to be in line with the Canada Labour Code. Please discuss those specific needs directly with a CFIB Counsellor.

**Need advice? Contact us!** 1-833-568-2342 | [CFIB@CFIB.CA](mailto:CFIB@CFIB.CA)

Your business is unique, and it requires unique advice. CFIB members unlock exclusive access to our advisors ready to help you review and implement this policy – and the dozens more in our resource library. Each year, we support thousands of business owners like you and help them find solutions to complex situations.

This template is provided to you for information purposes only. CFIB cannot be held responsible for its content or for any subsequent use and interpretation thereof by the company or a third party.

## SOCIAL MEDIA POLICY FOR NAME OF BUSINESS

Social Media offers new platforms for collaboration – both as a social application and for work. This gives us all opportunities to communicate in new ways with our customers, our employees, our colleagues, our wider public **publics** and the world at large. Social networks must be considered as an additional mean of communication, complementing traditional customer and public relations methods.

Many of you likely participate in online social dialogue through one (or multiple) platform(s) such as Facebook, LinkedIn, Twitter, etc. In some of those cases, it is possible that the topic of work comes up – in terms of **what you do** and in terms of **what name of business** does. It is important to consider that we are all ambassadors of the business and that social networks are in the public domain. All interactions create a persona for our brand and contribute to making it integral to our audience's environment.

### Purpose

The purpose of this document is to provide guidelines and parameters to our employees regarding the appropriate use of social media while they are employed by and represent **name of business**. With all social media, you must remember – **what happens online stays online...forever**. We would like to highlight that you are not being asked to participate in dialogue reflecting **name of business** views if you choose not to. This information is beneficial for all of us to be aware of; for those of you choosing to join the conversation, you are asked to follow these guidelines.

While providing guidelines to our employees, one cannot provide information on all possible scenarios. Therefore, we recommend that if you are ever in doubt about a piece of information you would like to share, speak with **you** and contact information for further clarity. Also, please use **name of business's** CODE OF CONDUCT as a guide in reflecting **name of business's** values, notably on social media.

We would request that in instances where specific questions are asked about **name of business** or its policies, these inquiries be re-directed to **name**, who will ensure a proper response or delegate accordingly.

### When you engage

In all cases where you choose to engage in a dialogue pertaining to **name of business** and to your work within **name of business**, please remember to reflect our values and guidance provided within our Code of Conduct. Our decision on governance is **based on the fact that**, no matter what, the outside world will perceive that you are intervening on behalf of **name of business**.

Because we are a **customer-driven** organization, you should exercise judgment before posting any information on social media. Here are some questions you may want to ask yourself before posting:

- How would one of our customers perceive this information were they to find out about it?
- Is this information, in any way, contradicting the stated opinions of **name of business**?
- Could this information be used by the media or competition to tarnish the brand of **name of business**?
- Could any of this information be considered immoral, politically **incorrect** or worse, **illegal**?

# What's new in the Member Portal:

- **Blue J:** Free access to **AI software** for legal rulings surrounding labour and tax issues. (via CFIB business advisors)
- **Wellness Hub:** Free articles, templates, and practical advice to introduce and promote wellness in your workplace
- **Cybersecurity Academy:** Free courses (value \$1,000/person) and templates (value \$5,500) for CFIB owners and their employees.
- **CFIB Employee Management Centre:** Your all-in-one shop for HR support, Recruiting and Hiring



# Hiring & Recruiting

## Where to find workers

- Job Posting Platforms, Social Media

## Writing a job ad

- Be realistic, but be attractive, reflect your culture

## Interviewing

- What should you ask? What can't you ask?

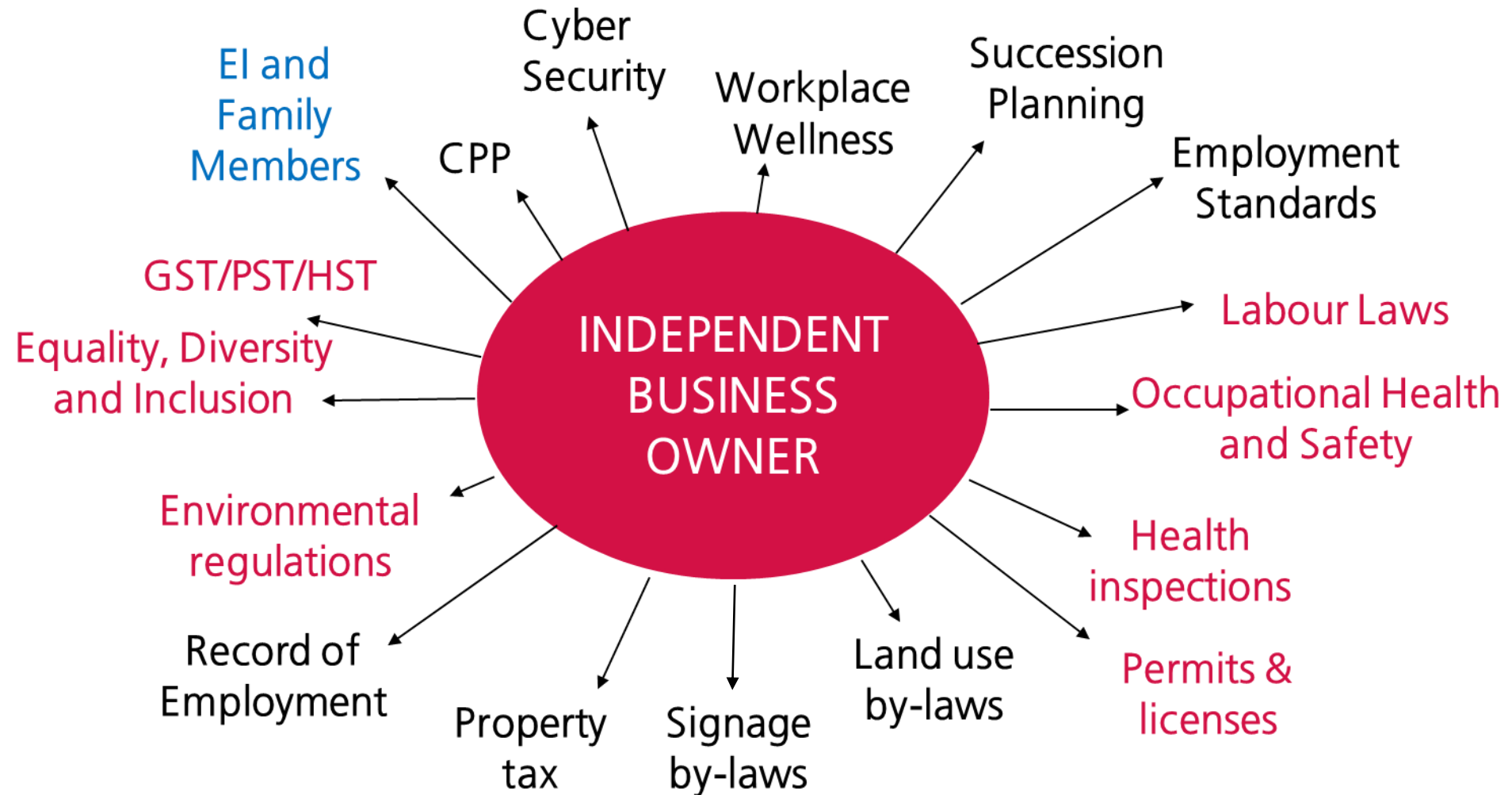
## Onboarding

- Have a plan, have a contract





# WE CAN HELP WITH ALL OF THIS!



# Online Learning: CFIB Webinars

- Business succession
- Wellness in the workplace
- Best practices in hiring and retention
- Stop Paying Unnecessary EI Premiums for Family Members ...and Get Your Money Back!
- Cyber risk management: is your business doing enough?
- How to grow your retail business online
- Drug and Alcohol Policy for Your Business
- Preventing Fraud in Your Small Business
- Managing difficult employees: Solutions to improve your workplace
- Credit Card Processing Contracts: What Your Biz Needs to Know
- Managing Millennials

# Online Learning:



- Available 24/7/365
- 30 minutes to 5 hours per course
- Value \$2000 per person; **free** for CFIB members **and** their employees
- Improve skills within the workforce, prepare staff for higher-value tasks.
- Over 50 courses available covering:
  - **Starting up your business**
  - **Managing employees and customer relations**
  - **Health and safety**
  - **Compliance**
  - **Growing your business**

## Compliance

Accessibility Standards Training  
Anti-Spam Law [Canada]  
Being Compliant  
Cannabis - Workplace Implications  
Employment Standards  
Due Diligence  
Harassment, Discrimination and Workplace Violence Prevention Training [Canada]  
WHMIS 2015

## Health and Safety

Accident Investigation (CCOHS)  
Best Practices for Returning to Work for Employees  
Business Case for Health and Safety  
Coronavirus Preparedness for Employers and Employees  
COVID-19 Vaccines Awareness  
Effective Joint Health and Safety Committees  
Everyday Ergonomics  
Health and Safety Awareness for Ontario Supervisors (CCOHS)  
Health and Safety Awareness for Ontario Workers (CCOHS)  
Health and Safety for Small Business [Canada]  
Ladder Safety  
Manual Material Handling and Back Safety  
Mental Health Awareness  
MusculoSkeletal Disorders [MSDs]: Awareness (CCOHS)  
Occupational and Environmental Cancer: Recognition and Prevention [CPAC]  
Occupational Health, Safety and Environmental Management Systems: Awareness (CCOHS)  
Office Safety  
Slips, trips and falls  
Violence in the Workplace: Awareness (CCOHS)

## Kids Business Literacy

Kids Business Literacy

## Managing Customer Relations

Customer First Series  
Email Etiquette  
Primer on Privacy [Canada]

## Running your Business

Basics of Market Research  
Business Finance Basics  
Business Writing: Being Effective  
Change Management  
Communicating Negative Messages  
Communication Essentials  
Conflict Management  
**Diversity and Inclusion in the Workplace**  
Delegation  
Effective Leadership  
Employee Motivation  
Effective Performance Feedback  
Effective Workplace Discipline [Canada]  
Entrepreneurship [Canada]  
Financial Management for Small Business Certificate [Canada]  
Hiring Right  
How to write a Business Plan  
Leading Growth Firms Certificate  
Let's Talk About Racism [Canada]  
Marketing Basics  
Problem Solving: The 5 Steps  
Project Management: The Basics  
Tax Compliance for Canadian Businesses  
Time Management  
Understanding Financial Statements  
Succession Planning



- ✓ **50+ courses**
- ✓ **FREE for CFIB Members and their employees**
- ✓ **Regular price: \$15 to \$99 each (average \$40)**
- ✓ **Track your employees' progress online!**



# Education: CFIB Certificate Programs



## Small Business Health and Safety Certificate

This comprehensive program provides managers, supervisors and workplace health and safety champions with an understanding of health and safety in Canada and with training on how to keep workplaces safe.



## Small Business Marketing and Sales Certificate

This program offers a wide scope of information, ranging from Internet basics to both fundamental and complex marketing concepts, teaching you how to properly research and target your e-marketing initiatives. It addresses selling and communication techniques to help grow your prospect base and teach you how to sustain and improve your valuable customer relationships.



## Small Business Human Resources Certificate

This unique program addresses key topics such as recruitment, staff compensation and benefits, leadership, performance development and team building, to name a few.



## Small Business Management Certificate

This program was created to provide the managers of small- and medium-sized businesses easy-to-access training to enhance and expand their business skills, knowledge and expertise.

- \$69 for CFIB members & your employees (Regular price \$300)
- Each certificate = 1 credit at Athabasca University
- Retain employees and improve their skill level
- Great start at low cost

# Small Business Management Certificate



1. **Focus on the Basics (5 hrs)**  
Basic Business Finance (3 modules)  
Marketing Basics (1 module)
2. **Focus on the Customer (9 hrs)**  
Marketing (3 modules)  
Customer Service (6 modules)
3. **Focus on Management (3 hrs)**  
Strategic Management (2 modules)  
Management of Information and Operations (2 modules)
4. **Focus on Business Issues (3 hrs)**  
Going Global (2 modules)  
Series on Work Skills (4 modules)



- Retain employees and increase their skill level
- \$69 for members & staff (Regular price \$300)
- 20 hours total + homework
- Complete in 3 months
- Accredited by Athabasca University for their Bachelor of Management or Bachelor of Commerce degree programs.

A woman with long dark hair and bangs is sitting in a chair, laughing heartily with her head tilted back. She is wearing a dark, long-sleeved top and dark pants. The background shows a spa or salon environment with other people and shelves of products. The entire image is covered with a semi-transparent green overlay.

# Savings Programs



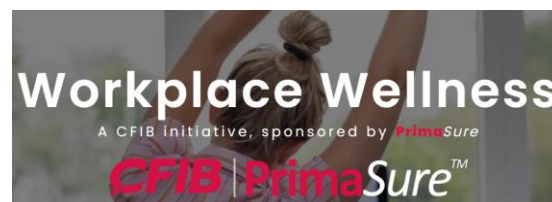
**Purchasing Power  
= Savings**



- 9 full-time CFIB staff negotiating on behalf of 97,000 businesses
- “Best in Class” pricing
- “Best in Class” business-friendly contracts
- **Average Savings: Over \$5000 per year!**



# CFIB Savings Programs



(For details, please go to [www.cfib-fcei.ca](http://www.cfib-fcei.ca))



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