Dear candidate,

Did you know that **New Brunswick`s retail industry** is not only an important barometer of the health of the province’s economy but is itself **a key driver of growth and jobs**? From main street independent retailers to major multi-nationals, retail is the largest private sector employer in **New Brunswick** with over **50,000 New Brunswickers** working in the sector, which generates **$10 billion in annual core retail sales**. As part of this year’s election I want to encourage you to consider the positive impact that the New Brunswick retail sector has on communities across our province, including right here in *(constituent riding-community name)* and ensure that the next provincial government supports policies that **promote the further growth of New Brunswick’s retail industry**.

The retail sector’s prominent role in the New Brunswick economy means that merchants have a direct impact on the success of many other supporting industries including transportation, construction and property management, information technology and financial services to name only a few. **For your constituents, retail offers a stable and solid source of income**, with the average hourly earnings for a full-time retail worker in New Brunswick being approximately $21.67 per hour.

Although retailers like me are one part of the picture of communities across the country, you need look no further than the daily news to realize that **my industry is going through a period of unprecedented change**. From challenges with the global supply chain and the impact of inflation on product prices; to how consumers shop – both in-store and through e-commerce platforms – constant rapid change will continue to transform my business.

In order for retailers to flourish in this new environment it is important that your party commit to supporting the following policies that have been developed for us by the Retail Council of Canada (RCC). These policies will **help promote the competitiveness of New Brunswick`s retail industry**, and ensure that small, medium and large retailers across the province can continue to compete with global competition and provide meaningful and stable jobs in our community:

* Achieve regional competitiveness by lowering the small business tax rate to 1%.
* Commit to lowering the HST to 13%.
* Commit to not raising taxes (small/large corporate and HST) during your mandate.
* Commit to maintaining legislated minimum wage adjustments based on an objective minimum wage formula that is tied to the Consumer Price Index for the previous year.
* Support RCC’s initiatives with government and police stakeholders to ensure a coordinated response to retail crime and safety for retail workers and customers.
* Harmonize policies related to solid waste regulations with best practices from across Atlantic Canada.
* Commit to no increase in the current sick leave provisions for New Brunswick employees.
* As the largest private sector employer in New Brunswick, the government must provide retailers with the same incentives offered to other industries to invest in people, technology and e-commerce.
* Work with all levels of government to plan and implement timely solutions to climate change challenges that could severely impact the retail supply chain in New Brunswick and across the Atlantic region.

When I cast my ballot, I will do so with these issues in mind. I encourage you, if elected, to support these key policy pillars. Each will have a profoundly positive effect on one of the largest sectors in New Brunswick’s economy and contribute to all New Brunswickers’ standard of living. If you would like more information please refer to the Retail Council of Canada’s special election website VoteRetail.ca or contact RCC at info@voteretail.ca.

Sincerely,

Constituent Name