

Dear _____ (Candidate's Name)

Did you know that **Nova Scotia'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 **Nova Scotia** with over **59,900 Nova Scotians** working in the sector, which generates some **\$14 billion in annual sales**. As part of this year's election I want to encourage you to consider the positive impact that the Nova Scotia 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 Nova Scotia's retail industry**.

The retail sector's prominent role in the Nova Scotian 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 wage of a full-time retail worker in Canada being approximately \$17 an 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**. How consumers shop, from the rise of e-commerce to their use of mobile devices to shop for products at the push of a button, has and will continue to change 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 Nova Scotia'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:

- Stimulate consumer spending by lowering the Harmonized Sales Tax from 15% to 13%.
- Achieve regional competitiveness by lowering the corporate tax rate to 14% and honouring the recent government pledge to move the small business tax threshold to \$500,000.
- Provide ongoing support of the Office of Regulatory Affairs and Service Effectiveness.
- Change the Labour Standards Code so that the amount an employer pays a minimum wage worker - who works past their regular shift - would always be in 15 minute intervals.
- Harmonize policies related to solid waste regulations with best practices across Canada.
- As the largest private sector employer in Nova Scotia, the next government must provide retailers with the same incentives offered to other industries to invest in people, technology and e-commerce.

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 Nova Scotia's economy, and contribute to all Nova Scotians' 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 or by phone at 1-888-373-8245.

Sincerely,
_____ (Constituent Name)