

*Pierre Leduc is Vice-President, Government Relations with the Propane Gas Association of Canada. Pierre's mandate is to help implement the Association's strategic plan and lead the PGAC's government advocacy and outreach functions.*



## PGAC Ottawa Industry Day On May 4, 2010

When I first joined the Propane Gas Association of Canada (PGAC) in 2008, the first task given to me was that of developing a plan to raise our industry's profile with federal decision makers. My recommendations at the time included a number of tactics ranging from targeted ad placements in Ottawa to networking at key events; from providing industry members with information they could use with elected officials in their own community to developing an annual Government Day in Ottawa. Fast forward two years and, with the help and support of its members, the PGAC has successfully implemented each of these. But that certainly does not mean that our job is now done.

Regular readers of this space will remember that I have mentioned – repeatedly – that in communications, repetition is the key to getting your message across. The average person must hear the same message 14 to 18 times before it sinks in. With that in mind, the PGAC's 2010 Government Relations Plan includes the renewal and updating of each of these tactics.

### TARGETED ADS IN OUR NATION'S CAPITAL

The Ottawa-based ad campaign has been renewed and will continue to be seen in both The Hill Times (a must read publication on Parliament Hill) and in strategically located transit shelters near Natural Resources Canada and near Parliament Hill. Placement will coincide with the parliamentary calendar. The content of the ads will be reviewed and possibly updated later this spring.

### COMMUNITY OUTREACH KIT

Consistent with our efforts to increase our industry's profile, an Election Outreach Toolkit was developed to encourage and assist members with their efforts at the grassroots level during the fall 2008 federal election.

While all documentation contained in this toolkit can still be accessed today in the PGAC's secure members' area (under "Government Relations"), the Association will be updating the toolkit in 2010 to further enhance the kit's value. Aside from updating the outreach materials for industry members to leave behind when meeting with persons of influence, the kits will be broadened so that they might be used outside of an election period. Additionally, a short handbook with hints and tips about how best to approach government outreach at the local level will be developed.

### 2010 GOVERNMENT DAY

The PGAC is once again seeking volunteers to participate in the 2010 Ottawa Propane Government Day. By the time this edition is published, we will be looking for input from volunteers to develop our issue briefs to present to government and/or to attend the meetings and reception with government ministers and officials in May.

To do so we will be holding two or three planning conference calls over the next couple of months to allow industry members from coast-to-coast to participate in these planning meetings.

Some of the issues under consideration for discussion with the federal government in May include:

- how the environmental benefit of propane can fit into the government's environmental and health agendas;
- the economic advantages of propane to its customers and to the Canadian economy;
- Environment Canada's Environmental Emergency (E2) Regulations;
- the promotion of propane-powered fleets (for government fleets and government support for private fleets);
- Transport Canada's Rail Freight Service Review; and
- Transport Canada's review of the need for thermal insulation on bulk truck and cargo liner tanks carrying liquefied petroleum gas.

As we did in 2009, following the meetings in Ottawa, elected officials and their staff and department officials will be invited to join industry members for the PGAC's Propane Industry/Government Reception. We hope to see you there!

### 'TIS THE SEASON TO... SHUFFLE YOUR MINISTERIAL CABINET

Within the span of two weeks in January 2010 three Canadian governments shuffled their Cabinets: the federal government and both the Alberta and Ontario provincial governments. The PGAC will be sending letters of congratulations introducing our industry to each newly appointed Minister who finds him or herself in a portfolio of interest to our industry.

Of particular interest provincially, both Ontario and Alberta appointed new Ministers responsible for regulatory matters directly affecting our industry and new Energy Ministers. In Alberta, **Hector Goudreau** was appointed Minister of Municipal Affairs and **Ronald Liepert** was appointed Minister of Energy.

In Ontario, **Sophia Aggelonitis** will now serve as Minister of Consumer Services. That Ministry oversees Ontario's Technical Standards and Safety Authority. And **Brad Duguid** was appointed Minister of Energy and Infrastructure.

### NEW MINISTER OF NATURAL RESOURCES CANADA

Prime Minister Harper also realigned his Cabinet. Of particular interest to the propane industry is newly appointed Minister of Natural Resources, **Christian Paradis**. Minister Paradis comes to this portfolio with experience, having previously served as Parliamentary Secretary to then Natural Resources Minister Gary Lunn from February 2006 to January 2007, before becoming Secretary of State for Agriculture. He was most recently Minister of Public Works and also serves as the Conservative Party's Quebec Lieutenant.

The PGAC congratulates all ministers on their appointments and looks forward to a positive and productive working relationship with them and their colleagues.

I invite you to contact me if you have any questions or comments or simply would like to share some industry news at: [pleduc@propanegas.ca](mailto:pleduc@propanegas.ca).