



The Honourable Nina Tangri
Associate Minister of Small Business
Ontario Ministry of Economic Development, Job Creation and Trade
18th Floor - 777 Bay St.
Toronto, ON M7A 1S5.

Dear Associate Minister Tangri,

RE: Retail & Personal Services Roundtable – CPB Canada Feedback

I am writing to provide feedback on the Retail & Personal Services Roundtable that you hosted on Friday, May 10th, 2024, in Mississauga. Unfortunately, our organization was unable to provide a representative in person. Therefore, we are taking this opportunity to deliver a written submission.

CPB Canada is the largest and fastest-growing member-based association for bookkeepers and accountants in Canada. We represent nearly 2300 members who serve as the financial backbone for small and medium-sized businesses across the country. As a national certifying body and professional and career development organization, we are committed to enhancing financial transparency and compliance across various sectors of small businesses.

Earlier this year, we were grateful to receive your video acknowledgement of National Bookkeeping Week. As part of this week, our association released a national research study titled "[The Socioeconomic Impacts of Bookkeeping Professionals in Canada,](#)" produced by PwC. This report highlights our significant economic impact and importance to Canadian small businesses. We encourage your team and Ministry staff to review the report further.

Considering this report and our participation in your recent roundtable, we would like to discuss the following policy priorities that we believe present opportunities for your government:

- Follow the lead of the Ontario Ministry of Health and groups like the Resource Productivity and Recovery Authority (RPPRA) – an Ontario regulator, in requiring the Certified Professional Bookkeeper (CPB) designation for their programming. This greater recognition of standards of competence will only better serve governments and small businesses alike.
- Increase the recognition of bookkeeping services as integral to the broader accounting industry and an essential part of economic resilience planning. We provided front-line services to key government programs during the pandemic to aid small businesses. Our members' voices are integral to various advisory



panels and task forces focused on economic recovery and stability by growing strength with small businesses in Ontario.

- Build on our relationship with the Ministry of Finance and allow CPB Canada to administer key provincial supports and programming for the sector.

We believe that these policy priorities can help Ontario's small business community. We look forward to setting up a meeting to have having the opportunity to discuss them further with you. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Rick Johal". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Rick Johal, CAE, MPA
Chief Executive Officer
Certified Professional Bookkeepers of Canada