About

The Canadian Water Quality Association (CWQA) was founded in 1956, as water dealers came together to represent the collective needs of the industry. Since then, the group has advocated for increased public education on water quality in Canada, assisting government in understanding our industry and delivering clean drinking water to all Canadians. The CWQA directly represents more than 200 small and medium-sized businesses across the country, acting as Canada's leading voice in the residential, commercial, and industrial water treatment industry.

Visit www.cwqa.ca or contact us at info@cwqa.ca to learn more.

Comment

The Canadian Water Quality Association continues to be concerned about Budget 2024's increased capital gains inclusion rate and its impacts on our industry and our members. The majority of Canada's water treatment industry are small, employee-owned businesses, and these changes will disincentivize buy-ins from a younger generation of leaders and will keep older businesses owners in the industry far longer than their original plans.

*Our Water Quality is Important**

Members of the CWQA are a vital part of Canada's water treatment industry and their skills range from water testing, water treatment, certification, and educating on all aspects of water in Canada. Water quality is a vital part of Canada's economy, generating $3 billion in annual economic activity, and providing over $720 million in federal and provincial revenues each year. Our industry supports over 10,000 jobs, paying more than $500 million in wages in Canada, and constitutes a sector where Canada is recognized as a global leader and a critical innovator. We train and certify over 1000 companies in Canada in advanced water quality delivery.

Many of the businesses that make up our water treatment industry are small to medium-sized businesses where their succession plans include selling their businesses. For many CWQA members, selling all or a portion of their business is the only means by which they will be able to make funds available for retirement outside of the CPP and OAS. For years, they have been planning to exit their businesses anticipating a 50% inclusion rate, and these business owners will be required to stay longer in these businesses.

As an industry with constantly evolving technology to keep in time with environmental changes and innovations, it is important to make sure that we are constantly able to invite younger professionals into our industry, with the goal of those eventually being able to being leaders and innovators of tomorrow. However, if their desire to become owners is stymied by the higher capital gains inclusion rate.

As the Canadian government continues to invest in housing and infrastructure, there is a greater need for the work of our members, as having trust in the water quality of your home is key to a high quality of life. Our members help fill the gaps in water quality in both municipalities and rural areas and are key to the water quality landscape in Canada, and the capital gains inclusion increase could potentially affect these businesses.

Sincerely,

Shelley Peters