



For Immediate Release

## **ICA responds to the federal government's tax plan adjustments, reinstatement of small business tax cut**

Toronto, October 18, 2017 – The Institute of Communication Agencies (ICA), the professional business association representing Canada's communication and advertising agencies, welcomes the federal government's announcement regarding changes to its proposed tax reforms.

“Overall, we are pleased with the government's responsiveness,” says Noreen Corcoran, EVP, Agency Operations (Independent). “The ICA applauds the decision to reduce the small business corporate tax rate to nine per cent. However, the government has not yet addressed the concerns that the ICA and many other organizations have been focused on. We are awaiting details this week about all the taxation changes.”

The ICA believes the proposed federal tax changes that were announced this summer will negatively affect small and medium-sized independent agencies across Canada and has respectfully asked that the Federal Government rethink how its tax changes will impact on an important segment of the marketing communications industry.

The ICA is collaborating with the [Coalition for Small Business Tax Fairness](#) and 76 other business associations in a joint submission to the Minister of Finance requesting the federal government reconsider its tax reform package to avoid harming small businesses across the country (#unfairtaxchanges). The ICA is also supporting an appeal led by [Canadian Chamber of Commerce](#) calling for consultations with the business community to review tax policy — without unfairly targeting independent businesses (#ProtectGrowth).



The ICA believes that the government's proposed changes represent a rapid and fundamental rewriting of the taxation rules for private corporations. The proposed tax reform removes long-established practices or planning measures that recognize the special circumstances of small and medium-sized business owners and agencies.

The ICA will continue to voice the concerns of its independent agency members and question the process and consequences of the planned tax reforms on their behalf.

#### About the ICA

The [Institute of Communication Agencies](#) (ICA) is a non-profit association representing Canada's advertising, marketing, media, and public relations agencies. Revitalized and under new leadership, the ICA's mission is to positively amplify, protect, and transform the agency sector of the marketing communications industry. Advancing thought leadership, higher standards and best practices, the ICA serves its membership as a progressive source of information, advice, training, and advocacy. ICA member agencies account for over 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. Follow the ICA on Twitter [@ICACanada](#).

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