



The official publication of the
Canadian Business Aviation Association

NEWS BRIEF

Business Aviation and Canada's Economic Recovery

Canada's aviation industry – including its \$12.1 billion business aviation sector – is essential to our economic recovery. But with air travel severely constricted by travel bans and quarantines, our sector's financial viability is in peril. While we understand that the safety of Canadians is paramount, government actions have resulted in a prolonged and painful travel lockdown that may permanently damage the aviation sector – and the economic and societal benefits it provides.

Business aviation can make a unique contribution to Canada's economic recovery. One of the many lessons learned over the past months was that business aviation itself is an essential service. Even during the worst days of the pandemic, business flights continued their missions, bringing Canadians home, helping companies conduct business and allowing communities to connect to medical and other critical services.

Business aviation operators were prepared for the challenge of COVID-19 from the start, as they were always flying out of carefully managed and controlled Fixed Base Operator (FBOs) facilities that have few touchpoints and no crowding. As well, contact tracing was already “baked in”: business flight passengers are personally known by the flight operator – either as corporate employees, shareholders, guests or as clients of aircraft management companies.

Recently there has been an upswing in the number of Canadian companies considering business aviation for the first time. This new interest is a green shoot as we move forward to a more prosperous future, but it is fragile. Overly complex regulations, the spectre of a new “luxury tax” and a lack of incentives to upgrade or



purchase new efficient business aircraft can stop this potential opportunity in its tracks.

Business aviation clients would not be the only ones to miss out: so would leading Canadian companies such as Bombardier, CAE and Pratt & Whitney Canada as well as hundreds of other small medium and large companies that are part of the business aviation community, employing Canadians in such diverse fields as avionics, engineering, design, and many more.

We cannot allow that to happen. In the CBAACAA's pre-budget submission to the Government of Canada, we identified a series of actions, summarized on page 3 of this News Brief, that would encourage the growth of business aviation, and also support Canada's economic recovery and commitment to carbon reduction goals.

The 2021 federal budget can be the starting point for a new direction and a vision that leverages the untapped power of business aviation. The CBAACAA continues to work with officials and welcomes the new minister of finance Chrystia Freeland as we work to get more people onto business aircraft and get our economy back on track. 🍁

CEO'S CORNER



A stronger value proposition for challenging times

In 2019, the CBAACAA board of directors approved a long-term strategic plan and vision for the association, “to promote and simplify business aviation”, which was supported by a detailed business plan for 2020 that would advance key areas of activity, including education and awareness, government relations/lobbying, communications, membership, and meetings and events.

However, with the onset of COVID-19, the CBAACAA, like other associations, was forced to quickly change direction, eliminating many activities, including the annual convention, CBAACAA 2020, and replacing them with new initiatives, such as the creation of real-time information resources that addressed our sector's immediate challenges, and more frequent and forceful engagement with government officials.

The CBAACAA adapted quickly
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CEO'S CORNER *continued from page 1*

to meet members' changing needs, enhancing and adjusting our activities to ensure we remained relevant and useful. We began to use digital tools such as WhatsApp to replace and/or support traditional communications. We refocused our efforts on new and emerging issues, such as efforts to mitigate the 30 percent increase in fees announced by Nav Canada, requesting that new regulations that are not related to COVID-19 be postponed and proposing our #CBAACAAFlightPlan which aims to remove quarantine restrictions through sound science and contact tracing.

At the same time, we continued to work on important initiatives that began before the pandemic, such as the soon-to-be-launched Business Aviation and the Environment microsite that will educate audiences on business aviation's commitment and actions to meet social and corporate environmental sustainability goals while dispelling negative myths about the use of business aircraft.

We were on the right track: not only do these activities support members' short-term needs, in many instances these new approaches, born out of necessity, enhanced and improved what we had been doing.

Our members' response to these

efforts was overwhelmingly positive. We have received many messages of support, experienced a higher level of member engagement and have seen a membership renewal rate of more than 86 percent, despite the economic downturn. The time is right to assess what we have accomplished and propose ways to capitalize on the new elements we have added.

Our revised 2020 business plan will set the course for a renewed value proposition in 2021. Over the next few weeks and months, we will continue to build on what we have already done. We'll keep you informed using WhatsApp for real-time flight ops updates, help connect buyers and sellers with our online 2020/2021 Buyers Guide and keep you informed and engaged with podcasts and online info sessions covering national and regional topics that matter to you.

We will be sharing more information on our plans via social media and our website.

Finally, I would personally like to thank you for your support. These have been challenging times for our industry - but thanks to your guidance and engagement, our association is more relevant and stronger than ever before. We intend to keep it that way to ensure that we build back stronger than ever before. 🍁

CBAA 2021 pre-budget submission summary of recommendations

The CBAA pre-budget submission (available on our website, cbaa-aaaa.ca) was delivered to the House of Commons Standing Committee on Finance (FINA) on August 7, 2020 as part of the government's consultation process. These consultations will result in a report to be tabled in the House of Commons in December 2020, which will be considered by the Minister of Finance in preparation of the 2021 federal budget. The CBAA will continue to press for action on all these items in the weeks and months to come.



- Accelerated capital cost allowance, expense tax deduction, credit and/or a rebate program applied to the purchase, modification and upgrade of health and safety equipment related to COVID-19

Longer-term (2021) recommendations:

Recommendation # 1: Create federal financial stimulus programs that would encourage the purchase and environmental modernization of business aircraft, materials and services.

Recommendation #2: Exclude all aircraft that are used for business purposes from any new “luxury” tax schemes.

Recommendation #3: Work with industry to create a modernized set of Canadian Aviation Regulations (CARs) for business aviation that is more flexible and responsive to business aviation operations, particularly for small operators, including the increased use of appropriate delegations and exemptions.

Recommendations #4: Ensure support to our climate change goals as we ramp up the economy by promoting sustainable aviation fuel (SAF) in any Government of Canada programs that reduce the applicable fuel tax rate and provide other incentives to companies that manufacture renewable fuels. 🍁

Short-term recommendations:

- Work with the business aviation community to pilot rapid testing and contact tracing processes for air passengers, using the small scale and highly controllable business aviation aircraft/FBO environments.
- Expedite the use of technologies and processes (e.g. contact tracing, rapid testing) that would accelerate the safe opening of our interprovincial and international borders and responsibly remove the 14-day blanket quarantine requirement.
- Suspend all federal and carbon taxes on jet fuel and avgas until air travel reaches pre-COVID levels.

BIZAV Making a difference during Covid-19



THANK YOU to all of our business aviation colleagues and partners who have made a positive impact on their communities by generously contributing their time and resources during the pandemic. 🍁



"The association's role has never been more important"

Comments from CBAA Chair, James Elian's
June 17, 2020 AGM presentation



The past few months have been unlike anything we have ever experienced and the CBAA's role, to promote and simplify business aviation, has never been more important.

As Canada shifts to re-opening our economy, our members will play an instrumental part in leading this critically important initiative. The road ahead has much uncertainty, but the CBAA will be there every step of the way to support you in this frequently changing environment, so that you will be equipped to do what you do best.

As your chair, I will count on you to tell us what your challenges and priorities are, and I will do my best to listen and act on them. We are resolved to move forward proactively to be even more effective as your voice in all aviation matters that affect your business.

CBAA members can access special presentations featured during the online 2020 AGM

CBAA's online AGM on June 17th also included two live presentations. The first was by respected industry analyst Rolland Vincent who presented his Canadian and international Business Aviation Outlook and the second was a Flight Ops Leadership panel, featuring Peter Bing, Sobeys Inc., Simon Roussel, Skyservice Business Aviation Inc., Randy Horsley, YVR Based Flight Department, Doug Shields, Shaw Communications, James Elian, AirSprint Inc. and Merlin Preuss, CBAA.

Business Aviation Outlook Mr. Vincent shared an optimistic view of the future of business aviation as more companies are interested in accessing business flights to avoid the challenging post-COVID airline environment. CBAA members can watch his presentation on CBAA's YouTube channel (search for Rolland Vincent - Business Aviation Forecast, CBAA 2020 AGM Presentation)...

Flight Ops Leadership Panel The Flight Op Leadership panel focused on what was needed from industry and governments, to return to pre-COVID levels of flight. Overall, operators had a positive view of the future, expecting demand to rebound once the economy opened up. Members can hear what these leaders had to say by going to our YouTube channel. 🍁

Save the date for CBAA 2021

Mark your calendar as we get ready to celebrate CBAA's 60th year – and start planning for the decades to come! Scheduled for June 17 – 19 and hosted by Diamond sponsor Skyservice Business Aviation at their state-of-the-art FBO at YYZ, CBAA 2021 will bring our industry together at a critical time to share their experiences face-to-face, meet with suppliers and identify ways that we can all move forward from the lessons learned in 2020. 🍁

**CBAA 2021
Convention & Exhibition
60th Anniversary
June 15-17 2021**
Skyservice Business Aviation - YYZ South Terminal

SAVE THE DATES!

Canada's Premier BIZAV Event

Join us and our Diamond Sponsor Skyservice Business Aviation Inc. for targeted educational sessions, networking events, exhibits and Canada's largest static display of private and corporate aircraft.

Contact us at 613-236-5611 or membersupport@cbaa.ca

cbaa-accac.ca

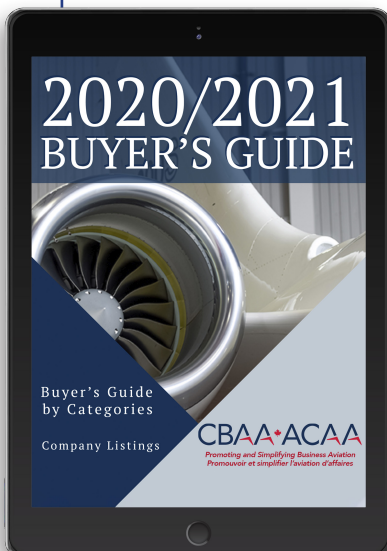


Now is the time to join!

The CBAACAA continues to support its members by promoting the value of business aviation and shaping its distinctive identity, adding new features and benefits to help you through these challenging times, including:

- Real-time updates and information via WhatsApp
 - Defending your interests - and your bottom line – with Nav Canada, regulators and politicians
 - Educating decision-makers on our responsible environmental stewardship with a new microsite and infographic (*coming soon!*)
- CBAACAA is now accepting membership payments using AVCARD!
For more information, contact us at membersupport@cbaa.ca 🍁

Access some of the leading aviation-related businesses in the world



CBAACAA's 2020-2021 Online Buyer's Guide is your year-round resource to trusted business aviation suppliers and services providers. As CBAACAA members, these companies are demonstrating their commitment to the Canadian business aviation community. We hope you will give them your consideration and support. 🍁

MEMBERS WORKING FOR MEMBERS

CBAACAA has partnered with our associate members to offer access to discounted rates and special services that your company uses every day to benefit your operations to all members.

TRAINING



INSURANCE

MELDRUM
HORNE WE PLAN.
YOU BENEFIT.

RISK | BALANCE
VENTURE INSURANCE SOLUTIONS

PRODUCTS & SERVICES



WINGS

CBAA Membership Has Never Been More Important

WITH PRORATED FEES AVAILABLE TO THE END OF 2020, THERE IS NO BETTER TIME TO JOIN!

A national voice to lobby government

Influence government to create policies and regulations that support our dynamic and essential sector.

Be confident that you are ready to fly with Partners in Safety.

- ▶ Implementation and compliance tools
- ▶ Sample Operations Manuals
- ▶ Downloadable resources for operations of all sizes

Save time and money with two delegations.

- ▶ MEL Delegation
- ▶ Type Ratings (free to members)

Connect with your colleagues

- ▶ Stay current on flying in COVID-19 era
- ▶ Ask questions and exchange ideas
- ▶ Download latest TC documentation and information

Support our associate members through

- ▶ High-profile Industry Partnership Program
- ▶ CBAA 2020-2021 online Buyer's Guide

"We can only have a voice with strength in numbers. CBAA is that vehicle and needs all of us to support to ensure our say. I highly recommend membership and involvement. You will not be disappointed."

Ian Struthers – Aviation Manager & Chief Pilot



CBAA ACAA

Promoting and Simplifying Business Aviation
Promouvoir et simplifier l'aviation d'affaires

The voice of Canadian
business aviation since 1961.

www.CBAA-ACAA.ca