

2025 Federal Election Priorities to Empower & Protect Direct Sellers



Introduction

As Canadians prepare to head to the polls on April 28, the Direct Sellers Association of Canada (DSA Canada) calls on all federal candidates and political parties to recognize the important role that the direct selling industry plays in supporting inclusive entrepreneurship, economic flexibility, and consumer choice across the country.

The direct selling model offers Canadians from all walks of life, particularly women, newcomers, retirees, and those in rural or underserved communities, a flexible and accessible path to income generation. With more than 1.1 million Canadians involved in direct as independent sellers, and over 80% of them female, this sector makes a significant contribution to the Canadian economy and to the nation's social fabric.

To ensure that Canada's direct sellers can continue to thrive and grow in a fair, modern, and supportive environment, DSA Canada respectfully asks all political parties and candidates to support the following policy priorities:

- **Recognize and Support Independent Work**
- **Promote Fair and Modern Consumer Protection Frameworks**
- **Minimize the Impact of Tariffs and Trade Barriers**
- **Reduce Product Regulatory Barriers and Bureaucracy**
- **Champion Women's Economic Empowerment**
- **Engage with the Direct Selling Industry**

Our Recommendations for the 2025 Federal Election

1. Recognize and Support Independent Work

We urge the next federal government to affirm the legitimacy of independent work arrangements, including independent sales contractors in the direct selling channel. This includes ensuring that any labour or employment legislation respects the unique nature of independent direct sellers, as entrepreneurs who value flexibility and autonomy.

What we're asking:

- Maintain the legal distinction between employees and independent contractors.
- Ensure new policies or regulations related to the “gig economy” do not unintentionally harm independent direct sellers.
- Support initiatives that enhance the financial literacy and business skills of independent entrepreneurs.



Our Recommendations for the 2025 Federal Election

2. Promote Fair and Modern Consumer Protection Frameworks

Canada's regulatory framework must keep pace with innovation while ensuring strong consumer protections. We support clear, fair, and harmonized consumer protection laws that reflect the unique nature of direct selling, including a modernized approach to e-commerce and personal selling.

What we're asking:

- Work with provinces to ensure consistent consumer protection standards across Canada.
- Promote clear distinctions between legitimate direct selling and fraudulent business activities.



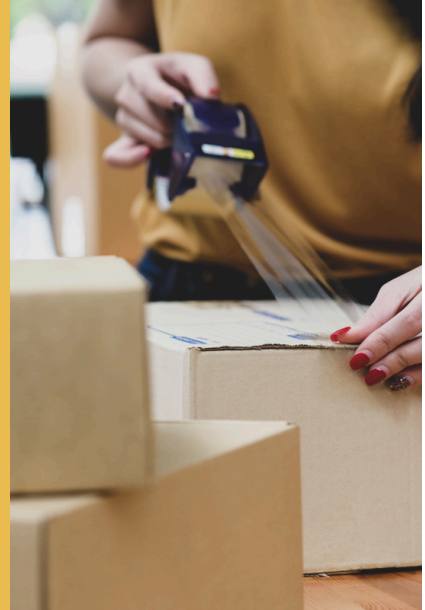
Our Recommendations for the 2025 Federal Election

3. Minimize the Impact of Tariffs and Trade Barriers

Many DSA member companies rely on global supply chains to bring high-quality products to Canadian consumers or to broaden their customer bases beyond our borders. Tariffs and cross-border trade challenges increase costs for consumers and businesses alike, affecting the affordability and competitiveness of industry participation.

What we're asking:

- Reduce or eliminate tariffs on consumer goods commonly sold through the direct selling channel.
- Ensure customs and trade policies support small-volume imports and exports used by independent sellers.
- Promote fair, predictable trade agreements that reduce barriers for Canadian businesses and consumers.



Our Recommendations for the 2025 Federal Election

4. Reduce Product Regulatory Barriers and Bureaucracy

Complex, inconsistent, or outdated product regulations can create unnecessary delays and costs, limiting the competitiveness of Canadian direct sellers and reducing access to innovative products for consumers. Streamlining regulatory processes is essential to foster growth and agility in the sector, particularly at a time when Canada must enhance productivity and competitiveness.

What we're asking:

- Modernize and harmonize product approval processes across departments and jurisdictions.
- Create clear, efficient pathways for the registration and labeling of products, particularly those commonly imported and sold through direct selling.
- Ensure that regulations reflect the low-risk nature of many direct selling products.



Our Recommendations for the 2025 Federal Election

5. Champion Women's Economic Empowerment

With the majority of Canada's direct sellers being women, DSA Canada urges the federal government to champion policies that empower women entrepreneurs and enable flexible, family-friendly income opportunities.

What we're asking:

- Support micro-entrepreneurship and low-barrier entry business models.
- Ensure access to training, digital tools, and resources for women in direct selling.
- Recognize direct selling as a driver of women's economic participation in government entrepreneurship strategies.



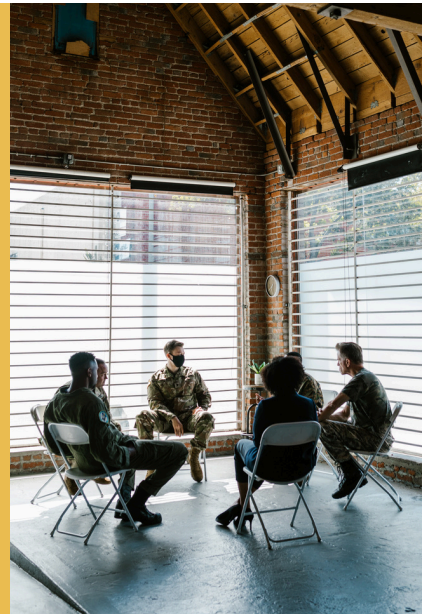
Our Recommendations for the 2025 Federal Election

6. Engage with the Direct Selling Industry

The direct selling industry is committed to ethical business practices, transparency, and consumer trust. DSA Canada encourages ongoing collaboration between government and industry to support responsible growth and informed policymaking.

What we're asking:

- Consult with DSA Canada on policies impacting independent sellers, small business, and entrepreneurship.
- Include direct selling in federal small business, innovation and product regulation dialogues.
- Recognize DSA Canada's Code of Ethics as a model for industry-led self-regulation.



Make Direct Selling a 2025 Election Priority

Direct selling continues to provide Canadians with meaningful opportunities for supplemental income, entrepreneurial skill development, and community connection. As we approach the 2025 federal election, DSA Canada urges all parties and candidates to recognize and prioritize the role of direct selling in Canada's economy.

DSA Canada and our member companies are committed to working alongside elected officials to shape policies that foster a fair, inclusive, and innovation-driven economy that empowers individuals and strengthens communities. Now is the time to take action and ensure that the voices of over one million Canadians engaged in direct selling are heard and valued at the national level.

Direct Selling in Canada – Quick Facts

- 1.1 million independent sales consultants (ISCs)
- \$3.38 billion in annual sales
- \$1.57 billion in annual personal revenue to ISCs
- \$1.47 billion in national and local taxes paid out annually:
 - \$966 million in direct tax revenue
 - \$504 million in indirect and induced tax revenues.
- \$8.74 billion total economic impact (direct & indirect benefits)
- Discover more at www.dsa.ca



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