

Engage with Decision Makers

Key Messages

As Canada works toward spending 2% of its annual GDP on defence, your support and the voice of your business matters. When connecting with MPs, government decision-makers and other stakeholders, you can use these key messages. Together, we can continue to push the conversation around Canada's defence spending into the mainstream.



A COMMITMENT IS NOT A PLAN

Canada must lay out a transparent, year-over-year fiscal plan to raise defence spending to 2% of GDP. This is what we've promised our allies, and it can be done in a fiscally responsible way.



CANCEL THE CUTS

Ongoing and planned cuts to the Department of National Defence's budgets, amounting to between \$800 and \$900 million per year, are counterproductive.



LEVERAGE THE BASE

Canada should view its defence industrial base the same way our allies view theirs: as an enabler of sovereign action, as an economic driver, and as a tool of foreign policy. Building strong and resilient defence firms at home and supporting them as they export that expertise to the world must become a strategic priority instead of an afterthought.

Suggested Social Posts

We need you to help us make **#DefenceMatters** a trend that gets noticed. The social media posts below are designed for LinkedIn, but can be shortened for X or Bluesky. You may also wish to tag your local MP, relevant departments or other companies in your networks.

- »» The Parliamentary Budget Officer confirms Canada can spend 2% of GDP on defence in a fiscally responsible manner. Getting there will take a procurement overhaul, a transparent fiscal track & cancelling cuts to the Department of National Defence. **#DefenceMatters**
- »» Canada has a mountain to climb when it comes to defence spending. But the status quo will ultimately be more expensive and dangerous. Lay out a transparent fiscal track to reach 2% of GDP. Cancel the cuts to DND. Work with industry. We need to start climbing – fast. **#DefenceMatters**
- »» Our allies leverage their defence industries as key economic drivers and tools of foreign policy. They identify & cultivate sovereign defensive capabilities onshore. They champion their homegrown companies abroad. It's time Canada did the same. **#DefenceMatters**

Assets for download and sharing

Leverage these images on social. Pre-sized for LinkedIn, both are available for download.

[ACCESS & DOWNLOAD](#) →



Send a letter to your local MP using our template. Feel free to edit the text or add additional information about your business. The letter is available for download.



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