



Advocacy News
March 11, 2022

The Canadian Independent Booksellers Association (CIBA) is excited to share the announcement of the new [Support for Booksellers](#) component of the Canada Book Fund, which will provide two years of integral support to help Canadian booksellers increase, and improve their business model for, online sales.

Since its inception, CIBA has been advocating for an increase in federal funding to Canadian independent bookstores to accurately reflect their contributions to Canadian culture. In 2021, CIBA submitted a [proposal to the Department of Finance Canada](#) urging them to provide independent booksellers with support to better level the playing field against multinational conglomerate Amazon. This proposal was jointly submitted by CIBA, Les librairies indépendantes du Québec (LIQ), and L'Association des libraires du Québec (ALQ) on behalf of independent booksellers across the country.

Our proposal was a key factor in [the government's decision](#) to invest \$32.1 million, over two years, to help Canadian booksellers increase their online sales. Since then, we have worked with the Department of Canadian Heritage to provide input on the development of the program, ensuring it provides meaningful benefits to our members.

"We are pleased with the program that is being rolled out and thank the Department of Canadian Heritage for consulting with us throughout the development process" says Chris Hall, President of the CIBA Board of Directors and Co-Owner of McNally Robinson Booksellers. "We also wish to thank the Department of Finance for recognizing the connection between independent retail businesses and culture across Canada."

The Government of Canada's investment in the bookselling sector will benefit Canadian authors, illustrators, publishers, and readers from coast to coast to coast. The importance of independent booksellers to Canadian culture cannot be overstated. Bookstores are integral to their communities and play an essential role in the larger Canadian literary ecosystem. We are grateful to The Honourable Pablo Rodriguez, Minister of Canadian Heritage, and the engaged team in the department, for their leadership and collaboration on the creation of this program.

Application guidelines can be found [here](#). CIBA will be providing booksellers with application process support. Stay tuned for details!

Questions? Please contact:

Douglas Minett, Executive Director
Canadian Independent Booksellers Association
doug.minett@cibabooks.ca