



Canadian National Fireworks Association
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His Worship John Tory
Mayor, City of Toronto
100 Queen Street West
City Hall, Second Floor, West
Toronto, ON
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Delivered electronically to: mayor_tory@toronto.ca

RE: Fireworks Summit

Dear Mayor Tory,

As the leading voice in the fireworks industry, the Canadian National Fireworks Association (CNFA) advocates for our members across the country to promote fair access and safety in the sale and use of fireworks. We do this through public education, advocacy with governments and regulators as well as strong and engaged member compliance.

As City Council is aware, the CNFA was active in working with city staff on the inclusion of more stringent education and training requirements for anyone selling consumer fireworks in Toronto. As a result of those efforts, Council has requested that staff meet with the CNFA to review how this program can be implemented as a requirement within the Chapter 466 fireworks by law. The industry believes that better training and education requirements are one important step in minimizing delinquent usage. Indeed, we agree with the City's Executive Director of by-law enforcement who has repeated publicly that stronger education and not more by-law enforcement officers is the best solution moving forward. We are all aware of the fireworks related complaints in Toronto and we are very disappointed that a small few have painted a terrible image for our industry. We need to be very clear that what has occurred over the past few months is not what we promote as an industry or endorse at any level. To that end, the CNFA was proud to implement our 'Be a Good Neighbour' campaign to educate the public around the safe use of fireworks via local radio, digital billboards and social media across Toronto and beyond.

The world has changed over the past two years and with that, the sale of consumer fireworks has increased. And while some credit this solely to COVID-19 pandemic restrictions, the industry does not want to simply accept that sales will decrease with the country reopening. We are committed to finding lasting solutions that address Toronto's specific fireworks needs and offer our experience in how we have partnered together with other municipalities across Canada.

On your July 14th City Council agenda, the notice of motion MM 35.24 submitted by Councillor Frances Nunziata to determine the feasibility of restricting the sale and use of consumer fireworks. The motion was seconded by Councillor Mark Grimes.

The CNFA supports a review of our industry if this will help resolve outstanding concerns and we want to help city staff find achievable solutions because as the city itself recognizes, more enforcement is not the answer.

We would like to suggest a "Fireworks Summit" where industry collaborates with city staff across all departments to answer questions, offer solutions and show our support and willingness to address aspects of the industry, if we can all agree it will help resolve the public's concerns. Our industry attendees would include the CNFA, manufacturers, wholesalers, federal inspectors and local retailers.

This approach has worked very positively in Edmonton and after two years, a new bylaw requiring education and more vendor responsibility will be coming shortly to City Council. We worked with Edmonton city staff, fire, police, parks and legal to talk through each item and found resolutions that worked for all.

In closing, the CNFA and our industry looks forward to partnering with the city in taking care of our share of responsibility to keep fireworks safe and enjoyable for everyone across the City of Toronto.

Sincerely,



Perry Logan

Executive Director
Canadian National Fireworks Association

CC:

Members of Toronto City Council

Carleton Grant, Executive Director of Municipal Licensing and Standards

Matthew Pegg, Chief – Toronto Fire Services

