# EDELMAN UPDATE



# 2023 CANADIAN FEDERAL CABINET SHUFFLE

July 26, 2023

# SUMMARY

On July 26, 2023. Prime Minister Justin Trudeau participated in a swearing-in ceremony of new members of the Canadian Ministry, at the Governor General's official residence, Rideau Hall. The swearing-in colloquially called a cabinet shuffle, reorganized the Prime Minister's inner circle and officials responsible for the oversight of government departments and subsequent implementation of the government's priorities. In the lull of summer and following a spring parliamentary session marred by controversy and scandal, the Liberal leader lined his bench with new faces as continued political pressure mounts from a vocal Conservative opposition. Looking towards 2024, the government is repositioning for an electoral showdown, but held off on changes to the key portfolios of Finance, Industry and Foreign Affairs, As predicted by pundits, the shuffle includes several demotions, including core portfolios like Public Safety, which was mired in controversy following intelligence leaks and political waffling related to alleged foreign interference in Canada's elections, and communications breakdowns between the ministry and their respective departments on high profile corrections issues.

Today's cabinet shuffle marks the 18th time Trudeau has made changes to his cabinet since first becoming Prime Minister in 2015 - the second most for a Prime Minister in Canadian history, after Stephen Harper. The new cabinet is still among the largest in Canadian history, with 39 posts including the Prime Minister. However, despite today's sweeping changes, cabinet's makeup of regional representation and gender parity remained unchanged.

Newly created portfolios include a Minister of Citizens' Services and a dedicated Minister of Small Business, along with changes to 30 other portfolios. 8 portfolios remain unchanged, including the Deputy Prime Minister and Minister of Finance; as well as Innovation, Science and Industry; Environment and Climate Change; Foreign Affairs; Indigenous Services: and various regional Economic Development ministers.

In the coming weeks, new Ministers will be briefed up by their respective departments, with the goal of being settled into their positions ahead of a scheduled Cabinet retreat at the end of August, where the government's legislative agenda for the fall parliamentary session will be discussed. Given the magnitude of today's changes, it's expected that some Ministers' Offices still be staffing up certain roles when the House of Commons resumes on September 18.

#### Who's out?

Seven ministers were dropped from cabinet, four of which had made public announcements earlier in the week that they would not be running in the next election.

- Hon. David Lametti, Minister of Justice and Attorney General of Canada
- Hon, Mona Fortier, President of the Treasury Board
- Hon, Marco Mendicino, Minister of Public Safety
- Hon. Joyce Murray, Minister of Fisheries, Oceans, and the Canadian Coast Guard
- Hon, Helena Jaczeck. Minister of Public Services and Procurement
- Hon, Carolyn Bennett, Minister of Mental Health and Addictions and Associate Minister of Health
- Hon. Omar Alghabra, Minister of Transport

#### Newcomers to Cabinet

Seven Members of Parliament received a promotion to cabinet, adding some fresh faces to the government's front bench

- Gary Anandasangaree becomes Minister of Crown-Indigenous Relations
- Terry Beech becomes Minister of Citizens' Services
- Sorava Martinez Ferrada becomes Minister of Tourism and Minister responsible for the Economic Development Agency of Canada for the Regions of Quebec
- Ya'ara Saks becomes Minister of Mental Health and Addictions and Associate Minister of Health
- Jenna Sudds becomes Minister of Families, Children and Social Development
- Rechie Valdez becomes Minister of Small Business
- Arif Virani becomes Minister of Justice and Attorney General of Canada

#### Mandate letters

Due to the number of changes in Cabinet, it is anticipated new mandate letters will be drafted for each Minister. There are several key pieces of legislation, both recently passed and currently in progress, that will be taken over by new ministers, including the implementation of Bills C-11 and C-18 being taken over by Pascale St-Onge (Heritage), Bill C-21 being taken over by Dominic Leblanc (Public Safety), and the implementation of Bill C-13 being taken over by Randy Boissonnault (Official Languages). These items are expected to be included in their respective mandate letters, which will outline the government's goals in each department for the fall and into 2024.

## **REGIONAL REPRESENTATION**

| Ontario          | 16 |
|------------------|----|
| Quebec           | 11 |
| British Columbia | 4  |
| Alberta          | 1  |
| Manitoba         | 1  |
| Saskatchewan     | 0  |

| Territories             | 0 |
|-------------------------|---|
| Newfoundland & Labrador | 2 |
| Prince Edward Island    | 1 |
| Nova Scotia             | 1 |
| New Brunswick           | 2 |
|                         |   |



# **OUR TAKE**

Today's cabinet shuffle, and the rationale behind it, has been heavily prepositioned, and choreographed, over the last 48 hours. Except for key front bench Ministers, Canadians will need a 'program' to identify most of the Ministers, including the seven backbenchers that have been promoted.

> If the intent is to reinvigorate the Government's agenda, with better communicators in priority departments, the jury will likely be out right up until the next election. - Robert Fonberg, Senior Advisor, former Deputy Minister

This major cabinet shuffle signals a significant reset for the Trudeau government with the Prime Minister's most trusted confidants taking on troubled portfolios at Public Safety and Transport.

The political overlay to this cabinet is most important to consider with seven new Ministers coming from the GTA, Metro Vancouver, Greater Montreal, and rural Ottawa ridings that could all be at risk in the next election. New voices at the cabinet table from significant ethnocultural and religious communities also points to significant political calculations being made. All in all, this is a major reset of the Prime Minister's political guard, with 30 portfolios impacted and a number of senior ministers exited. Those doubting the Prime Minister's intent to fight the next election should take note - he is willing to make difficult decisions to win another mandate. – Pierre Cyr, Managing Director, EGA, Ottawa

Today's cabinet shuffle by Prime Minister Trudeau was sweeping in scale the promotion of 7 rookie ministers to cabinet, the sacking of 7 ministers entirely, a splitting and relocation of a number of responsibilities and titles so broad that it left only 8 ministers out of a cabinet of 38 unaffected.

With mandates letters and cabinet committee assignments still to be announced, the impact on short-term operations of government and priority items between now and the end of the year is still unknown. The political challenges for the government remain manifest - sagging popularity of the party in opinion polls, personal popularity of the Prime Minister at an all-time low, rising interest rates from the Bank of Canada and the impact on mortgage rates and housing costs, a slowing economy, a resurgent Conservative opposition that has been ahead in the polls for over a year behind their leader Pierre Poilievre. A cabinet shuffle alone will not alter any of these challenges. - Hon. James Moore, P.C., Senior Advisor, former Federal Cabinet

- Hon. James Moore, P.C., Senior Advisor, former Federal Cabinet Minister

# KEY APPOINTMENTS

#### National Defence

With an increased presence on the world stage given the war in Ukraine, Minister Bill Blair is taking the reigns given his extensive cabinet and law enforcement experience. Blair will also need to deal with the sexual misconduct scandal, support for forest fires, and the current recruitment issue within the Canadian Armed Forces. Additionally, Blair will need to work closely with the new Minister of Public Services and Procurement, Jean-Yves Duclos to work on a number of high profile military procurements.



#### **Treasury Board**

A file that has seen several issues over the past year, ranging from criticism to spending on outsourcing to the Public Service Alliance of Canada strike negotiations, former Minister of Defence Anita Anand will be taking over from Mona Fortier as President of the Treasury Board. Anand will be tackling issues relating to the public service in the coming months, notably the pushback on public servants returning to the office, the Phoenix pay system, and overseeing federal spending.



#### Transport

Following a myriad of transportation-related issues since the pandemic, former Minister of Canadian Heritage Pablo Rodriguez will take over this file from Minister Omar Alghabra, returning the role to a Quebec minister. Post-pandemic issues with airlines and airports, traveler complaint backlogs, highfrequency rail, the Lac Megantic bypass, and supply chain backlogs will be top of mind going into the fall session.



#### Housing, Infrastructure, and Communities

With the housing crisis becoming a more prominent issue in the Canadian political landscape, former Minister of Immigration Sean Fraser has been tasked with taking over this file. On the list of priorities will likely be access to affordable housing, and the housing market being plagued with a chronic inventory shortage. The inclusion of the housing file with the infrastructure and communities file will ensure that this issue is put at the forefront of government in the coming fall session.



#### Public Safety, Intergovernmental Affairs, and Democratic Institutions

With Canada's rocky relationship with China and the controversies plaguing the public safety file, former Minister of Intergovernmental Affairs, Infrastructure and Communities Dominic Leblanc moves into the newly-amalgamated role of Minister of Public Safety, Intergovernmental Affairs and Democratic Institutions. This file will tackle some key issues for the government such as foreign interference and firearms legislation, both of which have been hot-button issues in the House of Commons.

#### **Canadian Heritage**

Former Minister of Sport Pascale St-Onge has been tasked with taking over this file, which has become increasingly prominent with the passing of the Broadcasting Act and the Online News Act, both of which have received some intense pushback from the opposition and from large tech companies including Google and Meta. This role will have a significant impact on the Canadian media and culture sectors and will be an integral part of Canada's rapidly changing digital landscape.



# THE FULL 29<sup>TH</sup> CANADIAN MINISTRY



#### HON. CHRYSTIA FREELAND | UNIVERSITY-ROSEDALE, ON MINISTER OF FINANCE AND DEPUTY PRIME MINISTER Freeland remains as Minister of Finance and Deputy Prime

Minister. She has been in this role since 2020 and will be leading the government through next budget.



#### HON. GARY ANANDASANGAREE | SCARBOROUGH-ROUGE PARK. ON MINISTER OF CROWN-INDIGENOUS RELATIONS

Anandasangaree was first elected as Member for Parliament for Scarborough-Rogue Park in 2015. His previous role was Parliamentary Secretary to the Minister of Justice and Attorney General of Canada.



#### HON. MARIE-CLAUDE BIBEAU | COMPTON-STANSTEAD, QC MINISTER OF NATIONAL REVENUE

Bibeau has been moved to Minister of National Revenue. Formerly, Bibeau was the Minister of Agriculture and Agri-Foods. Bibeau will tackle the first transition in the role of Minister of National Revenue since 2015.



#### HON, RANDY BOISSONNAULT | EDMONTON CENTRE, AB MINISTER OF EMPLOYMENT, WORKFORCE DEVELOPMENT AND OFFICIAL LANGUAGES

Previously, Boissonnault was Minister of Tourism and Associate Minister of Finance. Having Franco-Albertan roots, he is the only member of cabinet that represents an Alberta riding.



# HON. JEAN-YVES DUCLOS | QUÉBEC, QC MINISTER OF PUBLIC SERVICES AND PROCUREMENT

Duclos, former Minister of Health, has taken on the role of Minister of Public Services and Procurement. This file has drawn criticism over increased spending on outsourcing.



HON, KARINA GOULD | BURLINGTON, ON LEADER OF THE GOVERNMENT IN THE HOUSE OF COMMONS Appointed in 2017 as the youngest female to serve in Cabinet in Canada, Gould moves to Leader of the Government in the House of Commons. She previously served as the Minister of Families, Children, and Social Development.



#### HON. PATTY HAJDU | THUNDER BAY-SUPERIOR NORTH, ON MINISTER OF INDIGENOUS SERVICES AND MINISTER RESPONSIBLE FOR THE FEDERAL ECONOMIC DEVELOPMENT AGENCY FOR NORTHERN ONTARIO Hajdu is one of the few Minister's keeping her portfolio, a role she was appointed to in 2021. Previously, Hajdu served as Minister of Health and Minister of Employment, Workforce Development and Labour.



#### Hussen has been shuffled into the role of Minister of International Development. He previously served as the Minister of Housing, Diversity, and Inclusion, where he oversaw the Canada Housing Benefit program and initiatives to combat homelessness.

HON. AHMED HUSSEN | YORK SOUTH-WESTON, ON

MINISTER OF INTERNATIONAL DEVELOPMENT

HON, MARCI IEN | TORONTO CENTRE, ON



#### MINISTER FOR WOMEN AND GENDER EQUALITY AND YOUTH Ien will remain as Minister for Women and Gender Equality and Youth, a position she was first appointed to in 2021. Prior to entering politics, len spent nearly 20 years as a news writer and iournalist.



#### HON. KAMAL KHERA | BRAMPTON WEST. ON MINISTER OF DIVERSITY, INCLUSION AND PERSONS WITH DISABILITIES

Khera moves to the role of Minister of Diversity, Inclusion and Persons with Disabilities from her role as Minister of Seniors. Khera is among the youngest members of the cabinet.



#### HON. DIANE LEBOUTHILLIER | GASPESIE-LES-ÎLES- DE-LA-MADELEINE, QC MINISTER OF FISHERIES, OCEANS AND THE CANADIAN COAST GUARD

Lebouthillier has been moved to the role of Minister of Fisheries, Oceans, and the Canadian Coast Guard. Previously, Lebouthillier served as Minister of National Revenue for 8 years.













HON. ANITA ANAND | OAKVILLE, ON

PRESIDENT OF THE TREASURY BOARD

government's fiscal operations.

MINISTER OF CITIZENS' SERVICES

MINISTER OF NATIONAL DEFENCE

MAURICE-CHAMPLAIN, QC

in Ukraine.

Formerly the Minister of National Defence, she played a key

role during the pandemic. Anand was shuffled into the role of

President of the Treasury Board, which is responsible for the

HON. TERRY BEECH | BURNABY NORTH-SEYMOUR, BC

Beech was appointed as the Minister of Citizens' Services. He

was first elected as Member of Parliament for Burnaby North-

Secretary to the Deputy Prime Minister and Minister of Finance.

Blair takes on the position of Minister of National Defence, having

entering politics, Blairs served as Chief of Police in Toronto for 10

years. Blair will be responsible for Canada's response to the war

recently been the Minister of Emergency Preparedness. Before

Seymour in 2015 and was most recently the Parliamentary

HON, BILL BLAIR | SCARBOROUGH SOUTHWEST, ON

HON. FRANÇOIS-PHILIPPE CHAMPAGNE | SAINT-

MINISTER OF INNOVATION, SCIENCE AND INDUSTRY

has spearheaded several initiatives during his mandate,

including the Volkswagen EV Battery Plant. HON. SEAN FRASER | CENTRAL NOVA, NS

Champagne will remain as the Minister of Innovation, Science

and Industry, after initially being appointed in January 2021. He

# HON. MARK HOLLAND | AJAX, ON MINISTER OF HEALTH

MINISTER OF FOREIGN AFFAIRS

Holland has been moved to Minister of Health. He was first elected as the Member of Parliament for Ajax in 2004 and served until 2011. He was re-elected in 2015, 2019, and 2021. He is currently serving his sixth term. Previously, he served as the Leader of the Government in the House of Commons.

#### HON. GUDIE HUTCHINGS | LONG RANGE MOUNTAINS, NL MINISTER OF RURAL ECONOMIC DEVELOPEMNT AND MINISTER REPONSIBLE FOR THE ATLANTIC CANADA OPPORTUNITIES AGENCY Hutchings has served as the Minister of Rural Economic Development since 2021. One of the few Atlantic Canada

representatives, she is also taking on the role of Minister Responsive for the Atlantic Canada Opportunities Agency.

HON. MÉLANIE JOLY | AHUNTSIC-CARTIERVILLE. QC

she has also previously served as the Minister of Official

Languages and the Minister of Canadian Heritage.

HON. DOMINIC LEBLANC | BEAUSÉJOUR, NB

AND INTERGOVERNMENTAL AFFAIRS

and the RCMP.

Joly is maintaining her role as Minister of Foreign Affairs, a role

that she has held since 2021. A member of the Quebec caucus,

MINISTER OF PUBLIC SAFETY, DEMOCRACTIC INSTITUTIONS

Intergovernmental Affairs, a challenging file that includes CSIS

Leblanc, a trusted advisor to the Prime Minister, becomes







#### HON, LAWRENCE MACAULAY | CARDIGAN, PEI MINISTER OF AGRICULTURE AND AGRI-FOOD

Minister of Public Safety, Democratic Institutions and

Macaulay has been shuffled to the role of Minister of Agriculture and Agri-Food. He returns to this role after serving as Minister of Veterans Affairs and Associate Minister of National Defence since 2019.

HON. STEVEN GUILBEAULT | LAURIER-SAINTE-MARIE, QC

# MINISTER OF HOUSING, INFRASTRUCTURE AND COMMUNITIES Fraser has been moved to Minister of Housing, Infrastructure and Communities from Immigration. This is a file that has been re-prioritized amongst affordability and resourcing concerns.

# MINISTER OF ENVIRONMENT AND CLIMATE CHANGE

Guilbeault, the former Minister of Heritage, continues his role as Minister of Environment due to his extensive background at Greenpeace Canada and the Suzuki Foundation.







# THE FULL 29<sup>TH</sup> CANADIAN MINISTRY



HON. SORAYA MARTINEZ FERRADA | HOCHELAGA, QC MINISTER OF TOURISM AND MINISTER RESPONSIBLE FOR THE ECONOMIC DEVELOPMENT AGENCY OF CANADA FOR REGIONS OF QUEBEC Martinez Ferrada was first elected as Member of Parliament for Hochelaga in 2019. Most recently, she served as the Parliamentary Secretary to the Minister of Housing, Diversity and Inclusion.



#### HON. MARY NG | MARKHAM-THORNILL, ON MINISTER OF EXPORT PROMOTION, INTERNATIONAL TRADE AND ECONOMIC DEVELOPMENT Ng keeps her portfolio minus the small business portion of the role. She will be a key voice in shaping Trudeau's foreign economic policy.



#### HON. GINETTE PETITPAS-TAYLOR | MONCTON-RIVERVIEW-DIEPPE, NB MINISTER OF VETERANS AFFAIRS AND ASSOCIATE MINISTER OF NATIONAL DEFENCE

Taylor has taken on the role of Minister of Veterans Affairs and Associate Minister of National Defence. Previously, she held the role of Minister of Official Languages and Minister responsible for the Atlantic Canada Opportunities Agency.

HON. PABLO RODRIGUEZ | HONORÉ-MERCIER. QC

MINISTER OF TRANSPORT AND QUEBEC LIEUTENANT

Transport and Quebec Lieutenant after his role as Minister

of Heritage, a role he held from 2018 to the federal election

Rodriguez has been shuffled into the role of Minister of



#### HON. YA'ARA SAKS | YORK CENTRE, ON MINISTER OF MENTAL HEALTH AND ADDICTIONS AND ASSOCIATE MINISTER OF HEALTH

in 2019, and from 2021 to 2023.

Saks joins cabinet as the Minister of Mental Health and Addictions and Associate Minister of Health. She was first elected as the Member of Parliament for York Centre in 2020, and was Parliamentary Secretary to the Minister of Families, Children, and Social Development.



#### HON. JENNA SUDDS | KANATA-CARLETON, ON MINISTER OF FAMILIES, CHILDREN AND SOCIAL DEVELOPMENT Sudds was appointed as Minister of Families, Children and Social Development. She was first elected as Member of Parliament for Kanata-Carleton in 2021 and was Parliamentary Secretary to the Minister for Women and Gender Equality and Youth.



#### HON. RECHIE VALDEZ | MISSISSAUGA-STREETSVILLE, ON MINISTER OF SMALL BUSINESS

Valdez was appointed to a newly created role as Minister of Small Business. She has a background in the financial sector, having spent 15 years as a Corporate Banker before becoming the first Filipino Canadian woman elected as a Member of Parliament in 2021



HON. ARIF VIRANI | PARKDALE-HIGH PARK, ON MINISTER OF JUSTICE AND ATTORNEY GENERAL OF CANADA Virani previously served as Parliamentary Secretary to the Minister of Justice and Attorney General, and most recently, to the Minister of International Trade, Export Promotion, Small Business, and Economic Development. Virani has a background as a constitutional litigator, with a focus on human rights and social justice.

DARCY WALSH Canadian Chair, Edelman Global Advisory General Manager, Ottawa



**PIERRE CYR** Managing Director, Ottawa Edelman Global Advisory



**ROB FONBERG** Senior Advisor, Edelman Global Advisory

HON, JAMES MOORE, P.C.

Edelman Global Advisory

Senior Advisor





#### HON. MARC MILLER | VILLE-MARIE-LE SUD OUEST-ILE-DES-SOEURS, QC

MINISTER OF IMMIGRATION, REFUGEES AND CITIZENSHIP Miller has become the Minister of Immigration, Refugees and Citizenship having previously served in the Trudeau government's indigenous affairs departments for 5 years.

# HON. SEAMUS O'REGAN | ST. JOHN'S SOUTH-MOUNT PEARL, NL

MINISTER OF LABOUR AND SENIORS

O'Regan will take on an expansion of his role. Having held the position of Minister of Labour since 2021, O'Regan will has been sworn in as Minister of Seniors on top of his previous position as Minister of Labour.

### HON. CARLA QUALTROUGH | DELTA, BC

MINISTER OF SPORT AND PHYSICAL ACTIVITY Qualtrough, a former Paralympic swimmer, has taken on the role of Minister of Sport and Physical Activity. Her efforts to support workers through the pandemic have been lauded by the Prime Minister.



MINISTER OF EMERGENCY PREPARDNESS AND MINISTER RESPONSIBLE FOR THE PACIFIC ECONOMIC DEVELOPMENT AGENCY OF CANADA Formerly the Minister of National Defence, Sajjan expands his role as the Minister Responsible for the Pacific Economic Development Agency of Canada by taking on the roles of President of the King's Privy Council and Minister of Emergency Preparedness.



#### HON. PASCALE ST-ONGE | BROME-MISSISQUOI, QC MINISTER OF CANADIAN HERITAGE

St-Onge has taken over Minister Rodriguez' role as Minister of Canadian Heritage. This is her second portfolio after being elected as Member of parliament for Brome-Missisquoi in 2021. St-Onge is the fourth consecutive Minister of Canadian Heritage that comes from Quebec.



#### HON. FILOMENA TASSI | HAMILTON WEST-ANCASTER-DUNDAS, ON

MINISTER RESPONSIBLE FOR THE FEDERAL ECONOMIC DEVELOPMENT AGENCY FOR SOUTHERN ONTARIO Tassi is among the 8 ministers who maintained their roles in

the Cabinet. She was first appointed to the role in 2022, having previously served as Minister of Public Services and Procurement.

#### HON. DAN VANDAL | SAINT BONIFACE-SAINT VITAL, MB MINISTER OF NORTHERN AFAIRS AND MINISTER RESPONSIBLE FOR PRARIES ECONOMIC DEVELOPMENT CANADA AND CANADAIAN NORTHEN ECONOMIC DEVELOPMENT AGENCY

Vandal keeps his post as Minister of Northern Affairs with two economic development agencies, representing Northern Canada and the Prairies. He was first elected to the role in 2019.



#### HON. JONATHAN WILKINSON | NORTH VANCOUVER, BC MINISTER OF ENERGY AND NATURAL RESOURCES

Wilkinson stays as Minister of Natural Resources, adding Energy to the title. This is an an important role to Canada's oil, natural gas and resources communities.

