



**Federal Election Toolkit  
March 2025**

## Introduction

A federal election was called Sunday, March 23, 2025, with election day on Monday, April 28, 2025. Advance voting days will be on April 18, 19, 20, and 21.

The election campaign has officially begun. Candidates from all political parties in your local community are likely to express interest in engaging with your residents. As a best practice, in the event that candidates do reach out, refer to our Access to Buildings handout on page 6.

This election period is an opportunity to engage with your local candidates by inviting them into your homes to learn about your operations and engage with your residents. It is also a chance to promote key priorities of senior living residences across Canada and have your residents' voices heard.

Please use this toolkit as a resource to support your engagement with local candidates.

## About Senior Living Residences

What do Senior Living Residences provide and offer seniors:

- Rental accommodation with care and services for seniors who wish to stay independent in their local community.
- Seniors live with minimal to moderate supports and fund the lifestyle of their choosing.
- Seniors have a wide range of choices and waitlists depend on the individual home.
- Seniors may supplement their care by accessing publicly funded home care service.

Senior Living Residences are different from long-term care homes. Most long-term care homes are designed for people who require the availability of 24-hour nursing care and supervision, most often within a secure setting.

## Overview

Canada is undergoing a demographic shift, with the population of 75+ year-olds expected to exceed 6.5 million by 2045. At the same time, the housing crisis continues to be a top concern nationwide. Combined with the increasingly volatile geopolitical environment, which is causing significant economic uncertainty, we must move to reduce barriers now to build the housing we need. Ongoing geopolitical tensions and trade disruptions continue to drive up construction costs and delay projects. The federal government must act now to ensure seniors living residences can continue to alleviate the broader housing crisis.

We call on the next federal government to commit to targeted, cost-effective policy changes that will:

- Ensure seniors have access to purpose-built housing options.
- Free up underutilized housing stock.
- Alleviate pressure on hospitals and long-term care facilities.
- Support sustainable, high-quality senior living developments.

## Key Messages to Share with MP Candidates

### 1) Ensure that all new housing policy and programs explicitly include purpose-built senior living residences.

**Why:** Senior living residences play a crucial role in alleviating the housing crisis.

**How:**

- Expand funding mechanisms to support the development of new senior housing.
- Incentivize conversions of existing housing stock into age-friendly accommodations.

### 2) Implement a refundable tax credit for home support services, modeled after Quebec's program, to improve the affordability and accessibility of senior care.

**Why:** Seniors often need financial support to access additional care services and Quebec's provincial program has seen success that should be replicated at the federal level while working with the provinces.

**How:**

- Ensure the tax credit:
  - covers a wide range of eligible services, including home care, personal support services, and household assistance.
  - is income-tested, prioritizing lower- and middle-income seniors.
  - is provided monthly to help seniors manage their expenses more effectively throughout the year.
  - **includes provisions for renters and those in senior living homes to ensure comprehensive coverage.**
  - criteria for eligibility has as few barriers as possible to remain accessible and simple for seniors.

### 3) Introduce incentives for seniors to downsize, such as a federal moving grant or tax credit, to free up underutilized housing stock.

**Why:** According to the census, there are millions of empty bedrooms across Canada. Seniors face significant financial and logistical barriers to move into more senior friendly housing options. Freeing up homes will help alleviate the housing crisis.

**How:**

- A one-time moving grant or refundable tax credit for seniors who sell their homes and move into senior living residences, condos, or accessible rentals.
- Streamlined financial assistance for real estate transaction costs, moving expenses, and modifications for aging in place.

# THE SENIOR LIVING SOLUTION

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We call on the next federal government to commit to targeted, cost-effective policy changes:

**1**

Ensure that all new housing policy and programs explicitly include purpose-built senior living residences

**2**

Implement a refundable tax credit for home support services, modeled after Quebec's program, to improve the affordability and accessibility of senior care

**3**

Introduce incentives for seniors to downsize, such as a federal moving grant or tax credit, to free up underutilized housing stock

## Candidate Questionnaire

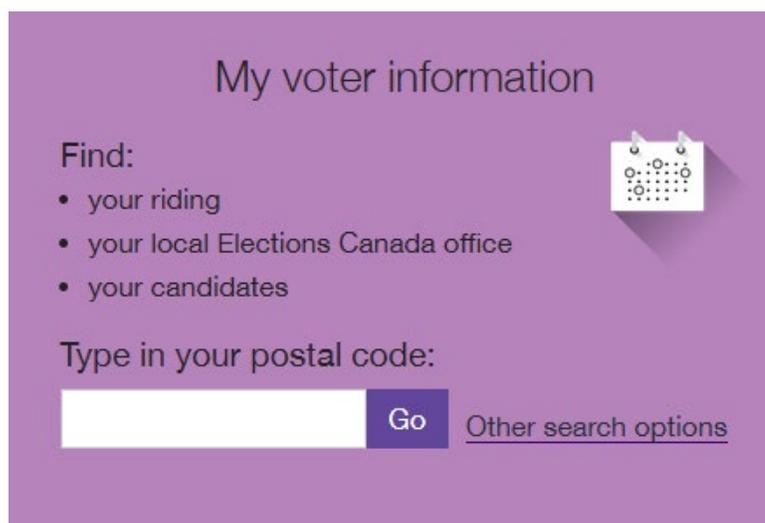
Operators are encouraged to send this questionnaire to candidates to gauge their policy position on key issues impacting our industry.

These responses can be shared with residents as you see fit. **You can also help CSLA collect further candidate information by sending any responses you receive to [info@csla-arac.ca](mailto:info@csla-arac.ca).**

### Questions for federal election candidates:

- 1) How will your party best support seniors who choose to live in senior living residences?
- 2) Are you supportive of introducing new measures like a refundable tax credit for seniors to better access services like home care, personal support services, and household assistance, including renters and seniors living in senior homes to ensure comprehensive coverage?
- 3) Supply of senior living residences is a key concern across the country. How is your party planning to address the housing crisis and ensure that all new housing measures take senior living developments into consideration?
- 4) How will your party ensure that newcomers to Canada are able to participate in the senior care sector, including in roles within retirement residences and home care, by addressing barriers to employment and supporting workforce integration?

To find your local candidates, please visit [www.elections.ca](http://www.elections.ca) and search in the “My voter information” section with your postal code for the list of finalized candidates and their websites.



My voter information

Find:

- your riding
- your local Elections Canada office
- your candidates

Type in your postal code:

**Go** [Other search options](#)

## Access to Buildings

During the election, candidate campaign teams will be out in full force conducting door-to-door canvassing of voters, including wanting access to senior living residences. The [Canada Elections Act](#) is the law governing how elections are to be conducted in Canada, including providing the right to access multi-residence buildings, apartments, and condominiums. Senior living residences are included in this definition.

Candidates and their representatives are required by law to be provided access for the purpose of canvassing or campaigning. However, there are a few exceptions:

- 1) If the physical or emotional well-being of your residents will be harmed by allowing canvassers, you may deny entry into the premises.
- 2) Canvassers must carry with them and be able to show you a signed authorization letter from Elections Canada that identifies them as a representative of a candidate and grants them access to the building. If they do not have this letter with them, you may deny entry into the premises.

If you are unable to allow canvassers to enter the building, canvassers may ask if they can leave behind reading materials or pamphlets in common areas for residents. While operators can decide on their own if this is acceptable, we encourage this flexibility as a way to build relationships with candidates running for office.

The interpretations can be viewed here: [https://elections.ca/res/gui/app/2021-03/2021-03\\_e.pdf](https://elections.ca/res/gui/app/2021-03/2021-03_e.pdf)

If there are concerns with the behaviour of any candidate representative or canvassers, we suggest contacting your local Elections Canada office to document the issue: <https://elections.ca/home.aspx>.

## About CSLA

The Canadian Senior Living Association (CSLA) is a national member-based organization connecting provincial senior living associations to support collaboration, drive federal advocacy, share information and best practices, and promote change that will help provide choice to seniors.

Our members include:

- BC Care Providers Association & EngAge BC
- Alberta Seniors & Community Housing Association (ASCHA)
- Ontario Retirement Communities Association (ORCA)
- Regroupement québécois des résidences pour aînés (RQRA)

Our priorities are to:

- Elevate the role of senior living residences in the housing and healthcare continuum.
- Advocate for federal tax policies that improve affordability for seniors.
- Advance federal workforce strategies to support long-term staffing needs in senior care.
- Advance federal policy and facilitate investments in senior housing by reducing regulatory barriers and financing challenges.

## Contact Us

If you have any questions or require additional information to support your advocacy with local candidates, please contact [info@csla-arac.ca](mailto:info@csla-arac.ca).