

Prairie Food Link

**MAY 2024 - MONTHLY MIXER
NAVIGATING THE ELECTION SEASON**

Lindsay Brumwell, CEO & Founder

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INSIGHT | PERSPECTIVE | SOLUTIONS



“All politics is local.”

~Unknown

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AGENDA

- Introductions
- Setting up the conversation.
- 2024: 'The' election year.
- Provincial election.
- Change in government. Change in policy?
- Municipal elections.
- Ways (and when) to effectively communicate.
- Q&A

NICE TO MEET YOU.



CEO & Founder

Lindsay Brumwell

18+ years of experience in corporate, government, and public affairs. She has demonstrated her expertise in enabling the movement of hundreds of millions of dollars through various means such as investment attraction, regulatory amendments, business development, and organizational value creation or preservation. As a trusted strategist, she crafts stakeholder relations strategies that account for the realities of the situation.

Her unique insights will elevate your government relations game without breaking the bank.

LB STRATEGIES | OUR MISSION

To be partners in change management, problem-solving, external risk mitigation, and opportunity creation.



Political & Social Risk Management

Non-technical risks are now the primary challenge for initiatives, organizations and projects. Implement strategies, tools, and tactics to overcome or prevent these varied and dynamic risks in order to advance objectives.



Government & Stakeholder Relations

Convincing a single political figure or stakeholder group, getting that 'special meeting' or the 'right network' is no longer sufficient. Advocacy campaigns designed to elevate your organization's reputation, contribute to the processes of good government, and work with a broad spectrum of stakeholders is a more likely path to success.



Lobbying Good

Lobbying Good needs Good Lobbying. Take our Impactful Advocacy Scorecard to discover your strengths to effect change and get the results you want or join our wait list for upcoming courses and training. Empower your cause without deep pockets—just the right strategy, tools and commitment.

[Impactful Advocacy Score >](#)



Special Situations

We love working with interesting people on new and novel things from events, fundraising, open houses, stakeholder facilitation or any projects outside of the ordinary.

THE SET UP.

Government and Regulatory Affairs | Business' Approach

McKinsey has been studying corporations engagement with government stakeholders for over a decade. A few highlights from their research:

- ***Government and regulatory bodies are viewed as critical stakeholders in business, ranking just below customers in importance***, since 2011.
- Two-thirds of executives advocate for proactive engagement with governments and regulators, irrespective of immediate interests, yet fewer than half do so.
- Despite ability to impact operating income and an expectation of increased government involvement across all sectors, political and policy risk is often considered a non-technical risk, and not prioritized / budgeted for accordingly.
- A considerable number of executives see policy and regulation not just as challenges but as opportunities for creating new business avenues.

Companies that approach external relations with a disciplined approach are more successful overall

THE SET UP.

Political and Policy Risk | Change in governments can lead to a change in policy.

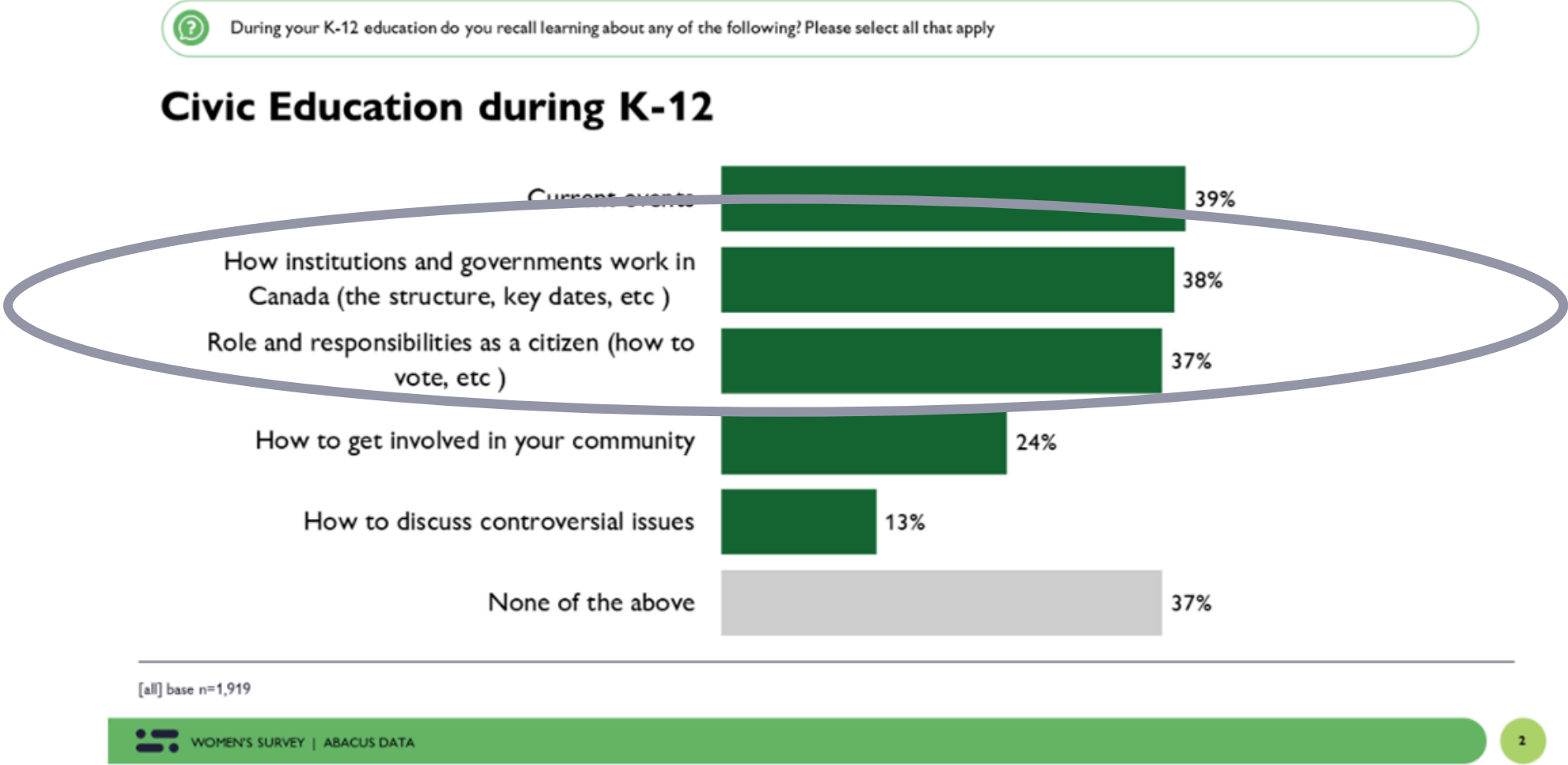
Risks associated with elections are usually related to government policies, regulations, and administrative practices that directly affect how businesses operate within Canada.

- **Regulatory Changes:** Changes in environmental regulations, health and safety standards, labour laws, or industry-specific regulations that could impose new costs or restrictions on businesses.
- **Taxation and Fiscal Policy:** Adjustments in tax rates, tax regulations, or public spending that could impact business profitability and operational costs.
- **Compliance Requirements:** New compliance or reporting requirements that could necessitate operational adjustments or investments in new systems and processes.

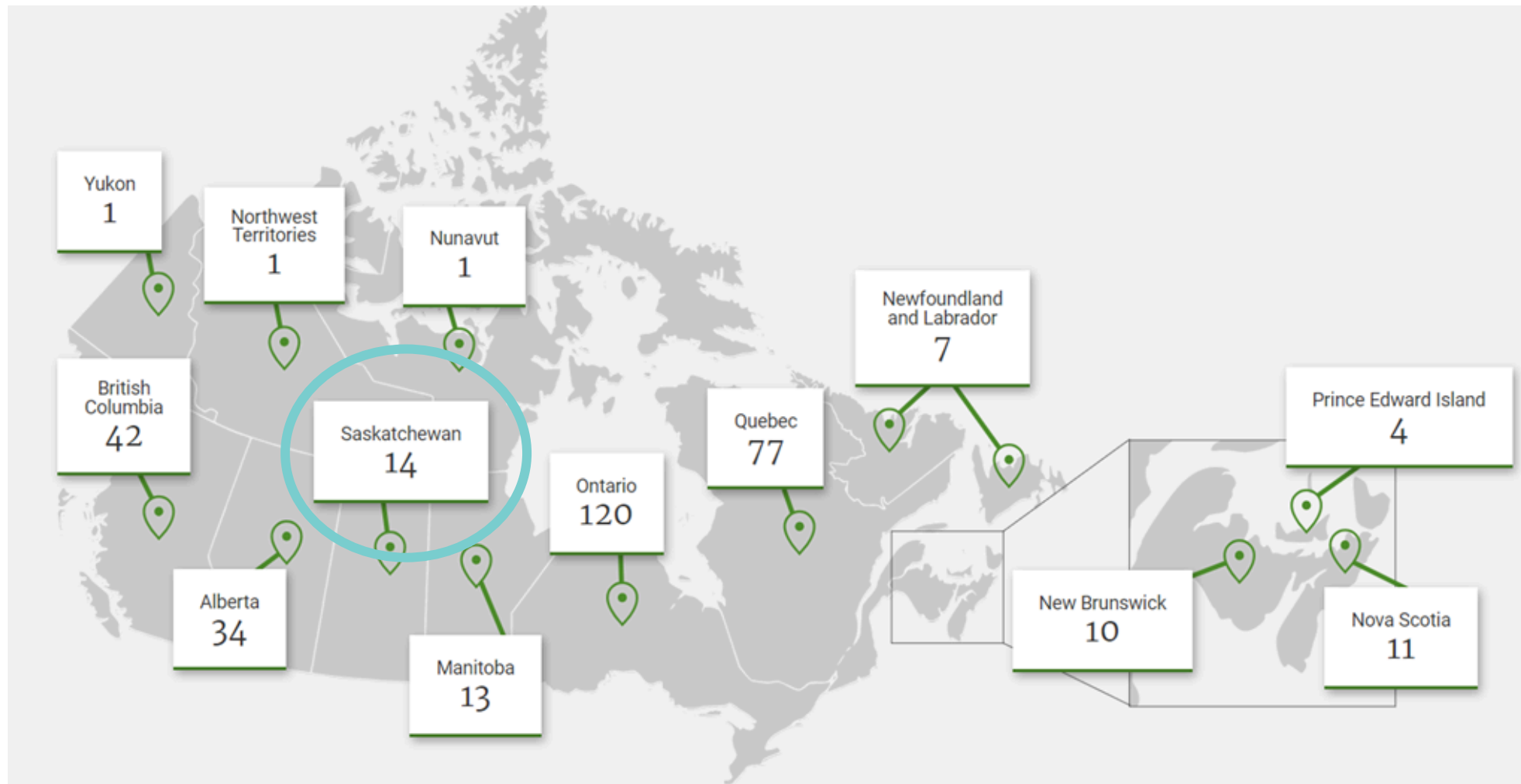
THE SET UP.

A third of all Canadian adults don't recall learning about civics in school.

Abacus Data - January 2024



THE SET UP | FEDERAL GOVERNMENT

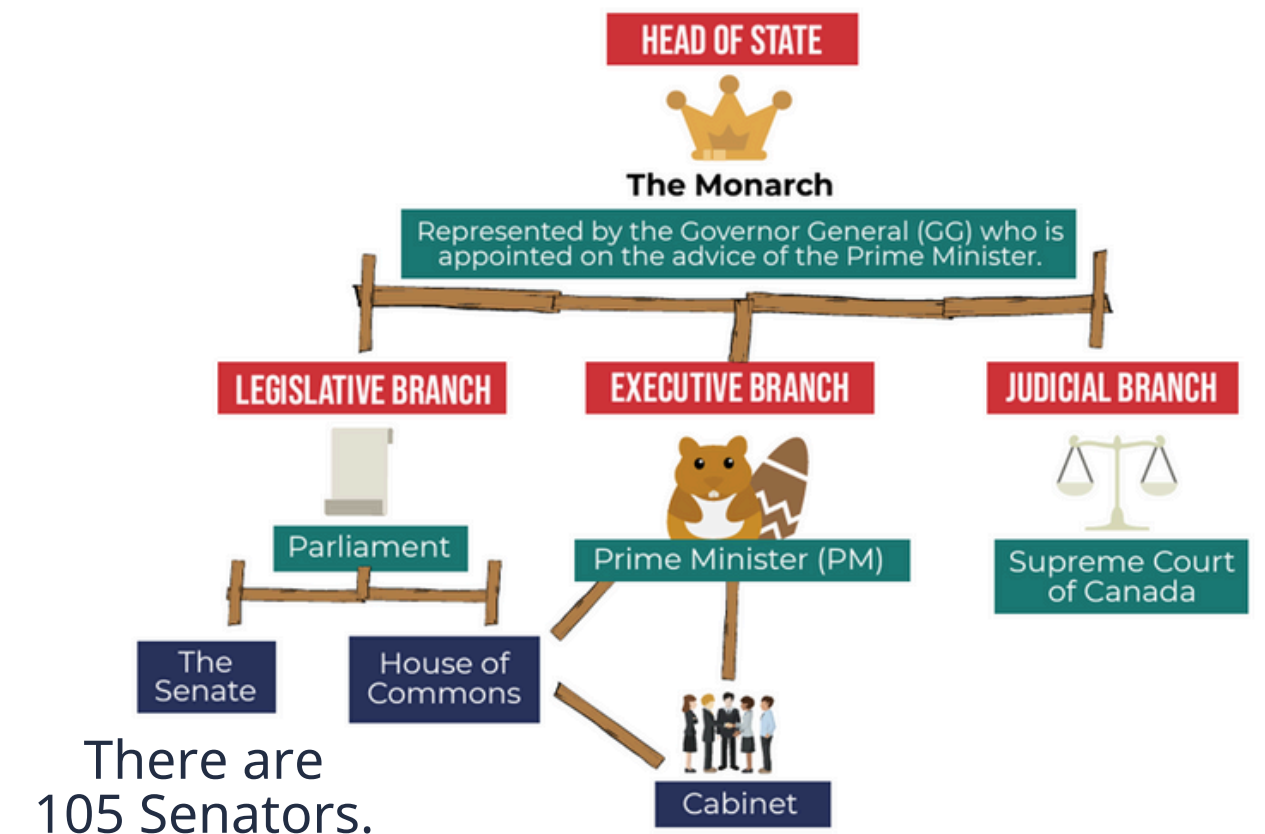


The House of Commons

338* Members of Parliament (MPs)

Saskatchewan has 4% of the total MPs and
~3% of the total Canadian population.

1 SK MP represents ~87,000 people



**ELECTION SCHEDULED
FOR NO LATER THAN
OCTOBER 2025.**

*Next federal election the number of MPs will change from 338 to 342.

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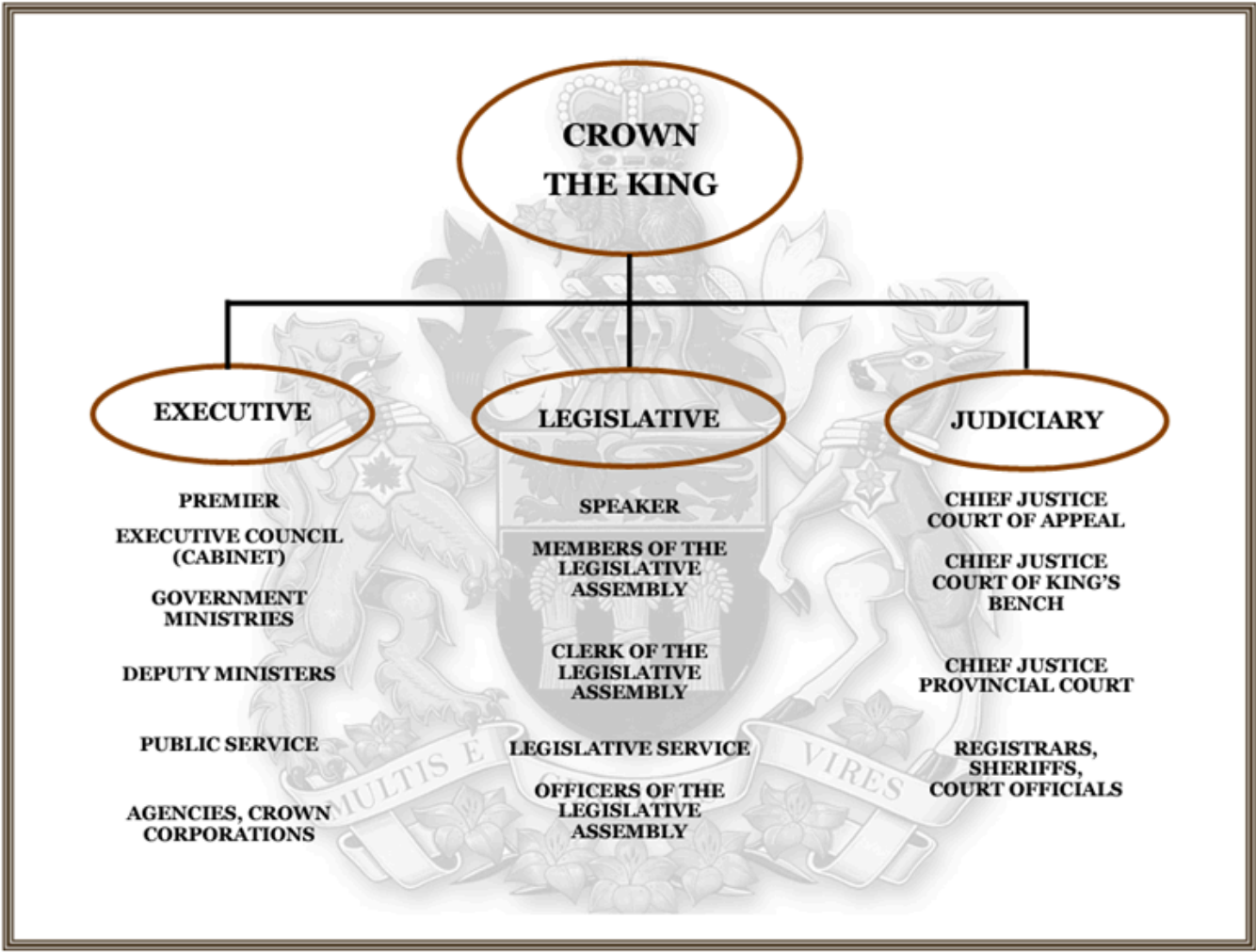
THE SET UP | PROVINCIAL GOVERNMENT



Legislative Assembly of Saskatchewan 61 Members of the Legislature (MLAs)

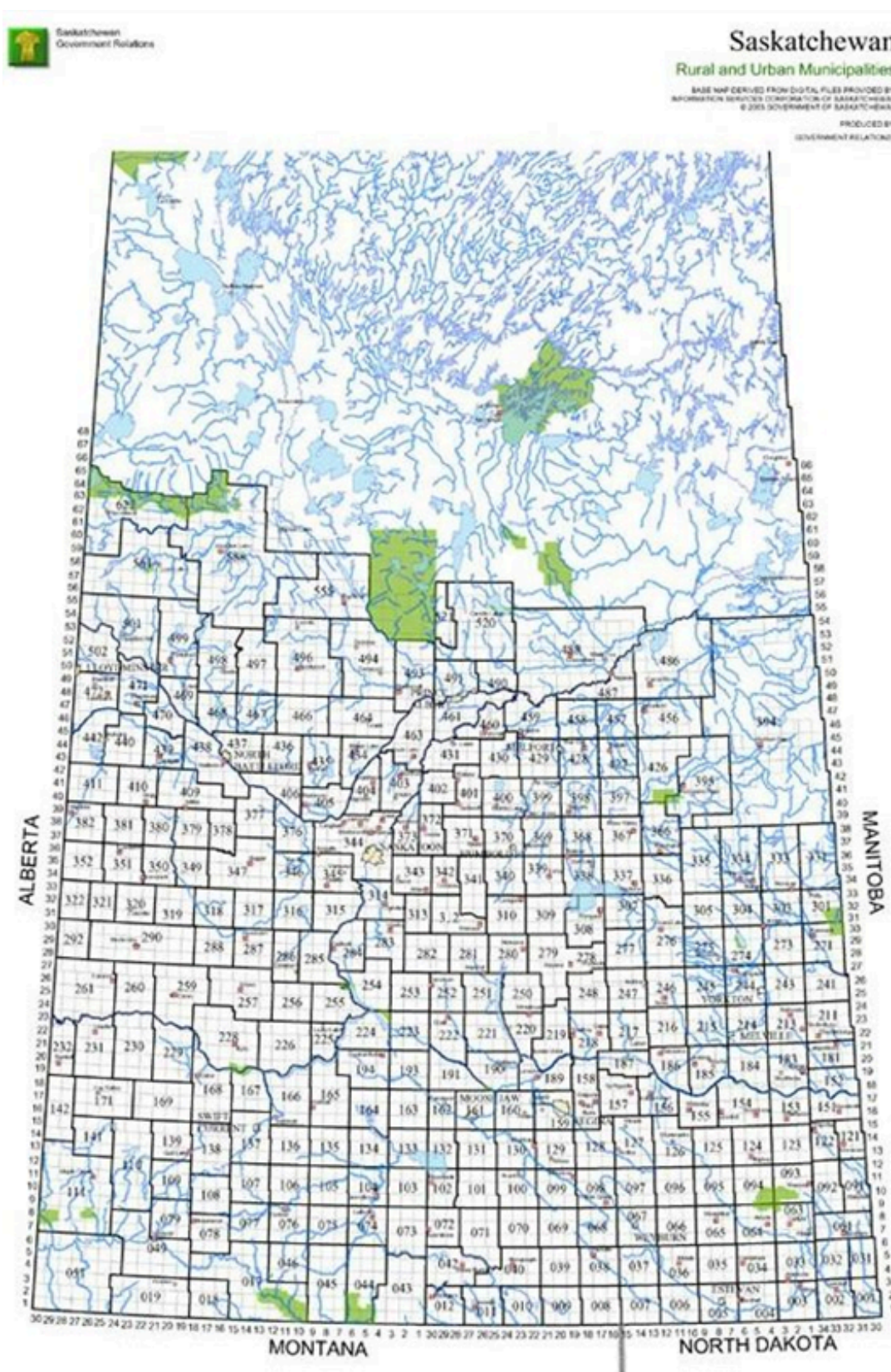
1 SK MLA represents ~20,000 people*

Ratio changes depending on urban vs rural areas.



Branches of Government.

THE SET UP | MUNICIPAL GOVERNMENTS



There are 774 municipalities across the province.



The City of Saskatoon's 2024 Municipal and School Board Elections will take place on **Wednesday, November 13, 2024**.

- i** Saskatoon's 2024 municipal election will use a Registered Voters List
- City Council, on May 31, 2023, approved Saskatoon's [election modernization strategy](#). This includes the use of a voters list for the municipal election and entering into an information-sharing agreement with [Elections Saskatchewan](#). Saskatoon has not used a voters list since 1988.
- A voters list is a list of eligible, registered voters in each constituency. It is used to ensure only eligible, registered voters vote - and vote only once.
- [Register to Vote on the Elections Saskatchewan Website!](#)

The two largest municipalities are home to ~50% of the province's population: Saskatoon & Regina.

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2024: “THE” YEAR OF ELECTIONS

- National elections are scheduled or expected in at least 64 countries, as well as the European Union.
- **Almost half the world’s population will be impacted.**
- Canadians and Canadian business is not immune for the feeling of uncertainty created by elections – both domestically & internationally.

Saskatchewan Ag Trading Partners:

- India’s general election & Rajya Sabha – April 19 to June 1
- Mexico – June 2 (Presidential & Local)
- European Union – June 6 to June 9 (Parliament)
- United States – November 5 (Presidential)
- United Kingdom – Q3 or Q4 2024 (Parliament)



2024: “THE” YEAR OF ELECTIONS| CANADA

A few things to remember:

- Elections are a good thing!
- Incorporate election cycles into project planning, permitting processes, and funding requests.
- Know the rules around engagement leading up to, during and immediately after an election.
- Check the local Lobby Acts, Sask Elections and Elections Canada websites.

Key Elections - Saskatchewan
Provincial Election - October 2024
Municipal - November 13, 2024

Jurisdiction	Type	Date
Saskatchewan	Resort Villages (local)	July 27, 2024
Yukon	Municipal	Oct 17, 2024
Nova Scotia	Municipal	Oct 19, 2024
British Columbia	Provincial	Oct 19, 2024
NWT	Municipal	Oct 21, 2024
New Brunswick	Provincial	Oct 21, 2024
Saskatchewan	Provincial	Oct 28, 2024
Saskatchewan	Municipal	Nov 13, 2024
Newfoundland	Provincial	Oct 14, 2025
Federal	Federal	Oct 20, 2025

PROVINCIAL ELECTION

Candidates

21 Government MLAs and 2 Opposition MLAs are not running this year.

- SaskParty nominations – 49/61
 - 29 incumbent seeking re-election and 20 new candidates
- Sask NDP nominations to-date – 39/61
- ***Tip: 23 new MLAs in the next legislature will change the dynamics and cabinet, regardless of who forms government.***

Predictions.

The SaskParty continue to lead in the polls.

- Some pundits believe the race is tightening.
- Expected to be a closer election, especially in specific ridings.
- ***Tip: Separate the ‘noise’ from the ‘facts’.***

Campaign Platforms

Party campaign platforms are being developed now.

- Informed by what they hear on the doorstep, polling, research, and engagements with constituents.
- Follow political campaign platforms and look to past examples for guidance.
- ***Tip: Don’t sign up for political party e-newsletters. Visit their websites, and watch speeches by the leaders instead.***

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PROVINCIAL ELECTION | TIMELINE

Today

(May to September)

- **Campaigning in Full Swing:** Door-to-door campaigning and candidate outreach have already begun, increasing political activity in the community.
- **Anticipate Slowdowns:** Expect a slowdown in decision-making, funding agreements, and new initiatives from the civil service until the end of 2024 due to the election period.
- **Monitor Campaign Platforms:** Keep an eye on political campaign platforms and review past election outcomes for insights and guidance.
- **Potential Early Election:** Be prepared for an early election call, which could occur anytime between August and October.

Pre-election

‘The Writ’ Period

- **Minimum 27-Day Campaign:** The election campaign lasts at least 27 days, beginning when the Premier officially calls the election.
- **Assembly Dissolution:** The Legislative Assembly is dissolved, leaving no active MLAs during the campaign period.
- **Executive Government Only:** The Premier and cabinet ministers remain in their roles, ensuring continuous governance throughout the election period.
- **Civil Service Blackout:** During the 'blackout period,' the civil service is prohibited from engaging with stakeholders, limiting new initiatives and communications.

Post-election

(November & December)

- **Swearing-In Ceremony:** Elected candidates must be sworn in by taking an oath or making an affirmation of allegiance before they can assume their duties as MLAs.
- **Transition Period:** Expect a transition period of about 3-6 weeks post-election before the new government is fully operational.
- **Throne Speech:** Delivered after the election, outlines the government's agenda and priorities for the coming term.
- **Budget:** The provincial budget for March 2024 will reflect the newly established priorities and plans of the elected government.

PATH FOR ENGAGEMENT

May – June **Strategy**

Define Your Concern: Clearly state your concerns about the upcoming election with specific details and supporting data.

Refine Your Message: Hone your message for clarity and impact.

Identify Your Audience: Pinpoint who you need to reach.

Choose Communication Channels: Know the best channels to convey your message.

Find Allies: Locate and engage your friends and champion

June – September **Engagement**

Be Prepared: Activate supporters, engage consumers, and build coalitions. Leverage your industry or chamber association.

Strategic Engagement: Know the timing, location, and methods to effectively engage decision-makers.

Inclusive Politics: Engage all sides and candidates. Remember, politics thrives on consensus and creating win-win scenarios.

October **Pause**

Take a break: Politicians are campaigning, and civil servants are in a blackout period.

Vote: Remember vote in the advance or election day polls.

November – December **Congratulations**

Pen a letter: Congratulate the Premier and your MLA. Include your address in your signature to affirm you're a constituent.

Stay engaged: Keep communication channels open for future constructive engagement. Provide updates to your allies and supporters.

Get prepared: Anticipate the upcoming Throne Speech and assess if your issue will be prioritized by the government.

MUNICIPAL ELECTIONS

Understand Key Issues: Familiarize yourself with the main issues and platforms of candidates, particularly those affecting the business community such as taxation, infrastructure, and economic development policies.

Evaluate Candidate Positions: Assess where each candidate stands on issues critical to your business. Attend forums, read their manifestos, and ask direct questions to gauge their support for local businesses.

Engage with Candidates: Reach out to candidates to discuss your business concerns and priorities. Establishing a relationship early can help ensure your voice is heard and considered.

Mobilize Your Network: Encourage employees, customers, and business partners to get informed and participate in the election. Provide resources and information to help them understand how election outcomes can impact the business environment.



SASKATOON ELECTIONS

Key dates:

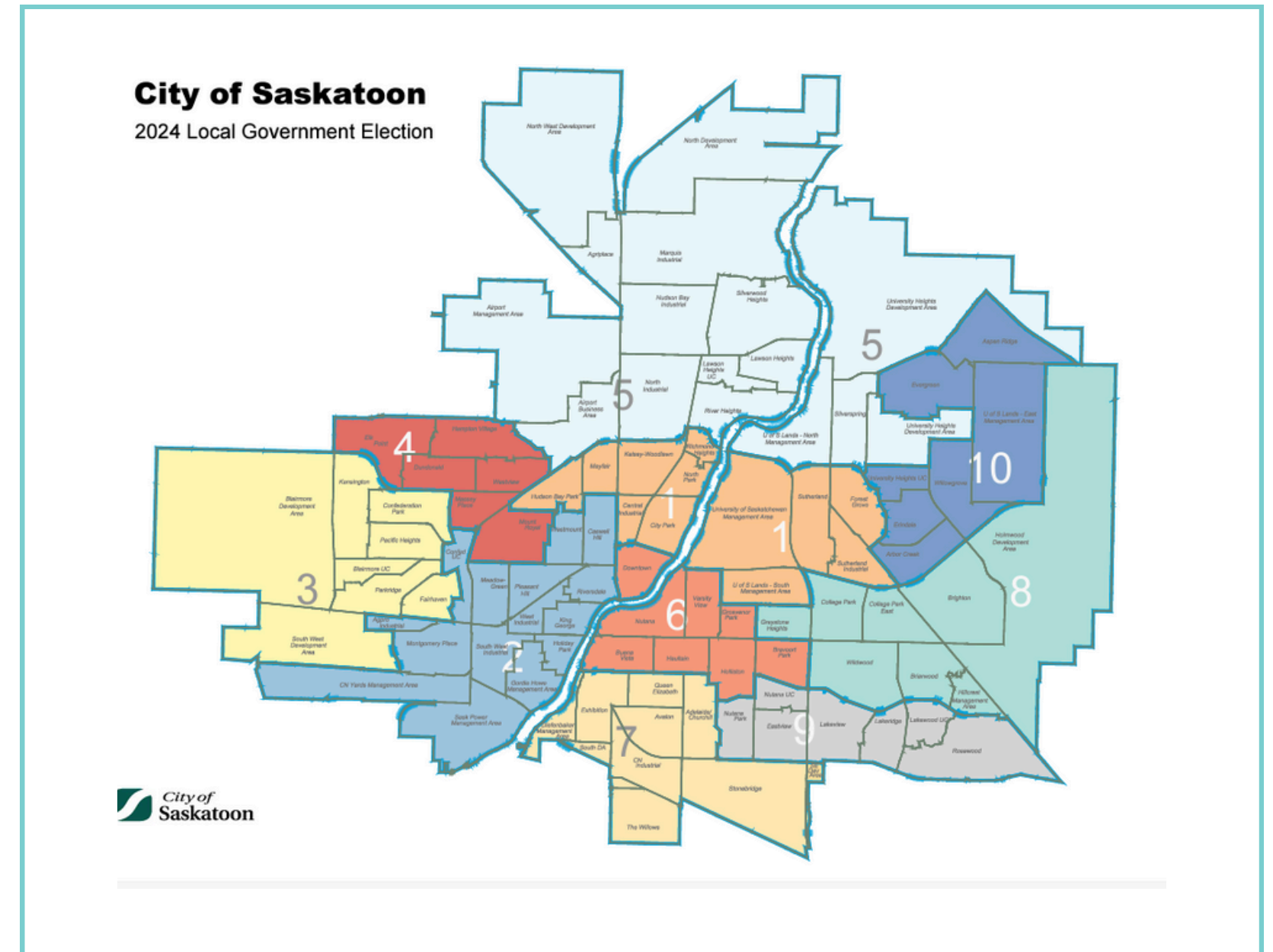
- June 1 - civic election campaign expense period begins.
- July - Get ready to vote; check, update or add your Voter Information at saskatoon.ca/vote2024
- November 13 - Election day from 8am to 8pm.

Logistics:

- There are new Ward boundaries for this election.
- All positions are being contested.
- No political parties involved in municipal elections.

Campaign Financing (2020):

- Mayoral candidates must not exceed \$229,497.92
- Councillor candidates must not exceed \$22,949.79
- Candidate for public school board trustee shall not exceed \$10,000.00
- Candidate for separate school board trustee shall not exceed \$10,000.00
- Exact amounts have not yet been set for 2024.



PATH FOR ENGAGEMENT

Advocacy at the municipal level can be both easier and more difficult.

Opportunities for Engagement:

- Mayoral Debates
- Door knocking
- Candidate Events
- Chambers & Associations Events
- Correspondence



COMMUNICATING WITH CANDIDATES



Federal

National Focus

Criminal
Immigration
Indigenous Peoples
International Trade Agreements
Agriculture - CFIA
Taxation / CRA
Employment Insurance

Provincial

Regional Focus

Labour and Employment (except for
federal entities)
Childcare and Protection
Housing
Social Assistance (all social
programming)
Education
Health
Transportation and Infrastructure

Municipal

Local Focus

Community planning
Zoning
Property taxes
Local police
Waste - garbage, landfill
management
Public transit
Local parks & recreation facilities

*Note: Federal Government writes criminal laws,
but the enforcement & prosecution is
responsibility of the province (except drug laws).*

Questions?

HOW CAN LB STRATEGIES HELP YOU?

TESTIMONIAL

"Over the course of three years working together, I **witnessed firsthand her skills in navigating technically complex public policy and government relations issues.** With her significant operational experience in multiple organizations Lindsay is a true operative in the realms of public and government relations, demonstrating a deep understanding of government processes alongside a track record of delivering concrete results. Her experience in both the 'political trenches' and 'public policy' spheres make her an invaluable asset for any organization seeking real solutions".

Tom Kishchuk

Former President and CEO of Mitsubishi Hitachi Power Systems Canada

CLIENT TESTIMONIAL

"Lindsay from LB Strategies facilitated our latest strategic planning session at SaskCrops. **Her exceptional ability to connect the dots and synthesize complex issues into a cohesive framework was truly impressive.** Not only did she provide practical recommendations, but she also outlined clear next steps, empowering us to move forward with confidence".

Tracy Broughton

Executive Director, SaskCanola and SaskFlax

Thank you!

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