



Campbell Strategies

Government Relations in an Election Cycle Elections, Platforms, and Decision-making in 2010-11

Providing guidance and useful insights

May 2010

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This year and next promise to be a time of significant political activity at the municipal, provincial and federal levels.

Consider this:

- municipal elections in Ontario will be held in the fall of 2010;
- the next Ontario General Election will be held in the fall of 2011;
- there is a possibility of a federal election at anytime during the next 18 months.

Elections can sometimes mean change and uncertainty for business leaders...but they can also create opportunities to engage decision makers and impact platform development. For business leaders, NGOs or citizens groups, the months ahead also represents the last opportunity to inform government decision making before the campaigning begins.

At the provincial level all the political parties have started the process of developing policy platforms for the 2011 fall election. The issues each party must deal with include taxation, transit, health care,

energy, education and infrastructure. If you have ideas or points of views on these issues, now is the time to engage the respective parties.

With the municipal elections in Ontario scheduled for October 25, 2010 many campaigns are well under way. While Toronto's hotly contested mayoralty contest is receiving lots of attention keep in mind that, while the Mayor in each municipality is important, the Mayor represents just one vote and it is necessary to engage a number of councilors on issues of concern to your business or your group.

While elections are fast approaching it does not mean the work of government stops, or that government relations efforts should be abandoned. Indeed, now may be the best time to engage political decisions makers; they need the help of the private sector in developing policy. In Ontario, the 2011 provincial budget will be the last fiscal plan for the McGuinty Liberals in their current mandate. Building the case for budget measures in 2011 begins now.

About Campbell Strategies

Anticipating and shaping change is the core of our business. We have a wealth of experience dealing with public policy at all three levels of government. At Campbell Strategies, we help our clients inform government decision-making. As public affairs strategists, we assist our clients by developing effective government relations strategies in:

- Building awareness and support for our client's policy proposals;
- Transactions which attract political interest or face regulatory challenges;
- Complex issue mandates.

Resolving public policy challenges in a manner that is effective, legitimate, and responsible requires the expertise and track record of Campbell Strategies. Visit us at: www.campbellstrategies.com

Contact us

If you have questions regarding the topics in this newsletter or related government matters, please contact our consultants.

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