

Introducing Canada25BC



November 2002

Vancouver Board of Trade

OVERVIEW

- ✳ **Background: What is *Canada25*?**
- ✳ **Recent activities and impact (national)**
- ✳ **Focus of activities in the coming 12-18 months**
- ✳ ***Canada25BC* Leadership Team**
- ✳ **Definition of success**
- ✳ **Appendix: Supporters to date**

CANADA25 SEEKS TO PROMOTE A NEW DEFINITION OF CITIZENSHIP AND MAKE AN ACTIVE CONTRIBUTION TO THE DEVELOPMENT OF CANADA

Canada currently lacks a non-partisan vehicle to capture the policy views of 20-35 year olds

Consequently, many important issues are debated and decided without their involvement or interest

Our country should do more to tap into or build the experience of our exceptional young Canadians, who have much to contribute to our nation

MISSION FOR *Canada25*

To engage the perspectives of young Canadians at home and abroad in Canada's public policy debates

In doing so, *Canada25* will

- Work to develop and implement creative and constructive policy positions and initiatives
- Act as a resource for policy decision makers looking to involve young people
- Build a network of young Canadians living in Canada and around the world to encourage ongoing engagement in Canadian policy issues

RECENT ACTIVITIES HAVE COMMANDED NATIONAL ATTENTION

Recently, *Canada25*

- ✳ 2002 – 10 Regional Roundtables and a National Roundtable
- ✳ Youth Engagement Team – Industry Canada and HRDC's Innovation Strategy
- ✳ Media Coverage
- ✳ National and Municipal Policy Consultation Participants
- ✳ National Recognition within the Business Community

WE HAVE BROADENED OUR ACTIVITIES FOR 2002-2003

A broader focus for activities

Canada25 will expand beyond its annual forum to facilitate ongoing engagement in several policy areas. Specifically, we aim to:

- **Broaden our policy focus** to tackle several issues over a longer period of time, and to build a capacity to provide input into pressing policy questions of the day
- **Commit resources to moving forward and implementing our ideas**, both through involvement with other organizations and initiatives, as well as through our own independent activity

CURRENT POLICY STREAMS

- **Cities:** moving forward on insights and recommendations from 2002 roundtables
- **Innovation:** following through with priorities from the Innovation Strategy
- **Canada and the World:** identified as a key emerging issue
- **Hot Topics:** intensive and reactive look at current, revolving policy issues

WE WILL USE SEVERAL METHODS OF ENGAGEMENT

Chapters

**Virtual Policy
Teams**

**Regional and
National Policy
Forums**

**Involvement with
other
organizations**

Web Discussion

- Provide feedback/participate in existing policy discussions on issues overlapping with *Canada25's* policy streams
- Generate and communicate new perspectives on issues of importance to *Canada25's* membership independent of current policy debates

TIMELINE FOR “HOT TOPICS”

Activities

Week 1: Introduction to topic sent out to network and chapter policy co-ordinators

(and targeted recruitment, if required); team identified and web discussion set up

Week 2: Background readings and questions distributed and posted online

Week 3: Responses due from members at large; collating begins

Week 4: Responses due from chapter policy coordinators; collating continues

Week 5: Collating completed; draft report circulated to team for comments

Week 6: Edits incorporated and final draft posted on website and distributed to

NATIONAL AND LOCAL LEADERSHIP IS IN PLACE

National

- **Executive Director** (Andrew Medd)
 - Oversees day-to-day operations of the organization; manages overall strategy and relationships with outside organizations
 - **Policy Director**
 - **Communications Director**
 - **Membership Director**
 - **Finance and Administration**
- Leadership teams are in place in Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montreal, Atlantic Canada, Washington, DC, Boston, San Francisco, Tokyo, and Oxford, UK

Regional Team

- **Canada25BC Co-ordinator** (Nicole Sawka)
 - Oversees day-to-day operations of the regional organization; manages regional strategy and team, and forges relationships with compatible outside organizations
- **Director of Policy** (Jared Wright)
 - Leads the development of Canada25BC’s policy positions and initiatives
 - Liases with national policy leaders on topics of shared importance
- **Director of Membership** (vacant)
 - Responsible for membership recruitment, retention and renewal
- **Co-Directors of Communication** (Janet Butler/ Alyssa Polinsky)
 - Oversees internal and external communication of activities and policies
- **Director of Development** (Shoshana Alice)
 - Oversees strategy and fundraising
- **Additional Team Members**
 - Hot Topics Coordination (Liz MacGregor)
 - Everything Assistant (Joseph McPhee)

HOW WILL WE DEFINE OUR SUCCESS?

Overall, we are looking to

- ✿ Provide a shared experience and training ground for the next generation of public leaders in all sectors and across all geographies
- ✿ Establish Canada25 as a credible source of innovative thinking on Canada, and as a group committed to its long term development

HOW WILL WE DEFINE OUR SUCCESS?

To build our network and capacity to engage young Canadians, we will

- ✳️ Grow our active membership from ~600 to over 1000 and solidify our existing chapter presence
- ✳️ Continue to ensure diversity of professional and ethnic backgrounds, and to enhance diversity in the following areas:
 - French Canada
 - Northern and other non-urban areas
 - Locations outside of Canada

HOW WILL WE DEFINE OUR SUCCESS?

To facilitate the development and implementation of creative policy suggestions, we will

- ❖ Generate one major policy document on each stream per year, plus several shorter pieces where appropriate
- ❖ Examine one hot topic each 6-8 weeks, and produce and distribute at least one briefing to relevant stakeholders
- ❖ Expand relationships with federal government and other private and voluntary sector partners, and to build on early relationships with municipal and provincial leaders across all three sectors
- ❖ Assist in the implementation of our ideas and/or initiatives

HOW WILL WE DEFINE OUR SUCCESS?

To ensure the long-term sustainability of *Canada25*, we will



Secure the funding to support the

- Employment of the full-time staff required to support a national organization
- Capacity to operate bilingually
- Ability to engage our membership (such as online engagement tools, telecommunications costs, national meetings)
- Production and distribution of policy thinking, and support of initiative teams

Next Steps - Regionally

- ✿ Maintain and enhance current *Canada25* regional membership
 - December 3, 2002 membership meeting
- ✿ Launch *Ripe with Potential* – Regional Roundtable Report
- ✿ Develop policy papers on regional issues e.g. **cities^{PLUS}**
- ✿ Contribute to National policy discussions
- ✿ Foster regional relationships

PLEASE CONTACT US FOR MORE INFORMATION

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APPENDIX: LIST OF SUPPORTERS (FORUM 2002)

National Partners

McKinsey and Company

RBC Financial Group

The Government of Canada

National Supporters

Aliant Inc.

Canadian National (CN)

National Research Partner

Canada Lands Company

Regional Partners

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Regional Supporters

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City of Ottawa

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First Calgary Savings

Montreal Economic Institute

Queen's University

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University of British Columbia