



Introduction

Canada25 is a national not-for-profit, non-partisan organization consisting completely of volunteers between the ages of 20 - 35. The organizational mandate of *Canada25* is to provide a medium to engage the perspectives of Canada's next generation of leaders living around the world into Canada's public policy issues. *Canada25* has established regional chapters throughout Canada.

Issue

An active Canada25 chapter exists in Winnipeg. When the Provincial election was announced, the members of Canada25Winnipeg decided to identify the election issues that were most important to them. Below is the compiled analysis. The data was collected approximately two weeks prior to the election date. Members were asked to identify the top five election issues from their perspective.

Our hope is that this information will help impact policy, programs, and ultimately the ability for Manitoba to attract and retain young talent.

Seven common themes were articulated by Canada25Winnipeg members in this exercise. The table below presents the issues.

ISSUE	% OF RESPONDENTS RANKING THE ISSUE IN TOP FIVE
Attract and retain young, creative, talent	82%
Health Care efficiency. Do not solve problems with more money	82%
Balanced Budget and Debt Reduction	64%
Downtown Winnipeg density and diversity	55%
Holding individuals accountable for their actions/rights for society	45%
Education	36%
Reduced Taxes and increased accountability	28%

Commentary

ATTRACT AND RETAIN YOUNG, CREATIVE TALENT (82% OF RESPONDENTS IDENTIFIED AS A TOP FIVE ISSUE)

This theme is topical to groups outside of Canada25 and fuelled significant debate by all stakeholders building up to the recent election. Canada25 (national) has published a report titled "A New Magnetic North" that speaks to attracting and retaining talent. As a follow up to the original report, and building



on the fact that cities play a significant role in attracting and retaining talent, Canada25 released a second major report titled “Building Up”. Copies of the two national reports are available at: <http://www.canada25.com/downloadreport.html>

Canada25Winnipeg also produced a local report “Density and Diversity - A Winning Winnipeg” that identifies how Winnipeg can be better positioned to attract and retain young talent. A copy of “Density and Diversity - A Winning Winnipeg” can be accessed with an e-mail request to: marshallring@shaw.ca

HEALTH CARE EFFICIENCY (82% OF RESPONDENTS IDENTIFIED AS A TOP FIVE ISSUE)

Health care is another topic of general interest. However, all responses who identified health care as an issue (>80%) stated that *innovation* in health care is required, and that simply spending more money on health care is the exact wrong thing to do. Worth noting is that medical professionals represented a large portion of Canada25Winnipeg’s respondents.

BALANCED BUDGET AND DEBT REDUCTION (64% OF RESPONDENTS IDENTIFIED AS A TOP FIVE ISSUE)

A belief is that good governance begins on a platform of good fiscal policy. Canada25Winnipeg members do not want to see spending that exceeds revenues. A balanced budget with payments to reducing the debt is a core issue of good governance and a policy direction that resonates with young talent.

A DOWNTOWN WINNIPEG THAT HAS DENSITY AND DIVERSITY (55% OF RESPONDENTS IDENTIFIED AS A TOP FIVE ISSUE)

This issue is linked to attracting and retaining young talent. A dense, diverse, and dynamic downtown is a huge asset in attracting and retaining talent. Please see the **ATTRACTING AND RETAINING YOUNG TALENT** discussion point for reference to reports that have information on how to attain a dense and diverse downtown.

HOLDING INDIVIDUALS ACCOUNTABLE FOR THEIR ACTIONS/RIGHTS FOR SOCIETY (45% OF RESPONDENTS IDENTIFIED AS A TOP FIVE ISSUE)

This discussion point speaks not to program or policy, but rather to paradigm shift. Sentiment of Canada25Winnipeg members is that in our democracy, the rights of the individual have continued to be entrenched while the responsibilities that must be associated with rights have been diminished. On the flip side of the coin, the



“rights of society” have been eroded (a factor of increased individual rights), while responsibilities of “society” have increased.

This disconnect is widening. A potential example of program or policy that would reverse this trend, may be “work-fare” or “school-fare” for those who are able to attend.

Another example might be nominal user-fees for individuals who abuse the medical system. A final concept presented under this heading can be extended out to public safety and justice, where people must become more accountable for their actions. Despite the fact that this concept was “only” identified by about half of the respondents, most who spoke to the concept were very passionate about the issue.

EDUCATION (36% OF RESPONDENTS IDENTIFIED AS A TOP FIVE ISSUE)

Canada25Winnipeg members recognize the importance of education and the need to be innovative, efficient, and inclusive in our education systems from K-12 as well as post-secondary.

REDUCED TAXES AND INCREASED ACCOUNTABILITY (28% OF RESPONDENTS IDENTIFIED AS A TOP FIVE ISSUE)

Common statements were made that government itself should become more efficient and reduce operating costs, and that spending programs should become more effective. E.g. “My perception is that the current government model for improved social spending is incredibly subjective and does little for the residents who actually live here”.

Conclusions:

The results from Canada25Winnipeg’s discussions plainly promulgate three areas for consideration. The first speaks to a paradigm upon which to govern. The second area of consideration is basic operating principles for government programs and policies; while the third area speaks to specific policies and programs.

(1) Mode of governance - paradigm shift

- A paradigm shift in governance to a system where societies’ rights are brought in line with the rights of individuals, or through another lens, where individuals are held accountable and responsible for their actions. This statement is a significant paradigm shift from current governance paradigms.



- (2) Basic tenants of good governance - balanced budget, reduced taxes
- Government should work from a baseline position of not running deficits. As well, government should be accountable for how they tax, and aim to reduce taxes.
- (3) Specific programs and policies
- Programs and policies are needed to attract and retain young talent - a means to accomplish this is with a dense and diverse downtown.
 - Innovative solutions are needed relative to healthcare
 - Education is the future for our success

Next Steps

The goal of this document is not to provide solutions, but rather flag issues. In some cases, sources have been identified where potential solutions are available. In other instances, the issue has simply been raised.

Canada25Winnipeg does however offer to drill down into more specific policy-statements for any of the issues that resonate with our audience. For example, we would be happy to engage our members in a discussion on How health care can be innovated, or What it means to have increased personal responsibilities.

We want to be a resource, we want to be involved in policy for Winnipeg and Manitoba, we want to proactively impact our homes and our future.

Please contact us to continue the discourse.

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