



HELP THE LIBERAL PARTY OF CANADA WIN THE UPCOMING 4 BY-ELECTIONS

In true Liberal tradition, LPC members, supporters, volunteers and donors will come together and support the 4 campaigns in Montreal, Toronto and Manitoba. Find out more about their campaigns and what you can do to help:

1. **Emmanuel Dubourg** (Bourassa)

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2. **Chrystia Freeland** (Toronto Centre)

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3. **Terry Hayward** (Provencher)

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4. **Rolf Dinsdale** (Brandon-Souris)

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EVERY WINNING CAMPAIGN BEGINS WITH A FIRST STEP

Are you a Liberal woman who is thinking of running or want to support a woman who plans to run? As a followup to training sessions in PEI and to assist training sessions planned in BC and Quebec, in this month's issue, we try to demystify the first steps of being a candidate - the nomination process. We look at various stages: deciding to run, preparing to run, winning a nomination and moving on to the next steps after the nomination before your campaign. We have excerpted elements of the draft BCWLC manual, in a checklist format. Contact the author, Susan Hutchinson, with your ideas, comments and suggestions at shutchinsonca@gmail.com. We will look at other steps, in the campaign process, in future issues of the NWLC newsletter.

The NWLC manual is a work in progress; so please feel free to contribute. Send your suggestions or links to good info or past manuals to Caprice Barbour cpettem@shaw.ca or Mary Pynenburg marypynenburg@me.com, as we continue to add chapters to the NWLC campaign manual.

This issue also continues with introductions to some of the key people to watch in our party: our new Liberal Critic for the Status Women, Kirsty Duncan and a couple of candidates for National Executive (Brian Rice and Leanne Bourassa) and provincial executive (Sangeeta Lalli). We also feature important capacity building work for women in politics in South Sudan.

If you would like to see more Liberal women elected to parliament, please consider donating to the Judy Fund for Liberal women candidates:

<https://action.liberal.ca/en/judylamarsh>

You can contribute monthly - \$10 or more makes a real difference.

If you contribute \$100 a month to the \$1200 annual maximum, you are automatically a Laurier club member as well. After the tax credit is factored in, donating this amount could cost you as little as \$47.92 a month

If you would like to host a Judy event, we have created an online toolkit: <http://nwlc-clfn.liberal.ca/blog/judy-event-toolkit/>. Contact Carlene Variyan cvariyan@gmail.com or Mary Pynenburg marypynenburg@me.com for the password.



KIRSTY DUNCAN, NEW LIBERAL CRITIC FOR THE STATUS OF WOMEN

Dear friends,

Hello, warm wishes, and thank you to the National Women's Liberal Commission for the extraordinary work they do, and for giving me the opportunity to say hello.

My name is Kirsty Duncan, and I am the Member of Parliament for Etobicoke North, and am delighted to be the new Liberal Critic for the Status of Women.

I follow the Hon. Judy Sgro, who has undertaken extraordinary work with Senator Grant Mitchell regarding women in the RCMP. And of course, I have the privilege of working closely with the Hon. Carolyn Bennett, who is Chair of Women's Caucus and a tireless advocate for women. This is a particularly exciting for me, as prior to my parliamentary career, I was a university professor where I taught courses on health policy, including women's health. I previously designed a workshop aimed at increasing the role of women in universities that was available to the academic leadership across Canada. I have fought

tirelessly over the past 25 years for equal pay for equal work, ending violence against women, and increasing the role of women in business and science, technology, and maths.

My goal over the next few months is to be an effective advocate for Canadian women. I intend to do that first by listening to you, hearing your ideas and bringing them forward in my meetings with stakeholders, and any outreach to women and families across the country.

I wanted to hit the ground running, and so have written the following articles, and would, of course, love your feedback, as well as your ideas for articles going forward:

📍 *Where are women in Harper's agenda?* (Sept. 16, 2013)
<http://www.nationalnewswatch.com/2013/09/16/where-are-women-in-harpers-agenda>

📍 *Smashing the glass ceiling* (Sept. 17, 2013)
<http://www.ipolitics.ca/2013/09/17/smashing-the-glass-ceiling/>

📍 *Putting a value on 'women's work'* (Sept. 27, 2013)

<http://www.ipolitics.ca/2013/09/27/putting-a-value-on-womens-work/>

📍 *Twenty wishes for Canadian girls* (Oct. 11, 2013)

<http://www.nationalnewswatch.com/2013/10/11/twenty-wishes-for-canadian-girls>

More articles and policy are coming, and hopefully I will have more to announce very soon!

In the meantime, please know October 15th is the International Day of Rural Women, October 18th is Persons Day, November 25th is the International Day for the Elimination of Violence against Women, and December 6th is the National Day of Remembrance and Action on Violence Against Women in Canada.

Please let me know how you are marking or remembering these important occasions.

I am writing this short piece on International Day of the Girl Child. On this important day, let us all reflect on what we need to do better in Canada to allow our girls to achieve their greatest dreams, and to indeed have it all should they choose.

Yours truly,
Kirsty

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THE QUEST FOR INCLUSION

One of the advantages of getting involved in the Liberal Party in the great province of British Columbia is that we have a strong and active Women's Commission. I have had the benefit of being mentored in politics by passionate and capable women such as Mary Pynenburg, Caprice Barbour, Diane Rabbani and many, many others.

The lessons I have learned encompass many aspects of politics - everything from how to properly wear a name tag (on the right), to how to run an e-day operation, to how to empower and engage respectfully and effectively with political staff. Perhaps most the most important thing I have learned is that inclusivity is not a passive exercise. To be truly inclusive we must reach out to people and invite them to participate. We must listen to their concerns and their fears. We must be patient and welcoming.

In August, I had the honour of being one of the presenters at Carolyn Bennett's campaign college for potential women candidates in PEI. Over 100 women attended this incredibly successful event. If we are going to attract qualified and capable women to run for us we must continue the environment of support, encouragement and training that the Women's Commission created at this event.

With Justin's commitment to open and transparent nominations, women will have to seek nominations in as many ridings as possible if we hope to see a significant percentage of our candidates be women. Our campaign co-chairs, ridings and Women's Commission must reach out, invite and encourage women across Canada into the nomination process. The path to gender parity is to ensure that our members have the option to nominate a woman in every riding.

I think we just saw in Toronto Centre that when a capable and qualified woman runs for nomination that she has a very good chance of winning that nomination.

This issue extends beyond recruiting women candidates. Wendy Robbins, Past President of the New Brunswick Liberals Women's Commission, recently discussed with me research that shows a strong correlation between a riding having a female president and nominating a woman candidate. We need to do a much better job welcoming women into all levels of our party, and include them in positions



of authority in our ridings, our provincial organizations and on the National Board.

The principles I learned from the Women's Commission to get women more involved in the party and politics are the same principles we need to use if we hope to be inclusive to other under-represented groups as well: Indigenous peoples, people of various ethno-cultural backgrounds, people with different religions and those who speak different languages. To be a truly inclusive party we must create a welcoming, safe environment and then reach out and invite people to participate.

Positive cultural change only happens through intent. As President of the Liberal Party of Canada, I would continue to listen to the concerns and issues of woman and other under-represented groups, empower the commissions and other stakeholder groups to shift the culture of our party towards a more inclusive and open party, and engage with all Canadians interested in our movement. Inclusion starts with us, and together we can change our Party for the better.

- Brian G. Rice

Candidate for President of the Liberal Party of Canada

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Brian G. Rice donning a tutu, boa and tiara to raise money for the Judy LaMarsh fund.

YES YOU CAN: STEP FORWARD TO RUN FOR NATIONAL EXECUTIVE

Over the past 15 years, starting in Calgary and now in Montreal, I've had the pleasure of being an active member of the Liberal Party of Canada. The experience has enriched my life by bringing me into contact with other Members from across the country, and as I run for National Membership Secretary, I am hoping to help other Members, old and new, make the most of their experience with the Liberal Party of Canada.

More and more, women are shaping the future of our party as we take our place in all levels of the party structure and start to see where our skills are needed. I want to continue to establish our place within the Liberal Party of Canada, both in and out of the spotlight and in our own communities.

Through my experiences volunteering, acting as official agent on election campaigns, participating as secretary and financial agent of an EDA, as chair of the compliance and finance sub-committee for the recent National Leadership Rules committee and now as President of the LPCQ Legal Commission and active member of the LPCQ Women's Commission, I've seen that there are many Members who are keen to do the hard work we need to bring the Liberal Party of Canada success, but don't always know how to go about it.

As it is often said that women will wait to be asked before participating, my goal is to make sure all Members of the party know they are the soul of this party and that there is an opportunity for them to make a difference. I want to make sure that all Members know how they can participate, be it through ensuring

they are able to vote in candidate nomination meetings, can contribute financially to candidates they support, have the opportunity to help develop policy, play a role on their EDA, PTA or Commission executives or even just get together with commissions and groups to bring new people to the party. We can do this by COMMUNICATING more effectively with our Members.



Leanne Bourassa

Over the years, the Women's Commissions have been exceptionally successful at initiating projects and MOTIVATING and engaging their members. The party should be taking the lead from those who have the ideas and providing the tools to support Commissions who have creative new initiatives and know best how to reach out to their communities. Women in our party have also been tremendously successful at mentoring our younger and newer Members and this needs to be the model for the whole party going forward.

Finally, as more Canadian women take leadership roles around the world and within our party, we need to CELEBRATE the contributions they are making. By publicly recognizing those who give so much time and energy to the party, we can inspire young women to lead us into the future.

I hope you'll take a minute to check out my website and some of the concrete measures I'd like to take to ensure our members are engaged and active!

Leanne Bourassa is currently President of the LPCQ Legal Commission and running for National Membership Secretary. You can learn more about Leanne and her platform at leannebourassa.ca.

1. SO YOU WANT TO BE A CANDIDATE - DECISION TIME

Contact the Women's Commission in your province

We can be your best friend, mentors, and help!

Do Some Hard Thinking

Know why you want to go to Ottawa. Know your vision for the country and for yourself as part of the Liberal team in Parliament.

Check out the day to day work of an MP, the idea of living in Ottawa for large chunks of the year, the travel, and if it is a life you can live.

Is the timing right? How much time can you carve out for this over the next 2 years?

What does your family think? Is your partner on board with this? How about children and other family members? Maybe it's time to have a family meeting.

Don't doubt yourself! There are few men out there who don't think they would make a credible MP. There are few women who think they are good enough. You are good enough!
Ref. BCWLC Campaign Countdown

2. WHEN YOU ARE READY – PREPARATION

Build a Team

- Start by asking at least one good friend to come with you on this journey and start building a team.

- Make sure you have more than just the two of you on board. The more the merrier.

- Find a willing and experienced official agent*. It is vital that they have an accounting or legal designation.

Find a Riding

- Figure out which ridings would be best for you.

- There may be more than one, some better than others.

What Do I Have to Offer this Riding?

Ask a few objective friends to sit down with you. What does the community need? What can you offer? Do they match well?

Which riding suits you?

Can you win, or at least putting up a strong fight? Contact the riding association president.

Build a Knowledge Base

Do some research.

Build a knowledge base about the community you plan on running in.

Articulate Your Vision

Write down why you want to go to Ottawa and what you want to do when you get there.

Build Your Image

Think about your presentation: ideas, public speaking skills, how to present yourself with authenticity. It may seem trite, but it is a good idea to update and upgrade your personal image, makeup, hair and wardrobe. Do this before you invest in photos.

Get great photos. Bright, relaxed, warm and energetic.

Build Your Treasure

Start asking people for money.

Determine the budget for the nomination race. Election expenses apply to nomination battles too. Know the rules and track everything properly. Carelessness here could scupper everything.

Ref. BCWLC Campaign Countdown

3. WIN THE NOMINATION

Start selling memberships

-Follow the membership rules absolutely to the letter. Ask for help if you need it. Disallowed memberships can lose you the nomination.

-Forms may be limited, gather your forces to obtain lots.

-A supporter** cannot vote in nominating meetings. Convert supporters into members.

-You must ask your friends, family – be brazen about it!

Keep close track of your supporters – and the budget.

-Keep careful track of your membership and everyone else's.

-Communicate strategically, well and often – they need to know your name to vote for you.

Get them out to the meeting!

A strong presence at the meeting and a great speech will help your cause and show you will be a worthy candidate, but nothing counts like votes in the ballot box!

Politics is all about learning how to count.

Ref. BCWLC Campaign Countdown

4. AFTER THE NOMINATION - PREPARATION FOR THE CAMPAIGN

Don't waste time!

- Give a great big thank you to your nomination team – personal, hand-written notes will be worth it.

- Be gracious to the other candidates for the nomination. You need their support and their supporters help. Win them over!

- Check in with your PTA and the LPC. They will have vital information for you.

- They will not, however, have money for you – the riding may have some, there may be funds from the Judy LaMarsh Fund, but most of it you and your team will have to raise.

- You cannot run the campaign yourself – whatever your experience. Find the best campaign manager you can. Work with your team to begin to build a core team of volunteers. Keep recruiting!

Ref. BCWLC Campaign Countdown

5. THE CAMPAIGN – PRE-WRIT

This Time is a Gift

Use this time to do a few vital things:

Raise your visibility in every part of the riding. Meet with community groups. Attend festivals and events. Introduce yourself. Have a business card. Use it liberally!

Build your knowledge base. Recruit some research volunteers and get them working.

Avoid policy pronouncements this is the time to **listen** to the community. Use it.

Raise money. Yes, keep raising money. Ask, ask, always ask!

Prepare your campaign. Do as much of the logistical and strategic work as possible in advance, including budgets.

Prepare yourself, your home and your family for task ahead. Think about childcare, family meal preparation/shopping, cleaning. Who will do what?

Assemble your wardrobe, and shoes. You will need at least two pairs of comfortable shoes to get you through. *You do not realize how important this is. Believe us, it is!*

Ref. BCWLC Campaign Countdown



SOUTH SUDANESE WOMEN TO DAZZLE LEGISLATIVE COLLEAGUES

The women and children of the world's newest country are guaranteed basic rights, freedoms and protection under the nation's constitution. But in South Sudan, what's written on paper often bears no resemblance to reality. Fact is the literacy rate among women is one of the poorest in the world. Just 1 out of 15 women can read and write. The infant mortality rate is the highest in the world. 16 women die each day due to pregnancy or related complications. 14 and 15 year old girls are routinely pulled out of school for marriage, often to a man decades older, in exchange for cattle.

The two year old country fought Africa's longest civil war with the north (Sudan) then signed a peace agreement in 2005 and then voted for independence from the north in 2011. South Sudan is one of the most under-developed countries in the world. It lacks infrastructure; roads, bridges, sewer systems, clean water and electrical development. The only power generated comes from gas/diesel generators. Approximately 200 kilometers of roads are paved; this in a country about the same size as France.

The country is rich in oil but all pipelines run through their former foe, Sudan to the city of Port Sudan on the Red Sea for export. So the land locked nation is often held hostage by Sudan and must pay them costly 'transit fees' to transport its oil. The male-dominated South Sudan government is making some progress on women's rights in government and has constitutionally guaranteed 25% of the seats in the national assembly for women. Women now actually hold 33% of the seats in parliament. But few women hold cabinet positions; all are very junior posts.

Most women have no government experience and lack basic communications skills. There is a huge demand for media and other communications skills in the women's caucus.

Vancouver based consultant, Marc Gage works with a team of international media training experts in the country. Recently their team spent several days working with the Deputy Speaker of South Sudan's National Legislative Assembly, Hon. Jasmine Samuel Adakayi to improve her communications skills.

Deputy Speaker Jasmine is determined to expand women's rights in the constitution that will also include strengthened rights for children. The comprehensive speaker training program for the

women's caucus consists of several elements which are vital to success:

- General introduction to public speaking,
- Speech preparation and fine tuning,
- Filming and critiquing of on-camera performance,
- Last minute coaching tips just before a speech,
- Post speech debrief with video footage.

Gage and the team worked with the deputy speaker on her delivery, style and approach. Particular attention was paid to body language, voice inflection and messaging. Following the intensive coaching session, her comfort level dramatically improved. Given the positive response to this initiative, the training program will be expanded to the other members of the women's caucus including deputy ministers and women cabinet ministers both in the national government and women in the ten state legislatures in South Sudan.

The women's caucus wants to build the communications skills of members so that they have a strong united voice to take the country in a direction that addresses important issues such as education, health care, clean water, adequate sewage treatment systems and a nation-wide electrical power grid, in addition to developing the country's natural resource wealth.

Their ultimate goal is to form a critical mass of women who will confidently and professionally manage the most senior cabinet portfolios both at the national and state levels.

- Marc Gage is a former national television reporter and an international communications consultant who has worked in Iraq, Afghanistan, Asia and most of the former Soviet bloc countries of Eastern Europe.
marcgage@aol.com



Marc Gage (middle) and a colleague review a video with South Sudan Deputy Speaker Jasmine Samuel Adakayi
PHOTO CREDIT: Noah W. Miller

YES YOU CAN: STEP FORWARD TO RUN FOR PROVINCIAL EXECUTIVE

Political parties offer a variety of ways to get involved in the political process with more opportunities around every corner; however, if a new person was to walk into a Liberal Convention and quickly glance at the group, they may not feel that political parties are very welcoming to everyone. When I started volunteering in 2008, it was very apparent to me that there weren't many people like me involved in BC politics, especially in leadership roles.

In July, I decided to run to become the next Organization Chair on the LPCBC Executive, making this the third time I have run for a position in the Liberal Party. I wanted to run for this position because I have been organizing for the party on various levels and have picked up the skills required to help organize ridings across BC. I have helped organize campus clubs as Provincial Youth, I have served on a riding association, I helped organized ridings as a field worker, and I ran during the last federal election allowing me to see operations from a different and very important perspective.

When I chose to run for this position in July, I knew that I would have strong support, yet I started doubting myself and asking whether I was ready for this position and whether I could win. This feeling made little sense to me and others I spoke with because of my proven track record and my general confidence and willingness to put myself through interesting situations. The only explanation I could come with about my self doubt is that I haven't seen many youth or women on the executive and have never seen a woman involved in a race on the provincial level for LPCBC Executive.

While I do think this would a be an extremely silly reason not to run for a leadership position within the party, I can see how it might impact people and why it did have a slight impact on me. If you don't see an example of women in leadership roles in front of you, it becomes easier to believe that it's not possible. So ladies, let's take the lead and become an example because if we don't, women in leadership roles in this party won't actually exist.

- Sangeeta Lalli lalli.sangeeta@gmail.com

Organization Chair on the LPCBC Executive (*acclaimed*)



CONTACT US:

Do you have an article, or photos, or notices of upcoming events about women in politics?

Mary Pynenburg, President

National Women's Liberal Commission (NWLC)

marypynenburg@me.com Twitter: [@womanwhovotes](https://twitter.com/womanwhovotes)

Complete contact list of the NWLC executive team from across the country:

<http://nwlc-clfn.liberal.ca/nwlc-executive/>

Find us on Facebook:

National Women's Liberal Commission

<https://www.facebook.com/groups/2359386383/>