



**\*CHECK AGAINST DELIVERY\*** *Under embargo until speech begins*

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Thank you for coming.

This is the Liberal Party's final press conference of this election campaign.

Over the past 3 ½ weeks we have made a number of policy announcements centered around our core commitments to People, Prosperity and Engagement.

Earlier this week we released a full copy of our Platform.

Today I want to speak to you about the final section of that document, which is entitled "Putting Prince Edward Island on the Map." This really is the culmination -- or the capstone -- of our platform.

From the outset, our campaign and our platform have been positive and ambitious. We start with a belief that Prince Edward Islanders are proud of our province and culture, that we embrace our identity as a small island province, and that we want to stand tall in Canada and the world.

Note that I did not say "But" we want to stand tall in Canada and the world. I said "And" we want to stand tall. It is not against our nature to be "On the Map." It is at the heart of who we are. As I have said on many occasions throughout this campaign: "Small Can Be Big, And Nimble."

It has been our heritage to be "On the Map." The year 2015 is the 250th anniversary of the first comprehensive survey and mapping of Prince Edward Island by Samuel Holland. Holland's map of PEI was the first step of what became known as the General Survey of British holdings in eastern North America. It set a new standard in its day. Holland also trained other surveyors. One of his most famous students was Captain James Cook, who in turn trained Captain George Vancouver. Holland's influence reached far.

One of our central challenges in Prince Edward Island is to realize how far our influence reaches. We are naturally modest, and we are sometimes given to being overly critical of ourselves and of each other.

Our influence reaches far in many areas, such as literature or music, through the accomplishments of our writers, creative artists and performers. In the 1800s, Prince Edward Islanders were leaders in sailing the North Atlantic and the Atlantic seaboard. Today, our artists, scientists, manufacturers, farmers, fishers and many others continue to put us on the map. Some of those who do the most to put Prince Edward Island on the map are people whom we think of as "Islanders Away." The same can be said for many of our seasonal residents.



PEI's greatest attribute – and its greatest asset – is that people care about this place. We develop an emotional attachment. We have a sense of pride and a sense of place. This is not a claim about birthright. It is about passion and caring. It is about meaning to do good things for Prince Edward Island, whether we have recently arrived or have been here for generations, and whether we physically reside here or feel the attachment and sense of place from a distance. As Liberal party leader and as one who wants to be premier of Prince Edward Island following Monday's election, I am calling for an integrated and energetic effort to put PEI on the map.

This will be fundamental to Prince Edward Island's continued success, to our ability to grow and prosper, and to our capacity to enjoy our quality of life. Putting Prince Edward Island on the map also underpins our ability to provide the services and good government outlined in the Liberal party platform under the themes: People, Prosperity and Engagement.

Let me expand upon what we mean by Putting Prince Edward Island on the Map by speaking to five specific commitments.

First ... doing what we are good at.

I said in an interview during the campaign that anyone who has studied PEI history knows that there has been a tendency ... on the part of successive governments ... to look for a silver bullet ... or to think that if we built it ... they would come.

I fundamentally believe that those days are over. We need to focus on what we are good at, and to build on our successes.

Certain sectors of the economy have seen positive growth, notably our new knowledge-based sectors such as aerospace, bioscience, ICT or renewable energy. Areas such as marine technologies hold great promise.

One thing that we are exceptionally good at is producing food of world-class quality. That's why the Liberal Party has placed significant emphasis on growing our primary industries and branding this Province as Canada's Food Island.

The quality of our food sets us apart from most of the competition. We have to take greater advantage of this distinguishing characteristic.

If we do it properly ... we can create many more jobs across the entire spectrum ... from the farm to food processing to the research lab and everywhere in between. Culinary tourism is an important contributor to our brand as Canada's Food Island.

This brand will in turn have a positive impact across all sectors of our economy and help to put Prince Edward Island on the map.



Second ... trading and prospecting are of extreme importance.

Over the course of this campaign there has been much talk about the issue of balancing budgets and expenditure reduction.

Fiscal prudence is important. To achieve fiscal balance and continue to meet the needs and expectations of Islanders, we need to focus on growing the economy.

If we grow the economy ... the level of economic activity increases and with it so does revenue for the government that can be used for front line programs and services.

The fastest and most direct way to grow that revenue is through trade.  
When I say trade ... I mean two things.

Exporting more goods and services. And importing less.

This objective of reducing our trade deficit also necessarily involves the need to sell and to prospect more. Specifically, a Liberal government will:

- Launch our most aggressive sales and prospecting strategy ever, driven by an integrated private-public initiative known as Sales Force PEI. Sales Force PEI will promote PEI products and services, identify opportunities for PEI companies, and prospect for businesses that want to establish on PEI.
- Work actively with a network of Prince Edward Island living elsewhere in Canada and beyond through a Bring It Home! campaign to encourage repatriation of talented workers and entrepreneurs as well as business prospecting and development.

Prince Edward Island has performed above the Canadian norms for trade and exports, surpassing \$1 billion in international exports in 2014, for the first time ever. A Liberal government is committed to an integrated effort that will reach \$2 billion by 2020.

Third ... building a positive and effective relationship with the federal government.

It goes without saying that we are a small Province – Canada's smallest.

Although we consistently punch above our weight-class ... it is nevertheless essential that we have good relations with Ottawa.

It doesn't matter which Federal Party is in power.

We need to spend time on that relationship.

We need to have a plan.

## Leader's Remarks

I've spoken in this campaign about the advantage or gift of jurisdiction.

Our status as a province gives us the opportunity to advocate on behalf of Islanders in a way that other parts of the country with similar populations cannot.

We need to do the very best that we can on behalf of Islanders.

For example ... policy changes made by the current Federal Government on things like EI and per capita funding for health care are not in PEI's interests.

We won't always get our way.

But we must be persistent ... and we must be persuasive ... in a professional and diplomatic way ... in pressing the Federal Government on these and other issues.

And we need ... quite frankly ... a leader with the skills and experience to get the job done. Fourth .... growing our population is crucial.

Yesterday, the Liberal party released its Population Strategy. The Strategy is focused on three major themes: "Repatriate, Recruit and Retain". It builds on PEI's recent success as a leader in Atlantic Canada in population growth, labour force growth and labour force education attainment.

We must continue to align and develop our PEI workforce to keep pace with the demands of the 21st century.

We need as many Islanders as possible to be properly trained and contributing to the workforce.

It involves convincing more people to stay in PEI and to come home.

And it involves immigration.

We simply must have enough people working in this Province to grow our economy.

Because ... as I said earlier ... only by growing our economy can we generate enough revenue to pay for the programs and services that Islanders deserve and respect.

Fifth ... committing to shared objectives and an integrated effort.

I fundamentally believe that we are moving ... collectively ... into some uncharted and choppy waters.



And we need all hands on deck.

I have talked during this campaign about my belief that small can be big.

I honestly believe that this is the case.

Our size can be an advantage in many ways.

It allows us to be more nimble ... and makes the pursuit of shared objectives much easier. A Liberal government will take the lead in bringing together this integrated effort. Island artists and creativity will be supported through a new Arts and Culture Innovation and Product Development Fund.

We will continue to put PEI on the map by supporting competitive knowledge and skills development at UPEI and Holland College.

A Liberal government will create a new department of Workforce and Advanced Learning and a department of Economic Development.

To achieve the goal of putting Prince Edward Island on the map, it is crucial that government work in close collaboration with private sector and community partners.

To succeed, our objectives must be genuinely shared and the effort truly integrated. We have to find the collective will to come together ... and to work together ... for the benefit of all.

In conclusion ... I am profoundly optimistic about the future of Prince Edward Island. We have challenges ... but I am confident that we have the ability to overcome those challenges and to prosper.

There are a number of things that we must do over the next four years but ... in my view ... if we can focus in particular upon the five points I have mentioned ... we will truly put PEI on the Map.

We are down to the last few days of this campaign – it has been a very rewarding experience. The Liberal Party will keep working hard until the polls close Monday night.

I want to thank all Islanders – and in particular my friends, neighbours here in District 9 and the North Shore area -- for their kindness and their consideration. Thank you.

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