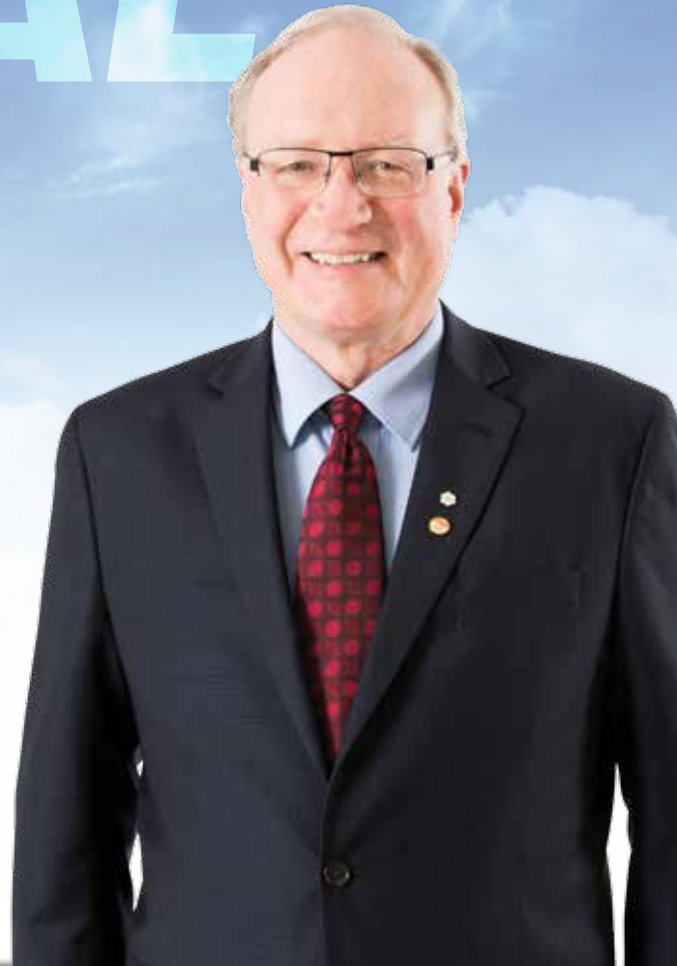


**LET'S WORK TOGETHER!  
TRAVAILLONS TOUS ENSEMBLE!**

# LIBERAL

**PEOPLE, PROSPERITY, ENGAGEMENT:  
LIBERAL PARTY OF PRINCE EDWARD ISLAND  
POLICY PLATFORM 2015**

**LES GENS, LA PROSPÉRITÉ, L'ENGAGEMENT:  
PLATEFORME DES  
POLITIQUES 2015**  
DU PARTI LIBÉRAL DE  
L'ÎLE-DU-PRINCE-ÉDOUARD



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**LIBÉRAL**  
PRINCE EDWARD ISLAND ÎLE-DU-PRINCE-ÉDOUARD

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## A Letter from Wade MacLauchlan

**Dear Fellow Islanders,**

In 2015, **Let's Work Together** to build a better future for our Province and for future generations, a future based on three core commitments - *People, Prosperity and Engagement*.

Our Province has made significant and positive progress over the past decade. We have experienced region-leading growth in our economy, in our population, in the skills, credentials and size of our work-force, and in sales of our top-quality products and services. Business confidence is at an all-time high and Prince Edward Island is projected to be one of Canada's strongest economic performers for the next two years.

Since 2007, Prince Edward Island has recruited and retained more than 80 physicians, introduced a nurse practitioner program, made major gains in drug and pharmacare programs, and expanded home care, long-term care beds and home repair programs for seniors.

Prince Edward Island has made a priority commitment to advanced learning through bursaries for Island students and program expansion at our post-secondary institutions. We are tied for first in Canada for early learning.

Notwithstanding this progress, we know that more needs to be done. Islanders have never shied away from a challenge. We have an aging population and too many Islanders leave to work elsewhere. We must grow our economy and improve our fiscal position. We must be good stewards of our environment. We must continue to improve our health care and education. We must build confidence in government and democracy, and enhance citizen engagement.

In this document, the Liberal Party presents its Policy Platform for a positive future for Prince Edward Island. It promises a future centered on *People, Prosperity and Engagement*. On May 4<sup>th</sup>, I ask for your support. **Let's Work Together**.

Yours truly,



Wade MacLauchlan



## Une lettre de Wade MacLauchlan

### **Chers concitoyens, chères concitoyennes,**

En 2015, *travaillons tous ensemble* pour construire un avenir meilleur pour notre province et pour les générations futures, un avenir fondé sur trois valeurs fondamentales : *les gens, la prospérité et l'engagement*.

La province a réalisé des progrès considérables et positifs au cours de la dernière décennie. Nous avons connu une croissance menée par les régions de notre économie, de notre population, des compétences, du niveau de scolarité et de la taille de notre main-d'œuvre, ainsi que de la vente de nos produits et services, qui sont de première qualité. La confiance du monde des affaires n'a jamais été aussi grande, et on prévoit que l'Île-du-Prince-Édouard enregistrera l'une des performances économiques les plus solides du Canada au cours des deux prochaines années.

Depuis 2007, l'Île-du-Prince-Édouard a recruté et conservé plus de 80 médecins, instauré un programme d'infirmières praticiennes et fait des avancées importantes en matière de programmes de médicaments et d'assurance-médicaments, et elle a augmenté le nombre de lits de soins de longue durée et élargi les programmes de soins à domicile et de réparations domiciliaires pour les personnes âgées. La province s'est aussi engagée à faire une priorité de l'enseignement supérieur grâce à des bourses d'études pour les étudiants de l'île et à l'expansion des programmes dans nos établissements postsecondaires. Nous partageons le premier rang au Canada pour ce qui est de l'apprentissage précoce.

Malgré ces progrès, nous savons qu'il faut en faire plus. Les insulaires n'ont jamais baissé les bras devant un défi. Notre population est vieillissante, et trop de gens de l'île doivent aller travailler ailleurs. Nous devons stimuler notre économie et améliorer notre situation financière. Nous devons assurer une bonne gestion de notre environnement. Nous devons continuer à améliorer notre santé, nos soins de santé et notre éducation. Nous devons susciter la confiance envers nos principales institutions de gouvernement et de démocratie, et accroître l'engagement de la population.

Dans ce document, le Parti libéral présente sa plateforme de politiques en vue d'un avenir prospère pour l'Île-du-Prince-Édouard. Cette plateforme promet un avenir centré sur *les gens, la prospérité et l'engagement*. Le 4 mai, je vous demande de m'appuyer. *Travaillons tous ensemble*.

Bien à vous,



Wade MacLauchlan



# 1.0 People

Our communities help define who we are and contribute in an immeasurable way to the richness of our Island and way of life. Successful and vibrant communities understand the requirement for timely access to quality health care, the obligation to care for those in need, and the fundamental importance of education. These communities also respect our seniors, provide meaningful opportunities for youth and properly steward our environment.



## 1.1 Timely Access to Quality Health Care

The continued delivery of timely and quality health care to Islanders has never been more important or more challenging. In spite of progress in preventative health care, Prince Edward Island continues to have some of the highest rates of chronic disease in the country. This, combined with the average age of our population, growing human resources challenges and increasingly expensive medical equipment, places strain upon our health care professionals and our provincial budget.

Our health care plan is focused on enhancing and improving front-line services for Islanders. It has five priority areas:

- Enhancing Primary Care;
- Improving Access to Specialists and Reducing Wait Times;
- Expanding Wellness and Prevention;
- Accelerating Mental Health and Addictions Services; and
- Making Medications More Affordable.

### ENHANCING PRIMARY CARE

#### > Recruiting and Retaining Doctors and Nurses

The Liberal Party believes that government must ensure that our health system has access to skilled health care workers. A New Liberal Government under the leadership of Wade MacLauchlan will:

- *Continue to work with Holland College, Collège Acadie Î.-P.-É. and UPEI to attract students into nursing and other health care programs;*
- *Enhance the use of scholarship and return-in-service agreements to retain nursing graduates, including LPNs and RCWs;*
- *Work with stakeholders to expand the scope of practice of nurses;*
- *Work with the Provincial Residency Program for Family Medicine to attract and retain medical graduates, with a focus on doctors for rural PEI; and*
- *Utilize return-in-service agreements to ensure adequate physician resources.*

### > Enhancing the Role of Paramedics

The Liberal Party believes that paramedics play an increasingly important role in our health care system. A New Liberal Government under the leadership of Wade MacLauchlan will:

- *Increase the utilization of Advanced Care Paramedics in community settings in partnership with nurses and physicians;*
- *Add another ambulance in Eastern Kings;*
- *Establish a Community Paramedicine Homecare Program; and*
- *Expand the role that Advanced Care Paramedics play in medication administration in emergency situations.*

### > Enhancing the Role of Community Pharmacists

The Liberal Party supports expanding the role of pharmacists, freeing up physicians to treat more serious illnesses. A New Liberal Government under the leadership of Wade MacLauchlan will:



- *Continue to expand the scope of practice of pharmacists, including expanded minor ailments treatment;*
- *Increase medication reviews for Island seniors to ensure the ongoing safety and appropriateness of medication usage; and*
- *Build on the success of pharmacists' recent role in flu vaccinations by looking to broaden the scope of these vaccinations, as well as adult immunization measures.*

### > Expanding the Role of Nurse Practitioners

The Liberal Party believes in the critically valuable role that nurse practitioners play in our health system. More can, and should, be done to expand the role of these valuable health professionals. A New Liberal Government under the leadership of Wade MacLauchlan will:

- *Increase the number of nurse practitioners working in supervised practices to 20;*
- *Work with UPEI's School of Nursing on return-in-service grants to ensure that nurse practitioners educated on PEI stay and work in this Province;*
- *Continue to expand the scope of practice so nurse practitioners are able to provide a more comprehensive suite of services within a collaborative setting; and*
- *Develop a Rural Nurse Practitioner Recruitment Program to enhance access to nurse practitioners in rural settings.*



## IMPROVING ACCESS TO SPECIALISTS AND REDUCING WAIT TIMES

The Liberal Party understands that patients waiting for specialty health services face undue stress. A New Liberal Government under the leadership of Wade MacLauchlan will:

- *Work with the PEI Medical Society and Health Care Professionals to ensure system-wide efficiency;*
- *Purchase a new linear accelerator for the PEI Cancer Treatment Centre to reduce wait times for radiation therapy;*
- *Add resources to reduce wait times for elective procedures such as cataract, hip and knee surgery;*
- *Reduce MRI wait times by adding an evening shift at the QEH;*
- *Work to co-ordinate real-time CAT scan and MRI services for Emergency Department procedures;*
- *Continue to recruit specialists in key areas tied to wait times, including oncologists, anesthesiologists, neurologists, obstetricians, gynecologists, epidemiologists, rheumatologists and psychologists;*
- *Continue to fast-track health services for youth with special needs in key areas such as pre-school autism assessments, physiotherapy, speech language pathology and audiology; and*
- *Provide Island Fire Services with full replacement of radios required to communicate directly with Island EMS and lower the costs of radio maintenance.*

## EXPANDING WELLNESS AND PREVENTION

Wellness and disease prevention are key to the quality of life enjoyed by Islanders. A New Liberal Government under the leadership of Wade MacLauchlan will:

- *Promote increased physical activity by youth;*
- *Expand the use and availability of public infrastructure such as schools for off-hours physical activities for adults, particularly in rural areas during winter months;*
- *Amend the Tobacco Sales and Access Act to prohibit flavoured tobacco products;*
- *Enhance smoking cessation initiatives with a particular emphasis on youth;*
- *Improve access to programs, medications, and nicotine replacement therapies; and*
- *Continue to promote healthy eating through public outreach and medical professionals.*

## ENHANCING MENTAL HEALTH AND ADDICTIONS SERVICES

The Liberal Party recognizes that mental health and addiction services are among the most important, yet complicated, areas of health service delivery. The pressing need to address mental health and addictions issues is particularly challenging for Island youth, where the requirement for early and sustained intervention is critical for success. A New Liberal Government under the leadership of Wade MacLauchlan will:

- ***Open and operate the new 12-bed provincial Youth Recovery Centre in Summerside;***
- ***Launch the new dedicated youth mental health unit in Charlottetown with 12 beds, offering both in-patient access to expanded therapy, specialist services and a new day program;***
- ***Redevelop adult mental health in-patient and out-patient services;***
- ***Expand access to addictions and methadone treatments;***
- ***Extend the role that community hospitals play in rural-based access to detox and counseling services; and***
- ***Support community-based services.***

## MAKING MEDICATIONS MORE AFFORDABLE

Affordable access to medications is fundamental to quality healthcare. The Liberal Party recognizes that more can be done to assist Islanders requiring prescription drugs. A New Liberal Government under the leadership of Wade MacLauchlan will:

- ***Introduce the PEI Generic Drug Plan, which will cap the cost of generic drugs at \$ 19.95;***
- ***Continue to expand access to high-cost medications by the addition of new drugs to the formulary;***
- ***Implement Canada's first Hepatitis C model of care, offering curative therapy for Hepatitis C; and***
- ***Work with other provincial governments and the federal government on the development of a cost-shared, national catastrophic drug program.***



## 1.2 Caring for Island Families

Every member of Island society deserves the opportunity for a fulfilling and rewarding life. Unfortunately, many Islanders struggle on a daily basis to make ends meet. A New Liberal Government under the leadership of Wade MacLauchlan will:

- *Increase social assistance food rates and personal comfort allowances, and provide assistance for optical tests and transportation;*
- *Introduce personal income tax changes that will assist 12,000 low-income Islanders, more than 2,000 of whom will pay no personal income tax;*
- *Increase funding for the Disability Support Program;*
- *Increase funding for home repair and renovations programs;*
- *Increase funding for shelter rates, including assistance to help retain foster homes that now exist and to help recruit new foster homes into the system;*
- *Continue funding to essential community organizations who provide necessary services for vulnerable Islanders;*
- *Increase funding for the Child Care Subsidy; and*
- *Evaluate the financial situation of community organizations on an annual basis and, where possible, provide additional funds for those organizations most in need.*



## 1.3 A Continued Emphasis upon Education

The Liberal Party believes that education is the foundation of a successful society and economy. Building that foundation begins in early childhood and continues throughout the senior years. Under the Liberal Government, early childhood education was supported through various initiatives including the introduction of kindergarten into the school system. Our primary and secondary systems were strengthened as a result of important investments in new schools, curriculum programming and human resources. Initiatives such as the George Coles Bursary and interest-free student loans improved accessibility to post-secondary education. A New Liberal Government under the leadership of Wade MacLauchlan will:

- **Work to Meet the Educational and Workplace Challenges of the 21<sup>st</sup> Century**

We must continue to improve our educational system and position our students for a 21<sup>st</sup> Century workforce. To assist with these objectives, a new Liberal Government will create a Department of Workforce and Advanced Learning.



- **Build Upon the Advances Made in Early Learning**

Early learning is an essential foundation for future success. Early learning has a broad and positive impact upon students and society in general. Prince Edward Island's early childhood education system tied with Quebec's for best in Canada according to a 2014 report. Investments in early learning pay quick dividends - we will keep up the good work.

- **Continue to Make Strategic Capital Investments in Island Schools to Maintain a Quality Learning Environment for Island Students**

In addition to an on-going commitment to repair and replace facilities as required, it is important to ensure that our schools are outfitted with the latest technology. A New Liberal Government will make significant investments in education technology for Island students, including 7,000 new computers by 2016-17 and the installation of Wi-Fi in all PEI schools by the end of 2016. Investments made in education technology have the potential to have a tremendous impact on student achievement and engagement, and prepare students for success in a technology-based knowledge economy.



- **Front-Line Services**

The Liberal Party is committed to enhancing front-line services for Island students and parents. Additional teachers will be hired and resources provided where required in order to ensure an enriching classroom experience.

- **Maintain a Commitment to Professional Development and Training**

A commitment to professional development and training opportunities for teachers and principals are key components in improving student outcomes.

- **Double Funding to School Breakfast and Lunch Programs**

One in five Island children live in a household affected by some level of food insecurity. We will take action by doubling funding.

- **Undertake a Review of the Province's Approach to Special Needs Education**

The Liberal Party is committed to continuing support to students with unique and additional needs. A review of the Province's current approach will identify further areas for improvement.

- **Develop a Long-term, Comprehensive, Integrated Curriculum Development and Renewal Plan**

In order to be successful in advancing student achievement, we must strive to constantly improve the curriculum taught in our schools.

- **Work in Collaboration with Parents and Teachers to Maximize Classroom Instruction Time**

A New Liberal Government will work to maximize the amount of hours that Island children spend in class.

- **Continue to Modernize our School Buses**

A New Liberal Government will replace 20 school buses a year in order to ensure safe and modern transportation for our students.

- **Commit to Holding School Board Elections in 2016**

Parents and community leaders play an invaluable role in our educational system. It is time to enhance that role by moving forward with school board elections. In addition, a New Liberal Government will enhance parental engagement by establishing District Advisory Councils. These Advisory Councils will help to ensure our school boards have additional input and perspective from parents, students and communities.



- **Maintain a Commitment to Island Post-Secondary Students**

All Island students, regardless of their socio-economic background, must have the opportunity to attend a post-secondary institution. Maintaining affordability is crucial and that is why the Liberal Government introduced a range of financial measures designed to support Island post-secondary students, including a 0% interest rate on Prince Edward Island student loans, the George Coles Bursary, the Island Skills Awards and the Island Student Awards. Significant improvement has been made since 2006 in both university and college levels of attainment. A New Liberal Government under the leadership of Wade MacLauchlan will improve these financial supports by increasing and indexing student loan amounts, delaying the commencement of student loan repayment and by reviewing eligibility criteria.

### ASSISTANCE TO ISLANDERS STUDYING AT UPEI



- **Continue to Support Investments at UPEI, Holland College and Collège Acadie Î.-P.-É.**

UPEI, Holland College and Collège Acadie Î.-P.-É. are of strategic importance to Prince Edward Island's continued success. A New Liberal Government under the leadership of Wade MacLauchlan will continue to support strategic capital and operational investments, and will work with these institutions to develop multi-year funding plans.

In addition, we are committed to increasing opportunities for French speaking Islanders to access a broader range of post-secondary programs in the language of their choice. Too often, French speaking Islanders are forced to leave the Province to pursue studies in French.

*Aussi, nous nous engageons à accroître les possibilités pour les Insulaires francophones à accéder à un éventail plus large de programmes d'études postsecondaires dans la langue de leur choix. Trop souvent, les Insulaires francophones sont obligés de quitter la province pour poursuivre des études en français.*

## 1.4 Respecting Our Seniors

The Liberal Party believes that successful communities respect their seniors and develop policies that are responsive to seniors' needs. That is why this document contains a number of measures, including:

- *Recruiting and retaining doctors and nurses;*
- *A community paramedicine homecare program;*
- *Enhancing the role of paramedics and community pharmacists;*
- *Enhancing the use of nurse practitioners;*
- *Improving access to specialists;*
- *Increasing medication reviews;*
- *Reducing wait times;*
- *Introducing the PEI Generic Drug Plan;*
- *Increasing funding for home repair and renovations; and*
- *Introducing personal income tax changes that will assist 12,000 low-income Islanders, more than 2,000 of whom will pay no personal income tax.*

A New Liberal Government under the leadership of Wade MacLauchlan will also:

- **Expand Access to Long-term Care**

We are committed to continued investments in long-term care beds as well as continued funding of community care facilities. Two new long-term care facilities will be built, one in Montague and the other in Tyne Valley.

- **Provide Modern, Quality Palliative Care**

The Liberal Party is committed to completing and opening a stand-alone 10-bed Palliative Care Centre with additional operating funding for day programs. The Liberal Party also supports home-based and extended palliative care services in rural communities so that more Islanders requiring palliative care can be closer to loved ones.



## 1.5 Greater Opportunity for Young Islanders

Young Islanders currently attending post-secondary institutions and those who have recently graduated face unique challenges in today's highly-competitive economy.

An important goal of a New Liberal Government under the leadership of Wade MacLauchlan will be to work with these young Islanders to make a successful transition to the workplace. We will:

- **Build on Success**

We will build on the success of our Graduate Mentorship Program by working with PEI's business community to develop new pilot initiatives that are similar in scope.

- **Develop Entrepreneurship Spaces**

As part of our new Entrepreneurship Strategy, we will we work with post-secondary institutions to develop low cost "entrepreneurship spaces" in existing facilities where recent graduates can launch new start-up businesses. Eligible graduates who launch knowledge-based businesses in these spaces will be provided with a rebate of all provincial corporate taxes during the first three years of operation.



- **Create New Opportunities**

Through initiatives such as "Sales Force PEI", we will focus prospecting efforts on bringing new businesses to PEI that will employ recent graduates.

- **Collaborate with Our Post-Secondary Institutions**

A New Liberal Government will work to provide additional training in areas of economic growth such as aerospace, information and communication technologies (ICT), health, trades, and bioscience.

- **Assistance to Island Students**

We will continue to fund highly successful initiatives such as the George Coles Bursary, Island Student Awards and the George Coles Graduate Scholarship, all with a view towards helping students manage debt loads so they can more easily transition to the workforce.

- **New Department of Workforce and Advanced Learning**

A New Liberal Government will place strategic emphasis on our youth with the establishment of a new Department of Workforce and Advanced Learning, providing essential linkages to lifelong learning and career growth.

- **Sales Force PEI**

We will launch our most aggressive business prospecting strategy ever – “Sales Force PEI”. This initiative will result in new companies locating in PEI and more jobs for young Islanders.

- **Expand Ignition Program**

We will expand our successful “Ignition Program” which provides \$25,000 in start-up funding to young PEI entrepreneurs, helping to accelerate growth of their new businesses. Further, as part of our Entrepreneurship Strategy we will work with our post-secondary institutions to provide new low cost spaces to launch business ideas.

- **New Arts and Culture Opportunities**

We will invest in a long term strategy for PEI's Arts and Cultural sector that will create opportunities for young Islanders pursuing careers in this creative cluster of businesses and organizations.

- **New Marine Technologies Cluster**

As part of our new Marine Technologies Cluster initiative we will provide incentives to companies locating in PEI and hiring young Islanders.

- **Labour Rebate Program**

We will extend the “Labour Rebate Program” to support companies in knowledge intensive sectors that are expanding and hiring young Islanders.

- **Listen to Young Islanders**

Wade MacLauchlan will listen to what young Islanders have to say, and help them succeed.

Wade MacLauchlan has a plan to “Put PEI on the Map”; he is a leader who can, and will, make a difference, and will help to ensure that there is a bigger future for young Islanders.

## 1.6 Stewarding the Environment

The protection of our land, air and water for future generations is a fundamental responsibility of government. A New Liberal Government under the leadership of Wade MacLauchlan is committed to our environment and will demonstrate this commitment by:

- **Creating a Department of Communities, Land and Environment**

The announcement of this new department represents a shift in perspective and approach. Proper land use is essential to environmental protection and requires citizen engagement at the local level.

- **Introducing Comprehensive Land Use Policies**

A New Liberal Government will, after public consultation, amend the Planning Act to add provincial land use policies and will support the implementation of these policies across PEI. It is essential that we maintain effective land use planning for the benefit of current and future generations.

- **Implementing Recommendations of the Carver Report**

The Lands Protection Act has been of significant importance in protecting PEI's land base. A New Liberal Government will move forward with the recommendations on land ownership contained in the Carver Report.

- **Maintaining our Commitment to Renewable Energy**

Prince Edward Island has played a leadership role in the area of renewable energy and, in particular, wind energy. As technology improves, the ability to increase the amount of renewable energy used by Islanders also increases. We will take advantage of this opportunity.

- **Working in a Co-operative and Determined Manner to Eliminate Fish Kills**

Buffer zones around our waterways must be enforced and current provisions dealing with sloped land must be reviewed. Greater engagement with the farming community on this issue must be a priority. Additional measures to reduce soil erosion must be pursued. Government and the farming community must also expand their joint efforts to enhance the protection of environmentally sensitive areas.

- **Protecting and Improving the Quality of Our Water Supply**

As an Island, we are entirely dependent upon groundwater for our drinking water. It is essential that we take further steps to protect and improve the quality of our water resources. A New Liberal Government will carry through with the release of a white paper, followed by consultations with Islanders, prior to introducing a comprehensive Water Act.



- **Working with our Agricultural Community**

Our farming community has taken many positive steps to improve our environment. It is important that these improvements be communicated to the general public in an effective way. The Liberal Party also believes that an emphasis upon cooperation requires that changes be made in the way government interacts with our farming community on matters of compliance.

- **Supporting Watersheds and Watershed Groups**

Island watershed organizations play a valued and effective role in protecting and enhancing our water resources. A New Liberal Government will increase our commitment to these organizations.

- **Addressing the Challenges of Climate Change**

As an Island, we are faced with unique environmental challenges. Recent adverse weather events reinforce the importance of taking proactive steps, in cooperation with the federal government, to prepare for and mitigate the impacts of climate change. These steps include a plan to ensure public infrastructure impacted by climate change is repaired or replaced in a timely way. We must also continue to support initiatives to further decrease our reliance on fossil fuels.



# 2.0 Prosperity

We believe that the people of Prince Edward Island have the skills, the creativity and the entrepreneurial drive to accelerate economic growth in our Province.

Unlike never before, our businesses are challenged by global competitors, our economy is impacted daily by international events beyond our control and the pace of change driven by new technological advances continues to increase.

Amidst these challenges, however, are an abundance of new opportunities for growth and expansion. Ours is an abundance-minded approach - we will invest in PEI businesses and tackle our challenges head-on.





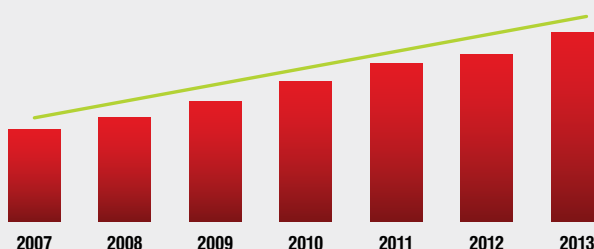
## 2.1 Building on Success

Our strategy for jobs and growth involves several components such as a strategic support to areas where we enjoy a competitive advantage and that offer the greatest prospect for growth; more focus on developing and supporting our Island entrepreneurs; an increased emphasis on immigration; and greater collaboration with others working toward common goals.

As shown in the table below, **PEI GDP has grown from \$4.62 Billion in 2007 to \$5.79 Billion in 2013**. As detailed in this document, a New Liberal Government will implement additional initiatives to further accelerate growth in our GDP.

**PEI GROSS DOMESTIC PRODUCT (AT MARKET PRICES)  
2007-2013**

Year	\$ Millions
2013	\$ 5,788
2012	\$ 5,514
2011	\$ 5,409
2010	\$ 5,202
2009	\$ 4,947
2008	\$ 4,767
2007	\$ 4,620



Source: Statistics Canada. CANSIM Table 384-0038 – Gross domestic product, expenditure-based, provincial and territorial, annual

We have many inherent economic strengths in our food-based sectors. In agriculture, fisheries and aquaculture, the quality of our products and the skills of our business owners are truly world-class. We also have many success stories in our export-focused manufacturing and processing sectors and a range of innovative companies are proving that PEI can be an excellent home for highly-skilled, value-added businesses.

In recent years our bioscience, ICT, aerospace and renewable energy industries have grown rapidly and there is reason for optimism as investment in new R&D activities and programs continues to accelerate economic expansion.

In a competitive knowledge-based economy, investing strategically in a range of research-based organizations and supporting infrastructure is essential. In addition, our successful post-secondary institutions are partnering with industry and becoming increasingly focused on market-oriented research and commercialization activities. In the coming decade, we will continue to work with these and other entities as they become even more focused on economic growth initiatives.

As we look to the future, we see new opportunities in a technology-driven global marketplace and we are confident that, with targeted investments and strategies, the resourcefulness and creativity of Island entrepreneurs will lead to new economic growth. Our plan is to build on our many existing strengths, to work collaboratively with our communities and to create an economic environment where businesses can grow and entrepreneurs can rapidly develop new products and services for a global market.

A New Liberal Government under the leadership of Wade MacLauchlan will:

- *Place a Strategic Emphasis upon PEI's Food Sector;*
- *Pursue Additional Growth in Knowledge-Based Industries;*
- *Build a Greater Culture of Entrepreneurship;*
- *Focus on Trade, Export and Prospecting;*
- *Support Growth and Specialization in Tourism, Arts and Culture; and*
- *Develop a Population Strategy to Repatriate, Recruit and Retain.*

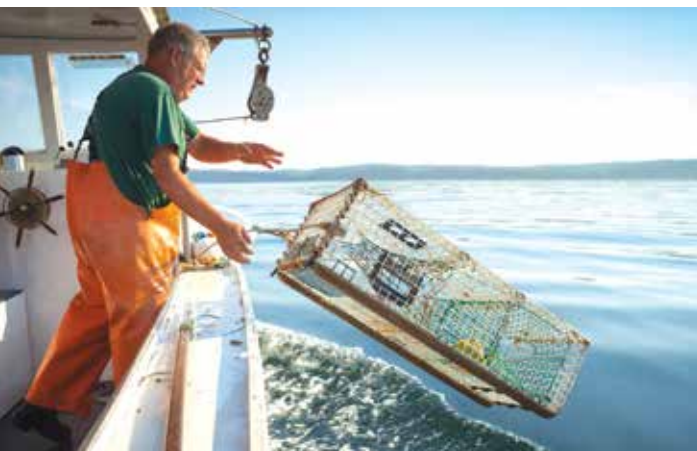
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## 2.2 A Strategic Emphasis upon PEI's Food Sector

PEI's food sector is a vital component of our provincial economy. We believe that concerted efforts are essential to continue to grow and diversify our agriculture, fishery, aquaculture and food processing companies. There is a growing international awareness of a premium-quality PEI food brand and recognition of PEI's talent in food research. Our culture of food product innovation is paying dividends.

Food processing, including seafood processing, is a fundamental driver of PEI's manufacturing sector. The significance of food processing output is impressive by any measure.

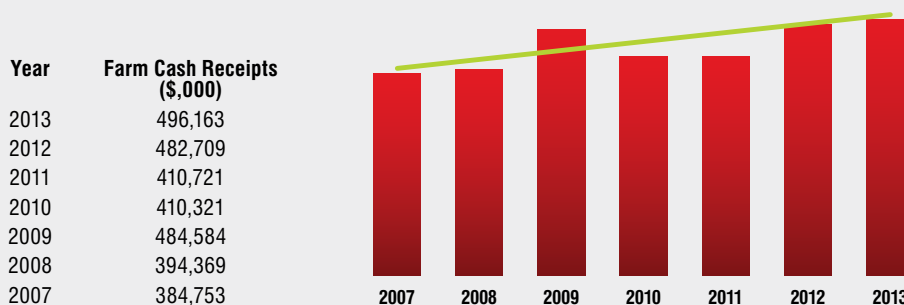
- 56% of the value of PEI's manufacturing sector is made up of food processing, including seafood.
- 10% of provincial GDP is generated from food processing and primary agriculture.
- 40% of PEI's international exports are from food processing, including seafood.



In recent years, the Liberal Government has assisted our food industry with financial assistance towards: the adoption of new technologies, production risk/agri-insurance, the development and implementation of soil conservation plans, income protection against disastrous events, strategic investments in Atlantic Beef Products, financing programs, training and support services, new crop development, and investigation of new markets. We will continue with these initiatives, and expand our efforts in a substantial manner to continue growth in our food sector.

PEI's 40<sup>th</sup> Annual Statistical Review released in June of 2014 showed positive overall growth in our resource-based industries. As evidenced by the data in the table below, PEI farm cash receipts have shown strong growth in recent years, up from \$384 million in 2007 to \$496 million in 2013, an increase of 29%.

### PEI FARM CASH RECEIPTS 2007-2013



Source: Statistics Canada, Catalogue no. 21-010-X. Net Farm Income. Novembre 2014.

In our aquaculture sector (fin fish, oysters, mussels) the total value of production increased from \$30 million in 2007 to \$43 million in 2013, an increase of 42% and the value of PEI fish landings increased from \$122 million in 2010 to \$155 million in 2013.

We will continue to invest in and support our world renowned potato, seafood and aquaculture industries, but there is much more to be excited about as we look forward: blueberry production is growing with both producers and processing businesses generating strong receipts, PEI is making inroads in new organic markets, and new crops such as soybeans, canola and apples are being produced and marketed with good results. Other specialized products and value-added initiatives are also gaining traction.

In addition to all of this, the PEI brand is being successfully promoted in the global marketplace and we are on the verge of demanding and receiving premium returns for many of these products. A New Liberal Government will continue to build on success and promote our PEI Food brand to the world as "premium quality."

Moving forward, we will work with industry and the federal government to develop a PEI Food Strategy. When successfully implemented this strategy will set us apart, benefiting our food producers and processors as well as our tourism sector.

There is a distinct opportunity to take advantage of PEI's reputation as a producer of quality land and sea based products in a new way that will lead to significant growth – creating demand for farmers' and fishers' products. Three key elements of our PEI Food Strategy include product development and innovation, marketing and branding, and access to financing for producers and processors.



In cooperation with industry and our federal partners, a New Liberal Government under the leadership of Wade MacLauchlan will implement a food strategy with the following goals:

- *Increase the number of new products being developed;*
- *Accelerate technology adoption and productivity improvements;*
- *Support the launch of new PEI food-based, start-up companies;*
- *Increase prospecting efforts, growing the number of food companies on PEI;*
- *Access new markets through value chain integration;*
- *Establish PEI as a premier destination in North America for culinary tourism;*
- *Develop, coordinate and market the PEI Food brand;*
- *Increase the consumption of our local food products on PEI; and*
- *Make it known to international consumers that PEI is “Canada’s Food Island.”*

A coordinated food strategy will lead to diversification in the agriculture, fishery and tourism sectors and lead to significant economic benefits. A food strategy that is appropriately executed has the potential to support expanded processing and improve marketing of existing and new products, all of which will drive demand and create new opportunities for farmers and fishers in rural communities across PEI.

To support our resource-based industries, we will also:

- *Extend the Low-Interest Loan Program for Island fishers;*
- *Support a new science-backed program for lobster fishers to improve overall product quality. Technologies and equipment such as on-boat water circulation systems will improve product quality and help in setting our lobster product apart from our competitors;*
- *Expand freezer and cold storage capacity;*
- *Work with the potato industry and the federal government to assist growers and processors in acquiring scanning and metal detection technologies;*
- *Expand the Island’s fresh lobster holding capacity through expansion of existing facilities and, where required, the establishment of new facilities;*
- *Address the challenges facing our forestry sector by working with industry to find new markets with continued emphasis on sustainable forest harvesting practices;*
- *Provide additional investment to support operations at our PEI Beef Plant;*
- *Establish new lending programs for PEI beef farmers to launch a new “PEI Lean Beef” initiative; and*
- *Implement the recently announced PEI Farmland Financing Program providing preferred interest rates for PEI farmers expanding their operations.*

## 2.3 Additional Growth in Knowledge-Based Industries

We will build on success and continue to grow knowledge-intensive sectors such as bioscience, ICT and aerospace. PEI has experienced significant growth in recent years in these sectors. Our goal is to continue to support successful initiatives that have propelled job creation and economic growth in our knowledge-driven industries. We will employ strategies to ensure we have highly-trained people who will fuel growth and inject new ideas into these growing PEI companies. Key economic indicators for bioscience, ICT and aerospace sectors are as follows:

- The PEI bioscience industry, from 2009 to 2014, has increased revenue from \$70 Million to \$124 Million representing a 77% increase. Further, employment has increased from 750 to 1,200 over the same period.
- PEI's ICT sector has grown to now employ 1,850 individuals with salary levels more than 25% higher than the average for our economy.
- The aerospace and defense sector has grown to reach annual revenue of over \$400 Million in 2014, providing over 900 jobs in PEI.

To accelerate economic growth and expansion of our highly successful knowledge-based businesses, a New Liberal Government under the leadership of Wade MacLauchlan will:

- ***Invest in the new UPEI Engineering School and support PEI manufacturing, processing and technology companies as they partner with UPEI to address challenges specific to their businesses and to accelerate new R&D activities, thereby creating opportunities for PEI companies and new graduates;***
- ***Enhance and grow the extremely successful PEI Graduate Mentorship Program, providing financial assistance to companies as they hire new graduates. To date, 80% of graduates taking part in this Program have successfully obtained full-time employment in their field of study after completing the mentorship period;***
- ***Extend labour rebate programs that help PEI companies expand and hire Islanders; and***
- ***Add a new pillar to our knowledge-based industries by introducing incentives for marine technology manufactures, making PEI a preferred location for these companies. Our goal is to grow a cluster of high-tech companies that hire skilled Islanders and put PEI on the map with a world-class marine technologies cluster.***



## 2.4 A Culture of Entrepreneurship

A Liberal Government led by Wade MacLauchlan places a strong emphasis on growing our economy. One key element of that plan is to harness the creativity and work ethic of PEI business owners as we work together to grow a sustainable culture of entrepreneurship. New entrepreneurs and growing small businesses are key sources of job creation and wealth generation. Our long-term economic growth is contingent upon building a world-class “Culture of Entrepreneurship” in our Province. A New Liberal Government under the leadership of Wade MacLauchlan will:

- *Work in collaboration with our communities, regional development organizations, federal partners and important organizations, such as Junior Achievement, as we implement a comprehensive Entrepreneurship Strategy in the Province of PEI;*
- *Support small business owners by: reducing red tape, continuing programs focused on marketing and business expansion, and placing greater emphasis on gaining access to capital during critical growth phases;*
- *Build a greater culture of entrepreneurship in our education system;*
- *Expand the highly successful “Ignition Program,” which provides entrepreneurs with \$25,000 in funding to start their businesses;*
- *Do more to embrace, support and celebrate small business and entrepreneurship;*
- *Implement an important recommendation of the Island Advance Task Force, which was to improve access to capital during the start-up years as a key way to accelerate entrepreneurial activity. In this regard, a New Liberal Government will work with experienced private sector investors to jointly establish “Start-up PEI”, an investment fund targeted at growth-oriented PEI companies. Our goal is to finance “Start-up PEI” on a cost-shared basis with private sector investors and our federal government partners with the fund being managed by a private sector board of directors;*
- *Work with post secondary institutions to develop low-cost entrepreneurship spaces in existing facilities where recent graduates can launch new start-up businesses. Eligible graduates who launch knowledge-based businesses in these spaces will be provided with a rebate of all provincial corporate taxes during the first three years of operation.*
- *Help PEI businesses finance growth and expansion by using our new PEI Community Business Development Program which redirects Islanders’ RRSP contributions, in a tax efficient manner, into PEI businesses.*

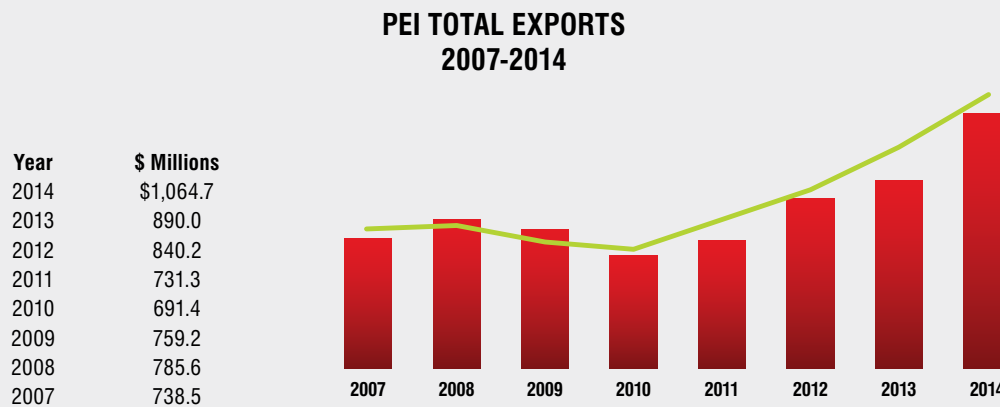
- *Advance the Self-Employment Program that currently assists approximately 125 Islanders per year in transitioning from unemployment to launching their own small business; and*
- *Invest in and support the renovation and expansion of underutilized existing facilities to house manufacturing and technology-based businesses in rural PEI. This initiative builds on the substantial successes in recent years at locations such as Poole's Corner, Bloomfield and Souris.*

This strategy builds on success and incorporates a range of exciting new initiatives to push PEI into the forefront as a place where entrepreneurship is nurtured, valued and celebrated.



## 2.5 Trade, Export and Prospecting

Trade, export and prospecting, first and foremost, is about creating jobs for Islanders. In 2014, for the first time ever, PEI exports totalled in excess of \$1.0 Billion. As illustrated below, total exports have grown dramatically in recent years, increasing from \$738 Million in 2007 to \$1.065 Billion in 2014 – representing growth of 44%.



Source: Statistics Canada. Table 228-0060 - Merchandise imports and domestic exports, customs-based, by North American Product Classification System (NAPCS), Canada, provinces and territories

A New Liberal Government will build on this success, aggressively growing our exports and continuing to close the gap between PEI imports and exports. Factors such as the implementation of the Canadian-European Trade Agreement, reductions in internal trade barriers, and the continued impact of technology on international market opportunities will change the way we approach business growth in PEI. For example, growth in our manufacturing and processing businesses will require a strong understanding of rapidly-changing markets as well as new skills and progressive business partnerships to increase competitiveness. We will continue to work with PEI businesses in all sectors as they expand into new international markets and form new partnerships to facilitate economic growth. To maintain momentum in trade and export, a New Liberal Government under the leadership of Wade MacLauchlan will:

- ***Launch our most aggressive prospecting strategy ever, branded as Sales Force PEI. PEI has so much to offer new companies and new residents – we will become more proactive in selling what we have to offer. We will work with our current team to sharpen our focus and build a network of business leaders and successful former Islanders – our Sales Force PEI – established solely to bring new companies to PEI, promote PEI products, and identify opportunities for PEI companies;***



- *Support the Trade Team PEI Export Help Program, assisting PEI companies in researching new international market opportunities;*
- *Provide funding to PEI companies traveling on trade missions and targeting development of niche international markets;*
- *Partner with PEI industry organizations to propel growth and support our many successful and growing PEI businesses;*
- *Provide targeted incentives for PEI export-focused aerospace and bioscience companies with more than 20 employees; and*
- *Invest in job creation and export incentives for marine technology manufacturers that hire highly-skilled Islanders, making PEI a preferred location for these companies. Our long-term goal is to create a cluster of high-tech companies in the marine technologies sector.*



## 2.6 Growth and Specialization in Tourism, Arts and Culture

Tourism is a cornerstone sector in PEI and has stakeholders in every region of our Province. Visitors to PEI experience the beauty our Province has to offer, the warmth of our residents and our many high-quality accommodations, attractions and events. Collectively, we must show the world what we have to offer, employing new technologies and strategies. Tourism is an extremely competitive sector and we must continue to work together, innovate and promote our products. Our cultural sector includes a wide spectrum of activities such as: visual arts, crafts, music and sound recording, film and television, interactive media, writing and publishing, theatre, dance, libraries and archives, museums and heritage. A growing and dynamic Arts and Culture sector will add value to our tourism industry by rooting it in the authenticity of place and leveraging our unique cultural and food experiences. Further, our cultural sector defines who we are as people and the richness and diversity of what we have to offer in Prince Edward Island is truly unique. A vibrant Arts and Culture sector will continue to impact growth in all sectors of our economy. An alliance of stakeholders in this cluster will also strengthen and fully coordinate efforts as we move forward. A New Liberal Government under the leadership of Wade MacLauchlan will:

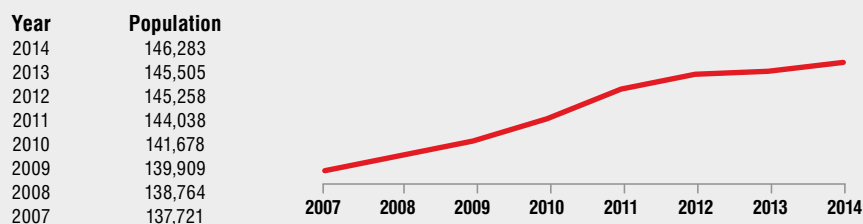
- ***Build on the unique strengths of communities and regions across PEI to create unique, experience-based destinations;***
- ***Work with industry to ensure that PEI, as the birthplace of Confederation, gains visibility over the next three years as our country prepares for 2017 celebrations;***
- ***Place a strategic emphasis on our cultural sector in the coming decade. To achieve this, we will prepare a long-term strategy for arts and culture on PEI, introducing new initiatives and placing greater emphasis upon this sector as a key contributor to economic growth, strengthened communities, diversity, population growth, and business prospecting activities. For the first time ever, PEI will have a comprehensive long term plan for this sector;***
- ***In co-operation with industry associations and our federal partners, invest in unique events, festivals and attractions that set PEI apart as a preferred tourist destination;***
- ***Support industry in training and new product development initiatives through an Arts and Culture Innovation and Product Development Fund; and***
- ***Link tourism, arts and culture to our “Canada’s Food Island” strategy, as well as our export, Sales Force PEI and population growth strategies.***

## 2.7 A Population Strategy: Repatriate, Recruit and Retain

Sustainable economic growth is contingent upon our ability to grow our population, expand our labour force and increase our number of skilled workers. At this point in our history, we must recognize the challenges we face with respect to PEI's demographic shift; in particular, an aging workforce and an impending natural population decline. As we move forward with exciting new initiatives, we should also reflect on recent trends in population growth, labour force growth and educational attainment within our workforce.

With respect to population growth, PEI has done well over the past seven years as illustrated in the table below. The population of PEI has grown from 137,700 in 2007 to 146,300 in 2014, an increase of 8,600 or 6.2%. By way of comparison, population growth in the rest of Atlantic Canada during the same period was only 1.5%.

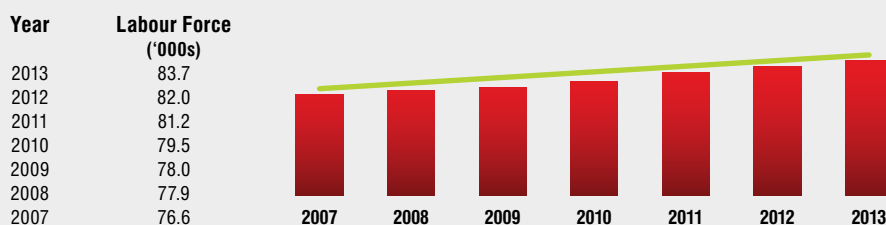
**PEI POPULATION GROWTH (2007-2014)**



Source: Table 051-000, Estimates of population, by age group and sex for July 1, Canada, provinces and territories, annual

In addition to a population that has grown every year since 2007, PEI's labour force has also grown during the same period.

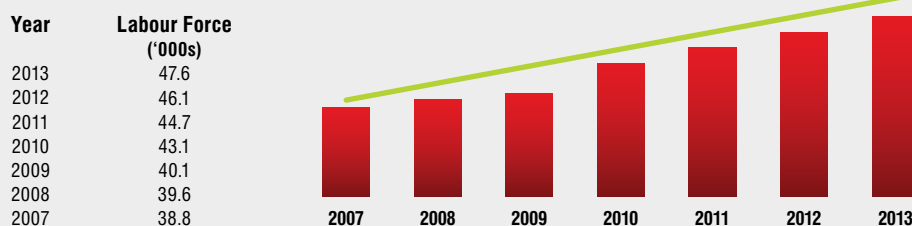
**PEI LABOUR FORCE (2007-2013)**



Statistics Canada. Table 282-0002 - Labour force survey estimates (LFS), by sex and detailed age group, annual

In combination with overall population growth and labour force size, we must be focused on growing a skilled workforce. We have made significant progress in recent years. As detailed in the table below, the number of Islanders in our labour force that have successfully completed post-secondary education has increased from 38,800 in 2007 to 47,600 in 2013. Clearly, by these measures, PEI has made considerable progress in recent years and we are on the right track. Having said that, we must take action to address out-migration and an aging population.

## PEI LABOUR FORCE BY EDUCATIONAL ATTAINMENT (2007-2013)



Source: Statistics Canada. Table 282-0004 - Labour force survey estimates (LFS), by educational attainment, sex and age group, annual

To expand our economy, we will need a skilled workforce with every Islander working to the best of their ability across every sector of our economy and every region of our Province. More than that, however, our vision must be one in which we foster diverse and inclusive communities and continue to be a leader in Atlantic Canada population growth. In doing this, we will build on our strong reputation as a welcoming Province, with world class arts and cultural experiences. To increase our population and build a workforce for the future, a New Liberal Government will focus on three major themes: “Repatriate, Recruit and Retain.” These three strategies are detailed as follows:

### REPATRIATE

Thousands of former Islanders and their families are now residing elsewhere in Canada and abroad. Many of these talented individuals would like to return to PEI if the appropriate opportunity presented itself. To expand our economy, we must find new ways to open a dialogue with skilled expatriate workers and entrepreneurs. In recent years, we have had several success stories related to repatriation of Islanders. The establishment of business operations at Poole’s Corner and in Montague by Aspin Kemp & Associates is one such case where a highly-successful, community-minded entrepreneur has returned home to PEI. Our goal must be to build on success and invest in a long-term strategy to repatriate Islanders living in other parts of Canada and abroad.

A New Liberal Government under the leadership of Wade MacLauchlan will:

- ***Develop a comprehensive long-term repatriation strategy in co-operation with key stakeholders and communities across PEI;***
- ***Harness the power of multiple technology platforms to communicate on a continuous basis with expatriate workers and entrepreneurs, making them aware of job opportunities and customized government incentive programs to relocate or establish business operations in PEI;***
- ***Through a new Islander Ambassador Program, empower communities and other organizations to develop pilot initiatives focused on connecting with expatriates. This initiative will give communities across PEI the opportunity to develop their own expatriate database and, in partnership with the Province, launch customized campaigns to grow our population;***
- ***Each year, formally recognize and celebrate repatriation success stories at a “My PEI” event; and***
- ***Initiate regular domestic and international repatriation events promoting all that PEI has to offer and leveraging the contacts that PEI residents have with expatriates in strategic locations in Canada and abroad.***

## RECRUIT

The importance of immigration to Prince Edward Island's future cannot be overstated. Our population is, on average, older than any other Province in Canada. As these Islanders continue to leave the work force in greater numbers, more immigrants will be needed to take their place. Attracting new immigrants must therefore be a cornerstone of our economic development strategy. Progress has been made in this area, but we must do more to renew our workforce.

A New Liberal Government under the leadership of Wade MacLauchlan will work in a collaborative way with the federal government, our post-secondary institutions, our communities, and the private sector to attract greater numbers of immigrants to our Province.

Let's Work Together by:

- ***Utilizing immigrant entrepreneur programs to attract immigrants who want to establish new businesses in PEI or work in our key economic sectors. This will include active participation in the new Government of Canada Express Entry Program;***
- ***Leveraging the role of our post-secondary institutions so that immigrant students choose to remain in PEI. This will include accelerating the process for allowing international graduates to be nominated and stay in PEI if they find work;***
- ***Preparing and implementing a strategy for "Diverse and Inclusive Communities." In partnership with all regions of our Province, we must, both internally and externally, do a better job of promoting the importance of multiculturalism and diversity – creating greater awareness of the benefits of immigration to our Province; and***
- ***Implement strategies to increase interprovincial migration to PEI. We will aggressively promote to other Canadian residents the advantages that PEI has to offer as a place to raise a family, start a business or launch a new career.***





## RETAIN

We must also find ways to maximize retention rates for new immigrants and to keep more of our youth, and our skilled workforce, here in PEI. A Liberal Government under the leadership of Wade MacLauchlan will:

- *Expand innovative programs like Connectors, which link new immigrants to investment and career opportunities in PEI;*
- *Build on excellence in education and training that underpins our entire strategy to grow our economy and our knowledge-intensive enterprises. Beyond education and training, however, we will work with our post-secondary institutions to be nimble and innovative in responding to industry needs and create opportunities for graduates. Compared to many other jurisdictions around the globe, PEI has a distinct advantage as UPEI, Holland College and Collège Acadie Î-P-É can work expeditiously with industry and government to build a workforce for the future;*
- *Work with our post-secondary institutions to undertake a detailed labour market assessment to determine PEI's labour market needs for the next decade;*
- *Develop innovative worker re-training initiatives to help Islanders transition into new jobs where employment opportunities exist;*
- *Develop new internship and on-the-job training opportunities that expose new workers to new job opportunities in sectors where employment opportunities exist;*
- *Continue to build effective linkages between high schools and trades training; and*
- *Introduce a new incentive program for international graduates of UPEI, Holland College and Collège Acadie Î-P-É who stay in PEI after completion of their education. We will work with our federal government partners and PEI employers to retain these talented individuals as Island residents.*

Our strategy to Repatriate, Recrute and Retain is comprehensive. This strategy will involve our communities, key organizations and indeed all Islanders as we work together to grow the population our wonderful Island.

# LIBERAL



# 3.0 Engagement

As Islanders we share many common and important bonds, and have a proud history of citizen engagement. For many years we have led the country in voter turnout, but our turnout is declining. It is time to renew our collective commitment to values such as fiscal prudence and to our democratic institutions. Together we must endorse and embrace the values of openness and transparency in government, work with local governments, and put Prince Edward Island on the map.



## 3.1 Fiscal Prudence

During a period of global economic decline, the federal government as well as provinces across the country have been challenged to reduce annual operating deficits and manage overall net debt. The Province of Prince Edward Island has, in a very controlled manner, decreased the annual operating deficit in recent years through careful control of expenditures and balanced support to grow our economy. There is more work to be done and a long-term view towards financial management is essential.

A New Liberal Government under the leadership of Wade MacLauchlan will take a clear and focused approach to financial management. Specifically, our plan will be built upon the following five principles:

- **Principle #1: Growing Our Economy**

*In this document, we have outlined a plan to grow our economy: increasing exports, strengthening our existing businesses, launching new business start-ups, working together to strengthen communities and continuing investments in our emerging sectors. We are committed to growing the PEI economy and enhancing the sustainability of provincial revenues.*

- **Principle #2: Respecting Taxpayers**

*Controlling expenditures and ensuring a value-for-money approach will continue to play an important role in our fiscal management strategy.*

- **Principle #3: Federal Cooperation**

*Federal revenues make up approximately 40% of total provincial revenues. As such, we must dedicate time and resources to achieving the best results possible in federal/provincial relationships and negotiations. We will proactively and in a positive manner work to negotiate a new fiscal arrangement with the Government of Canada. In particular, we will bring forward our concerns relative to the current equalization formula and changes to other national programs, as well as decreased federal spending and increased program downloading to our Province. In addition, to grow our economy in a strategic manner, we will require federal support; to this end we will take a lead role in presenting a convincing and comprehensive long-term economic development plan.*

- **Principle #4: Input From All Islanders**

*We will continue to seek input and advice from individual Islanders, our private sector, and non-profit groups across PEI as we prepare our annual budgets. We must also work closely with municipalities and communities across PEI as we partner to deliver the best services and infrastructure to our residents in a cost-efficient manner.*

- **Principle #5: Public Service Professionalism**

*A New Liberal Government will work collaboratively with a professional public service to deliver the best and most efficient results for Islanders. The provincial finances are moving toward balance due to initiatives within the public service to demonstrate budgetary restraint to help improve the fiscal outlook for our province.*



## 3.2 Leading by Example

It is essential that our political leaders lead by example. That is why our strategy of fiscal prudence will also include the following specific measures:

- **Reduce the Cumulative Operating Budget of the Premier's, Executive Council and Ministers' Offices**

*The cumulative operating budgets of the Premier's, Executive Council and Ministers' offices will be reduced.*

- **Design Cabinet for Greater Effectiveness**

*A revised grouping of departmental functions and responsibilities will better serve the public and enable cabinet and ministers to serve the public with greater effectiveness and efficiency.*

- **Review MLA Compensation and Benefits**

*A comprehensive review of the compensation and benefits of MLAs will be undertaken.*

- **Increase Accountability and Oversight of Expense Claims**

*The previous policies surrounding reimbursement of travel, hospitality and other expenses are not sufficiently clear and need to be clarified. In order for expenses to be reimbursed, there must be a clear connection between the expense incurred and the value received by taxpayers.*





### 3.3 Renewing our Commitment to Democracy

At the same time as we work to tackle important fiscal challenges, we must also work to reduce public cynicism about democracy and government which, unfortunately, has never been higher in Canada. Here in Prince Edward Island, although we continue to lead the country in voter turnout, our turnout is declining. Many Islanders are frustrated with the overly partisan approach to politics that seems to be the new normal. Others disengage when they see politicians say one thing and then do another. Too many others feel that they have been excluded and have no role to play or no opportunity to contribute in a meaningful way. These frustrations and others extend beyond politics to erode respect for our very system of government.

The tangible and intangible cost of public cynicism toward, and disengagement and exclusion from, our key institutions is enormous. Public debate is often diverted away from issues of substance and importance when we need, more than ever, to remain focused on these issues. The tone and tenor of public discourse too often pushes us apart instead of pulling us together. A New Liberal Government under the leadership of Wade MacLauchlan will:

- **Set a Higher Tone for Politics**

*Islanders want their politicians to focus on issues of substance. Much has changed in Island society, but civility, diplomacy and mutual respect remain important qualities for those in public service. This election and the days that follow should revolve around issues of real importance to Islanders. No one political party has a monopoly on good ideas; it is time to reduce the partisanship and get to work.*

- **Introduce Amendments to the Conflict of Interest Act**

*Prince Edward Island's Conflict of Interest Act needs to be strengthened. The Act currently prohibits MLAs from accepting a personal benefit that is connected directly or indirectly with the performance of the member's duties of office and requires disclosure of other personal benefits where those gifts or benefits exceed \$500.00. A New Liberal Government under the leadership of Wade MacLauchlan will amend the Conflict of Interest Act to clarify "personal benefit" and will reduce the \$500.00 threshold.*

- **Enforce and Enhance Post-Employment Restrictions on Cabinet Ministers and Senior Officials**

*The Conflict of Interest Act places restrictions upon the activities of former Cabinet Ministers, including a six-month "cooling-off period". The length of this cooling-off period should be reviewed and former Deputy Ministers and senior political staff will face similar restrictions.*

## 3.4 Openness and Transparency

Openness and transparency are fundamental to increasing Islanders' engagement with government. Meaningful participation requires detailed and timely access to quality information. At the same time, government must work to ensure ongoing face-to-face communication with Islanders and communities.

- **Increase Transparency**

*Government's current approach to freedom of information isn't working. The process is too slow, too cumbersome and too expensive. A New Liberal Government under the leadership of Wade MacLauchlan will move to increase transparency.*

- **Increase the Quality of Information**

*A move to increase the openness and transparency of government must also include an increase in the quality of the information provided. Information must be of a quality and level of detail sufficient to make disclosure meaningful to Islanders. For example, expenses claimed by Members of Executive Council will be provided monthly as opposed to quarterly and detailed as opposed to the current practice of broad categories.*

- **Improve the Level of Engagement with Islanders and Island Communities**

*It is essential that government remain connected to the people that it serves. A New Liberal Government will work to improve accessibility, accountability and transparency. In an age where communications are increasingly driven by technology, government must never forget the importance of face-to-face communication with Islanders and a real and ongoing presence in Island communities.*

- **Implement a Policy on Whistle Blowing**

*A strong, professional public service is an essential pillar of democratic government. By implementing a whistle blower policy with protections linked to the Commissioner of Ethics and Integrity, we are reinforcing the classical role of public servants to 'speak truth to power'*

- **Honor and Work Closely with First Nations Peoples**

*We will place priority upon our relationship with First Nations Peoples and will work in a co-operative manner to advance the interests of their communities. A positive and respectful relationship with First Nations Peoples is of fundamental importance.*

- **Respect Francophone Islanders**

*The Liberal Party has always placed special emphasis and importance upon services and issues of concern to Francophone Islanders. A New Liberal Government will continue this emphasis.*

- **Working to Eliminate Violence and Discrimination**

*A New Liberal Government will provide ongoing support to groups and organizations working to eliminate violence and prohibited forms of discrimination.*

- **Assisting Immigrants**

*Immigration is essential to the future of our Province. We must do more to assist immigrants as they transition to PEI.*

- **Enhance Accountability of the Legislative Assembly**

*A New Liberal Government will place the office spending of the Opposition Office and the Government Members' Office under the authority of the Auditor General for review and evaluation like other government departments and agencies spending taxpayers' dollars.*

### 3.5 Working with Local Governments

The Province has an important role to play in ensuring the success and sustainability of PEI's local governments. That is why a New Liberal Government under the leadership of Wade MacLauchlan will:

- **Provide Greater Funding Predictability**

*Municipalities require greater predictability in the amount of provincial funding in order to properly budget. A New Liberal Government will work to improve this process.*

- **Pass a Municipalities Act**

*A New Liberal Government will work in co-operation with municipal governments to pass new legislation aimed at increasing accountability, accessibility, transparency, responsiveness and efficiency.*

- **Encourage Greater Co-operation and Collaboration between Communities and Municipalities**

*Just as provincial governments have been able to achieve savings and efficiencies for taxpayers through regional co-operation, communities and municipalities can, in appropriate circumstances, work more closely together. A New Liberal Government will work to encourage closer relationships and stronger local government.*

- **Work to Improve Community and Municipal Infrastructure**

*Quality infrastructure is fundamental to the success of Island communities and municipalities. A New Liberal Government will continue to work in co-operation with communities, municipalities and the federal government to ensure the ongoing and timely repair and replacement of infrastructure.*



### 3.6 Leadership – Putting PEI on the Map

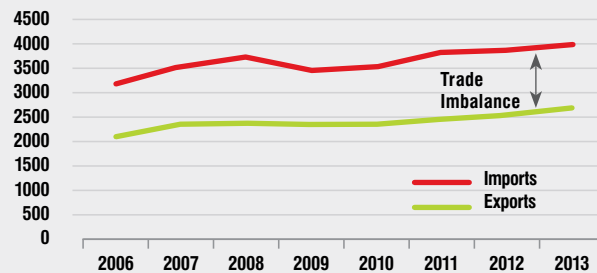
Prince Edward Island's influence on the national stage has always exceeded our relatively small size and population. We may be small in comparison to other Provinces, but we are nevertheless a Province and with that status comes certain constitutional rights and benefits. This "advantage of jurisdiction" is something that we must safeguard, preserve and use for the benefit of all Islanders. A New Liberal Government under the leadership of Wade MacLauchlan will:

- **Engage the Federal Government in a Constructive, Proactive and Effective Way**  
*It is essential that we maintain a positive working relationship with the federal government, regardless of that government's political stripe or philosophy. Prince Edward Island must have a clear and focused strategy in its dealings with Ottawa, and a Premier with the ability to lead the charge.*
- **Enhance Prince Edward Island's Reputation as a Great Place to Live and Work**  
*One of the many responsibilities of the provincial government is to promote Prince Edward Island in a positive light to those who live and work in other jurisdictions. This responsibility will become even more important in the future as we work to attract skilled workers, immigrants, businesses and investment to our Province.*
- **Promote our Products and Services Abroad**  
*The significant growth we have witnessed in our exports has been important for our success to date. As we move forward, successfully promoting our products and services abroad will be a key factor in growing our economy.*
- **Use Legislative Authority to Advance our Shared Goals and Objectives**  
*One of the key advantages of jurisdiction is our ability to collectively advance shared goals and objectives through legislation. Perhaps the best example of this is seen in our Real Property Tax Act, where we have adopted provisions such as the double taxation of non-residents. This legislative authority is not, however, limited to land laws. We have the ability to enact unique legislation across a broad range of activity to advance shared objectives such as economic development and environmental protection. Together, we should make greater use of this ability to improve our Province and quality of life.*

- **An Ambitious Plan to Reduce our Trade Imbalance**

*The total trade imbalance for PEI in 2013 was approximately \$1.3 Billion (see diagram below).*

### INTERNATIONAL AND INTERPROVINCIAL TRADE DEFICIT IN GOODS AND SERVICES (2007-2014)



Statistic Canada. Table 384-0038 - Gross domestic product, expenditure-based, provincial and territorial, annual (dollars unless otherwise noted)

This is the amount by which international and interprovincial imports of goods and services exceed our PEI exports. Throughout this document, we have put forth initiatives that will help our Province close this trade gap. To the extent that we can reduce this gap, we will help build a stronger, more self-sustaining PEI economy.



## Costing Summary

### Line by Line

#### Health - Operations

PEI Generic Drug Plan	\$2,000,000
Rural Program Improvements	\$950,000
Eastern Kings Ambulance	\$400,000
Reduce Wait Times	\$3,000,000
Specialists	\$2,500,000
MRI and CAT Scan Improvements	\$500,000
Nurse Practitioners	\$1,600,000
Advisory Councils	\$25,000

**\$10,975,000**

#### Health - Capital

Linear Accelerator	\$8,000,000
Eastern Kings Ambulance	\$350,000
Operating Room Opening	\$500,000
Adult Mental Health	\$500,000

**\$9,350,000**

#### Education

Chances	\$60,000
Breakfast and Lunch	\$100,000
Advisory Councils	\$25,000
French Post-Secondary	\$250,000
System and Student Loan Improvements	\$900,000

**\$1,335,000**

#### Caring for Those in Need

Shelter Rates	\$450,000
Personal Comfort	\$250,000
Disability Support	\$550,000
PEI Home Renovation	\$400,000
Operating Grants	\$250,000
Child Care Subsidy	\$300,000
Optical Tests	\$85,000
Transportation Rates	\$91,000
Tax Relief	\$1,700,000

**\$4,076,000**

#### Environment and Land Use

Planning & Technical Services	\$500,000
Conservation Initiatives	\$250,000
Island Watersheds	\$250,000

**\$1,000,000**

#### Primary Industries

Food Sector	\$300,000
Science Backed Improvements	\$250,000
Industry Support	\$450,000

**\$1,000,000**

#### Entrepreneurship

Entrepreneurship Strategy	\$100,000
Ignition Program	\$100,000
Start-Up PEI	\$250,000
Entrepreneurship Spaces	\$200,000
Program Support	\$250,000
Entrepreneurship in Education	\$50,000
Role Models	\$25,000

**\$975,000**

#### Trade, Export, Prospecting

Sales Force PEI	\$100,000
Underutilized Spaces	\$250,000
It All Starts at Home	\$100,000

**\$450,000**

#### Young Islanders

New and Expanded Assistance	<b>\$250,000</b>
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#### Tourism, Arts & Culture

To Be Announced	<b>\$250,000</b>
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#### Population Strategy

To Be Announced	<b>\$300,000</b>
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#### Leading by Example

-\$500,000

**\$29,461,00**

## CONCLUDING THOUGHTS

*Fellow Islanders:*

*In the preceding pages, the Liberal Party has set out a substantive, progressive and focused plan to grow our economy, strengthen our communities and increase citizen engagement. Let's work together to put this plan into action. On May 4<sup>th</sup>, I ask for your support.*

*Wade*

**Wade MacLauchlan**

## POUR CONCLURE

*Chers concitoyens, chères concitoyennes,*

*Dans les pages qui précèdent, le Parti libéral présente un programme substantiel, progressiste et ciblé pour favoriser la croissance de l'économie, renforcer nos collectivités et accroître l'engagement de la population. Travaillons tous ensemble à mettre ce programme en action. Le 4 mai, je vous demande de m'appuyer.*

*Wade*

**Wade MacLauchlan**



## NOTES



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# LIBERAL



**LIBÉRAL**  
PRINCE EDWARD ISLAND ÎLE-DU-PRINCE-ÉDOUARD

**LET'S WORK TOGETHER!  
TRAVAILLONS TOUS ENSEMBLE!**

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