

Last week seemed to be a bit schizophrenic for the Liberals; a very good reception from the pundits and analysts on Justin Trudeau's announcement of the middle-class tax cut and the Canada Child Benefit and not so good from some quarters over the party's support of Bill C-51, especially with the change in direction from the NDP who now say they would scrap the Bill if elected. There were what we in the media business call 'side-bar' items warning the Liberals about framing platform initiatives in conservative images and symbolism, something that tax cuts tend to do because that's what the Tories have established as their mantra since 2006. The advice is to cite values that most Canadians tend to hold near and dear, such as people helping each other and working for the common good rather than the individualistic, self-reliant themes that are core to conservative beliefs.

One of the most notable items last week came from National Post columnist Andrew Coyne, who has been tagged as sympathetic to the Conservatives, but perhaps not the kind of Conservatives exemplified by the group currently in power. After detailing a notably bad day for the Tories last week, Mr. Coyne concluded his article with the following:

"The point is, this was all in the space of 24 hours. If one were to draw up an indictment of this government's approach to politics and the public purpose, one might mention its wholesale contempt for Parliament, its disdain for the Charter of Rights and the courts' role in upholding it, its penchant for secrecy, its chronic deceitfulness, its deepening ethical problems, its insistence on taking, at all times, the lowest, crudest path to its ends, its relentless politicization of everything.

But you'd think you would need to look back over its record over several years to find examples. You wouldn't think to see them all spread before you in the course of a single day."

An item in this morning's Globe & Mail says that the Liberals will now start the platform rollout in earnest because it has the financial resources to support announcements with media advertising and some high-profile appearances such as Justin Trudeau's speech to the Canadian Club this morning: ([A matter of Fairness](#)) The theme of 'fairness' will be central to Liberal messaging.

As for the next step, there is speculation that the Liberals will announce a child care plan that will strive to deliver better benefits than the one proposed by the NDP. Still to come, economic growth (all but ignored in the Conservatives' budget), a new health care strategy that takes a more holistic approach and shifts the focus from doctors and hospitals to patient care and prevention and a foreign policy that will hopefully restore Canada's international reputation.

Since our last update, the Alberta election swept a 44 year old Progressive Conservative dynasty aside and welcomed a majority NDP government. This development has received heavy media coverage and analysis, including the suggestion that it bodes well for the federal NDP. My own observation is that the Alberta NDP, like other prairie provincial NDP'ers, is really quite Liberal deep down inside. It is evident that the progressive/Liberal vote in Alberta largely migrated to the NDP, and that for a change, it was the conservative vote that was split.

Perhaps one of the biggest winners in the Alberta election was the pollsters, who called it much more accurately than the previous vote. If the surveys are more reliable then the news for the Tories is not good: their budget did not move the needle of public support. It will be interesting to see how last week's developments register for the Liberals.

Latest public opinion survey results:

Nanos: <http://www.nanosresearch.com/library/polls/Nanos%20Political%20Index%202015-05-01E.pdf>

Ekos: <http://www.ekospolitics.com/index.php/2015/05/budget-fails-to-propel-conservatives/>

Forum: No current results.

Our messages to the public:

Justin Trudeau presents plan to deliver fairness for middle class:

Justin Trudeau has a [plan](#) to stand up for the middle class and those working hard to join it.

Over the past two years, Mr. Trudeau has met thousands of Canadians, in hundreds of communities across the country. Their message is clear: under Stephen Harper, middle class Canadians have had to work longer and harder just to make ends meet. That's unfair. Today we also learned that almost [20,000 Canadians lost their jobs](#) last month.

Our plan for fairness:

A Liberal government will make the tax system fairer and cut the middle class tax rate by seven percent. That's a \$3 billion tax cut for those who need it the most.

The Liberal plan will also provide one bigger, fair, tax-free monthly cheque to help families with the high cost of raising their kids.

With the Liberal plan, a typical two parent family, with two kids, earning \$90,000 per year will get \$490 tax-free every month. With Mr. Harper, the same family only receives around \$275 after-tax.

We will ask the wealthiest Canadians to pay a little more so the middle class can pay less. Liberals will cancel Mr. Harper's income splitting and other tax breaks for the wealthy. We will introduce a new tax bracket for the top one percent - on incomes over \$200,000.

Canadians now have two fundamentally different choices. Mr. Harper offers tax breaks for the wealthy. Liberals believe in a country that works for everyone.

Mr. Trudeau's priority is clear: we must strengthen those at the heart of our economy, middle class Canadians, who have not had a decent raise in 30 years. Liberals will continue to present solutions to grow our economy.

On taxes:

We will cut the middle class tax rate by seven percent. Mr. Harper's priority is tax breaks for the wealthy - like the doubling of the TFSA limit, which does nothing for the middle class.

Mr. Trudeau is the only Leader who is focused on struggling middle class Canadians. Our plan will create economic growth and put more money in the pockets of those who need it most.

We will ask the wealthiest Canadians to pay a little more so the middle class can pay less. Liberals will cancel Mr. Harper's income splitting and other tax breaks for the wealthy. We will introduce a new tax bracket for the top one percent - on incomes over \$200,000.

On support for lower-income Canadians:

Our plan gives families more money to raise their kids. The Canada Child Benefit provides greater, tax-free, monthly support to low-income families, when compared to Mr. Harper's system.

With the Liberal plan, a typical one parent family, with one child, earning \$30,000 per year will get \$533 tax-free every month.

With Mr. Harper, the same family only receives around \$440 after-tax. This plan is a part of our platform, and we will have more to say in the weeks and months to come about support for lower-income Canadians.

On funding for our plan:

Canadians have two fundamentally different choices. Mr. Harper's priority is a \$2 billion tax break for the wealthy, and he wasted \$750 million on partisan advertising.

A Liberal government will make different choices. We will put more money in the pockets of the middle class. Our Liberal platform will be fully costed, and our commitment to balanced budgets will be demonstrated in the fiscal plan of our platform.

Items of interest from the news and the party:

- The Tyee is sponsoring a talk by Harry Smith, the 92-year-old Brit who has strong feelings about the conservative approach to free markets for corporation and government austerity for the rest of us:

http://thetyee.ca/TyeeNews/2015/05/11/Harry-Smith-Night/?utm_source=daily&utm_medium=email&utm_campaign=110515

- Liberal support for Bill C-51 has created divisions among its supporters and may bolster support for the NDP:

http://thetyee.ca/Opinion/2015/05/08/Bill-C-51-Oversight/?utm_source=daily&utm_medium=email&utm_campaign=080515
<http://www.cbc.ca/news/canada/bill-c-51-how-trudeau-s-support-of-the-anti-terror-bill-could-help-the-ndp-1.3066316>

- Reframing the messaging, and what progressives have to do to dial down the Tory story line:

<http://www.thestar.com/opinion/commentary/2015/05/09/how-progressives-can-take-back-canada.html>

- A horrible, awful day/week for the Conservatives:

<http://www.nationalpost.com/m/wp/blog.html?b=news.nationalpost.com%2F%2Ffull-comment%2Fandrew-coyne-a-telling-24-hours-in-stephen-harpers-world>
http://www.thestar.com/news/canada/2015/05/08/conservatives-thank-god-its-the-weekend-hbert.html?utm_medium=twitter&utm_source=twitterfeed

- A long article but a worthy read from former Blackberry CEO Jim Balsillie on how Canada has not laid a proper foundation to support innovation and attract the wealth it should bring:

<http://www.theglobeandmail.com/report-on-business/rob-commentary/balsillie-learns-canadian-innovators-not-equipped-for-global-competition/article24346408/>

- Two more books released last week, critical of the path taken by Prime Minister Harper:

Maude Barlow: <http://canadians.org/media/broken-covenant-blistering-report-9-years-harper-agenda>

Mel Hurtig: <http://www.thestar.com/opinion/commentary/2015/05/09/mel-hurtigs-wake-up-call-for-canadas-democracy-hepburn.html>

Looking ahead: -- BC Events below (now with direct links to the event page) -- for details on all scheduled events, click the 'Events' tab here: <https://www.liberal.ca/get-involved/>

First, a special advanced plug for a session of:

Pints & Politics

Monday, June 22nd

6 pm at Phoenix Lounge - 33780 King Road, Abbotsford

To RSVP: Call Brenda at [604-217-9136](tel:604-217-9136)

Team Trudeau: Change on the Doorstep in Chilliwack-Hope	May 12, 2015	Chilliwack
Team Trudeau: Calling for Change in North Vancouver	May 12, 2015	North Vancouver
Team Trudeau: Change on the Doorstep in Burnaby North-Seymour	May 12, 2015	Burnaby
Candidate Selection Meeting - Vancouver East	May 12, 2015	Vancouver
Team Trudeau House Meeting in Port Moody	May 12, 2015	Port Moody
Team Trudeau: Calling for Change on Vancouver South, East	May 12, 2015	Vancouver
Team Pam Volunteer Orientation Meeting	May 12, 2015	West Vancouver
Team Trudeau: Change on the Doorstep in Chilliwack-Hope	May 13, 2015	Chilliwack
Team Trudeau: Change on the Doorstep in Vancouver Quadra	May 13, 2015	Vancouver
Team Trudeau: Change on the Doorstep in Vancouver South, East	May 13, 2015	Vancouver
Team Trudeau: Calling for Change in Vancouver South, West	May 13,	Vancouver

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Team Trudeau: Calling for Change in Vancouver Quadra	May 13, 2015	Vancouver
Team Trudeau Outreach: Coffee Meeting in North Okanagan-Shuswap	May 14, 2015	Salmon Arm
A Toast with Adam and Terry	May 14, 2015	Burnaby
Team Trudeau: Change on the Doorstep in Vancouver South, West	May 14, 2015	Vancouver
Team Trudeau: Change on the Doorstep in North Vancouver	May 14, 2015	North Vancouver
Team Trudeau: Calling for Change in Vancouver Centre	May 14, 2015	Vancouver
Meet Pam in West Vancouver	May 14, 2015	West Vancouver
Team Trudeau: Team Meeting in North Vancouver	May 14, 2015	North Vancouver
Reception and Fundraiser in Osoyoos	May 15, 2015	Osoyoos
Burnaby South: Change on the Doorstep with Adam Pankratz	May 16, 2015	Burnaby
Team Trudeau: Change on the Doorstep in North Okanagan-Shuswap	May 16, 2015	Vernon
Team Trudeau House Meeting in Vancouver Kingsway	May 16, 2015	Vancouver
Team Trudeau: Change on the Doorstep in North Vancouver	May 16, 2015	North Vancouver

Finally:

Keep up to date on the activities of the major ABC groups:

- [C.R.U.S.H.](#)
- [Council of Canadians](#)
- [Canadians Deserve Better](#)
- [Operation Maple](#)
- [Lead Now](#)
- [Anything But Conservative in 2015](#)

Feel free to share these weekly updates with your riding executive and others who are following the issues. If you have outreach ideas or photos of events, pass them along!

Have a great week!