



# SENIOR LIBERALS' COMMISSION OF BRITISH COLUMBIA

## A Proposal

### *Senior Liberals Club in Kelowna-Lake Country Riding*

#### **BACKGROUND**

Central to the role of the provincial Senior Commission is the establishment of a Seniors Club at the riding level.

#### **The purpose of the Club is:**

- a critical interface at the regional or riding level through which members can meet periodically to share fellowship and exchange views on issues, concerns and other matters relating to the interests and needs of the SLC membership ...
- members exchange views on seniors needs and concerns of local, regional or national interest and discuss potential responses to these needs and concerns towards the goal of developing working papers and policy resolutions for consideration within their provincial/territorial SLC Section
- provide a visible point of contact for the Liberal Party to which seniors can bring concerns to be addressed where those concerns are listened to and either directed to appropriate resources or brought forward for discussion by Club members for suggestions and resolutions

Canada is aging. Over 44% of the population is over 45 years of age. The eldest of the baby boomers begins turning 70 yo in 2016. This demographic bulge has defined everything from Gerber baby food to the minivan, and they will demand to redefine aging, aged care and political discourse.

#### **PROPOSAL**

*The purpose of the Kelowna-Lake Country Seniors Club will be to engage, listen, inform and mobilize seniors – and “seniors in waiting” – on issues, such that they will choose to become members, supporters, volunteers, donators and voters for the LPC.*

#### **Measurable Outcomes:**

- Signed up members, volunteers, supporters and Victory and Laurier Club Members
- Identified issues of concern and responded to those issues by forwarding to the appropriate federal officials, preparing working papers and/or resolutions

- Actively listened and engaged to ensure seniors have a conduit to direct their issues knowing they are supported by the LPC and that their concerns and challenges will be taken seriously

## Who

Although the previous Liberal Party constitution was focused on membership in Seniors Clubs being restricted to Liberal members aged 65 yo or older, currently thinking within the BCSLC is to encourage participation by anyone who is interested in examining Seniors' issues. This can be "issues of interest to Seniors", which a recent survey showed topped the list with things like the environment and skills training; or, "Seniors Issues", which included affordable housing, Pharmacare, Aging in Place, etc

*This proposal is for a membership open to ANYONE who would like to participate in dialogue and taking action on these very important issues.*

## Action Steps

- Preparation of a one page marketing brochure July 30
- set up blog or Facebook page for the Club with regular posts on items of interest Aug
- Design surveys to measure areas of interest Aug - ongoing
- Email electronic version of the marketing brochure to current registered Liberals using Liberalist to solicit interest and offer signup of expression of interest Aug
- Handout marketing brochure at all EDA events Aug - ongoing
- Set up an organizational meeting to evaluate level of interest, assign tasks (*since current bylaws are not yet confirmed the group will likely operate on an informal committee structure vs elected executive as per previous bylaws*) and gain consensus on next steps Sept
- Schedule at least 4 events annually which could include: Guest speakers, Town Hall meetings, meetings with MP, Socials, Fundraisers, Round Tables, Think Tanks, teleconferences Sept, Jan, Mar June

- MP Forums - with the Seniors Club - and with other Seniors organizations... organized and facilitated by members of the Seniors Club ( *some of these could be in advance of structuring the Club as a means to recruiting members*)

July  
- ongoing

Respectfully submitted

Judy Berg, Seniors Rep to SLCLPCBC  
Kelowna-Lake Country  
250-764-9383  
[judyandjimberg@hotmail.com](mailto:judyandjimberg@hotmail.com)