

Collaborating for change in today's political environment

July 12, 2018



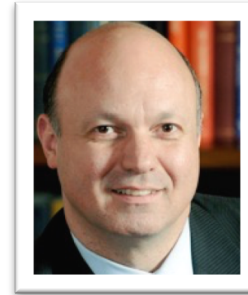
Moderator



Tina Edan
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Pedro Barata
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Greater Toronto



John Capobianco
Senior Vice
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Lead for Public
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Fleishman-Hillard's
Toronto office

Presenters

Collaborating for Change in Today's Policy Environment

Relationships, Framing, Coalitions

June 2018





2018-19: Elections,
elections, elections...

FRAMING CONVERSATIONS

- LOVE WHERE WE LIVE
- IMPACT WE CAN BE PROUD OF
- HELPING PEOPLE LEFT BEHIND

Census Tract Average Income Compared to the CMA Average

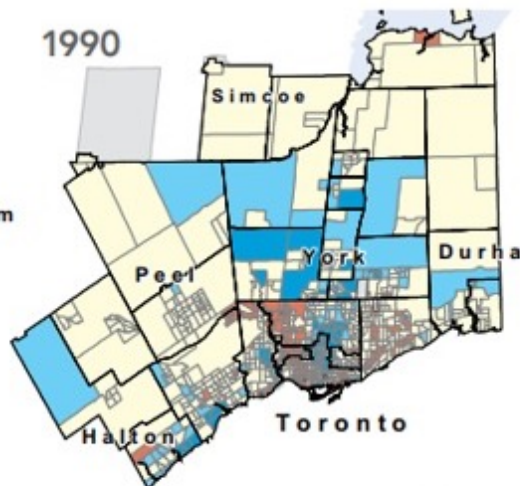


Fighting poverty in our community

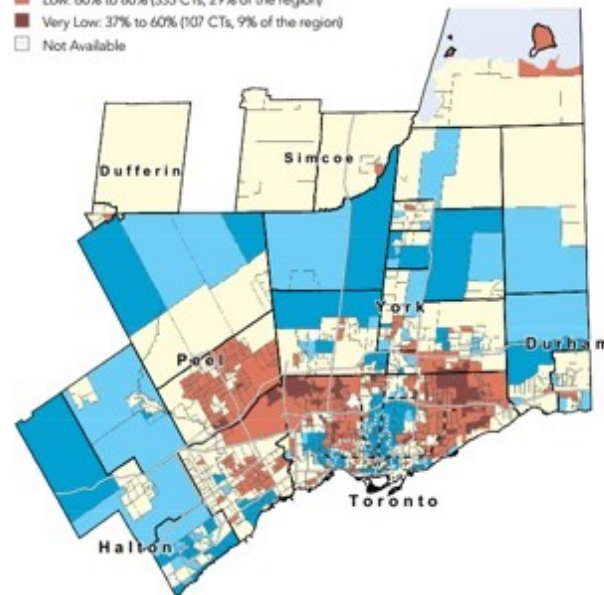
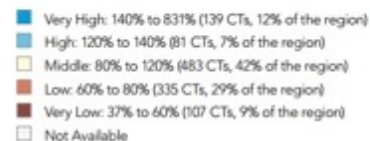
1980



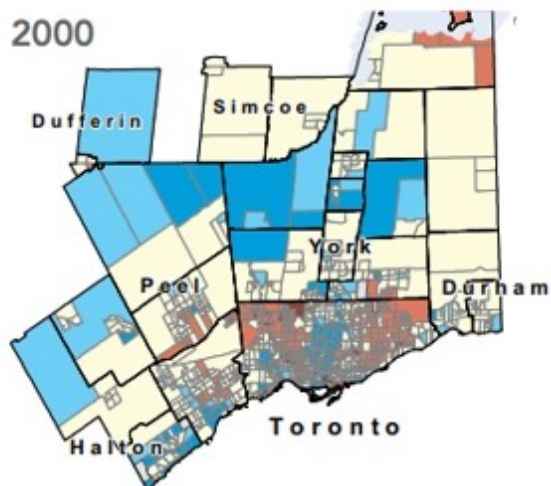
1990



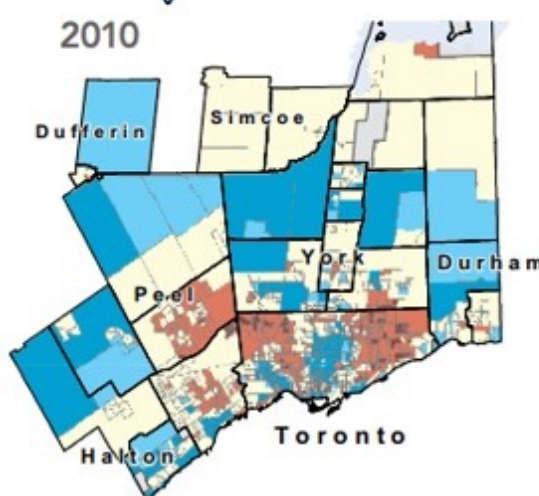
2015



2000



2010



ENGAGE
New MPPS &
Local Candidates:

YOU'RE THE
BELLWETHER



REACH OUT TO NEW STAFFERS... & THE CIVIL SERVICE

Government of Ontario Employee and Organization Directory

Search for: ☐ Employee ☒ Organization

Search results - Found 124 organizations (displaying 1 to 20)

[Deputy Minister for Seniors and Accessibility](#), [Deputy Minister Responsible for Francophone Affairs](#) (Seniors and Accessibility)

416-326-7050 | Hearst Block, 900 Bay St, Toronto, M7A 2E1

Assistant [Deputy Minister - Economic, Environment, Justice and Intergovernmental Policy](#) (Cabinet Office)

416-325-4736 | Whitney Block, 99 Wellesley St W, Toronto, M7A 1A1

The Assistant **Deputy Minister** of Economic, Environment, Justice and Intergovernmental policy provides advice to the DM, Secretary of the Cabinet and Premier's Office on economic, environment, justice and intergovernmental items and...



CHANGE

**RESPECT THE
OPPOSITION**

**Ruling
Party**

Opposition



Don't take a free ride:

- Roll up your sleeves for your association
 - Get your board & donors involved
 - Grow your #social & be relevant
-



Collaboration is not something new.... It's what we do when we're at our best.

A large audience is seated in a conference hall, facing a stage. The audience is diverse in age and appearance. The stage features a large presentation screen displaying a slide. The room has a modern design with recessed ceiling lights and a blue accent wall on the stage.

SPEND MORE TIME OUTSIDE:

Circuit breakfast & lunches
Public Affairs Association
Receptions
Business Associations
Use your board, donors &
funders



MEETING NEW PEOPLE?

- IT'S NOT ABOUT RECRUITMENT TO YOUR CAUSE
- BE TRANSPARENT ABOUT YOUR VISION...
- ...BUT OPEN TO LEARNING & CHANGING.
- LOOK FOR SHARED VALUE TOGETHER
- ASK FOR HELP & ADVICE
- CELEBRATE & RECOGNIZE

A large group of people, including men, women, and children of various ages, are gathered in a church. They are standing in the pews and on the altar area, many of them clapping. The church has a high ceiling with ornate wooden carvings and a large stained-glass window in the background. The lighting is warm and focused on the group.

- LEARN TOGETHER

- ACT TOGETHER

- STAY TOGETHER



LET'S GET IT DONE...
Thank you!

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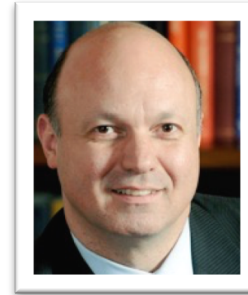
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