

Our goal is gender equality in leadership. By 2020 we want to see at least 8 out of 19 MLAs that are female (42%).

We challenge you to help us get there by:

- Running as a candidate, or
- Helping a woman in your riding get elected.

Together we can make this happen!

# Back to School

For more information please contact us at:

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5201 Franklin Ave.  
Box 1320  
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## Q: Why do we need a Campaign School for Women?

### A: Because there is no such thing as being non-political.

"Just by making the decision to stay out of politics, you are making the decision to allow others to shape politics and exert power over you; and if you are alienated from the current political system, then just by staying out of it you do nothing to change it, you simply entrench it." (Joan Kirner at Women Into Power Conference in Adelaide, October 1994.)

Major decisions concerning life in the NWT are made each session the NWT Legislative Assembly sits, but women are not an equal part of the decision-making process. Women's voices, to express their perspectives and priorities, are grossly under-represented. More than ever, it is imperative efforts be made to support more women to take leadership roles and to provide them with knowledge, skills and a supportive network to help them be successful.

As there are fewer women in elected office, women who want to run have few mentors and fewer women friends to access that have the knowledge and experience needed to help them win a campaign.

Women continue to be under-represented in all levels of elected office Northwest Territories, including local municipal and band councils, and regional political bodies and the Legislature. Currently, three out of 19 members of the NWT Legislative Assembly are women (16%) and only one member is a Cabinet Minister. Although this is a better representation than we have ever had in the past, it is still not near the equal representation we seek.

This Campaign School proposes to support and encourage NWT women interested in running for MLA in the 2011 territorial election. It plans to do so by providing real supports to prospective candidates in the form of workshop training for both themselves and potential members of their campaign teams, complemented by relevant, up-to-date resource materials participants can take home.

If you are interested in attending our Campaign School in Yellowknife on Saturday, October 16<sup>th</sup> 2010, please contact us at the Status of Women Council to sign up!



# Rock

# The



# Vote!

## Top Ten Reasons to Run

1. You can be a leader.
2. You can be a role model.
3. You can instigate change and help set a better direction for our territorial government.
4. You can make an actual difference in peoples lives.
5. You will learn what people really want in your community and the rest of the territory.
6. You can serve as an inspiration to other women that want to run or would like to make a difference.
7. Women need equal representation in all aspects of government.
8. You can help decided where your tax dollars are spent.
9. It is a challenge.
10. Politics as a career is never boring.

\*The pay and benefits are good.

### In this Issue:

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## Gender Parity

Gender parity is a term that means having an equal number of men and women MLAs in the Legislative Assembly. Each constituency would be represented by one male and one female MLA. As men and women are each half of the population, a Legislative Assembly with gender parity would have the same balance of gender as the general population. This would provide women with an equal voice in government next to the men.

The process of gender parity would run the same way they do now. However on voting day the male candidates' names would appear on one ballot and the female candidates' names would appear on another ballot.

Each voter would cast two votes in the election. People would still be voting for the candidate they think would do the best job, but instead of voting for just one person they would vote for two people - the best man and the best woman to represent their constituency would win.

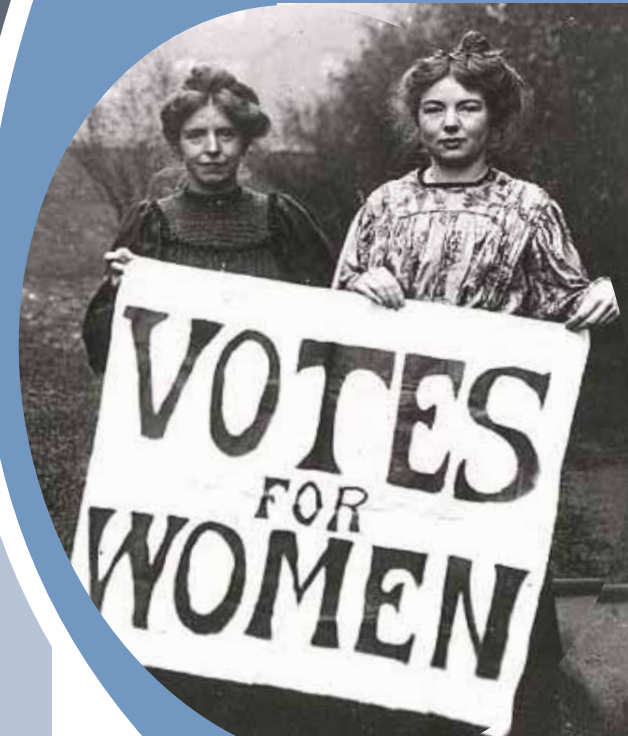
There are very few (if any) territorial issues that do not affect both women and men. However, women and men often have different opinions on how to best approach them. Gender parity could offer a more holistic approach to government decision-making, as both genders would have input on all issues.

Why Sweden? Sweden currently ranks second in the world for women in parliament while Canada sits at 49<sup>th</sup>. What is Sweden doing to encourage women in parliament? Opportunities for women in politics are shaped by the Swedish electoral system and carried through to their positions. Political parties have a quota or target system (set by the party themselves) for a set number of women to be in their parties. Nine seats per district are then awarded based on the party's proportion of the vote.

Once in a seat the political culture is more family-friendly, offering additions such as on-site childcare, day time hours for sitting and scheduling a year in advance. Not only does Sweden offer a more supportive environment so that women are more apt to follow a political career, the structure of their government meetings (the "Riksdag") is more supportive of resolution than of opposition. Members from the same region are seated together, regardless of political party and they are seated in a semi-circle facing the Speaker's chair.\*

\*[http://www2.parl.gc.ca/Sites/LOP/Infoparl/31/1/31n1\\_08e\\_Wicks-Lang-Dion.pdf](http://www2.parl.gc.ca/Sites/LOP/Infoparl/31/1/31n1_08e_Wicks-Lang-Dion.pdf)

Women have the vote,  
Now it's time to vote for women!



**3 out of 19 MLAs are female making up 16% of our territorial leadership.**

**Canada is currently placed 49 on the world classification for women in national parliaments - right under Pakistan.**

## A Guide to Consensus Government

The NWT and Nunavut are the only governments that run under a consensus style of government in Canada. A consensus government runs very differently than a party system. In a party system candidates run under a certain platform, spectrum or ideal and a larger group of candidates run together (i.e. conservative, liberal, green party). In consensus government each candidate runs as an independent, meaning they are not attached to a platform or a specific ideal and run a campaign based on their own values. The reason the NWT adopted this style is because it reflects the traditional ways that aboriginal people governed themselves.

The benefits to having a non-party structure is candidates can fully represent their unique views on any subject presented. This allows them to be a voice for the people, not the party (i.e. not towing a party line). The downside to a consensus government is the potential lack of accountability.

Our current government is made up of 19 Members of the Legislative Assembly (MLAs). Within these members there is a Speaker, Premier, and six other members that can hold portfolios. A Minister/Premier can hold more than one portfolio. These six plus the Premier are called Cabinet. Some portfolios held by Cabinet members are Justice, Education, or Finance. The Speaker holds the highest position of power in the Legislative Assembly and performs the duties of mediator and spokesperson for the Legislature to all organizations outside of it. The Speaker is an authority figure who enforces all the rules of the Assembly and remains impartial: meaning s/he does not participate in votes/debates with the exception of presenting the Assembly's budget or to break a tie. They also cannot hold a portfolio. The Premier is the head of government s/he is responsible for handing out Minister's portfolios. The Premier also acts as a spokesperson for any actions that fall outside of particular portfolios.

Though typically consensus means everyone agrees on an issue in government that is not entirely the case. Decisions do not require all MLAs to agree for action to be taken. Majority rule, meaning that 11 people of the 19 MLAs need to agree to move a motion forward. This makes the other MLAs that do not hold a portfolio very important in decision making as there are only seven Cabinet members. Once a decision is passed all members must support the decision, even if they opposed it originally.

Through consensus government the NWT is able to hear the voices of its people over those of a party and work closer in the ways of aboriginal peoples.

## Drop the Prefix

When will a female politician, female truck driver, female athlete or female police officer be just a politician, truck driver, athlete or police officer? How much extra time is taken to state that someone is female? Does a person's career choice really have a bearing on their gender? Why do we need to have the prefix of female? To add the prefix implies that it is out of the norm for that gender, sexuality, or race to hold that position

We think that gender should not be the precursor to how professionals are introduced. Being a woman is important and one would not want to discount that certain ideas and perspectives can be different depending on gender. Other factors, such as economic status or physical ability could also be argued to have strong effects on perspective, yet it is very rare that you hear that she is a wealthy politician, or a fast athlete. The very prefix makes certain assumptions on how this person will direct her course of action.

We would like to challenge you for a month to not use prefixes that relate to gender, sexuality, race or any other stereotyped demographic. We challenge you to not say someone is a male nurse or a black president.

In politics, we hope that when voters drop the prefix, they will concentrate more on who the right candidate is – regardless of gender. Women should have the right to be a candidate and not a female candidate. Voters should vote for the person that will do what is best for their community. What we want to make sure is that a woman candidate is seen as a worthy opponent that is just as capable of making decisions about business, money, mining, and infrastructure as they are in education, childcare and equal rights.

In the future we should look forward to the day when women are elected because they are the right person for the job. We want future elections to have just as many female candidates run as male candidates. We want a future where women no longer represent only 16% of the top decision makers in the NWT government. We want a future where the prefix is no longer needed because we expect women to be politicians.

## A True Leader...

- Motivates her people to achieve or exceed the peoples goals
- Sets high achievable standards and promotes excellence
- Makes mistakes and learns from them
- Lives a healthy lifestyle and is a role model for others in their community
- Is honest and admits when she is wrong

## Last Elections Stats

Out of 19 ridings 8 had female candidates. That is 42%

Out of 40 candidates there was only 8 females. That is 20%

Out of 19 seats only three women were elected. That is 16%

Of the three that were elected only one is in Cabinet. That is 33%

Out of 7 Cabinet seats that is 14%



And this is why...

“You don’t have to be anti-man to be pro-woman.”

~Jane Galvin Lewis

# What LEADING LADIES in the Leg. Say

We asked our leading ladies in office why they choose to run for office and what advice they have for women who want to run. Here is what they said!

### Jane Groenewegen, Hay River South

**Why:** Running for MLA was a natural next step following many years of community involvement in various organizations. People asked me to run, and with a lot support from friends, family and constituents, I entered the first territorial election race.

**Advice:** My advice would be not to let a victory or defeat distract you from your fundamental commitment to & acknowledgement of the value of your contribution in whatever role you find yourself. Be prepared to win and be prepared to accept the possibility of losing. You win either way for offering yourself for service to the people of the north.

### Wendy Bisaro, Frame Lake

**Why:** I had been involved in organizations – political or otherwise – for a long time. I served 12 years on the YK #1 District Education Board, 6 years as a City of Yellowknife councillor, and it seemed a natural progression (sort of ...) to try to serve my Territory in the Legislative Assembly.

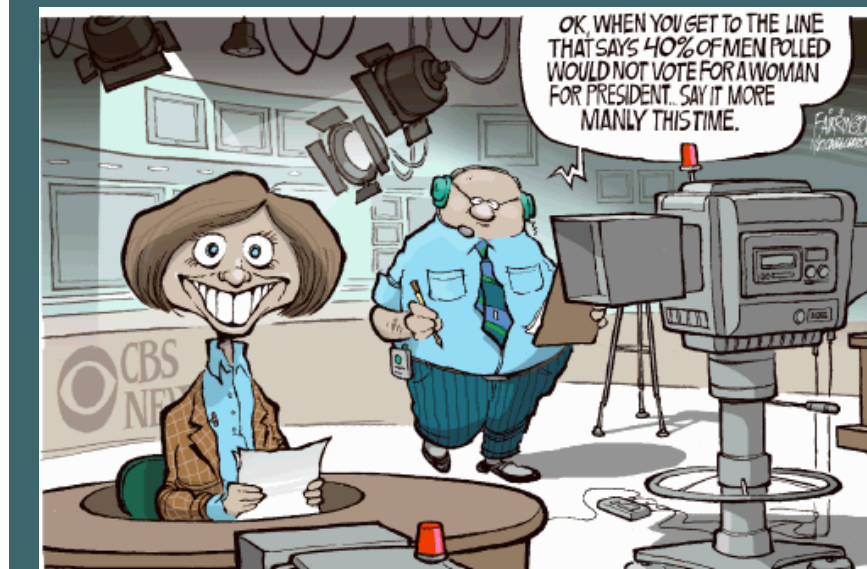
#### Advice:

- start your campaign organizing early – no less than six months before election day.
- at least one year prior to the election, get active in the community or the riding – whether it is politically or through volunteer service. try to get media coverage for your actions.
- talk to as many people as possible in the riding – try to gauge your support. If you don’t have someone’s support talk to them, convince them you are the right choice.
- be able to answer this question convincingly: “Why are you running for MLA?”
- follow the Legislative Assembly proceedings – February/March (budget) and May sittings for sure, but consider the October 2010 sitting as well (capital budget) develop a list of issues affecting your riding and the NWT, and have a written, clearly articulated position for each one

### Sandy Lee, Range Lake

**Why:** It was my way of giving back to my community and country. I was born and raised in another country in an environment where I had very little opportunities for education or prosperity. Coming to Canada changed all that. I am grateful for the fabulous education I have received in the North and in great universities across Canada, not to mention the job opportunities I had. I wanted to be able to give back what I was given, and being an MLA where I am able to give all that I’ve learned and all that I have was an ideal fit for me.

**Advice:** If you have what it takes to take care of a family and hold down a job, run a small business, or volunteer in your community and you have strong beliefs and passion for what is needed in your community, you have what it takes to run and do the job. Women’s voices are important. Just do it and give it your best shot.



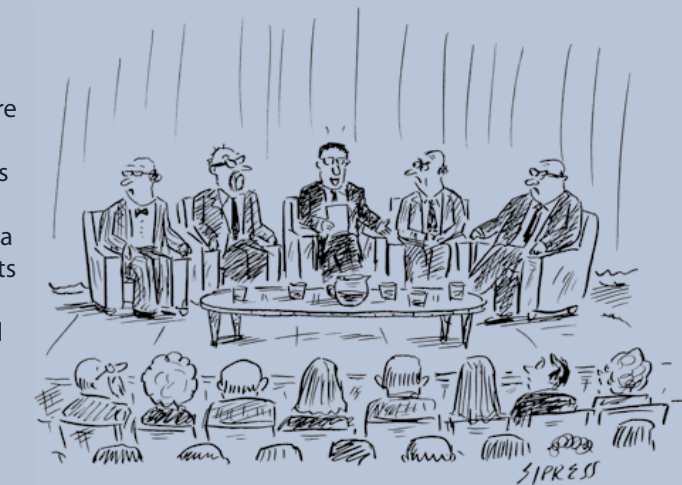
“If particular care and attention is not paid to the ladies, we are determined to foment a rebellion and will not hold ourselves bound by any laws in which we have no voice or representation.”

~Abigail Adams, U.S. First Lady, 1776

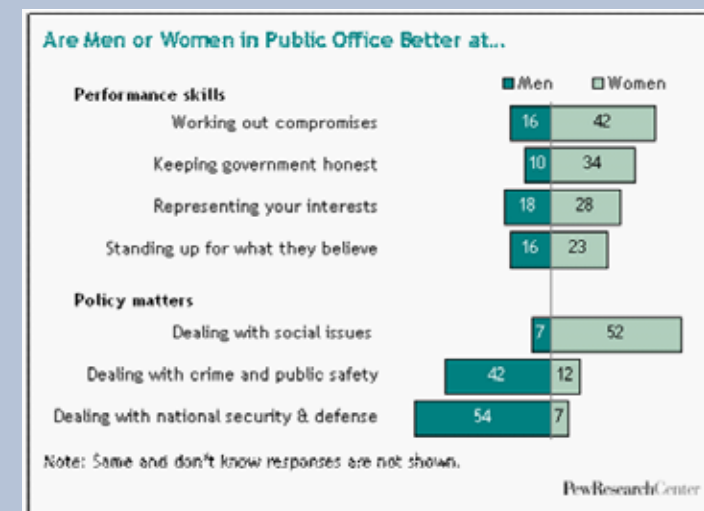
## Women and Leadership

There are many reasons why women should be in the political circuit and several more reasons why they are not present in our current system. We are here to focus on why we need more women in our legislative process. We need women to run because we deserve equal representation of the north’s population. We need women to run because women make up over half of our people, represent half of our needs, strengths and reasons that there is a government at all. We cannot ignore these voices and expect to have results that reflect all of the north’s vision of success. We currently have only three women in the house and only one holding any portfolios. From here, equal representation seems a long and somewhat lonely mountain to climb, but one well worth the effort.

It should be stated clearly as well that women make great leaders. We as a society do ourselves a great disservice by not giving equal consideration to women as leaders, as doing so cuts our leadership pool in half. As clearly outlined in the 2008 Pew Research Centre study on perceptions of men and women in public office (results below), it appears that perceptions are paving the way for more women to become elected. So let’s get some women running!

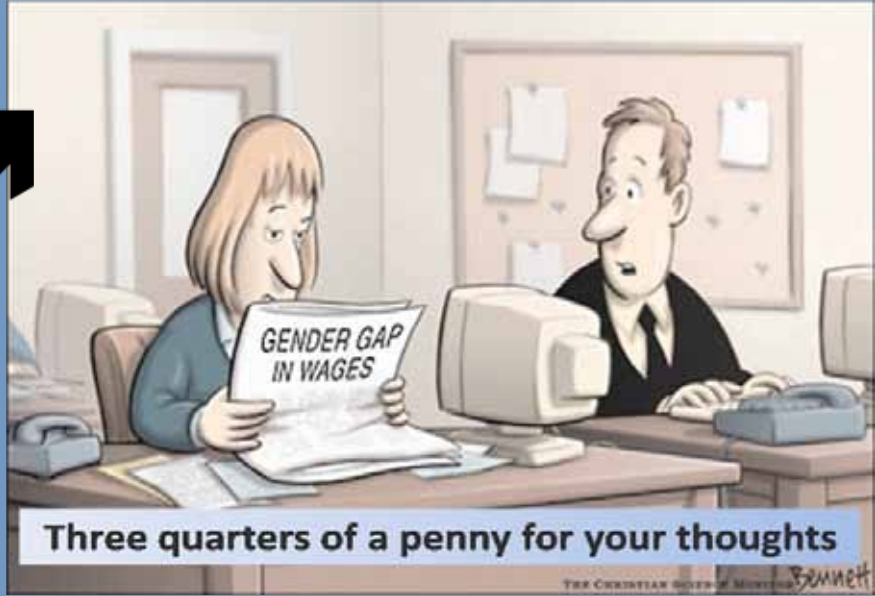


The subject of tonight’s discussion is: Why are there no women on this panel?



“When people ask me why I am running as a woman, I always answer what choice do I have?”

~Pat Schroeder



## Finding Support

No campaign is won without lots of support. You will need your family and friends like never before, but you will also need to rely on building up new relationships with people and groups who are in a position to help you. Campaigns are all about persuading voters in your riding to vote for you. To do this, you need a compelling message and an effective strategy for communicating it.

A message is not merely a slogan; it is the reason you are running, and the reason that people should vote for you. A good campaign message has three main elements:

1. **campaign rationale**  
This is the reason you are running for office. It should be a short (one- or two-sentence) answer to the question: Why are you a candidate? Your rationale should complete the statement "I am running for office because. . ."
2. **campaign theme**  
Your theme explains the relationship between your campaign rationale and your position on important issues. It is a phrase or sentence that makes your rationale for running for office relevant to the voters. Your campaign theme answers the question: Why should voters care that I am running? A green candidate who's campaign rationale is based on environmental concerns might have a campaign theme like "Controlling the Pace of Development, Securing Our Future".
3. **Positions on key issues.** For more information on developing your positions on key issues, see 'Know the Issues' to your emideat left.

"It was we, the people; not we, the white male citizens; nor yet we, the male citizens; but we, the whole people, who formed the Union.... Men, their rights and nothing more; women, their rights and nothing less."

~Susan B. Anthony

## The Campaign Team at a Glance

More than one role can be assigned to a person but each campaign should have someone who is designated to the following position:

- Campaign Manager
- Official Agent (required by law, please see the act)
- Promotions
- Signs and sign placement
- Media person - this can include your website, facebook, newsletter, etc.
- Volunteer organizer
- Policy person
- Scrutineers
- Fundraiser
- Candidate
- Volunteers/Supporters

Remember that your team represents you and what your platform stands for. It is good to keep people that you trust and can rely on close.

Always thank your team and make sure they have what they need to make you look as good as possible.

## Knowing the Issues

In many cases, candidates seeking office for the first time do so due to strong feelings on a single issue. However, when a candidate is elected, she will have to be informed about and make important decisions about a very wide range of issues. Furthermore, during the campaign voters will have their own interests and passions, and the candidate needs to have not just an opinion, but also a reasonably good understanding about the many issues that people are concerned about. Candidates can expect to be asked about many different issues by the media, by local interest groups and activists, and by individual voters.

Unlike the provinces and the Yukon, the Legislative Assembly of the Northwest Territories runs on a consensus-style of government with no political parties. That means all candidates in the territorial election run as Independents, and therefore cannot rely on ready-made platforms developed by political parties. Candidates must form their own platforms, keeping in mind that the platform should represent the people in their riding.

There are many ways to learn about what's going on and what people care about. These are a few great ways to start:

- Ask your friends, get out and talk with people in your community and meet people from different groups than your usual ones (even if you don't agree with them)
- Read the newspaper, watch/listen to local news and attend local meetings and events
- Read the Legislative Assembly Hansards and do the research to understand the difference between local, territorial and federal issues
- Read campaign brochures from the last election
- Set up meetings with community leaders, including current MLAs, business leaders, community organizers, and the media to introduce yourself and to discuss their major concerns
- Do follow-up research and ask people in the line of business you are interested in lots of questions about the issues you don't fully understand. For example, if you are developing a position on economic development for your region, you will likely want to talk to the people working at your local Economic Development office.

In the last territorial election (and likely in the next), a few hot topics included: devolution of federal powers, aboriginal self-governments, resource management and the pace of mining development and spending priorities. As you do your research, it will help you to keep these few questions in mind:

1. What do I want to accomplish if elected? Why is this important to me and to my region?
2. What is right about how things are being done now? What can be improved? What steps can be taken to make these improvements? What are my ideas for change?
3. What is my opponent likely to say about these issues? How will I respond?

By taking an active role in your community, really listening to constituents and experts, and thinking about what people care about, you will be in a very good position to develop a strong platform.

## Eligible Voters

### Who is eligible to vote?

You are an eligible elector in the next territorial general election if you:

- are a Canadian citizen;
- are 18 years of age or older on or before polling day and
- have lived in the Northwest Territories for a period of at least 12 months immediately before polling day

### Who is not eligible to vote?

To ensure impartiality, the Chief Electoral Officer is not eligible to vote in territorial elections or plebiscites.

Others who may be disqualified from voting in elections and plebiscites are those who have been convicted of certain election related offences. (*Elections and Plebiscites Act Section 37 (3)*)

If you are still thinking about running, sometimes the best place to start is by helping other local politicians and community activists build support for issues that they (and you) care about. Sitting on boards, being an active participant in your church or local non-profit organizations, and generally working to raise your

profile in the community are all important (though not necessarily essential) first steps to running for office.



Elaine Lamalice Deh Cho  
Hay River Reserve



Sister Fay Trombley  
Beaufort-Delta  
Tuktoyaktuk



Rosa Lafferty  
South Slave  
Fort Resolution



Gina Dolphus Sahtu Deline



Lyda Fuller  
North Slave  
Yellowknife

2010 Wise Women Award Winners