A YUKON THAT LEADS

2019 FEDERAL ELECTION STRATEGY
Why a Federal Election Strategy?

- In the 2015 election, a record 61% of Indigenous Peoples across the country turned out to vote.
- The Indigenous voter turnout came within 4% of the overall Canadian voter turnout (65%).
- We can improve on these turnout numbers in the next election with a well thought-out strategy that our Chiefs lead and our communities are a full part of.
Why a Federal Election Strategy?

• We understand not all First Nations agree with voting in Canadian elections.

• First Nations only received the right to vote in Canada in the early 1960's. There are lots of reasons for mistrust.

• Many of our citizens were born in Canada without the same legal and civil rights as non-Indigenous Canadians, including the right to vote.

• Ultimately, Yukon First Nations want a positive relationship with whichever Party wins the next Federal Election, based on our Modern Agreements and Rights.
Why ‘A Yukon That Leads’?

• The Federal election is going to be negative and mean-spirited. We’ve already seen examples.

• Yukon First Nations can lead by example by choosing to stick to the facts and not slander.

• We will not use hurtful tactics. We will not resort to negative name-calling.

• We will focus on a positive message throughout the entire election campaign.

• We will try to be an example to our children, grand children and future generations.

• This will be what Canadians remember when they think about Yukon First Nations.

• They will remember a fun, positive, energetic, engaging campaign called ‘A Yukon That Leads’.
Federal Ridings and the Indigenous Vote:

• The 2016 Census (Stats Can) states in the Yukon riding, Indigenous Peoples make up 24% of the general population.

• Of that number, First Nations represent 21% of the population in the Yukon (one out of five).

• The Yukon First Nations vote will be a powerful, loud and influential force in the next election if well-organized, informed, educated, and supported to participate (given the choice).
Federal Ridings and the Indigenous Vote:

Other Notable Ridings (according to Stats Can 2016 Census):

• Churchill – Keewatinook Aski: 71% First Nations
• Densethé – Missinippi – Churchill River: 63% First Nations
• Kenora: 41% First Nations
• Northwest Territories: 37% First Nations
• Abitibi Baie James Nunavik Eeyou: 25% First Nations
• Skeena– Bulkley Valley: 30% First Nations
What Our Strategy Will Do:

• We will inform our citizens on how and where to vote (if they choose).
• We will present our message in a positive way, based on our teachings, led by the Chiefs.
• We will educate the broader public about our issues.
• We will evaluate Party Platforms.
• We will host Candidate Forums.
What Our Strategy Will Do:

• Yukon Chiefs will visit community schools to involve our children and youth.
• We will develop advertising to help inform First Nations citizens on how to participate.
• Our advertising will communicate Yukon First Nations issues to the general public.
• We will make transportation available (and other supports) to our citizens to help them get out and vote (both in advance polls and on election day on October 21st.)
In Conclusion: 2019 Federal Election Strategy

• “A Yukon That Leads” will be positive, fun, energetic, and engaging.
• We will increase the First Nations voter-turnout in the next federal election.
• We can do this with a well thought-out strategy that our communities are a full part of.
• This means putting Yukon First Nations priorities front and center in the next federal election campaign.
• This means Yukon First Nations Chiefs leading the way in our ‘Get Out the Vote’ campaign called "A Yukon That Leads".
For More Information

www.afnyukon.ca