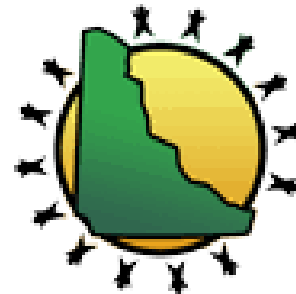


# A YUKON THAT LEADS

2019 FEDERAL ELECTION STRATEGY



**YUKON  
REGION**



**Council of Yukon  
First Nations**

# 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 21<sup>st</sup>.)



# 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](http://www.afnyukon.ca)



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