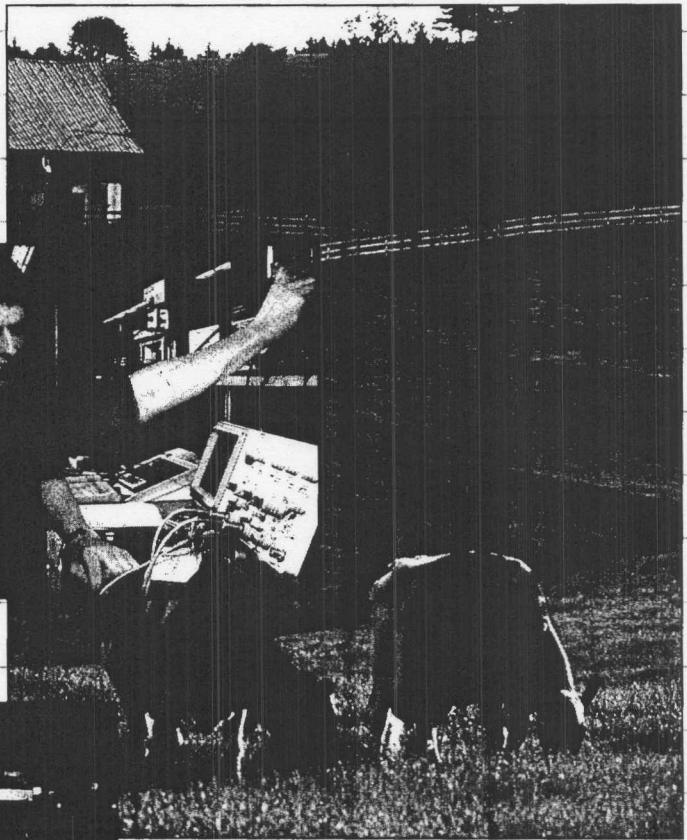


The LIBERAL WORKBOOK

9



Provincial Election 1996

Ready for a
New Day

 LIBERAL

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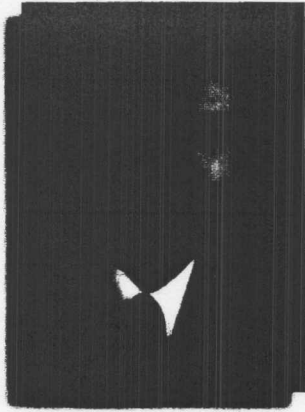
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Ready for a
New Day

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Robert Morrissey



Message from Keith Milligan

Fellow Islander:

We all want a better future for ourselves and our children.

We all want social programs that work: health care, education and social programs that serve Islanders well... that shut no one out and leave no one behind... that connect to each other to keep people from falling between the cracks... and that tackle the causes of problems as well as the symptoms.

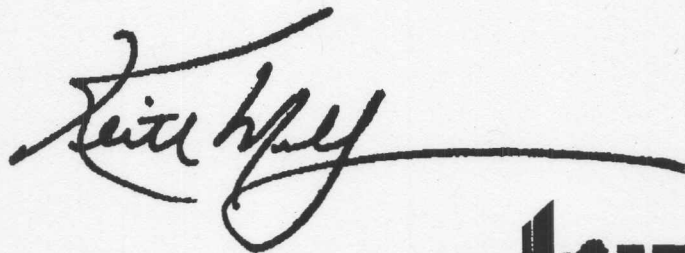
We all want a province that works: a positive climate for small business growth... training and other programs that make sure Island workers benefit to the maximum from job growth... and the economic development initiatives that continue to create jobs for Islanders in every part of the province.

We all want a government that works: Services that are fiscally responsible and honest... that are affordable... that are efficient and cost effective... that are focused on providing Islanders with high quality service... and that deliver measurable results.

This workbook sets out the priorities of a New Liberal Government, a Liberal Government led by me.

It spells out the ways in which we propose to work in partnership with Islanders and with communities to build a society that works for all its members... to continue the strong economic and job growth which secures our future... and to govern efficiently, and effectively, putting Islanders first.

A New Liberal Government will deliver on these commitments.



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Social Programs That Work: *Serving all Islanders Better*

Islanders want a better future for themselves and their children. We all want that future to include access to high-quality social programs ...

Hospital and health care for all of us, that is there when we need it, in modern facilities, and in our homes and our communities.

Education to give our children and young people the best possible chances for their future, and to help Island workers gain, keep, and move ahead in their jobs.

Social services to protect the vulnerable among us and to help disadvantaged Islanders get back on their feet as productive members of society.

Justice and correctional services to promote a safe, secure society and public order.

Heritage and cultural services to celebrate our past and to promote vibrant healthy communities and "the Island" way of life.

Keith Milligan and a New Liberal Government will continue to work in partnership with families and communities to better serve the needs and realize the potential of groups within our population ...

Our children who are growing up in a world of rapid change and global competition.

Our young people who are seeking to become productive members of our economy and our society.

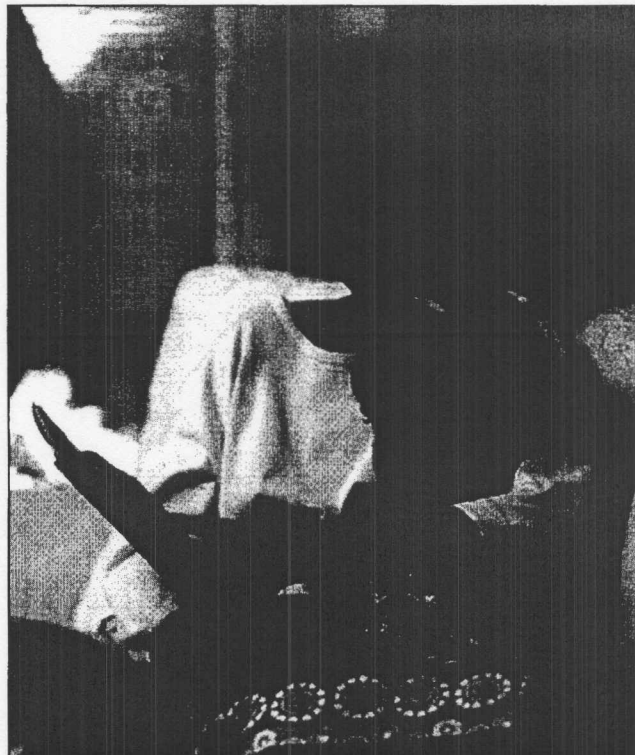
Families who are at the core of our well-being as a society and who are trying to cope with the pressures of everyday life.

Our senior citizens who want to continue living independently and taking part in community life, backed up with fair access to high quality health care when they need it.

And our vibrant, close-knit **communities across P.E.I.**, the basis of our strong social fabric and our cherished way of life.

Hospital and Health Care for Islanders

Keith Milligan and a New Liberal Government will ...



- Ensure that each hospital continues to provide a broad range of health services to its community.
- Continue to invest in Island hospitals to ensure that all Islanders have access to high quality, up-to-date health care.
- Enhance community based supports and services.
- Hold public consultations with a view to developing and implementing a cancer control strategy for Prince Edward Island.
- Implement a Comprehensive Emergency Response Program to ensure that Islanders across the province who need care will get it rapidly and appropriately.
- Introduce Tele-care to allow Islanders to get health information round the clock, seven days a week, by toll-free phone.
- Work with communities to deliver health promotion programs and to tackle the causes of ill health identified by communities.

Our health care system is a symbol to all Canadians and to the world of what is best about Canada.

We believe that Canadians have a right to high quality health care regardless of their income. We believe that Canadians, wherever they live, have a right to services both close to home and in any province they may visit. We believe that health care services can best be provided through public administration rather than for-profit delivery. Those are the principles upon which Medicare was

founded – health care that is universal, accessible, comprehensive, portable, and publicly funded and administered. The Liberal Government has supported these principles from the onset, and will continue to support these principles.

The cornerstone of P.E.I.'s health system is its network of hospitals

Within a relatively small area, P.E.I. has several hospitals which offer a wide range of quality services. Fair access to health care is a priority for Islanders, and that priority is being met by our hospitals and dedicated health care professionals. In 1995, a national survey asked 22,000 Canadians, including 1,200 Islanders, about access to the health care system. Here on P.E.I., we recorded the best results in Canada: 98% of Islanders said they consistently have easy access to the health care services they need.

Enhancing our hospitals

Kieth Milligan and a New Liberal Government will ensure that all

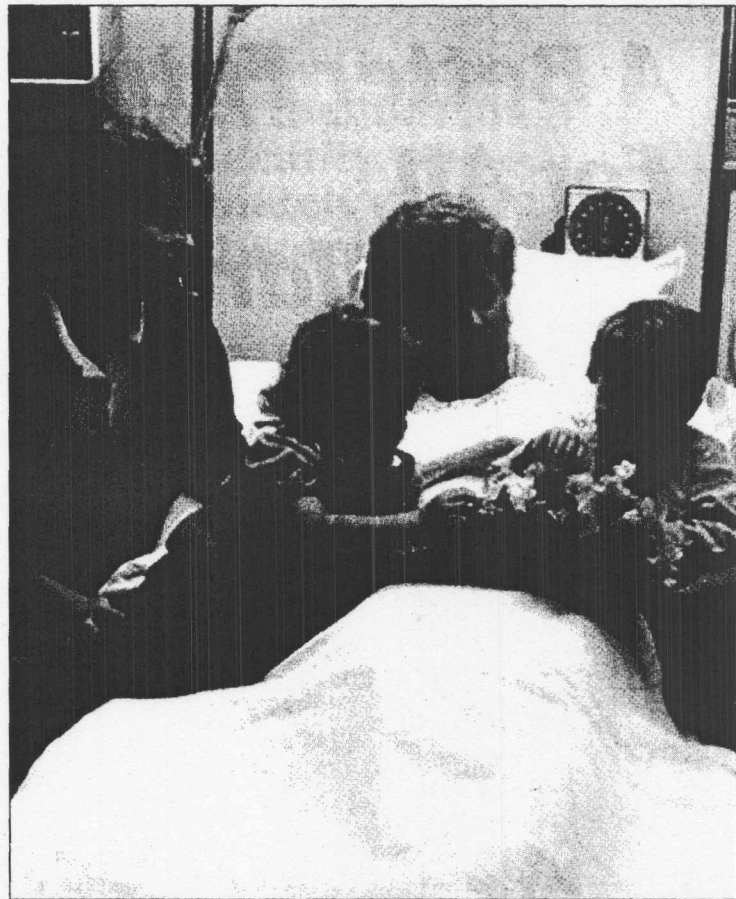
Islanders continue to have fair access to hospitals services. **All Island hospitals will continue to provide a broad range of health services, including acute care.** Significant capital investments will continue to be made in facilities and equipment to ensure the best possible care.



The right care fast

Rapid response to emergency and high risk situations will be delivered through improved communication and transportation systems. **The Comprehensive Emergency Response System** will have a number of elements to deliver the right care fast:

- In emergencies, Islanders will get help faster through a coordinated emergency response system.
- Higher quality pre-hospital care and emergency transport care will be provided through more training of front-line emergency staff and more sophisticated emergency equipment.
- Upon reaching a hospital, Islanders will receive faster assessment, and faster referrals to other facilities if needed.
- An improved ground transportation system, and the Air Ambulance Service announced in March 1996, will get Islanders to the level of care they need as quickly and safely as possible.



Keeping healthy

First and foremost, our health care system must be able to care for the sick. Increasingly, however, in the years to come, it must also help us stay healthy. Innovations in technology, equipment, and drugs are driving the costs of care sharply upwards without always delivering similar improvements in health outcomes. We must put more emphasis on maintaining health and caring for people.

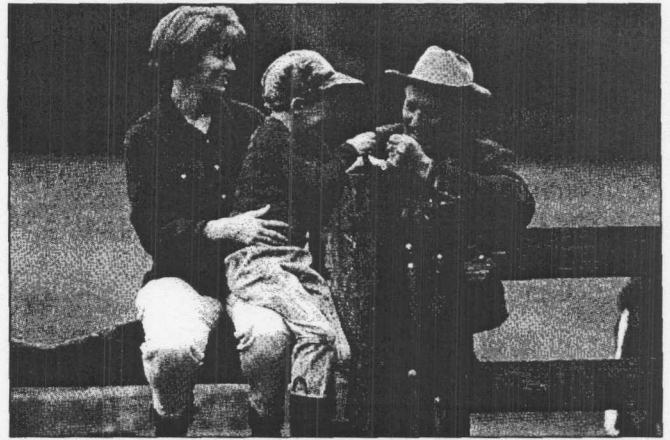
Determinants of health

Islanders know that their health and well-being depends on more than the quantity and quality of medical care available to them. They know that it also depends on individuals taking charge of their health, and on conditions in our society. In community needs assessments, Islanders across P.E.I. named many factors which form the foundation of our health and well-being. They talked about the security and dignity that comes with a job ... a clean and safe environment ... freedom from fear of violence in their homes and crime in their communities ... feeling a part of caring, close-knit communities ... and opportunities to learn how to live healthier lives.

Islanders who are sick will receive even better care than in the past. That is our commitment.

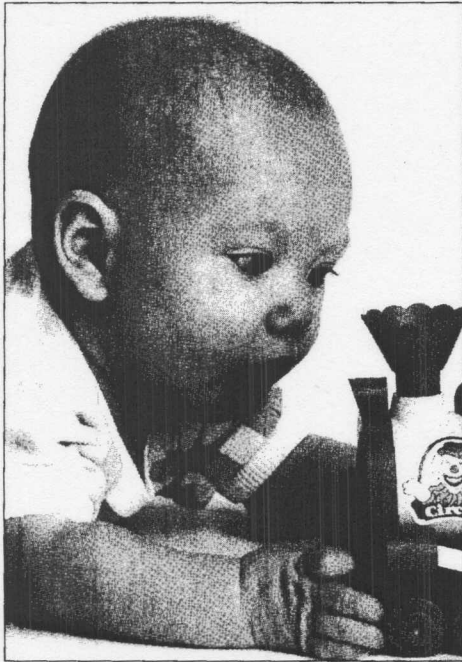
But Keith Milligan and a New Liberal Government will also take action to help Islanders enjoy even better health than in the past. In the pages that follow, we spell out our commitment to improved health and greater well-being for our children ... our young people ... our families ... and our seniors.

A Better Future For All Our Children



Keith Milligan and a New Liberal Government will ...

- Designate a Minister responsible for children and youth.
- Continue to increase computer technology in our schools.
- Introduce "Kids First" a comprehensive plan to give all of our children the best start possible in their early years.
- Increase services and supports to families with children at risk, to maintain the family and help parents overcome stresses and parenting difficulties.
- Place Family Resource Teams in our schools to ensure that troubled children are identified and helped in a way that responds to their individual needs and circumstances.
- Train our teachers and connect our schools to each other and to the world through the information highway.
- Continue to make capital investments to ensure that P.E.I. schools remain safe and comfortable, and to maintain these facilities for our children and our communities.
- Strengthen service and supports to our most vulnerable children in the areas of family violence, foster care, suicide prevention, and child sexual abuse.



Keith Milligan and the Liberal Government knows that our long-term future, our security, and our quality of life ultimately depend on how we as a society care for our children.

Our children are growing up in a world where boundaries are less and less relevant. Their education must prepare them to take part in an increasingly complex, global, and technology-driven society. Keith Milligan and a New Liberal Government is committed to providing Island children with the tools they need to succeed.

Putting priority on the classroom

The quality of education in P.E.I. is based on what our children learn – the curriculum – and how they learn – through our dedicated and professional teaching staff, backed up by modern equipment,

housed in safe and comfortable school facilities, and working in partnership with parents and communities. The Liberal Government has placed priority on all of these areas. A New Liberal Government will continue to make them priorities.

Keith Milligan and a New Liberal Government will invest in linking every school in P.E.I. to the information highway ... giving Island children, and their communities, even greater access to a world of learning.

Kids First

Learning is the foundation of our children's future and our own future. If our children are to learn, however, we must have more than programs, schools, teachers, and computers. We must have children who come to school healthy, well-cared for, and ready and able to learn. It is widely recognized that children who grow up in homes marked by poverty, violence, substance abuse, or other social ills are starting from behind in our society. Disadvantaged children have poorer health, lower levels of educational attainment, live in riskier environments, and partake in riskier behaviours. As they struggle through life, too many of them only fall further behind.

As we look across Canada, Islanders can be proud of how we are caring for our children. But we cannot be satisfied with simply doing better than many other provinces. We must do better than we have done in the past. Keith Milligan and a New Liberal Government will place priority on **Kids First**, a plan to give all of our children the best start possible in their early years.

Kids First: healthy mothers, healthy babies

Kids First begins, of course, with healthy mothers having healthy babies. P.E.I. will build on its enviable performance in this area by increasing resources to identify and work with at-risk mothers, provide nutrition counselling and food supplements, and promote breast-feeding and infant nutrition. The Early Childhood Health Promotion Initiative will strengthen services and supports to mothers in their homes to help them have and raise healthy babies.

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Kids First: strengthening family supports

To carry on this work, P.E.I.'s growing network of family resource centres and community health centres and programs will help parents to continue giving their children a better start. Family Resource Teams will be placed in the schools to identify and work with at-risk children. Through the five-year Family Violence Prevention Strategy announced in 1995, we will work with families and communities to ensure that all of our children live in safe and caring homes.

Early childhood is when the benefits of prevention and health promotion are at their strongest. By increasing our emphasis on these programs, Keith Milligan and a New Liberal Government will work to increase the number of Island children who are healthy, well cared for, and safe from abuse and neglect. Keith Milligan and a New Liberal Government will also place priority on helping and healing those children who have suffered – the children who are at the greatest risk of a life of despair, dependency, ill health, and continued violence.

Kids First: healing the victims

Through the Child Sexual Abuse Model developed in P.E.I. over the past five years, we will bring together all of the best efforts and programs our province offers to heal the effects of assaults on our children. The model works with the community and with the natural support system to strengthen and rebuild the family, while counselling child victims and adult survivors.

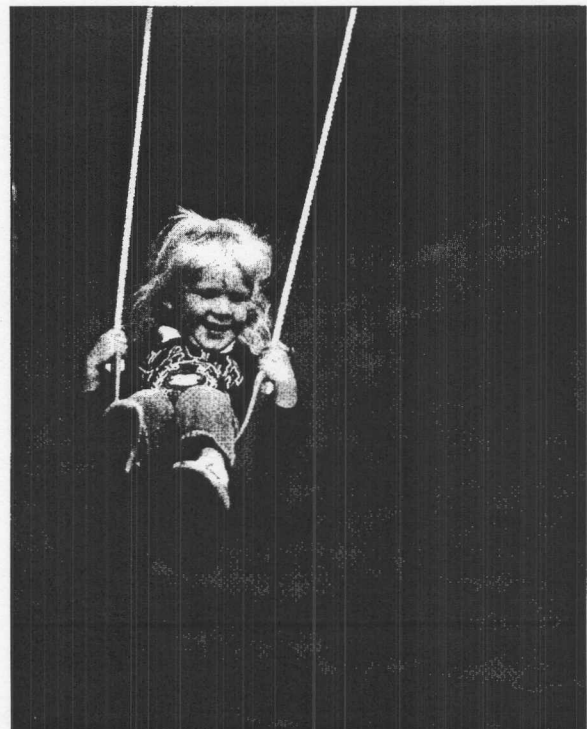
Kids First: caring for the vulnerable

In cases where children cannot safely remain in the family home, they must be placed in secure and caring foster environments. The Liberal Government is determined to ensure that children who have suffered in their homes will not suffer further in the care of the state. Based on the 1995 recommendations of the Foster Care Review Committee, Keith Milligan and a New Liberal Government will improve its recruitment, screening, training, and compensation of foster families to ensure the best possible care for our most troubled children.

Keith Milligan and a New Liberal Government will continue to pursue additional measures to ensure that non-custodial parents accept and fulfill their responsibility to provide their own children with the necessities of life.

Kids First: keeping our children safe

Keeping our children safe is a priority of each parent and a priority of the Liberal Government. Keith Milligan and a New Liberal Government will investigate and introduce programs designed to keep our children safe... Safe in school... Safe at home... Safe in their communities.



Learning-to-Work: *Opportunity for Island Youth*

Keith Milligan and a New Liberal Government will ...



Establish the Student Volunteer Assistance Program to help Island students entering their first year of post-secondary education to earn a \$500 credit against their tuition costs through community service.

Establish the Education Investment Tax Credit to encourage young Islanders to invest in their education, by helping them meet their financial obligations upon completion of their post-secondary studies.

Implement **YES! A Youth Employment Strategy** to

... Strengthen the links between learning and work in our secondary schools, in Holland College, and at the University of Prince Edward Island.

... Create co-op education placements within the public service to increase opportunities for Island youth to gain work experience.

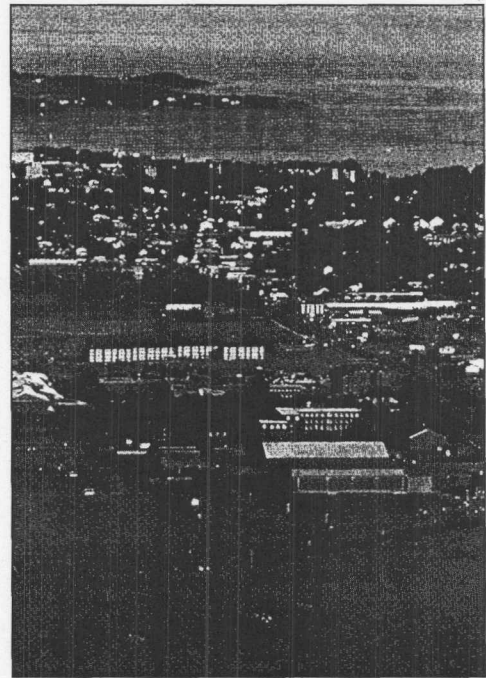
... Expand and diversify trade, vocational, and apprenticeship programs to prepare young Islanders for the new opportunities of tomorrow's economy.

... Substantially increase work opportunities for Island youth and young adults in both the public and the private sectors.

... Help young people safeguard their future by staying in school, reducing substance abuse, and promoting responsible relationships

Like other Canadian provinces, P.E.I. has invested in providing our young people with a high-quality education. As a society, Canada spends the second highest proportion of its GDP on education of any industrialized country ... and P.E.I. spends the second highest proportion of any province.

Our youth are facing a future in which almost half of new jobs will require at least seventeen years of education. We must prepare them for that future.



The Student Volunteer Assistance Program

The Liberal Government recognizes the special challenge that high school students and their families face in preparing for the first year of college or university. Keith Milligan and a New Liberal Government will establish the Student Volunteer Assistance Program.

Under this program, Island students in their final year of high school, and planning to enter their first year of post-secondary education, will be given the opportunity to carry out community volunteer service in designated areas. Upon the completion of this volunteer service, a redeemable \$500 certificate will be issued which can be used at any university or community college in Canada to help offset tuition costs. The Student Volunteer Assistance Program will supplement existing student assistance programs.

The Education Investment Tax Credit

Keith Milligan and a New Liberal Government will recognize the tremendous investment made by Island youth in their own education and in the future of the province itself, by establishing the Education Investment Tax Credit. The Tax Credit will help students meet their financial obligations upon completion of post-secondary studies.

For each four-month semester of study at a Canadian university or community college, to a maximum of seven years of study, eligible students will earn a \$200 non-refundable tax credit, for a potential maximum of \$2,800 in credits. This credit can be claimed against Prince Edward Island provincial income tax paid or owed, in either of the two taxation years following completion of studies.

The Education Investment Tax Credit is an important new way of encouraging young Islanders to invest in their post-secondary education.

Education is only the first step. Keith Milligan and a New Liberal Government will also help young people get and keep jobs through a Youth Employment Strategy.

The Youth Employment Strategy ... YES!

YES! to linking learning and work

Experience in other countries makes it clear that young people become productive, skilled workers more quickly and smoothly if they gain relevant work experience during their education. Building work into education provides youth with experience ... relevant skills ... a résumé ... employer contacts ... better informed career choices ... and a better chance at a job.

Keith Milligan and a New Liberal Government will place priority on providing our youth with those opportunities. The Career Exploration programs at our high schools will be more closely linked to our post-secondary and apprenticeship systems. Co-op education opportunities will be increased at both U.P.E.I. and Holland College. In support of these programs, co-op opportunities will be made available within the public sector on an annual basis. The apprenticeship program will be expanded into new career and vocational areas.

YES! to opening new doors of opportunity

A New Liberal Government will place priority on building a partnership with the federal government to ensure that P.E.I. achieves maximum benefit from the federal priority on youth and student employment and internship. Resources to youth employment programs will be increased. Government's recruiting and staffing systems will be reviewed to increase the proportion of young workers hired into the public service.

YES! to breaking down barriers

The majority of our youth are ready to face the challenges of the future. But some of our youth need more than a better chance at a job to get them started. Many other barriers exist ... barriers of inadequate education and skills ... welfare dependency ... single parenthood ... substance abuse ... problems at home or with the law.

P.E.I. is making progress on these problems. Fewer students are dropping out ... and seven alternative education sites have been put in place across P.E.I. to reduce that rate further. Welfare dependency is dropping. Substance abuse is declining. And the number and proportion of teen pregnancies is declining. Much has been achieved. But more can be, and must be done.

Keith Milligan and a New Liberal Government will place emphasis on making the system work for young people. Social programs and services will be brought together with training and employment opportunities into a unified approach. The system will recognize the strengths and respond to the needs of the individual, with a single overriding goal: to help young people achieve self-reliance and self-determination.

That goal is one that we must achieve as a society. Every young person who overcomes barriers and achieves self-sufficiency can look ahead to a life of hope ... of health and well-being ... and of productive citizenship.

Families: *The Heart of Our Society*

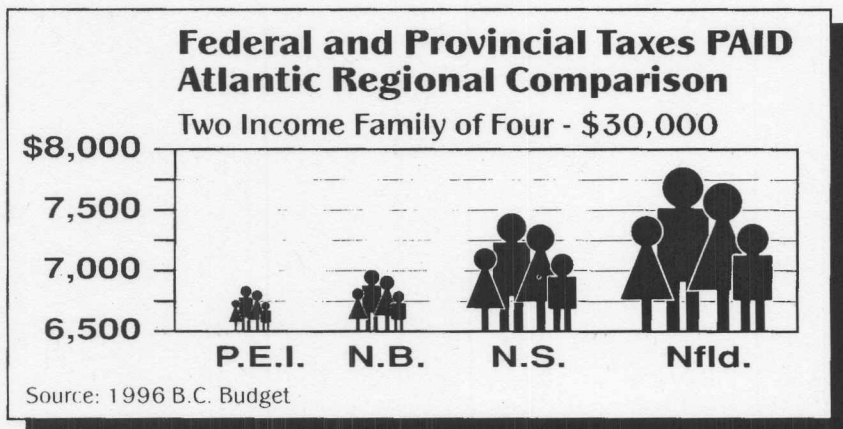
Keith Milligan and a New Liberal Government will ...



- Work to create more jobs
- Pursue additional measures to ensure that court-ordered child and spousal support is paid.
- Keep more money in the hands of Islanders by holding the line on taxes.
- Increase resources devoted to literacy and training in the areas of parenting and life skills.
- Implement comprehensive "Kids First" Plan
- Continue to make the elimination of family violence a key priority.

Families are society's most fundamental and enduring institution. Families raise and nurture their children to be the citizens of the future. Families provide their elders with love and care. Families are the foundation of close-knit communities.

Our well-being as a society depends on the strength of our families. Keith Milligan and a New Liberal Government will work to provide Island families with opportunities for a better future and to help them deal with the stresses of our times.



Jobs and income

Economic security is essential to family well-being ... and the best kind of economic security is a job.

Keith Milligan and a New Liberal Government will work to create more jobs ... hold the line on taxes ... provide income support in hard times ... and help families to build or rebuild a better life.

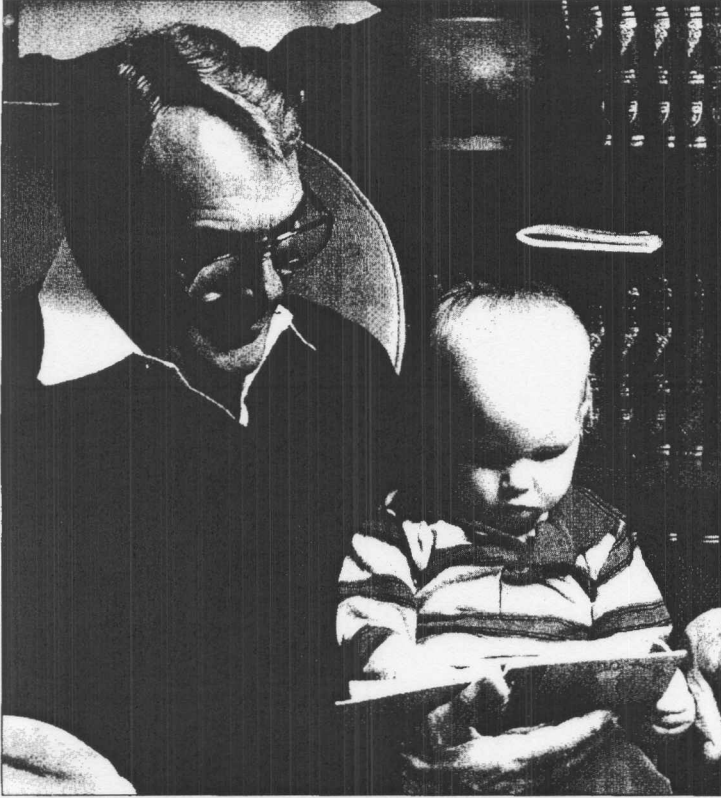
But other factors also play a role in keeping families together and healthy ... safety and freedom from violence ... adequate child care ... opportunities to improve parenting and life skills ... and a strong fabric of social support in the community.

Preventing family violence

Violence has no place in our society ... and least of all in our homes, against the most vulnerable and defenceless among us. The Liberal Government has placed priority on preventing family violence and caring for those affected by this social evil. In the fall of 1995, the Premier's Family Violence Prevention Strategy was launched, devoting \$250,000 a year for the next five years to these goals.

The strategy will be implemented over the next five years by the Premier's Action Committee on Family Violence Prevention. *Under Keith Milligan and a New Liberal Government, the committee will take stock of services, in consultation with communities, and recommend future directions to reduce family violence ... by attacking the root causes and stresses which lead to violence ... making it clear that our society will not tolerate violence ... providing shelter and support to victims ... and working with abusers to help them overcome their behaviours.*

In 1996, P.E.I. passed the *Victims of Family Violence Act* requiring abusers, instead of victims, to leave the family home in cases of violence. This makes P.E.I. only the second province in the country to take action to enable victims and their children to remain in the shelter and security of their homes.



Quality child care

Over the years, P.E.I. has built a high-quality child care system to help Islanders take part in the labour force, and to provide learning and socialization opportunities to children.

Keith Milligan and a New Liberal Government will work to make the system more responsive to the varied needs of Island families.

Strengthening families

Families need economic security, and they need freedom from fear and violence. These things alone, however, will not assure a good life for families.

To attain maximum well-being, all families must also know how to make the best of the resources they have. They must know how to parent their children to build their confidence, self-worth, and motivation. They must know how to budget their

resources, eat nutritiously, and live a healthy lifestyle. They must know how to cope with the varied demands and pressures of an increasingly complex and technological society. They must be able to take part in determining their future by participating in community life and public decision-making.

In years past, Islanders learned the values and life skills they needed in their homes, schools, churches, and communities. Those natural social systems still provide most Island families with the knowledge, beliefs, and attitudes that are needed to live a good and productive life. Nevertheless, in some cases, society must step in to help, when the fabric has torn, and families have fallen through the meshes.

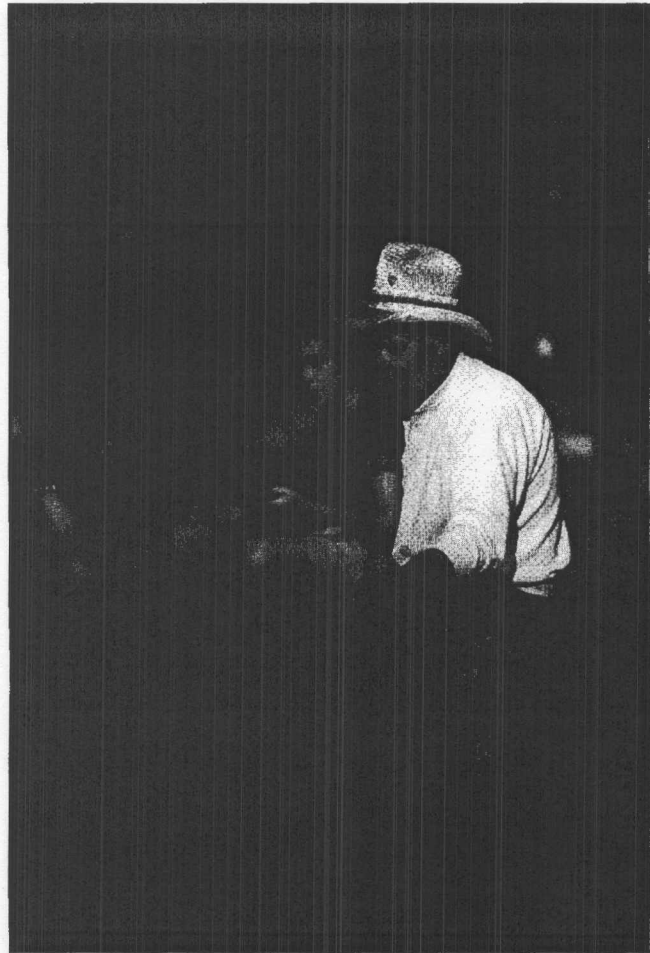
Keith Milligan and a New Liberal Government will invest in community-based, community-led programs and services to help families, particularly single parent families, build a better life for themselves. Programs will emphasize parenting skills, literacy, life skills, and employment preparation. As with children and youth, programs and services will be woven together into an integrated whole to respond to the needs and potential of individual families.

Respecting our Seniors

Keith Milligan and a New Liberal Government will ...

- Double spending on home care by the year 2000.
- Enhance respite care and other services and supports to family caregivers.
- Develop employment and training programs to increase opportunities for Islanders to provide home supports and services to seniors.
- Launch a pilot project to provide vouchers to seniors eligible for subsidized nursing home care, to enable them to choose their own combination of community or in-home care.
- Review and modify public services across government to better serve seniors and promote seniors' opportunities for independence.





Our senior citizens are the builders of the society and culture we are proud to live in today ... a link to our past ... valued members of our communities and families ... and a key part of our future.

The Liberal Government has a tradition of making services to seniors a priority ... through high-quality health care at our hospitals and continuing care facilities ... through establishing and increasing support to the Seniors Drug Cost Assistance Program ... through establishing and expanding home care services and supports ... through affordable housing and home repair ... through programs and services to promote the well-being and community life of seniors. **Keith Milligan and a New Liberal Government will continue to make programs for seniors a priority.**

Enhancing home care

Home care provides nursing and other health care services to seniors who would otherwise have to leave their homes to receive institutionally-based

care. In so doing, home care enhances the well-being of seniors, their families, and their communities. Keith Milligan and a New Liberal Government will double the resources devoted to home care by the year 2000.

Recognizing and supporting families' role

Enhanced home care is important to seniors' independence but it is also essential to recognize and support the valued contribution of family, friends, and neighbours in caring for seniors. Across P.E.I., seniors' loved ones provide help, often on a daily basis, with personal care ... with household chores ... with transportation ... with home maintenance ... and, often most important of all, with companionship. Keith Milligan and a New Liberal Government will develop supports and services, including enhanced respite care, to help families provide care to their elders.

Developing an affordable, high quality home support industry

Public health care services and informal family supports both play a vital role in keeping seniors independent but seniors may also wish to employ service providers to help them maintain their independence. Keith Milligan and a New Liberal Government will apply the full range of training and job creation tools at its disposal to encourage the development of affordable, high quality home support services to seniors throughout P.E.I.

Exploring innovative approaches

Some seniors may wish to remain in their homes, but their lack of family supports and financial resources may leave them no choice but to enter an institution when their health deteriorates. Keith Milligan and a New Liberal Government will develop a pilot project to provide seniors eligible for subsidized institutional care, with vouchers to enable them to purchase their choice of in-home or community-based care.

Under the ACCESS PEI initiative, services across government will be brought together into a one-stop shopping to enhance convenience and service quality for Islanders. As part of this initiative, Keith Milligan and a New Liberal Government will review services, to explore ways in which they could be made more accessible to seniors and more responsive to their needs.



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neatny, **Safe, and Vibrant Communities**

Keith Milligan and a New Liberal Government will ...



- Implement the Highway Renewal Program.
- Automate libraries across P.E.I. and connect them to the information highway to increase Islanders' access to a world of information and learning.
- Establish an Office of Public Safety which will integrate fire safety and emergency measures into a single system to deliver help fast wherever and whenever it is needed.
- Accord special priority to the enhancement of community festivals, events, and to the preservation and celebration of our heritage.
- Introduce measures to increase the efficiency, effectiveness, and responsiveness of our policing, correctional, and judicial services.
- Continue to give communities a greater voice in the decisions that affect them and their residents.
- Continue to work to reduce impaired driving through the Safe Driving Strategy.

Strong communities are founded on a strong economy. Keith Milligan and a New Liberal Government will continue to emphasize economic development as the fundamental basis for vibrant, growing communities.

Economic development is essential ... but other factors are necessary as well if we are to have prosperous, growing communities ... safe, healthy, and with a high quality of life. Island communities must be linked to each other and to the world beyond by modern transportation and communications systems. They must have modern infrastructure as a basis for industrial and residential development, and public health. They must be served by policing, justice, and correctional services which promote a safe and orderly society. They must have the power and responsibility to make decisions about the things that affect their residents. And they must celebrate and promote the heritage and distinctiveness of the varied cultures and regions that make up the Island.

Safe, high-quality roads

Throughout our history, our road system has played a vital social and economic role in our province. As the most densely populated province in Canada, P.E.I. had to have good roads to ensure that all



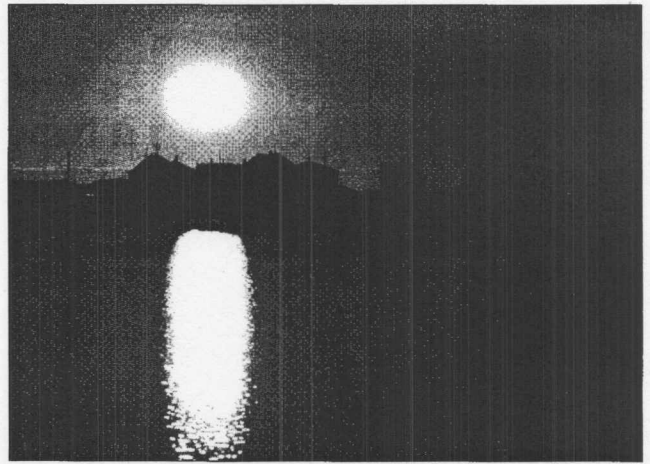
Islanders had access to markets, services, and opportunities. And good roads will continue to be a priority for a New Liberal Government. Keith Milligan and a New Liberal Government will implement the Highway Renewal Program. This program will continue the Liberal Governments' impressive record of providing a quality highway system to get goods to market and people to jobs and school, quickly and safely.

The information highway

The electronic highways of the information age are also becoming increasingly vital to Island communities. Many of P.E.I.'s communities are already linked by one of Canada's most sophisticated fibre optics systems. Keith Milligan and a New Liberal Government will move to capitalize more fully on that system to increase economic and educational opportunities for Island communities ... connecting schools and P.E.I.'s public libraries to the Internet ... promoting other community access points ... working with community groups to help Islanders and businesses become part of the future.

Modern infrastructure

The Liberal Government has invested millions, in partnership with the federal government and municipalities across P.E.I., to rebuild and upgrade waterworks, sewer systems, municipal roads, and other basic community amenities. Keith Milligan and a New Liberal Government will continue to make capital investments in infrastructure to ensure that our communities are provided with a solid foundation for future development and growth ... and will pursue further opportunities for partnership with the federal government to broaden the infrastructure program.



Safe communities... preventing and reducing crime

Clean water and good roads are essential to public health and safety ... but Islanders' well-being and quality of life also depend on living in safe, orderly communities, free from fear of crime and violence. And on that count, Islanders are among the most fortunate people in Canada.

We are indeed fortunate in P.E.I. ...but we cannot be complacent. Keith Milligan and a New Liberal Government will work to address Islanders' priorities in reducing crime. The Safe Driving Strategy has set a target of cutting impaired driving by 40% by the year 2000 ... the Family Violence Prevention Strategy will make many Island homes safer places ... the Youth Employment Strategy and related programs will tackle the problems leading too many of our young people into trouble with the law ... alternate measures programs will be increased to reduce our levels of incarceration, particularly among youth ... the Safer Communities Program will involve Islanders in preventing crime and promoting public safety ... and the recommendations of the Criminal Justice Review will be considered in order to provide Islanders with a more effective, responsive justice system.

Promoting public safety

Communities across P.E.I. are served by a network of Emergency Measures Offices and volunteers ... and by one of Canada's most dedicated volunteer bodies ... our volunteer firefighters. The Liberal Government has honoured the selfless contribution of those volunteers, through recognition of over 700 firefighters. Keith Milligan and a New Liberal Government will continue to recognize those valued volunteers ... and will take action to make our communities even safer places by establishing the new Office of Public Safety ... bringing fire protection and emergency measures into a single organization which benefits both partners ... achieving better use of shared resources ... and providing quicker and more effective protection against the threat of fire and disaster.

Communities taking charge of their future

Keith Milligan and a New Liberal Government will continue to build the self-reliance and self-determination of Island communities. Municipal and provincial services will be reviewed to identify and reduce overlap and duplication. Municipalities will be given full responsibility to set their own water and sewer rates.

Making communities better places to live

Communities need infrastructure like roads ... services like policing ... facilities like schools and libraries. But the heart of Island communities are the people. The character and vitality of each of P.E.I.'s communities is shaped by its history and tradition ... by the bonds of family ties and friendships ... and by the outstanding contributions of one of Canada's strongest volunteer and community sectors.

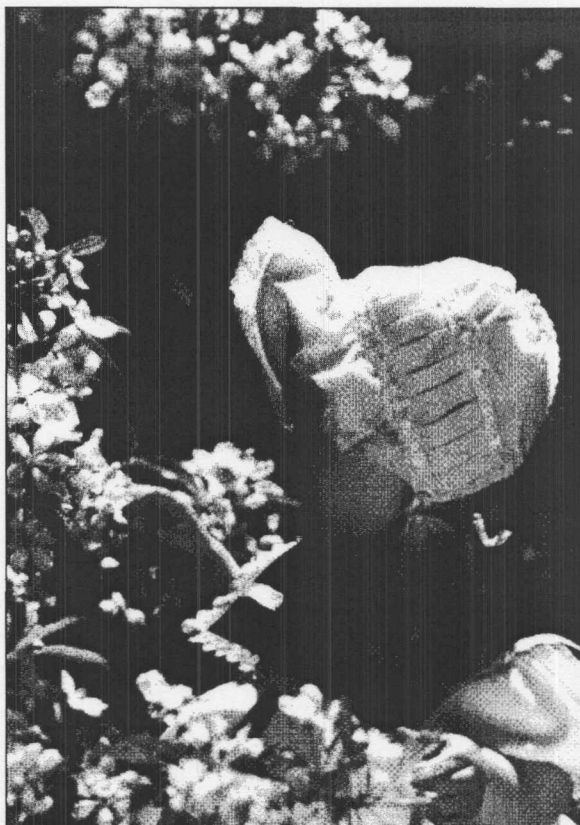
Governments cannot create volunteer activity. That must come from the community itself. But government can create a climate which encourages and fosters volunteer activity ... by sharing responsibility ... by building partnerships to pool resources toward common goals ... by providing advice, assistance, and training. Keith Milligan and a New Liberal Government will increase its commitment to those areas.

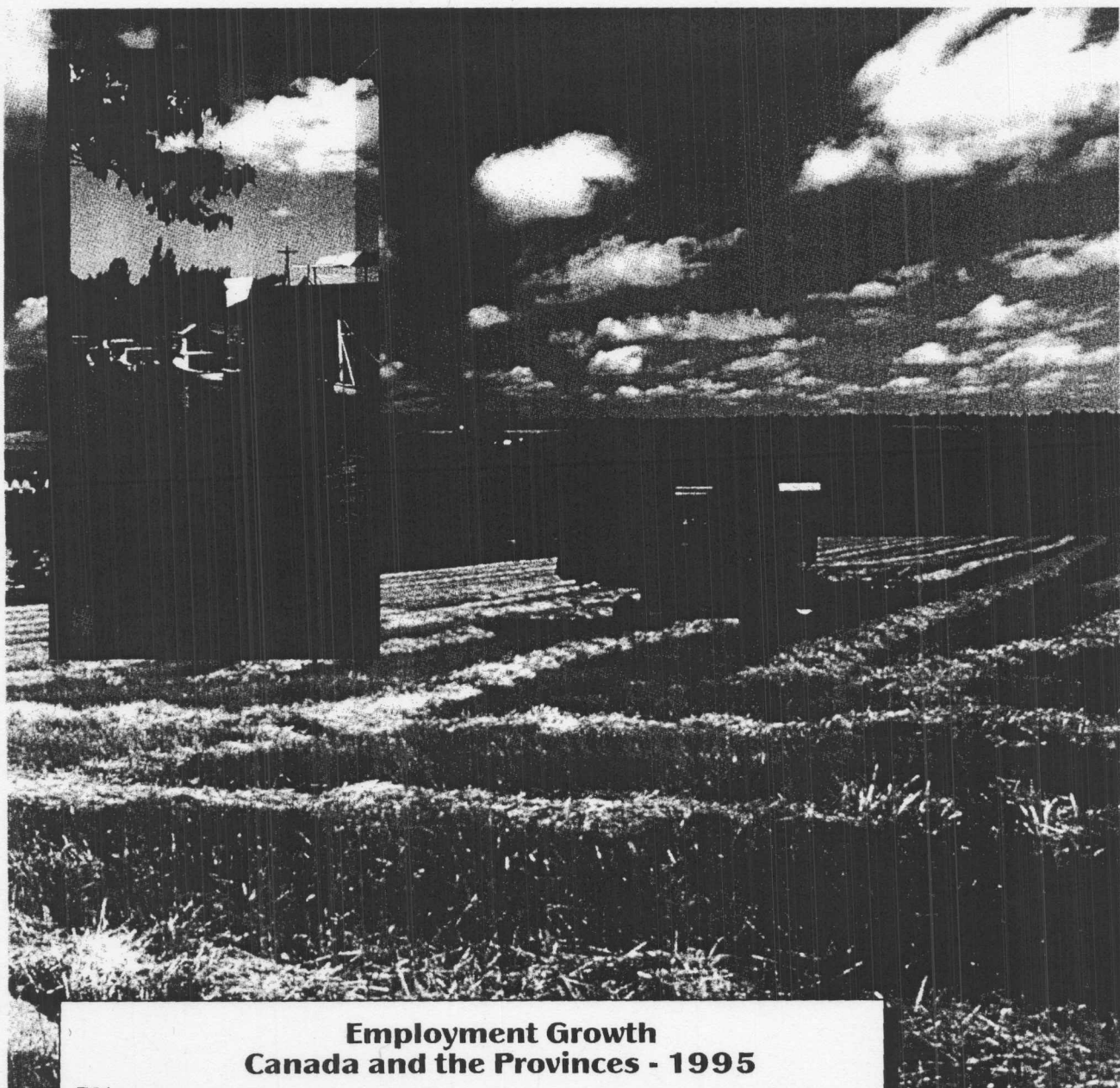
Reconnaissance envers la communauté acadienne et francophone de l'Î.-P.-É.

L'Î.-P.-É. s'est enrichie de la contribution de nombreuses cultures. La vibrante culture acadienne a tout particulièrement contribué à notre culture et à notre style de vie. Les communautés acadiennes et francophones de l'Î.-P.-É. sont depuis longtemps un élément essentiel de notre société. Elles nous ont aidé à jouer un rôle important envers l'unité nationale et elles deviennent de plus en plus un élément vital de l'économie globale d'aujourd'hui et de demain.

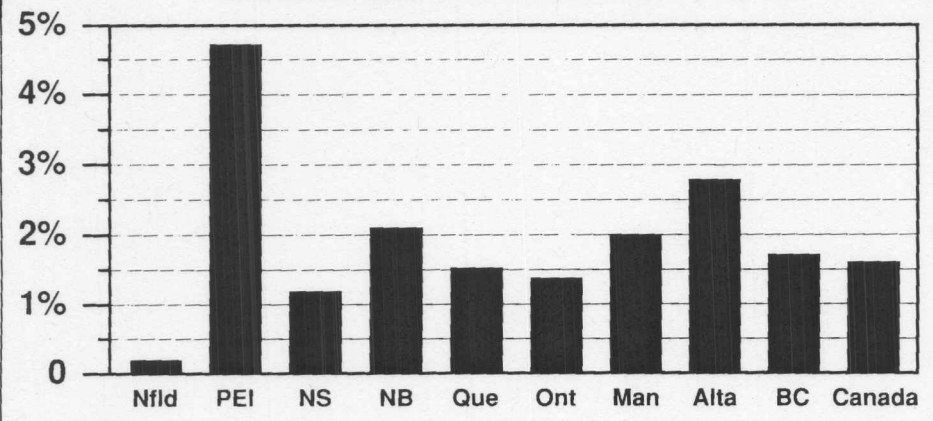
L'Î.-P.-É. apprécie sa communauté d'expression française... et elle l'a prouvé à maintes reprises.

En créant une commission scolaire et des écoles françaises... par le taux d'inscription en immersion française le plus élevé au Canada... en appuyant l'établissement d'un centre d'études en technologie avancée relié au Collège d'Acadie... en intégrant le Musée acadien au réseau de musée provincial... en décernant la nouvelle médaille du mérite de l'Î.-P.-É. pour la langue française... et en mettant fortement l'accent sur la prestation de services en français. Le nouveau gouvernement libéral prendra appui sur ces réalisations pour mettre en oeuvre sa nouvelle politique de services en français annoncée plus tôt en 1996... améliorant ainsi la disponibilité des services offerts en français dans tout le gouvernement.





Employment Growth Canada and the Provinces - 1995



Source: Statistics Canada

Part II

A Province That Works: *Jobs for Islanders*

It all starts with a job. Islanders know. Businesses know. Economists know. Jobs lead to pay-cheques. Paycheques put food on the table and allow Islanders to save for the future. Consumer spending creates more jobs. Savings provide capital for new, job-creating enterprises.

Jobs Keith Milligan and a New Liberal Government's Commitment

Farmers and fishers and others employed in our primary industries must be given assistance to identify new markets and to add more value to their products of land and sea.

Strategic investment in our rapidly growing ***tourism industry*** must continue.

Opportunities to diversify into new ***knowledge-based industries*** such as aerospace and information technology must be pursued.

Small business must be provided with an even better climate for growth.

The Agri-Food Sector: *Engine of Our Economy*

Keith Milligan and a New Liberal Government will ...

- ✓ Continue to promote value-added and food processing initiatives across P.E.I. to create jobs for Islanders and markets for Island producers.
- ✓ Support diversification in the agricultural sector.
- ✓ Continue to advocate for fair federal treatment of P.E.I.'s primary producers.
- ✓ Maintain the commitment to the *Lands Protection Act*.
- ✓ Support quality improvement, innovation, and diversification in the fisheries sector through the Shellfish Aquaculture Financing Program and the Fisheries and Aquaculture Research Initiative.
- ✓ Support the Forestry Partnership Agreement to renew and develop P.E.I.'s forest resources into a lasting source of wealth and jobs.
- ✓ Work with Island farmers and the general public to ensure the wise management and long-term stability of resource lands.



Keith Milligan and a New Liberal Government will capture even more benefits from our primary products before they leave P.E.I.

By adding value to our products through processing, we create more jobs for Islanders ... greater wealth for the province to invest in social programs and new economic opportunities ... and a secure local market for primary producers.



Providing quality advice and services

Keith Milligan and a New Liberal Government will continue to provide expert advice and services to producers ... with a target of 90% satisfaction among clients of the Department of Agriculture, Fisheries, and Forestry by the year 2000.

Fighting for fair treatment

of Island producers by other governments in Canada and abroad.

Protecting our resource base

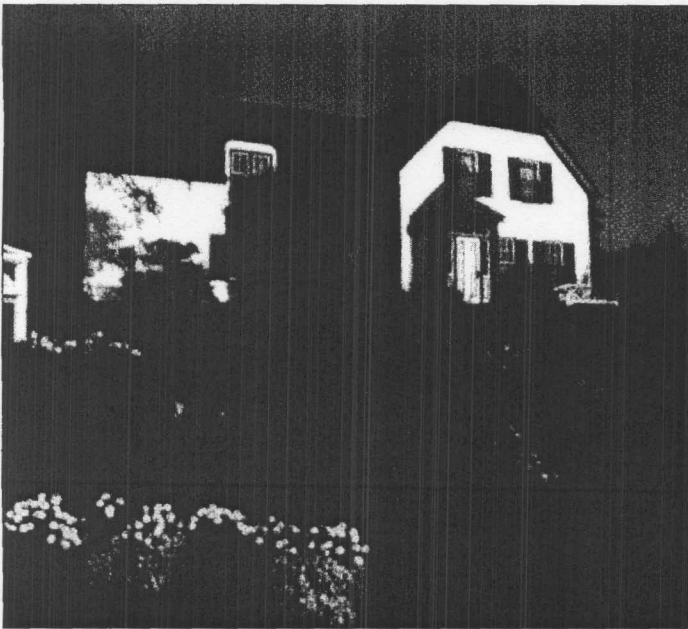
The Round Table on Resource Land Use is working to ensure the wise management and long-term sustainability of P.E.I.'s resource lands as a lasting source of wealth and jobs ... while ensuring that the environment and the health of the public are protected. Keith Milligan and a New Liberal Government will act on the recommendations of the Round Table on Resource Land Use.

Building research capacity

Keith Milligan and a New Liberal Government will continue to support research into innovations and new opportunities in agriculture, aquaculture, and forestry, and to work with industry to establish the Potato Quality Institute. Recognizing that P.E.I.'s resource base and its production capacity are finite, Keith Milligan and a New Liberal Government will move to promote the expansion of P.E.I.'s research expertise in plant and animal health into a major source of growth in the new economy of the future.

Tourism: *An Industry of Growing Promise*

Keith Milligan and a New Liberal Government will ...



- ✓ Work in partnership with the tourism industry towards goals of one million visitors, \$200 million in spending, a 30% increase in employment by the year 2000.

- ✓ Develop the new Atlantic Tourism Hospitality Institute with Holland College to deliver and coordinate high quality training to those who work or want to work in the tourism industry.

- ✓ Continue to develop attractions throughout P.E.I. with emphasis on building shoulder season tourism and visitation to all regions of the province.

- ✓ Continue to invest and to promote federal investment in major new facilities and attractions such as the Gateway Village in Borden-Carleton, the heritage attractions related to the Birthplace of Confederation theme, and the expansion of the National Park at Greenwich.

- ✓ Assist in the strategic expansion and enhancement of tourist accommodations.

- ✓ Continue to work with industry to design and carry out a targeted, effective marketing campaign.

P.E.I.'s tourism industry has some key natural advantages ...

outstanding natural beauty and an unspoiled environment ... superb beaches ... a diverse array of visitor attractions including some unique themes like Anne and the Birthplace of Confederation ... family ties and friendships from away ... friendly, welcoming visitor services and accommodations.

The opportunities are clear. Forecasts call for a 25% increase in tourism upon the opening of the Confederation Bridge.

But we cannot take that growth for granted.

Keith Milligan and a New Liberal Government will continue to work in partnership with industry to make P.E.I. an even stronger contender.

Growth in every region

Keith Milligan and a New Liberal Government will make sure that the benefits from that growth are felt across P.E.I. and by Island workers ... through high quality attractions and events which draw visitors to every part of P.E.I. ... which encourage them to come here and to stay longer ... which build on and enhance the diverse natural features of each region ... which emphasize eco-tourism and edu-tourism ... which celebrate the heritage and culture of communities throughout P.E.I.

Shoulder season growth

Keith Milligan and a New Liberal Government will place priority on lengthening our tourism season ... shifting our marketing and keeping services open longer so we can move from one-season jobs to three-season jobs for Islanders ... increase the viability of our tourism operations ... and spread the impacts of visitation over a longer period to reduce stress on our environment, our roads, our services, and our quality of life.

Continuous quality improvement

Keith Milligan and a New Liberal Government will assist tourism operators to succeed in the highly competitive tourism industry ... through support to strategically expand and upgrade visitor accommodations ... Investing in visitor attractions of outstanding quality ... promoting industry-driven quality assurance and enhancement ... and training for tourism operators and a growing range of jobs for Islanders in the tourism industry.

Our goals for the future are clear.

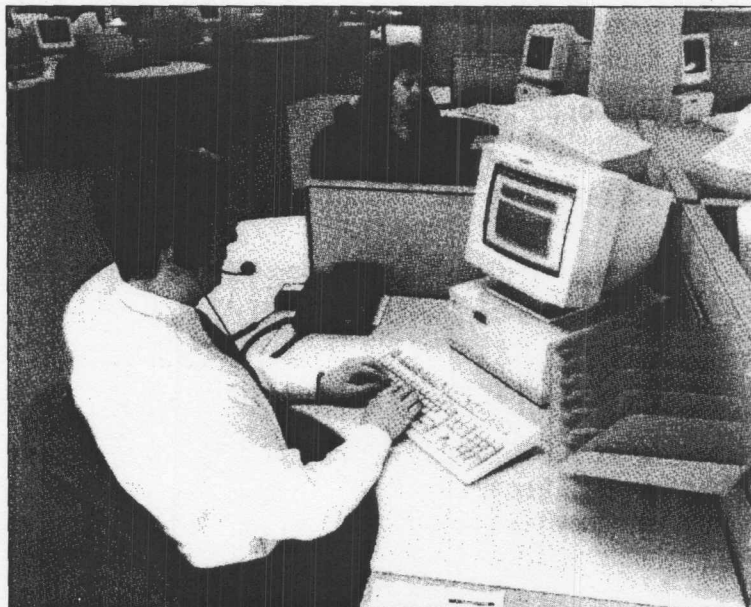
One million visitors by the year 2000.

Visitor spending of \$200 million by the year 2000.

And a 30% increase in employment by the year 2000.

The Knowledge-Based Industries of the Future

Keith Milligan and a New Liberal Government will ...



- Continue to aggressively prospect for and attract new manufacturing businesses to Prince Edward Island.
- Work with Island Tel to further enhance the telecommunications infrastructure of the province.
- Continue to develop a centre of advanced technology research on plant and animal health, human health, and food quality, to attract research funds and knowledge workers to P.E.I.
- Continue to work with Holland College and the University of Prince Edward Island to promote the growth of P.E.I.'s information and communications industries, and to train workers for this rapidly expanding sector.
- Attract information technology companies to P.E.I. and continue to develop our own know-how in various industry sectors.
- Pursue the further expansion of the call centre industry, building on the success of attracting Watts Communications and other firms to P.E.I.

Throughout its history, P.E.I.'s economy has relied on farming, fishing and tourism. The Liberal Government has built on our strengths in these areas to reach new levels of growth, jobs, and wealth across P.E.I.

New opportunities are also emerging for P.E.I. in the "information economy". Keith Milligan and a New Liberal Government will continue to pursue those opportunities

Prospecting for growth

The information economy is global ... high-speed ... and constantly changing. Around the world, governments are seeking a share of the benefits and opportunities. Keith Milligan and a New Liberal Government will continue to aggressively search out and attract new manufacturing and communications firms to the province.

Securing our centres of learning

The higher education system is the engine of the new economy ... training the knowledge workers who are the industry's core resource ... and carrying out research which leads to new frontiers of opportunity.

Our institutions of higher learning have roots which reach deep into our past. Over that time they have evolved to meet the changing needs of our society. Today, they are forging new paths to achieve the promise of a brighter future for P.E.I.

Our College

Holland College is continuously adapting its training to meet the needs of Islanders and their employers ... and tapping the potential of distance education to deliver a growing range of learning to Islanders in their own communities. The new Institute of Information and Educational Technologies will play a lead role in attracting information technology firms to P.E.I. and encouraging the development of our own firms.

Our University

The University of Prince Edward Island is the nucleus of a growing number of advanced technology research facilities. World-class research in aquaculture at the Vet College ... a national laboratory on plant and animal health ... Canada's lead role in potato research at the Agricultural Research Station ... product development and testing at the Food Technology Centre ... health research at U.P.E.I.'s School of Nursing.

The Liberal Government has invested in building that capacity. Keith Milligan and a New Liberal Government will work to build those strengths into a critical mass that will generate new products, new jobs, and new wealth for P.E.I. ... that will strengthen our primary industries and enhance the quality of their products ... that will improve human health and quality of life not just here, but worldwide.

P.E.I. has what it takes to succeed in the new economy

In 1995, Watts Communications was considering over 30 locations across Canada, but P.E.I. was not on the list. By early 1996, they announced that P.E.I. had won hands down. They gave several reasons for that choice ... a responsive, accessible government ... a loyal, hard-working labour force ... high quality training at Holland College ... and a state of the art telecommunications system. Those are the strengths that assure P.E.I. a place in the knowledge-based economy of the future. Keith Milligan and a New Liberal Government will continue working to make that happen.

A Favourable Climate for Small Business

Keith Milligan and a New Liberal Government will ...



- Reduce the corporate tax rate on small business to be competitive nationally and regionally.
- Proceed with implementing the direction recommended in the Red Tape Review.
- Double the resources committed to the New Entrepreneur Loan Program.
- Further improve access to small business loans and venture capital.
- Work in partnership with small business to develop and promote new products and services, improve quality, and expand markets.
- Further enhance the province's transportation system, including the redevelopment of the Hillsborough Bridge by 1997.

Keith Milligan and a New Liberal Government will place priority on building an even better climate for the growth and expansion of P.E.I.'s small businesses.

Lowest taxes in Canada

Our corporate tax rate on small businesses has put us in the mid-range of Canadian provinces and slightly above the Canadian average. Keith Milligan and a New Liberal Government will reduce that rate to be competitive nationally and regionally.



Capital to fuel growth

Funding to the province's loan and venture capital programs will be increased to enable Island businesses and entrepreneurs to obtain capital more easily.

Red tape slashed

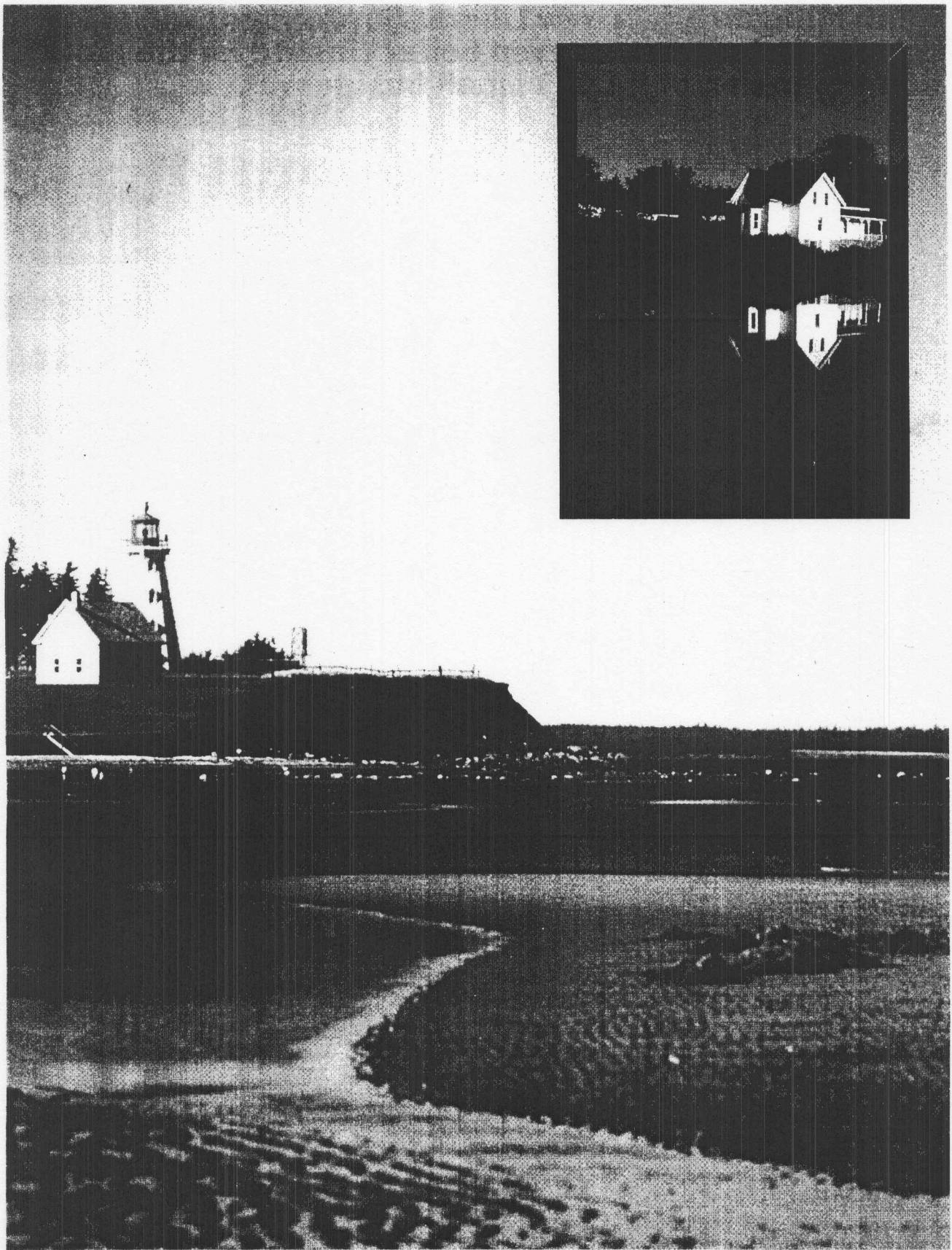
The Red Tape Review resulted in recommendations which called for regulations to be reduced to the

minimum necessary to ensure public health and safety and a sustainable environment ... information to be coordinated and delivered in plain language ... services to businesses to be coordinated around the needs and circumstances of the businesses served, and delivered through one-stop venues. Keith Milligan and a New Liberal Government will proceed with the implementation of these recommendations.

Bridges to prosperity

New links to opportunity will be realized in 1997 and beyond, not only through the opening of the Confederation Bridge, but also through the redevelopment of the Hillsborough Bridge and its access ways to accommodate four lanes of traffic. Keith Milligan and a New Liberal Government will place priority on continued investment in the province's highway system.

These measures will increase the opportunities available to P.E.I.'s small businesses and build the capacity of those businesses for accelerated growth and diversification.



Part III

Government that Works: *Managing Well* *And Doing Things Right*

Islanders want a government that gets the job done.

Fiscal responsibility

We want a government that lives within its means. Every Islander sits at the kitchen table and balances his or her budget. Every small business owner has to balance the books. Government should do the same.

Fair and reasonable taxes

We want a government that delivers quality services at an affordable cost, without taking a massive tax bite out of the incomes of Islanders. We want a fairer tax system and cost-effective, high-results use of the tax dollars that we do pay.

Standing up for P.E.I

We want a government that represents our interests in Ottawa, in other provinces, and abroad with skill and determination.

Putting the customer first

We want a government that provides efficient services which put the needs of Islanders first. We want services that are integrated with each other and available to Islanders through one-stop sites and modern communications technology.

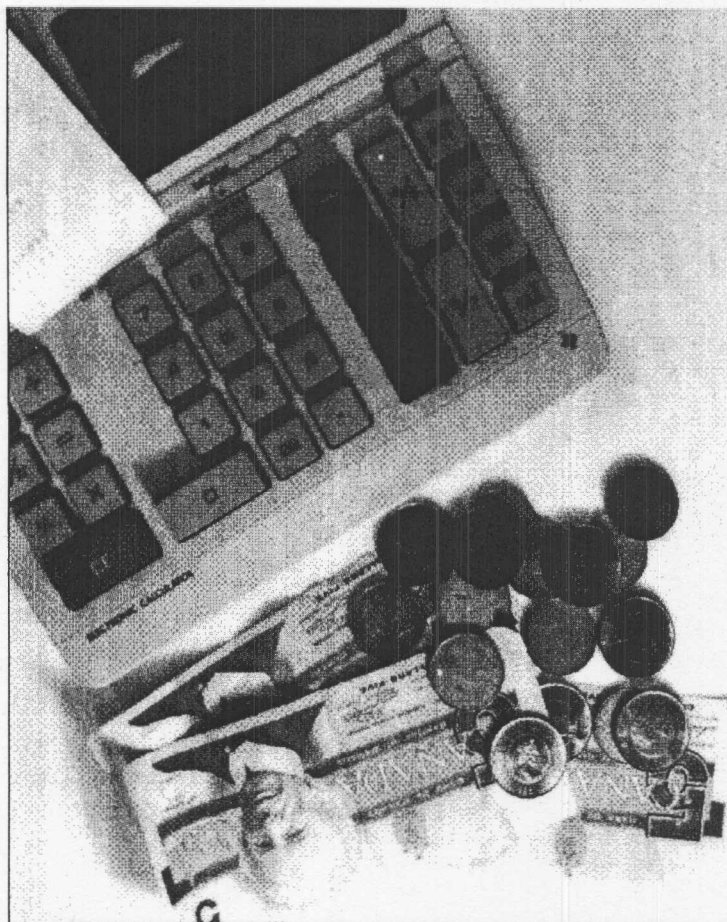
Safeguarding our resources

We want a government that protects our environment and quality of life, and manages our natural resources prudently to ensure a sustainable economic base for the generations to come.

Fiscal Responsibility

Keith Milligan and a New Liberal Government will ...

- Maintain balanced budgets to the year 2000.
- Ensure that Islanders in need are provided with assistance and services in line with those generally available in the Atlantic region.
- Ensure balanced budgets through adjusting expenditures if necessary, rather than raising personal income taxes.
- Continue to increase the efficiency and cost-effectiveness of government services.

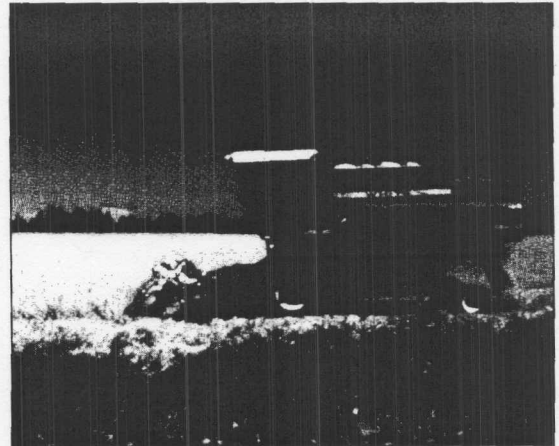


In March of 1993, the newly elected Liberal government faced a daunting challenge ... to eliminate a budget deficit which had surged to a level of \$80 million during the recession and federal cuts of the early 1990s. Today, that challenge has been met and overcome ... without resorting to tax increases, layoffs, or the drastic cuts in services now being widely seen beyond P.E.I.'s shores.

In the 1995 Budget, the Liberal Government set out five policies to guide fiscal policy to the year 2000. A New Liberal Government will adhere to these policies.

Staying the course: Balanced budgets to the year 2000

Keith Milligan and a New Liberal Government is committed to securing P.E.I.'s future through continued fiscal responsibility. Balanced budgets will hold the line on debt ... assuring us of favourable rates in money markets. Balanced budgets will in time bring down the amount and share of the budget spent on interest charges. Balanced budgets will secure our ability to provide essential services to Islanders into the future. Balanced budgets will help P.E.I. move towards a prosperous and self-reliant future.



Competitive tax rates

Tax rates to Islanders and businesses will be held at or below the regional average, to promote continued economic and employment growth.

Focusing spending on priorities

We live in times of rapid and significant change ... in our economy, our society, our country. The years that lie ahead may hold sudden expenditure pressures or revenue shortfalls, as we have seen in the past. Keith Milligan and a New Liberal Government will meet those pressures ... not through deficits ... not through personal income tax increases ... but through rebalancing our spending from lower priorities to higher priorities, and through serving Islanders more efficiently.

Protecting those in need

Keith Milligan and a New Liberal Government is determined that the most vulnerable and disadvantaged in our society will not bear the brunt of fiscal measures. Assistance and services to those in need will continue to be provided at levels at least comparable to the average across the Atlantic Provinces.

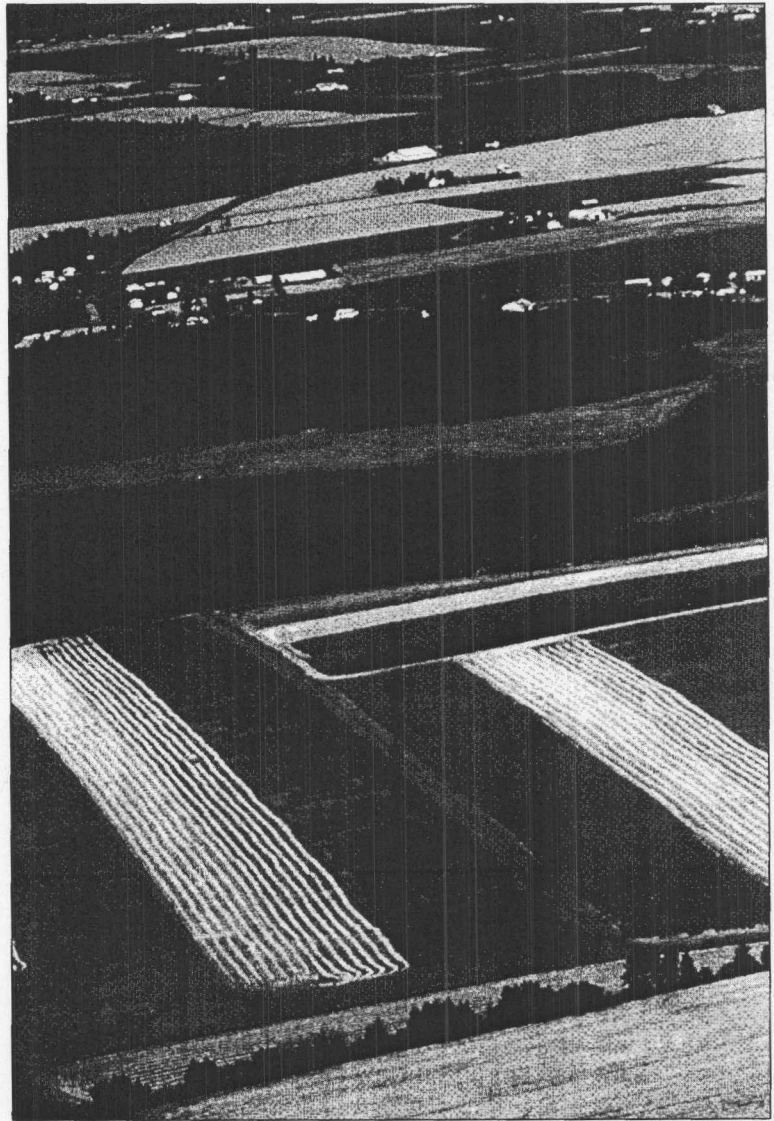
Growing into self-reliance

In 1987, more than 50% of P.E.I.'s total revenues were generated in- province. By 1997, we expect to generate 62% ... the largest increase in self-reliance of any Canadian province over that decade. We achieved that gain through strong growth in provincial revenues, founded on strong, sustainable economic growth. Keith Milligan and a New Liberal Government will continue to place priority on economic development and jobs as the most secure foundation for long-term self-reliance and prosperity.

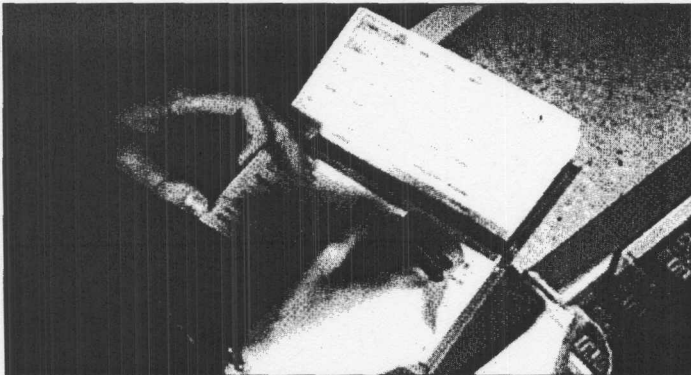
Fair, Affordable Taxes

Keith Milligan and a New Liberal Government will ...

- Oppose the harmonization of the GST.
- Reduce the rate of personal income tax to the lowest in the Atlantic region by the year 2000, if it can be done while maintaining essential social programs for Islanders.
- Maintain all taxes at or below the regional average to keep the provincial economy competitive and encourage job creation.
- Review the provincial tax system to consider how it might more effectively recognize and reward individual or business efforts which contribute to society's goals.



Every Islander, and every Island business, knows that gross income is only part of the story. What really matters is what's left in their pockets at the end of the day ... after the taxes have been paid. After-tax income is what determines families' standard of living ... businesses' vitality and strength ... and the ability of both to prepare for the future.



Keith Milligan and a New Liberal Government will place priority on keeping taxes fair and reasonable. Since March of 1993, the Liberal Government has held the line on taxes. And that has put Islanders ahead of many other taxpayers throughout Canada.

Maintaining taxes below average

All Islanders, and all Island businesses, must do their share towards achieving the fiscal goals of the province ... but no more than their fair share.

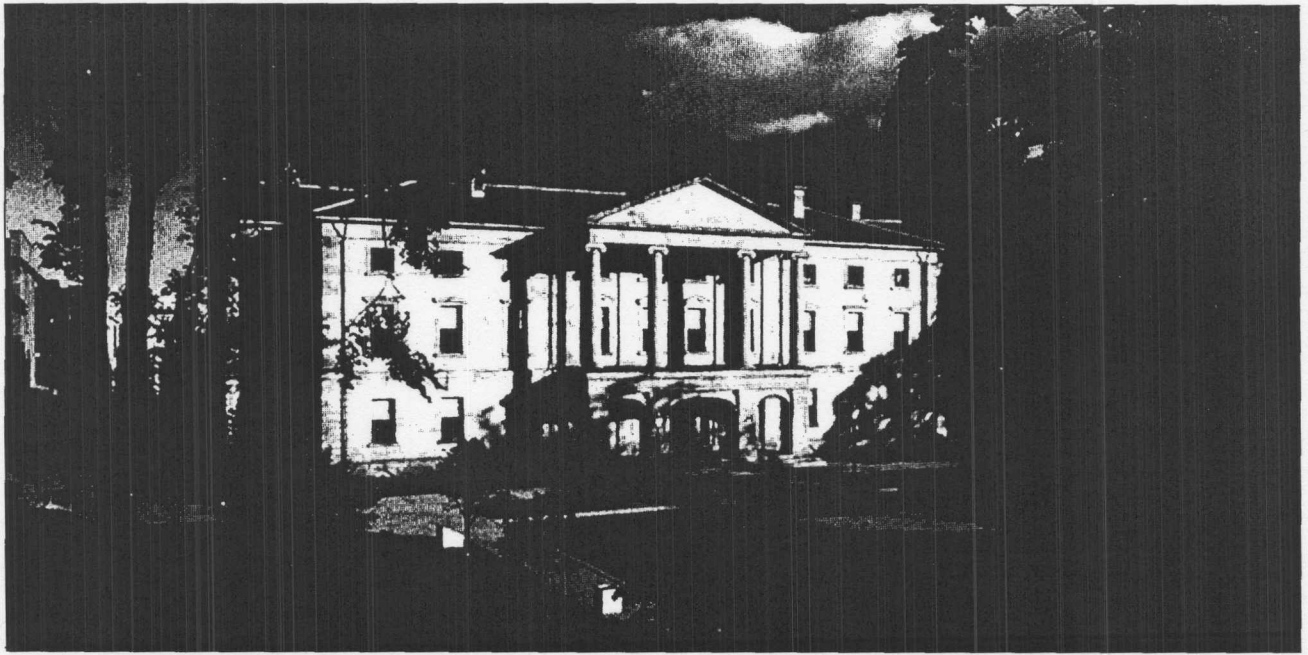
Keith Milligan and a New Liberal Government will continue to ensure that Islanders and Island businesses pay provincial taxes below the regional average.

Reviewing the provincial tax system

The actions taken and decisions made by individuals and businesses are influenced by the tax treatment that those actions and decisions receive. Keith Milligan and a New Liberal Government will undertake a review of the province's tax system with a view to increasing incentives to hire youth, care for seniors and assist Islanders with disabilities.

Reducing personal income tax

The Liberal government has held the line on personal income taxes. Islanders pay enough tax, and the long-term goal of government must be to reduce Islanders' tax burden. Keith Milligan and a New Liberal Government will work to reduce personal income taxes to the lowest level in Atlantic Canada by the year 2000, if this can be accomplished without compromising the quality of essential social programs such as hospital and health care.



Standing up for P.E.I.

Keith Milligan and a New Liberal Government will ...

- Place priority on achieving P.E.I.'s fair share of federal and regional programs, development, and expenditures.
- Consult Islanders across the province on the subject of Canadian unity and work to keep Canada united.
- Explore areas where P.E.I. can work with the federal government and other provinces to provide Islanders with more efficient and effective services, to reduce red tape, and to harmonize regulations and programs.
- Ensure that P.E.I.'s voice is heard, and Islanders' needs and rights are recognized in Ottawa and in capitals across Canada.
- Continue to work towards greater self-reliance as the most effective long-term basis for equal status with other Canadian provinces.

Keith Milligan and a New Liberal Government will work on several fronts to secure P.E.I.'s status as an equal partner in Confederation.

Canadian provinces vary greatly in their fiscal capacity ... in their needs ... and in their resources. Our country has been shaped by recognition of those differences ... sensitivity to their effects ... and respect for all partners.

Building self-reliance

At home, Keith Milligan and a New Liberal Government will continue to build a stronger, more self-reliant society ... reduce our dependency on transfers from the rest of Canada ... and increase our fiscal capacity. We are at the forefront of Canadian provinces in economic development and job creation ... in reforming our social programs to deliver better results for the resources invested ... and in achieving sound, fiscally responsible government.

Getting fair treatment

During the past several years, Ottawa has taken drastic measures to reduce the national deficit from the crippling levels of the early 1990s. Islanders support fiscal responsibility for our country ... but the burden must be spread fairly ... taking account of the differences in need and capacity among provinces. We have ensured that P.E.I.'s voice is heard in Ottawa when decisions are being made ... so that the impacts on P.E.I. are understood ... we bear no more than our fair share of the impacts of federal deficit control ... and measures are phased in to prevent hardship and allow adjustment.

Keith Milligan and a New Liberal Government will work to develop a stronger partnership with the federal government ... to clarify roles and responsibilities ... to eliminate any duplication and overlap that may exist ... to explore areas where federal and provincial services could be brought together to serve Islanders better.

Building interprovincial ties

The Liberal Government has worked to build alliances with other provinces in support of common goals ... like fair treatment by Ottawa ... support for regional development and national redistribution ... fair and caring social programs ... and equal access by all Canadians to high quality educational, health, and social programs and services. Keith Milligan and a New Liberal Government will continue to build and strengthen linkages with other provinces to ensure that P.E.I.'s best interests are protected and promoted.

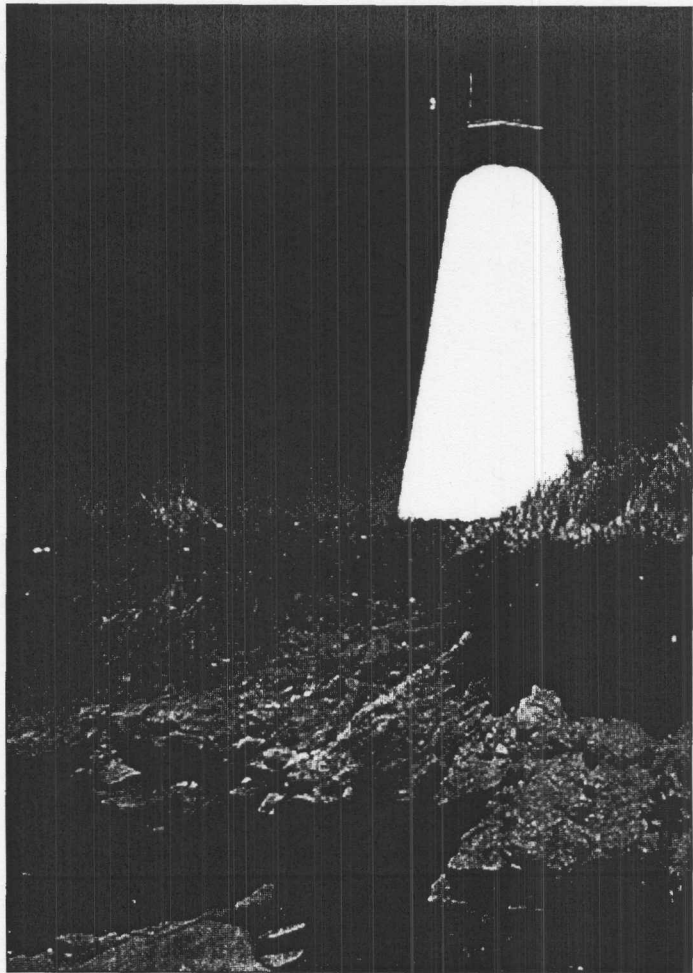
Promoting national unity

P.E.I.'s past holds proud contributions to our nation ... from the first beginnings of Confederation in 1864 ... to our contributions in two world wars ... to our more recent support for the Charlottetown Accord. Keith Milligan and a New Liberal Government will consult Islanders to solicit their views and concerns on national unity ... and to gain their advice on directions that P.E.I. should take to promote national unity. Keith Milligan and a New Liberal Government will also seek to promote national unity by exploring ways to build a more effective relationship with the federal government ... by demonstrating the progress that can be made in clarifying responsibilities ... eliminating duplication and overlap ... and serving Islanders better.

Safeguarding our Resources and Environment

Keith Milligan and a New Liberal Government will ...

- Continue to place priority on protecting our land base and minimizing impacts of land use on human health and the environment.
- Maintain efforts to enhance our waterways to improve fish and wildlife habitat, to expand recreational opportunities for Islanders and visitors, and to provide employment opportunities across P.E.I.
- Reduce the amount of waste going into landfills and the need for landfill expansions.
- Establish a Marine Areas Protection Program to build on our outstanding record of protecting natural areas.
- Develop a Landscape Protection Strategy to maintain and enhance the natural beauty of our landscape.



based not only on our caring, peaceful society ... and our close-knit families and communities ... but also on our unspoiled environment ... our natural beauty ... and our natural resources.

We are all stewards of our environment. Islanders' choices about how they live and how they consume significantly affect our environment. Islanders are fulfilling that responsibility through many avenues ... recycling programs ... wise energy use ... volunteer participation in community projects and beautification. But government has a broader role ... to balance the long-term protection of the environment, public health and safety, and our resource base with the needs of economic development.



Environment is the ally of economic growth

In P.E.I., the link between environmental quality and economic development is clear ... even clearer than in most other societies. The health of our primary industries depends on the health and sustainability of our natural resource base. Our tourism industry depends on the beauty of our landscape and our clean healthful environment. Our ability to attract and build knowledge-based industries depends on our ability to maintain an outstanding quality of life for Island. Keith Milligan and a New Liberal Government will continue to protect and enhance our environment.

A sustainable resource base

In the spring of 1996, the Liberal Government announced the Round Table on Resource Land Use. The Round Table brings together community leaders with experience in a broad range of areas, to develop ways to preserve and enhance the quality of our soil resource ... our forests ... our waterways and estuaries ... and our groundwater. Keith Milligan and a New Liberal Government will act on the recommendations of the Round Table.

Landscape protection

Our landscape is constantly changing, and must change with development, but its basic integrity and beauty must also be protected, from such things as excessive clear-cutting of forested lands, and inappropriate seasonal residential development. The natural beauty of our landscape is one of our greatest economic resources, and the underpinning of our tourist industry. Keith Milligan and a New Liberal Government will develop a Landscape Protection Strategy which will place emphasis on public education rather than regulation, and involve respected community organizations like the Women's Institute and the Rural Beautification Society.

**Ready for a
New Day**
LIBERAL