

Scaling Up 2024 Bioeconomy Conference

Political Engagement Amidst the Winds of Change

Briefing and Advocacy Update

November 26th, 2024

Overview

- Political Outlook: a Change Election
- Immediate Priorities: Securing Wins and Maintaining Momentum
- Engaging in 2025
- Q&A



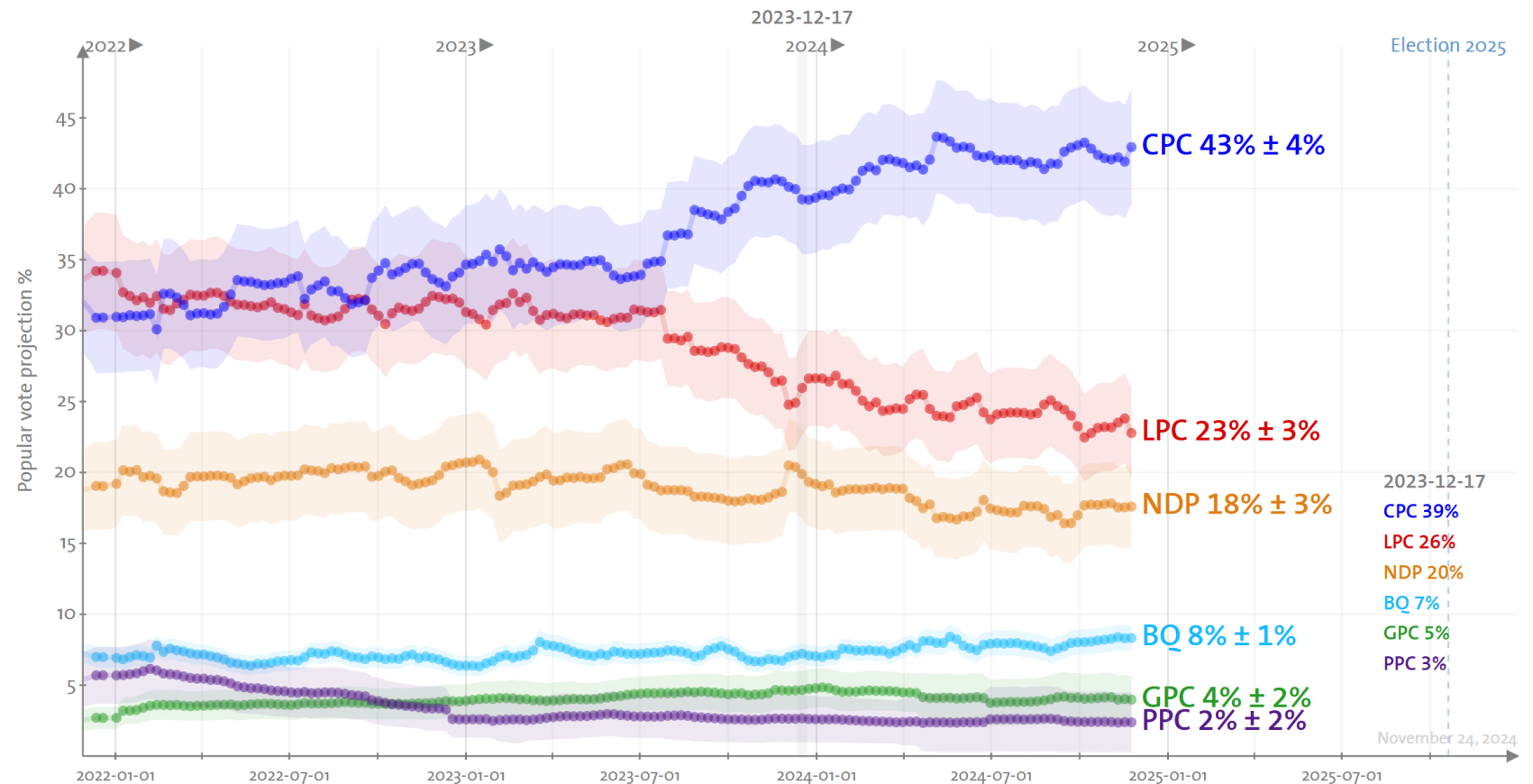
Conservatives Have a Sustained Lead

Budget 2024 did not change opinions and neither did the Summer break

Abacus: Conservatives lead by 22% and Liberal vote share drops to lowest level since 2015

Angus Reid: Conservatives ahead by 21%; Liberals now tied with NDP

338Canada popular vote projection



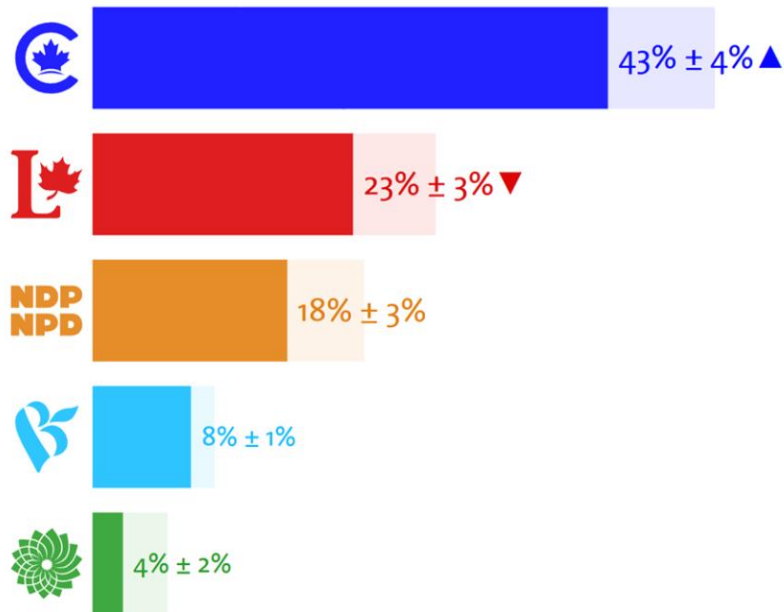
Change Likely in Election 2025

338Canada Federal Projection

Latest update: November 24, 2024

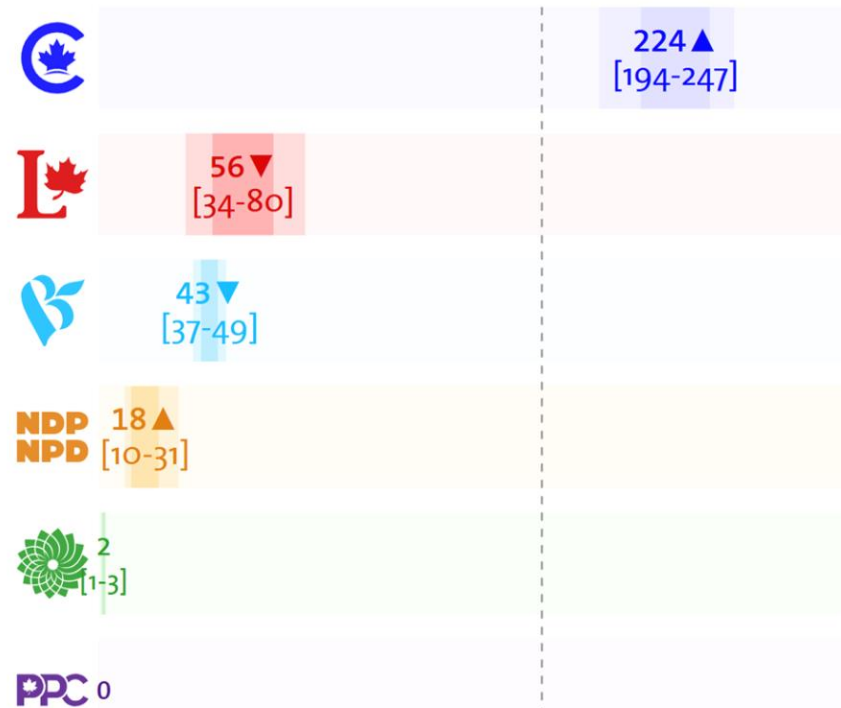
Outside of campaigns, federal projections are updated every Sunday.

Popular vote projection



338Canada Popular vote projection | November 24, 2024

Seat projection | 172 seats for a majority



PPC 0

Cost of Living Dominates

WHAT ARE THE 3 MOST IMPORTANT ISSUES FACING CANADA TODAY?

TOP 3 ISSUES

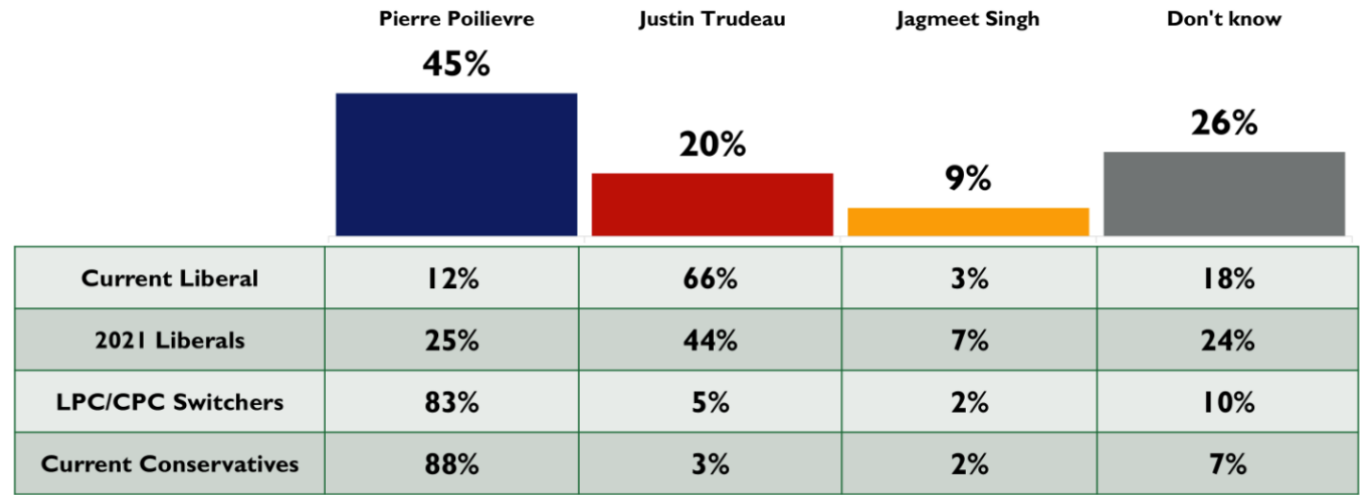
	All	CHANGE FROM February 7, 2024
The rising cost of living	73%	NC
Housing affordability and accessibility	45%	NC
Healthcare	44%	-1
The economy	36%	-2
Immigration	25%	+2
Climate change and the environment	23%	-1
Inequality and poverty	15%	-2
Crime and public safety	12%	-1
Too much political correctness	8%	+1
A lack of freedom in Canada	6%	-1
The threat posed by China and Russia	6%	+1
Indigenous reconciliation	3%	-1
Chinese election interference	3%	NC

Does Donald Trump's Victory Change Much?

- Some Liberals assume that the Trump victory will help Trudeau by exciting progressives to stop extreme right vote, thereby damaging the Conservative/right-wing brand
- But recent polling shows more Canadians think Pierre Poilievre would be the "Best Leader to Negotiate with Trump"
- If Trump becomes confrontational with Canada, imposing tariffs or canceling CUSMA, Canadians want someone who can stand up to Trump
- However, it might also give Trudeau the moment he needs to change the channel

Which Canadian leader do you think has the best chance of achieving positive outcomes for Canada in dealings with Donald Trump?

WHICH LEADER HAS THE BEST CHANCE OF ACHIEVING POSITIVE OUTCOMES FOR CANADA WITH TRUMP?



Getting Back on Track – Trudeau's Options



1. Negotiate a deal with NDP to time limit privilege motion
 - Pros: Get Parliament back on track, pass Fall Economic Statement,
 - Cons: Strengthen the NDP (Liberals would have to offer something huge to convince NDP)
2. Negotiate a deal with NDP to pass just the Liberal GST holiday and \$250 payments
 - Pros: Do something popular! Conservatives would look mean by voting against the bill
 - Cons: Privilege motion paralysis continues, still need to pass the Fall Economic Statement
3. Allow the privilege motion paralysis to continue
 - Pros: Blame the opposition for playing politics. No confidence votes while House is paralyzed.
 - Cons: Looks bad; the government has lost the confidence of the House. Signals that it is time for an election.
4. Prorogue Parliament – Change of Leadership
 - Pros: A new leader comes in to set up a new team and chart a new course.
 - Cons: Highly unlikely. Trudeau is not going anywhere!
5. Prorogue Parliament – Trudeau stays
 - Pros: Would buy several months of time – could reset and come up with a new strategy
 - Cons: There are no real policy or personnel changes that would matter. Would likely be seen as weak. Trudeau would return to an opposition that wants to push for an election immediately.

Who is Pierre Poilievre?

Strengths

- Ideological but pragmatic
- Solid policy knowledge – strong focus on economic growth and fiscal balance
- Clear communications and good debater
- Strong political acumen, close to grass roots
- Disciplined, does not go off-message
- Hard working
- Learns and adjusts



Challenges

- Can take a polarizing, aggressive tone
- Can be prickly about consultation:
 - Who does he listen to?
 - Sceptical of some groups
- 1980's Reagan-style could come off as outdated: cut taxes, reduce regulation and unleash the market
- Big issues don't just go away: climate; reconciliation; productivity gap

Environmental Priorities Under a Conservative Government

- Axe the Tax refers to consumer carbon tax (the fuel surcharge)
- Industrial carbon pricing (OBPS and provincial equivalents like AB TIER and ON EPS) is doing the lion's share of emissions reduction in Canada
 - NOT a carbon tax, according to CPC
- Investment Tax Credits are close to conservative policy
- Scepticism of “corporate welfare” and other programs that are “tainted” (e.g. SDTC, CIB, etc)
- **What about other regulations??**
 - the oil and gas cap, clean fuel regs, clean electricity regulations, and methane regulations



Engaging with Government in 2025

■ Pre-Election

- Support Liberal “wins” that are good for the bioeconomy (FES, program roll-out, Budget 2025)
- Engage with CPC Platform development to explain benefits / opportunity
- Engage senior bureaucrats tasked with transition binders to inform their briefings and recommendations

■ During the Election

- Track policy statements closely
- Inform the debate where possible
- Engage with local candidates

■ Post-election

- Find reasons to reach out (congratulatory letters, project updates, etc)
- Align with the agenda and look for quick wins – economic growth, jobs, affordability, exports
- Engage, engage, engage



Questions?

Reach out: dmccarthy@sussex-strategy.com