

Jones PMB Debate Notes

- Ontario was the first jurisdiction in Canada to enact legislation that bans government-paid, politically partisan advertising
 - We remain the only one to have done so to date.
- All Ontario government advertising has always complied with our legislation, and has been in line with approved budgets.
 - In addition, the Speaker confirmed we are compliant with the rules of the House on the Fair Hydro advertising.
- Seems that since we are in compliance, all that's left was for the opposition to try to actually amend the legislation
- What's next, Speaker? Perhaps the opposition would like to go back to the old elections fundraising rules
- This legislation was specifically introduced to ensure that Mike Harris –style highly partisan advertising can never happen again.
 - Advertising that your party spent over \$400 million on.
 - Advertising that including government ads starring Mike Harris, attacking teachers and health care workers.

PC ATTACK

- What was the PC response in 2004, when we first introduced our advertising act?
 - You voted against it!
 - And now, you're trying to change legislation to a bill that you originally voted against in the first place!
- Unlike Conservatives, who don't have a plan, we will deliver relief for electricity users, and we will only advertise in a responsible way that promotes the public interest.

NDP ATTACK

- Speaker, this PMB would revert the Government Advertising Act back to the 2004 version of the legislation.
 - An old version of the bill that failed to define what is and is not partisan advertising.
- An old version of the bill, that I should remind the NDP that they voted against.
- The current leader of the Third Party voted against that original piece of legislation.

2015 Change clarifying what “partisan” means:

- Ontario remains the only jurisdiction in Canada to enact legislation that bans government-paid partisan advertising.
- We passed this historic legislation because we are against government using taxpayer dollars for partisan advertising.
- We have clarified what is meant by the term partisan by setting out clear, objective, legislated criteria.
- Specifically, we clarified that an ad is partisan if it includes the name, voice or image of a member of the Executive Council or the Legislative Assembly;
 - This PC Legislation would remove that as a requirement.
 - We specifically put this in so we would never again have Harris-style attacks ads targeting teachers, and health care workers.
- We clarified that an ad is partisan if it includes the name or logo of a recognized party.
 - Your PC legislation would remove that as a requirement!
 - I think that having a party logo should qualify as partisan, why don't the members oppose?
- We added clarification that an ad is partisan if it identifies and criticizes a recognized party or a member of the Assembly.
 - This PC legislation would allow that to happen!
 - Could you imagine if an elected party could criticize a member of the opposition, and have Ontarians pay?
- You want to talk partisan advertising, let's talk about how the PCs distributed 13,000 copies of a letter — in English and Chinese, signed by Brown — which promised to “scrap” our government's sex-education curriculum.
- We define that as a Partisan advertisement. The changes this PC legislation proposes would no longer clearly define that as partisan, relying on others to make that determination.

Why we advertise:

- Government has a responsibility to communicate information about the programs and services that people need.
 - Like tax changes, and our transit programs
- Let's go through some of the largest advertising spends from 2015-16, and see which of these the opposition would rather us not advertise
- Our Sexual Violence and Harassment campaign - #WhoWillYouHelp challenged existing attitudes, and sparked international discussion
 - Our video was viewed over seven million times in the first 10 days, and generated more than 85 million views worldwide
 - Within 6 months, we had measurable results – 55 per cent strongly agreed they had an obligation to intervene when witnessing sexual harassment, up from 37 per cent.
 - Now, I know that the MPP from Carleton-Mississippi Mills apologized earlier this week for calling our zero tolerance policy for the sexual abuse of patients “dangerous”.
 - And I know the MPP for Perth-Wellington recently apologized for comments in committee suggesting a female engineer turn her expertise to fixing bad coffee.
 - Perhaps you think our governments done enough on combating sexual violence, and are content with apologies after the fact instead of change.
- Let's talk about how Ontario communicated the addition of sexual education to the curriculum for Health and Physical Education.
 - I believe the most recent stance the PCs have taken on sex-ed is in favour... is that still correct [pause for a moment]
 - Perhaps the PCs don't think we should have let Ontarians know about these changes, and would have rather parent's first interaction have been from their child after some of the lessons.
- How about our ads on Combating Climate Change?
 - I know that the PC party added that touch of green to their new logo, perhaps they think that, up until recently, they didn't think action was needed to prevent climate change

- I have a few interesting quotes here from the opposition
 - The MPP from Lambton-Kent-Middlesex tweeted on January 16th of this year “@JustinTrudeau should not force provinces to implement a carbon tax or cap and trade. Period.”
 - And here is a quote from the same MPP the very next day, referencing Cap and Trade saying that “it’s not helping the environment and it’s bad policy if we want to compete with the U.S.” (January 17, 2017)
- I’d like to know if the opposition party still think Global Warming is a Myth, like some of our counterparts in the States. Perhaps they still think no action is needed to combat climate change, Speaker.
- We’ve communicated to Ontarians about vaccines for Children in Ontario, and about getting the flu shot.
- About our province’s Healthy Kids Community Challenge and about quitting smoking
 - Perhaps advertising health services is something the Opposition would like us to stop.
- The public has a right to know how tax dollars are being spent and why the government is bringing forward policy changes.
- We continue to believe that government has a responsibility to communicate to the public its services, and that advertisements are one medium through which we can do that.
- The opposition is just sore that we have a Hydro plan, and that they don’t have a plan at all.
 - That’s all this Private Member’s Bill has ever been about, Speaker.