

RE: Messaging for Year-Enders

From: "Tomney, Genevieve (OPO)" <genevieve.tomney@ontario.ca>
To: "Beaudry, Jennifer (OPO)" <jennifer.beaudry@ontario.ca>, "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Killorn, Bill (OPO)" <bill.killorn@ontario.ca>, "Forgione, Andrew (OPO)" <andrew.forgione@ontario.ca>
Cc: "Pattillo, Ian (OPO)" <ian.pattillo@ontario.ca>
Date: Thu, 14 Dec 2017 12:02:07 -0500

Let me know if there is any feedback on these as we will also create a version to share with caucus and staff.

Tx,
G.

Genevieve Tomney
Director, Strategic Messaging & Products
Office of the Premier of Ontario
Mobile: 416.817.5094
Email: genevieve.tomney@ontario.ca

From: Tomney, Genevieve (OPO)
Sent: December 13, 2017 5:08 PM
To: Beaudry, Jennifer (OPO); MacKenzie, Rebecca (OPO); Killorn, Bill (OPO); Forgione, Andrew (OPO)
Cc: Pattillo, Ian (OPO)
Subject: RE: Messaging for Year-Enders

Hi All,

Here's our draft – happy to make any edits if that's helpful.

G.

Genevieve Tomney
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From: Beaudry, Jennifer (OPO)
Sent: December 13, 2017 10:46 AM
To: Tomney, Genevieve (OPO); MacKenzie, Rebecca (OPO); Killorn, Bill (OPO); Forgione, Andrew (OPO)
Subject: RE: Messaging for Year-Enders

That's PERFECT! Thanks so much.

From: Tomney, Genevieve (OPO)
Sent: December-13-17 10:34 AM
To: MacKenzie, Rebecca (OPO); Beaudry, Jennifer (OPO); Killorn, Bill (OPO); Forgione, Andrew (OPO)
Subject: RE: Messaging for Year-Enders

Yep, working on it. We'll get it to you by EOD today, if that's OK?
I'm expecting a draft of Regs and Legs from CO today as well.

Genevieve Tomney
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From: MacKenzie, Rebecca (OPO)
Sent: December 13, 2017 10:31 AM
To: Beaudry, Jennifer (OPO); Killorn, Bill (OPO); Forgione, Andrew (OPO); Tomney, Genevieve (OPO)
Subject: RE: Messaging for Year-Enders

Hi, Genevieve's team is working on language for this. Really need to emphasize the Jan 1 changes, our motivation for making those changes, and what they'll mean for people

Sent with BlackBerry Work (www.blackberry.com)

From: "Beaudry, Jennifer (OPO)" <Jennifer.Beaudry@ontario.ca>
Sent: Dec 13, 2017 10:23 AM
To: "MacKenzie, Rebecca (OPO)" <Rebecca.Mackenzie@ontario.ca>; "Killorn, Bill (OPO)" <Bill.Killorn@ontario.ca>; "Forgione, Andrew (OPO)" <Andrew.Forgione@ontario.ca>; "Tomney, Genevieve (OPO)" <Genevieve.Tomney@ontario.ca>
Subject: Messaging for Year-Enders

Hi there – So we aren't in a crush at the end of the week, I wanted to share with you the Fairness & Opportunity messaging that we have been using for interviews over the past few months. We would like to use the same messaging for the year-enders, but understand there may need to be a bit of a refresh.

Can you guys take a look and tweak as you see fit please?

We are also going to add the Legs & Regs NR if possible and we will need some regional messaging for the local interviews we have planned.

Thanks!!
Jenn

Fairness & Opportunity Messaging

You've heard a lot from us over the past several months. I've been talking about different elements of our plan to build a better Ontario and the thread that connects all of these pieces is fairness.

What I hear – no matter where I am in the province is that people are feeling uncertain about the future. They are anxious about their own jobs and about what the future holds for their kids.

Ontario's economy is in a good place – outperforming every other province in Canada. Our unemployment rate is at its lowest point in 16 years.

But there is also a lot of change and uncertainty – about the nature of work, about what's happening in the U.S. with Trump and trade, about the cost of living rising faster than people's paycheques.

It is tough for people to feel like they're getting ahead right now – and even those who do feel like they're doing OK still worry about staying ahead.

With this uncertainty, we have to protect our people as best we can.

We need to make sure that people across the province feel like they are benefitting from the strength in our economy.

We need to address the concerns of those who worry about falling behind, even as they work so hard to get ahead. To make life in Ontario fairer and create more opportunity for everyone.

You've heard me say it before. I believe government must be a force for good.

That's not a slogan – it's what drives me every single day.

We worked very hard to bring the budget to balance this year – people across the public service, across the province worked hard together to do that.

And what that balance has allowed us to do is invest in the areas that will have the biggest impact for people across the province

Free tuition for more than 200,000 students

Getting 100,000 more kids into childcare so their parents can work

Free prescription drugs for everyone under the age of 25

A pilot project to test whether a Basic Income is a fairer, more effective way of helping people get ahead

A Fair Hydro Plan that takes 25 per cent off people's bills

A Fair Housing Plan to make buying or renting a home in Ontario more affordable

And a plan for Fair Workplaces and Better Jobs that includes raising the minimum wage to \$15 an hour

All of these things are connected. The motivation behind each of them is the same.

We can do better in Ontario. We can build a province where people do feel optimistic about the future because there is security and there is opportunity.

Jennifer Beaudry

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