



## **Increasing Women's Involvement in the 2017 municipal Election**

The City of Edmonton Women's Initiative is a City of Edmonton initiative, supported and endorsed by City Council that fosters and promotes equality, opportunity, access to services, justice and inclusion for women in the city. It is among the first of its kind in Canada, and is helping to ensuring that the unique perspectives of women and girls are included in the conversations that shape the city.

**Councillor Bev Esslinger and Mayor Don Iveson are the City Council champions for the Edmonton Women's Initiative.**

Women's Advocacy Voice of Edmonton (WAVE) is a key pillar under the Women's Initiative. Comprised of fifteen volunteers from diverse backgrounds and experiences, **WAVE provides Council with advice on affairs relevant to municipal jurisdiction.**

### **GOAL OF WAVE**

To ensure women's rights, issues, and opinions are represented fairly and equally including social, cultural, physical and occupational.

### **MANDATE (Per Bylaw 16658)**

WAVE will:

- (a) make recommendations to Council about women's gender- based issues and opportunities in relation to Council policies, priorities and decisions;
- (b) promote leadership development to empower Edmonton women to fully participate in civic life as well as,
- (c) gather and conduct information and resources about women's gender based issues and opportunities to Edmontonians.

**A focus and priority for WAVE is increasing women's participation and visibility in the 2017 municipal election. This includes voting, supporting a campaign, or running as a candidate for municipal office.**

## **WAVE STRATEGIC GOAL #4**

**'We will see an increase in the number of women running for City Council'**

We will know we are successful if we achieve these measures and targets: number of women running for office increases by 10%, a WAVE workplan is developed and implemented, and resource materials are developed and distributed to women's organizations in Edmonton.

In order to accomplish our goal, we will complete various actions including (but not limited to):

- 4.1 Host and support public forums
- 4.2 Work with city clerk's office to promote women's participation as candidates
- 4.3 Increase awareness about the importance of women's perspectives in municipal government and at Council level
- 4.4 Develop a plan to increase the number of women running for office and to encourage women to vote

### **LEADERSHIP TEAM**

A leadership subcommittee consisting of five WAVE members will support this strategic goal and the plan developed to prioritize women's engagement in 2017 municipal elections focusing on the following strategies:

- *Research*
- *Partner*
- *Educate and Promote Awareness*
- *Monitor Progress and Evaluate*

**Enclosed is a LIST OF INFORMATION AND RESOURCES that can be used by women to run for office or to support a campaign:**

### **Equal Voice**

Equal Voice is a volunteer organization that strives to have equal representation of elected officials as women. The goal is to promote the election of more women in government through our on-line campaign school, our experiences mentorship program of young women, our Canada Challenges initiatives, and working collaboratively with others. Run for Office Resources:

[https://www.equalvoice.ca/ab\\_north.htm](https://www.equalvoice.ca/ab_north.htm)

- [Getting to the Gate](#)

Getting to the Gate, an Equal Voice online tool for women interested in getting into politics

### **Federation of Canadian Municipalities**

FCM has produced a wealth of information for its workshops on women in municipal government. This information has also been shared through a series of webinars that FCM has hosted for women who have not been able to attend the workshops. Now available as audio-video recordings, these webinars provide instruction and best practices around five key electoral challenges

<https://www.fcm.ca/home/programs/women-in-local-government/past-programs/getting-to-30-program.htm>

- [Getting to 30% Lessons Learned Report](#)

Getting to 30% built on 10 years of work focused on increasing the participation of women in municipal decision making. This document is an overview of the accomplishments of this project and identifies the key lessons learned

- [iKNOW Politics](#)

International Knowledge Network of Women in Politics is an interactive network of women in politics who share experiences, resources and advise, and collaborate on issues of interest

- [Municipal Elections in Canada: a Guide for Women Candidates](#) excellent source)

Why should women enter municipal politics? With women at the table, their issues are more likely to be included in all political discussions. Women also take a different approach to the process and to policy content

### **ADDITIONAL GROUPS WHO SUPPORT WOMEN WITH RESOURCES AND NETWORKS :**

- [Canadian Federation of Business and Professional Women's Clubs](#)

The Canadian Federation of Business and Professional Women's Clubs (BPW Canada) develops the professional and leadership potential of women in Canada through education, awareness, advocacy and mentoring within a supportive network.

- [Canadian Women Voters Congress](#)

The Canadian Women Voters Congress is a non-partisan, grassroots charitable organization, dedicated to encouraging Canadian women to become strong,

effective voices at all levels of government. They aim to educate women about political and organizational systems; encourage women of all backgrounds and political persuasions to participate in the political process; and inspire women to assume leadership roles.

## **Status of Women**

### **STATUS OF WOMEN CANADA**

<http://www.swc-cfc.gc.ca/abu-ans/who-qui/index-en.html>

### **STATUS OF WOMEN ALBERTA**

<https://www.alberta.ca/ministry-status-of-women.aspx>

- [Ready for Her](#)

Resources including information on campaigning and fundraising.

### **WOMEN IN LEADERSHIP AND ELECTED OFFICE**

<https://www.alberta.ca/women-leadership-office.aspx>