



Recommendations adopted by the Convention Ottawa 2012 – Liberal Biennial Convention

Funding the Party

2. That the Convention endorse the following general mandate for the Chief Revenue Officer as including responsibility for:
 - (1) in co-operation with the National Membership Secretary, ensuring the development and growth of the Victory Fund donor program in all electoral districts with the assistance of national co-chairs of the Victory Fund appointed by the Board, regional chairs appointed by each Provincial and Territorial Association (“PTA”) and local chairs appointed by each Electoral District Association (“EDA”);
 - (2) ensuring the development and growth of the Laurier Club donor program across Canada with the assistance of national co-chairs of the Laurier Club to be appointed by the Board on the recommendation of the Chief Revenue Officer and regional chairs appointed by the PTAs;
 - (3) ensuring the development and growth of popular fundraising by the Party through the National Liberal Fund under the leadership of professional fundraising staff reporting to the National Director of the Party;
 - (4) overseeing the co-ordination and deployment of all other national fundraising programs organized under the auspices of the Party or any of its Commissions including any fundraising events conducted, in whole or in part, for the purpose of raising funds for national purposes of the Party; and
 - (5) such other activities as the Board may approve and direct.
3. That the Convention endorse the decision to build and maintain the “Strong Start” campaign, a special cash reserve for the purpose of promoting and defending its next permanent Leader;
4. That the Convention endorse a special, nationally co-ordinated, one-time, all-electoral district fundraising campaign in the spring of 2012 with the sole target of raising funds to enable the Party to make the investments required to fast-track the deployment, population and utilization of its universal database technology (i.e. Liberalist) in support of national and local organization, communication and fundraising efforts;
5. That the Convention endorse the decision of the Party to (i) establish and properly support the achievement of appropriate targets with respect to Victory Fund and Laurier Club participation in all EDAs, with such targets to be set in consultation with the PTAs and the EDAs, (ii) transparently monitor and report actual performance of PTAs and EDAs in relation to the achievement of such targets, (iii) set Victory Fund targets based on a national goal of doubling participation the Victory

Fund in each of the ensuing 3 years by July 1 of each year and (iv) set Laurier Club targets in the discretion of the Board on the recommendation of the Chief Revenue Officer;

Engaging Liberals and Rebuilding the Base

7. That the Convention (i) mandate each EDA to undertake a comprehensive and nationally-supported voter registration drive in its electoral district between April 1, 2012 and March 31, 2013 to recruit new Members and Supporters and (ii) direct the Board to develop and oversee, in co-operation with the PTAs, a detailed campaign plan for such drive that focuses on developing national and local leadership, clear EDA objectives, in-person and online outreach methodologies and appropriate volunteer training.
10. That the Convention affirm the principle of requiring all LPC candidates for the House of Commons in any election or by-election to face an open nomination contest in their electoral districts in order to stand for election as an LPC Candidate in any election or by-election, subject to the Board's right to approve specified exceptions to the rule at the request of and on the recommendation of the Leader;
11. That the Convention affirm the Party's decision to maintain a permanent virtual and real-time policy development process accessible to all Members and Supporters of the Party through its website, with management of the process and content delegated to volunteer expert policy working groups to be organized, maintained and supported by Caucus critics, assisted by Caucus staff;

Streamlining the Party

13. That the Convention endorse a streamlining of Party decision-making and operations as follows:
 - (i) that PTAs embrace a more focused role in terms of providing support and logistics for EDA volunteers in the strengthening and rebuilding of the active membership base and financial health of all EDAs with clear and enforceable targets set in consultation the Party and with the PTAs;
 - (ii) that the Party immediately review and reconsider all aspects of its budget allocations given real changes in available funding, including but not limited to PTA budgets, the National Office, funding of the Leader's Office and the requirements of general operations;
 - (iii) that the Party, in co-operation with PTAs and EDAs, achieve savings in the administration of the Party by centralizing all banking, treasury, accounting and compliance functions in the National Office without impacting the right of PTAs and EDAs to retain absolute control over the deposit, withdrawal and/or expenditure of their funds, all following a validating cost review of each item and subject to adjustment as practical/applicable to blended PTA's;

(iv) that the Party, in co-operation with PTAs, reduce duplication and overlap in its operations by integrating communications (i.e. web, email, telephone), payroll and human resources services to the maximum extent possible following a validating cost review of each item and subject to adjustment as practical/applicable to blended PTA's;

(v) that provincial and territorial targets for Victory Fund donors and Laurier Club membership be set in consultation with the PTAs to more effectively promote fundraising in the regions and across the Party and to establish a basis for accountability for funding allocations and that actual performance relative to such targets by PTAs be monitored by the Board;

(vi) the National Director and the Executive Directors/Directors General ("Regional Directors") of the PTAs work in concert to provide a single, proposed annual strategic plan for the Party for the review and consideration of both the Board and PTA Executives, including specific and enforceable deliverables at both the national and provincial/territorial levels;

(vii) that the Party and the PTAs give top priority to reviving and strengthening EDAs supported by a strong, integrated and accountable team of national and provincial/territorial field staff. Field workers will report and be accountable to:

(a) their Regional Directors in respect of EDA activity generally; and

(b) through the Regional Directors to both the National Director and the applicable PTA President specifically with respect to the execution of the Party's strategic plan and the achievement of consultatively established EDA development targets in fundraising, organization and membership.

(viii) that the Board and all PTA Executives more actively ensure that all operational activities are fully co-ordinated nationally and that each PTA Executive will:

(a) consist of at least a federal policy chair, a Victory Fund chair and a Laurier Club chair, who may be non-voting members as the PTA determines, each of whom will be expected to liaise directly with their counterparts both regionally and nationally;

(b) review and adjust its composition from the perspective of efficacy and redundancy, with redundant positions being eliminated;

(c) support local field staff in aggressively targeting and recruiting strong leaders to help revive and/or strengthen EDA's with a view to enhanced candidate recruitment and operational readiness; and

(d) support strategic coordination, through the National Election Readiness Committee and the National Office, of all election readiness activity on the part of the Caucus, the Party and its PTAs from a common and unified communications platform.