

*A FRESH START FOR
BRITISH COLUMBIA*



SOCIAL CREDIT



“For some time now, I have been travelling throughout the province, talking with people and listening to what they have to say. What I’ve learned is that British Columbians everywhere want a fresh start. They want a government that is open, accessible and sensitive to their needs, a government that will capitalize on a growing wave of confidence and hope. I, too, believe it’s time for a fresh start in B.C. And with your support on October 22, we can all start working toward this common goal together.”

Bill Vander Zalm
Bill Vander Zalm



ELWOOD VEITCH
A STRONG VOICE FOR
BURNABY-WILLINGDON

BILL VANDER ZALM
A FRESH START FOR B.C.

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BILL VANDER ZALM

A COMMON GOAL.

The time is right. British Columbia stands on the verge of great opportunity. Now more than ever, we need to think in terms of a common goal. It's time to set aside our differences and actively pursue those policies and programs that are in the best interests of the people of our province.

We must directly address the problems of economic growth and diversification. We must set strict priorities within a realistic economic framework. We must also realize that these objectives will help guarantee what every British Columbian has a right to expect – steady work, a first rate education, quality health care and effective social programs.

A FRESH START.

I am committed to attaining our common goal with a new spirit of frankness and openness in government. It is the only way we can win the confidence and trust of the people of B.C. I know that such an attitude will also build confidence outside the province. Furthermore, I believe open government is the best possible way to encourage unique approaches and fresh points of view.

For my part, it means straight talk and straight answers, so we can all have a clear understanding of the problems and how we intend to go about solving them.

POSITIVE ATTITUDES.

Now more than ever, the government and the people of B.C. need to think positively. We



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need to put aside partisan self-interest and the politics of confrontation. Let's seize the real opportunities that are now presenting themselves by entering into a new phase of cooperation. It is vital that we maintain our forward momentum, that we exploit our recent economic advances by continuing to pursue economic opportunity. This is the key to B.C.'s future growth.

AN ECONOMIC FRAMEWORK.

The most important single priority for government is to develop and diversify our economy. To attract new investors from outside the province and to encourage small and middle business within it. Expo '86 helped set the stage for revitalized economic growth. It's time we built on that promise.

New business will create new jobs. The field is wide open, with new opportunities ranging from fish farming to helicopter mechanics, from computer training to film industry development.

I will encourage the private sector to build on our existing resource industries with "value-added" processing as a way to bring new dollars and jobs to our province.

I plan to bring together representatives from labour and management and set a new tone for industrial relations. In government, we must continue to be cost-effective, while streamlining regulations to help pave the way for new business activity. I believe these are the critical first steps in restoring our economic stability.

A STRONG VOICE.

A big part of B.C.'s future has to do with what goes on outside the province. Freer trade with the U.S., getting our fair share of federal contracts and continuing to open up new foreign markets – these are areas where we need to put our best foot forward. Much of our success will hinge on our negotiating skills, but even more importantly, on our ability to present a strong, unified voice that represents what's best for British Columbia. I believe that this new spirit of cooperation is essential if we are to succeed outside the province on a larger stage.

NEW FACES.

Today, many people are willing to participate in government for the first time, to become involved as part of the solution. These are people from all over B.C. with valuable local knowledge and a particular point of view. They are from every walk of life, and they want a chance to contribute what they know.

This new spirit of participation is widespread. In our own Social Credit Party, membership has actually doubled in the last six months, and over half the Socred candidates running this October are new. They bring with them fresh ideas, fresh skills and a renewed enthusiasm for the task at hand. I hope you'll join me in supporting your local candidate in the upcoming election. It means a fresh start for B.C. – and for all of us.