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Nova Scotia . . .

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Setting the Course

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NOVA SCOTIA...SETTING THE COURSE

VINCENT J. MacLEAN, MLA  
January 23, 1986

## Direction and Determination

ESTABLISH CLEAR  
OBJECTIVES,  
ATTAINABLE GOALS

The government of Nova Scotia must establish, for itself and for the people of the province, clear objectives, attainable goals.

Now, more than ever before, Nova Scotia needs an overall economic strategy; clear direction in areas of social responsibility; new initiatives in health and education.

Nova Scotia needs a new style of political leadership, with the courage and will to implement policy and programs which are based not on political gain or loss, but on the long-term needs of all Nova Scotians.

The Liberal government I lead will have the courage and the will to embark on a co-operative adventure with the people of Nova Scotia. Our future is uncertain. The world around us is changing faster today than ever before. If we don't keep pace we will be left behind and our children will suffer for our shortcomings. We need

GOVERNMENT MUST  
EXPERIMENT,  
ACCEPT CHALLENGES.

a government willing to experiment and accept challenges. Nova Scotia can no longer afford a government which operates from day to day, basing most decisions on political expedience.

We need a government that will enhance our opportunities. Nova Scotians want a government that will participate in efforts to achieve the best possible future for all.

Leadership is the ability to see to the newest horizons and beyond; to see the future and anticipate the needs of our people, not today or yesterday, but tomorrow and the day after.

#### Our Future

WE MUST ENGAGE  
THE PROBLEMS OF  
THE PRESENT IN  
ORDER TO REACH  
THE PROMISES OF  
THE FUTURE

The future of Nova Scotia is no longer directly tied to the traditional sectors of fishing, forestry, mining and manufacturing.

NOVA SCOTIA NEEDS  
NEW LEADERSHIP  
WITH FORESIGHT  
AND PLANNING

With more than 70 percent of all jobs and economic output coming from other areas, particularly the information-based and service sectors, Nova Scotia needs new economic leadership.

New leadership with foresight and planning is needed, not only to recognize the changing basis of our economy, but to take full advantage of the new opportunities that will be created.

WITH PROPER  
PLANNING ECONOMIC  
CHANGES WILL  
MEAN NEW JOBS

With proper planning and promotion these changes will mean a chance to find jobs for all Nova Scotians.

Nova Scotians who have worked hard in the traditional industries will need new jobs.

Nova Scotians who are ready to enter the work force for the first time want to stay in Nova Scotia.

Nova Scotians who want to re-enter the work force, want to maintain their families.

Although Nova Scotians are skeptical of economic miracles, they realize that changes can bring exciting possibilities and futures, as well as some disruptions.

WE NEED INFORMED,  
COURAGEOUS AND  
DETERMINED  
LEADERSHIP

In short, Nova Scotians understand the need to be working at the right things in the right way. They understand that this requires an informed, courageous and determined leadership, willing to engage the problems of the present in order to reach the promises of the future.

#### The Agenda of Change

CANADIANS ARE  
SEEING DECLINES  
IN THEIR SHARE  
OF SOME MARKETS

Canadians are changing the products they sell.

As competition on a global scale produces new and cheaper resources at an

unprecedented rate, Canadians are seeing marked declines in their share of world markets for unprocessed products such as fish, lumber, steel, coal and other minerals.

Canadians must develop new products and services based on our international reputation.

WE MUST DEVELOP  
NEW PRODUCTS  
AND SERVICES  
BASED ON OUR  
REPUTATION

Respected throughout the world for our resource know-how, Canadians and Nova Scotians are already finding profitable new markets for their knowledge and skills in how to find, develop, manage and transport various raw material products.

It is this know-how that will fuel Canada's part in the growing information-based industries.

It is this know-how that developing countries will continue to buy from Canada.

They want our know-how to map resources. They want our know-how to build and manage ports.

They want our know-how and skills in coal mining and forestry management.

But Nova Scotia needs clear and contemporary government policies to support this new era of opportunity. Policy

approaches are needed, not only in industrial planning but also in education and social services to support and enhance this change.

OPPORTUNITIES WILL  
EXPAND IF WE  
REALIZE THE  
POTENTIAL OF AN  
INFORMATION-BASED  
ECONOMY

Industry

Making the products the world wants  
to buy.

We will expand opportunities for all Nova Scotians if we quickly realize the immense potential of an information-based economy.

The reason for this promise of jobs is simple. The information-based economy is based on people. People, in effect, are the strategic resource.

But people must also have the skills and knowledge that lets us compete and offer the best in this new service sector. Nova Scotians are rich in resource knowledge, but we must be able to package and sell this knowledge. We must research, develop and document this know-how in exportable form, such as process systems and computer software.

INVEST IN AND  
BUILD RESEARCH  
CENTRES WHICH  
DOCUMENT OUR  
EXPERTISE

We must invest in and build research and development centres that collect and document our expertise, as well as provide

a place for us to establish and maintain our leadership in these new knowledge-based industries.

Nova Scotia can, and must become a knowledge-based industrial leader in the areas of:

Fisheries management and processing.

Minerals mapping and processing.

Port construction and management.

Forestry mapping, management and planning.

Agricultural planning and management.

Coal mining, processing and management.

COMMUNITIES CAN  
ADAPT ECONOMIES  
TO THE NEW  
INFORMATION AGE

Communities throughout Nova Scotia will be shown how they can adapt their local economies to this new information age.

To encourage and properly develop these new community driven enterprises, we must turn to Nova Scotia's seasoned team of entrepreneurs for their guidance and ideas.

#### The Transition

Change can be frightening.  
But the change to this new economy has essentially already begun.



The problem is that the current federal and provincial governments have no policy to recognize the new economy, and its wealth of opportunity.

PRESENT GOVERNMENTS  
HAVE FAILED TO  
RECOGNIZE THE  
OPPORTUNITIES

This is why jobs are so scarce and temporary.

That is why exports are sluggish.

That is why Nova Scotia is out of step with the future.

By accepting a future in an information-based economy we will expand opportunities for all Nova Scotians.

Nova Scotians still out of work because of the changes in our industrial emphasis will find work in a busier Nova Scotia.

An out of work miner might find a job as a maintenance engineer in a new mining research centre.

A student trained in auto mechanics might be retrained in computer maintenance.

Examples of these possibilities already exist in Nova Scotia. We must simply expand into this obvious new era.

Retraining options must be created for all types of employment created by this knowledge-based industry.

ECONOMIC OPTIONS  
WILL BE CREATED IN  
CO-OPERATION WITH  
PRIVATE SECTOR

These options will be created in an imaginative way, in co-operation with the private sector.

For instance, community-based enterprise and retraining centres can be set up with the goals of the community in mind.

Various forms of these centres already exist in the United States, Japan and other parts of Canada.

To take advantage of this changing economy we must allow the creation of new business initiatives.

New ventures continue to be the best job creators in North America.

Government leadership is needed to help this sector by:

Finding and developing venture capital.

Aiding in proper assessment and target marketing for these new ventures.

Forming various Nova Scotia trading companies to market the new information products abroad.

EXPECTED RESULTS:

BETTER QUALITY,  
MORE SECURE JOBS

- New relevant jobs and training for those currently unemployed;

- New investment by new enterprises;
- More new jobs and a revival of economies throughout Nova Scotia;
- Better quality and more secure jobs;
- Opening new world markets;
- Higher paying jobs for Nova Scotians willing to retrain.

#### Small Business

##### Tuning the job-creation vehicle

FOUR-POINT PLAN  
WILL ASSIST  
SMALL BUSINESS

Since 1975, 100 percent of net new job creation in Canada has been initiated by small business. (those with 1 to 50 employees).

To foster and encourage small business, and job creation, we will implement a four-point plan, developed through consultation with owners of small businesses. These are:

- Combine funds from make-work projects and unemployment insurance to use as a wage subsidy for persons employed in qualifying businesses
- Reduce by 50 percent the provincial corporate tax rate for small business
- Establish a Small Business Development program similar to the SBDF program in

Ontario.

FEDERAL-PROVINCIAL  
WAGE SUBSIDY  
PROGRAM FOR  
SMALL, MEDIUM  
BUSINESSES

- Create regional Small Business Development Centres to administer all government programs relating to small business, as well as offer entrepreneurial upgrading and skills development.

The wage subsidy would require agreement with the federal government, whereby dollars for make-work projects and unemployment insurance benefits paid upon termination of these projects are pooled.

This pool of funds would be used to provide wage subsidies to small and medium-sized businesses (up to 500 employees) which create new jobs.

The wage subsidy would be phased out over a five-year period, so that in the first year the subsidy would cover 50 percent of the wages and the business would pay the other 50 percent. By the end of the five-year period the business would pay 100 percent of the salary and a new, permanent job will have been created.

CUT PROVINCIAL  
CORPORATE TAX  
IN HALF

The 50 percent corporate tax reduction will cost the province about \$5 million annually in revenue. However it would also create an estimated 3,000 new jobs.

This translates to a cost to the government of \$5,000 per job. In addition business has expressed a willingness to give up various provincial grant programs in favour of the tax break. Therefore there would be a saving in reduced grants, and a reduction in the paper burden caused by grant programs.

CREATE SMALL  
BUSINESS  
DEVELOPMENT  
CORPORATION

A Small Business Development Corporation will supply investment capital to eligible businesses by making an equity investment through purchase of shares in the company. Ownership by the SBDC will be limited to 49 percent. This is a business self-help program, in that funds for the SBDC come from other investors in the province.

SBDCs have been enormously successful in Ontario, where since 1979 some 554 have been formed, channelling almost \$300 million in investment into 650 small businesses.

ESTABLISH REGIONAL  
SMALL BUSINESS  
DEVELOPMENT  
CENTRES

Regional Small Business Development Centres would serve to decentralize government offices and place them in the communities where they are needed.

At the same time all government programs relating to small business would be administered under one roof.

Resource Sector

Producing what we need; preserving a way of life.

It is vital that the government of Nova Scotia establish long-term goals and take full advantage of every economic opportunity and job creation possibility.

JOB CREATION TO  
ASSIST RESOURCE  
SECTOR

However with unemployment hovering around 14 percent we must also look at immediate job creation programs over the short-term. These programs can be used to make meaningful contributions to our resource-based industries. Land clearing and improvement projects can assist our agricultural community; reforestation is a priority, and labour-intensive; a keep Nova Scotia beautiful campaign will create summer jobs and do wonders for our tourism sector.

Those involved in our traditional resource-based industries know best what government can do along with them. Farmers, fishermen, foresters are not looking for

OPEN COMMUNICATION  
BETWEEN GOVERNMENT,  
RESOURCE SECTOR

a big brother in government, but a partner and ally.

We must open the lines of communication between government and the resource sector. We must allow this sector to continue producing what we need, and we must, above all else, maintain, enhance and preserve this very Nova Scotian way of life.

GEAR FOREST  
MANAGEMENT PROGRAMS  
TO WOODLOT OWNERS

Nova Scotia's forests belong to Nova Scotians. The large pulp and paper companies are very important to our economy, but our forestry policy cannot be formulated with only these companies in mind. Over 50 percent of our woodlands remain in the ownership of private woodlot owners.

It is time government recognized this fact, and geared forest management programs to the small woodlot owner.

These woodlot owners must be encouraged to improve their holdings with incentives, not government-imposed penalties for non-compliance.

REWARD INITIATIVE  
IN AGRICULTURE

In the agricultural community it is time to reward and encourage initiative, not ignore or discourage it.

A cottage wine industry is developing in Nova Scotia, which with the proper government assistance could grow into a major industry.

A tax concession on wines produced with Nova Scotian grapes will have a significant beneficial impact on this infant industry.

#### Tourism, Arts and Culture

##### The hidden assets.

The sectors of tourism, arts and culture are hidden assets of Nova Scotia. We do very little for these important job creators and promotion leaders.

INVEST IN AND  
SUPPORT TOURISM

Tourism, in spite of its importance both as a job creator and source of foreign exchange has been left to develop on its own. It has not received the priority accorded by government to other sectors, such as manufacturing. We must invest in and create more ways to support this vital sector.

ESTABLISH  
HOSPITALITY  
TRAINING CENTRES

A major employer, tourism in Nova Scotia needs formal training centres dedicated solely to the hospitality industry. Full time careers in this industry should be encouraged to give Nova Scotia the talent base it will require to expand on its natural



amenities.

New centres, such as museums, science and research centres, theatres and amusement centres should be built in co-operation with local communities.

It has been proven throughout the world that such facilities not only attract tourists but also provide the important function of extending stays in areas.

We must make a one week or two week vacation in Nova Scotia an eventful experience.

Current government policies tend to under-estimate the great contribution which the arts and culture community makes both to the economic well-being and overall health and vitality of Nova Scotia. This sector has enormous impact on tourism, retail trade and regional promotion.

INVEST IN  
ARTS AND  
CULTURE

Nova Scotia must invest more in this sector, so that our province's heritage is more fully explained and interpreted by artists. For example consideration should be given to the establishment of a travelling summer show case - a Festival Nova Scotia. This would assist Nova Scotia artists in demonstrating their considerable

talents.

Managing Government

Getting what we pay for.

An efficient government serves the needs of a growing, evolving society.

When governments and their bureaucracy become the focus of growth and society in turn serves government, changes must be made.

NEW EFFICIENCIES  
WILL BE BROUGHT  
TO GOVERNMENT

New efficiencies will be brought to government by the information-based industries.

Governments in Canada have traditionally been informed collectors and sources of reference.

The new information-based industries will eliminate this role of government. Government will regulate not control commercial activity.

Government will not be called upon to administer or implement programs, since companies will be better informed and therefore better suited than governments to take decisions.

This should result in a decline in bureaucracy.

Greater efficiency will occur as

government turns to the private sector to work out co-operative approaches in education, health care and child care. We must create attractive policies to initiate this trend.

REDUCE CABINET  
SIZE AND  
RATIONALIZE  
PROGRAMS

By way of example, the size and cost of the Executive Council in Nova Scotia is out of step with the needs of the Province. The Provincial Cabinet can be reduced in size and a rationalization of departments and programs effected to bring about efficiency and reduce the cost to taxpayers.

Our goals in managing government must be to reduce bureaucracy; provide more efficient spending; promote greater government/private sector co-operation; and ultimately reduce the size and cost of government.

In addition the following steps will be taken:

- A special session of the Legislature will be called to repeal the great volume of unnecessary laws and regulations in this Province and steps taken to ensure that henceforth no regulations are made without adequate opportunity for public comment;

- Conflict of interest Legislation will be introduced;
- The Legislature will sit in both spring and fall sessions.

Education

EQUALITY OF  
OPPORTUNITY IN  
EDUCATION IS  
A MUST

Equality, excellence and prepare for  
tomorrow.

An enlightened education policy must rest on two fundamental principles:

We must prepare our young people for the society they will face; and

We must afford every Nova Scotian equality of opportunity in education.

Our education system in Nova Scotia is geared to the 1970s, when it should be geared to the 1990s. Our schools and universities should be producing graduates ready for the economic and social challenges they will face tomorrow, in 10 years and in 20 years.

A strong education system is essential to meet the present and future economic needs of Nova Scotia. New opportunities will be missed if our education system is allowed to erode.

READJUST AND  
EXPAND INVESTMENT  
IN A MORE  
RELEVANT  
SCHOOL SYSTEM

This is not the time to cutback education funding, but to readjust and

expand investment in a more relevant schooling system. This system must be geared to meet the needs of a changing Nova Scotia economy.

An immediate change in attitude and policy is required. Nova Scotians, and their government, must stand up to the short-sighted and damaging effects of education funding reductions, or our children will be the losers in the new economy.

OPEN AND ADAPT  
SCHOOLS FOR  
COMMUNITY USE

To make more efficient use of our school facilities, we will open and adapt them to be used by the entire community. Our schools will become community research and recreation centres.

Local industry will be encouraged to become more directly involved in the development of relevant training programs in local schools.

The ability to adapt and learn is part of our everyday life, yet our education system does not fully reflect this reality. Training and re-training will require new initiatives and experiments in education.

EXCELLENCE IN  
EDUCATION IS  
THE GOAL

Increasingly we hear of our schools graduating students who cannot read or write. Surely we are doing these young Nova Scotians a disservice by pushing them

into a society which they are not equipped to face.

Our schools must produce graduates who possess basic skills in communication and mathematics. Excellence in education is our goal, but all of our students must attain a level of competency in those basic skills necessary to coping - and coping with distinction - in our changing world.

No government should dictate education policy, nor can the policy be developed in a vacuum.

We must open the lines of communication to the Nova Scotia Teachers Union, the school boards association and the home and school associations.

All of these organizations are committed to improving the quality of education offered to young Nova Scotians. Through a co-operative effort we can reach our goal of excellence.

Every student in every school in Nova Scotia has a right to the best possible education we can offer.

EVERY NOVA SCOTIAN  
HAS THE RIGHT  
TO AN OPPORTUNITY  
FOR UNIVERSITY  
EDUCATION

Every Nova Scotian, regardless of economic circumstance, has a right to the

opportunity for a university education. On the principle of equality of opportunity in education, we must never compromise.

FUNDING FORMULA  
MUST CHANGE . . .  
FUND PROGRAMS  
NOT NUMBERS

The provincial education funding formula must be changed. The provincial government must fund programs, not numbers. Then, and only then, will all students in Nova Scotia have access to the same level, number and quality of programs.

STUDENT LOANS  
WILL BE  
AVAILABLE TO  
ALL

Student loans will be available to all Nova Scotians who want, and have the ability to attend a university or other post-secondary institution. There will be no income test. Income tests are discriminatory. Student loans should be a universally-applied education policy.

Bursaries will be available to economically disadvantaged students, and as a reward for academic excellence.

The recent recommendation of the Royal Commission on Post Secondary Education dealing with tuition fees is unacceptable. This recommendation would, if implemented, result in a doubling of tuitions at Nova Scotia universities.

If our university tuitions increase the best and brightest of Nova Scotia's youth will seek their higher education elsewhere. Once again Nova Scotians will be "going down the road" and many will never return.

We simply cannot afford to lose them.

The cost to the taxpayer of post-secondary education cannot escalate indefinitely, but neither can the cost to the student. We must be imaginative and daring in finding new ways to reduce university costs, and we must assist post-secondary institutions in finding new sources of revenue.

A BETTER EDUCATED  
POPULATION  
IS ITS OWN  
REWARD

A better educated population is its own reward.

Also, the economic benefits of a highly-motivated, well educated society are considerable. The quality of our workforce will attract new, modern and highly technical industry to the province.

Education is vital to the new, information-based economy.

#### Health and Human Resources

Dignity, independence and quality of life.

ERECT A NETWORK  
OF SOCIAL  
RESPONSIBILITY

Nowhere is a long-term plan and innovative approach more vital or relevant



than in the health care field. What can be more important than the health of our children, the safety of our citizens and the quality of life we offer our parents and grandparents.

Our goals must include, improving the overall health of Nova Scotians; upgrading our health care delivery system; and erecting a network of social responsibility to assist the disadvantaged, the unfortunate and the innocent victims of bureaucratic bungling and social injustice.

Health care:

The foundation of our health care program must rest on two significant new initiatives.

A comprehensive, province-wide home health care delivery system; and an exciting new emphasis on preventative medicine.

Nova Scotia is headed for a health care crisis.

By the year 2020, if the current trend toward institutionalization is allowed

COMPREHENSIVE,  
PROVINCE-WIDE  
HOME HEALTH  
CARE SYSTEM

to continue, every hospital, nursing and special care bed in Nova Scotia will be needed by elderly patients. Economically, a comprehensive home health care system is the only answer to this impending crisis. More importantly, it is our moral responsibility to offer our elderly the choice of staying in their own homes if they so desire.

HOME CARE WILL  
PREVENT HOSPITAL  
STAYS, KEEP  
THOUSANDS OUT  
OF NURSING HOMES

A comprehensive home health care system will include the following service available in every home in Nova Scotia:

Nursing care;  
Homemaker services;  
Companion Services;  
Access to physicians;  
Meals-on-wheels;  
Transportation services;  
Handyman services;  
Physiotherapy; and  
Respite service.

The time has come to mount a full-scale assault on the so-called lifestyle diseases. This can and will be accomplished through preventative medical practices, rehabilitative services and education.

FULL-SCALE  
ASSAULT ON  
LIFESTYLE  
DISEASES

Each year more of our hospital beds are occupied by people suffering from lifestyle diseases. Of the 10 leading causes of death in North America, smoking is a significant factor in four; alcohol can be a factor in six; and diet is a factor in four. Public education can reduce the cost to society and the human suffering which accompany these diseases.

We can, and will improve our mental health system and provide increased support services to Nova Scotians suffering the anguish of emotional diseases.

We will upgrade the facilities and services offered to those suffering alcohol and drug-related problems. Alcoholism and drug addiction are diseases and will be treated as such.

We will expand pre-natal care programs, place increased emphasis on occupational health and safety and broaden public access to physical fitness programs and facilities.

NO USER FEES  
NO EXTRA BILLING

User fees and extra billing have no place in the health care system of Nova Scotia, and cannot be tolerated.

The time has come to mount a full-scale assault on the so-called lifestyle diseases. This can and will be accomplished through preventative medical practices, rehabilitative services and education.

A planned, rational approach to health care issues will result in dramatic, long-term economic and social benefits.

The approaches described here will reduce the need for new hospital construction and allow us to use existing beds for acute care.

#### Human Resources: The Family

IF WE RESPOND  
SUCCESSFULLY,  
WE STAND TO  
GAIN A BETTER  
QUALITY OF LIFE

Understanding the so-called "women's issues", which are everyone's concern, provides us with a new vantage point from which to analyze the other changes that confront us.

If we respond successfully we stand to gain a new order and quality of life.

The introduction of new technologies to the workplace has meant a loss of jobs in those areas where women have traditionally found employment.

FAIR POLICIES  
GOVERNING  
PART-TIME  
WORKERS

Specific and systematic training policies must be found for women entering and re-entering the workforce.

Fair policies governing part-time workers must be instituted to help parents who are also involved in the vital work of maintaining a family.

A full range of sensitive approaches to these issues will create a better family environment in a society that now usually demands that both parents work for economic reasons.

Child care that is reliable, affordable and reflects the quality of education must be provided.

HOUSING IS A  
SOCIAL PRIORITY

In keeping with a Liberal commitment to provide adequate housing at a reasonable cost to all Nova Scotians housing will become a priority social policy.

Recognizing that proper housing is a necessity of life, and that there is an immediate shortage of housing for low income Nova Scotians, particularly single parents, we must increase and expand the program of rental subsidies until our housing drought is alleviated.

EXPANDED RENTAL  
SUBSIDIES OVER  
THE SHORT-TERM

In addition we will implement a self-help program for Nova Scotians who build their own homes.

Government financial aid will allow these people to put "sweat equity" into their homes. This program will also provide a boost to the building trade sector.

To implement the change in approach the present Department of Social Services will be abolished and replaced with a Department of Human Resources.

This is not a cosmetic name-change, but indicates a significant realignment of social responsibility designed to streamline delivery of social programs. Responsibility for housing will be assumed by this new Department.

All responsibility for child care (daycare) will be assumed by the Department of Education.

Responsibility for nursing homes and homes for special care will be assumed by the Department of Health.

Anyone who aspires to political office must have a clear sense of direction and priorities, and be able to tell his or her fellow citizens what that direction is, and what those priorities are. That is a hallmark of leadership. This document is meant to be a statement of direction and priorities.

We can and should expect more from our government. But more does not mean ever-increasing expenditures and more government give-aways. It means courageous leadership. Leadership which, if given the opportunity, I am prepared to undertake.