

**Message Event Proposal**

<b>Date:</b> Week of March 18, 2013 – Time TBC	<b>Media Market:</b> North America
<b>Location:</b> TBC Prince George or Prince Rupert, BC	<b>English Media Spokesperson:</b> Minister Oliver
	<b>French Media Spokesperson:</b> Minister Oliver
	<b>Multicultural Media Spokesperson:</b>

**EVENT**

- Minister Oliver will announce the appointment of a Federal Special Representative to the Prime Minister for West Coast Energy Infrastructure to enhance Aboriginal consultations.
- This announcement could be part of a suite of events in Vancouver on marine and pipeline safety. (TBC)
- A news release and backgrounder would be issued.

**STRATEGIC OBJECTIVES**

- Promote Canada's commitment to achieving its goals under its plan for *Responsible Resource Development*, including increased consultations with Aboriginal people.
- Demonstrate that the Government of Canada is fulfilling its commitment to take a more direct role in important issues relating to First Nations and Aboriginal Canadians.
- Promote Canada's commitment to capitalizing on natural resource development to create jobs and growth.
- Highlight Canada's plan for the responsible development of Canadian natural resources.

**GOVERNMENT/PARTNER FUNDING (IF APPLICABLE)**

- N/A

**KEY STAKEHOLDERS / PARTICIPANTS**

- N/A

**VISUAL MESSAGE(S)**

**DESIRED PICTURE (STILL/Video)**

- Minister with Federal Special Representative

**ACTUAL SPEAKING BACKDROP**

- TBC

**LENGTH OF SPEECH:**

7 minutes

**TOPE:**

Positive, forward-looking

**ATTIRE:**

Business

**WRITTEN MESSAGE(S)**

**DESIRED NEWSPAPER HEADLINE:**

Minister Oliver Announces  as Special Federal Representative to the Premier Minister for Aboriginal Consultations

## KEY MESSAGES

- The Government of Canada will make every effort to ensure Canada's First Nations and Aboriginal people have the opportunity to share the benefits of resource development in the years ahead.
- The Special Federal Representative for West Coast Energy Infrastructure will work to build relationships with Aboriginal communities and engage Aboriginal groups in British Columbia that are most likely to have an interest on issues and opportunities related to the west coast energy infrastructure development.
- The Special Federal Representative will help identify opportunities to facilitate greater Aboriginal participation in resource development related to jobs and business ventures, while at the same time identifying ways in which Aboriginal groups can play a greater role in strengthening environmental protection.
- The Government of Canada believes that, by working together with Aboriginal people, provinces and industry, all Canadians can share in the jobs and prosperity that awaits us if we act now.
- The Government of Canada must and will make every effort to ensure Canada's First Nations and Aboriginal people have the opportunity to share the benefits of resource development in the years ahead.

### *Economic benefits for Aboriginal peoples*

- Aboriginal economic development is a priority for Canada, and a new strategic framework for increasing Aboriginal participation in the Canadian economy has been implemented.
- In 2010, Aboriginal companies performed C\$1.3 billion in contract work with oil sands companies (not including construction-related jobs) and more than 1700 Aboriginal people were directly employed in oil sands operations.
- Over the past 12 years, Aboriginal-owned companies have secured more than C\$5 billion worth of contracts from oil sands companies in the region. For example, Shell Canada has spent more than C\$1 billion on contracts with Aboriginal companies since 2005, and Cenovus Energy has tripled its investment in Aboriginal-owned businesses over the last two years, from C\$86 million to C\$245 million.
- A joint venture between the Bigstone Cree Nation and Bronco Energy is the biggest oil sands project ever undertaken on First Nations reserve lands.
- To support economic security in their communities, economic development corporations (EDCs), the economic and business development arm of Aboriginal groups, are helping to grow First Nations incomes in communities throughout Canada. It is estimated that EDCs will help the combined income of Aboriginal households, businesses and governments surpass C\$32 billion by 2016, an increase from the estimated \$24 billion in 2011.

### *On Responsible Resource Development*

- The Government's plan for *Responsible Resource Development* will make project reviews more predictable and timely; reduce duplication of project reviews; strengthen environmental protection; and enhance Aboriginal consultation.
- Through the Government's plan for *Responsible Resource Development*, consultations with Aboriginal groups are fully integrated into the environmental assessment and regulatory permitting processes from beginning to end. Possible impacts on their potential or established Aboriginal or Treaty rights are given due consideration in decision-making.
- To this end, there are now three federal government agencies, as opposed to 40 under the old regime, responsible for environmental assessment to ensure there is an effective, consistent and meaningful consultation process.
- The federal government provided \$13.6 million through the Economic Action Plan 2012 to further support consultations with Aboriginal peoples.
- As part of the measures to strengthen Canada's Marine Oil Spill Preparedness and Response Regime, the Government of Canada will strengthen the engagement and involvement of Aboriginal and non-Aboriginal communities in preparing for and responding to oil spills.

**PHOTO CAPTION:**

- The Honourable Joe Oliver, Canada's Minister of Natural Resources, accompanied by the newly appointed Special Federal Representative for West Coast Energy Infrastructure,  in Vancouver on Wednesday, March 13, 2013.

**ROLLOUT**

**COMMUNICATIONS PRODUCTS**

<input checked="" type="checkbox"/> Media Advisory	<input checked="" type="checkbox"/> Speech	<input checked="" type="checkbox"/> New Release	<input checked="" type="checkbox"/> Backgrounder(s)
<input checked="" type="checkbox"/> Q&A	<input type="checkbox"/> Talking Points	<input type="checkbox"/> M.P. / Caucus Kit	<input checked="" type="checkbox"/> Biographies and company profiles
<input checked="" type="checkbox"/> Post-Event Media (Twitter, Facebook)	<input type="checkbox"/> Web Content	<input type="checkbox"/> Photo Release	<input type="checkbox"/> Props (describe)

**MEP APPROVED BY:**

**Date:**