"A Foundation For Our Future Generations"

MAA-NULTH FIRST NATIONS
Presentation to the BCTC First Nations Ratification Forum
February 18, 2014

Prepared and presented with permission by:
Angela Wesley, Wes-Can Advisory Services

Huu-ay-aht First Nations | Ka:'yu:'k't'h'/Che:k'tles7et'h' First Nations
Toquaht Nation | Uchucklesaht Tribe | Ucluelet First Nation

The 5 Maa-nulth First Nations

- Huu-ay-aht First Nations
- Ka:'yu:'k't'h'/Che:k'tles7et'h' First Nations
- Toquaht First Nations
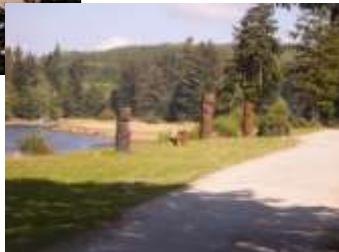- Uchucklesaht Tribe
- Yuułuʔiłʔatḥ First Nation

  Home communities are close to Bamfield, Ucluelet, Alberni Inlet and Kyuquot. In most Nations, between 60 and 90% of members reside away from home.

  Total population: approx. 2,500

Zeballos
Vancouver
Island
Kyuquot
Sound
Port Alberni
Ucluelet
Barkley
Sound
Bamfield
Victoria

Maa-nulth First Nations

Key Dates

- October 3, 2003: Signed Maa-nulth Agreement in Principle

- December 2006: initialed Final Agreement

- July and October 2007: each Maa-nulth First Nations ratified Final Agreement (approval ranged 71 to 97%)

- Effective Date – April 2011

Keeping warm by the Indian Act Fire!
March 31, 2011, 11:45 pm

Final Agreement Votes

Final Agreement Voting

- <u>Very</u> strict voting process (preceded by an enrolment process)

- Rules agreed by all Parties

- Independent electoral officer (arms length)

- Tripartite Ratification Committee – separate from communications team and First Nations

Maa-nulth Voting

	Vote*	Eligible Voters	Requirements for Approval	Example
Voting Date 1	1) Constitution Vote	• Enrolled • 16 years + as of date of Treaty and Band Votes	• 50% + one of those who cast a ballot	**200 eligible voters** Example 1: If 80 vote, 41 must vote in favour Example 2: If 160 vote, 81 must vote in favour
Voting Date 2	2) Band Assets Vote	• Indian Act list (Indian Status members) • 16 years +	• 50% must cast a ballot and, • of those, 50% plus one must vote in favour	**200 eligible voters** - 100 must cast a ballot - of those 51 must vote in favour
	3) Treaty Vote	• Enrolled • 16 years +	• 50% plus one of the total number of "eligible voters"	**200 eligible voters** - 101 must vote in favour

Final Agreement Approval rates

	% of eligible voters	% of those who voted
Huu-ay-aht	72	90
Ka:'yu:'k't'h'/Che:k'tles7et'h'	62	71
Toquaht	78	85
Uchucklesaht	85	97
Yuulu?il?ath,	62	70

Ratification Experiences

Ratification Experiences:

➢ Huu-ay-aht Constitution objectives

- involve people in development of the Constitution
- provide information to allow for an informed decision

➢ Maa-nulth Treaty ratification objectives

- educate about the treaty
- encourage voters to participate in the votes

Some Challenges

➢ Feelings of not belonging

➢ Historic divisions in the Nation

➢ Anger over past issues

➢ High percentage of members live away from home

➢ "Non-contact" over extended periods

➢ Finding and keeping track of members

➢ Getting the team on the same page

Some Challenges

➢ Resources – human and financial

➢ "De-coding" complex issues for a wide variety of audiences

➢ Identifying what members want to know and making communications relevant to them

➢ Time! (when to meet, never enough time) Etc, etc …!

All of these challenges lead to high communication costs!

Why it Worked:

➤ We educated our teams first

➤ Responsive to members (open and welcoming environment)

➤ Answered the questions using plain language and a variety of communication methods and materials

➤ A variety of members participated on the communications teams (including volunteers) – treaty team, administration, leadership, youth, elders, hereditary chiefs, family heads, technical support …

… my personal opinion!

➤ Our teams:

  ➤ truly cared about communicating with the people

  ➤ believed in the messages they were delivering

  ➤ shared a strong desire for a positive outcome

  ➤ were supported by leaders who supported the plan and emphasized the key messages

  ➤ worked long and hard

What was done

➤ Developed a communication plan as a team

➤ Much of the messaging was based on "before/after" treaty to provide members with a reference point of what they know

➤ Strategized on key messages (constantly)

➤ De-briefed (constantly) and discussed the results of communication efforts

What was done

➢ Prepared (over time) a variety of materials to support the key messages and communication objectives (and questions that arose from members)

➢ Identified and assigned appropriate presenters and speakers to specific topics/areas

➢ Compiled a database of citizens to track residency locations, preferences for meetings and/or contact etc. (and in preparation for the vote)

Communication Workers …

➢ Enthusiasm is key! Provide training and support!

➢ Training: communication skills, facilitation skills, technical training (computer skills, layout/graphics, meeting and event coordination)

➢ Organizational abilities – tracking is critical

➢ Supportive of goals and objectives

➢ Trusted by members – open

➢ Youthful energy and vision for the future!

Communication Workers …

➢ Provided basic training and figured out what their roles were!

  o finding and keeping track of members, gathering them to participate in information sessions, keeping in touch, circulating information, bring questions back to the team

➢ leadership and negotiating teams supported them with presentations, presenters, materials, communication objectives and plan (answered the questions)

Communication methods

- Community Meetings / gatherings / reunions (culture and sometimes just fun!); at home and away from home

- House-to-House visits (some scripted, some not)

- Youth Campaign (forum, gatherings)

- Council / Staff Campaign

- Telephone Campaign (personal contact – notify of meetings, seek opinions/input, schedule home visits)

- Website, videos/DVDs (overview, youth forum, history in process) – instills pride!

Communication tools

- Bulletins and brochures on specific topics on the treaty (try for 1 to 2 pagers)

- Question & Answer documents

- PowerPoint presentations – including "table-top" format for house visits

- Maps, visuals/graphics/photos/banners/videos

- Quotes!

- Deliver in person, door to door, mail, website

Some Best Practices

For Communications and Ratification

Some Best Practices - General

- Develop and implement a comprehensive communications strategy/plan

- Have a strategic plan and vision in place

- Engage citizens in many different ways, especially in direct personal 2-way communications … respect all opinions

- Involve the entire team in communication efforts, it's not any 1 person's responsibility

- Visible leadership support for initiatives

Some Best Practices - General

- Bring administration and treaty teams together as soon as possible

- Learn from the experiences of other Nations

- Don't just communicate when you need something!

- Don't be complacent – always keep your eyes and ears open and be sure to address concerns of team members and citizens as early as possible

Some Best Practices - Specific

- ➤ Set out a calendar for meetings and topics to be communicated

- ➤ Appoint members of the team to facilitate and make presentations during the meetings

- ➤ Avoid covering more than two topics per meeting

- ➤ Actively pursue influential Band members, youth and other volunteers to assist in the campaign; include youth in the campaign wherever possible

Some Best Practices - Specific

➢ Incorporate home/family and personal visits

➢ Strategically appoint Team members to conduct specific house-to house visits

➢ Utilize telephone campaigns to keep in touch with members

➢ Ensure the person making the phone calls has an energetic and friendly voice and is supportive of the communication objectives

Some Best Practices - Specific

➢ Schedule sessions with Band Staff to inform and answer questions

➢ Obtain commitment from staff to participate positively in the campaign

➢ Host 'nation-building' events: Gatherings; Re-unions; Feasts; Picnics

➢ Develop and keep an up-to-date (daily), centralized database

Some Best Practices - Specific

➢ … follow up on all commitments!

➢ Evaluate progress, share successes

➢ Discuss, discuss, discuss as a team

➢ Don't be afraid to make adjustments to the plan !

Treat people well – laughter, food, culture, family …!

No vote is a "no vote"

If voters are enrolled and do not vote, they will count as a "no" vote due to the requirement for a % of those enrolled required to vote in favour

… assuming a 50% + 1 majority is required for approval

… 100 enrollees → 51 votes in favour required no matter how many enrolees vote

Importance of Getting Voters Out

Assuming approval rating is 50% + 1, and you have 100 individuals enrolled in the treaty, you need 51 votes in favour in order for the vote to pass.

Enrolled	Voted	In Favour (voted) (%)	Opposed (voted) (%)	% of enrolled in favour	Pass / Fail
100	51	50 (98%)	1 (2%)	50%	Fail
100	66	45 (68%)	29 (32%)	45%	Fail
100	80	55 (68%)	25 (32%)	55%	Pass

Key Messages based on our Vision

Why have a Treaty?

Treaty Vision

- We wanted to finish what our ancestors had begun

- Rebuild our governments and our Nations from the 'ground up', beginning with the people; reinstitute governments that reflect who we are and where we come from

- Negotiate tools and take back resources (governance authorities, lands, resources, cash) to allow us to:

  - change our world in a positive way

  - once again control our own destiny

- Live in healthy, self-sustaining communities

Roadmap to our future

Thank you

Angela Wesley, Wes-Can Advisory Services
(for Maa-nulth First Nations)
Contact: wescan@citywest.ca
Phone: (250) 638-1727 or Cell: (250) 615-9303
See publications at: http://www.maanulth.ca/whats_new.asp