

# Improving Fiscal Fairness in Canada

Ontario and the West—but especially Albertans—overpay for Equalization and other federal programs. Alberta's hopes for future prosperity are further damaged by federal economic policies. Fairness Alberta is raising awareness to generate reforms.

**FAIRNESS  
ALBERTA**   
**PROUDLY CANADIAN.  
FIERCELY ALBERTAN.**



## Mandate

Fairness Alberta's mandate is to inform Canadians about the magnitude of the contributions Alberta make to Canada, while educating Canadians about the damaging fiscal, trade, energy, procurement, and infrastructure policies that chronically undermine Alberta's—and Canada's—potential.

## Vision

We are focused on achieving federal policy reforms that secure Alberta's long-term prosperity by persuading Canadians that a stronger Alberta means a stronger Canada.

## Why we are Different

- Non-partisan, non-separatist, fact-based, grassroots
- Long-term focus on unfair federal policies and programs
- Not directed at provincial policy
- Educating Canadians about Alberta in a factual way
- Already established credibility with mainstream media as a go-to source
- Diversity of political and professional background

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## Why this Matters

- > Albertans have sent \$324B through Ottawa to other provinces since 2000, and get indifference or hostility in return
- > To dig out of COVID-induced jobs and fiscal crisis, Canada Needs Alberta's Economy
- > Most media, business leaders, and fair-minded Canadians simply don't understand how vital Alberta's productivity has been to Canada – and still is!
- > Alberta's Equalization referendum in October will require awareness about facts
- > If we don't shift opinions in Canada our kids and grandkids will never have the opportunity we did

## The Facts

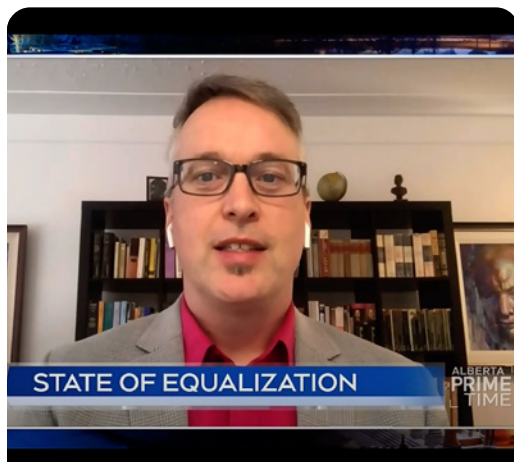


- > \$324B works out to \$320,000 per Alberta family of four sent to other provinces
- > Ottawa doesn't support AB like AB supports Ottawa: Fiscal Stabilization cap now \$170 per person to AB, but since 2007 average Albertan sent net \$5000 to Ottawa - every year!
- > There's virtually no gap now between 'have' and 'have-not', yet Equalization keep growing
- > Quebec (\$13b in Equalization) has balanced budgets and now growing heritage fund!
- > Oil and Gas was Canada's biggest export in 2019 (\$102b) but policies undermining it





# Latest News



MARCH 12, 2021

**Alberta Primetime:  
“Building an Equalization  
Reform coalition”**

[Read the full story](#)

Read Now >



FEBRUARY 26, 2021

**The Globe and Mail:  
“How Alberta’s shrinking  
economy could shake  
up the billions Canada  
spends on equalization.”**

[See Bill Bewick’s Opinion](#)

Read Now >



FEBRUARY 24, 2021

**National Post:  
“Robbing the West  
to Pay for the Rest –  
Exposing the Unfairness  
of Equalization”**

[Read the full story](#)

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# Media Coverage

## Alberta Primetime: Building an Equalization Reform coalition

MARCH 12, 2021

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## 630 CHED Equalization interview with Shaye Ganam

MARCH 8, 2021

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## The Globe and Mail: How Alberta's shrinking economy could shake up the billions Canada spends on equalization

FEBRUARY 26, 2021

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## National Post

FEBRUARY 24, 2021

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## Danielle Smith Show

FEBRUARY 17, 2021

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## Edmonton Journal

FEBRUARY 4, 2021

Read Now >

## The Hitch

JANUARY 11, 2021

Read Now >

## Calgary Herald

DECEMBER 30, 2020

Read Now >

## Globe and Mail

DECEMBER 26, 2020

Read Now >

## National Post commentary on Fiscal Stabilization

DECEMBER 4, 2020

Read Now >

## HoC Standing Committee on Finance pre-budget

DECEMBER 3, 2020

Read Now >

## AB Primetime interview on HoC presentation

DECEMBER, 2020

Read Now >

## Calgary Herald guest column on CFS fuel standard

NOVEMBER 19, 2020

Read Now >

## Todayville coverage of Ontario campaign

NOVEMBER, 2020

Read Now >

## Danielle Smith Show: Poll results on importance of AB economy

OCTOBER 21, 2020

Read Now >

## CityTV interview on Ontario campaign and poll

OCTOBER 20, 2020

Read Now >

## AB Primetime TV interview on Ontario campaign

OCTOBER 1, 2020

Read Now >

## Toronto Sun coverage of Ontario campaign

SEPTEMBER 22, 2020

Read Now >

## CTV news coverage of Ontario campaign

SEPTEMBER 19, 2020

Read Now >

# Alberta Transfer Meter

Albertans' Net Contributions  
(2000 – 2019)

**\$324,833,000,000**

## About the ATM

The Alberta Transfer Meter (ATM) shows the staggering total of transfers that have gone from Albertans' federal taxes and EI premiums to other provinces from the beginning of 2000 to the end of 2019.

In other words, over 20 years Albertans sent a net \$79,870 per person to Ottawa that was spent in other provinces, or \$319,480 for a family of four.

In 2018 alone, during the midst of an economic downturn made much worse by policies, signals, and other decisions made by the Federal and other provincial governments, that family of four contributed a net \$16,917

to Ottawa that did not come back to Alberta.

It is clear that Albertans make a disproportionate contribution to the federal government and the transfers that it sends to other provincial governments to provide health care, social services, infrastructure, and other spending. To give some perspective on the other side of the equation, the net transfers from Albertans over the last two decades meant a benefit of \$41,801 per family outside Alberta. That's an incredible sum that they received in federal and provincial spending that they did not have to pay for through taxes or debt.

It is also clear that the Federal government, as well as some provincial counterparts, are pursuing policies and making decisions that are not only costing Albertans jobs and livelihoods in Alberta today, but also damaging investor confidence in Alberta so thoroughly that it jeopardizes our children and grandchildren's prospects at financial security.

Fairness Alberta will improve Canadians' understanding of how Alberta's success improves their communities, and how our federal government puts numerous barriers in the way of Alberta's future prosperity.

# Testimonials



**Alberta, a place to call home.**



**Jennifer Martin**  
President & CEO  
Junior Achievement,  
North Alberta

**"As a proud Canadian and Albertan, it is time to let my country know that as our economy struggles we are feeling more and more mistreated by the rest of Canada – our relationship is in dire need of repair."**

**Albertans are good neighbours.**





**Bettina Pierre-Gilles**  
Chair of the Board,  
Piikani Investment  
Corporation

**"It's important we have an organization that will help Ottawa realize that it's necessary to ensure a fair deal for Alberta. It takes a prosperous Alberta for Canada to succeed."**



**Albertans need to be heard.**



**Michael Jorgensen**  
Emmy® Award Winning  
Filmmaker

**"Myself, and the people I've brought into the organization, are individuals from every political ideology. Regardless of right or left wing leanings, each one of us is interested in the economic well-being of future generations of Albertans."**



**Our kids are counting on us.**

"A group of people came into my daughter's restaurant yesterday. A brochure was left on the table that said "Fairness Alberta"...she read it and felt hopeful for the future of our province knowing that people were doing something. Hope is in short supply for many people here."

Give hope to young Albertans.



Peter D. Sametz  
P.Eng., ICD.D

"As someone who grew up and was educated in Ottawa and then came to Alberta for a successful career, I believe I owe it to this province to support Fairness Alberta."

A Strong Alberta = A Strong Canada.





## 2021 Strategic Plan

- Continue building reputation as a non-partisan, fact-based, awareness and advocacy group effectively furthering Alberta's interests in Canada
- Deepen research on section 36 of the Constitution, other topics of fiscal unfairness, and energy and other economic policies that target Alberta and hurt Canada
- Communicate results through all forms of media in a way that is accessible and persuasive to our markets
- Develop Toronto-based advisory group targeting Ontario cabinet and MPs
- Set up stand-alone affiliated [www.EqualizationReferendum.ca](http://www.EqualizationReferendum.ca) as educational go-to-source

## Actively Fundraise to support strategic plan

- Aggressive awareness campaign in Ontario (as well as Alberta), with BC next
- Billboards, online ads, social media boosts, radio and TV campaigns also possible
- Clean Fuel Standards (CFS) petition and promotion
- Increase Facebook advertising to expand awareness and continue building supporters and organic reach across Canada
- Set stage for more fundraising success

# Funds Required

## Short term:

- \$100,000 for aggressive push in Ontario/BC in late Feb/March to spring

## Medium-term:

- Steady state annual budget of \$300,000 (\$14k/month operations, remainder is for advertising/promotion)

## Long term milestones:

- Goal of \$1 Million to properly plan longer term

# How can I make a difference?

## > Direct funding support

- Through website or contacting us for cheque/etransfers

## > Referrals to your network

- Individual outreach for supporters/donors both inside and outside Alberta

## > Host a Zoom call where we present to your guests





## Contact Us

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