



Let's change politics for good.

When Informed Opinions recently secured additional capacity-building funds, we decided to invest in mobilizing pan-Canadian support across sectors in pursuit of increasing the voices and influence of women and gender-diverse people in politics.

Why focus on the need to take meaningful action to ensure women and gender-diverse people hold a balance of power in politics? Because like the news media, politics has the power to affect everything.

Canada lags woefully behind many other countries on political representation: We rank 61st internationally! For context, Mexico and New Zealand are tied at number 4.

This is because they and many other nations:

1. Recognize that representation is fundamental to democracy (that's why Quebec's 22% of the population is matched by 22% of the seats in Parliament), but that geographic representation should not be the sole representation default);
2. Understand the significance of the research finding that decisions are better, and organizations are more effective when women are involved at senior levels;
3. Reject incremental change as a means to addressing the chronic imbalance; 4. Deliberately implemented measures to ensure that women hold a balance of powers.

We've researched the paths to parity taken by other countries and believe the measures best positioned to change politics for good in Canada include:

- electoral reform (previously promised but not delivered)
- mandatory gender quotas (we currently have voluntary ones)

[Independent research](#) finds that quotas have improved the qualifications of the people elected by reducing the number of, in the researchers' words, "mediocre men".

We need to act now, in advance of the next federal election, while political parties still have the opportunity to demonstrate (vs just pay lip service to) their commitment to equality.

Join us! We're seeking partners and ideas to develop potential mobilization strategies. The goal is to deliver maximum collective impact with minimum investment from collaborators and supporters.

We're casting a wide net to engage advocacy organizations and professional associations, unions and networking groups. From book clubs to sports teams to choirs – everyone has a stake in changing politics for good. Spread the word!

To share ideas for this mobilization and get involved, email info@informedopinions.org.

Come for the solidarity, stay for the impact ... so that a few years from now you'll be able to say, "This is how I contributed to achieving a balance of power in our lifetime."

We are half the population; we deserve representation.

We're not settling for a third; we will be heard.

*We are done asking.**

**(from "Done Asking" by Shari Graydon)*