

Yukon's Future. Our Priority. Our Plan

Yukon Government's Financial Advisory Panel

YUKON GOVERNMENT ENDURING PRIORITIES

Our people-centred approach to wellness helps Yukoners thrive.

Our strategic investments build healthy, vibrant, sustainable communities.

Our strong government-to-government relationships with First Nations foster reconciliation.

Our diverse, growing economy provides good jobs for Yukoners in an environmentally-responsible way.



In 2017, Dialogue Partners, together with John Glynn-Morris, was retained to plan and implement a meaningful, inclusive, and comprehensive public engagement process to support the needs of the of an independent Yukon Financial Advisory Panel (YFAP) and also the government's desire to model a better public engagement process. A two-phased public engagement process provided input and feedback for the Panel's consideration.

What happened?

The Government of Yukon established an independent financial advisory panel that would advise on options to return Yukon to a healthy financial position and ensure that it can fund the priorities and goals of the Territory. But financial planning is more than dollars and cents, it's about articulating a plan, set of priorities and goals for the future and then aligning that with the available fiscal and financial tools and options. Much like a family would plan for their long-term personal finances, first you need to know and understand priorities, and second you need to assess the current state and available options. Our engagement process set out to gather input from Yukoners in both of these areas.

The early consultation phase of the project focused on building and exploring what success of each Enduring Priority looked and felt like in action as well as collecting input and feedback that would serve as guiding principles for the development of the future financial planning options. This insight was provided to YFAP and subsequently developed a series of options to return Yukon to a healthy financial position. Part of this initial planning work was working with and building capacity through training with the project team as well as Cabinet. In the second phase of the project, we engaged interested participants in a conversation about opportunities and challenges associated with each option.

Numerous different engagement tools were used to create a variety of opportunities for Yukoners to provide their input and feedback. We selected a suite of tools and techniques to meet a diversity of needs in the Yukon ranging from the urban capital of Whitehorse to the fly-in only



What our client said about us...

“I wanted to let you know that Panel members and the Premier spoke very highly of all of the hard work everyone put in to make the engagement process a success. You were a major part of that and I wanted to pass on the kind words. This was a fun and rewarding project, and it has been a pleasure to work with all of you.

*-Project Manager,
Yukon Government*



community of Old Crow. These included over 60 face-to-face meetings, workshops, focus groups, and open houses, an online survey, and online discussion forum (Civicy), and ‘Yukon Talks’ where citizens could upload their story onto the Yukon Government YouTube channel. Watch one of them by clicking [here](#).

Things we learned along the way.

The Value of Key Note Listeners.

The United Nations Foundation defines *keynote listener* as “one who listens, absorbs, analyzes to understand key take-aways.” We utilized keynote listeners at almost every face-to-face engagement event and on the online discussion forum. Members of the Panel served as keynote listeners and their primary function was to actively listen to the diversity of perspectives, understand common themes and support a safe, constructive and welcoming conversation. Serving in this role flips the dynamic from Panel members being seen as “people with the answers” to emphasizing knowledge and wisdom within the group.

Education that inspires participation.

In this project and particularly in phase I, it was imperative that we build understanding and awareness of financial planning and the issues under discussion. We strived to create a campaign that was inviting, noticeable and built knowledge. We developed and distributed relevant, easily understood communications material through a variety of appropriate channels including the production of a 60 second video that highlighted information about the project, why it was relevant and what would be different about this engagement process. It was the “call to action” to all interested Yukoners. We also developed 2 project infographics to support understanding and knowledge to meaningfully participate.

