



Policy

Canadian Politics and Public Policy

Welcome to our special issue on Election 2015, a campaign that took many twists and turns over 78 days before the voters elected a surprise Liberal majority on October 19. They did so because Justin Trudeau and the Liberals ran by far the best campaign, at both the strategic and retail levels. Our unsurpassed political professionals, policy experts and veteran and not-so-veteran commentators break down the campaign, the results and their implications.

In this Issue::

- To begin, [Susan Delacourt](#) takes us behind the scenes of the Liberal campaign and tells us how Trudeau and his team did it. No one knows the Liberal Party, or the Trudeau entourage, better than this noted political author and columnist.
- [Geoff Norquay](#) looks at the ballot question in 2015, and writes that change trumped continuity, with Trudeau coming to personify change while Mulcair lost this debate decisively in the closing weeks of the campaign.
- [Robin Sears](#) writes of lessons learned for the NDP and the Conservatives, and the identity politics that hurt the NDP but came back to haunt the Conservatives in the end.
- And [Marty Goldfarb](#), the dean of Canadian pollsters who worked for Trudeau's father, tells us how and why voters found their way back to the Liberal brand.
- We also have five regional profiles—[Charles McMillan](#) on the Atlantic, [Antonia Maioni](#) on Quebec, [Tom Axworthy and Rana Shamoon](#) on Ontario, [Dale Eisler](#) on the Prairies and [Greg Lyle](#) on B.C.
- Contributing Writer [Kevin Lynch](#) writes about the challenges of government transitions, something he knows a lot about as a former Clerk of the Privy Council and head of the Public Service. He writes that it's time for a governance re-boot, with an emphasis on risk management rather than risk avoidance.
- [David Mitchell](#), former president of the Public Policy Forum, shares his thoughts on governance in a campaign period.
- Then there was the social media effect. [Catherine Cano](#) writes that mainstream news organizations such as her own Radio-Canada have met the challenge of new media and are growing audience. Facebook's [Kevin Chan](#) argues that social media are the new platform for public engagement, while [Andrew MacDougall](#) observes that this is the new normal, and parties need to deal with it.
- One of the new elements in this election was the millennial vote, and the coming of age of the cohort born in the 1990s. Our social media editor, [Grace MacDonald](#), offers her take on how millennials voted and why.
- Finally, we are delighted to welcome [Don Newman](#) to our roster of writers. In his first column, Don looks at the pathway to power taken by Pierre Trudeau in the last century, and Justin Trudeau today. He concludes that the son had the more challenging path than the father, and may be the tougher and more resilient Trudeau for having earned his way to the top.