



National Integrity Party

Party Slogan: Strengthening Traditions, Securing our Future

Our Members

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Dear fellow Canadians,

My name is Ammaz Baig and it is the honour of a lifetime to stand before you today as the face of change in the midst of these challenging times. I am a first generation immigrant from Pakistan who came to this country in 2002, primarily growing up in Ajax, Ontario for most of my life. More recently, I graduated from Toronto Metropolitan University, with a degree in Politics and Governance, and I look towards creating a brighter future for Canadians just like me. As the leader of the National Integrity Party, I firmly believe that Canadians deserve a government who will put them first. My party will work with people like yourselves, to foster a positive environment, and allow our fellow Canadians to thrive, in order to fulfill the Canadian dream. I have been inspired by my parent's experience as immigrants navigating and respecting this prosperous nation, to give me a better life, and wish to uphold their pride of what it means to be Canadian. Yet it's become clear that we as a nation are losing our national identity, to policies that have put our great country at risk. My commitment is to rekindle Canada's national identity, and a shared sense of community that was once abundant in our beautiful nation.

Main Message

Our Party wishes to restore the national identity that made you proud to be a Canadian citizen. We will protect Canadian rights by abolishing harmful policies, which have become a burden on everyday working families by virtue of the previous government. This will be done by putting an end to the failing carbon tax policy, revisiting the immigration plan, and by promoting a fiscally responsible government that will reduce the federal deficit. We believe through this approach, we will empower Canadians of today and tomorrow to take pride in restoring our nation, to once again become proud to represent Canada.

Platform Points

Removal of the Carbon Tax

As we launch this political campaign, our mission is clear: to abolish the carbon tax and introduce effective, innovative climate policies that benefit all Canadians. The current Greenhouse Gas Pollution Pricing Act, commonly referred to as the carbon tax, has imposed a significant financial burden on families, businesses, and industries nationwide. While its goal to reduce greenhouse gas emissions is essential, the economic drawbacks are considerable.

We propose a bold and forward-thinking plan to replace the carbon tax with more efficient and equitable solutions. Our strategy aims to achieve substantial emission reductions without the economic strain of the current policy. Our approach focuses on three key principles: regulatory efficiency, strategic investments, and market-based incentives. For policy strategies we aim to develop more targeted and efficient regulatory measures that directly address high-emission sources.

Achieving Carbon Tax Removal:

How we propose to remove the Carbon Tax is to do the following:

1. **Introduce the legislation:** We hope to propose a bill in Parliament to repeal the Greenhouse Gas Pollution Pricing Act.
2. **Garner Political Support:** Next we plan to gain support from a majority of Members of Parliament (MPs). Then we will consider coalition building with other political parties.
3. **Proposing Alternative Climate Policies:** We will develop alternative climate policies by focusing on regulatory measures; investments in green technology; market based approaches like cap and trade systems and ensuring such alternatives meet or exceed current emission reduction targets to uphold international commitments.

4. **Collaborate with Provincial Governments:** We plan to work with provinces to create region specific climate strategies as replacements for the federal carbon tax. As well as encourage provinces to design their own carbon reduction initiatives that fit local economic and environmental contexts.
5. **Consult Stakeholders:** We will engage with businesses, environmental organizations, and the public to gather input and build support for new policies.
6. **Public Education Campaigns:** We plan to launch campaigns to explain the benefits of the proposed alternatives and highlight how these alternatives will achieve emission reduction goals without a carbon tax.

Lowering Taxes

In our campaign for a better Canada, we understand that a favorable tax environment is essential for economic prosperity and growth. Lowering taxes will provide significant benefits: it will save over 20 million middle-class Canadians more than \$450 on average in 2024, increase disposable income, and drive consumer spending. By cutting the tax rate for the middle class and increasing the basic personal amount, we aim to reduce the financial burden on Canadian families. Currently, the total tax bill for the average Canadian family is 45.3 percent of its income—more than what the average family spends on housing, food, and clothing combined. Additionally, lowering corporate taxes will make Canada more competitive globally, stimulate business investment, and support job creation. We need lower taxes to foster economic growth, enhance business competitiveness, and improve the financial well-being of all Canadians.

1. Personal Income Tax Reduction:

- a. **Middle-Class Tax Relief: Cut the Second Income Tax Bracket Rate:** Lower the rate for the second income tax bracket to provide direct tax relief to middle-class Canadians.
- b. **Increase the Basic Personal Amount:** Raise the basic personal amount to reduce the tax burden on low- and middle-income earners. This will save more than 20 million middle-class Canadians over \$450 on average in 2024 compared to prior tax rates.
- c. **Expand Tax Credits and Deductions:** Increase existing tax credits (e.g., Child Tax Benefit) and introduce new credits for education, and housing to further support Canadian families and individuals.

2. Corporate Tax Reduction:

- a. **Lower Corporate Tax Rate:** Gradually decrease the corporate tax rate from 38% to align closer with the worldwide average statutory rate of 23.37% and the GDP-weighted average of 25.43%. Businesses eligible for federal tax abatement can already reduce this to 28% for income earned within Canada.

- b. Small Business Tax Rate:** Reduce the small business tax rate from 10.5% to 9% over the next two years, providing small businesses with up to \$7,500 in federal tax savings per year.

Privatization of Healthcare in Canada

Canadians are becoming increasingly concerned about the performance and sustainability of our healthcare system. For too long governments have hid behind the notion of universal healthcare, whilst providing Canadians below par quality of care. Hospital wait-times are now the highest they have ever been, with patients waiting over 22 hours before being admitted to see a doctor, and an average of 27-weeks patients who are waiting for medically necessary treatment, after referral by their doctor. These wait-times are not ‘minor inconveniences’ rather a true sign that our current healthcare system is failing.

Our policy gives our Canadians more options within the healthcare system. Our party wishes to have more private-sector involvement with for-profit clinics to lower the burden on Canadians, and our hospitals. A more diverse healthcare landscape including private sector options, can help distribute the financial burden by offering an alternative funding option, not only reducing the load on public funds through tax payments, but ensuring public resources are used more efficiently.

Implementation Strategies

- 1. Public-Private Partnerships (PPPs):** Implementing PPPs where private entities collaborate with public hospitals to provide certain services, share resources, and invest in infrastructure.
 - a. Adoption of Design-Build-Finance-Maintain (DBFM): Private companies responsible for clinics, specialized medical centers, and long-term care facilities, from the design to the maintenance.
 - b. Key performance indicators (KPI) strategy that focuses on patient-centered care, and accountability by both parties to deliver. Accountability and transparency will ensure any necessary changes that private companies need to address in their approach.
- 2. Privatization of Non-Core Services:** Privatize non-core services such as diagnostic imaging, elective surgeries, and outpatient clinics to private providers. To use contractual agreements to maintain quality and accountability standards in privatized services.
 - a. Services not directly related to medical care to be distributed to private companies

- i. Information Technology Services (IT)
 - ii. Security Services
 - iii. Pharmaceutical
 - iv. Parking management
 - v. Catering and food services
 - b. Outsourcing contracts: Longer contracts of 10-20 years with clear performance metrics and penalties for non-compliance. Contractual agreements are clear and ensure the private service is meeting the required standard set by the government, and support the overall goal of the healthcare system.
3. **Incentives for Private Investment:** To offer tax breaks and other financial incentives to encourage private investment in healthcare infrastructure and services. This includes simplifying regulatory approval processes for new private healthcare facilities and technologies.
- a. Research and Development Grants: particularly in areas of pharmaceutical medicine, and digital health technology.
 - b. 20%-30% tax credit on capital investments in new healthcare facilities or technology. These services include diagnostic centers, digital health solutions, and long-term care facilities.

Benefits

The main focus with these incentives is to promote innovation and technological advancement, but also, more private investments will help us reach underserved communities, where specialized services may not be available. The flexibility in service provision will allow medical care to be more quickly adopted, so they adhere to the ever changing needs of Canadians.

Immigration:

As Canadians, we pride ourselves on being a multicultural society that promotes benefits for immigration by prioritizing a successful foundation for our immigrants to contribute positively to Canada's growing economy. Unfortunately the last 8 years have shown us that this government promotes unsustainable immigration policies that look to benefit short-term solutions in the post-COVID world, at the expense of our future. Our goal is to provide policy that emphasizes a merit-based immigration system, while putting an end to these temporary solutions.

1. **Immigration Caps:** the federal government plans to welcome 485,000 permanent residents in 2024, and an average of 500,000 starting in 2025-2026. Last year we had the largest annual increase in new immigrants, with an estimated 1.3 million new persons who came to Canada under a temporary basis. This number is set to increase gradually for the next 5-10 years.
 - a. *“Immigration Sustainability Act”*: Place annual cap of 300,000 new persons entering Canada. This number is flexible based on the economic conditions, labour market needs, and commitment to Canadians, to be reviewed annually. The maximum cap shall not exceed 425,000 new persons.
 - b. **Category specific caps:**
 - i. Economic class: (Increased economic class immigration which includes skilled workers, business immigrants, and provincial nominees)
 - ii. Family reunification: (includes spouses, children and grandparents of Canadian residents.
 - iii. Refugees and other Humanitarian Categories: (Includes any sponsored refugees and protected people in need of urgent protection.
2. **Effective temporary migrant system emphasizing growth:** Recent trends indicate that we are not creating a pleasant environment for our temporary residents. In 2023, Canada brought over 800,000 temporary residents, most of whom were international students, that were touted to become contributing members of the economy. Yet, the Government has not provided the necessary tools needed for temporary immigrants to be successful in Canada.
 - a. Selective Admissions/Recruitment: (prioritize student admissions for high demand fields that are subject to change based on labour market needs in Canada)
 - b. Accreditation verification from legitimate institutions upon entry to Canada (protect both international student and institutions from being subjected to admissions fraud, promoting a more successful environment)
 - c. Career services and Orientation programs: (provide a comprehensive orientation program that covers cultural adaptation, financial planning and career services that aim to improve the pathways to permanent residency.

Our Vision

Our revised immigration strategy represents a shift towards sustainable immigration, that balances the economic needs and social cohesion. By carefully managing the number of new

immigrants, we aim to ensure that Canada returns to being a land of opportunity for both our current and future Canadian generations.

Defense Spending:

Our party recognizes the urgent need to strengthen Canada's defense capabilities. Enhanced funding will improve disaster response, protect critical infrastructure, and assert Arctic sovereignty. Economically, it will stimulate job creation, technological innovation, and a secure investment climate. It will also support military and law enforcement personnel through better training, equipment, and mental health resources. This investment will foster national pride, community trust, and strengthen Canada's international standing.

Canada is currently the only NATO member not meeting the agreed-upon defense spending targets of 2% of GDP and 20% of the defense budget on equipment and research and development. Despite being the seventh-largest defense spender in NATO and 14th globally, Canada's defense spending as a percentage of GDP stands at 1.33%, below the NATO target. As such, we propose raising defense spending to 2% of GDP by 2032, through an incremental spending plan.

- **Incremental Plan:** Implement a plan to increase defense spending incrementally by 0.1% of GDP each year.
 - This gradual approach ensures manageability and sustainability, avoiding sudden budgetary shocks and boom-bust cycles, allowing for steady growth in defense capabilities.
- **Long-Term Target:** Aim to reach 2% of GDP by 2032 under normal conditions.
 - This provides a clear and achievable roadmap, allowing for comprehensive planning and gradual enhancement of defense capabilities while maintaining fiscal responsibility.

Law Enforcement Funding

As Canadians and as a party committed to ensuring the safety and security of our communities, we recognize the vital role that well-funded and well-equipped police forces play in maintaining public order and fostering trust between law enforcement and citizens. By investing in our police, we can address the growing concerns about crime, enhance community relations, and ensure that our officers are adequately trained and equipped to handle the complexities of modern policing. This commitment to increasing police funding reflects our dedication to creating safer, more cohesive communities across Canada.

1. Enhance Public Safety

- a. **Increase Patrol Presence:** Hire additional police officers to increase patrol presence in high-crime areas to reduce response times and deter criminal activities.
- b. **Improve Technology:** Invest in advanced technologies such as surveillance systems, crime analytics software, and non-lethal weapons, to improve the efficiency and effectiveness of crime prevention and investigation.

2. Improve Training and Resources

- a. **Comprehensive Training Programs:** Provide extensive training for officers, including de-escalation techniques, mental health crisis intervention, and cultural competency. This will prepare officers to be capable of handling all kinds of situations and reducing instances of excessive force.

3. Address Mental Health and Substance Abuse Issues

- a. **Specialized Response Units:** Establish units dedicated to addressing mental health crises and substance abuse cases. This will reduce the burden on regular patrol officers and provide a more holistic approach to public safety, it will better allow tailored responses to public safety.

Decrease Unnecessary Spending

In the interest of ensuring that taxpayer dollars are used efficiently and effectively, we propose a strategic review and reduction of funding for unnecessary social welfare programs in Canada. This policy aims to streamline government expenditures, focusing resources on programs that provide the most benefit to Canadians and ensuring that public funds are allocated to areas with the highest impact. By decreasing unnecessary spending, we can enhance the efficiency of government programs and redirect resources towards essential services and investments.

1. Evaluate Social Welfare Programs

- a. **Program Review:** Conduct a comprehensive review of existing social welfare programs to assess their effectiveness and relevance. This will help identify programs that have overlapping functions or low impact and prioritize those with proven success and high demand.
- b. **Eliminate Ineffective Programs:** Defund or reduce funding for programs that do not meet established performance metrics or fail to deliver significant benefits. This will free up resources for more impactful initiatives and reduce wasteful spending.

2. Reduce Bureaucratic Costs

- a. **Administrative Efficiency:** Cut funding for programs with excessive administrative overhead or inefficient management structures. This will lower administrative costs and improve overall program efficiency.
- b. **Centralized Management:** Consolidate similar programs under a single management structure to reduce duplication and streamline operations. This will enhance coordination and reduce redundant administrative expenses.

3. Redirect Funds to Essential Services

- a. **Prioritize Core Services:** Reallocate funds from defunded or reduced programs to essential services such as healthcare, education, and public safety. This will ensure that resources are directed towards areas that have a direct and significant impact on the well-being of Canadians.
- b. **Invest in High-Impact Initiatives:** Invest in programs and services that address pressing needs, such as mental health support, homelessness prevention, and job training. This will enhance the effectiveness of government spending and improve outcomes for those in need.

International Trade Policy

Canadian International Trade Policy has always been reliant on our close relationship with the US. However, on an increasingly splintered global stage, it is important that Canada become ever more flexible with international trade by building and maintaining new relationships for international trade, as well as promoting domestic sourcing of goods. In May, Canada's international trade deficit grew to its largest in 10 months, with trade to markets other than the US down in the largest drop since data has been recorded in 1997, reported by CTV. The National Integrity Party's goal is to Erase the Deficit when it comes to Canada's international trade by pursuing market diversification and ultimately securing Canada's national security interests.

- 1. **Erase the Deficit:** Canada's international trade deficit grew to the largest in 10 months in May, with trade markets other than the US down in the largest drop since data has been recorded in 1997. We aim to reduce the international trade deficit that Canada currently operates at by increasing exports and fostering domestic production of goods.
 - a. Invest in Canadian natural resource sectors to ensure that we can sustainably continue to grow our exports of natural resources. We aim for a 25% increase in lumber, gas, and oil exports by 2026.
 - b. Invest in domestic sourcing of goods by reducing costs for business to operate in Canada.

2. **Market Diversification:** Closely tied to erasing Canada's international trade deficit, we aim to pursue trade relationships in untapped markets such as South America and South and East Asia. This will help reduce our dependence on the US, and promote Canadian exports.
 - a. We will pursue trade relationships and free trade agreements in markets where Canada has historically had little presence, such as South America and Southeast Asia.
 - b. We will lower tariffs on imports to encourage the flow of goods into Canada and to encourage international partners to do business here.

3. **Enhancing National Security:** National security concerns must always be at the forefront when considering new and existing international trade relationships. The current federal government has consistently underfunded departments that are working to secure Canadian national security interests, especially with respect to international trade relationships. The NIP would conduct international trade with Canada's national security interests at the forefront by increasing funding to departments dealing with economic-based threats, thoroughly reviewing existing trade partnerships in the interest of Canadian national security, and investing in trade relationships with new partners that contribute to Canadian national security.
 - a. In 2019, the Canadian federal government committed to investing \$67.3 million dollars over 5 years in departments committed to responding to economic-based threats, including Public Safety Canada, Innovation, Science and Economic Development Canada, Global Affairs Canada, and the Royal Canadian Mounted Police, among others. This works out to \$3.365 million per year, per named department, a pittance when living in an era of elevated global threat. We will boost funding for these departments to the level necessary for them to secure Canada's national security interests.
 - b. We will thoroughly review existing trade relationships with Canadian national security interests top of mind and prioritize trade with partners who contribute the most to securing Canada's national security.

Campaign Strategy

Our campaign, led by Ammaz, is underpinned by the idea that Canadians need an alternative to the current government and a return to representation that cares about their needs. Our party is based on a vision of Canada that cherishes traditional Canadian values, appreciates an orderly society, and values individual liberty over bureaucratic red tape. In aiming to connect our goals with real voters, our campaign strategy is tailored to connect with the Canadian voter base,

understand their needs, make their voices heard, and drive change that positively impacts their lives. We aim to run a clean campaign that effectively connects with voters by focusing on community outreach and marketing, fundraising, and effective policy implementation.

Email Sign-Up Strategy

1. Goal: Our party goal is to get at least **500** sign-ups who will form our voter base. This is an achievable goal if each of our five members collect **100** sign-ups.

2. Strategy:

Our strategy to achieve this goal takes a three-pronged approach. Our party members will first reach out to their friends and family, informing them about the Fellowship and the mock election and encouraging their participation as voters. Beyond our friends and family circles, our members will also leverage their wider academic and social circles using group chats and social media to expand our voter base.

Field Strategy & Communications

Our field strategy and communications are a blend of online and offline marketing, along with more traditional methods of outreach, such as door-to-door campaigns and voter canvassing.

Our online marketing approach, consisting of targeted social media ads and campaigns, influencer partnerships and endorsements, and email marketing and text-to-donate campaigns, is intended to increase the National Integrity Party's brand visibility, particularly among younger voters, and reach a wider voting demographic.

Our offline marketing approach, consisting of billboards, lawn signs, and newspaper endorsements, aims to connect our party with an older voting demographic, increasing our name recognition and reinforcing key campaign messages in the local community.

Our campaign also believes strongly in traditional voter outreach in order to build personal connections with the voter base and better understand their needs. As such, door-to-door voter canvassing and investing in volunteer recruitment and training play a key role in our grassroots efforts to increase voter turnout.

Fundraising

Fundraising is a critical part of our campaign strategy, as it allows us to conduct outreach and raise funds that will be allocated to various parts of our campaign operations, in priority order seen in the budget breakdown below. We plan to connect with potential donors by leveraging social media platforms as a form of crowdfunding, introducing a text-to-give system that makes it easier for voters to donate to our campaign. We can retain existing donors by organizing donor recognition events, offering exclusive content, and personally updating them on the progress of our campaign.

Budget Breakdown

Online Marketing (20%)

- **Targeted Online Advertisements and Social Media Campaigns:** Increase brand visibility and reach a wider audience, particularly younger demographics.
- **Paid Advertising on Platforms like Facebook, Instagram, and TikTok:** Effectively target specific voter segments and deliver key messages.
- **Email Marketing and Text-to-Donate Campaigns:** Direct communication with supporters, fostering engagement and donations.
- **Dedicated Social Media Accounts Managed by Interns for Video and Content Creation:** Increase online presence, share campaign messages, and engage with voters.
- **Influencer Partnerships and Endorsements:** Leverage influencer reach to expand our audience and credibility.
- **Search Engine Optimization (SEO):** Improve website visibility in search results, driving more traffic and potential supporters.

Offline Marketing (12%)

- **Billboards, Lawn Signs, and Newspaper Advertisements:** Increase name recognition and reinforce key campaign messages in the local community.

Staff Salaries (18%)

- **Salaries for Key Positions:** Policy Advisor, Communication Director, Campaigns Director, and Operations Director. Ensure a strong team to lead campaign strategy, messaging, and operations.

Canvassing and Voter Outreach (15%)

- **Door-to-Door Campaigns and Canvassing:** Build connections with voters, gather feedback, and increase voter turnout.

- **Phone Banking for Voter Information and Support:** Efficiently reach a large number of voters, provide information, and generate support.
- **Volunteer Recruitment, and Coordination:** Expand campaign reach through volunteer efforts.

Donor List (10%)

- **Engage Potential Donors:** Through donor recognition events, communications, and exclusive content.
- **Recognize and Thank Existing Donors:** With special events, programs, and personalized updates.
- **Launch Targeted Campaigns:** To leverage online platforms, crowdfunding, and direct outreach.

Events and Public Outreach (10%)

- **Host Large-Scale Rallies:** Plan major rallies to energize the base, attract media attention, and demonstrate broad support.
- **Host Town Hall Meetings:** Host frequent town hall meetings in different parts of the constituency to listen to voters' concerns and discuss policy proposals.

Campaign Office Budget (7%)

- Covering the Costs of Maintaining an Accessible and Functional Campaign Office

Travel and Accommodation (3%)

- **For Campaign-Related Travels:** Visits to communities across the country, and accommodation.

Flagship Policy

As we plan ahead for the future, it is essential that we reevaluate our approach for Canada's immigration system, so that it aligns with the country's current socio-economic realities, and national interests. What we cannot do is continue to raise immigration rates to the levels proposed by the current government, which look to bring over 500,000 newcomers each year starting in 2026. Lowering immigration levels is a strategic policy choice that offers sustainability in our great nation.

This policy proposal is not about closing our doors; instead, it's about protecting the prosperity of Canadians along with newcomers, to allow an immigration process that is once again mutually beneficial, for our existing Canadians and newcomers. “The Immigration Sustainability Act” will place caps on how many people come to Canada, at 300,000, which is subject to change annually based on the needs of our economy and job market. By carefully managing the numbers of new immigrants, we aim to reestablish Canada as a land of opportunity, balancing the economic needs of this country and effective social cohesion.