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2015-2016

# **ANNUAL REPORT**

TO SUPPORTERS

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**PARKLAND  
INSTITUTE**

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1996-2016  
**20 YEARS**  
OF RESEARCH AND  
EDUCATION FOR THE  
COMMON GOOD

# OUR YEAR AT A GLANCE



**5** REPORTS



**3** FACT SHEETS



**23** BLOG POSTS



**12** OP-EDS



**131** MEDIA MENTIONS



**84,666** USERS

**107,117** VISITS

**161,252** PAGE VIEWS



**2,478** LIKES



**2,667** FOLLOWERS



**437** SUBSCRIBERS



**34** PRESENTATIONS

## RESEARCH

The 2015-16 fiscal year was once again a busy year for Parkland Institute's research mandate, with five full-length reports and three fact sheets published over the course of the year.



**A Monochrome Political Culture? Examining the Range of Albertans' Values and Beliefs** was a survey-based study examining the diversity of Albertans' values and beliefs on four dimensions: economic conservatism, traditional values, libertarianism, and political alienation.



**Neoliberalism and the Non-Profit Social Services Sector in Alberta** argued that the Alberta government should reverse decades of failed experimentation in the delivery of social services by re-establishing the proper balance between services delivered by Human Services and the province's non-profit sector.



**From Gap to Chasm: Alberta's Increasing Income Inequality** revealed that the income gap in Alberta is the widest in the country, and has been growing faster than in any other province, moving Alberta from average in 1990 to being the worst province for inequality by 2011.



**Illegal and Injurious: How Alberta Has Failed Teen Workers** found that as many as 70% of adolescents may be employed in prohibited occupations, that more than half of all employed teens experience work-related injuries each year, and that employment laws are weak and often not enforced.



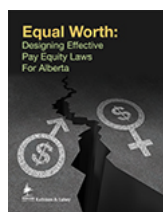
**Billions Forgone: The Decline in Alberta Oil and Gas Royalties** showed that the new royalty formula introduced in 2009 had resulted in \$23.5 billion less in revenues over a five-year period than had been predicted at the time.



**Hard Math, Harder Choices: Alberta's Budget Reality** argued that years of detaxation has left Alberta with a deficit in the order of \$10 billion, despite average levels of spending, and suggested that to achieve balanced budgets Albertans must accept either drastic cuts to services or increased levels of taxation.




**Ending Pay to Play: The Need for Political Finance Reform in Alberta** made seven recommendations to reform Alberta's election and party finance laws to remove the influence of money in provincial politics, including limits on individual donations and party spending, and robust disclosure rules.



**Equal Worth: Designing Effective Pay Equity Laws For Alberta** found that Alberta has the largest gender income gap in Canada, and one of the largest in the world. It argues that robust pay equity legislation is a key element in a package of policy changes needed to address the problem.


# COMMUNICATIONS

 Parkland Institute welcomed the new year by launching a fully redesigned website at [parklandinstitute.ca](http://parklandinstitute.ca).

As part of the redesign, we've increased our focus on more frequent blog posts to allow timely commentary on emerging issues in the province. Parkland research managers and associates wrote 23 blog posts over the year, on topics including election analysis, the provincial budget, funding for post-secondary education, the minimum wage, and the economics of midwifery funding.

A record 85,000 people visited the site over the year (almost double the previous year), viewing over 160,000 pages. Parkland also continued to expand its social media reach, reaching 2,478 likes on Facebook (a 40% increase) and 2,668 followers on Twitter (a 48% increase).




 Parkland Institute continued to have a significant media presence over the course of the fiscal year, with Parkland staff and research associates being quoted in provincial and national media on average more than once every three days, and having an op-ed published on average every month. In addition, Executive Director Ricardo Acuña continues to write a widely read biweekly column for Edmonton's alternative newspaper *Vue Weekly*.


“The Ralph Klein era is no longer a memory; it's history. The Parkland Institute stomps the Fraser Institute.”

– Don Braid, Calgary Herald  
June 22, 2015


# PROGRAMMING

Fiscal year 2015-16 was another busy year for Parkland Institute's outreach, education, and policy engagement efforts.

 More than 200 people attended Parkland's 19th Annual Fall Conference, **What's Left? Alberta and the Future of Canada**. The conference, which looked at Alberta's place in Canada following the historic 2015 provincial election, featured keynote speakers Alex Himelfarb and Kathleen Monk, as well as more than a dozen speakers from around Alberta and internationally. The conference also featured the official launch of Parkland Institute founder Gordon Laxer's latest book, *After the Sands: Energy and Ecological Security for Canadians*.

 Parkland staff and research associates made an average of three public presentations a month over the course of the year, reaching thousands of people around the province with the results of our research and a wide range of public policy issues, including presentations to the Southern Alberta Council on Public Affairs, Edmonton Chamber of Voluntary Organizations, Friends of Medicare, Edmonton Lifelong Learners Association, and the John Howard Society.

 Parkland Institute has been increasingly active in engagement with provincial policy makers, including participating in consultations on the province's royalty review and climate change panel, and meeting with the new Status of Women ministry on pay equity legislation. Parkland Institute also made submissions to the Select Special Committee on Ethics and Accountability on election finance reform and whistleblower protection legislation.

 Parkland continues to be the Alberta host organization for both the Edmonton and Calgary cohorts of Next Up, a seven-month leadership program for young people committed to social and environmental justice. Parkland Institute is represented on the board of directors of the Canadian Centre for Policy Alternatives at the national level and Public Interest Alberta provincially.

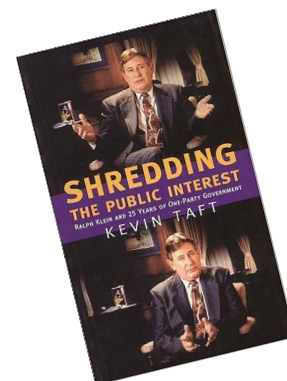




We announced in November that Parkland Institute, the University of Victoria, and the BC and Saskatchewan offices of the Canadian Centre for Policy Alternatives (CCPA) had been awarded a six-year, \$2.5 million grant from the Social Sciences and Humanities Research Council (SSHRC) for the **Corporate Mapping Project**. The project will bring together a team of 28 academic researchers from 12 universities, civil society organizations, and Aboriginal participants to study the oil, gas, and coal industries in Alberta, British Columbia, and Saskatchewan.



This year marks the 20th anniversary of the founding of Parkland Institute. The founding meeting of what would eventually become Parkland (proposed names at the time included the Alberta Centre for Political Economy and the Alberta Centre for Policy Alternatives) was held on April 12, 1996. Parkland Institute was officially created six months later when the University of Alberta approved its establishment on September 4. Three months later, Parkland released its first piece of research, Kevin Taft's *Shredding the Public Interest*, which became an overnight sensation and topped the provincial best-seller lists for weeks.



# FINANCES & ADMINISTRATION



Parkland Institute continues to do its work with a small but dedicated staff complement. Last fiscal year was the first full year following a restructuring intended to better meet the current needs of the organization.

Parkland now has two full-time research managers: **Ian Hussey** and **Rebecca Graff-McRae** (who replaced **Barret Weber** in the summer). **Scott Harris** is our communications director, a position which was created in January of 2015. **Lindsey Yao** continues as Parkland's administration coordinator. The 2015 fall conference coordinator was **Samantha Power**, who also organized the 2016 Parkland Gala. The leadership of Parkland Institute remains with Director **Trevor Harrison** and Executive Director **Ricardo Acuña**.

In addition to its staff, Parkland Institute continues to rely on a provincial network of research associates, and a volunteer board of directors drawn from the academic sector and the broader community to direct the organization. As well, Parkland Institute has an international group of research fellows who provide guidance and feedback on research and programming.

More information about the people at Parkland can be found in the *About* section of our website.



As always, Parkland Institute would like to offer a special thanks to the dedicated volunteers who make our work possible. All our public events, including the fall conference and annual gala, are only possible because of the hard work of dozens of people who offer up their time and expertise.

We'd also like to thank the hundreds of Albertans who support Parkland Institute financially, without whose generous donations we would not exist.

## Parkland Institute Financial Report for the year ended March 31, 2016

### Revenue

Individual Donations & Membership	57,199
Organizational Membership & Donations	327,461
Fundraising Revenue	31,104
Endowment Revenue	37,000
Programming Revenue & Sponsorships	53,036
Research Donations & Sponsorships	261,260
General Sales	1,185
<b>Total Revenue</b>	<b>768,245</b>

### Expenses

Core Staffing	279,559
Administrative Expenses	19,786
Fundraising Expenses	10,787
Programming Expenses	51,364
Research Expenses	177,388
<b>Total Expenditure</b>	<b>538,884</b>

### Summary & Balance

Balance at March 31, 2015	(68,068)
Revenue	768,245
Expenditure	538,884
Receivables at March 31, 2016	60,000
<b>Balance at March 31, 2016*</b>	<b>221,293</b>

\* The balance at March 31, 2016 includes funds received before March 31, 2016 that are designated for ongoing research projects and will not be expended until the 2016-17 fiscal year, as well as organizational equity and emergency funds.