



The Union
of Nova Scotia
Municipalities

OUR MISSION
The UNSM is the collective voice
of municipal government
in Nova Scotia

NEWS RELEASE

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FOR IMMEDIATE RELEASE

UNSM's Campaign Schools for Women Yield Positive Results

Halifax, October 29, 2012: The Union of Nova Scotia Municipalities (UNSM) is pleased with the success of its municipal campaign schools for women held in 2012. Of the 112 participants attending the schools, 24 ran for municipal office and 10 were elected including one mayor. The campaign schools offered in 2008 saw 94 women participating with 38 running and 13 elected.

"These are excellent results," declared Councillor Shirley McNamara, Chair of UNSM's Women in Local Government Committee. "It is obvious how important these schools are for women in terms of motivating them to take the final plunge and actually run," McNamara said.

The UNSM hosted four municipal campaign schools for women between April and June to provide women with hands-on experience on how to run a successful election campaign and to provide them with important information on the role of a municipal elected official.

Mayor-Elect Pam Mood from the Town of Yarmouth, said that "the school provided me with important strategies for running an effective campaign and the strong encouragement received from both first-time candidates and current and former elected officials was, and continues to be, an invaluable asset."

Schools were held in Port Hawkesbury, Dartmouth, Berwick and Yarmouth. The UNSM will continue to host campaign schools every four years in advance of municipal elections.

The UNSM Women in Local Government Committee has set a goal to have women represent 30 per cent of municipal councils across the province. Currently

that figure sits at 25 per cent; in 2008 it was 24 per cent. The 2012 elections resulted in a total of 102 women elected to municipal office—6 mayors and 96 councillors.

Additional partners supporting the campaign schools included the Nova Scotia Advisory Council on the Status of Women and Service Nova Scotia and Municipal Relations.