

# THE PRIVATIZATION PLAYBOOK

THE GOVERNMENT OF ONTARIO IS SETTING THE STAGE FOR OUTSOURCING ONTARIO'S PUBLIC EDUCATION SYSTEM.



1 SET THE STAGE AND FIND SOMEONE TO BLAME

- "15 YEARS OF LIBERAL MISMANAGEMENT"
- "ONTARIO EDUCATION SYSTEM IS BROKEN"
- "BUNCH OF UNION BOSSES USING STUDENTS"



2 UNDERMINE SUPPORT



3 CREATE ALTERNATIVES TO THE SYSTEM



4 ADJUST THE MESSAGE BASED ON REALITY



5 HAVE A LEGAL STRATEGY



6 NEW FORMS OF PRIVATIZATION

