

The Trudeau Era

Economic and Environmental Issues

Trudeaumania

- elected as PM in 1969
- flamboyant bachelor image captures imagination of nation
- vision of nation called “just society”
- believed government had duty to protect rights and freedoms of people, to foster their social and economic well being



- over half population of North America under 25 (baby boomers)
- powerful youth culture of protest
- “hippie” movement - music, hair, clothes, sex, drugs, politics



Youthquake



Hippie Ideals

- strong political belief as anti consumerism, anti-war, changes for the better
- popular music decried racism, war and devastation of the environment



1973 Oil Embargo

- war in the Middle East between Arab countries and Israel
- when the West supported Israel, the Arab nations stopped selling them oil
- 400% increase in oil and gas prices
- hard on families, but good for Alberta

Regional Disparity

- regional disparity is the economic gap between poorer and prosperous regions in Canada
- during the recession of the 1970's provinces relying on natural resources were hit the hardest
- Atlantic Canada and BC suffered massive layoffs



Western Alienation

- Prairies felt Ottawa's policies favored central Canada
- NEP... freeze on price of domestic gas and oil, and a special tax, angered Albertans
- Alberta's reaction
- farmers' incident
- train/bird incident



Inflation

- one of main causes was the increase in the price of gasoline caused by the OPEC oil embargo
- prices of manufactured products rose and worker demanded higher salaries causing an inflation spiral
- businesses failed with the rising costs and unemployment reached its highest level



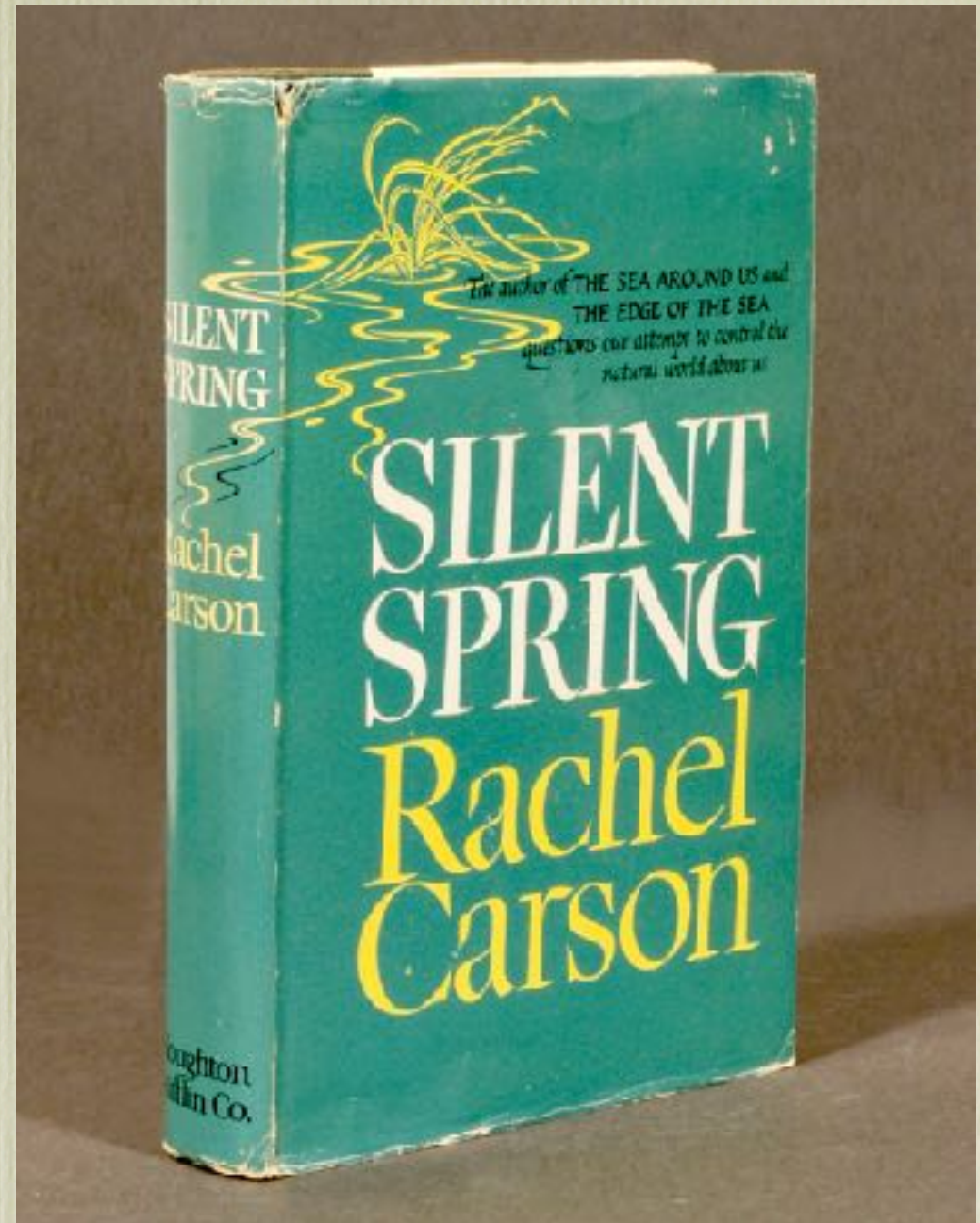
New Technology

- space travel
- computer microchip
- internet (ish)
- heart transplants



Environmental Movement

- 1962 Silent Spring warns of pollution danger
- public concern results in pollution legislation, recycling and move to move fuel efficient cars
- founded in 1970
Greenpeace draws attention of environmental issues



Space, the final frontier

