

# Lobby Training

# Who's in the room?

- Share your name
- The pronouns you use
- Your Union
- Any positions you hold within your union
- Something unusual about you

# What is Lobbying?





# What is Lobbying

We Lobby because we want elected officials to understand and support our policy goals

- Elected officials don't have in-depth knowledge on all topics
- They won't understand the affects their policy decisions have on working people, their families and communities
- Lobbying helps to build a relationship with the politicians

# What is Lobbying (2)

- According the Alberta Lobbyist Act Lobbying is:
- For both organization lobbyists and consultant lobbyists, “lobby” means to communicate with a public office holder, directly or through grassroots communication, in an attempt to influence matters relating to:
- the development, enactment, introduction, amendment, passage or defeat of legislation (including legislative proposals, bills, resolutions, regulations and orders in council);

# What is Lobbying (3)

- the development, establishment, amendment, or termination of any program, policy, directive or guideline of the Government or a prescribed Provincial entity;
- the awarding of any grant or financial benefit by or on behalf of the Government or a prescribed Provincial entity;
- decisions by the Executive Council or a member of the Executive Council to transfer from the Crown for consideration all or part of, or any interest in or asset of, any business, enterprise or institution that provides goods or services to the Crown, a prescribed Provincial entity, or the public; or

# What is Lobbying (4)



- decisions by the Executive Council or a member of the Executive Council to have the private sector, instead of the Crown, provide goods and services to the Government.



# Why do we lobby?





# Why do we lobby?

- Build a relationship with the politician
- Articulate our public policy positions
- Persuade Politicians to agree with us
- Understand their point of view
- Hold them accountable

# Who is a public official in Alberta ?

- A “public office holder” means:
- a member of the Legislative Assembly (MLA);
- any individual on an MLA’s staff;
- a member of the Executive Council (includes the Premier and all cabinet ministers);
- a member of the Premier’s and Ministers’ staff as defined in the *Conflicts of Interest Act*;
- a member of an advisory or administrative board, committee or council established by a Minister under section 7 of the *Government Organization Act*; and
- an employee, officer, director or member of a Government department or of a prescribed Provincial entity.

# Federal Government Lobby Act

## Do I need to register?



- The Act applies to individuals who are paid to lobby. People who lobby on a voluntary basis are not required to register.
- To be safe most national unions have registered

# Does my organization need to register in Alberta?

Calgary & District Labour Council  
The Voice of Labour in Calgary

- In Alberta there are two types of lobbyists:
- Consultant lobbyists (paid professional lobbyists)
- Organization lobbyists
- who lobbies or who has a duty to lobby on behalf of the organization for 50 hours or more in a year, including both the time spent preparing for communication and the time spent communicating with a public office holder; or
- whose lobbying or whose duty to lobby on behalf of the organization, together with the lobbying or duty to lobby of other persons in the organization, collectively amount to 50 hours or more in a year, including both the time spent preparing for communication and the time spent communicating with a public office holder.

# Does my organization need to register in Alberta?(2)

- Questions they recommend you ask yourself
- With respect to my organization, is it one of my duties to lobby, or do I lobby, on its behalf?
- If I am an employee, officer or director of an organization, do I receive payment for the performance of my duties or functions?
- Does the cumulative amount of time, including both the time spent preparing for communication and the time spent communicating with a public office holder, that I and other persons in the organization lobby, or have a duty lobby, on behalf of the organization amount to at least 50 hours in a year?

# Does my organization need to register in Alberta? (3)

- If you answered yes to these questions, you most likely are an organization lobbyist.
- The designated filer (i.e. the highest-ranking paid senior officer) for your organization must file a registration within two (2) months of the 50-hour threshold (including preparation time) being met through one or more persons in the organization.

# Successful Lobbying

- You don't need to hire professional lobbyists we need to be Authentic
- Leaders will do a lot of lobbying on our behalf
- They can't do it all
- It's important for the grassroots to connect with their elected officials
- If we're lobbying on Daycare don't send Alex in send a mom or dad who is struggling with daycare
- Put a face to the problem we're trying to solve

# Putting together your lobbying team

- Don't go in alone
- Before the meeting have the group decide:
  - Who will be the lead spokesperson;
  - Who will ask each of the questions; and
  - Who will be the lobby reporter



# Lobbying Materials

- You should put together a lobbying kit
- Materials that support the position you want the politician to take
- Background information, credible reports, and any other relevant materials
- Your business card or way to get ahold of you



# Setting Up the Meeting

- If you're organizing the meetings start by calling their scheduling assistants
- Depending on who you're trying to lobby you may get pushback
- Be firm and polite but insist on getting a date
- If you can't get a date try emailing the elected official directly or phoning an alternate office
- If you get a date follow up a few days before the meeting and let the knows the names and number of people attending

# Planning the Meeting



- Know your audience
- Have a look at your elected officials voting records, if any, on the issue or the party's platform on the issue
- For Calgary City Council
- <https://www.calgary.ca/CA/city-clerks/Pages/Legislative-services/Agenda-Minutes.aspx>
- For the government of Alberta
- [https://www.assembly.ab.ca/net/index.aspx?p=adr\\_home](https://www.assembly.ab.ca/net/index.aspx?p=adr_home)



# Planning the Meeting (2)

- For the Federal Government
- <https://www.ourcommons.ca/en>
- <https://openparliament.ca>
- Stay focused on the topic(s) you want to lobby about
- Know your subject (read all of the materials you have)
  - You're not a subject matter expert and if you don't know say it and get back to them with the information

# Planning the Meeting (3)

- Be clear and stick to the point
- Listen
- Leave the door open
- Don't be discouraged by failure

# Lobby Day Checklist

- Read or reread the issue documents and backgrounders
- Dress appropriately (business casual)
- Make sure you bring a “Leave Behind Kit” with you
- Gather 15 minutes before the meeting close to the meeting location
- Ensure everyone has government issued ID with them
- Make sure you know who will take the lead

# At the Meeting

- Introduce yourselves to the staff as well as the elected representative
- Make an introductory statement that outlines your position on the issue and the request you have of the representative
- Speak to your experiences
- Stay in control of the meeting don't get sidetracked stick to the issues you want to discuss
- Try to get a commitment from the elected representative before the end of the meeting. Make sure you have the same understanding.
- Tell them you want to meet again



## At the Meeting (2)

- Thank the staff and the elected representative
- Leave your contact information



# After the meeting

- Hold a debrief with the group about what was said during the meeting
- Decide what follow up actions need to be taken and who will do it
- Tell your union membership about the meeting and your expectations
- Encourage your coworkers and other union members to contact the elected representatives

# Follow-Up

- Send a thank you message to the elected representative
- A letter is best but a thank you letter to staff and the representative
- Include any follow up information you may have promised in the meeting, include your main requests and any commitments that were made
- Set up another meeting

# Lobbyist Registry



- Alberta Lobbyist Registry
- <https://www.albertalobbyistregistry.ca/>
  
- Canada Lobbyist Registry
- <https://lobbycanada.gc.ca/en/>