

“CANADA 101”

Public Affairs in Canada

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FROM INSIGHT TO IMPACT

Key Takeaways

- 1** Prime Minister and Premiers can be very powerful, especially in majority governments
- 2** Money plays much less of a role in Canadian politics than in the US, stricter rules being rolled out on lobbying
- 3** Interprovincial and federal/provincial dynamics play a key role in decision making



Agenda

01

Canuck Government 101

02

Current Political Landscape

03

Federal vs. Provincial

04

Influencing the Government

05

Framing the Message

06

Q&A

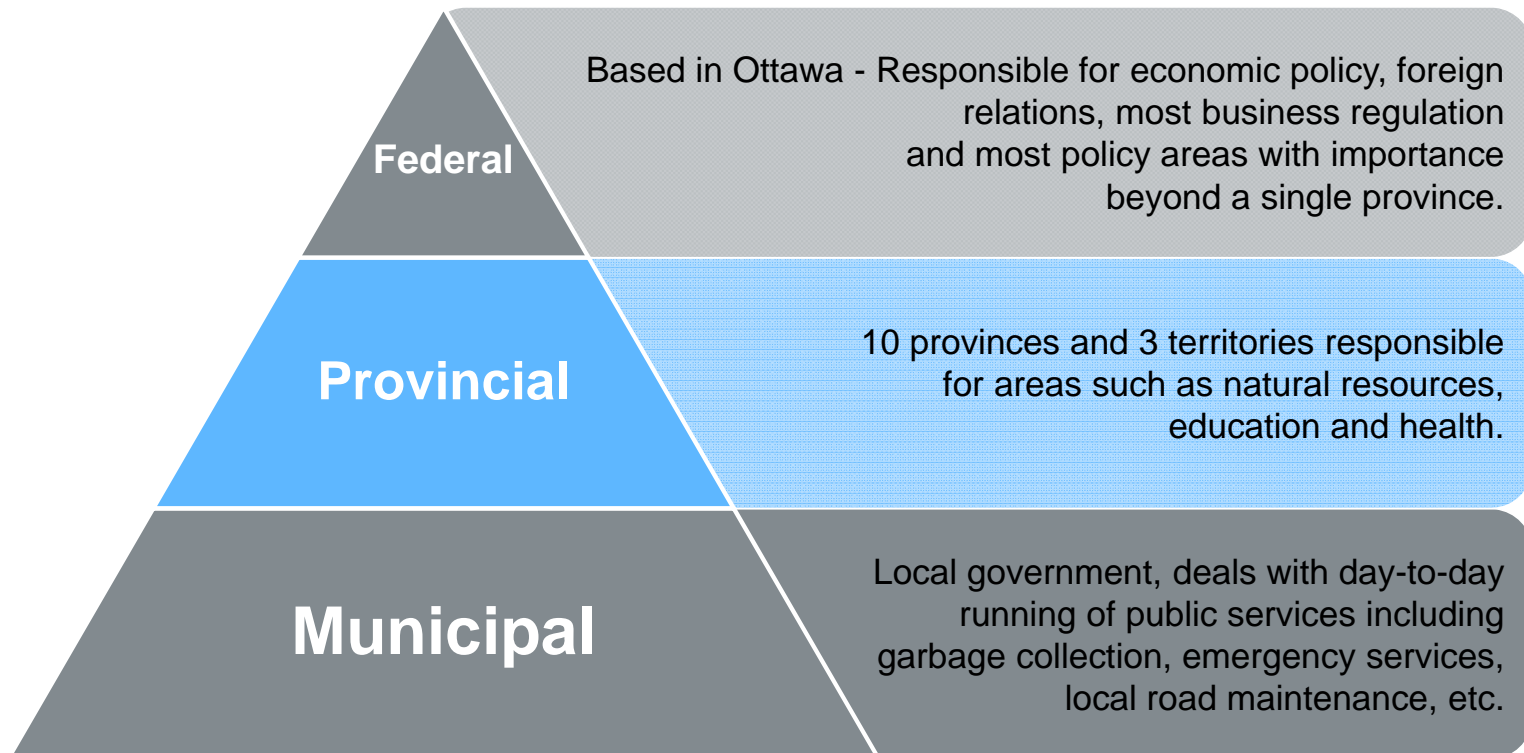
01

Canuck Government 101



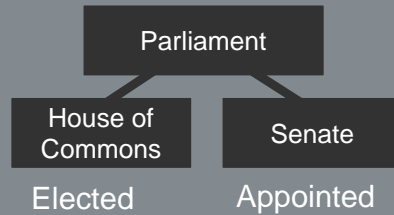
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Canuck 101: Levels of Government

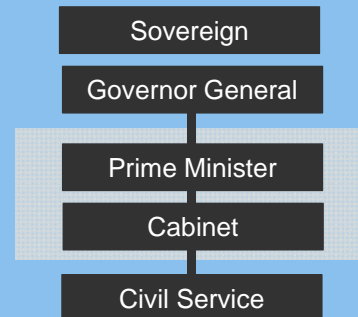


Canuck 101: Three Branches of Government

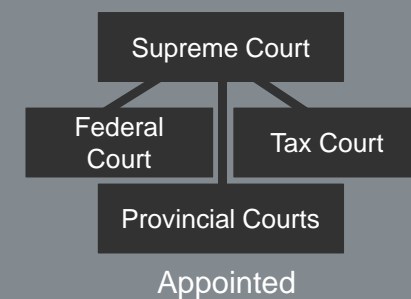
Legislative



Executive



Judicial



Canuck 101: The Executive Branch



The Executive

Key Players

- **Governor General**
Head of State
- **Prime Minister**
Head of Government
- **Cabinet**

PMO

- The Prime Minister's Office (PMO) is a political office that advises the Prime Minister and liaises with Cabinet to advance the government's agenda.

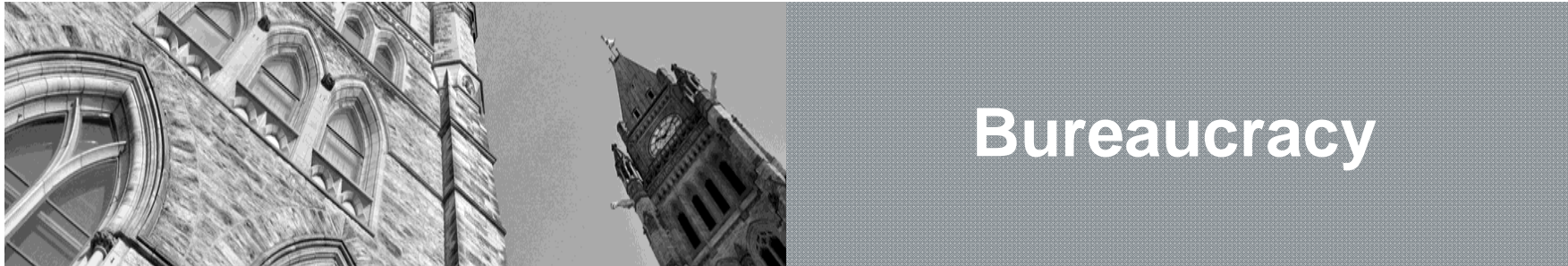
PCO

- The Privy Council Office (PCO) is the bureaucratic branch responsible for advising the Prime Minister. It is the top agency in the civil service, and is headed by the Clerk.

Cabinet Committees

- Made up of Ministers, Cabinet Committees review the government's agenda and approve legislation to be brought to the House of Commons.

Canuck 101: The Executive - Bureaucracy



Key Players

- **Clerk of the Privy Council Office (PCO)**
Head of the Public Service
- **Deputy Ministers**
Heads of their Departments

Role

- Public servants are **nonpartisan**.
- They are responsible for policy formation, program execution, and other support functions for the government.

Public Servants

- Professional public service, appointments made on merit.
- Stay in place despite change in government (except some Deputy Ministers and individuals appointed to agencies, boards and commissions).

Canuck 101: The Legislative Branch



House of Commons

338 Members

- Elected by population through federal elections (held, at minimum, every four years).
- Most direct democratic link to people of Canada.

Senate

105 Senators

- Appointed by Governor General on Prime Minister's advice according to geographical divisions set out by the Constitution.
- Serve until age 75.



02

Current Political Landscape



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Canada's Political Spectrum



Leader: Justin Trudeau,
183 seats
Party Profile: Social
liberal policies, historically
fiscally responsible
Supporter Base: Urban
Canada, Atlantic
Provinces



Leader: Andrew Scheer,
97 seats
Party Profile: Social
conservative, fiscally
pragmatic
Supporter Base:
Suburbs, rural areas,
Western provinces



Leader: Jagmeet Singh,
44 seats
Party Profile:
Progressive, social
democrat
Supporter Base: Urban
Canada, BC



Leader: Elizabeth May, 1 seat
Party Profile: Non-violence, social
justice and sustainability
Supporter Base: British
Columbia, Atlantic Provinces



Left Leaning



Right Leaning



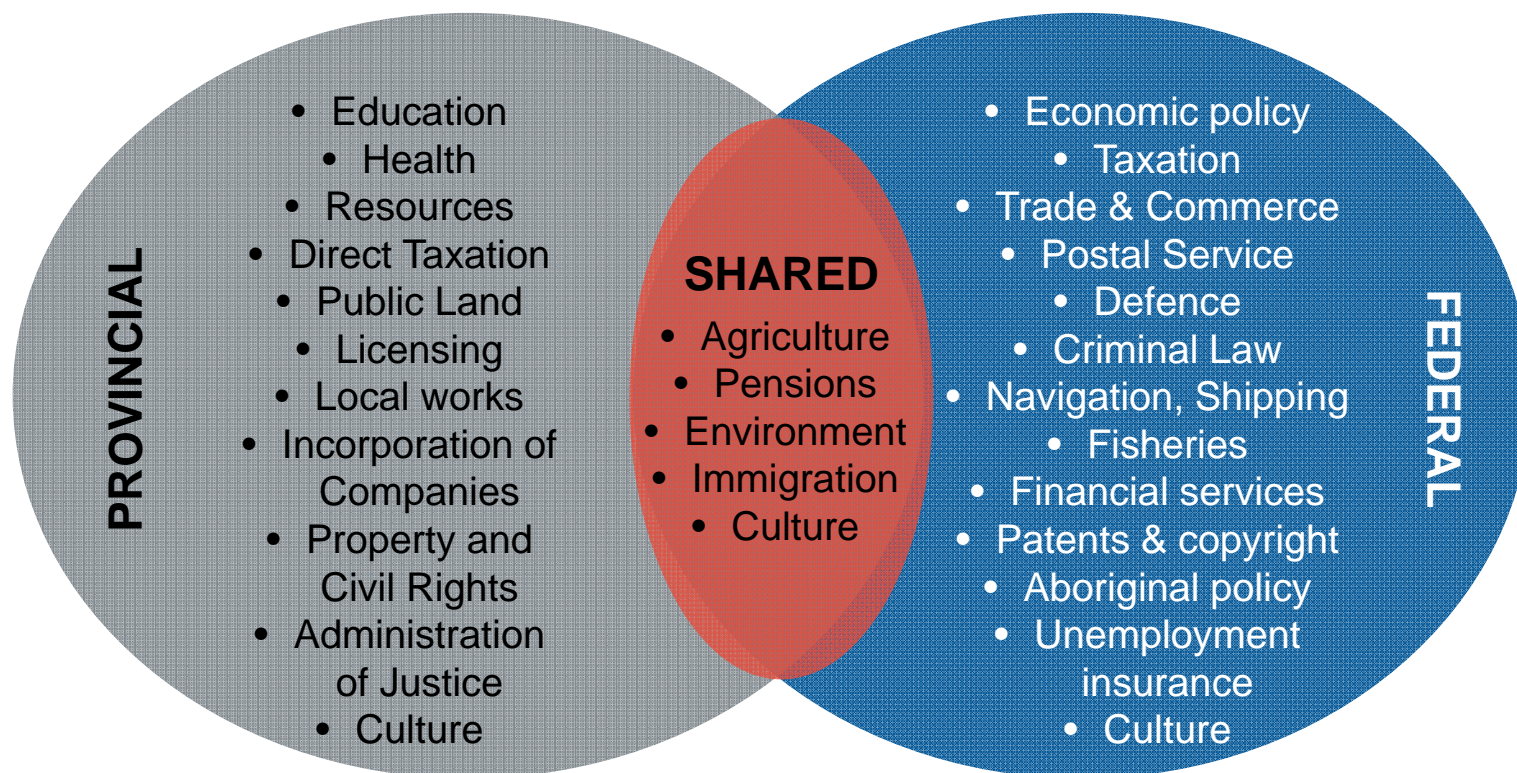
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Federal vs. Provincial



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Canuck 101: Federal vs. Provincial Responsibilities



Provincial Government: Ontario's Provincial Parliament



Provincial Parliament

Composed of **107 Members* (MPPs)** who are elected by the people in each of Ontario's ridings. Parliament Building is located in Toronto at Queens Park.

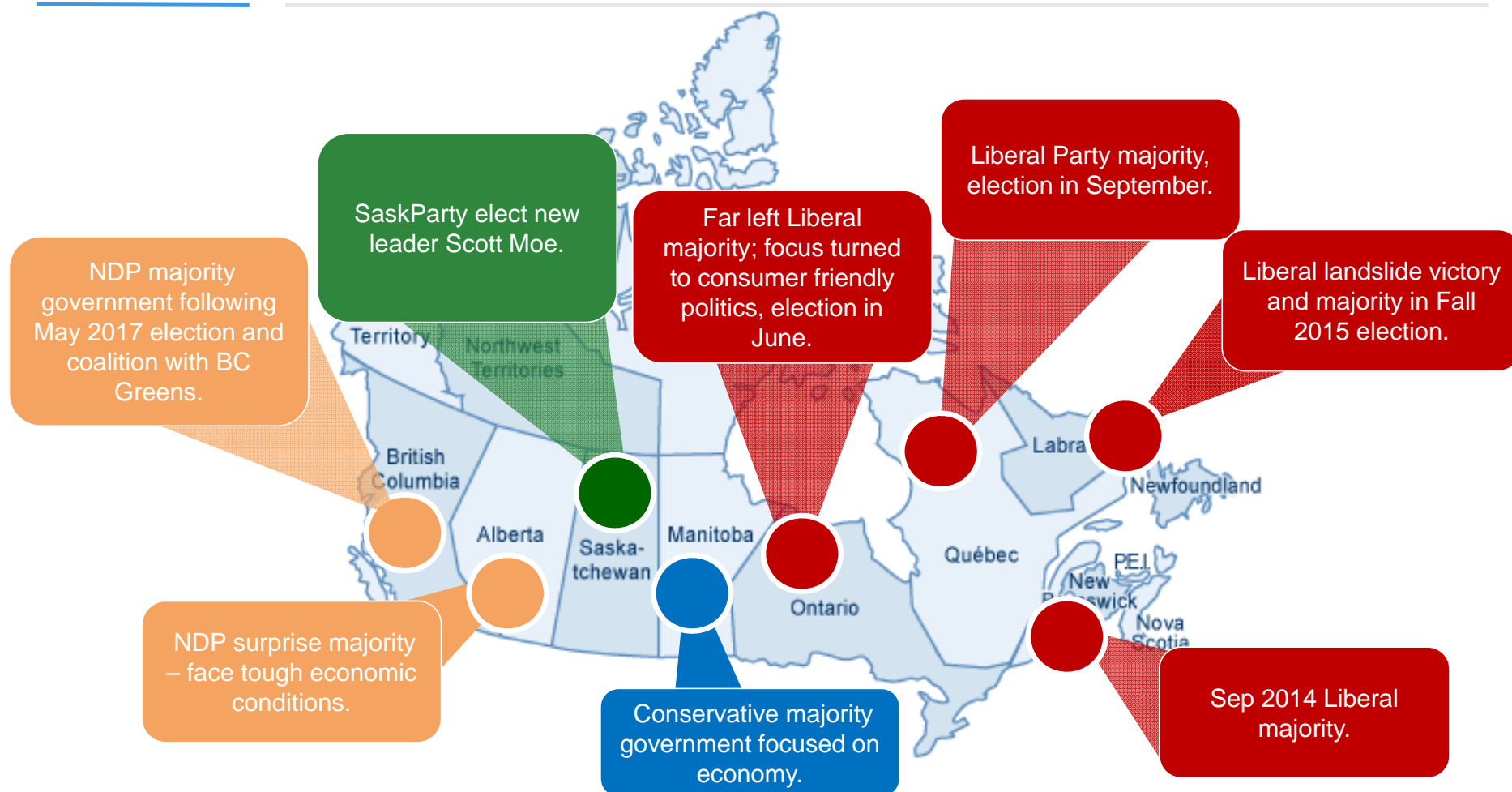
Role

- Place that is the law-making body made up of elected politicians who are responsible for making and repealing laws at the provincial level.

MPPs

- **MPPs** are elected to represent the concerns of their constituents regarding provincial responsibilities at the Legislature and in their ridings. **Ontario** is the only province in Canada to use the term "Member of Provincial Parliament" as the title of its elected provincial representatives.

A Look at the Provinces: Provincial Political Landscape



04

Influencing the Government



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Influencing the Government: Lobbying in Canada vs. United States

Federally political contributions come from individuals (capped at \$1200/year). In some provinces, companies are allowed to donate.	Political financing	Corporations and unions barred from donations, individual cap for candidates limited to US\$2500 per candidate and \$30,800 for a national party
Total party fundraising of 3 main parties in 2011 election year C\$40.8 million	Total funding	Total party fundraising in 2008 election year US\$1.55 billion
Over \$1,000 in value must be disclosed and can be forfeited	Gifts	Broadly prohibited
Five year prohibition on lobbying for designated officials (with exemptions)	Officials becoming lobbyists	No set period, judged on case-by-case for ex-government working on certain issues
Registration required to meet with senior government, but with loopholes	Registration	Register and detailed activity reports
Governing party holds all the power in majority, political finance and lobbying very separate	Style	Finance and lobbying seen as connected, more opportunity to kill laws, wider audience with real influence

Influencing the Government: Who Can Influence?

Citizens /
Constituents

Media

MPs and Senators

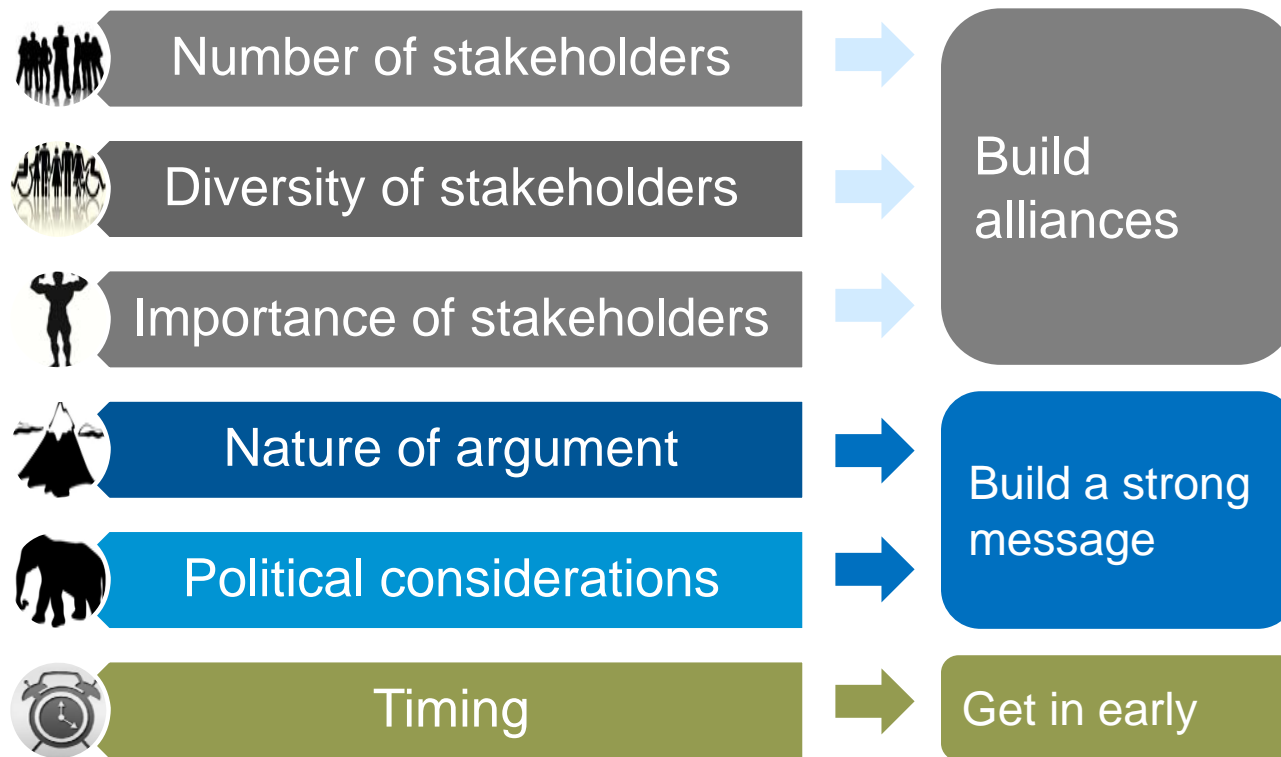


Interest groups
(non-governmental organizations,
associations, unions, etc.)

Corporations
(and consultants on
behalf of Corporations)

Other governments
(close allies, but also non-allies too)

Influencing the Government: Best Practices for Advocacy Success



05

Framing the Message

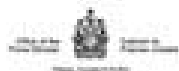


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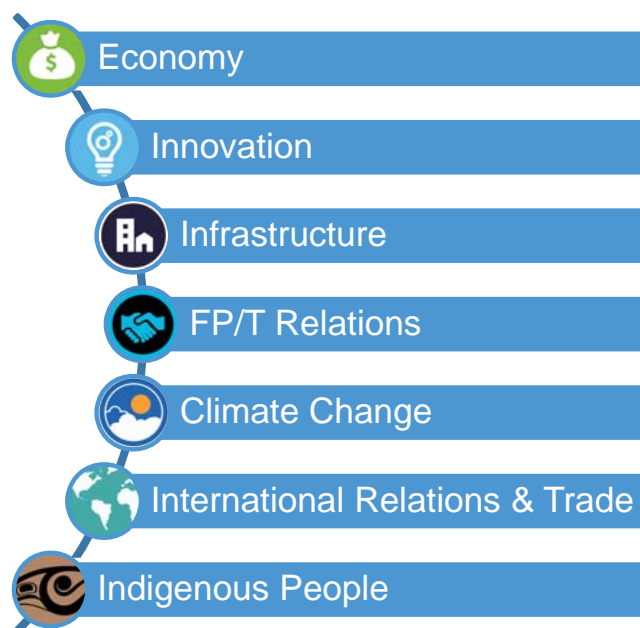
Framing the Message: How to Link to Government Priorities?



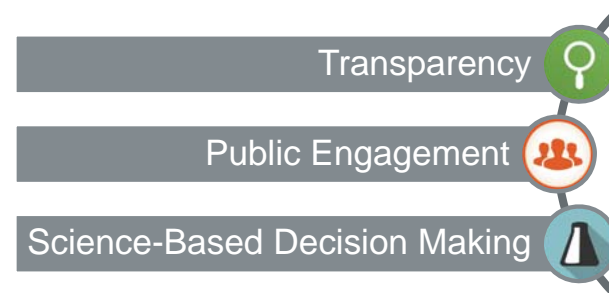
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WHAT



HOW



How to Connect

First, I want to thank you for your support in writing this document as a Minister of the Government of Canada.

We have provided this document to government that will bring real change - to help what we do and how we do it. I understand that a clear message in this document will be quickly followed by a new, ambitious plan for a strong and growing middle class. I understand that you will be able to see the results, and I am confident that you will be your part in following the same process in the future.

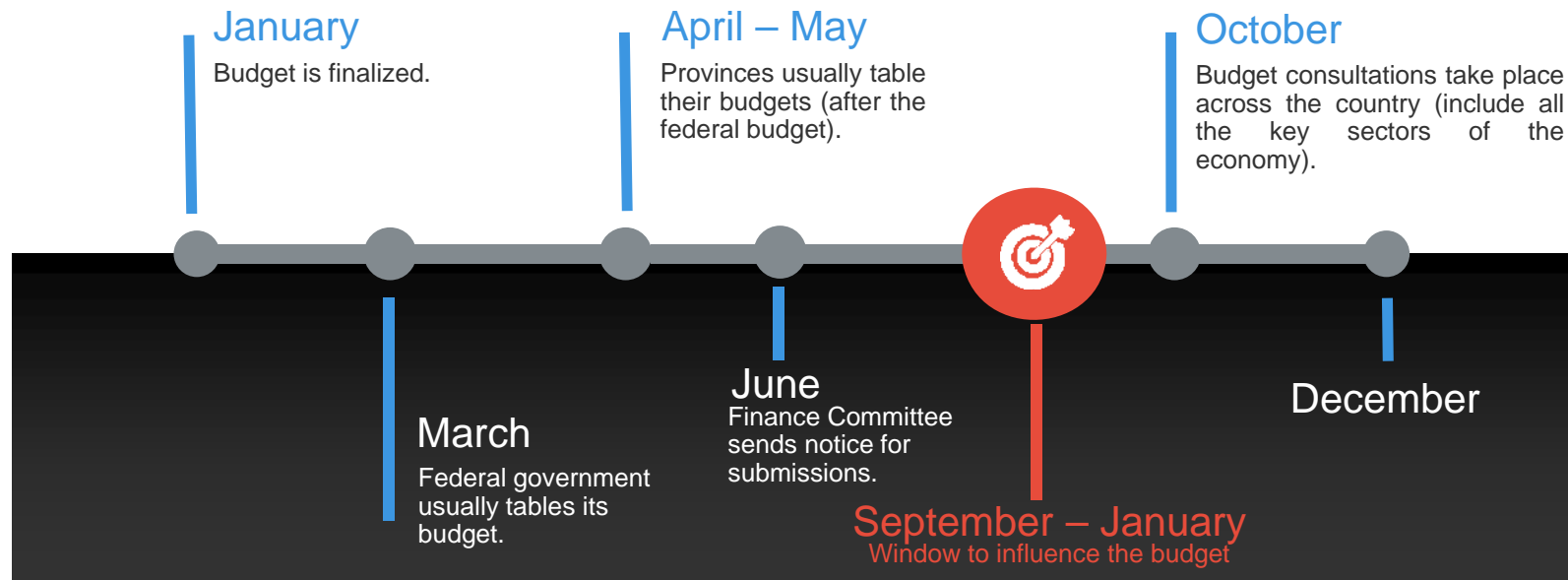
We make a commitment to work in partnership with the private sector and helping those working hard to pay it. We understand that private sector help is the key to getting the most out of the plan. We understand that people concerned in the past may be open to new growth, job creation, and better living conditions. We understand that a responsible, integrated, long-term plan for the future is the key.

I expect this document to be a milestone in defining the government's role in the future of the country. I expect all ministers to do their part in a responsible and effective way to improve economic opportunity and security for Canadians.

It is my expectation that we will deliver real results and professional government to Canadians. I believe that we have a strong future in Canada. I will expect a clear commitment and individual actions to be made and report on the progress of our government, across the effectiveness of our work, and also our commitment to progress, in order to get the results we need and to ensure success.

If we are to build the real challenges we face in a country - from a struggling middle class to the threat of climate change - I understand that we have to be bold in our government's vision and willingness to lead. I expect that our goals will be achieved by performance measurement and the results of our government. We will focus our resources on those initiatives that are having the greatest positive impact on the lives of Canadians, and that will allow us to spend our resources for the future. I expect you to report regularly on these progress toward building our commitment and to help develop effective measures that ensure the impact of the government for which you are responsible.

Framing the Message: Federal Budget Cycle



One year cycle
Lead: Finance Minister

All Cabinet Ministers are involved and must submit their budget asks (recommendations on where to increase level of funding or include new funding, where to cut or not to cut). MPs representing the party in government are also consulted in this process.



06

Down to the Details: Canadian Engagement and Case Studies



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Down to the Details: Nuances to Working in Canada

- Canada's federal government recognizes two official languages – **French and English**
 - Most federal civil servants are required to be bilingual, government documents are available in both official languages
 - If meeting with francophone officials, French materials are necessary
- **Emphasis on gender equality and diversity** within all levels of government
- Account for **the federal-provincial dynamic** and varying relationships within governments, especially when working with different levels of government
- Social norms and expectations **remain similar to the United States** – but it never hurts to talk about the Blue Jays or the Raptors (hockey rivalries are best left unspoken!)



Case Study: Consumer Policy

Issue

In fall 2017, the Government of Ontario introduced an omnibus consumer protection bill which included the *Ticket Sales Act, 2017*. The act, which has since passed, bans bot software, caps resale price and sets parameters around the primary and secondary ticket marketplaces.

Insight

Global undertook a comprehensive legislative process and stakeholder mapping exercise.

With the current majority government, influencing legislation and timing is critical.

Global conducted research, identifying relevant issues that triggered the legislation, engaging stakeholders across all political parties..

Global prepared submissions to committee and the regulatory process.

Impact

Work is ongoing, including submissions to the regulatory process and identifying similar legislation in other jurisdictions across Canada.

The Tragically Hip



VIVIDSEATS.





Case Study: Federal/Provincial/Municipal Dynamics and Cannabis Legalization

Issue

The federal government introduced Bill C-45, the *Cannabis Act*, to legalize recreational cannabis use across Canada.

This triggered the need for a number of different elements:

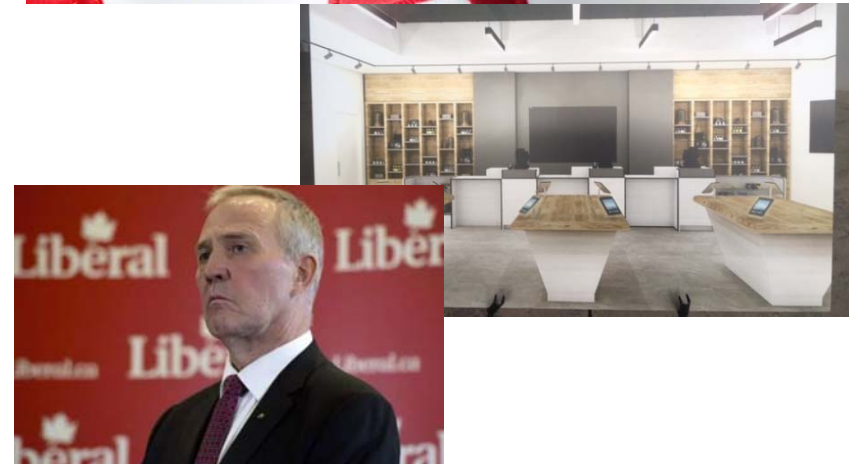
- Alignment with the federal Senate – controlled by the opposition Conservatives – to ensure smooth passage and mitigate issues
- Provincial legislation – individually for each province – to determine format and rules around retail, both storefront and online
- Legislation around public safety, including impaired driving testing
- Municipal regulation around cannabis use and existing storefronts

Insights

Effective lobbying in Canada takes into account all three levels of government, leveraging or mitigating impacts of existing **federal** and **interprovincial** dynamics. Without a full plan, strategies can quickly go by the wayside.

Impact

Pending no delays in the federal legislative process in the Senate, cannabis will be legal for use in July of this year, with each province having different rules and systems for cannabis sales.



06

Questions?



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