

April 2013

Presidents Message

Welcome to the new PAAC monthly Journal. This is our second publication to inform members about recent events, news and issues affecting public affairs professionals. We are very proud to have a growing membership base and I would like to take this opportunity to thank our corporate members for their ongoing support of PAAC. I also want to thank our Board of Directors for their commitment to ensuring the success of PAAC, including our Administrator Lana Deluca.

We have recently been advocating on behalf of our members on a number of issues impacting lobbyists. We have made submissions and met with lobbying regulators in Ottawa, British Columbia, Saskatchewan and Ontario on proposed changes to the rules governing registration and disclosure. We have written articles to media outlining our concerns about proposed changes to lobbying By-laws at the City of Toronto. And we continue to challenge the misrepresentation of lobbyists through media interviews, conference presentations and discussions with government officials. As we know, good government relations and lobbying are key parts of developing sound public policy that enable our clients, firms and organizations success. The PAAC is committed to ensuring lobbying law and regulations respect and promote the legitimacy of lobbying across Canada.

I want to highlight two events: **On Monday April 29, 2013** the Board of Directors is hosting a special meeting of members to review and approve proposed changes to the PAACs governing By-Laws. In essence, the proposed changes will enable PAAC to become a federally incorporated not for profit organization. This will then allow PAAC to establish regional chapters across Canada. Presently, we are in the process of creating a chapter of PAAC in British Columbia and are looking to expand into Alberta later this year. With the growing number of public affairs practitioners in western Canada, it is imperative that reach out to our colleagues in these areas to become a truly national organization. This meeting will be held at the offices of Borden Ladner Gervais LLP at 3:30 p.m., followed by a reception (40 King Street West, Scotia Plaza, 44th floor). We will see you there!!

I also want to encourage everyone to attend our PAAC Annual Conference—The Art and Science of Public Affairs: Tactics for Today and Tomorrow **on June 4, 2013**. Please mark your calendars for what will be an informative day of presentations and discussions.

I want to give a special thanks to Ryan Eickmeier and our guest author Alex Greco for making the PAAC Journal a reality.



John Capobianco – PAAC President

Upcoming Events

PAAC Annual Conference - The Art & Science of Public Affairs: Tactics for Today and Tomorrow
June 4, 2013 - Toronto, ON
Details Coming Soon!

Whether it's a conference, seminar or social function, PAAC events have something for everyone.

The Big Shift – The Seismic Change in Canadian Politics, Business, and Culture and What it Means for Our Future

Toronto, ON - On March 25, the PAAC welcomed Darrell Bricker, CEO of Ipsos Public Affairs, and co-author of one of the most talked about books currently in Canadian politics; *The Big Shift*. Addressing an audience of over 30 people, Mr. Bricker offered his perspective on the seismic change that has taken place in Canadian politics over the last few years. He candidly discussed the changing demographics of the country, the challenges that the “left” faces going forward, and what strategies must be initiated if they want to reclaim significant power in Canada. He also provided some very significant research findings that are not commonly known amongst the general public along with insight as to what the future holds in federal and provincial politics.



Guest Articles

CEO of Ipsos Offers Insight on Seismic Change in Canadian Politics

Darrell Bricker, CEO of Ipsos Public Affairs shared his insight as to how the country has changed politically since the social revolutions of the 1960's. Mr. Bricker argued that the country has changed from a place the Laurentian Consensus (The Liberals/The Left) controlled and understood to one it no longer controls or understands. This in essence is to what he emphasizes as “The Big Shift” in Canadian politics.

Mr. Bricker began his remarks by demonstrating how Canada's changing birth rates, population and immigration laid the foundation for the Big Shift to occur. In 1961, Canada's birth rate was only at 1.5. Today, it has nearly doubled. He pointed out that Canada now leads the G8 nations in terms of population growth. Immigrants to Canada are more educated and a majority of them come from the Philippines. As a result, we are becoming more 'brown'. Our immigration rate is at an all-time high – 300,000 new immigrants come into Canada every year. His reason: greater economic opportunity combined with a welcoming entrepreneurial environment.

Mr. Bricker then went on to explain what “The Big Shift” is really all about. He stressed that there are now changing sources and levels for immigration due to new political impulses happening in the streets and not in the media. For him, the shift has accelerated over the course of the last five years. Today, immigrants (most are bilingual) are moving to the more populated areas of Canada. They are more than ever interested in economic opportunity, lower taxes and a chance to live in an entrepreneurial environment. While the rest of the country has expanded, Quebec and portions of Atlantic Canada have suffered a decline and are currently experiencing difficulties.

The most interesting portion of his remarks occurred when he discussed how immigration has played a role in this seismic change in conjunction with the battle of the 'consolidating' right vs. the 'emerging' left. Mr. Bricker argued that the consolidating right is “The Pacific Ocean” – Toronto Suburbs and Western Canada. It is about the middle class, the government being the problem and not the solution and an emphasis on law and order. The Emerging Left is “The Atlantic Ocean” - Quebec and the Urban Centers/University Campuses. It is too focused on

the past, austerity driving government solutions, Canadian symbols and traditions, equality and inclusion.

The results according to Mr. Bricker are obvious. He believes that “the right” is united, positive and pro change (45% to 35%). Whereas the left are bleak, concerned and divided (55% to 45%). They are too concerned to help the public sector, the arts, and those that have university education.

The “take home message” of his remarks came down to this. There is a big shift in Canadian politics and as a result, the era of brokerage politics is over and the one size fits all, national program philosophy is dead. What Canada once symbolized in the 1960’s and 1970’s is evaporating before our eyes. Simply put, the left needs to sort itself out or it will keep losing as brokering between regions will no longer win elections.

During his concluding remarks, the summary that Mr. Bricker presented of the consolidating right vs. emerging left in terms of their political beliefs captured everyone’s attention in the audience. He sees the consolidating right as more – fiscally conservative/accountable/connected/aware, patriotic, a believer in a smaller, more local government and a “niche individual”. However, he argues that the “Emerging Right” are less social and isolated, more deferential, too nationalized, focused too much on social equality and the masses and on internationalism.

It was clear that throughout Darrell’s remarks, the audience was very engaged with his insight and findings. There may have been a few individuals in attendance that didn’t whole-heartedly agree with his arguments and perspectives, but, it is safe to say that everyone respected his insight and the facts that he put forward.

The questions covered a wide variety of topics ranging from the future of Proportional Representation to Quebec and Language Politics. Mr. Bricker stressed

that the chances of PR being implemented is not realistic. He emphasized that Quebec nationalism is very different than it was 20 years ago and that language politics only matters now in Quebec and nowhere else in Canada. Many were delighted that he was candid and offered some political predictions. He believes that if the current trend continues and the Liberals don’t understand that this Big Shift has occurred, Stephen Harper will be re-elected in 2015 at the very least in a minority government. Also, he believes that Ontario PC Leader Tim Hudak is poised to win the next provincial election given the current dynamics at Queen’s Park. However, he needs to understand what Mr. Harper understood: the changing demographics combined with the “New Ontarian philosophy”. Mr. Bricker believes this was Mr. Hudak’s downfall in the 2011 Provincial Election. Should he not understand that, he believes there may be a glimmer of hope for Premier Kathleen Wynne in the next election.

As the event concluded, he re-emphasized that the left is going to become more “left” and that for them to return to their winning ways, they need a leader who inspires party supporters with a sense of mission. At the same time, its leader needs to be attentive to this change that is taking place in politics today or future elections will be lost.

Overall, the event provided a great opportunity to hear an interesting perspective on the seismic changes that have taken place in Canadian politics, the new and evolving political philosophy in Canada and how immigration can change everything almost overnight.

Alex Greco is a recent M.A. Political Science Graduate from the University of Toronto and a new member of the PAAC. He is a junior consultant and active community volunteer. He tweets from @alexgreco89 and can be found on LinkedIn.

PAAC 2013 Corporate Members

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success of public affairs
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coast to coast**

PAAC Comments on Proposed City of Toronto Lobbying By-Law Amendment

Toronto, ON – A lot of attention has been focused recently on lobbying at Toronto City Hall. Attention seems to have been drawn to this, and the discussion in the media has been framed various proposals for constructing casinos in downtown Toronto. Now the City's Lobbyist Registrar has proposed that a new provision to be added to the Lobbying By-law (Chapter 140 of the Toronto Municipal Code) that, if supported by City Council would restrict the time and place meetings with City Councillors and staff may occur. Specifically, the Registrar's provision would restrict lobbyists' access to councillor and staff to regular office hours and locations. As the amendment reads,

Lobbyists shall not communicate with public office holders except on business days during regulator hours of business (8:00 a.m. to 6:00 p.m.) or during the hours of other scheduled meetings of Council and its committees, and for members of a local board, during meetings of local boards, at offices of the City or local board, including the constituency offices of a member of Council (EX.29.3 Amending the Lobbying By-law— Time and Place of Lobbying,).

As the President of the Public Affairs Association of Canada (PAAC), a professional association of lobbyists and other public affairs practitioners, I point out why we are opposed to this proposed restriction on lobbying activity.

Before doing so, I want to make it very clear that PAAC fully supports the city's lobbying disclosure rules and its lobbyist Code of Conduct. We have been at the forefront of advocating for sound rules related to the regulation of lobbying activity to ensure its transparency and to educate the public about what lobbying really is: the provision of information to government decision makers in the effort to develop sound public policy. Strong disclosure rules and ethical standards are in the interests of our members and the public in equal measure.

Restricting lobbying activity to office hours during the business week will not serve the public interest. Often, as in this case, lobbying is seen as solely in the interests of commercial enterprises – a company wanting to 'sell' something to the City. In fact, lobbying is simply a means of communicating to politicians on a variety of issues and concerns. Many charities, non-governmental organizations, community groups, and other non-commercial concerns need lobbyists to communicate with government – and that is very important in a democracy, and in the broad public interest. Many who

seek to communicate their concerns to City Councillors can only do so in the evenings during their free time – volunteer groups, citizen groups, small businesses and many others working to improve the lives of Torontonians. The information these groups provide to City Councillors is also critical for the formulation of sound policy—from the location and impact of new retail developments to zoning issues related to establishing housing for disabled individuals. Moreover, many city councillors find meeting these groups in the evenings helpful in understanding the needs of their constituents and local neighbourhood organizations. Without this information, Councillors’ ability to represent the interests of their constituents is compromised, and thus the public interest is undermined.

Most individuals lobbying at Toronto City Hall also do not fit the usual stereotype. They are small organizations operating on a shoestring budget but deeply committed to the groups and causes they represent. For example, Toronto Community Living, an organization that provides programs and housing for intellectually disabled persons, advocates their concerns to City Councillors and staff on a regular basis. Since that organization relies on volunteers, restricting the hours of when and where they can lobby would prevent City decision makers from understanding the issues and needs of our intellectually disabled citizenry.

It is not clear how this new provision would promote the transparency of lobbying activity, a key policy objective of any lobbying disclosure law. As the law stands now, any lobbying activity that takes place after hours must be recorded and each lobbyist registration updated to reflect that activity. By restricting the time and location of lobbying activity, the new provision may drive underground lobbying activity which undermines the whole point of lobbying disclosure rules.

Public Affairs practitioners, just like any other business professional, should exercise good judgment when engaging in communications with City Councillors and staff—it is clearly in their best interests to do so. Various social and charitable events attended by city councillors and staff should not be the standard field for lobbying activity. In fact, 140-42 C of the Lobbyist Code of Conduct states that “lobbyists shall not conduct lobbying activity at a charitable event, community or civic event, or similar gathering”. And the vast majority of lobbyists respect this protocol.

Lobbying is a two way street: City Councillors and staff are not passive actors in this process. They actively solicit information on key policy issues from representatives of advocacy groups. Requesting information from ‘subject matter experts’ serves the public interest by enabling our elected representatives to gain a better understanding of various issues—from bike lanes and public transit and environmental initiatives—thus enhancing the resultant policy .

In conclusion, the PAAC firmly believes that restricting lobbying activity as proposed to standard office hours and locations will undermine the development of sound and compelling public policy at the city. We need full debate and factual information on the matters affecting all of us living in Toronto. Preventing public affairs practitioners, including some important volunteer groups from providing this information and engaging in these debates will only serve to limit the development of policies and programs that impact all of us.

John Capobianco
President

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The Public Affairs Association of Canada (PAAC) is a national, not-for-profit organization founded in 1984. Our principal objective is to help public affairs professionals succeed in their work by providing them with forums for professional development, the exchange of new ideas and networking.

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PAAC Welcomes New Members

Shelly Friesen
Freedom Consulting

Ali Ghiassi
Mohawk College

Alex Greco
St. Michael's College Alumni
Association

Prithi Yelaja
The College of Surgeons & Physicians
of Ontario

Notice of Special Meeting of Members – April 29, 2013

Please take notice that a special meeting of the members of PAAC will be held at the offices of BLG (located at 40 King Street West, Suite 4400, Toronto, Ontario) on Monday, April 29th, 2013 at 3:30 p.m. The purpose of the special meeting will be to pass resolutions pertaining to the incorporation of PAAC under the *Canada Not-for-profit Corporations Act*.

If you have any questions please email [Stephen Andrews](mailto:Stephen.Andrews@blg.com) or contact at 416-367-6219.

Call for Content: PAAC Journal

The PAAC welcomes written contributions from our members on relevant public affairs topics for inclusion in the monthly PAAC Journal. If you are interested in submitting a piece for inclusion, please email [Ryan J. Eickmeier](mailto:Ryan.J.Eickmeier@paac.ca) to discuss details and potential topics.

Renew Your 2013 Membership or Join PAAC Today!

By becoming a member of PAAC, you will gain the skills and connections you need to excel in your field. We offer meaningful membership benefits that can benefit you at all stages of your career, no matter your sector, job level or location. Membership benefits include access to the online PAAC membership directory, sizable event discounts and the cachet of belonging to Canada's premier public affairs association.

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