How to Be an Effective Lobbyist in Canada

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Government relations is a term that describes the systematic approach of a stakeholder’s efforts to shape the actions and policies of government. Well-coordinated planning guides the focus and breadth of engagement. Background intelligence gathered from a wide variety of sources helps position an organization for given strategic objectives. 

The ultimate goal of government relations is to establish a 'relationship' between a specific stakeholder group and government officials. The relationship is built on trust, and, if done correctly, can earn an organization or stakeholder trusted advisor status. The status of trusted advisor, while difficult to achieve, once earned offers unique opportunities to shape public policy and decision-making. 

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SECTION 1. INTRODUCTION

This manual is designed to help EASNA members understand how to participate in an effective parliamentary and legislative advocacy strategy. Additional training materials are available from the Advocacy Committee or executive director.

A. LOBBYING VS. EDUCATING

Do you want to lobby or educate key decision-makers in Canada’s Parliament? Whether you are an individual citizen, association or not-for-profit corporation, advocates typically spend the overwhelming majority of their time educating key-decision makers. Elected and unelected officials cannot be persuaded to support or oppose a given item of legislation or regulation before first understanding context, background and the key issues that motivate an organization. For example, many government officials have a limited understanding of employee assistance programs (EAP).

Ministers, senior political staff, Members of Parliament, Senators, and senior federal officials cope daily with busy schedules, as well as managing and understanding a complex list of issues. Before key decision-makers can make informed decisions regarding an issue of concern to EASNA, they must first understand the issues and challenges facing the development and growth of EAPs in Canada. Explaining EASNA’s role and its value as an information resource is an important first step to earning the support of federal legislators in Canada.

Because education is such an important objective of any advocacy or lobby campaign, this manual focuses on the essentials of first contact. Specifically, setting up meetings and sight visits, as well as the benefits of maintaining regular communication with key decision-makers.

B. MANUAL CONTENTS

Information is divided into the following eight sections:

- Section 1 Introduction
- Section 2 Advocacy Defined
- Section 3 The Advocacy Committee
- Section 4 Advocacy Committee Members’ Duties and Responsibilities
- Section 5 Building Resources
- Section 6 Identifying Your Audience and Message
- Section 7 Contacting a Member of Parliament
- Section 8 Glossary of Parliamentary Terms
- Section 9...
C. **ACTION ITEMS**

Within some sections of this handbook are action items, identified by the large check mark. Each is a tip for finding additional information or a suggestion for how to become a better advocate.
SECTION 2. ENGAGEMENT OF GOVERNMENT DEFINED

For those who understand systems of government, the practice of well-orchestrated lobbying, grassroots lobbying, and government relations serves an important function in the development of sound public policy. Lobbying and those who engage in lobbying activities can serve an important purpose in the decision-making processes of federal and provincial governments. Canada's political system has, on balance, valued the participation and input of both individuals and stakeholders in its decision-making.

By definition, lobbying is a form of advocacy that aims to influence policy and legislative matters through the direct engagement of elected and unelected decision-makers. Individuals, corporations or organizations engage directly with decision makers who affect their strategic interests.

Grassroots lobbying describes the collective actions of individual citizens who directly engage decision makers to effect legislative or policy outcomes. A wide range of advocacy groups engage in grassroots lobbying, directing their members to contact elected officials regarding a specific item of legislation or public policy. Communication with decision-makers may include emails, letters, phone calls, or meetings.

Government relations is a term that describes the systematic approach of a stakeholder’s efforts to shape the actions and policies of government. Well-coordinated planning guides the focus and breadth of engagement. Background intelligence gathered from a wide variety of sources helps position an organization for given strategic objectives.

While a lobbying or advocacy campaign may have a beginning and an end, and perhaps a single policy focus, government relations describes the ongoing efforts to build strategic relationships with the ultimate view of earning the trust and confidence of those who affect the public policy or decision making process.

The ultimate goal of government relations is to establish a 'relationship' between a specific stakeholder group and government officials. The relationship is built on trust, and, if done correctly, can earn an organization or stakeholder trusted advisor status. The status of trusted advisor, while difficult to achieve, once earned offers unique opportunities to shape public policy and decision-making.
SECTION 3. THE ADVOCACY COMMITTEE

The mission of the EASNA Advocacy Committee is to represent and advance the interests of the employee assistance community in legislative and regulatory affairs at the federal level of government. Working collaboratively with other organizations and coalitions, the EASNA Advocacy Committee seeks to create a regulatory and legislative landscape throughout North America that will facilitate the maximum growth and positive societal influence of EAPs.

A. OBJECTIVES

The committee has the following objectives:

- Establish linkages and liaisons with other relevant like-minded organizations and coalitions;
- Establish EASNA as a recognized resource and trusted advisor for North American regulators and legislators on matters of EAP;
- Educate and mobilize the EASNA membership regarding EAP relevant legislation and regulations; and
- Advocate policies regarding EAP relevant regulations and legislation for EASNA board consideration and adoption.

To achieve these objectives, the committee will establish and train a key group of knowledgeable and effective EASNA members who will:

- Develop relationships with ministers, senior ministerial political staff, members of Parliament and legislative assistants whose portfolio, personal interest or standing committee responsibilities may focus on EAP policy and EAP-related issues;
- Develop relationships with subject matter experts or the government relations officials in related industry associations; and
- Initiate and coordinate EASNA’s advocacy activity.

B. DEVELOPING RELATIONSHIPS—THE KEY TO SUCCESS

The ultimate goal of the committee is to have EASNA members establish working relationships with:

- Senior political staff who serve cabinet ministers with responsibilities related to EAP policy (Health, Finance, Human Resources and Skills Development);
- Members of Parliament and Senators who serve on committees that study health care issues and health policy;
- Legislative assistants to Members of Parliament and Senators who either serve on standing committees that study health care policy or have a personal interest in health policy;
- Key staffers at regulatory agencies involved in health care advocacy; and
- Counterparts with other associations or organizations sponsored by EAP and health care-focused associations.
Advocacy Committee members will ensure that EASNA’s membership is made aware of the following:

- How Members of Parliament are elected in Canada;
- The name and position of the Member of Parliament elected in their riding;
- How laws are made in Canada;
- How Members of Parliament influence and shape regulatory issues and policy; and
- Relevant EAP legislative items before Parliament and their potential effect on EAP regulation and policy.

Advocacy Committee members will engage Members of Parliament and Senators to raise awareness for the many benefits of EAPs in Canada, as well as EASNA’s position on relevant legislative and regulatory matters before Parliament. This handbook provides general information regarding the federal legislative process, as well as tools for how individual EASNA members can help to shape the policies and regulations that govern EAPs in Canada.

**Action Item: How Laws Are Made in Canada**

Visit the [Parliament of Canada](https://www.parliament.ca)'s website, which has a detailed explanation of how a bill becomes a law.

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**C. SCOPE**

Being effective on Parliament Hill requires the coordinated outreach and engagement of an organization’s senior leadership to help shape public policy or decision-making. While regular contact with key decision-makers and federal officials is important and should be encouraged, these efforts should also be carefully orchestrated so that all messaging to government officials is relevant, consistent, coordinated and compelling.

Focused activity and communication is far more effective than general communication with every Member of Parliament.

**D. ORGANIZATION**

The EASNA Advocacy Committee usually consists of the following:

- The board president (chair);
- The committee chair (named by the president);
- Committee members; and
- Headquarters staff.

Recruiting committee members is the responsibility of EASNA’s committee chair. Credibility for any advocacy campaign can occur only when the association’s members are coordinated and adopt consistent messaging.
SECTION 4. ADVOCACY COMMITTEE MEMBERS' DUTIES AND RESPONSIBILITIES

Each level of an advocacy or lobby campaign has specific responsibilities designed to ensure the maximum level of impact among committee members and among the general membership.

A. HEADQUARTERS

The board president directs all legislative activity, actions carried out by the Advocacy Committee chair. The chair, supported by the executive director, will assist with the following:

- Establish a communication link to all members of the lobbying network, especially members of the Advocacy Committee;
- Provide legislative training for all committee members;
- Distribute information regarding legislation and regulation in Canada and the US; and
- Help identify Members of Parliament and Senators who are relevant to the shaping of Canada's legislative and regulatory framework for EAPs.

B. ADVOCACY COMMITTEE

The members act on recommendations made by the board, as conveyed by the chair, including EASNA’s positions on legislative and regulatory issues.

C. COMMUNICATION

Communication is the key to keeping EASNA’s members informed about advocacy issues. EASNA’s senior staff maintains a list of all Advocacy Committee members, who are also listed on the website. The committee chair maintains background information on pending legislation and regulation and Parliamentary hearings, and provides training programs and materials.

D. INFORMATION FROM OTTAWA

The Advocacy Committee chair prepares and distributes updates for the board and membership at large, and directs the development of training programs and materials, working with the US-based executive director. The committee also identifies information to publish on the EASNA website, again in coordination with the senior staff.
Action Item: Publicizing the Network

Keeping an up-to-date list of the Advocacy Committee is an important task. As important is making that list easily accessible to EASNA’s members. Committee members, issues, and news may all be distributed through broadcast emails (the EASNA Alerts) and on the website. The committee chair is the liaison with senior staff for dissemination of this information.
SECTION 5. BUILDING RESOURCES

Given the structure of EASNA’s Advocacy Committee, establishing effective channels for communication and training for members interested in becoming committee members and effective lobbyists is also key. This section offers suggestions for retaining and training network members so they will become effective resources for EASNA.

A. THE NEED FOR INFORMATION AND TRAINING

Most first-time lobbyists have some understanding of Canada’s system of government and how it functions. Becoming an effective lobbyist, however, requires they receive training that focuses on the intricacies of Parliament Hill. Of special importance is information and training that identifies the changes that have occurred in the past two decades regarding lobbying practices and governance of the lobbying industry in Canada. (Refer to Section 9 for background regarding the requirements of lobbyists in Canada.)

TRAINING TOOLS

Lobbyists, irrespective of their experience, must remain informed and motivated to be effective. In addition to this manual, EASNA members may also participate in a one-hour training teleconference, which may be scheduled by the Advocacy Committee chair. As noted previously, issue-specific information will be maintained on the EASNA website.

LOBBY DAY

As the EASNA advocacy program grows, the organization will consider offering in-person training in coordination with a lobby day. Participants will hear the latest news and information on our issues, receive training tips on effective lobbying techniques, and immediately put all of the information and tools to work by visiting with their elected officials in Ottawa.

Because so many individuals and organizations now visit Ottawa to engage federal Parliamentarians, lobbyists must be better prepared than ever if they are to effectively communicate their message.

Action Item: Keep Asking for Ideas

The Advocacy Committee’s value to the association depends on its ability to provide timely information on issues that matter to its members. Remember, the Advocacy Committee is the public face of EASNA.
Few organizations have the resources to reach every elected official on Parliament Hill. Similarly, lobbyists have limited time to follow EAP-related legislation and regulation. To accommodate these limitations, EASNA members must articulate a focused message and identify primary and secondary target audiences. The result: EASNA’s legislative program remains manageable and its volunteers involved and motivated.

A. MISSION STATEMENT

To be an effective lobbyist, understanding the goal of the Advocacy Committee is critical:

The mission of the EASNA Advocacy Committee is to represent and advance the interests of the employee assistance community in legislative and regulatory affairs at the federal level, where applicable. Working collaboratively with other organizations and coalitions, the EASNA Advocacy Committee seeks to create a regulatory and legislative landscape throughout North America that will facilitate the maximum growth and positive societal influence of employee assistance programs.

B. LEGISLATIVE AGENDA

At the beginning of each new Parliament or each new session of Parliament, the Government of Canada introduces items of legislation (bills) pertaining to a wide variety of public policy areas. It is conceivable, though not all that probable, that the federal government could introduce an item of legislation of concern to EASNA or that connects in some way to EASNA’s mission statement. EASNA’s position on legislative items, developed by the Advocacy Committee, would form the basis of EASNA’s advocacy agenda.

C. KEY STANDING COMMITTEES OF THE HOUSE OF COMMONS AND SENATE

The standing committees of the House of Commons and Senate are not equally important to EASNA’s Advocacy Committee. A few key standing committees—House of Commons: Health, Finance and Human Resources, Skills and Social Development | Senate: Social Affairs, Science and Technology—are of particular relevance to EASNA. The members who sit on these standing committees would be of particular interest to Lobby Day efforts on Parliament Hill.
D. **PROGRESS REPORTS**

To maintain the members’ interest in the Advocacy Committee’s work, it is imperative that the committee members help the chair prepare progress reports and other updates on legislative and regulatory issues. Most EASNA members do not have the time or resources to stay aware of these issues, so the Advocacy Committee can provide an exceptionally valuable benefit by sharing information.
SECTION 7. CONTACTING A MEMBER OF PARLIAMENT

It is essential for Advocacy Committee members to maintain periodic contact with key members of the House of Commons and Senate and their political staff. There are many possible communication options, such as letters, phone calls and face-to-face meetings.

This section is a guide for communicating clearly and properly for best results. Communication is a basic key in an organization such as EASNA, and how EASNA members communicate with elected and unelected officials is just as important as what they communicate.

A. WRITING LETTERS

Letter writing has traditionally been the most popular approach to engaging a Member of Parliament. It is also an effective way to ask a Member of Parliament to introduce Private Members legislation or to support/oppose government sponsored legislation. However, messages delivered by email have supplanted traditional letter writing.

NOTE: Mail may be sent via Canada Post to Members of Parliament postage-free at the following address:

Name of Member of Parliament
House of Commons
Ottawa, ON
Canada K1A 0A6

A much more expeditious way to correspond with Members of Parliament is by email (or for longer documents, as an attachment to an email)—the delivery method House of Commons offices prefer. Email addresses for individual Members of Parliament can be found by consulting the Current Members of Parliament Directory.

Letters must be well-written and rarely more than one page in length. Wordy, lengthy letters are rarely read. Perhaps most importantly, letters must indicate clearly what it is you are requesting, such as the following:
- To express a position on an issue and to ask for support;
- To congratulate or thank for a particular vote;
- To express disapproval of a vote (politely); or
- To ask the Member to influence actions taken or being considered by a regulatory agency for which Parliament has oversight.
CONTENT

When writing letters, consider the following:

- Keep letters as short and to the point as possible. One-page letters are best;
- Identify what the subject of the letter is and provide the name and number of the legislation;
- State the reason for writing, including any personal experiences that pertain to the matter;
- Do not be argumentative;
- If you have met the Member of Parliament personally or have some connection over and above that of a constituent, draw attention to it in the letter;
- Ask legislators to state their positions on the issue by written reply;
- Letters must be timely; and
- Avoid standard phrases that give the appearance of form letters. They have less impact than a more personal one.

✔️ Action Item: Send it NOW and with the Appropriate Contact Information

Once you write a letter, send it immediately. When a letter arrives is often just as important as what a letter says.

To ensure that your email gets past the screening process and is actually read, it is essential that you include your full name and address—including both the area code before your phone number and your postal code. This information tells the MP’s office that you are a constituent, increasing the likelihood that your message will get a prompt response.
Honorable Sally Smith, MP  
or Honorable John Doe, MP  
House of Commons  
Ottawa, Ontario  
K1A 0A6  

Dear Ms Smith:  
or Dear Mr. Doe:  

As a voter and constituent represented by you, I am writing to urge you to oppose/support S_____/HR_____, a bill to ___________________. This legislation will be considered soon by the Committee on __________ (or on the floor of the House of Commons).  

Passage/defeat of this legislation is important to me as a member (spouse of a member) of the (name of your organization)  

When this legislation comes up for consideration, I urge you to vote for/against it because (in your own words, state your reason—state your expertise on the matter—relate personal experiences that are relevant).  

I would appreciate your support of this position and would like to know your views on the issue and how you intend to vote.  

Thank you for taking time to consider my views.  

Sincerely,  

Jane Smith  
111 Main Street  
Your Town, ST 54321  
(010) 555-1212  

Figure 1, Sample Letter to a Member of Parliament
B. **TELEPHONE CALLS**

Another effective way of communicating with legislators is through telephone conversations. Every Member of Parliament has an office in Ottawa, and at least one in his or her riding. Phone calls to a Member's office are effective even when it is not possible to speak to the Member directly.

When constituents contact a Member's constituency office (the office in his or her local riding), the staff member relays a constituent's views to Ottawa. Such reports are made daily when there are a large number of responses on an issue.

In certain situations, such as when a closely contested bill is considered by the full House of Commons, lobbyists may need to contact a Member's Ottawa office directly.

**NOTE:** When you call a House of Commons office, ask for the staffer responsible for your issue (or responsible for all health care issues). Expect voice mail. Offices are very busy and can receive hundreds of phone calls daily when significant legislation on any issue is pending. Before calling, prepare notes on the issue to be discussed. Always ask for the Member's position on the issue in question. If the Member indicates how he or she intends to vote, immediately pass the information through the Advocacy Committee so the news is spread.

C. **MEETING FACE-TO-FACE**

The face-to-face meeting is the best way to communicate your positions on legislative issues. Legislators appreciate constituents and stakeholders giving their opinions and sharing information. Many decisions made by legislators are based on public response—whether in person, by letter, or phone.

Legislators meet with constituents both in Ottawa on ‘the Hill’ and when they are back in their home constituencies. The most effective visits involve a small, well-chosen delegation, but individual visits also are effective. When preparing for a meeting, plan out the interview in advance. Legislators should feel that the meeting with constituents or stakeholders was time well spent.

Remember to be friendly and cordial. Personal contacts are the basis for successful lobbying.
MEETING WITH LEGISLATIVE ASSISTANTS

Because of the hectic schedule kept by every Member of Parliament and the number of issues with which they must be familiar, constituents and stakeholders often meet with legislative assistants (LAs). These staff members usually cover five or more major issues and several minor ones. LAs often are young (under age 30) and may have only a passing familiarity with your organization and its issues. Therefore it is critical to provide these individuals with background information pertaining to a bill, as well as information on EASNA’s position on the bill.

Do not be disappointed when asked to meet with a staff member instead of the elected official. LAs are sometimes more important than the elected Member, who cannot possibly be an expert on every bill introduced in a particular session. When a bill is up for a vote, the first person a Member of Parliament asks for information is the LA responsible for that issue or file. Therefore, never underestimate an LA’s influence and importance. LAs provide Members of Parliament with reports of constituent and stakeholder visits to staff members, including the stakeholders’ position on an issue, how organized the stakeholder group is, and the number of stakeholders who expressed support for, or opposition to, a particular bill.

Action Item: Find out who handles health care issues

To best prepare for when a health care issue arises, it is best to contact your Member of Parliament’s office to obtain contact information and other coordinates that will help familiarize the organization with key staff members who may be responsible for the file.

CONSTITUENT GATHERINGS

During periods of Parliamentary recess, Members of Parliament often hold ‘town hall’ meetings in their riding. It is here the legislator and the constituent or stakeholder may come together in a more relaxed atmosphere. Most legislators are eager to attend a gathering of voters, because the legislator has the opportunity to learn voters’ views and lobby for their support in Parliament.

D. SITE VISITS

Today Members of Parliament must keep track of hundreds of issues—many more than their predecessors did even a decade ago. To complicate matters further, there are more constituents and stakeholders visiting Parliament Hill and constituency offices. With this competition for time and attention, how can you help your Member of Parliament understand—and remember—your issues? One of the most effective and least expensive techniques for lobbyists is to get the Member or staffer off Parliament Hill and into your environment so they can visit your place of business.
**UNDERSTANDING THE VALUE OF THE VISIT**

There are several reasons for scheduling a site visit:

- You get more time with the Member or staffer, without the competition of phone calls, votes, hearings, and any other interruptions.
- You show the Member what your working life is really like—a valuable experience for any Member, but especially for young Members and staffers who may never have been exposed to your type of business or government agency.
- You give them the chance to see real people at work. Members find it much harder to criticize any business or government agency if they have seen the difficulty, complexity, and value of your work.

**INVITING MEMBERS**

The best time to invite a Member of Parliament to tour your site is when you are in the Member’s office during a personal visit or at an event where the Member is present and you have an opportunity for an ‘informal’ chat. After explaining your issues, the logical next step is asking the Member to see first-hand the nature of your business or the situation that would be influenced by pending legislation. If you are unable to extend an invitation in person, then do so in writing, suggesting a date and location for a site visit.

Whether you deliver your invitation in person or in writing, remember that few invitations for a site visit are accepted the first time they are offered. Success may come only after inviting the Member several times. Success may require persistent and professional follow-up work with the staffer, or legislative assistant, assigned to handle your issue.

Whether inviting a Member in person, by phone or letter, confirm the Member’s acceptance in writing, indicating the date, time, and precise location. Be sure to request a contact person with whom you can discuss additional details, and who will be responsible for confirming the visit. Be prepared for changes. It is very common for visits to be cancelled and rescheduled several times, especially if the site visit occurs during a busy part of the legislative calendar.

**PREPARING FOR THE VISIT**

A site visit provides an excellent opportunity to impress Members and staffers, but without good advance planning, you could just as easily make a bad impression. The key to success is attention to detail in your planning and preparation.

When planning a site visit, remember that every Member has a limited amount of time. That’s why it is so important to establish up front the amount of time your visitors can spend at the site—and to stick to that schedule. To avoid any chance for confusion, confirm such details in writing, sending the information by mail, email or fax. Don’t be surprised or disappointed, however, if the Member insists on last minute changes. Also, be prepared for the Member to arrive at the site and to announce that the visit will have to be cut short.
Although you may have many members of your EASNA network available for a site visit, avoid overwhelming your visitors. Decide who should be involved, then select a principal spokesperson. Discuss each person’s role, but remember that not everyone has to speak. The objective is to get your points across, not to overwhelm.

Good preparation includes briefing materials for the staffer who accompanies the Member. The staffer will brief the member while they are driving or flying to your site, so prepare concise, easy-to-understand materials. Provide a general overview using a simple and uncomplicated format. Again, avoid overwhelming the staffer or member. Next, stage a rehearsal to review the precise path of the visit and expose any unanticipated problems. Consider every possible factor:

- Where do you want the member and staffers to enter and exit the facility?
- What departments should they see? (Time constraints may not allow you to include every one.)
- Who might the member meet along the way and how much time could such conversations take?
- Should someone take photographs during the visit, and if so, when and where?

After touring the facility, especially if it is one where noise makes conversation difficult, consider talking briefly with the member in a quiet office setting. Ideally, and if time permits, your conversation would be during lunch or dinner, or at a small reception. Changes in what “gifts” Members may accept under the gift ban, however, have made most members reluctant to accept offers of seated dinners.

**Action Item: Ask about the Gift Ban**

Before a meeting with a Member, always know whether you can buy lunch, give a coffee mug or any other seemingly inconsequential gift. This will help avoid an awkward situation when the member is especially sensitive to the gift ban.

**CONDUCTING THE VISIT**

Never be on time for a visit with a Member or staff; always be early, in case the Member is. Use the extra time to review your plan for the visit and each person’s role. Review the key issues you want to reference during the visit. And don’t forget to ask the Member to support or oppose any pending legislation of concern.
FOLLOWING UP AFTER THE VISIT

To extend the value of your site visit, send a formal letter of appreciation to the Member no later than the day after the visit. If you took photographs, include them with the letter. Were questions asked that required information not available during the visit? Include these answers in your letter. Call the Member’s office to ensure that materials were received and that all questions were answered. Finally, publish an article and your photographs in your internal publications (and consider sending the same to your local newspaper immediately after the visit).

A single visit with a Member of Parliament or a staffer should be only one small part of a good communications program. A site visit is an excellent opportunity to develop a closer, more significant relationship with the Member. Take advantage of this opportunity by staying in touch, and by inviting the Member to other events—including informal gatherings, such as a company picnic or holiday program.

Action Item: Calling the Parliament of Canada

To reach the office of any Member of Parliament or Member of the Senate, call the Information Service Switchboard at: (613) 992-4793 or the toll-free number at: 1-866-599-4999.
## SECTION 8.  GLOSSARY OF PARLIAMENTARY TERMS

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjournment Proceedings</td>
<td>A 30-minute period before the end of a daily sitting in the House of Commons when Members of Parliament can debate matters raised in Question Period or written questions that have not been answered within 45 days.</td>
</tr>
<tr>
<td>Amend</td>
<td>To change or improve something: for example, a piece of legislation</td>
</tr>
<tr>
<td>Amendment</td>
<td>A change proposal to a motion, a bill or committee report with the intention of improving it or providing an alternative.</td>
</tr>
<tr>
<td>Bell</td>
<td>An electronic bell used to call Members of Parliament into the Chamber for a sitting, or to announce a vote or the lack of a quorum in the House of Commons. When the bell is used to announce a vote, it is called a division bell.</td>
</tr>
<tr>
<td>Bicameral</td>
<td>A legislature, which has two separate chambers including the Senate and the House of Commons.</td>
</tr>
<tr>
<td>Bill</td>
<td>A proposal for a law that is to be considered by Parliament. <em>(See legislative process.)</em></td>
</tr>
<tr>
<td>Cabinet</td>
<td>The Cabinet consists of all Ministers who are appointed on the recommendation of the Prime Minister from among the members of the House of Commons, and at least one from the Senate (including the Leader of the Government and Senate). The Cabinet decides the Government’s priorities and policies, determines the legislation that will be presented to Parliament, and raises and spends revenues.</td>
</tr>
<tr>
<td>Caucus</td>
<td>A group composed of all Senators and members of Parliament from the same political party. Private caucus meetings are held regularly.</td>
</tr>
<tr>
<td>Chair</td>
<td>The presiding officer at a meeting of the House or a committee.</td>
</tr>
<tr>
<td>Chamber</td>
<td>One of the two large rooms in the Centre Block where proceedings of the Senate and the House of Commons take place. Traditionally, the Senate Chamber is red and the House of Commons is green.</td>
</tr>
<tr>
<td>Chief Electoral Officer of Canada</td>
<td>The officer of Parliament responsible for overseeing the administrative conduct of all federal elections and referenda.</td>
</tr>
<tr>
<td>Civil Servant</td>
<td>A civil servant is someone who works for the administrative service of a government, called the civil service or public service. Federally, the civil service includes government departments, Crown corporations and various agencies.</td>
</tr>
<tr>
<td>Clerk of the House of Commons</td>
<td>Advises the Speaker and Members of the House of Commons on parliamentary procedure and practice and sits at a table in front of the Speaker in the Chamber. The Clerk is the most senior permanent officer of the Commons and is responsible for keeping the official record of proceedings, preparing Commons documents and supervising the procedural officers and clerks.</td>
</tr>
<tr>
<td>Clerk of the Senate and Clerk of the Parliaments</td>
<td>The chief administrative officer of the Senate, who advises the Speaker and Senators on parliamentary procedure and practice and is responsible for the administration of the Senate and keeping the official records of proceedings. As Clerk of the Parliaments, he or she is responsible for the original pieces of legislation that have Royal Assent.</td>
</tr>
<tr>
<td>Committee of the Whole</td>
<td>Occasionally, all Senators or Members of the House of Commons will meet in their respective Chambers to consider money bills or other important legislation.</td>
</tr>
<tr>
<td>Committees</td>
<td>The <strong>House of Commons committees</strong> are comprised of both Government and opposition members and include three types of committees: legislative (which examine bills after second reading in the House); standing committees (which study certain issues, documents, departments or estimates throughout the duration of the Parliament); and special committees (appointed to inquire into specific matters). <strong>Joint committees</strong> include members from both the Senate and the House of Commons and are comprised of standing joint committees and special joint committees. <strong>Senate committees</strong> have three main functions: to study proposed legislation, to investigate policy matters and to examine Government’s spending proposals (Estimates). Senate committees are comprised of two types: standing committees and special committees.</td>
</tr>
<tr>
<td>Constituency</td>
<td>The specific geographic area in Canada that a Member of Parliament represents in the House of Commons, also known as a riding or electoral district.</td>
</tr>
<tr>
<td>Constituent</td>
<td>A person living in an area in Canada represented by an elected Member of Parliament.</td>
</tr>
<tr>
<td>Daily Order of Business</td>
<td>The daily agenda of business that may be taken up by the House of Commons.</td>
</tr>
<tr>
<td>Daily Routine of Business</td>
<td>The daily agenda of business that may be taken up by the Senate.</td>
</tr>
<tr>
<td>Debate</td>
<td>A discussion in which the arguments for and against a subject are presented according to specific rules.</td>
</tr>
</tbody>
</table>
| Dissolution | The bringing to an end of a Parliament, either at the conclusion of its five-year term or by proclamation of the Governor General. It is
<p>| <strong>Election</strong> | The process of choosing a representative by vote. In a federal general election, the voters in each riding elect one representative to the House of Commons. The person who receives the most votes represents the riding. Generally, the party, which has the most members, elected forms the Government. |
| <strong>Government</strong> | The party with the most elected members in the House of Commons usually forms the Government. Within the federal Government, the Prime Minister and the Cabinet determine priorities and policies, ensure their implementation and guide the Government's legislation through the House of Commons. An important feature of our system is that the Cabinet is responsible to Parliament. If the Government loses a major vote in the House, the Cabinet resigns. At that point the Governor General may accept the Prime Minister's advice to dissolve Parliament and call an election, or the Governor General may ask the Leader of the Official Opposition to form a new Government. |
| <strong>Government Business</strong> | Period of time set aside each day for dealing with items of business presented by the Government in the Senate. |
| <strong>Government Orders</strong> | Period of time set aside each day for dealing with items of business in the House of Commons. |
| <strong>Governor General</strong> | Appointed by the Queen (on the advice of the Prime Minister) to be her representative as Head of State in Canada. Acting on the advice of the Prime Minister, the Governor General summons, pro-rogues and dissolves Parliament, reads the Speech from the Throne, gives Royal Assent to bills and signs state documents. The Governor General receives diplomatic representatives and performs numerous ceremonial and social duties. |
| <strong>Hansard</strong> | The daily official record of debates in the Senate and the House of Commons that is edited, translated and printed in English and French. Hansard is the name of the printer in England who began preparing reports of parliamentary debates in the 18th century. The titles of the documents are: Debates of the Senate and Debates of the House of Commons. |
| <strong>Honourable</strong> | A title given to provincial Lieutenant-Governors, Privy Councillors and Senators for life, and to the Speaker of the House of Commons and certain judges while in Office. The terms Honourable Senator, The Honourable Member for, Senators and Members of Parliament in their respective chambers as a courtesy use Honourable Colleague and others, where traditionally they are not allowed to call each other by name. The member of a party responsible for its management in the |</p>
<table>
<thead>
<tr>
<th><strong>House Leader</strong></th>
<th>House. The Government House leader determines a schedule of House business through consultation with the House Leaders of the other recognized parties.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>House of Commons</strong></td>
<td>The elected Lower House of Parliament is comprised of 308 Members representing all ridings across Canada. Most of the laws passed by Parliament originate in the House.</td>
</tr>
<tr>
<td><strong>Interest Groups</strong></td>
<td>Groups of businesses, associations and people with a common interest who lobby the Government to promote that interest.</td>
</tr>
<tr>
<td><strong>Joint Committee</strong></td>
<td>A committee made up of a proportionate number of members of both the House of Commons and the Senate. It may be either a standing joint committee or a special joint committee.</td>
</tr>
<tr>
<td><strong>Journals</strong></td>
<td>The official record in English and French of the decisions and transactions of the House of Commons and the Senate.</td>
</tr>
<tr>
<td><strong>Leader of the Government in the House of Commons</strong></td>
<td>See House Leader.</td>
</tr>
<tr>
<td><strong>Leader of the Government in the Senate</strong></td>
<td>Appointed by the Prime Minister, the Leader of the Government in the Senate is usually a member of the Cabinet. The leader represents the Government in the Senate and the Senate Cabinet. The leader’s duties include organizing Government strategy in the Chamber, sponsoring legislation and managing Government business in the Senate as well as responding to questions during Question Period. The Leader of the Government is also an ex officio member of all Senate standing committees.</td>
</tr>
<tr>
<td><strong>Leader of the Official Opposition</strong></td>
<td>Generally, the leader of the party that has the second largest membership in each Chamber. The leader provides critiques of Government, leads opposition debates in both Chambers and suggests amendments to Government legislation or alternative proposals. The role of the Official Opposition is to offer voters an alternative to the current Government in the next election.</td>
</tr>
<tr>
<td><strong>Leader of the Opposition in the Senate</strong></td>
<td>The leader of the party that holds the largest number of seats in opposition. The Leader of the Opposition coordinates his or her party members’ activities in the Chamber and in committees.</td>
</tr>
<tr>
<td><strong>Legislation</strong></td>
<td>The Acts passed by Parliament that make up the law.</td>
</tr>
<tr>
<td><strong>Legislative Process</strong></td>
<td>The process by which bills are approved by Parliament and become laws. A bill goes through three readings and study by a committee in both the House of Commons and the Senate. After approval by both Houses, it receives Royal Assent and becomes law.</td>
</tr>
<tr>
<td><strong>Library of Parliament</strong></td>
<td>The Library of Parliament provides parliamentarians and their staff with information, reference and research services. The Library stocks more than 465,000 volumes concerning a broad number of</td>
</tr>
</tbody>
</table>
topics that are germane to government, politics, economics, law and international relations to name a few. It also offers a suite of electronic information resources to parliamentary offices. While the Library of Parliament itself is not open to the public, it does provide information about Parliament to the general public through a series of electronic and print publications and various public programs.

<p>| <strong>Lobbyist</strong> | Lobbyists are individuals and groups who actively communicate with federal public office holders in an attempt to influence Government decisions. They are required under the Lobbyists Registration Act to register their activities, provide information on their clients and the subject matter of their lobbying activity and adhere to standards of conduct for communicating with federal public office holders. |
| <strong>Mace</strong> | The Senate and the House of Commons each has its own Mace, which is an ornamental staff representing the authority of the respective House. When the Senate and the House are in session, the Maces rest on the Clerks’ Tables. |
| <strong>Member of Parliament</strong> | This term can be used in two ways. It can refer to Members of both the Senate and of the House of Commons, reflecting the fact that the Parliament of Canada is a bicameral legislature. In common usage the term refers to a person elected to a seat in the House of Commons (an MP), who serves as a representative of one of the 308 ridings into which Canada is divided. In debate, Members are identified not by their own names but by the names of their ridings. |
| <strong>Members’ Statements</strong> | Statements by Members is a daily 15-minute period when Members of Parliament who are not Cabinet Ministers can speak for up to one minute each on matters they consider important. |
| <strong>Notice of Motion</strong> | An oral or written announcement of an intention to bring a substantial proposal before the House of Commons or the Senate. |
| <strong>Opposition</strong> | The party or parties and independent members who do not belong to the governing party. The role of the opposition is to provide knowledgeable criticism of the Government and propose ways to improve its policies and legislation. |
| <strong>Oral Questions</strong> | The formal term for Question Period. |
| <strong>Out of Order</strong> | Contrary of the rules of parliamentary procedure. The expression may be applies to motions, bills, or to any intervention that runs contrary to the rules of the Senate or of the House of Commons. It could include words, behaviour or actions that can be judged to be out of order by the Speaker of the Senate or of the House of Commons. |
| <strong>Page</strong> | A university student employed by the Senate or the House of Commons to carry messages and deliver documents and other material to the Chamber during sittings of the Senate or House of Commons. |
| <strong>Parliament</strong> | The Constitution Act, 1867 states that Canada’s Parliament is composed of the Queen, the Senate and the House of Commons. The Act gives Parliament the power to make laws for Canada in certain areas of responsibility. |
| <strong>Parliamentarian</strong> | A Senator or Member of the House of Commons. |
| <strong>Parliamentary Procedure</strong> | The rules and traditions that determine how the Senate and House of Commons carry out their business. |
| <strong>PCO</strong> | An abbreviation for Privy Council Office. |
| <strong>PMO</strong> | An abbreviation for Prime Minister’s Office. |
| <strong>Prime Minister</strong> | The leader of the party in power and the head of the federal Government. |
| <strong>Private Member</strong> | A Member of Parliament who is not a Cabinet Minister, the Speaker, the Deputy Speaker or a Parliamentary Secretary. |
| <strong>Privy Council</strong> | A formal advisory body to the Crown appointed by the Governor General on the advice of the Prime Minister. All Cabinet members must be sworn to the privy Council, to which they are named for life. |
| <strong>Prorogation</strong> | Prorogation ends a session of Parliament but does not dissolve Parliament. The Governor General prorogues Parliament at the request of the Prime Minister. Any bills that have not received Royal Assent by the time Parliament is prorogued will have to be reintroduced in the next session. |
| <strong>Question Period</strong> | A daily 45-minute period in the House of Commons and a 30-minute period in the Senate when the Prime Minister or the Leader of the Government in the Senate, Ministers and committee chairs are asked questions about their areas of responsibility (also known as Oral Questions). |
| <strong>Quorum</strong> | The minimum number of Senators (15) who must be in attendance in the Senate, or the minimum number of Members of Parliament including the Speaker (20) who must be present in the House of Commons in order to carry out the business of the Chamber. In a committee, the quorum is the majority of the committee members. |
| <strong>Report</strong> | A written or verbal statement by a committee to the Senate or House of Commons giving the results of an inquiry, asking for ad- |</p>
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional powers or returning a bill after consideration, with or without amendments.</td>
<td></td>
</tr>
<tr>
<td><strong>Report State</strong></td>
<td>A step in the passage of a bill when the Senate and the House of Commons consider the report of the committee that had studied the bill and when amendments to the text may be proposed.</td>
</tr>
<tr>
<td><strong>Responsible Government</strong></td>
<td>The political executive – the Prime Minister and Cabinet – must have the support of the majority in the House of Commons to stay in power. If it loses that support on a question of confidence, it must resign or call for an election.</td>
</tr>
<tr>
<td><strong>Riding</strong></td>
<td>Another word for constituency or electoral district.</td>
</tr>
<tr>
<td><strong>Right Honourable</strong></td>
<td>A title given for life to Governors General, Prime Ministers and Chief Justices of the Supreme Court of Canada.</td>
</tr>
<tr>
<td><strong>Routine proceedings</strong></td>
<td>A time set asked daily in the House of Commons and in the Senate to table documents, present petitions and consider other basic business.</td>
</tr>
<tr>
<td><strong>Royal Assent</strong></td>
<td>The ceremony of Royal Assent is the last stage in the legislative process. It is one of Parliament’s oldest proceedings. Royal Assent takes place in the Senate Chamber and is given by the Governor General or the Governor General’s deputy (the Chief Justice of Canada or another justice of the Supreme Court of Canada), with Members of the House of Commons present. Once a bill has received Royal Assent it can become law. Alternatively, Royal Assent may be signified by a written declaration by the Governor General or his or her deputy.</td>
</tr>
<tr>
<td><strong>Senate</strong></td>
<td>The Upper House of Parliament, composed of 105 Senators. They examine and revise legislation, investigate national issues and represent regional, provincial and minority interests. The Senate also introduces its own bills, subject to certain constitutional limitations. Senate committees are frequently struck to examine specific social and economic issues in detail.</td>
</tr>
<tr>
<td><strong>Senator</strong></td>
<td>A person appointed to the Upper House of Parliament by the Governor General on the advice of the Prime Minister. The Senate has 105 Senators representing different regions of Canada.</td>
</tr>
<tr>
<td><strong>Senators’ Statements</strong></td>
<td>A daily 15-minute period when Senators can speak for up to three minutes each on matters they consider to be important.</td>
</tr>
<tr>
<td><strong>Sergeant-at-Arms</strong></td>
<td>A senior official who is responsible for the buildings used by the House of Commons, their contents, maintenance and security. The Sergeant-at-Arms attends to the Speaker when he or she enters or leaves the Commons Chamber and is responsible for the Mace.</td>
</tr>
<tr>
<td><strong>Session</strong></td>
<td>One of the fundamental time periods into which a Parliament is divided, usually consisting of a number of separate sittings. Sessions are begun by a Speech from the Throne and are ended by prorogation or dissolution.</td>
</tr>
<tr>
<td><strong>Sitting</strong></td>
<td>A meeting of the Senate or of the House of Commons within a session. Although usually a calendar day, a sitting may last for only a matter of minutes or may extend over several days.</td>
</tr>
<tr>
<td><strong>Speaker of the House of Commons</strong></td>
<td>The Speaker presides over the House of Commons, ensuring that its rules and traditions are respected. The Speaker represents the Commons in dealings with the Senate and the Crown and is also responsible for the administration of the House and its staff. The Speaker has a diplomatic and social role in hosting visits by heads of state and government who come to parliament. Other Members at the beginning of each new Parliament elect the Speaker or when a vacancy occurs.</td>
</tr>
<tr>
<td><strong>Speaker of the Senate</strong></td>
<td>Appointed by the Prime Minister, the Speaker of the Senate presides over the business of the Senate Chamber and guides the flow of debates, calling items on the Order Paper, preserving order and decorum and ruling on questions of parliamentary procedure. The Speaker also carries out diplomatic and ceremonial functions, both at home and abroad.</td>
</tr>
<tr>
<td><strong>Special Committee</strong></td>
<td>A committee of Members of Parliament or of Senators appointed to study a specific matter. Once its final report has been presented, the committee ceases to exist.</td>
</tr>
<tr>
<td><strong>Speech from the Throne</strong></td>
<td>A speech prepared by the Privy Council Office and delivered by the Queen or the Governor General at the start of a session of Parliament. The speech is delivered in the Senate Chamber and outlines the Government’s policies and the legislation it plans to introduce during the session.</td>
</tr>
<tr>
<td><strong>Standing Committee</strong></td>
<td>A permanent committee of the Senate or the House of Commons that studies matters requested by its respective House or undertakes studies on its own initiative.</td>
</tr>
<tr>
<td><strong>Table</strong></td>
<td>To place a document before the Senate, the House of Commons or a committee for consideration or consultation.</td>
</tr>
<tr>
<td><strong>Usher of the Black Rod</strong></td>
<td>An officer of the Senate who supervises the administrative duties for the opening of Parliament and escorts the Speaker of the Senate into the Chamber. The Usher of the Black Rod also delivers messages to the House of Commons when its Members’ attendance is required in the Senate Chamber by the Governor General or his/her deputy. The name ‘Black Rod’ comes from an ebony rod, which symbolizes the position.</td>
</tr>
<tr>
<td><strong>Vote</strong></td>
<td>To express a choice for the purpose of reaching a decision. In the Senate and House of Commons, Members can vote either verbally or by standing in their places.</td>
</tr>
<tr>
<td><strong>Whip</strong></td>
<td>The Member who is responsible for keeping other members of the same party informed about House business and ensuring their attendance in the Chamber, especially when a vote is anticipated.</td>
</tr>
</tbody>
</table>
SECTION 9. THE LOBBYING ACT

The Lobbying Act Justice Canada website (External link, Opens in a new window) and its related Regulations came into force simultaneously on July 2, 2008. See below for key events in the history of the Canadian lobbyists registration regime.

The Lobbying Act is based on four key principles.

- Free and open access to government is an important matter of public interest.
- Lobbying public office holders is a legitimate activity.
- It is desirable that public office holders and the general public be able to know who is engaged in lobbying activities.
- The system of registration of paid lobbyists should not impede free and open access to government.

The Act applies to individuals who are paid to lobby. People who lobby on a voluntary basis are not required to register.

The Lobbying Act identifies three types of lobbyists:

Consultant Lobbyist

- A person who is hired to communicate on behalf of a client. This individual may be a professional lobbyist but could also be any individual who, in the course of his or her work for a client, communicates with or arranges meetings with a public office holder.

In-House Lobbyist (Corporations)

- A person who works for compensation in an entity that operates for profit.

In-House Lobbyist (Organizations)

- A person who works for compensation in a non-profit entity.

Note: Registration requirements for in-house lobbyists (corporations and organizations) are subject to a test regarding the amount of lobbying that they do.

A. KEY EVENTS IN THE HISTORY OF THE CANADIAN LOBBYISTS REGISTRATION REGIME

2010
The *Designated Public Office Holder Regulations* were amended September 20, 2010. As a result, the definition of a designated public office holder was expanded to include all Members of Parliament and all Senators, as well as any staff working in the offices of the Leaders of the Opposition in the House of Commons and the Senate, appointed pursuant to subsection 128(1) of the *Public Service Employment Act*. This brings the total of positions or classes of positions designated by way of regulation to 14.

### 2008

The *Lobbying Act* and associated regulations come into force on July 2, 2008. Important changes introduced include:

- **The position of Registrar of Lobbyists is repealed and the Commissioner of Lobbying, an independent Agent of Parliament, is created.** The Commissioner is provided with expanded investigative powers and an education mandate.
- **A new category of public office holder is identified within the federal government.** Known as designated public office holders (DPOH), the *Lobbying Act* defines the category as including: Ministers of the Crown or Ministers of State and any person employed in their offices who are appointed under subsection 128(1) of the *Public Service Employment Act*; public office holders, who occupy senior executive positions, whether by the title of deputy minister, chief executive officer or by some other title, or associate deputy ministers, assistant deputy ministers, or occupy a position of **comparable rank**. A further 11 positions were designated by regulation.
- **A five-year, post-employment prohibition on lobbying is imposed on all former DPOHs and designated former members of prime ministerial transition teams.** The *Lobbying Act* states that they cannot become a consultant lobbyist or an in-house lobbyist employed by an organization. They may still be employed by a corporation as an in-house lobbyist, if lobbying activities do not constitute a "significant part of their duties".
- **Lobbyists are required to disclose certain details regarding their "oral and arranged" communications with DPOHs.** DPOHs, for their part, are required to confirm to the Commissioner the accuracy of the information submitted by lobbyists.
- **Payments or other benefits that are contingent on the outcome of any consultant lobbyist's activity are banned.**
- **The period during which possible infractions or violations under the *Lobbying Act* and the *Lobbyists' Code of Conduct* may be investigated and prosecution may be initiated is extended from two to ten years.**
- **Monetary penalties for lobbyists who are found guilty of breaching the requirements of the *Lobbying Act* are increased to a maximum of $200,000 or imprisonment for a term not exceeding two years, or both.**
- **The Commissioner is given the authority to prohibit individuals convicted of offences under the Act from conducting lobbying activities for a period of up to two years.**
- **Mandatory electronic filing of all disclosures is introduced, but exceptions are provided for disabled individuals and those without access to a computer.**
2006

A further move towards greater independence of the Office of the Registrar of Lobbyists was made in February 2006, when the Office was transferred to the portfolio of the President of the Treasury Board as an independent entity.

Bill C-2, the Federal Accountability Act (FedAA), was introduced in Parliament on April 11, 2006 and received Royal Assent on December 12, 2006. The FedAA included changes to the Lobbyists Registration Act, with the name of the Act to the Lobbying Act to reflect its broader scope.

2005

The Regulations Amending the Lobbyists Registration Act and the Act to amend the Lobbyists Registration Act, came into force on June 20, 2005. The following major changes were made to the Act:

- A clearer definition of "lobbying" was provided.
- It was clarified that a person making simple enquiries or requests for information did not have to register as a lobbyist.
- There was no longer an exemption from registration if a public office holder initiated contact with a lobbyist.
- All categories of lobbyists were required to update or renew their filings every six months.
- Former public office holders engaged in lobbying were required to provide information on previous positions held within the federal government.
- The registration requirements for both categories of in-house lobbyists (those who work for corporations and those who work for non-profit organizations) were aligned. The most senior officer of a corporation or of a non-profit organization was made accountable for registering all employees who lobby.
- While conducting an investigation, the Registrar was required to notify the police if there were reasonable grounds to believe that a criminal offence has been committed under the Act.

2004

In January 2004, the Government introduced Bill C-4, which came into effect in May 2004. The new legislation changed the reporting structure under the Lobbyists Registration Act, so that the Registrar reported to Parliament directly through the Registrar General of Canada (the Minister of Industry). The position of Ethics Counsellor was eliminated. The Registrar assumed all responsibilities under the Lobbying Act. The Office of the Registrar of Lobbyists became an administrative unit within Industry Canada.

2002–2003

The government introduced Bill C-15, An Act to Amend the Lobbyists Registration Act in the House of Commons on October 23, 2002. This bill received Royal Assent on June 11, 2003.
1995–1997

The government introduced Bill C-43, *An Act to Amend the Lobbyists Registration Act and to make related amendments to other Acts*. It proposed amendments to the Act that strengthened the disclosure requirements to make more meaningful and comprehensive information available about lobbyists and their lobbying activities. The amendments came into force on January 31, 1996. At that time, the responsibility for making decisions under the Act was assigned to the Ethics Counsellor.

The amended legislation also mandated the development of a code of conduct for lobbyists. After extensive consultations, including review by the House of Commons Standing Committee on Procedure and House Affairs, the Code came into force on March 1, 1997. The Ethics Counsellor was responsible for upholding the *Lobbyists’ Code of Conduct*.

1989

The *Lobbyists Registration Act* came into force on September 30, 1989. It set basic requirements for the registration of paid lobbyists, including that lobbyists were to provide information about themselves and the subject matter of their lobbying.