



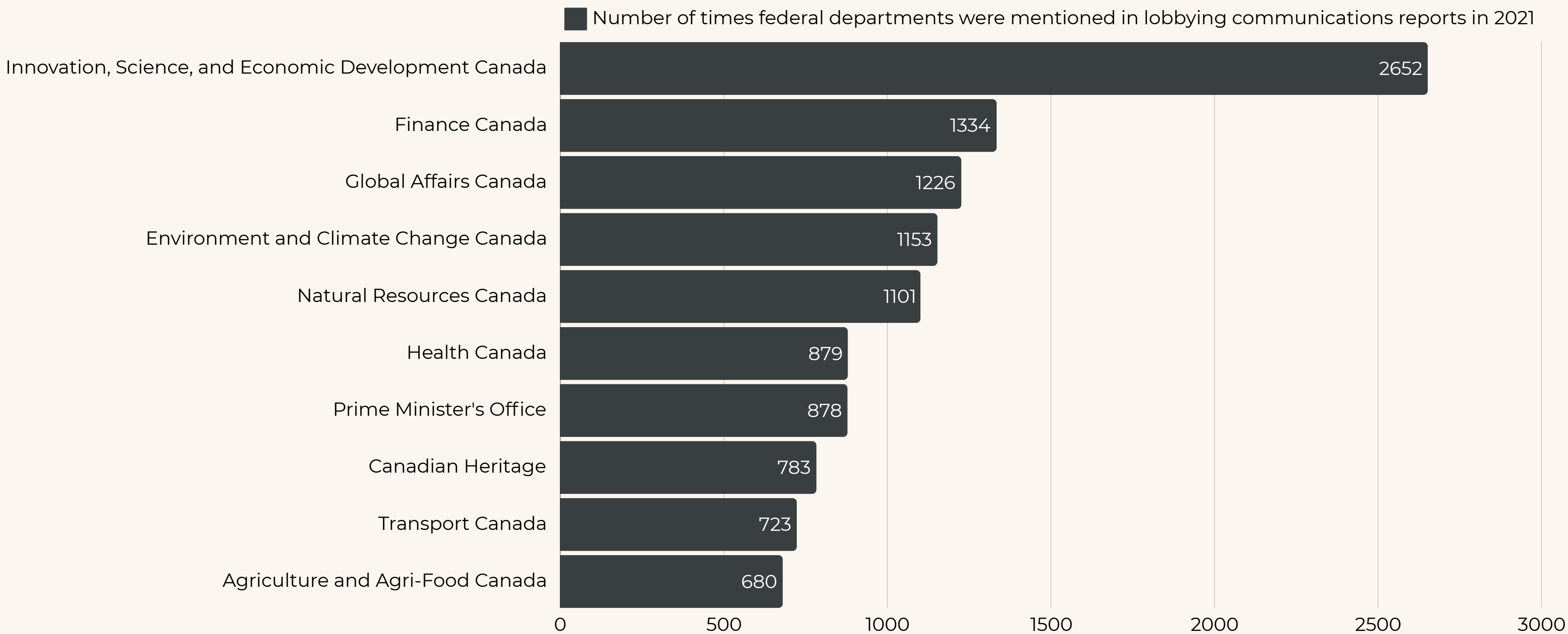
Andy Regier
Public Affairs Specialist-
Research Analyst



What is lobbying?

People or groups trying to influence public policy or government decisions.

- 1 Building relationships
- 2 Seeking influence
- 3 Shaping laws



Who is the most effective lobbyist in your life?

How to lobby

Ask yourself three questions:

- 1 What do you want to achieve?
- 2 Who is the decision maker?
- 3 What story will you tell?

The prime decision makers

- Premier
- Cabinet ministers (minister of health, finance, etc).
- Senior political staff (in direct contact with the government)
- Members of the legislative assembly (MLAs)
- Government officials (bureaucrats, deputy ministers)
- Political parties (NDP, PC, etc).

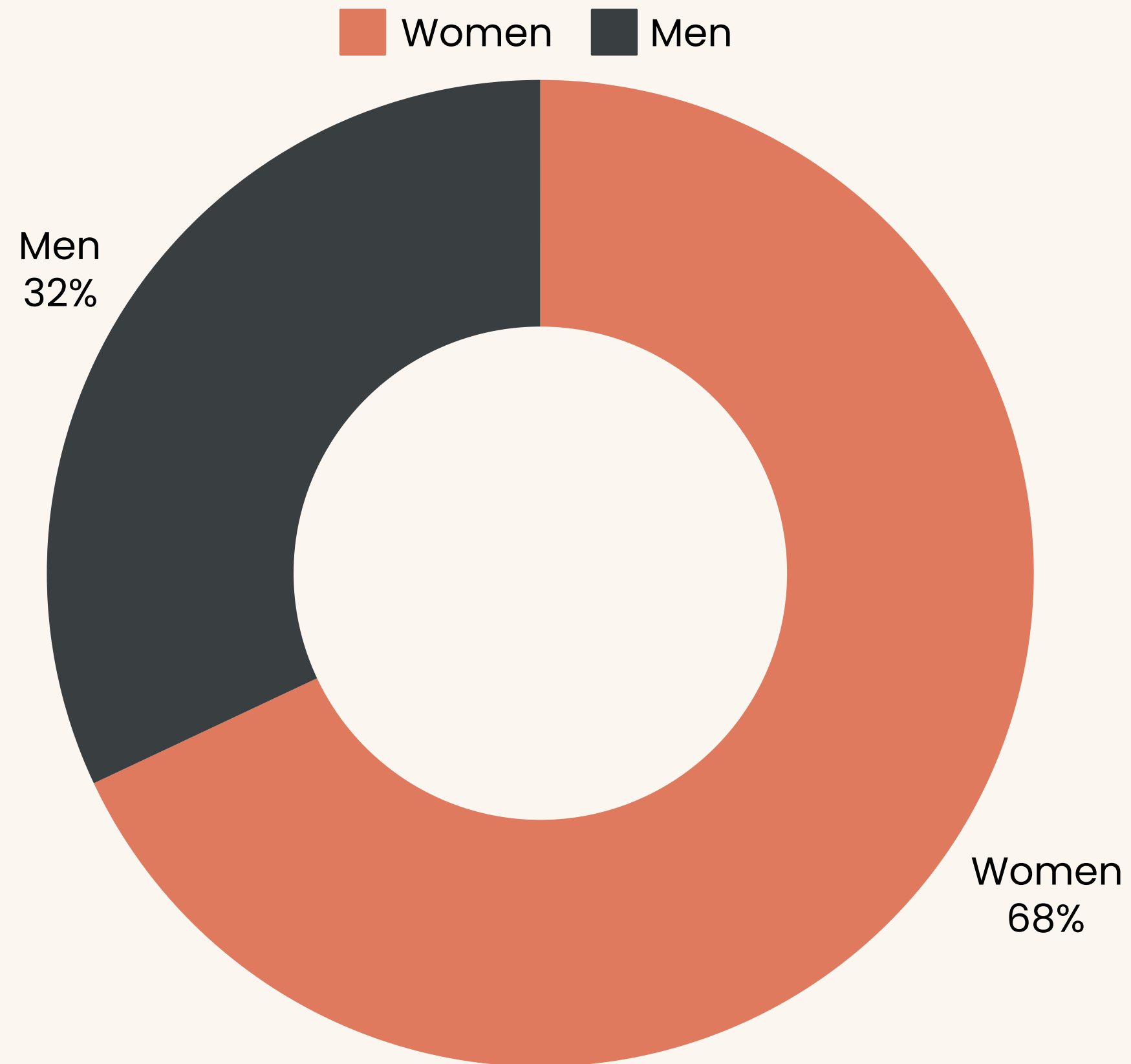
YOUR DECISION MAKER MATTERS = YOUR VOTE MATTERS



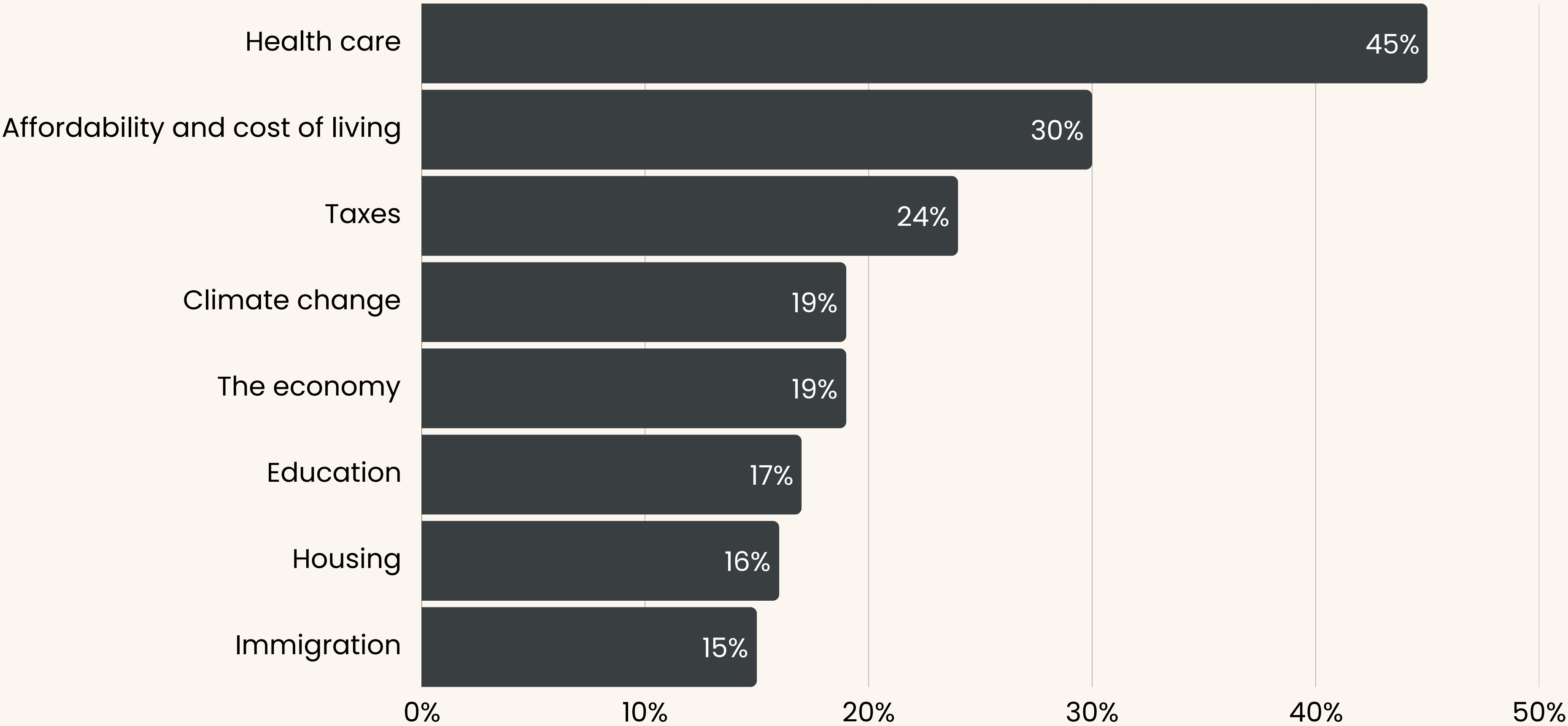
How voting works



Gender differences among swing voters in Canada 2019



■ Most important issues to swing voters in Canada 2019



THEY HAVE
4 YEARS
TO DO SOMETHING

=

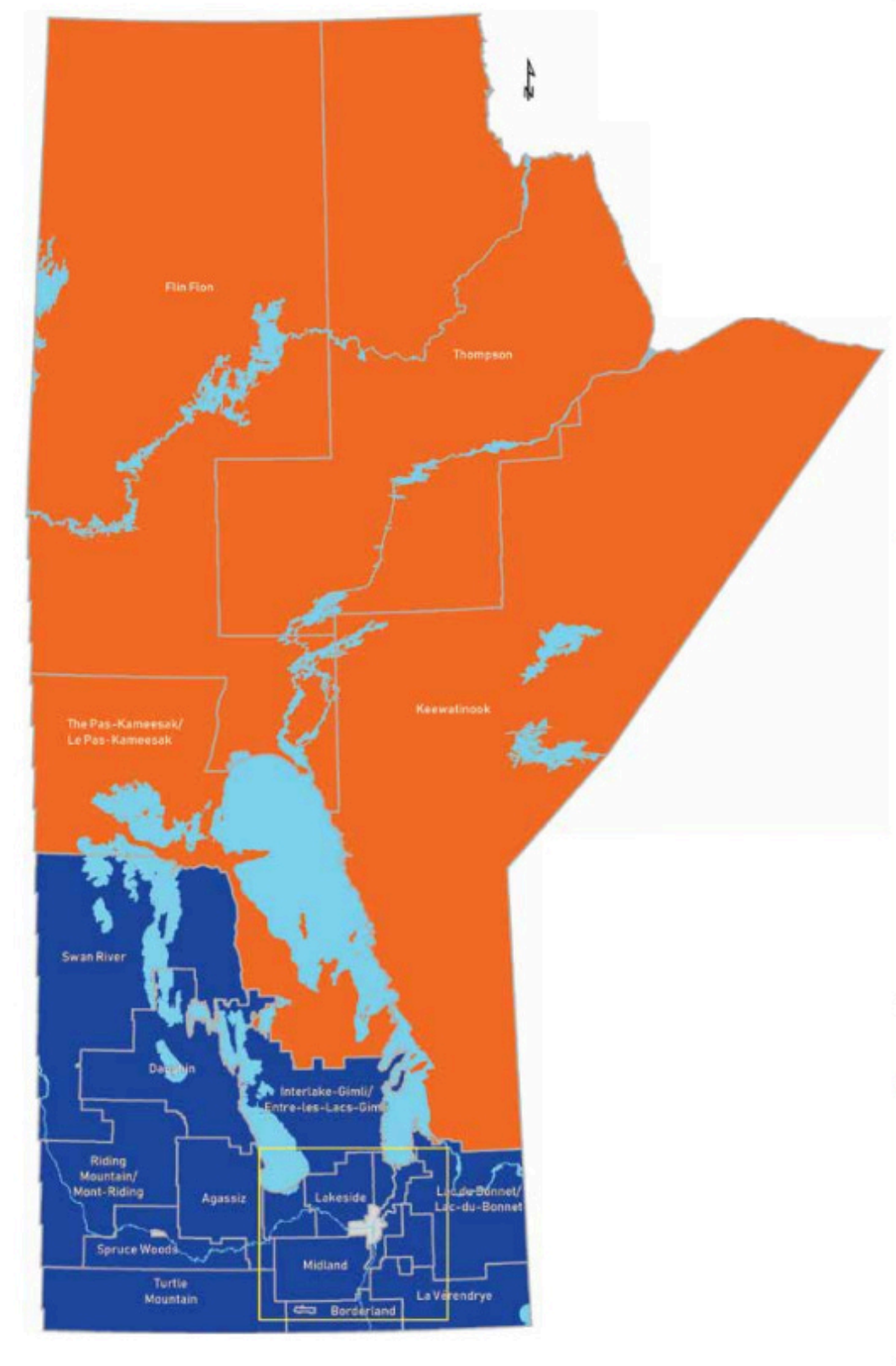
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Elections in Manitoba

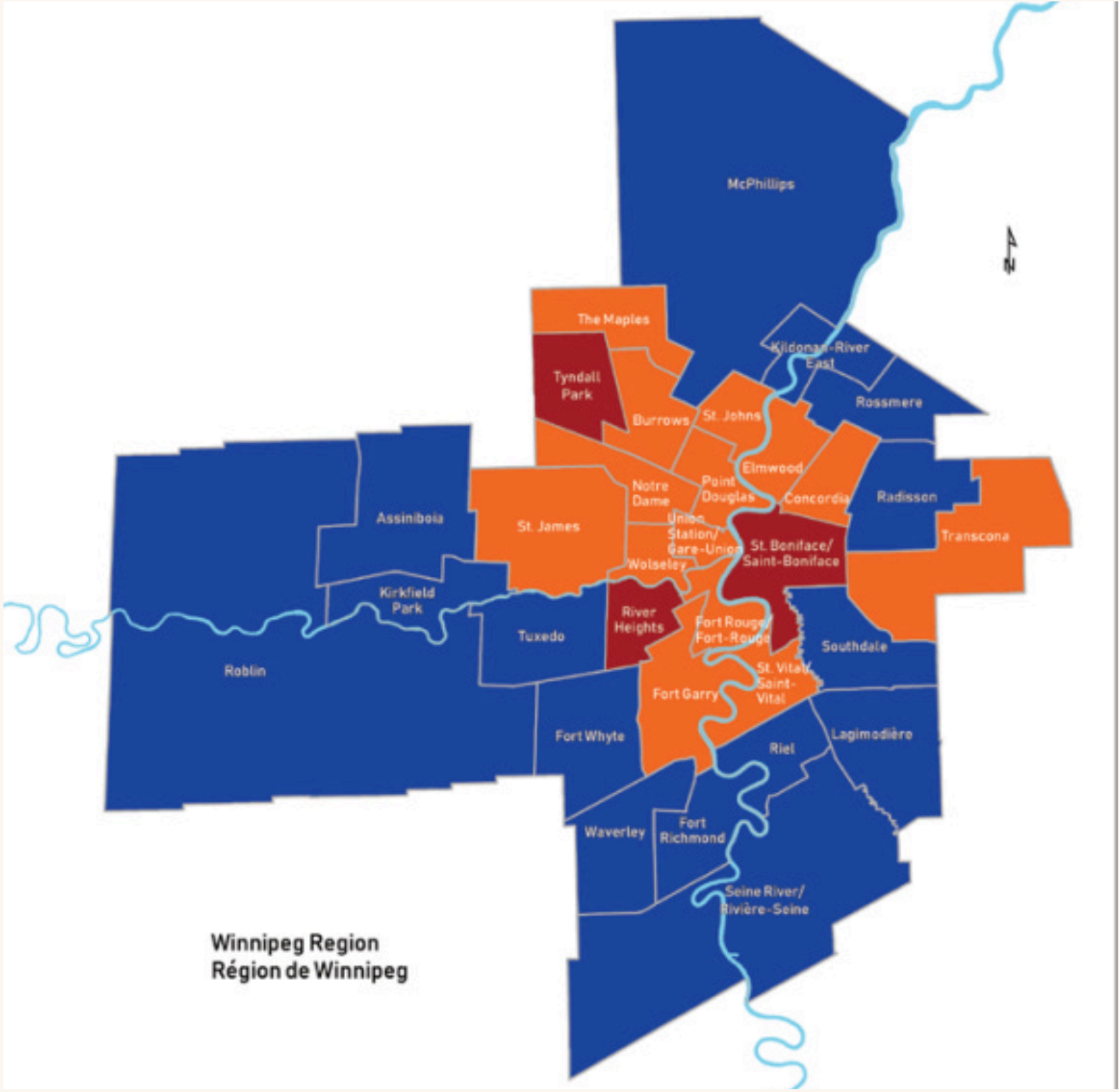
- The Legislative is made up of 57 MLAs who are voted in based on Manitobans' votes
- There are 57 electoral districts (areas of Manitoba/Winnipeg)
- Each political party has a representative trying to win a majority vote in each area to become an MLA



Manitoba



Winnipeg



Quick Overview

An **MLA** becomes a representative of Manitoba Legislative Assembly when: They win the majority vote in the electoral district they're running in.

The **Premier** is voted in when: The majority of elected MLAs represent their political party.

When an **MLA** wins their district, **no matter who the Premier becomes**, they get a seat in the Manitoba Legislative Assembly and remain representing their district.

Government 101 - Levels of government

- 1 Federal - Members of Parliament (MPs) - Ridings
- ↓
- 2 Provincial - MLAs - Constituencies
- ↓
- 3 Municipal - Mayors, reeves, councillors - Wards
- ↓
- 4 First Nations - Chief and Council, AFN, AMC, MKO



Government 101 - Manitoba Legislative Assembly

- 1 Lieutenant governor
- 2 Manitoba Legislative Assembly - Elected MLAs
- 3 Speaker of the Manitoba Legislative Assembly
- 4 Officers of the Manitoba Legislative Assembly



Government 101 - Executive branch

- 1 Premier
- 2 Cabinet ministers
- 3 Senior political staff



Lobbying for change - Pressure points

- 1 Budget
- 2 Legislation
- 3 Regulations
- 4 Directives
- 5 Policies



Lobbying for change - Telling your story

- 1 Connect - Know your key publics
- 2 Contrast - Advocate for an issue the other party is against
- 3 Solve - Provide them with a solution (for getting votes)
- 4 Consistent message - Know your key points
- 5 Tone - Be respectful



How to make politicians work for you

- Tap-tap-tap
- Nothing loud/flashy, but **repeated**
- Not just send one email, but a **steady stream** over time
- Not just one call, but **regular** calls
- Not just one person, but **many**
- Not rude/aggressive, but **firm**
- In the **grocery store**, **in person**, over the **phone**
- On social media, **all platforms**

THE MOST POWERFUL FORCE IS PERSISTENCE

Shhhh



POLITICIANS JUST WANT TO BE LOVED

How will you get them votes?

Here's how to start

- Know your key publics
- Know their key publics
- Familiarize yourself with the Lobbying Act and Lobbyists' Code of Conduct

Thank you

**Connect with me on
LinkedIn @Andy Regier**

