



## FACT SHEET

ETHI COMMITTEE APPEARANCE 2023-05-12

# Communications and Engagement

## KEY MESSAGES

### Looking back at 2022-23

- In 2022-23, the Office met with over **700** stakeholders through **78** presentations to lobbyists, public office holders, and other interested parties, such as universities and international organizations.
- The Office received **68** media inquiries in 2022-23, nearly double the number received in the previous year. The vast majority of these were related to the renewal of the Lobbyists' Code of Conduct.
- In December 2022, the Council on Governmental Ethics Laws Conference met in Montréal. The Office presented in two sessions:
  - Commissioner Bélanger provided an update on developments in the Canadian lobbying landscape at the Council on Governmental Ethics Laws Conference.
  - Commissioner Bélanger and senior policy analyst Scott Whamond were panelists in a session on finding a balance between being clear versus overly precise in rules and standards to promote greater compliance. Legal literacy experts gave high marks to the OCL's efforts in using plain language in updating the Lobbyists' Code of Conduct.
- We participated in two meetings with the Lobbyists Registrars and Commissioners Network (LRCN) to share best practices and provide updates related to our respective legislation.

---

## STATISTICS

	2021-22	2022-23
<b>Number people who learned about lobbying (attended meetings)</b>	<b>1,327</b>	<b>709</b>
<b>Number of meetings with stakeholders</b>	<b>98</b>	<b>78</b>
Meetings with lobbyists	63	55
Meetings with POHs and DPOHs	15	13
Meetings with other stakeholders	18	9
Meetings with lobbyists associations	2	1
<b>Number of media requests</b>	<b>35</b>	<b>68</b>

## Looking ahead at 2023-24

- For the first half of 2023-24, efforts will focus on ensuring that lobbyists understand the updated *Lobbyists' Code of Conduct*, which is expected to come into force this summer.
  - We will begin by prioritizing communications with those who are currently listed in the Registry of Lobbyists to support their understanding and compliance with the updated standards of ethical behaviour.
- More broadly, we are developing ways to expand awareness and understanding of the lobbying regime. We will increase our products and tools, while also improving our use of plain language, so that we can further promote compliance.
- Education and engagement activities will not only be aimed at lobbyists but also at other stakeholders, including media, public office holders and designated public office holders. Each stakeholder group has its own information needs and each plays a role in supporting ethical behaviour and transparency for a healthy democracy.
- Also, we will explore collaboration opportunities to leverage new and well-established networks, including other federal organizations to reach a greater number of individuals.
- As the Registry of Lobbyists is the primary tool for transparency in the lobbying of federal officials, there is tremendous value in promoting and encouraging its use.
- In addition to new features, we will offer tutorials to media and government officials to help them easily find information that can be useful to them. A vast amount of information and data is available in the registry, and we recognize that it can be overwhelming.
- Recently, we launched search alerts for the Registry, a feature that allows users to easily create alerts based on keywords such as names, subject matter, institutions, and other criteria. Whenever information matching the selected criteria is added to the registry, an email notification is sent.
  - During a soft-launch period (March 28-May 8, 2023) in which no promotion of the feature was done, **94** search alerts have been created by **26** unique users (emails, excl. OCL). The searches were also share **149** times during the same period.
- As Canada's lobbying regime is often cited as a model on the international stage, we will continue to engage with international bodies such as the Organization for Economic Cooperation and Development (OECD). In line with this approach, on May 24 Commissioner Bélanger will be a panelist at an OECD plenary session titled Reinforcing democracy: The role of integrity amongst elected and appointed officials.
  - Addressing international audiences about Canada's experience in regulating lobbying activities provides opportunities to share our expertise with international counterparts and helps to foster transparency and the ethical lobbying of decision makers at all levels.