

Ontario Budget Boot Camp

ONN Webinar Wednesdays

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About Me

- Senior Manager, External Relations, YMCA Ontario
- Previously worked with different Cabinet Ministers in Ontario
- Worked on several provincial campaigns in various ridings across Ontario
- M.A in Governance and Public Policy



Getting Started

Charities and Lobbying

Yes you can! But know the rules

Helpful Resources:

[Canada Revenue Agency Policy Statement on Political Activities by Charities](#)

Provincial Laws on Lobbying (e.g. [Ontario](#))

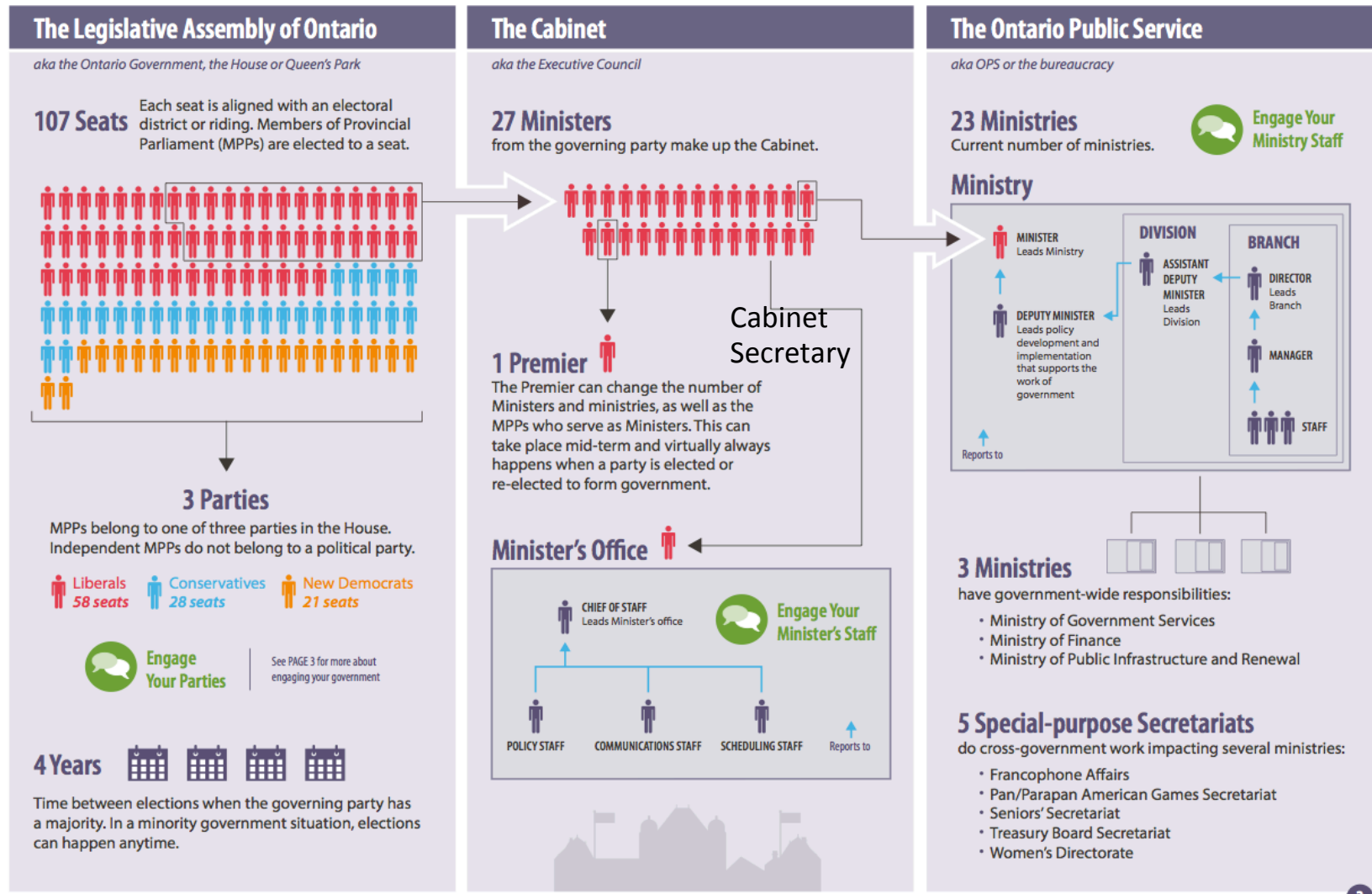


(Classic) Structure Parliamentary Governments

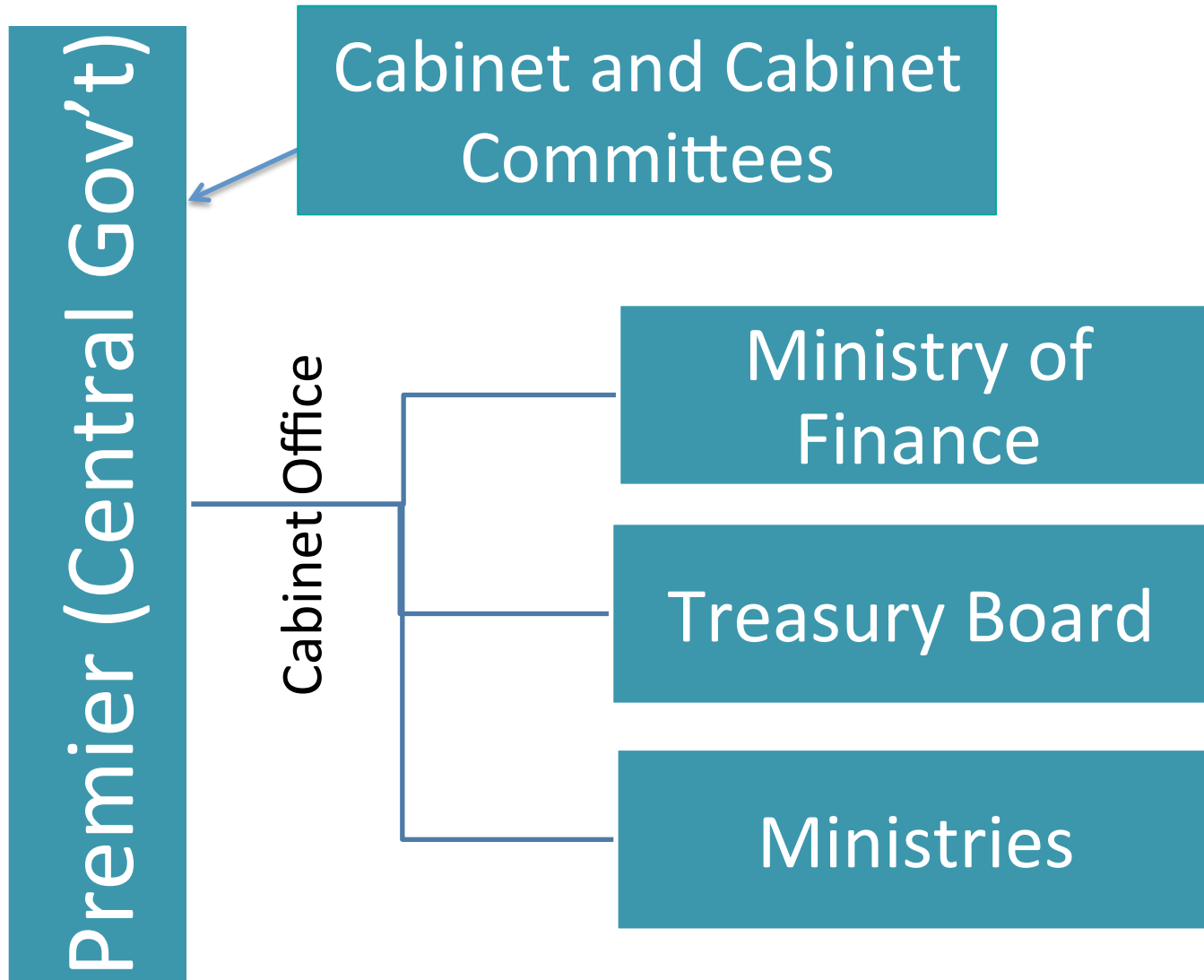
The Ontario Government: A Snapshot

Download at <http://theonn.ca>

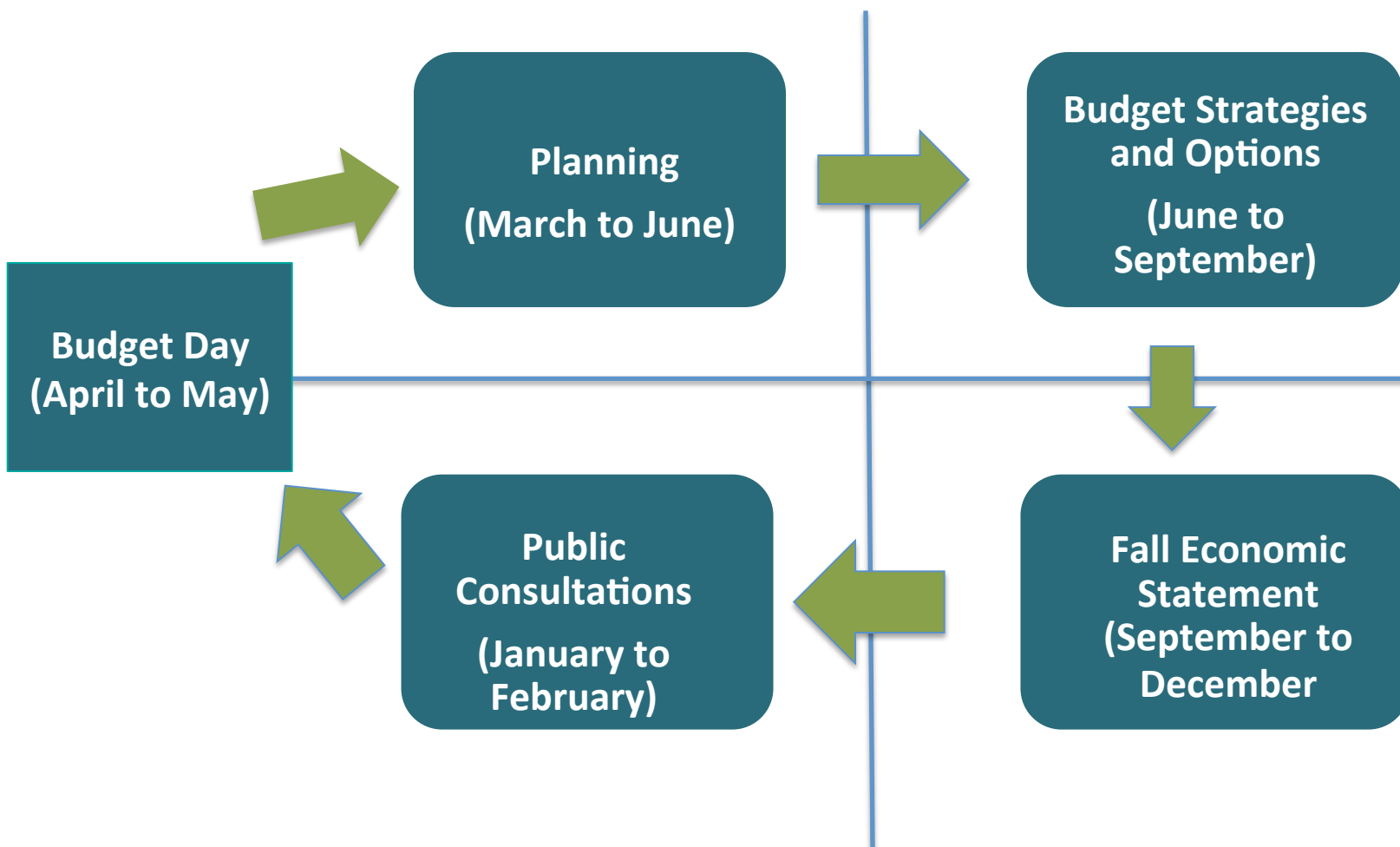
As of September 2014



Power Structure of Parliamentary Governments

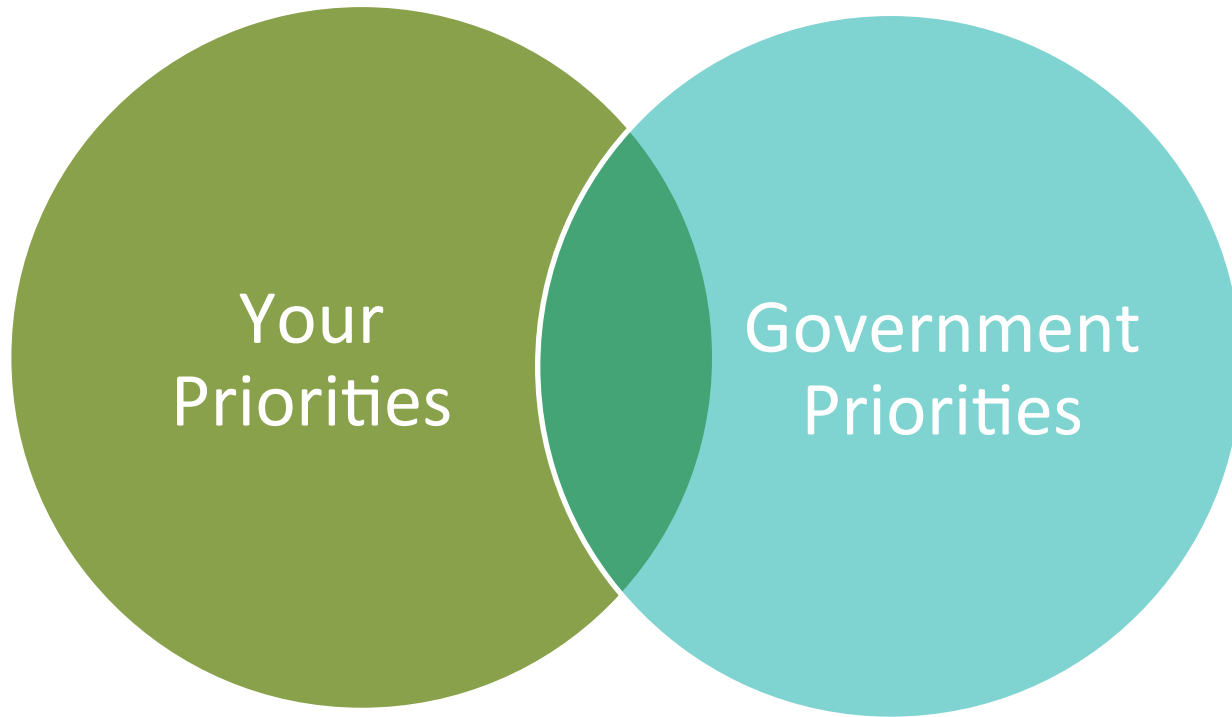


Engaging in the Budget Process

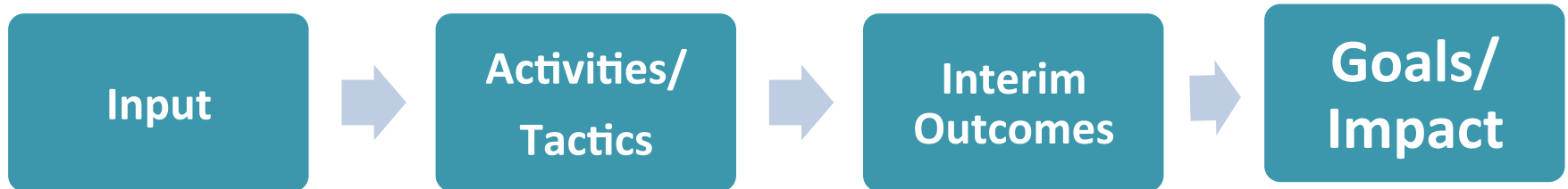


Strategies for Budget Engagement

What's your Overall Strategy?



Developing Your Pre-budget Strategy



Useful Tool: Communications Strategy Matrix

Gov't: Where is the government going?

Priorities

Not-for-Profit: Where are you?

Capacity

Gov't/Not-for-Profit: How does the government see you?

Reputation

Not-for-profit: How do you want to be known by the government?

Value



Critical Points for Reflection

1. Activate your pre-budget strategy early
2. Know the key actors in government
3. Government priorities are not always clear
4. Leverage your network
5. Influence and relationships with government don't last



Questions and Comments



Notes from the discussion

Top priorities for Budget 2015

- Talent and skills development- Jobs
- Helping business thrive
- Balancing budget by 2017- 18
- Social justice issues– supporting youth and individuals with disabilities

Written Submission- tips for content

1. Issue
2. Solution and any alignment with Government priorities

Key words: *Efficiency savings*
Skills development
Sustainability
Effectiveness



Notes from the discussion con't

Oral Presentation- tips for content

1. Succinct
2. Political environment – select your target audience
3. Consider the audience and level:
If MPPs: be less technical; focus narrative on the impact on individuals

Appointment- bureaucratic or political?

Provincial Minister of Finance- bureaucratic level

Standing Committee on Finance & Economic Affairs- political level



Thank you!

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