



DEVELOPING ADVOCACY AND POLICY

2006 BCCE CONFERENCE
THE JOURNEY
BEGINS WITH YOU
Friday, September 29, 2006

Chambers are all about the advocacy and policy

- Board of Trade Act states that Chambers may be formed wherever persons are interested in;
“promoting and improving trade and commerce and the economic, civic and social welfare of the district”
- Voice of Business



The Importance of Policy and Advocacy

- Decision-makers react to those who can most effectively bring their issues to the forefront of the public agenda
- You have the power to affect change around your issues
- Membership recruitment and retention

The Secret to Successful Advocacy

- Communicate with your members
- Know Your Issue
- Who is this issue affecting
- What is the solution
- Who is responsible



Position Your Issue

- Build third party relationships
- Does your issue have a public profile
- Timing is key



Find Your Audience

- Is your issue local, provincial, or federal
- Do you have existing relationships
- Officials are critical



When to Present Your Issue

- Timing is everything
- Election and budget cycles are critical
- Does your issue fit the governments agenda



Enhancing Chamber Capacity

- Engage your members
- Engage your Board
- Create a policy/advocacy structure
- Find a champion
- Develop clear messaging



Advocacy Tools

- Website
- Newsletters
- Meetings
- Articles, editorials, news releases
- Information sessions



Media

- A powerful, but volatile, resource
- Build relationships
- Plan – what is your goal
- Be clear and concise
- Follow up



Government is the key

- Build relationships
- Meet in person
- Framing your issue
- Have a solution
- Follow up

Summary

- Communication
- Partnership
- Clarity
- Consistency
- Follow up

BRITISH COLUMBIA
CHAMBER OF COMMERCE
YOUR ORGANIZATION



BC Chamber Policy Process

- Provincial or national in character
- General in Application to the economic public welfare
- Timely in importance
- Well researched and well written



Your Role

- Promote the policy priorities of your members
- Submit Resolutions
- Quality Resolutions
- Be Prepared
- Attend Policy Session



How to Get Involved

- Volunteer
 - Policy Advisory Committee
 - Task Force
- Review Policy and Positions Manual
- Spread the word

Thank you

For further information contact Jon Garson at
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