

What is Advocacy?

Tourism HR Canada's Labour Market Forum



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What is Advocacy?

- **Advocacy** means acting **to effect change**
 - Advocates **organize themselves** to take steps to redress issues that negatively affect their community
 - Advocates **act** on behalf of their community **and/or support their community to act** on their own behalf
 - Advocacy has been described as “**speaking truth to power**”





Advocacy – From Initiation to Completion

- Advocacy **is a** process:
 - 1) Identify, validate **and** prioritize **the issues**
 - 2) Research **and** rationalize **the** benefit of redressing the issues
 - 3) Develop viable solutions **that** **redress** the issue and **achieve** the intended **benefit**
 - 4) Develop **an** advocacy strategy **and** execute it
 - 5) Evaluate **whether** **the** intended benefit **is** being achieved
 - 6) If **the** benefit **is not being** achieved, **repeat** steps 3, 4 **and** 5





Principles of an Advocacy Strategy

- Not all advocacy initiatives target governments, **but** most do in tourism given its nature **and** the issues we face
- An advocacy strategy **typically** needs to:
 - draw links **to** government priorities **where possible**
 - be framed **as** benefitting public interest
 - adopt **a** multi-partisan **approach**





Advocacy Strategy Tactics

- Most advocacy strategies include:
 - correspondence, submission of proposals and meetings with key departmental officials
 - same as above but with elected decision-makers with an emphasis on Cabinet ministers
 - creating and mobilizing coalitions
 - hosting policy/advocacy events and forums
 - launching grassroots campaigns
 - Influencing public opinion via national, local, trade and social media





Why Advocacy Matters

- It is how to influence policy to effect change that benefits a community
- In tourism, we know there is an issue to attract and retain an adequate labour force
- We can't fully rebuild without an adequate pool of labour
- Advocacy will be required federally and in the provinces and territories to effect change to programs like TFW, Immigration streams, EI-funded programs and introduce new initiatives



Advocacy and its Purpose...



Thank you

