



Interest Groups, Lobbyists and Government



Roles and Relationships

Panel Presentation

IPAC AGM

June 5th, 2007



**“Never doubt that a small, group
of thoughtful, committed citizens
can change the world.**

**Indeed, it is the only thing that
ever has”**

MARGARET MEAD



Verbs

- **Lobby**
 - seek to influence (a legislator)
- **Advocate**
 - publicly recommend or support.



Who is TIANS?

June 16, 2007 = 30 years

***Lead, support, represent and enhance the
Tourism Industry in Nova Scotia***

- ✓ A Not For Profit Membership Organization
- ✓ Provincial Advocate for the Tourism Industry
By Industry, for Industry
- ✓ Host of Canada's Largest Annual Tourism Conference
- ✓ The Sector Council for Tourism Human Resources



Tourism 2007

- Nova Scotia's Tourism Industry

Creating 1.3M\$ annually - an economic engine currently in neutral

- External influencing factors
- Government inertia
- A tired plant
- Lack of new lures
- Limited celebration of our culture



Tourism 2007



Nova Scotia's \$1.3 Billion Tourism Industry provides

- 40,000 jobs
- \$600M in payroll
- \$200M in Taxes

Marketing and promotion - with \$10M

- For every dollar invested in Marketing the ROI is \$18
- For every dollar received 70% goes into purchasing of Goods & Services



Tourism is Everybody's Business

- Eight sectors
 - Accommodation
 - Food & Beverage
 - Attractions
 - Travel Trade
 - Adventure Tourism
 - Events & Conferences
 - Transportation
 - Tourism Services



Advocacy – building a Sustainable Tourism Industry



- Ensuring the future
- Gateway concept
- Business practices
 - Open for Business
- Greening the Industry
 - Communities in Bloom, Camp Green, Canada!, Green Leaf, Marine Green
 - Green is customer driven



Coalitions in Advocacy

- Strength through success
 - Food & Beverage consolidation
 - Public Lands Coalition
 - Tourism Tax
 - Taxation
 - B&B
 - BOAT



Roles and Relationships



- Beyond the Fringe
- Transparency and accountability
- Internet
- Intelligence
- Democracy at work

Positive Media Advocacy



- Mainland Moose
 - Endangered
 - Requires large habitat
- Daunted by forest practices and roads
- Result – a maintenance plan





Roles and Relationships



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