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# Voluntary Lobbyist Registry

Photo credit: Dan Harper

Visit the Voluntary Lobbyist Registry web page:  
[www.winnipeg.ca/clerks/lobbyistregistry](http://www.winnipeg.ca/clerks/lobbyistregistry)

## Who is a Lobbyist?

*A lobbyist is an individual who, when representing a financial or business interest, or the financial interest of a not-for-profit with paid staff, communicates with a Public Official with the intent of influencing a decision on governmental matters outside of the standard process.*

### *Some general examples include:*

- A Board member who receives remuneration and meets with a public official to obtain a grant.
- A Member of an Association who contacts a Councillor to advocate for specific infrastructure priorities.
- An employee of a company who meets with a City of Winnipeg employee to discuss changes to funding agreements.

## Who is not a Lobbyist?

The following are examples of individuals who would not be considered a Lobbyist:

- Individuals who are not paid for communicating with a governmental decision maker.
- Individuals who do not represent a business or financial interest.
- Individuals who are part of a not-for-profit organization with no paid staff.
- Individuals acting in an official capacity as a government or public sector official.
- Individuals who are communicating as part of a standard process or an open civic forum, such as:
  - speaking on the public record during a Council or Committee of Council meeting
  - any communication that occurs on the record and during a public process, such as a public meeting or an open house

### *Some general examples include:*

- citizens calling in regards to issues with snow-clearing or waste removal
- a City Employee or an MLA meeting with a Councillor regarding an issue or program
- delegations appearing before a Committee of Council

## Frequently Asked Questions

### **1. What is considered a “standard process”?**

A standard process is any meeting open to the public, in which individuals, organizations or businesses, can attend to discuss policy, processes or decisions.

### **2. Is there a fee to register as a Lobbyist?**

No, there is no fee to register.

### **3. When does a Lobbyist need to register?**

Within 10 days of the lobbying activity.

### **4. Is an associate of a Non-Profit organization with paid staff considered a Lobbyist?**

If the individual is an employee or paid Board member and has an interaction with a decision maker that attempts to influence decisions, whether monetarily or otherwise, they would be considered a Lobbyist.

If a board member or volunteer, who is not paid by the organization, interacts with a decision maker they would not be considered a Lobbyist.

### **5. If an organization or a business is trying to change an existing policy, are they considered a Lobbyist?**

If the policy change they are requesting is of benefit to the organization, whether monetary or other, they are considered a Lobbyist.

### **6. If a regular citizen contacts a decision maker about a policy or grant for an organization, are they considered a Lobbyist?**

No.

### **7. Who is a “Public Official”?**

- any City of Winnipeg Council member and staff; or
- an employee of the City of Winnipeg.

### **8. I fit the definition of a Lobbyist. What do I do?**

Visit the Lobbyist Registry website at [www.winnipeg.ca/clerks/LobbyistRegistry/](http://www.winnipeg.ca/clerks/LobbyistRegistry/).

Register your lobbying activity online or by submitting a copy of the voluntary lobbyist registration form.