
The Lobby Monitor

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Fighting cost recovery and competition

The application of demographic and other data in every field from marketing to politics, combined with the decreasing cost of computing power has led to rapid growth in the field of geomatics. So much of the success of this industry depends on government. Issues of timely access, relevance, consistency and cost are key. Trying to get the right environment for the players is the role of the **Geomatics Industry Association of Canada**. See page 2

Getting a place at the table

Specialty and pay TV are not new to Canada. However, this fall, there will be more new players in the field. Both old and new players face the threats from the entry of the phone companies as distributors of TV signals, a DTH service struggling to get aloft and, pressure from Americans to cut the policies underpinning SPTV's very survival. That explains why many of the companies involved have created their own association to fight their battles. See page 3

Post Young Blues

There's no doubt that Doug Young was a force in the privatization of most of Transport. The last part of his legacy failed to make it through the Senate before the election call. Marine lobbyists are confident it will emerge again. But will it have the same bite? See page 7

Registrations, Page 4, Registration Notes, Page 5

Registrations in the issue

Client organizations

Shaw Communications Inc.
StelAGT Limited
Arts & Entertainment Network
BCE Mobile Telecommunications
CAE Inc
Cdn Animal Health Institute
Cdn Orthopedic Surgical Allian
Columbia Health Care
CWT Power

Eli Lilly Canada Inc
Federal Express Canada Ltd
Monsanto Canada Inc
Noranda Inc
Provincial Aairlines
Raytheon Canada Ltd.
co Inc
Stryker
Symtron Systems Inc
The Canadian Creators Coalit'n

Lobby Organizations

Atlantic Perspectives Inc
B. L. Smith & Associates
GPC Govt Policy Cons (Ott)
Hill & Knowlton Canada (Ott)
Howard, Mackie
Parallax Public Affrs Inc
SAMCI (Ott)

Information at a price

The geomatics industry is booming. Rapid increases in computing power coupled with decreases of computer costs have resulted in the development of more sophisticated software packages that put demographic information to work for more clients worldwide. In Canada, the sector has swollen to over 1,500 companies employing just over 20,000 people. The nature of the geomatics industry — very many small firms working in a very fluid environment with dependence on data sources — means that the activities and know-how of an association on the ground in Ottawa takes on special importance.

Much of the emphasis of the firms in this sector is on exports where access to international data does not leave Canadian firms at a price disadvantage. It's a good thing, because at home, the drive within government to recover costs is a constant threat to the viability of a viable domestic industry. That, in a nutshell, defines the main role of the **Geomatics Industry Association of Canada** (GIAC). Its president, *Edward Kennedy*, devotes much of his time watching some parts of government while working with others to ensure the survival of the industry.

High costs of business

One of Kennedy's perennial chores — one which he doubts will ever be successfully completed — is to reduce the cost Canadian firms must pay for government data. In the US, government-collected data is cheap. Compared to their counterparts in the US, Canadians pay an arm, a leg and a torso to obtain their census and other data from their government. In fact, much of the development of computer applications in this sector is probably due to the relatively cheap access to data in the world's biggest market. Without this market, functioning at this price level, the industry wouldn't be nearly so advanced.

So long as the government pushes for more cost-recovery, the chance of data getting cheaper is pretty slim — even though an argument could be made that

lower prices might lead to higher volumes and more income in the long run. As well, so long as the cost-recovery push is on, Kennedy must be on constant lobby-watch on behalf of his members. It was only recently that the main government centre on geomatics, Geomatics Canada, located in Natural Resources Canada, gave up on the notion of becoming a Special Operating Agency. Had it become an SOA, it would have been in direct competition with many private sector firms, with very many special advantages.

At the moment, Kennedy is pursuing another key GR goal, encouraging greater homogeneity in the data collected among the federal and provincial governments, and more cooperation and timely sharing of this with his members. The project is called the Canadian Geospatial Infrastructure Project which would link all federal sites with provincial sites. This would make it easier for his members to find where data is in order to get access. Part of this project involves sharing in the creation and use of a road or street network map of Canada.

Export service

Kennedy says the association has also been active on the export promotion front. The association leveraged some government funding to do a study of the potential world market in the sector. It has also been active helping its members access government programs that support export development — everything from trade fairs to assistance to land contracts through international agencies. And, now that the drive to be an SOA is off, the association is able to work in partnership with Geomatics Canada in exploiting overseas ventures.

With the unfair competition angle under control, and work progressing on the generation and access to more and better data, the only other major issue is cost. On that issue, he says, the only choice is to keep on sending the same message.

Special association for specialty channels

A new association opened its doors in February. It is the **Specialty and Premium Television Association (SPTV)** which represents most of the new names you find on your tv screen. Names like The Movie Network, Family Channel, Super Ecran, TheSports Network, Discovery Channel, The Comedy Network, TV5, RDI, even staid old Newsworld are among its founding members. The first president is **Jane Logan**, who was recruited from her post as vice president of radio at the **Canadian Association of Broadcasters (CAB)**.

Outside help

SPTV shares space with **The Earnscliffe Strategy Group**. Earnscliffe supplies more than space, however. Michael Robinson & Co have been advising the companies setting up the association since day one, and will continue to provide advice and service in the future. Logan says that the aim is to keep the association staff numbers lean, and rely on outside consultants to provide help where help is needed.

As well, following the current trend that the companies directly involved in the issues are usually the most acceptable spokespersons, SPTV plans to use its board members as its key advocates, depending on the issues. SPTV Chair **Pierre Morrisette**, Vice-Chair **Trina McQueen** and Secretary

Lisa de Wilde are familiar names and faces to the people and agencies that will decidethe matters of strategic importance to SPTV

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Additions to the Lobbyist Registry

Lobby firm	Lobbyist	Client	Issue
Atlantic Perspectives Inc	Anstey, Gary	Provincial Airlines	Fisheries, Pollution, and Ice Surveillance
B. L. Smith & Associates	Smith, Barry	Herbon Naturals Inc	Obtaining DIN Numbers for cough candies containing herbal ingredients
GPC Govt Policy Cons (Ott)	Rawson, Bruce	Stryker	Registration as a device under Medical Device Act
Hill & Knowlton Canada (Ott)	O'Connor, Gordon	Raytheon Canada Ltd	Alternate service delivery
Hill & Knowlton Canada (Ott)	Mersereau, Brian L.	Raytheon Canada Ltd	Alternate service delivery
Howard, Mackie	MacDonald, C.P.	CWT Power	GPP and Technology Partnership program, NRC/Industry Canada
Parallax Public Affrs Inc	Resnick, Mark	Shaw Communications Inc.	All laws, regulations and policies pertaining to broadcasting and telecommunications
SAMCI (Ott)	Moors, Don	AGT Limited	Monitoring CRTC reg planning, Ind Can policy initiatives affecting information highway development
SAMCI (Ott)	Moors, Don	Arts & Entertainment Network	council approval re: specialty channel, monitoring telecomm, Broadcasting, info tech policies
SAMCI (Ott)	Moors, Don	BCE Mobile Telecommunications	Monitoring and advising on implementation of PCS following licensing by Industry Canada
SAMCI (Ott)	Moors, Don	CAE Inc	Monitoring issues, Canada-quebec Auxiliary Agreement on industrial development
SAMCI (Ott)	Bishop, Michelle	Cdn Animal Health Institute	Ensuring regulatory competitiveness of the animal health industry
SAMCI (Ott)	Doran, Kim	Cdn Animal Health Institute	Ensuring regulatory competitiveness of the animal health industry
SAMCI (Ott)	Bishop, Michelle	Cdn Orthopedic Surgical Allian	Increasing research support for disease treatment and medical devices
SAMCI (Ott)	Stilborn, Lisa	Cdn Orthopedic Surgical Allian	Increasing research support for disease treatment and medical devices
SAMCI (Ott)	Stilborn, Lisa	Columbia Health Care	Reform of the Disability Benefits Program of the CPP
SAMCI (Ott)	Stilborn, Lisa	Eli Lilly Canada Inc	Monitoring review of Bill C-91 (Patent act), Changes in Health Can re: Drug reg approval/pricing
SAMCI (Ott)	Moors, Don	Federal Express Canada Ltd	Canada Post Mandate Review
SAMCI (Ott)	Stilborn, Lisa	Monsanto Canada Inc	CEPA, RBST, Biotechnology development, Cost Recovery and Regulatory reform
SAMCI (Ott)	Stilborn, Lisa	Noranda Inc	Arranging meetings for Noranda with Govt re: mining, forestry
SAMCI (Ott)	Stilborn, Lisa	Stelco Inc	Strategic counsel on regs governing trade laws between NAFTA partners, Monitor NAFTA & FTA
SAMCI (Ott)	Moors, Don	Symtron Systems Inc	Contract for fire fighter training systems for the Canadian Navy
SAMCI (Ott)	Stilborn, Lisa	The Canadian Creators Coal'n	Assisting coalitions in the review of Bill C-32 (Copyright Act Amendments)

REGISTRATION NOTES

Thigh bones connected to the ..

In the simple words of the song, it used to be the thigh bone was connected to the knee bone going down and the hip bone coming up. That song was, of course written long before the days of joint transplants. Today, the thigh bone can be connected to all sorts of wild and wonderful, but costly replacement joints.

With the prospects that we will soon be in the midst of an aging boomer population with deteriorating joints, and in a context of cutbacks and rationing to Medicare, the people who bring you these skeletal marvels are undertaking a little bit of surgical intervention in the realms of government.

In the registrations this week *Michele Bishop* and *Lisa Stillborn* of SAMCI have signed up to represent the **Canadian Orthopedic Surgical Alliance**. The alliance is made up of the orthopedic doctors and the companies that make orthopedic devices. Stillborn says that she is helping the alliance in its pursuit of several goals. One of these is increased support from Industry Canada for the medical devices industry, particularly where these relate to “cures” for arthritis. The ultimate goal is to make Industry Canada more receptive to helping the industry achieve its considerable export potential.

The success of any future export strategy will also depend on the reputation that transplant surgery has developed in addressing the problems of diseases like arthritis. There is little dispute that the replacements can be done. However, there is insufficient evidence on the difference that the surgical intervention makes to the quality of life of the arthritic sufferer. What happens to the quality of life of those people who receive this expensive treatment?

The alliance is pushing for a major Health Canada post-surgical follow-up survey to see which interven-

tions and which devices are effective. Export potential would certainly benefit if a sound epidemiological study confirmed the success of the treatments. So too, might the pressures to ration these domestically, as recent charges by leading orthopedic transplant surgeon suggest.

Also registering for an orthopedic device manufacturer is **Bruce Rawson** of **GPC - Government Policy Consultants** who has registered for **Stryker**. Rawson is helping Stryker gain Health Canada approvals for its new devices on the market.

Choking on cough drops

Last week, it was incorrectly reported that lawyer **Glen Bloom** of **Osler Hoskin** was helping **3M** get approvals for some herbal remedies in cough drops. At least that’s what the registration from the LRB stated. However, that wasn’t quite right. In fact, it wasn’t Glen Bloom, nor was it 3M. Rather, the corrected registration shows **Barry Smith** of **B.L. Smith & Assoc** is helping a BC company, **Herbon Naturals Inc.** obtain a DIN number for its cough candies.

Provincial spreading its wings

Brian Tobin’s right hand man, **Gary Anstey** is back home on the rock with his man. Anstey has returned to the lobby/PR game he left when he came to Ottawa as Tobin’s EA. His company is called **Atlantic Perspectives** and his first federal GR client is **Provincial Airlines**. Provincial has the federal contract for fisheries surveillance. While the contract doesn’t expire for a couple more years, Anstey is working on laying the groundwork for renewal and exploring the possibilities of expanding the services provided by Provincial. Anstey says the new technology allows for much better surveillance, not only in fisheries, but in pollution and ice movements and he would like to see the government use it, for a price, of course.

SPTV

Continued from page 3

Major issues

What are the major government relations issues facing this emerging industry, and what can SPTV do to address them? On the international front, there is the pressure from the US on Canada's cultural policies. Closely tied to that issue on a number of fronts is the DTH grey market, which directly affects the market and income prospects of SPTV members. Then, of course, the critical issue of convergence and competition between the phone and cable companies. The concern here is whether the SPTV members will have sufficient clout to protect their interests in the forthcoming negotiations.

As a new association in a very turbulent and fast-moving environment, Logan knows that she will be expected to deliver the goods within a very short time frame.

LM asked Logan what she would like to be able to list as her major accomplishments if she were addressing her board of directors two years down the road. She says that in the short term, the most important thing would be that the association was recognized as the voice of the industry, and that it was invited to the table whenever issues affecting it were being discussed in the all the key departments — the CRTC, Heritage and Industry.

Second, and most important, she says, would be that the association was able to sort out the important issues and direct its resources accordingly.

Doing the groundwork

Logan has used much of the time during the campaign to go around and talk to the officials in the various departments where many different views of the SPTV sector are to be found. She has also invested time talking to the other organizations such as her old outfit, the CAB, the **Canadian Cable Television As-**

sociation and the Canadian Film and Television Producers Association.

She says these consultations put many things into perspective and showed that time lines were much shorter on some issues than she might have hoped. SPTV has established working groups for the key issues of Canadian content programming rules, reducing the gray market in DTH and, maintaining the linking formulas in any and all distribution channels. (One Canadian channel for each foreign one). SPTV is a firm supporter of the Canada Cable Television Production Fund and well it should as it gets about 20% of the fund to support members productions.

All of these things are items which the Americans would like to see brought to an end, as would some Canadian government officials who feel that Canada pays too high a price in other sectors because of our efforts to protect the cultural industries. For SPTV and its allies in the broadcast and production industry, translating all or most of the current benefits bestowed by policy in the face of considerable international pressures while coming to grips with a major make-over of the broadcast/telecommunications sector represent a serious challenge. Being at the table to defend their interests is the first part.

Item one, gaining a seat at the table seems to have been accomplished. Item two, setting priorities for its financial and human resources by figuring out which battles need to be fought and when, comes next.

LM

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No more safe haven for ports bill

One of the bills sacrificed at the very end of the last session was the legislation to commercialize and privatize the last remaining mode of transport, marine. C-44, the bill that set out the commercialization of the ports, the St. Lawrence Seaway and promised a re-vamp of pilotage, made it through the House, but got caught up in the negotiations over which bills would make it through the Senate.

There was lots of support for the bill from commercial interests outside of government, and considerable support inside Transport Canada. However, the bill ran into trouble with the central agencies over the issue of crown liability on the ports side of the bill. By the time things were straightened out it was a bit too late to rush through the Senate, particularly when some Senators were concerned about the impact on smaller ports and harbours and when others saw that Minister *Sheila Copps* had managed to win a

Commercialization without Young

The bill was the last vestige of the *Doug Young* commercialization push through Transport. Young started the ball rolling in this area by asking the Transport committee to look at what could be done with the marine sector and then helping the committee along with its deliberations. The central question which many will want to see answered is whether the energy and drive to commercialize remains a part of the new government.

Norman Hall, President of the **Maritime Chamber of Commerce** suggests that Transport officials remain keen to follow through with the proposals and re-introduce the bill early on in the next session. A lot of lobbyists will be helping Hall and encouraging the department. However, the government will want to take a long hard look at how all the facets might play in the new make-up of the House of **LM** Commons.

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The Delta File

New lobbyists added to the registry

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Barry Smith

Principal Cons
President

Atlantic Perspectives Inc
B. L. Smith & Associates

Organization Lobbyists:

Barbara Sheedy

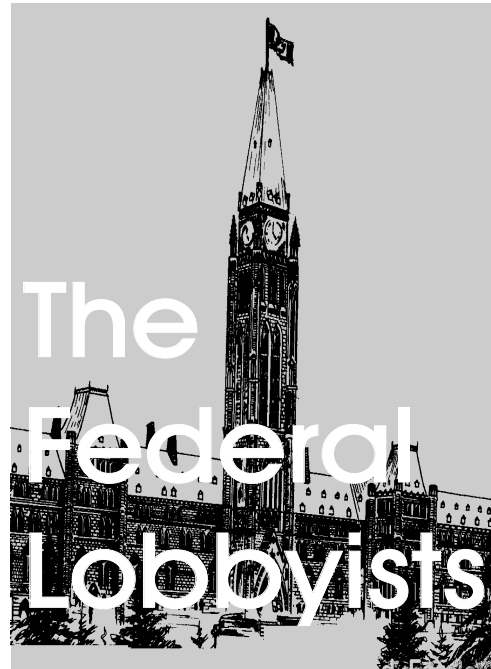
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