

THE DO'S AND DON'TS OF LOBBYING IN SOUTH AFRICA

GUIDE TO THE LOCAL LOBBYING METHODS IN THE WESTERN CAPE



The Justice Desk
A Human Rights NPO



WHAT IS LOBBYING?

Lobbying is the act of attempting to influence government officials to create legislation that will benefit a particular group of individuals or organizations.

FORMS OF LOBBYING:

- Direct Lobbying
- Grassroots Lobbying

WHO CAN BE A LOBBYIST?

- Everyday Activists
- Professional Lawyers
- Former Politicians
- Firms

Lobbyists are people who work to influence political decisions alongside or on behalf of a group of people.

**ANYONE CAN
BECOME A
LOBBYIST!**



INTRODUCTION



FORMS OF LOBBYING

What is legislation?

The act of making laws that are then passed by the government. A **legislator** is a person who makes laws and is a member of a the legislative branch of government.

Direct Lobbying

Direct lobbying is when lobbyists attempt to influence legislation by communicating directly with a member or employee of a legislation body, or with a legislator.

Examples:

Meeting with a legislator to talk about specific legislation.

Talking about or creating potential legislation with legislator.

Grassroots Lobbying

Grass roots lobbying is when lobbyists attempt to influence legislation by attempting to change and influence public opinion with respect to a specific legislation. This is done with the intent that the public will then take action with respect to the legislation.

Examples:

Asking community members to contact their government officials about pending legislation.

Community meeting to plan how to address legislation.





Advocacy vs Lobbying

Many of us often think that lobbying and advocacy are the same. They are not. It is important to distinguish between the two as they perform different functions in politics.

Advocacy is arguing in favour of a cause or idea.

Lobbying is the process of asking policymakers to take a specific stance on legislation.

The major distinction between the two is the fact that **lobbying specifically deals with laws** and the changing or creation of laws.

Examples of Advocacy

- Using social media to raise awareness about an issue.
- Telling a government official how a policy affects the public.
- Meeting with a government official to explain a particular issue that is affecting a group.
- Participation in public demonstrations.

Examples of Lobbying

- Asking legislators to vote for or against particular legislation.
- Asking legislators to introduce particular legislation.
- Emailing individuals to contact their legislators in support or opposition of pending legislation.
- Generate online petitions for or against particular legislation.



Why is lobbying important?

Lobbying has been an integral aspect of many democratic nations. While there have been many successful lobbyists (for example, Nelson Mandela) lobbying has had a long history of being mistaken as a negative term.

Many individuals believe that lobbying merely consists of shadowy back-room dealings in the government that undermine democratic ideals. There is concern that some lobbyists exert unethical influence on public policy to benefit undeserving groups.

Despite the unpopular stigma, civilian lobbying plays an important role in holding the legislative branch accountable. To make sure that the government is not utilizing its power unjustly.

Accountability in Government

The government is responsible for writing the legislation and must be able to give a satisfactory reason for why the laws are written as they are.

Oversight in Government

Making sure that the government takes responsibility for a solving a specific issue and for making sure it is being done correctly by the legislation they pass.



The Justice Desk

Promoting the Power of
Everyday Activists



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