

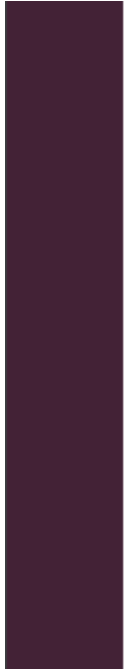


NOVA SCOTIA FEDERATION  
OF MUNICIPALITIES

# Untangling Government Relations

May 2024

N|A|T|I|O|N|A|L



**MISSION:**

To enable effective local government for Nova Scotia's communities by facilitating strategic advocacy, education, and collaboration.

**VISION:**

Effective local government and strong, sustainable communities.



- Landscape Overview
- Understanding your Audiences
- Communications and Government Relations
- Strategy – choices, impact
- Discussion

Nova Scotia's population is suddenly booming. Can the province handle it?

## More Nova Scotians turning to food banks amid high cost of living

Housing not meeting population demand



Special  
Issue

Everyone's  
Exhausted

Relieve the  
pressure,  
recharge, and  
get the right  
work done



37% trust government

60% believe brands and  
business leaders are  
misleading consumers

53% are concerned about  
misinformation

= INFORMATION DISTORTION

# BRAVO!

I feel disgusted with everything



# To what extent do you trust the following to make decisions in the best interests of the public (% who say they trust)

Institution	CAN	BC	AB	MB/SK	ON	QC	ATL
Local/municipal government	41.7%	35.5%	34.5%	44.0%	40.5%	50.1%	43.5%
Canadian financial institutions	35.9%	30.9%	25.9%	37.7%	33.2%	50.4%	26.3%
Government of Canada	35.7%	36.1%	20.2%	35.1%	34.6%	46.9%	29.3%
Cdn news outlets	32.5%	37.3%	18.0%	28.2%	29.1%	43.5%	32.6%
Your provincial/territorial government	31.0%	38.0%	22.9%	31.1%	20.5%	49.9%	25.1%
Social media companies	10.4%	8.8%	6.7%	8.7%	9.1%	16.3%	9.1%

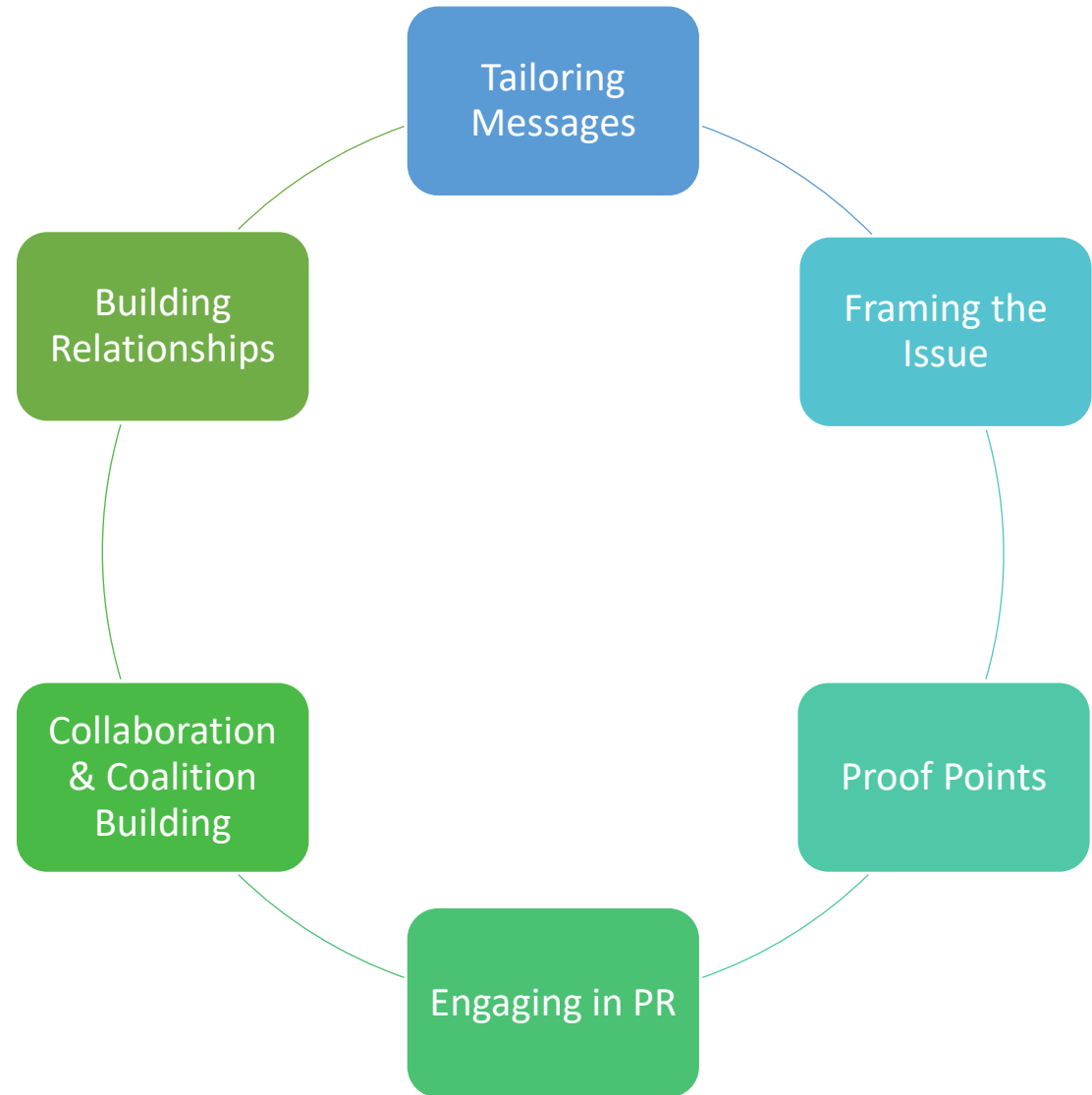


# Political Landscape



Minister of Housing, Infrastructure, Communities  
Executive Deputy Table  
New Canadians  
Deputy Minister of Municipal Affairs and Housing  
Minister of Environment and Climate Change  
Minister of Natural Resources & Renewables  
Minister of Finance  
CAO  
Media  
Political Staff  
Campaign Managers  
Council  
AMANS  
Voters  
Minister of Justice  
Minister of Municipal Affairs & Housing  
Federation of Canadian Municipalities  
Minister of Labour, Skills, Immigration  
Indigenous Communities  
Minister of Public Works  
Premier's Office  
Partners  
Cabinet  
African NS Communities

# Communications & Government Relations



# Strategy

- What are your goals?
- Individual ↔ collective
- Consider the context
- Audience mapping
- Positioning for success
- How, when to exert pressure?



# Questions and Discussion

Thank you!

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