

The purpose of this summary is to document the advocacy and outreach roles and/or protocols accepted by CDA Member Associations.

Background:

CDA: The Conference of Defence Associations is a non-partisan, non-governmental, non-profit organization, composed not of individuals, but of Member Associations. The Member Associations are semi-autonomous, and have unique or individual compositions, organizations, governance models, objectives, and priorities. Most Associations embrace *Service to Canada*, and include socialization, esprit-de-corps and support for the wellbeing of serving and former members. Associations may commemorate shared heritage, and honour their customs and traditions. Associations are apolitical, non-sectarian, and advocate in their area of expertise or specialization. Many of the Associations are open to anyone who shares their interests, and accordingly it is possible that a person may be a member of more than one defence association.

CDA Advocacy: Since 1932 the CDA has accepted the responsibility to assist the Government of Canada and its agents by providing tangible input into legislative and government policy on matters that concern national security and defence. When deemed appropriate, the CDA also *advocates* on such matters. *Advocacy* is based on defensible criteria, and is usually a time-specific, finite appeal for something deemed to be vital to security or defence. CDA organizes on-line discussion forums, electronic newsletters, and sponsors the Ross Munro Media Award to recognize annually journalism that contributes to public understanding of defence and security issues.

CDA Institute: There are also very important aspects of outreach that are separate and distinct from *advocacy*, and to that end, the non-profit, charitable CDA Institute was created in 1987 as an outreach and public education partner of CDA. The purpose of the CDA Institute is to research, to inform, to educate, and to promote informed debate, awareness and understanding of security, national defence and development issues. For those purposes the CDA Institute conducts conferences, seminars, roundtables, meetings; promotes research activities; sponsors awards such as the Vimy Award; and publishes a range of magazines, papers, and educational / informative documents.

Governance: CDA is governed by the CDA Council consisting of the Presidents of the thirteen Member Associations, with a Chairperson elected from the members of one of the Associations. Representatives of thirty-eight Associate Member associations, institutes, clubs, leagues or organisations may attend the CDA Council as non-voting observers. CDA Council may elect vice chairpersons as required. The CDA Institute accepts individual associate members on application or invitation, and is governed by the Board of Directors who are also the “members”. The CDA Institute is chaired by an elected President, is self-governing, and establishes its own policies, priorities, programmes, target audiences and partnerships, *in consultation with CDA*

principals when appropriate. The CDA and the CDA Institute are both supported by an Executive Director with a small secretariat cadre.

Advocacy & Outreach Role of Associations

The advocacy and outreach roles of CDA constituent Member Associations are as follows:

1. Internal Communication:
 - 1.1. Identify the concerns of their own members, and when applicable, develop effective means to address those concerns, in partnership with other defence associations, as warranted.
 - 1.2. Maintain effective internal communication networks with their membership, in order to relay or to cascade background information from CDA and/or from the CDA Institute to their membership on an on-going basis.
 - 1.3. Inform their members of the nature and status of CDA position papers being advocated actively.
2. Area of Expertise:
 - 2.1. Research specific issues in their own areas of expertise, in order to formulate recommendations as appropriate, and to advocate on behalf of their members.
 - 2.2. Share their specific expertise with other associations, on request, with a view to formulating multi-disciplinary approaches to shared concerns.
3. Policy Formulation:
 - 3.1. Identify issues of potential concern to other associations, and inform the CDA Chairperson accordingly through the CDA secretariat on a timely basis.
 - 3.2. Offer (when appropriate) to act as lead agent in the formulation of a CDA position on subjects in their area of expertise.
 - 3.3. Designate a member (or subject experts) for the review and revision of draft CDA position papers from their Association's perspective. Endeavour to respond comprehensively to initial requests for input within 24 hours.
 - 3.4. Be prepared to approve or reject draft position papers electronically, *on relatively short notice, when necessary*, in general, within 24 hours of receipt by their Association designated contact or President.
4. Networking:
 - 4.1. Identify members of their Association with expertise in research and policy formulation, and encourage those members to volunteer their services directly to the CDA Institute.
5. External Communication:
 - 5.1. Identify members of their Association with key contacts throughout the Canadian establishment, and on a case-by-case basis, encourage their active engagement in CDA sponsored advocacies.
 - 5.2. Identify members of their Association with public speaking ability, and encourage them to volunteer their assistance to the CDA Institute.
6. Outreach:
 - 6.1. Display their association's membership with CDA and partnership with the CDA Institute in association publications.

- 6.2. Include links to the CDA and CDA Institute websites on their association sites.
- 6.3. Include mention of their partnership with CDA in informal and formal presentations whenever appropriate.
- 6.4. Remind their members and associates about the importance of national defence, national security and the Canadian Forces, with a view to encouraging other organizations with similar interests to develop their own relationship with CDA and the CDA Institute.