

## Bernie Orr

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**From:** Siobhan Creaton <SiobhanCreaton@rcpi.ie>  
**Sent:** 28 September 2016 15:20  
**To:** Lobbying  
**Subject:** Submission from Alcohol Health Alliance Ireland to the Public Consultation Process for First Review of the Regulation of Lobbying Act 2015

Ms. Bernie Orr, Government Reform Unit,  
Department of Public Expenditure and Reform,  
7-9 Merrion Row,  
Dublin 2

28<sup>th</sup> September 2016

### **Re: Public Consultation Process for First Review of the Regulation of Lobbying Act 2015**

**Dear Ms. Orr,**

On behalf of Alcohol Health Alliance Ireland, I welcome the opportunity to make a submission on the first review of the Regulation of Lobbying Act 2015. Alcohol Health Alliance Ireland (AHA Ireland), is the first public health advocacy coalition formed on alcohol. The Alliance brings together a wide range of public health campaigners including medical professionals, NGO's and charities whose mission is to reduce the damage caused to health by alcohol misuse. Currently the alliance has over 50 members. [You are welcome to view our list of members via this link.](#)

The main focus of our advocacy work at present is on the enactment of the Public Health (Alcohol) Bill. We regularly meet with and lobby Designated Public Officials to discuss this important legislation and are transparent about who we are, what we represent, and what we want to achieve as public health advocates. Our lobbying activities are detailed under both the Royal College of Physicians and Alcohol Action Ireland's returns, both of whom are the founding members of AHA Ireland.

This long-awaited legislation has many opponents most notably from the alcohol industry. However, unlike us they do not have to be transparent in their lobbying activities. When the new rules for lobbying DPO's came into force last year, IBEC wrote to its members to inform them that they do not have to record all of their lobbying activities, as IBEC will take responsibility for returning details of lobbying they undertake on their behalf. Lobbying carried out through IBEC is registered as an IBEC activity and details of the members IBEC are representing are not disclosed. Furthermore, the names of IBEC officeholders derived from industry who engage in direct lobbying will not be disclosed because IBEC will register that activity also.

The Alcohol Beverage Federation of Ireland, the Irish Brewers Association, the Irish Wine Association, the Irish Cider Association, the Irish Spirits Association and Retail Ireland are all representatives of the Irish Alcohol Industry in various guises and are also all under the IBEC umbrella. (See email sent from IBEC to its members on the new lobbying legislation attached).

I would point out that representative groups such as IBEC shielding the identities of such groups when lobbying is a glaring gap in the system that needs to be addressed urgently under this first review of the legislation.

Surely it is in the public's interest to know who exactly is lobbying in relation to this important public health legislation that aims to save lives and reduce the harm and suffering caused to virtually every family and community in Ireland as a result of harmful consumption of alcohol.

*Frank Murray*

Yours sincerely,

Prof Frank Murray, M.D.  
Chair, Alcohol Health Alliance Ireland

### **Correspondence from IBEC to its members**

Dear

The Regulation of Lobbying Act comes into force today and is designed to facilitate and provide for greater public transparency in relation to lobbying activities. As Ibec engages in extensive lobbying on behalf of our members, we fall within the scope of the Act and have worked to ensure that the organisation is now fully compliant and ready to report on our lobbying.

I would like to take this opportunity to assure all members that Ibec will take responsibility for returning details of lobbying we undertake on your behalf to the online register. Importantly, lobbying carried out through Ibec will be registered as an Ibec activity and details of the members we are representing **will not** be disclosed. For Ibec office holders (e.g. Sector chairs, council/committee members) participating in direct lobbying, again Ibec will register that activity and the office holders name will not be disclosed.

If your business is involved in direct lobbying on relevant matters covered by the Act, then we strongly advise that you get advice from Ibec as the penalties and reputational damage could be substantial for non compliance. For further information please contact Siobhan Masterson Ibec Head of Corporate Affairs at [siobhan.masterson@ibec.ie](mailto:siobhan.masterson@ibec.ie)

We continue our efforts at Ibec to ensure that our members are made aware of the implications of the Act for their business and I am pleased to announce further dates for member briefings. In partnership with the Lobbying Regulator, The Standards in Public Office Commission, Ibec is hosting a number of briefing sessions during September at the following venues and dates:

Dublin on 16 September at 8.00 - 10.00 Ibec, 86 lower Baggot Street, Dublin 2  
Galway on 29 September at 17.30-19.30, Radisson Hotel  
Cork on 30 September at 12.00 - 14.00, Maryborough Hotel

Please follow the link to book your place <http://www.ibec.ie/0/lobbyingact>

I trust this clarifies the Ibec position in relation to compliance with the lobbying act and once again I would like to encourage you to get in touch for further insight into the implications for your company or organisation.

Kind regards  
Danny McCoy  
Ibec CEO

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