

Cabinet Minister Reference Guide

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Transition Note: Non-Partisan Advertising Standards

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FIN Transition Binder - Nov 2020

GCPE OPERATING BUDGET

Date: Updated October 14 2020

Key Facts:

For the 2020/21 Estimates, GCPE's budget is **\$28.326M**, down from the \$37.663M budget tabled in February 2019. This relates to:

- **\$8.418M** re-organization of the Government Digital Experience Division (GDx) to the Ministry of Citizens' Services in July 2019.
- **\$1.037M** base budget reduction due to cross-government fiscal pressures.
- **\$0.118M** increase to adjust the Benefits Chargeback rate to 25.4%.

	2019/20	2020/21	2021/22	2022/23
2019/20 Service Plan Budget	\$37,805,000	\$37,663,000	\$37,663,000	\$37,663,000
GDx Transfer to CITZ	(\$8,455,000)	(\$8,418,000)	(\$8,418,000)	(\$8,418,000)
Budget Reduction		(\$1,037,000)	(\$1,037,000)	(\$1,037,000)
Benefits Rate Change		\$118,000	\$130,000	\$130,000
2020/21 Service Plan Budget	\$29,350,000	\$28,326,000	\$28,338,000	\$28,338,000

- GCPE's estimated operating budget for **2020/21 is \$28.326M** which represents a \$9.337M (or 25%) decrease over 2019/20.
- At \$22.228M salaries & benefits represent 78% of the total annual operating budget.
- At \$6.098M, operating costs (net of recoveries) represent 22% of the total estimated annual operating budget. Of this, \$3.537M (12.5%) pertains to advertising.
- Recoveries of \$.861M are realized annually primarily for services provided via Today's News On-Line.

In *Budget 2019*, GCPE received a base budget lift of \$2.0M for increased resources required to support Cabinet priorities (i.e. CleanBC, Childcare), Strategic Issues Management, and communications shops across government. GCPE requested \$2.9M, however, \$2M was approved creating a structural budget pressure. This was further increased by the \$1.037M budget reduction for 2020/21. **On May 19, 2020, \$2M in contingencies funding to support resourcing pressures was approved by the Vice-Chair to Treasury Board.**

2020/21 Advertising Contingencies

- GCPE received access for up to \$3.9M in early March for various priority advertising campaigns including Childcare, ICBC, Renters, and Healthcare, however, things have significantly shifted due to the COVID-19 pandemic which has been the focus of public awareness initiatives. Further, an additional request for advertising funding was made as a result of COVID 'Restart and Recovery' planning and delivery and **\$6.838M** from contingencies was approved in June 2020.

With the \$2M contingencies approved for Staffing in May, this brings the total 2020/21 GCPE available funding to \$41.064M (\$28.326M base +\$2M + \$3.9M + \$6.838). Just over \$14M of the total is related to advertising, majority of which pertains to COVID-19.

GCPE Staffing

- With the transfer of GDx to CITZ, there are now a total of 250 positions in GCPE.
- A total of 11 new positions have been added since transition in July 2017:
 - Confidence and Supply Agreement Secretariat (2 positions).
 - Strategic Issues Management Division (6 positions) –The new government decided to consolidate the issues management functions of government within GCPE so that this division can work closely with GCPE communications resources housed within individual ministries.
 - Further, in 2018, 2 net new Director positions were filled and a few positions were reclassified to better reflect work being done by the Cabinet Priorities unit and to support key initiatives such as CleanBC and Childcare. In 2020 another net new position was added to support Writing and Content Strategy.
- Since the transition of Government in Summer 2017 the number of ministries and communications positions in ministry shops has remained constant, however, the number of vacancies has decreased and GCPE is near full staffing levels.

2021/22 Base Budget Pressures

Government Financial Information

Budget 2020 – FIN Q/A's

FIN – GCPE

Q: Why is there a decrease of over \$9 million to the GCPE budget for 2020/21?

A: **Key Messages:**

- The provincial government wants to ensure citizens can access the information and services they need.
- Government Communications and Public Engagement (GCPE) is responsible for supporting those communications to British Columbians.
- In the Summer of 2019 an administrative change was made to transfer the Government Digital Experience Division (GDx) to the Ministry of Citizens' Services. This resulted in the bulk of the decrease to the GCPE budget for 2020/21.
- GDx provides two foundational services:
 - Delivering the digital face of government at www.gov.bc.ca.
 - Supporting ministries to reach out, engage and learn from British Columbians on issues that matter to them.
- This change was made in recognition of the importance of GDx's functions to the mission and mandate of both GCPE and Citizens' Services -- to help government understand people, help people understand government policy, and the government services and information they count on.
- Further, GCPE received a \$1.037M budget reduction related to cross-government fiscal pressures to reduce discretionary spending.

GCPE	2019/20	2020/21	2021/22	2022/23
2019/20 Service Plan Budget	\$37,805,000	\$37,663,000	\$37,663,000	\$37,663,000
Changes to Budget				
GDx Re-org to Citizens' Services	(\$8,455,000)	(\$8,418,000)	(\$8,418,000)	(\$8,418,000)
Budget Reduction	\$0	(\$1,037,000)	(\$1,037,000)	(\$1,037,000)
Benefits Rate Change	\$0	\$118,000	\$130,000	\$130,000
2020/21 Service Plan Budget	\$29,350,000	\$28,326,000	\$28,338,000	\$28,338,000

ISSUE: GCPE STAFFING

- Prior to the transition of government in July 2017, at full staffing levels, the GCPE total complement was 239 positions. (This does not include 79 positions related to the GDX Division which were transferred to the Ministry of Citizens' Services in July 2019.)
- At present, there are an estimated total of 250 positions. Several positions and reporting relations have been changed, the number of vacancies has decreased, and GCPE is near full staffing levels.
- The GCPE budget increased by \$2M in 2019/20 for additional communications resources to support strategic issues management, and key government commitments including CleanBC, mental health and historic investments in childcare and housing. \$3M was requested, resulting in structural budget pressure.
- In 2020/21 GCPE received a \$1.037M budget reduction and will continue to manage staffing and attrition by not filling vacancies and/or by eliminating positions.

GCPE – Total # of Positions			
Branch/Division	Pre-Transition	Current	Difference
Deputy Minister's Office	2	2	-
Communications Operations (note 1)	184	180	-4
Strategic Communications (note 2)	34	41	+7
Corporate Services	19	19	-
Confidence and Supply Agreement Secretariat	-	2	+2
Strategic Issues Division (note 3)	-	6	+6
Total Staffing Requirement	239	250	+11

Notes:

1. In 2019, 4 Editorial staff were transferred to Strategic Communications.
2. In Spring 2018, 2 net new Director Positions were filled. In 2019 4 Editorial staff transferred in from Communications Operations. In 2020, a net new position was added to support Writing and Content Strategy.
3. Prior to transition, strategic issues coordination and issues management functions were fragmented across government. The government decided to consolidate these functions into one unit within GCPE so that it can work closely with GCPE communications resources housed within individual ministries. Presently, 6 staff are part of this branch. There is no longer an ADM position Personal Information

GCPE COVID-19 Expenditures

- When Budget 2020 was tabled on February 18, the Estimates did not include any budget allocation for costs associated with the COVID-19 pandemic.
- The tables below shows the expenditures incurred in March for fiscal 2019/20, and for April 1 – October 19 for fiscal 2020/21 related to COVID-19. This does not include those in progress as the services are continuous.

COVID-19 2019/20 Expenses by Category (in \$000's)

	MARCH
salary and benefits	14.4
audio/visual	67.7
translation	33.5
systems	19.6
telecomm	20.8
advertising	171.8
travel / office & business	0.7
	<hr/>
	328.5
	<hr/>

COVID-19 2020/21 Expenses by Category (in \$000's)

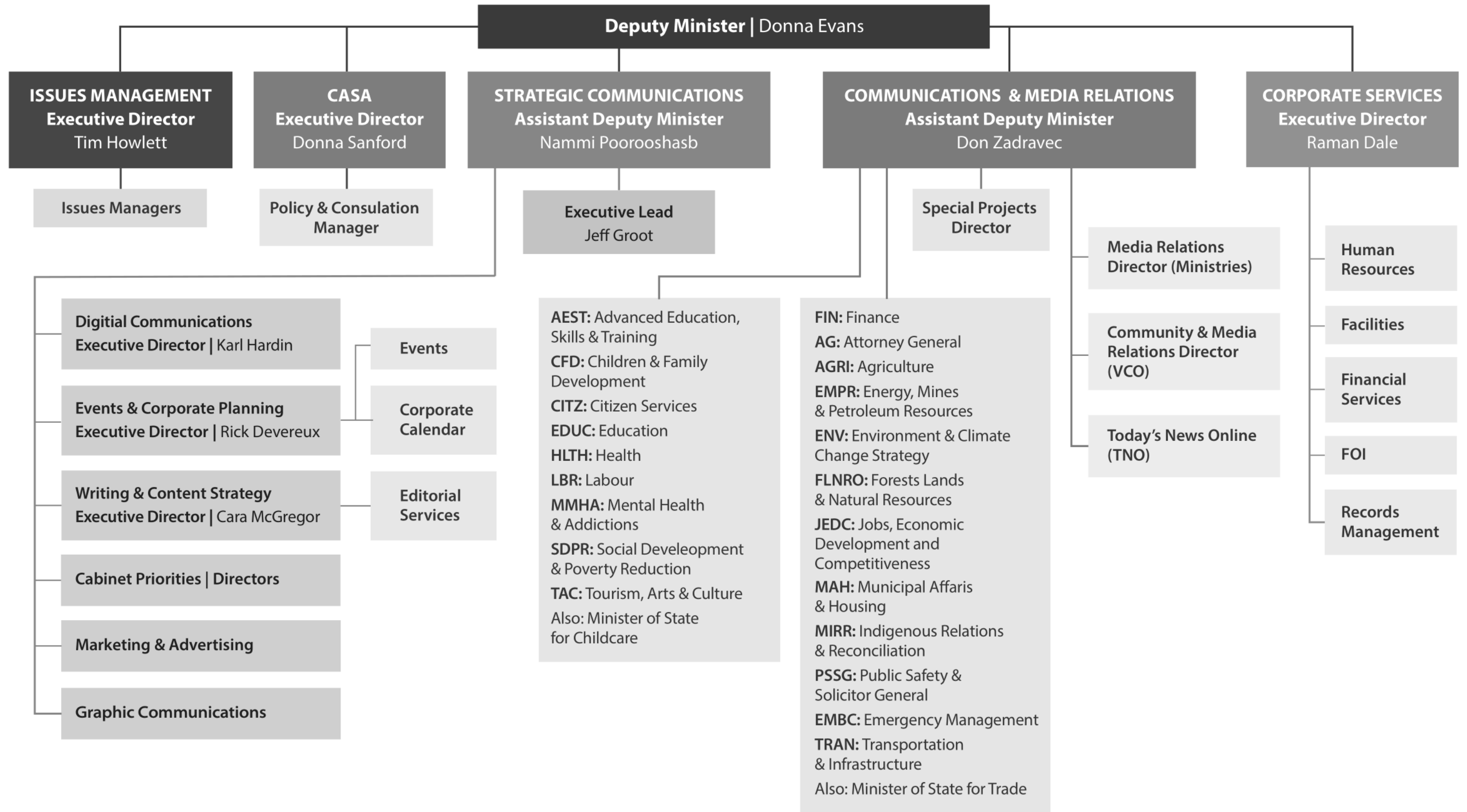
Government Financial Information

- The COVID-19 expenditures total for fiscal year 2019/20, and 2020/21 to date is approximately \$4.7 million as of October 19, 2020.

- The 2019/20 expenses totaled over \$328K.
- The 2020/21 expenses to date @ October 11 totals over ^{Government}_{Financial}
- Most of the expenses are primarily related to: advertising, audio-visual, translations, and systems/telecommunications.
- Salary and benefits costs for COVID-19 decreased beginning in June due to the ended terms for the Joint Information Centre.
- The total number of events (i.e. announcements, press conferences, Town Halls) related to COVID-19 exceeds 200 from March 1 – July 31.
- GCPE has included an annual forecast for COVID-19 and Re-Start Plans in the fiscal 2020/21 monthly projection reporting. These are continually updated for the unprecedented and evolving situation.

Government Financial Information

Government Communications and Public Engagement



Updated Oct 16th 2020

EXECUTIVE MEMBER BIOGRAPHY

Donna (Freeman) Evans, Deputy Minister Government Communications and Public Engagement



Donna joined GCPE in spring of 2019. She has extensive experience as a senior communications professional, in the private sector and public service. Donna's experience is in journalism, public policy development, media and government relations, and issues management with multiple stakeholders in complex environments including BC Housing and WorkSafeBC.

Donna holds a masters in communications, media and public relations from the University of Leicester, England, a bachelor of general studies from Simon Fraser University and a diploma in broadcast journalism from the British Columbia Institute of Technology. She is a member of the Canadian Public Relations Society and the International Association of Business Communicators.

EXECUTIVE MEMBER BIOGRAPHY

Nammi Poorooshasb, Assistant Deputy Minister,
Strategic Communications
Government Communications and Public Engagement



Nammi joined the GCPE team in April of 2019, bringing more than 15 years of experience in marketing, public relations and issue management.

As the Assistant Deputy Minister for Strategic Communications, he oversees: the writing and content strategy team; tour and corporate calendar; advertising, marketing and graphics; and digital/social media.

Nammi began his career in communications as Resource Coordinator with the Simon Fraser Student Society. He then worked for a BC Member of Parliament in Ottawa and in increasingly senior communications role with a national political party.

Before returning to the lower mainland, Nammi served as Director of Communications for the Province of Manitoba and then ran an independent communications consultancy working with clients in labour, local government, and the private sector.

Nammi has a degree in Political Studies from Trent University.

EXECUTIVE MEMBER BIOGRAPHY

**Don Zadavec, Assistant Deputy Minister, Communications and
Media Relations
Government Communications and Public Engagement**



Don Zadavec draws on insight and experience gained as a public affairs and communications professional with the BC public service, as well as working in executive positions with Canada's leading public affairs firms and as an independent communications consultant.

He has provided counsel to premiers, cabinet ministers, CEOs, deputy ministers, senior executives, boards of directors, and other frontline communicators.

Don has led or been involved with several high-profile initiatives with major public sector policy issues, involving ministries, Crown corporations, agencies of the provincial government and with private and public sector proponents dealing with economic and resource development, financial acquisitions and divestures, trade, transportation, and infrastructure, along with major transformational initiatives.

He holds a Bachelor of Arts and a Master of Arts in political science from Simon Fraser University and the University of Alberta, respectively

EXECUTIVE MEMBER BIOGRAPHY

Raman Dale, Executive Director, Corporate Services Government Communications and Public Engagement



Raman has been with GCPE since September 2017 overseeing a multi-disciplinary team which includes Finance, Strategic Human Resources, Facilities Management, Records and FOI.

Raman joined the BC Public Service as a Financial Analyst at the Ministry of Health in 2007. Since then, he has held a variety of financial and leadership roles at the Ministry of Finance, Ministry of Citizens' Services, Treasury Board Staff, and prior to joining GCPE he was the Director of Post-Secondary Finance with the Ministry of Advanced Education and Skills Training.

Raman holds a Bachelors of Commerce Degree and is a Certified Professional Accountant (CPA).

Personal Information

STRATEGIC COMMUNICATIONS DIVISION

ADM Responsible: Nammi Poorooshab

Core Business/ Program Area Description/Critical Business Processes:

Under the leadership of the Assistant Deputy Minister, the Strategic Communications Services Division delivers a range of key services including Cabinet Priority communications, advertising, marketing, graphic communications, writing for the Premier and Cabinet, editorial services, direction of government's corporate calendar and digital communications.

Advertising and marketing services

The advertising and marketing services team delivers high quality government marketing and research and directs all government advertising. Using a variety of marketing disciplines and methodology, the team works closely with ministries on their marketing objectives. Their work includes strategic planning, brand management, campaign development, marketing research, copywriting, advertising design, and media buying on behalf of the Province.

Events and Corporate Planning

The Events and Corporate Planning Team directs the daily oversight of the corporate calendar -- one of government's most important planning tools. The corporate calendar is used to regularly inform decision-making with the Premier's Office, Minister's Offices, government ministries, and GCPE HQ. This team liaises regularly with communication offices to ensure accurate and up-to-date information, to support informed decision making and allow whole-of-government strategic planning. This team also coordinates all events for the Premier, Cabinet, and priority government announcements – including location and timing details, communications considerations, and stakeholder involvement.

Writing and Content Strategy

The Writing and Content Strategy Team provides writing and content support for Premier's announcements and core Cabinet activities. They work closely with ministry communications offices and the Events and Corporate Planning team to make sure that materials are ready for major announcements, and work regularly with the Premier's Office on events for the Premier. They also provide capacity building and training across ministry communications teams, to ensure consistency throughout government writing and material development.

Digital Communications

The Digital Communications team manages the Government social media channels and delivers digital content to connect people with government services and inform them about new programs and initiatives. In an increasingly digital communications landscape, they manage key elements of core government communications and respond to feedback from the public. They work with other Strategic Communications teams and Ministries to develop campaign-based websites and work with the Ministry of Citizen Services to coordinate with existing government digital assets. They manage all live streams and social media events, and are responsible for video production and coordinating photography services for all of government. This team is focused on achieving a good user experience for the public as people increasingly access services and information online, and

this team provides guidance and support for an innovative cross-government approach to digital communications.

Cabinet Priorities

The Cabinet Priorities team provides strategic direction for key cabinet communications priorities. They work across government to coordinate major announcements and respond to emerging or anticipated issues. They write and review materials and work closely with other teams in Strategic Communications and the Premier's Office, Ministries, and Minister's offices to plan the roll-out for priority initiatives -- including policy and planning, public research, event announcements, public engagement, and marketing. Their project-based work has included annual Budgets, Housing and Childcare Plans, DRIPA, CleanBC, and WorkBC initiatives, among many others.

GCPE Graphic Communications

The GCPE Graphic Communications team provides in-house graphic design and production services for the executive offices, GCPE headquarters divisions, GCPE Ministry Communications shops and ministry program areas. The Division also manages and administers the BC ID graphic standards, corporate visual branding and new logo development, while approving all third-party uses of logos and trade-marks. The Division works closely with the Office of Protocol in approving uses of BC or British Columbia in a business name and support their administration of the Provincial Symbols including the BC Coat of Arms.

Editorial Services

The Editorial services team provides editorial and copy-editing services for all government announcements. They work with ministry communications teams to manage the high volume of government announcements, post and distribute news releases, and edit for accuracy and consistency for all materials.

Strategic Communications during the COVID-19 pandemic

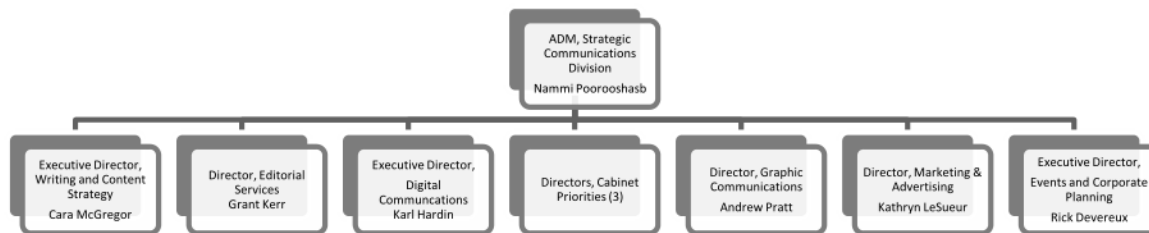
Since March 2020, the COVID-19 pandemic has had a major impact on government communications, with GCPE digital activities at the core of government's response. As communication with the public shifted largely to digital channels, our activities have included:

- Producing livestreams for all daily health briefings working closely with the communications teams for the Ministry of Health and the Public Health Officer. This has meant more than 200 livestream broadcasts in 2020, compared to only 17 in 2019.
- Ensuring that the government digital channels provided the most up to date information available in BC on the pandemic, likely contributing to the 660% increase in BC Government social media follows in 2020.
- Adopting real-time social media moderation and direct communications with the public on major health and safety issues. This has resulted in a 482% increase in post engagement since 2019.
- Coordinating the regular release of multi-lingual digital assets to support government health and safety priorities – a 313% increase in social media content since 2019.
- Creating effective, multi-channel information campaigns on the economic and public health impacts of COVID-19, as well as forest fires, opioids, WorkBC and BuyBC.
- Delivering a series of virtual townhalls on key topics related to the safe restart, and a series

of Telephone Townhalls on economic recovery.

- Coordinating government surveys and public opinion research on pandemic issues.
- Managing the release of Government Restart plans and Economic Recovery Plans, and supporting report production, government websites, digital assets, and marketing.
- Managing the corporate calendar to ensure that the pandemic response remained a key communications priority, and putting in place guidelines for the safe resumption of event announcements.

Organizational Chart:



Communications and Media Relations

Assistant Deputy Minister: Don Zadravec

Core Business/ Program Area Description/Critical Business Processes:

The Communications and Media Relations Division provides communications advice and support services to senior officials across government and, through various communications offices, supports Ministry's communication needs.

Under the leadership of the Assistant Deputy Minister, the Division delivers a range of communications services and products including strategic communications planning and advice, proactive public relations, ministerial communications support, writing services, media monitoring, media relations and issues management. The Division also provides communications advice and support services to senior officials across government and, through various communications offices, supports Ministry communication needs. In addition, the Division provincial emergency communications and coordinates communications across government. As well, the Division works closely with various Communications Directors on special projects as well as liaising with Crown Corporations on various projects and issues.

Communications Directors are the principal communications contact within their Minister's office and are accountable to the Deputy Minister of Government Communications and Public Engagement.

Communications Directors work closely with line Deputy Ministers and lead communications teams that are responsible for providing the following services to their assigned ministries:

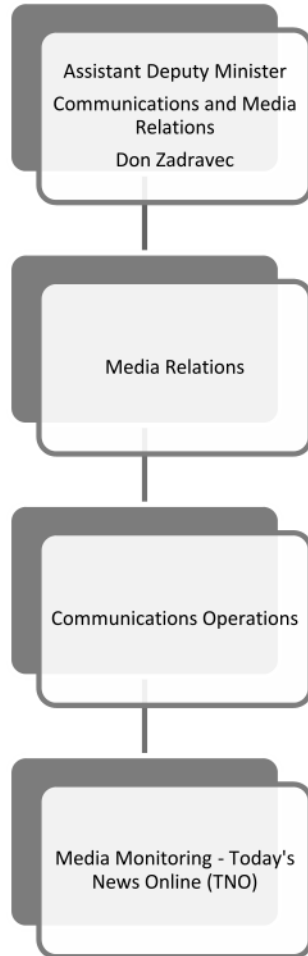
- strategic communications planning
- issues management
- media relations
- media monitoring
- news releases and backgrounders development
- web content
- e-newsletters
- speech writing
- notes and strategies for legislative introductions
- publication content

A centralized media relations unit provides support to ministries on a 24/7 basis, to ensure provincial, regional and community-specific media (non-English) receive the information they need in the most appropriate way possible. This unit also helps to lead and coordinate media relations for major media events and in day-to-day relations with the regional and community-specific media, working out of Victoria and Vancouver.

Related Legislation:

N/A

Organizational Chart:



CORPORATE SERVICES DIVISION

ED Responsible: Raman Dale

Core Business/ Program Area Description/Critical Business Processes:

Under the leadership of the Executive Director, the Corporate Services Division provides a variety of functions including Finance, Human Resources and Workplace Support Services (FOI, Records, and Facilities Management).

Finance:

The Financial Services branch provides a full range of financial support services ensuring cost-effective delivery to all business units of GCPE including, but not limited to, budget development, financial reporting, expenditure forecasting, accounts payable, purchasing, travel coordination, payroll reconciliation, contract administration, tangible capital asset management, accounts receivable/recoveries, leave liability, FTE monitoring and reporting, preparation of material for estimates, public accounts, and FOI/Audit requests.

Human Resources:

Human Resources provides *consistent, reliable* and *trusted* advice in both operational and strategic Human Resources. The team offers expertise, planning and support in the following areas: recruitment, selection, onboarding, corporate programs, workforce planning, performance management, training and development, respectful workplace initiatives, engagement and recognition, sick leave and employee self-service. This full complement of services is intended to support the whole organization so that HR can offer a rewarding employment experience for all GCPE employees.

FOI and Records:

The FOI team serves as an intermediary between GCPE and Information Access Operations and is responsible for gathering records, obtaining harms assessments, reviewing approval packages, finding practical equitable solutions within the parameters of FOIPPA and making recommendations on the release of information. The team provides expertise, guidance, advice and interpretation of FOIPPA to the organization.

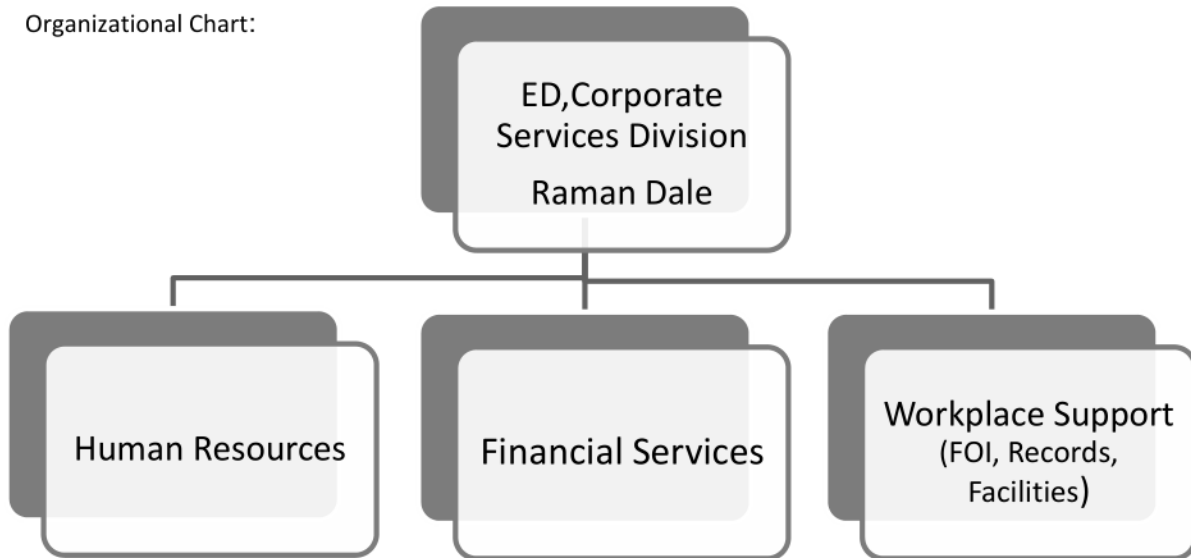
The Records Management team provides knowledgeable advice on effective management of information and expertise on the creation, retention, storage, security and destruction of records and data.

Together the teams deliver FOI and Records Management Training to all staff within GCPE.

Facilities:

GCPE Facilities effectively leads large and small accommodation projects and provides facilities management services for various buildings and offices for GCPE ensuring that the projects comply with safety, security and environmental standards. Facilities also coordinates and recommends the purchase and disposal of furniture and equipment, assists with the business continuity and emergency preparedness plans for GCPE and provide ergonomic assessments for all staff to ensure a comfortable, healthy and safe workplace.

Organizational Chart:



ADVICE TO MINISTER

<p style="text-align: center;">CONFIDENTIAL ISSUES NOTE – TRANSITION</p> <p>Ministry: Finance RECORD OPR: GCPE Finance Date: October 15, 2020 Minister Responsible: Honourable Carole James</p>	<p style="text-align: center;">GCPE Advertising</p> <p style="text-align: center;">Fiscal 2020-21</p>
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RECOMMENDED RESPONSE:

- **It's imperative British Columbians are provided with current and accurate information about COVID-19.**
- **From health and public safety, to the economic restart and recovery, government advertising has an important role to play in communicating COVID-19 information to British Columbians**
- **At the same time, we are making historic investments in child care and housing throughout our province and investing in infrastructure such as schools and hospitals.**
- **Our communications are focused on making sure people have information on the programs and services that will benefit them.**
- **Sharing information with people who will benefit is part of good government and our commitment to working for people.**

KEY FACTS REGARDING THE ISSUE:

Budgets for Information Campaigns by Fiscal:

Fiscal 2020-21:

The 2020-21 STOB 67 blue book budget for government information campaigns is ^{Government} ^{Financial Information} (as listed in the 'blue book');

Government Financial Information

Various information campaigns planned for fiscal 2020-21 include:

Advice/Recommendations; Government Financial Information

**STOB 67 total government spending on information campaigns.
Does not include Votes 1-9 and Public Service Agency.**

Budget Year	2016-17	2017-18	2018-19	2019-20	2020-21 (estimated)
Total amount	\$15 million	\$5.6 million (includes \$833K miscoded to STOB 60)	\$12.4 million	\$13.4 million	Advice/Recommendations; Government Financial Information

ADVICE TO MINISTER

In progress and proposed information campaigns for 2020-21 fiscal

[April 1, 2020 to March 31, 2021] includes:

Advice/Recommendations; Government Financial Information

Communications Contact:

Program Area Contact: Kathryn LeSueur

778 698-8674

File Created: October 14, 2020

File Updated: October 15, 2020

Program Area	ADM / Deputy Minister	Communications Director

ADVICE TO MINISTER

<p style="text-align: center;">CONFIDENTIAL ISSUES NOTE</p> <p>Ministry: Finance RECORD OPR: GCPE FIN Date: May 9, 2019 Updated: June 4, 2020 Minister Responsible: Honourable Carole James</p>	<p style="text-align: center;">GCPE: Non-partisan Advertising Standards</p>
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RECOMMENDED RESPONSE:

- The previous government failed to act on recommendations from the auditor general that would ensure government advertising was non-partisan.
- The result was a civil lawsuit filed in the BC Supreme Court over how the former government spent its advertising budget.
- That is why our government implemented Non-partisan Advertising Standards for reviewing core government advertising.
- With this change, Government of British Columbia's non-partisan criteria for advertising is among the strictest in Canada.
- This criteria is public and accessible online.
- Government information campaigns with a value over \$250,000 are now reviewed by an independent third party, Advertising Standards Canada (ASC).
- The new standards ensure government information campaigns are reviewed against a comprehensive set of non-partisan advertising criteria before advertising is published or broadcasted.
- The standards also apply strict, non-partisan advertising criteria to ensure government advertising is objective, factual and free from partisan bias, while reinforcing the role advertising has in informing the public about government policies, programs or services.

BACKGROUND:

FOI – GCP-2020-01039:

FOI – GCPE-2020-01003 asked for: A copy of the filled-out internal Non-Partisan Advertising Review Criteria checklist, including commentary, for all Government of BC Facebook ads placed during the month of January 2020 (Date Range for Record Search: From 12/1/2019 To 1/31/2020) The request is from a political party.

A total of 26 initial and final reviews were provided as responding records. The campaigns included BC Parks, MSP, housing (Nanaimo), UNDRIP, WorkBC and cannabis. Two ads were cited for potentially not meeting the criteria in the initial review:

- UNDRIP campaign 28: Graphics with Mary-Ellen Turpel Lafond and Terry Teegee did not meet criteria; were pulled from final campaign.
- MSP campaign 33: “You will never have to pay MSP fees again” required supporting link. Version updated and approved.

All other campaigns met the criteria in the initial and final reviews completely.

FOI – GCP-2020-01003:

FOI GCP-2020-01003 asked for: A spreadsheet list of all paid advertising campaigns that were not subject to Advertising Standards Council review and were only subjected to internal review in accordance with the advertising guidelines shown on page 55-56 of GCPE-2019-95534 Include the dollar value or budget of each campaign, and the medium of each campaign (Date Range for Record Search: From 6/1/2019 To 1/31/2020). The request is from a political party.

A total of 48 advertisements valued under \$250,000 were provided as responding records. The campaigns included areas such as: foster caregivers, UNDRIP, minimum wage, and women in trades.

Ad standards:

ADVICE TO MINISTER

On April 1, 2019, GCPE implemented Non-partisan Advertising Standards for all core government advertisements. The standards are available publicly at:

- <https://www2.gov.bc.ca/gov/content/governments/services-for-government/bc-bid-resources/goods-and-services-catalogue/advertising-and-marketing-services/non-partisan-advertising-standards>
- As of March 31, 2020 GCPE has 16 campaigns with a value over \$250,000 reviewed against the standards and the results are posted publicly and include:
 - Wildfire prevention
 - CleanBC/Better Homes Summer
 - Residential Tenancy/Action for Renters
 - Opioid overdose/anti-stigma
 - BuyBC
 - CleanBC/Go Electric
 - Cannabis/Drug Affected Driving
 - Childcare
 - ERASE
 - Overdose/Courageous Conversations
 - Cannabis/Safe Storage/Safe Use/Buy Legal
 - WorkBC/Right for You
 - Autoplan Care Enhancements
 - CleanBC/Betterhomes Winter
 - Economic Opportunities/Stronger BC
 - Speculation and Vacancy Tax

The non-partisan standards include both internal and external reviews of government information advertising expenditures by ministries under STOB 67 Information Advertising. The standards were developed following a review of current practices and guidelines in other jurisdictions as well as the recommendations for implementation of non-partisan advertising standards by the Office of the Auditor General and three private member's bills introduced in 2013, 2016 and 2017.

The B.C. government has engaged Advertising Standards Canada (ASC) to conduct two-stage independent third-party reviews against non-partisan advertising criteria for advertising campaigns exceeding \$250,000 (including production and placement costs): at the draft/ creative stage, followed by a final review when creative materials are ready for publication or broadcast.

For information campaigns below \$250,000, an internal review will take place to ensure compliance with the non-partisan criteria.

Advertising of any value must meet all the non-partisan advertising criteria before it can be released for publication or broadcast.

Results from all independent third-party Non-partisan Advertising Reviews with a value over \$250,000 are posted online.

Exclusions:

Exclusions from the non-partisan advertising review process and criteria include statutory advertising (STOB 68), government employment and recruitment ads and advertising of an urgent public health and/or safety nature. Partisan advertising and communications undertaken by the Liberal, NDP, or Green Party caucuses are not government advertising and are not subject to this review process.

Advertising Standards Canada:

The estimated cost for ASC to provide this review will be approximately \$33,000 per year. GCPE has also joined the ASC as a member for a total contract amount of \$40,140.

Auditor General:

The jurisdictional review identified several non-partisan advertising review models, some of which included the engagement of the Office of the Auditor General or equivalent in those jurisdictions. The non-partisan advertising standards for the Government of British Columbia takes into consideration the experiences from the jurisdictions including those where the Auditor General has had a defined role.

Communications Contact: Richelle D. Funk
Program Area Contact: Kathryn LeSueur
File Created: May 9, 2019
File Updated: June 1, 2020

Program Area	ADM / Deputy Minister	Communications Director
K.L.	N.P.	L.L.



BRITISH
COLUMBIA

COVID-19 IN BC

COVID-19 BC - Health and Safety Information Campaign

Phase 1: “Do Your Part” March 20 – May 24, 2020

OBJECTIVE:

Encourage British Columbians to - **Do Your Part** - in order to help prevent the spread of COVID-19.

TARGET AUDIENCE:

British Columbians 18+

KEY MESSAGE:

Stay home and practice physical distancing to protect your family, healthcare workers, seniors and the most vulnerable

PAID MEDIA:

TV

Print (*English, Punjabi, Cantonese & Mandarin*)

Radio (*English, Punjabi, Cantonese & Mandarin*)

Pre-roll video (*English, Punjabi, Cantonese & Mandarin*)

Display ads (*English, Punjabi, Cantonese & Mandarin*)

Facebook, Instagram (*English, Punjabi, Cantonese & Mandarin*)

Twitter, YouTube

Online music streaming services (i.e. Spotify)

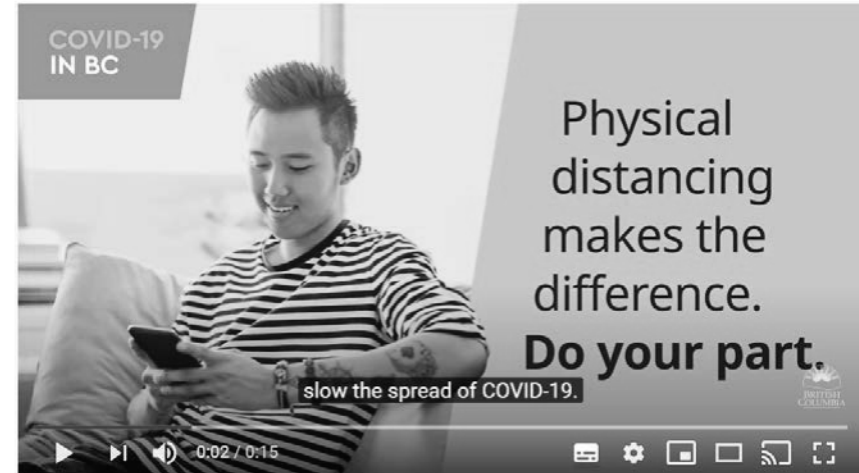
Google Search Ads

COVID-19 BC – Phase 1 “Do Your Part”

Broadcast TV and Videos for Digital Media




30s: <https://youtu.be/xzxtQa4GjJ4>



15s: <https://youtu.be/Fr5rKi1C8VU>

COVID-19 BC – Phase 1 “Do Your Part”


Broadcast Radio and Print



COVID-19 IN BC

Protecting our health care workers. Do your part.

The urgent reality of COVID-19 means everyone is at risk – including the people we rely on to make us well. If you feel ill, stay home, seek more information, and if you need urgent care, call your health care providers before visiting a clinic or hospital. We each have a role to play in protecting BC's health-care workers and hospitals.

 BRITISH COLUMBIA

Stay informed via these resources:
gov.bc.ca/covid19 | bccdc.ca | 1-888-COVID19

Symptom Self-Assessment:
covid19.thrive.health



卑詩省 新冠肺炎疫情

齊心合力保護長者及最容易受感染的人。請盡您的本份。

新冠肺炎疫情肆虐，每一個人都可能受感染，尤其是長者，以及本身健康有問題的人。留在家中，並與其他人士保持肢體距離，可以幫助遏止新冠病毒傳播。齊心抗疫，合力保護這些最容易受感染的人。

 BRITISH COLUMBIA

了解疫情最新情況，請查看以下資源：
gov.bc.ca/covid19 | bccdc.ca | 1-888-COVID19

症狀自我檢測：
covid19.thrive.health

- **116 papers including all daily and community papers Provincewide**
- **Radio ads on 107 radio stations reaching 60 markets**
- **Transcreation of ads reaching Chinese and South Asian audiences via 7 radio stations, 20 newspapers and digital platforms.**

COVID-19 BC – Phase 1 “Do Your Part”

Social Media: Facebook Examples



COVID-19 BC - Health and Safety Information Campaign

Phase 2: “Proceed with Caution – Restarting our Lives”

May 25 – August 31, 2020

OBJECTIVE:

Encourage British Columbians to – **Proceed with Caution** – as we restart our lives in order to help prevent the spread of COVID-19.

TARGET AUDIENCE:

British Columbians 16+

KEY MESSAGE:

Practice physical distancing and proceed with caution as we begin to restart our lives.

PAID MEDIA:

TV

Print (*English, Punjabi, Cantonese & Mandarin*)

Radio (*English, Punjabi, Cantonese & Mandarin*)

Pre-roll video (*English, Punjabi, Cantonese & Mandarin*)

Display ads (*English, Punjabi, Cantonese & Mandarin*)

Facebook, Instagram (*English, Punjabi, Cantonese & Mandarin*)

Twitter, Snapchat, YouTube

Online music streaming services (i.e. Spotify)

Google Search Ads

COVID-19 BC – Phase 2 “Proceed with Caution”

Broadcast TV, Radio and Videos for Digital Media



30s: <https://youtu.be/kjWwb1XKloM>



15s: <https://youtu.be/tKikxJDGa28>

- **Provincewide TV**
- **Radio ads on 107 radio stations reaching 60 markets**

COVID-19 BC – Phase 2 “Proceed with Caution”

Print and Facebook Examples

COVID-19 IN BC

RESTARTING OUR LIVES:
Let's proceed with caution.

Here in BC, we've made progress flattening the curve. That's because we all pulled together and did the right thing. But COVID-19 isn't behind us. As we get together again in small groups and in public spaces, maintaining physical distancing and personal hygiene measures are critical.

Let's be careful as we start seeing family and friends in small groups, and as we head outdoors or back to work.

BRITISH COLUMBIA

Stay informed via these resources:
gov.bc.ca/covid19 | 1-888-COVID19 | gov.bc.ca/restartbc

Symptom Self-Assessment:
covid19.thrive.health

Government of British Columbia
June 17

Physical distancing is still important as we start to see more family and friends and go to work.

COVID-19 IN BC

RESTARTING OUR LIVES:
Let's proceed with caution.

GOV.BC.CA/COVID19
Let's Proceed with Caution
Stay Informed

[Learn More](#)

Government of British Columbia
Sponsored

Physical distancing is still important as we start to see more family and friends and go to work.

COVID-19 IN BC

RESTARTING OUR LIVES:
Let's get this right.

GOV.BC.CA/COVID19
Let's get this right
Stay Informed

[Learn More](#)

COVID-19 BC – Dr Bonnie Henry’s Good Times Guide

Dr Bonnie Henry’s Good Times Guide

July 31 – September 8, 2020

Objective:

Raising awareness with young adults about the steps they can take to have a good time safely.

Paid Media:

Facebook, Instagram

Snapchat



COVID-19 BC - Health and Safety Information Campaign

Phase 3: “Bend the Curve Back”

October 6 – December 20, 2020

OBJECTIVE:

Encourage British Columbians to – **Bend the Curve Back** – in order to help prevent the spread of COVID-19.

Reach residents in the Lower Mainland and Fraser Valley with information related to the public health order announced on November 7th.

TARGET AUDIENCE:

British Columbians 16+

KEY MESSAGE:

Let’s pull together, avoid gatherings and stay close to home.

PAID MEDIA:

**Transcreated ads available in (English, Punjabi, Hindi, Simplified and Traditional Chinese, Korean, Tagalog & Farsi)*

TV

Print

Radio

Pre-roll video

Display ads

Facebook, Instagram, Twitter, TikTok, Snapchat, YouTube

Online music streaming services (i.e. Spotify)

Google Search Ads

COVID-19 BC – Phase 3 “Bend the Curve Back”

Digital



**Halloween execution:
Reaching young adults and discouraging large parties in advance of Halloween weekend.
October 25 – October 31, 2020**

COVID-19 BC – Phase 3 “Bend the Curve Back”

Print

COVID-19 IN BC

Keep social gatherings small and put that curve where it belongs.

The second wave of COVID-19 is here, so getting together with family and friends will have to be different. New rules require that we all limit gatherings at home to our immediate household, plus a maximum of six other people. But with high transmission in our region, we should all step up and say no to gatherings for now.

This isn't forever. But it is how we'll help bend the curve back, together.



Stay informed via these resources: gov.bc.ca/covid19 | 1-888-COVID19 | Symptom Self-Assessment: covid19.thrive.health

卑诗省新冠病毒信息

新规定现已生效，有助于压平疫情曲线。让我们一起努力拉低疫情。

新冠疫情第二波已经来临，新规定将有助于保护我们的亲人，并安全地让我们的学校、商店及工作场所继续开放。除直系家属以外，拒绝与其他人有任何形式的聚会，如非必要，避免去其他社区。这些措施是暂时性的，让我们一起努力压平疫情曲线。



获取最新资讯请浏览或致电：gov.bc.ca/covid19 | 1-888-COVID19 | 症状自我评估：covid19.thrive.health

COVID-19 BC – Phase 3 “Diwali: Limit Gatherings”

Print and Radio

ਬੀ.ਸੀ. ਵਿੱਚ ਕੋਵਿਡ -19

ਰੋਸ਼ਨੀ ਨੂੰ ਆਉਣ ਦਿਉ, ਬਿਮਾਰੀ ਨੂੰ ਨਹੀਂ।

ਇਸ ਸਾਲ ਕੋਵਿਡ-19 ਕਰਕੇ ਦੀਵਾਲੀ ਮਨਾਉਣ ਦੇ ਤਰੀਕੇ ਵੱਖਰੇ ਹੋਣਗੇ। ਇਸ ਲਈ ਸਾਡੇ ਆਪ ਲਈ ਅਤੇ ਸਾਡੇ ਪਰਿਵਾਰਾਂ ਨੂੰ ਸੁਰੱਖਿਅਤ ਰੱਖਣ ਲਈ ਕੁੱਝ ਨਵੇਂ ਨਿਯਮ ਬਣਾਏ ਗਏ ਹਨ। ਕੋਵਿਡ-19 ਨੂੰ ਫੈਲਣ ਤੋਂ ਰੋਕਣ ਲਈ ਸਾਨੂੰ ਸਮਾਜਿਕ ਸੰਪਰਕ ਸੀਮਤ ਰੱਖਣਾ ਚਾਹੀਦਾ ਹੈ ਅਤੇ ਸਭ ਨੂੰ ਆਪਣੇ ਘਰਾਂ ਵਿੱਚ ਹੀ ਆਪਣੇ ਘਰ ਦੇ ਮੈਂਬਰਾਂ ਨਾਲ ਹੀ ਦੀਵਾਲੀ ਮਨਾਉਣੀ ਚਾਹੀਦੀ ਹੈ। ਤੁਹਾਨੂੰ ਸਭ ਨੂੰ ਦੀਵਾਲੀ ਅਤੇ ਬੰਦੀ ਚੋਰ ਦੀਆਂ ਵਧਾਈਆਂ।



ਹੋਰ ਜਾਣਕਾਰੀ ਲਈ:
gov.bc.ca/covid19 | 1-888-COVID19

ਬਿਮਾਰੀ ਦੇ ਸੰਫ਼ਟਾਂ ਦੀ ਸਵੈ-ਜਾਂਚ:
covid19.thrive.health

Diwali Execution:
Transcreated radio and print ads reaching Punjabi and Hindi speaking audiences

Diwali – Limit Gatherings

Radio 30s

Recorded November 2, 2020

Punjabi and Hindi only

Annrcr:

Diwali and Bandi Chhor are joyful times.

But this year, celebrating will look different because of COVID-19.

New Rules are in place to help us all stay safe and protect our families.

To slow the spread of COVID-19, we all have to limit social gatherings and keep celebrations in our home to our immediate households.

Enjoy the festival. Let the light into your home – but please, don't let the virus join your celebration.

Wishing everyone a very Happy Diwali and Bandi Choor.

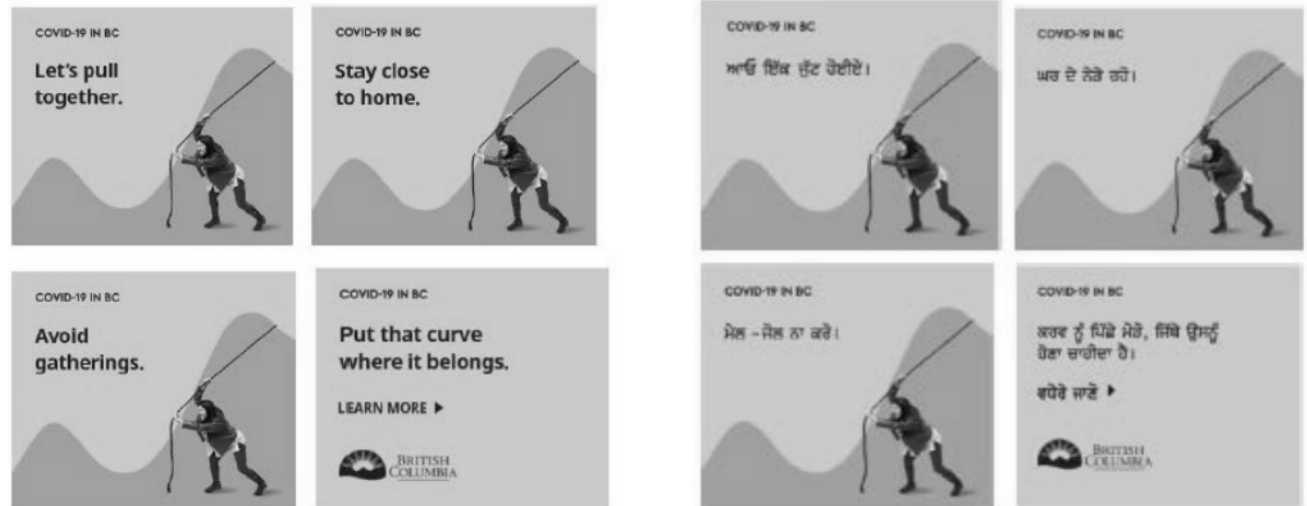
A message from the Government of British Columbia.

COVID-19 BC – Phase 3 “New Rules”

Digital

Display ads translated into:

- Punjabi
- Hindi
- Simplified Chinese
- Traditional Chinese
- Korean
- Tagalog
- Farsi



COVID-19 BC – Phase 3 “New Rules”

Broadcast TV and Radio



Timing: November 26 – December 20, 2020

Video subtitles translated into:

- Punjabi
- Hindi
- Simplified Chinese
- Traditional Chinese
- Korean
- Tagalog
- Farsi

New Rules

Radio 30s

Recorded November 12, 2020

English, Punjabi, Hindi, Mandarin and Cantonese

Anncr:

The second wave of COVID-19 is here.

That’s why new rules are in place to help protect the people we love and to keep our schools, businesses and workplaces open – safely.

We must all say ‘No’ to gatherings with people from outside our immediate household, and avoid unnecessary travel outside our community.

This isn’t forever. Let’s pull together – to bend the curve back.

Learn more at gov dot bc dot ca slash COVID Nineteen.

A message from the Government of British Columbia.

COVID-19 BC – Phase 3 “New Rules”

Print and Digital

COVID-19 IN BC

New rules are in effect to help bend the curve back. Let's pull together.

The second wave of COVID-19 is here and new rules are in place to help protect the people we love and keep our schools, businesses and workplaces open, safely. That means we must all say 'No' to gatherings with people from outside our immediate household, and avoid unnecessary travel outside our community.

Learn more about the new rules at gov.bc.ca/covid19



Stay informed via these resources: gov.bc.ca/covid19 | 1-888-COVID19 | Symptom Self-Assessment: covid19.thrive.health



The four panels show a person pulling up a large grey wave graphic. The first panel shows the person at the bottom of the wave with the text 'Let's pull together.' The second panel shows the person higher up the wave with the text 'Stay close to home.' The third panel shows the person at the peak of the wave with the text 'Avoid gatherings.' The fourth panel shows the person at the top of the wave with the text 'Put that curve where it belongs.'

COVID-19 IN BC

Let's pull together.

COVID-19 IN BC

Stay close to home.

COVID-19 IN BC

Avoid gatherings.

COVID-19 IN BC

Put that curve where it belongs.



COVID-19 BC - Health and Safety Information Campaign

Budget Summary

Government Financial Information



BRITISH
COLUMBIA



COVID-19 BC – Economic Restart & Recovery

BC Economic Recovery Engagement

June 17 – July 21, 2020

Objective:

Encourage British Columbians to participate in BC's Economic Recovery Plan engagement.

Paid Media:

Print

Radio

Display ads

Facebook, Instagram



Let's build BC's recovery, together

TELL US WHAT'S IMPORTANT TO YOU AND YOUR FAMILY

COVID-19 has affected all of us. It's impacted our jobs, businesses, and day-to-day lives. But we have an opportunity to bounce back stronger than before, and build a province that works for everyone.

Sign-up now for a telephone townhall
Tuesday, July 14th at 7 pm PDT

Sign-up now at gov.bc.ca/recoveryideas



Government of British Columbia
June 26

Tell us what's important to you and your family, so we can build BC's recovery, together. Join us for a virtual townhall Thursday, July 13th at 12 p.m.

Let's build BC's recovery, together

[GOV.BC.CA/RECOVERYIDEAS](https://gov.bc.ca/recoveryideas)
Join our Virtual Townhall
Register today.

[Learn More](#)

COVID-19 BC – Economic Restart & Recovery

Back to School

August 20 – September 20, 2020

Objective:

Raise awareness with parents on investments for a safe return to school for K - 12 students.

Paid Media:

TV

Radio (*English, Punjabi, Cantonese and Mandarin*)

Display ads

Facebook, Instagram, Twitter

YouTube

Pre-roll videos



BC's Back to School Plan

https://youtu.be/D-6z_1edlrs

COVID-19 BC – Economic Restart & Recovery

StrongerBC

September 17 -21, 2020

Objective:

Communicate key themes in BC's Economic Recovery Plan and directs people to information on investments, training and job opportunities.

Paid Media:

TV

Facebook, Instagram

Government of British Columbia
Sponsored · 🌐

BC's Economic Recovery Plan is strengthening health care by providing training and job opportunities.

We're hiring thousands more health care workers

StrongerBC

STRONGERBC.GOV.BC.CA
BC's Economic Recovery Plan
Be a part of it.

Learn More

COVID-19 BC – Economic Restart & Recovery

Budget Summary

Government Financial Information