

TAB 1a – 1a 2021-22 Estimates BN GCPE Operating Budget

TAB 1b – 1b 2021-22 Estimate BN GCPE Covid Advertising

TAB 1c – 1c COVID-19 Information Sheet

TAB 1d – 1d GCPE Staffing

TAB 2&3 – 2&3 2021-22 Budgets at a glance

TAB 4 – 4 2021-22 Service Plan Budget

TAB 5 – 5 Post Election Transition Note

TAB 6 – 6 GCPE Org Chart

TAB 7 – 7 Executive Biographies

TAB 8 – 8 Strategic Communications

TAB 9 – 9 Communications and Media Relations

TAB 10 – 10 Corporate Services Division

TAB 11 – 11 GCPE Advertising

TAB 12 – 12 GCPE Digital Marketing

TAB 13 – 13 GCPE Advertising Budget 2021-22

TAB 14 – 14 GCPE Media Planning

TAB 15 – 15 GCPE SVT Campaign

TAB 16 – 16 GCPE COVID-19 Campaign

TAB 17 – 17 GCPE StrongerBC

TAB 18 – 18 GCPE Multilingual

Estimates 2021

GCPE OPERATING BUDGET

Date: Updated April 6, 2021

Key Facts: GCPE Operating Budget

- For the 2021/22 Estimates, GCPE’s budget is **\$28.338M**, consistent with the budget presented in the 2020/21 Service Plan.

	2020/21	2021/22	2022/23	2023/24
2020/21 Service Plan Budget	\$28,326,000	\$28,338,000	\$28,338,000	\$28,338,000
2021/22 Service Plan Budget	\$28,326,000	\$28,338,000	\$28,338,000	\$28,338,000

- GCPE’s estimated operating budget for **2021/22 is \$28.338M**. There is no change from budget tabled in February 2020.
- At \$22.180M salaries & benefits represent 78% of the total annual operating budget.
- At \$6.158M, 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 media monitoring services provided via Today’s News On-Line (TNO).

2020/21 Contingencies

Advice/Recommendations

[Return to table of contents](#)

PREPARED BY:

Raman Dale
Executive Director, Financial and
Corporate Services

Government Communications and
Public Engagement
250 920-8810

REVIEWED BY:

Don Zadavec
Deputy Minister
Government Communications and Public
Engagement

[Return to table of contents](#)

Estimates 2021

GCPE OPERATING BUDGET

Date: Updated May 20, 2021

Key Facts: GCPE 2020/21 COVID-19 Advertising

STOB 67 Blue Book Advertising Budget: \$3.537M

COVID-19 Contingencies Access: Advice/Recommen

- GCPE received two contingencies approvals in 2020/21 that were consolidated to focus on COVID-19 public health and safety information, restart and recovery, for a total of Advice/Recommendations

=Total of Advice/Recommendations

2020/21 GCPE Advertising

GCPE had a base Blue Book budget of \$3.537M for advertising (STOB 67). With Advice/Recommendations approved in Contingencies, this brought the total available for advertising and research to Advice/Reco . Actual expenses are estimated to be Advice/Reco of which Advice/Rec is related to COVID-19 advertising campaigns.

Of the \$3.537M STOB 67 base budget, GCPE has spent for the following initiatives in 2020/21:

- Wildfires
- ICBC Enhanced Care
- Employment Standards
- Business Priorities (Agency fees, Advertising Standards Canada fees, and boosted social media).
 - **Sub-total of Advice/Re for these non-COVID initiatives**

Advice/Recommendations

COVID-19

Since the beginning of the COVID-19 pandemic, GCPE has been providing British Columbians with critical public health information through communication channels, such as digital, social media, advertising and earned media. Beginning in April 2020, the priority was to inform British Columbians about how to stay safe during the pandemic. This included awareness on safe physical distancing, the requirement to wash hands regularly and the need to stay home if one feels sick.

[Return to table of contents](#)

As the economy began to rebound from the impacts of the pandemic along with the reopening of public institutions, GCPE has also communicated important information about the restart and recovery, including back to school info. Further work has since been underway regarding vaccination phasing and protocols.

To summarize, of the total ^{Advice/Reco} spent on advertising and research in 2020/21, approximately ^{Advice/Rec} relates to COVID-19 as per the following table:

Table 1: GCPE 2020/21 Advertising & Research Summary (\$millions)	
Campaign	Amount
COVID-19 Public Health Information (See Appendix 1)	
- Phase I	Advice/Re commentat ions
- Phase II	
- Phase III	
- Phase IV	
- Back to School	
Public Health info Sub-total (A)	
Covid-19 - Building BC's Recovery Engagement Awareness	
Covid-19 - Recovery - Stronger BC	
Covid-19 - Recovery BuyBC	
Covid-19 -- Small & Medium Size Business Recovery Grant	
Restart and Recovery Sub-total (B)	
Covid-19 - Research and Polling (STOB 60) sub-total (C)	
Total COVID-19 Expenditures (A+B+C=D)	
GCPE Priority Campaigns (Non-COVID)	
-Wildfires	
-ICBC Enhanced care	
-Employment Standards	
-Business Priorities	
-Research and polling (STOB 60)	
Total Non-COVID Adverstising Expenditures (E)	
TOTAL GCPE 2020/21 Advertising & Research (D+E)	

- **Public Health Information:**

- Phase 1 focused heavily getting British Columbians to “do their part” by staying safe. The campaign included, digital, radio, print, search and broad cast advertising in several languages including English, Punjabi, Cantonese and Mandarin.
- Phase 2 asked British Columbians to proceed with caution through BC’s careful restart.
- Phase 3 asked British Columbians to return to the efforts they made at the start of the pandemic to help bend the curve back. Campaign materials were made available in the same languages as before and included Korean, Hindi, Tagalog and Farsi.
- Phase 4 is now underway and asking British Columbians to keep at it a little while longer by saying no to gatherings, and staying local. Phase 4 also includes initial information about vaccination.

- **COVID-19 Recovery (StrongerBC):** Communicates key themes in recovery plan, directs people to information on investments, training and job opportunities.
- **COVID-19 Recovery (Back to School):** Communicated investments in the safe return to school for K-12 students and directs parents to information online.
- **COVID-19 Recovery (BuyBC):** Communicates importance of buying BC, especially during a pandemic. This campaign focuses on people, specifically BuyBC producers.

These latter 2 initiatives were cost-shared with the Ministry of Education and Ministry of Agriculture, respectively.

Advice/Recommendations

PREPARED BY:

Raman Dale
Executive Director, Financial and
Corporate Services

Government Communications and
Public Engagement
250 920-8810

REVIEWED BY:

Don Zadravec
Deputy Minister
Government Communications and Public
Engagement

[Return to table of contents](#)

GCPE COVID-19 Expenditures

- When Budget 2020 was tabled on February 18, 2020, the Estimates did not include any budget allocation for costs associated with the COVID-19 pandemic.
- The tables below show the expenditures incurred in March for fiscal 2019/20, and for April 1 – March 31 for fiscal 2020/21 related to the COVID-19 pandemic.

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

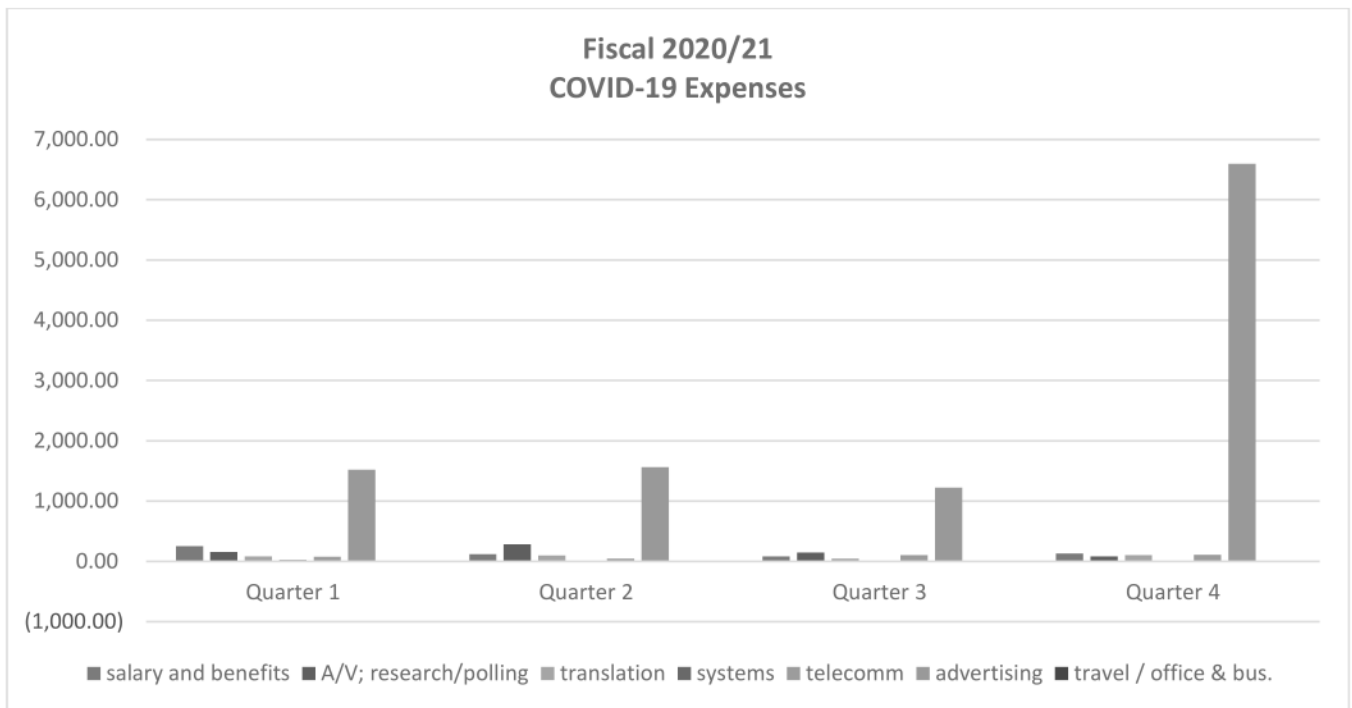
	MARCH
salary and benefits	14.4
audio/visual	67.7
translation	33.5
systems	19.6
telecommunications	20.8
advertising	171.8
travel / office & business	0.7
	328.5

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

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
salary and benefits	253.70	121.40	85.10	128.40	588.60
A/V; research/polling	158.70	286.50	147.00	83.80	676.00
translation	84.90	99.40	44.80	104.80	333.90
systems	19.80	0.30	0.40	-2.40	18.10
telecommunications	75.80	45.30	106.30	107.70	335.10
advertising	1,521.80	1,564.10	1,223.10	6,597.70	10,906.70
travel / office & bus.	1.10	5.20	1.50	1.50	9.30
	2,115.80	2,122.20	1,608.20	7,021.50	12,867.70

The audio/visual total for fiscal 2020/21 is \$196K, and, the research/polling total is \$480K.

- The COVID-19 expenditures total for fiscal year 2019/20, and 2020/21 is approximately \$13.0 million.
- The 2019/20 expenses totaled over \$328K.
- The 2020/21 expenses total over \$12.8 million.
- Most of the expenses are primarily related to: advertising, audio-visual, translations, and systems/telecommunications.
- The total number of events (i.e. announcements, press conferences, Town Halls) related to COVID-19 is 315 events from March 1, 2020 – March 31, 2021.



[Return to table of contents](#)

GCPE STAFFING

- **At present, there are an estimated total of 250 positions. Several positions and reporting relationships have been shifted in the past few years, the number of vacancies has decreased, and GCPE is near full staffing levels.**

GCPE – Total # of Positions	
Branch/Division	Base
Deputy Minister’s Office	4
Communications Operations (Comms Shops, Media Relations, TNO)	180
Strategic Communications (Digital Comms, Advertising, Events, Editorial, Graphics)	41
Corporate Services (Finance, HR, FOI, Records, Facilities)	19
Issues Management Division (newly formed at transition in 2017)	6
Total positions (including MOUs)	250

**With a majority government, the CASA Secretariat (2 staff) has concluded operations.*

- **In 2020/21, given the unprecedented emergence of the COVID-19 pandemic, a number of positions were shifted across the organization to support public health information and awareness, along with digital communications.**

Budgets at a Glance
Communications Division

MINISTRY: FINANCE

PROGRAM: GCPE - Government Communications

STOB	Description	2020/21	Changes	2021/22
		Budget		Budget
50EA	Base Salaries and Overtime	17,598,000	10,000	17,608,000
51EA	Supplementary Salary Costs	100,000		100,000
52EA	Employee Benefits	60,000		60,000
5298	Benefit Chargeback	4,470,000	2,000	4,472,000
57EA	Public Servant Travel	176,000		176,000
5901	Centralized Mgmt Support Services - Legal Services	34,000		34,000
60EA	Professional Services - Operational & Regulatory	790,000		790,000
63EA	Information Systems	950,000		950,000
65EA	Office and Business Expenses (includes F&E < \$1000)	1,058,000		1,058,000
67EA	Informational Advert. & Publications	3,537,000		3,537,000
69EA	Utilities, Materials and Supplies	38,000		38,000
73EA	Amortization Expenses	300,000		300,000
75EA	Building Occupancy Charges	15,000		15,000
85EA	Other Expenses	61,000		61,000
88EA	<i>Recoveries Within Government</i>	(600,000)		(600,000)
89EA	<i>Recoveries- External to the CRF</i>	(200,000)		(200,000)
9002	<i>Recoveries - External to the CRF - Fees & Licenses</i>	(45,000)		(45,000)
9003	<i>Recoveries - External to the CRF - Other Misc. Revenues</i>	(16,000)		(16,000)
		28,326,000	12,000	28,338,000

Notes

- 1 \$12k for Negotiated BCGEU increases for some Corporate Services staff (Category B OICs)

Government Communications	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23
Budget 2014 - Blue Book	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155
Budget 2015 - ESM	0	5	8	30	30	30	30	30	30
Budget 2015 - Blue Book	26,155	26,160	26,163	26,185	26,185	26,185	26,185	26,185	26,185
Budget 2016 - ESM	0	0	0	0	6	6	6	6	6
Budget 2016 - ESD	0	0	3	3	3	3	3	3	3
Budget 2016 - Benefits Adjustment	0	0	(80)	0	0	0	0	0	0
Budget 2016 - MTICS (one-time excl 3% salary lift)	0	572	572	572	572	572	572	572	572
Budget 2016 - Blue Book	26,155	26,732	26,658	26,760	26,766	26,766	26,766	26,766	26,766
Budget 2017 - Benefits	0	0	0	(73)	0	0	0	0	0
Budget 2017 - Blue Book	26,155	26,732	26,658	26,687	26,766	26,766	26,766	26,766	26,766
Budget 2018 - CASA					258	258	258	258	258
Budget 2018 - Comms Positions					750	750	750	750	750
Budget 2018 - BCS Internal Transfer to GDx				(744)	(744)	(744)	(744)	(744)	(744)
Budget 2018 - Blue Book	26,155	26,732	26,658	25,943	27,030	27,030	27,030	27,030	27,030
Budget 2019 - ESD						4	4	4	4
Budget 2019 - ESM						11	11	11	11
Budget 2019 - Comms Staffing Pressures						2000	2000	2000	2000
Budget 2019 - Employee Benefits Adjustment						105	0	0	0
Budget 2019 - Blue Book	26,155	26,732	26,658	25,943	27,030	29,150	29,045	29,045	29,045
Budget 2020 - ESM							10	20	20
Budget 2020 - ESD							2	4	4
Budget 2020 - Transfer from CITZ GDx (3 positions)						200	200	200	200
Budget 2020 - Employee Benefits adjustment							106	106	106
Budget 2020 - Budget Reduction							(1,037)	(1,037)	(1,037)
Budget 2020 - Blue Book						29,350	28,326	28,338	28,338
Budget 2021 - Blue Book								28,338	28,338

GCPE	2019/20	2020/21	2021/22	2022/23	2023/24
2020/21 Service Plan Budget	\$29,350,000	\$28,326,000	\$28,338,000	\$28,338,000	\$28,338,000
2021/22 Service Plan Budget		\$28,326,000	\$28,338,000	\$28,338,000	\$28,338,000

Notes:

- Budget amounts remain unchanged from 2020/21 Service Plan

2021/22 - 2023/24 Resource Summary

Core Business Area	2020/21	2021/22	2022/23	2023/24
	Restated Estimates	Estimates	Plan	Plan
Operating Expenses (\$000)				
Government Communications	28,326	28,338	28,338	28,338
Total	28,326	28,338	28,338	28,338

[Return to table of contents](#)

FIN Transition Binder - Nov 2020

GCPE 20/21 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.

Advice/Recommendations

[Return to table of contents](#)

2020/21 Advertising Contingencies

Advice/Recommendations

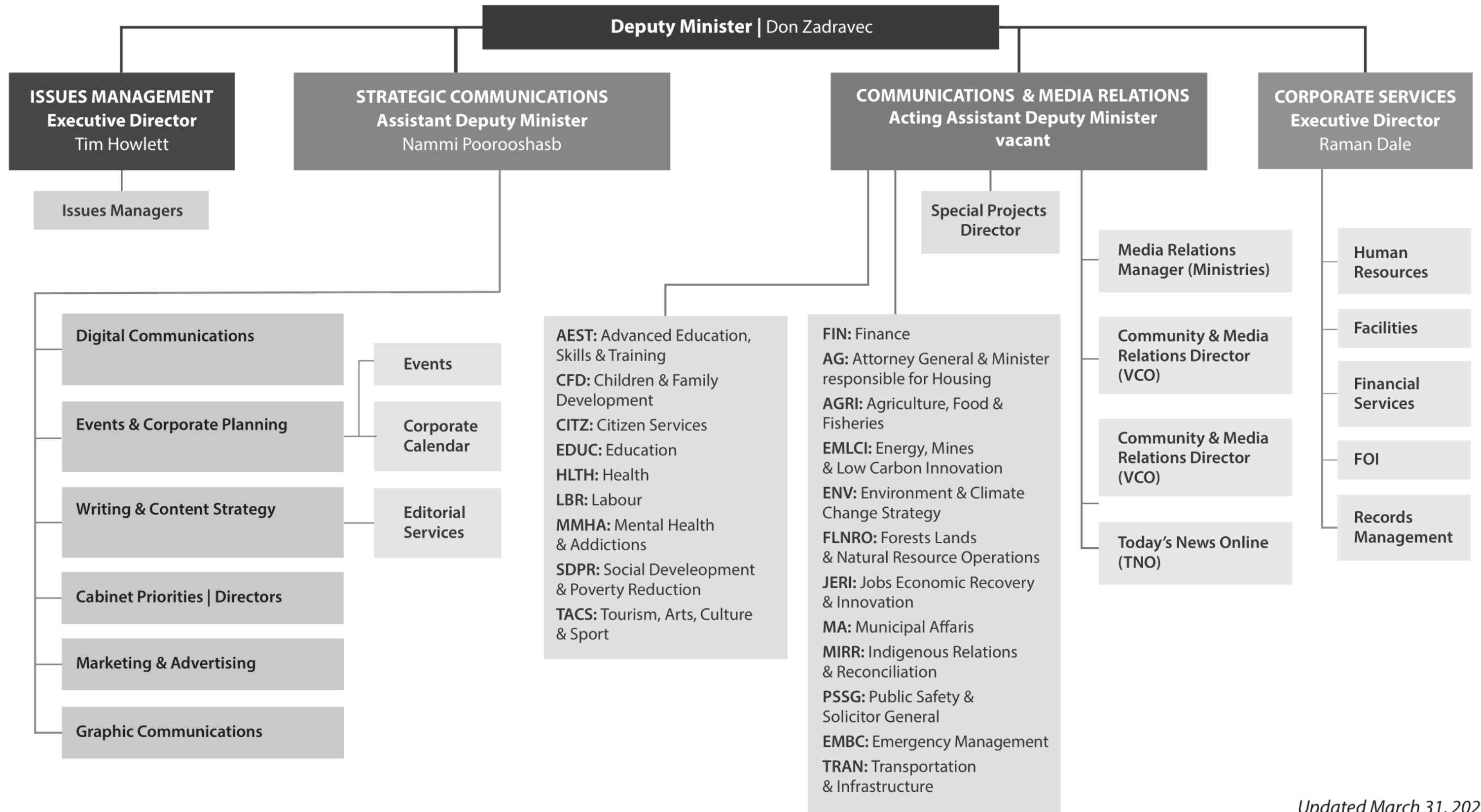
GCPE Staffing

- 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

- Advice/Recommendations
- For the past several years, GCPE has relied on the Contingencies Vote for operating pressures and to fund priority advertising campaigns.

Government Communications and Public Engagement



Updated March 31, 2021

[Return to table of contents](#)

EXECUTIVE MEMBER BIOGRAPHY

Don Zadavec, Deputy Minister 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

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.

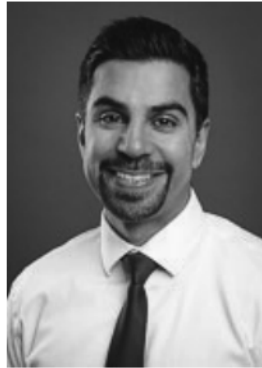
Nammi began his career in communications as Resource Coordinator with the Simon Fraser Student Society. He then worked for a BC Member of Parliament in Ottawa and in increasingly senior communications role with a national political party.

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

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

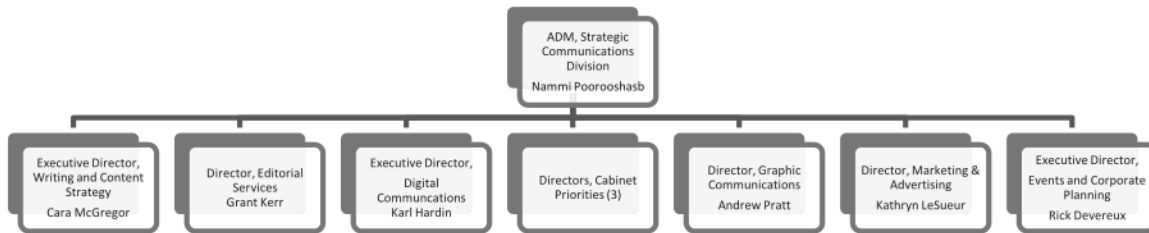
Since March 2020, the COVID-19 pandemic has had a major impact on government communications, with GCPE digital activities at the core of government's response. As communication with the public shifted largely to digital channels, our activities have included:

- 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: *Currently Vacant*

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

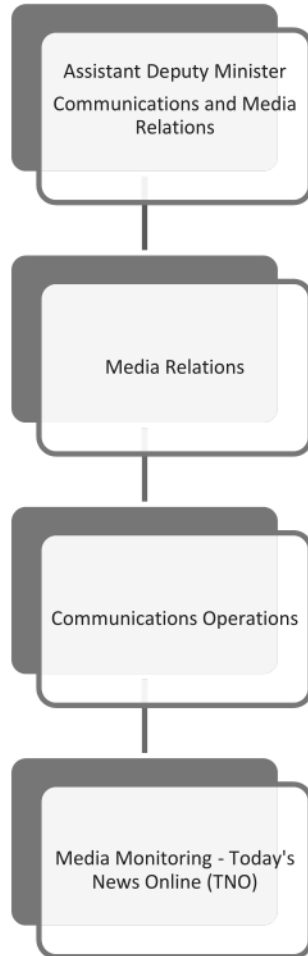
A centralized media relations unit provides support to ministries on a 24/7 basis, to ensure provincial, regional and community-specific media (non-English) receive the information they need in the most appropriate way possible. This unit also helps to lead and coordinate media relations for major media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

Related Legislation:

N/A

[Return to table of contents](#)

Organizational Chart:



[Return to table of contents](#)

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.

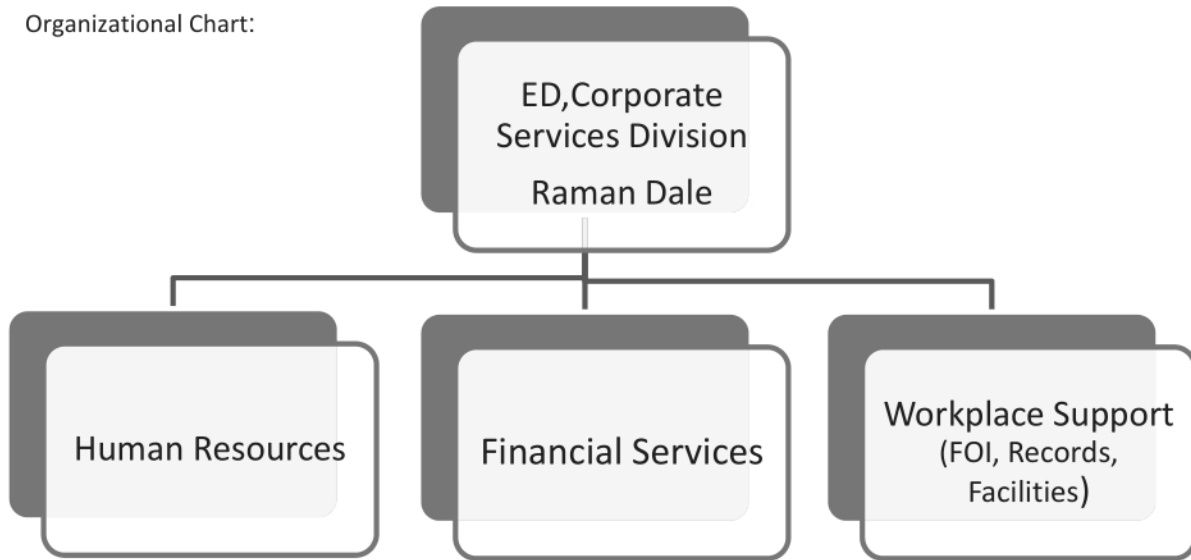
The Records Management team provides knowledgeable advice on effective management of information and expertise on the creation, retention, storage, security and destruction of records and data.

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:



**MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE**

ISSUE: GCPE ADVERTISING AND ADVERTISING RESEARCH SERVICES

ADVICE AND RECOMMENDED RESPONSE:

- GCPE has selected 16 firms to provide government with advertising and research services after a competitive bid process known as ‘Request for Standing Offer’.
- Standing Offers are a more effective, efficient, and timely method for government to get communications services.
- Government only enters into a contract with a firm if and when a project is awarded.
- Agencies are assigned work based on their availability, capacity, previous history with similar work, areas of expertise and value.
- Agencies support GCPE’s role in providing British Columbians with important information about the programs and services they rely on.

KEY FACTS:

- The Standing Offer arrangement was identified in consultation with Procurement Services within the Ministry of Citizens’ Services as the best way to secure advertising, marketing, and research services.
- With a Standing Offer arrangement, GCPE can either choose the best-suited firm for a specific project or ask all firms to submit proposals and quotes.
- The arrangement also allows GCPE to split large projects between firms in order to utilize various agency specialties.

BACKGROUND:

- GCPE posted a Request for Standing Offer (RSO) on BC Bid on Oct. 17, 2017 for advertisement and research services. It closed on Nov. 14, 2017.
- Proposals for both services were evaluated the week of Dec. 5, 2017. Per the terms of the RSO the standing offers were extended for one additional year until December 2021 when a new RSO will be posted.
- 18 Advertising Services proposals were received that met the mandatory requirements. Ten advertising agencies were selected to provide advertising services to the Province.
- 11 Advertising Research proposals were received that met the mandatory requirements. Six advertising research firms were selected to provide advertising

Contact: Kathryn LeSueur
Division: GCPE
File Name:

Phone: 778 698-8674
Page: 1 of 4

[Return to table of contents](#)

**MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE**

research services to the Province.

CURRENT STATUS:

- Per the terms of the RSO the standing offers have been extended for one additional year, until Dec 2021.

Contact: Kathryn LeSueur
Division: GCPE
File Name:

Phone: 778 698-8674
Page: 2 of 4

[Return to table of contents](#)

**MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE**

QUESTIONS AND ANSWERS

ISSUE: GCPE ADVERTISING AND ADVERTISING RESEARCH SERVICES

How are firms selected for the Standing Offers list?

- The process used to select the companies for the Standing Offers list was conducted in strict accordance with government policies.
- Government policies applied in this Standing Offers process included:
 - The establishment of pre-defined requirements and criteria that was disclosed in the RSO.
 - The establishment of a fixed opening and closing date for the Request for Standing Offer.
 - The methodology for the assignment of scores against the evaluation criteria was confirmed and agreed upon, prior to the bids behind opened and evaluated.
 - Responses were assessed by three independent evaluators against the requirements in the RSO.
- Standing Offers have been used for communications contractors for the past four years by GCPE.
- Standing Offers enable government to procure timely and cost-effective services to communicate important information to British Columbians

Contact: Kathryn LeSueur
Division: GCPE
File Name:

Phone: 778 698-8674
Page: 3 of 4

[Return to table of contents](#)

Contact:
Division:
File Name:

Phone:
Page: 4 of 4

[Return to table of contents](#)

**MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE**

ISSUE: DIGITAL MEDIA PLANNING AND BUYING SERVICES

ADVICE AND RECOMMENDED RESPONSE:

- **The B.C. government uses information campaigns to provide British Columbians with the information they need to access the programs and services they rely on.**
- **This includes campaigns to related to the COVID-19 vaccine, COVID-19 health and safety, recovery grants for businesses, wildfire prevention and WorkBC.**
- **Working with the Procurement Services Branch, GCPE posted on BC Bid a “Request for Proposal” to select an agency of record to provide government with digital marketing planning and buying services.**
- **Establishing an Agency of Record provides more effective and efficient delivery of communication services to the B.C. government.**

KEY FACTS:

- All Government Discretionary Information Advertising (STOB 67) is approved and managed by GCPE and purchased by the proponent.
- The successful proponent will be required to provide media planning and buying services for digital media formats to the Province, including:
 - Provide strategic advice and counsel to GCPE staff on all aspects of digital media planning and placement.
 - Liaise on information campaigns with other contractors of the Province providing services for creative design, writing, event management, and other services/products.
 - Exercise confidentiality and discretion in performance of the requirements of the Contract.
 - Place and traffic all digital media; and
 - Provide reporting and evaluation of media effectiveness.

Contact: Nammi Poorrooshab

Phone: Government
Financial

Division:

Page: 1 of 3

File Name:

Return to table of contents

**MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE**

BACKGROUND:

- From 2013 to 2020, the BC government's digital media services were provided by four agencies - Cossette Communications Inc., Jungle Media, Kimbo Design Inc. and MacLaren McCann.
- GCPE posted a Request for Proposal (RFP) on BC Bid on July 24, 2020 for digital marketing and buying services. It closed Aug.27, 2020. Twelve vendors were evaluated in total and one successful proponent was identified.
- The RFP will result in a three-year term contract with the option to renew of up to two additional, one-year terms at the discretion of the Province.

CURRENT STATUS:

- Vizeum Canada Inc. was selected as the successful proponent for RFP ON-003533.

Contact: Nammi Poorrooshasb

Division:

File Name:

Phone: Government
Financial
Information
Page: 2 of 3

[Return to table of contents](#)

QUESTIONS AND ANSWERS

ISSUE: DIGITAL MARKETING PLANNING AND BUYING SERVICES

Question: Why did GCPE change the procurement model from Standing Offer to RFP?

Answer: The decision was made to engage one proponent for digital services to streamline and provide more efficient and effective delivery of services to the Province.

Contact:
Division:
File Name:

Phone:
Page: 3 of 3

[Return to table of contents](#)

MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE

ISSUE: GCPE ADVERTISING FISCAL 2021/22

ADVICE AND RECOMMENDED RESPONSE:

- **British Columbians need 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 childcare 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 about how to benefit from programs and services is part of good government and our commitment to working for people.**

KEY FACTS:

- **GCPE INFORMATION CAMPAIGNS – STOB 67, in progress and proposed information campaigns for 2021-22 fiscal include:**
 - COVID-19 Public Health information (Vaccine Roll-out)
 - COVID-19 Recovery (StrongerBC)
 - Wildfire Prevention
 - Anti-Racism
- **MINISTRY INFORMATION CAMPAIGNS – STOB 67, in progress and proposed information campaigns for 2021-22 fiscal include:**
 - AEST (WorkBC, Here2Talk, Labour Market)
 - Agriculture
 - Attorney General (Anti-racism)
 - MCFD
 - Education
 - Energy, Mines and Low-carbon Initiatives (CleanBC)

Contact: Kathryn LeSeuer
Division: GCPE
File Name:

Phone: 778-698-8674
Page: 1 of 3

[Return to table of contents](#)

**MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE**

- Finance (Speculation and Vacancy Tax reminder, Business Recovery)
- Forests
- Labour
- Mental Health (Anti-stigma, Overdose & Toxic Drugs are Circulating)
- Municipal Affairs

BACKGROUND:

Total GCPE STOB 67	\$3.537 million
Total Ministry STOB 67	\$7.069 million
TOTAL BC Gov't STOB 67	\$10.606 million

STOB 67 total government spending on information campaigns.					
*Does not include Votes 1-9 and Public Service Agency.					
Budget Year	2017-18	2018-19	2019-20	2020-21	2021-22 (estimated)
Total amount	\$5.6 million (includes \$833K miscoded to STOB 60)	\$12.4 million	\$13.4 million	\$20.5 million	\$10.6 million

Contact: Kathryn LeSeuer
Division: GCPE
File Name:

Phone: 778-698-8674
Page: 2 of 3

Return to table of contents

Contact:
Division:
File Name:

Phone:
Page: 3 of 3

[Return to table of contents](#)

**MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE**

ISSUE: TRADITIONAL MEDIA PLANNING AND BUYING SERVICES REQUEST FOR PROPOSAL

ADVICE AND RECOMMENDED RESPONSE:

- **The B.C. government uses information campaigns to provide British Columbians with the information they need to access the programs and services they rely on.**
- **This includes campaigns for the COVID-19 vaccine, wildfire prevention and WorkBC.**
- **Working with the Procurement Services Branch, GCPE posted on BC Bid a “Request for Proposal” to select an agency of record to provide government with traditional media planning and buying services.**
- **Establishing an Agency of Record provides more effective and efficient delivery of communication services to the B.C. government.**

KEY FACTS:

- **These services are currently provided by Vizeum Canada Inc. which was the successful proponent for RFP ON-002432. Vizeum Canada Inc. is eligible to compete for the new RFP.**

BACKGROUND:

- **GCPE posted a Request for Proposal (RFP) on BC Bid on Feb. 11, 2020 for traditional media planning and buying services. It closed March 11, 2020 at 2 PM. Five vendors were evaluated.**
- **The RFP will result in a three-year term contract with the option to renew of up to two additional, one-year terms at the discretion of the Province.**

**Contact: Kathryn LeSueur
Division: GCPE
File Name:**

**Phone: 778-698-8674
Page: 1 of 3**

Return to table of contents

**MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE**

**ISSUE: TRADITIONAL MEDIA PLANNING AND BUYING SERVICES
REQUEST FOR PROPOSAL**

- The successful proponent will be required to provide media planning and buying services for traditional media formats to the Province, including:
 - Provide strategic advice and counsel to GCPE staff on all aspects of traditional media planning and placement.
 - Liaise on information campaigns with other contractors of the Province providing services for creative design, writing, event management, and other services/products.
 - Exercise confidentiality and discretion in performance of the requirements of the Contract.
 - Place and traffic all traditional media; and
 - Provide reporting and evaluation of media effectiveness.

Contact: Kathryn LeSueur
Division: GCPE
File Name:

Phone: 778-698-8674
Page: 2 of 3

[Return to table of contents](#)

Contact:
Division:
File Name:

Phone:
Page: 3 of 3

[Return to table of contents](#)

MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE

**ISSUE: SPECULATION AND VACANCY TAX INFORMATION
CAMPAIGN FISCAL 2020-21**

ADVICE AND RECOMMENDED RESPONSE:

- The province was at the peak of the housing crisis when we took office in 2017 – and we tackled the crisis head-on with measures like the speculation and vacancy tax.
- All residential property owners living in an area where the tax applies were required to complete an online declaration by March 31, 2021.
- We launched a campaign to support residential property owners, connecting them with services such as translation support.
- Once again, a majority of residential property owners completed their declaration on time.
- An information campaign was in market for the last two weeks of March reminding those property owners who had not yet made a declaration to do so.
- The information campaign also directed people towards www.gov.bc.ca/spectaxinfo and the call centre to access more information about exemptions and answers to other questions regarding the speculation and vacancy tax.

BACKGROUND:

- An information campaign to support the declaration period for the speculation and vacancy tax was in market starting March 17, 2021, for two weeks (reminding those property owners who had not yet claimed their exemption, there was still time to declare).

Contact: Kathryn Lesueur
Division: GCPE
File Name:

Phone: 778-698-8674

Page: 1 of 3

[Return to table of contents](#)

**MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ESTIMATES NOTE**

Media plan:

Dates	Channels	Advertising
March 17 - 31, 2021	Radio	2 weeks of radio ads on select stations reaching Chinese and South Asian audiences only.
March 17 - 31, 2021	Print	2 weeks of print ads in select daily and community newspapers in the Lower Mainland reaching English, Chinese and South Asian audiences.
March 17 - 31, 2021	Digital	2 weeks of digital ads. Google search and various digital assets including a 15-second animated video and animated digital display and social graphics on platforms such as Facebook, Instagram and various display networks targeting the Lower Mainland only.

Standing Offers list:

- The Standing Offer arrangement was identified in consultation with Procurement Services within the Ministry of Citizens' Services as the best way to secure advertising, marketing and research services. With a Standing Offer arrangement, GCPE can either choose the best-suited firm for a specific project or ask all firms to submit proposals and quotes. The arrangement also allows GCPE to split large projects between firms in order to utilize various agency specialties.
- Other government ministries access advertisement services through GCPE's Standing Offer list.

Contact: Kathryn Lesueur
Division: GCPE
File Name:

Phone: 778-698-8674

Page: 2 of 3

Return to table of contents

QUESTIONS AND ANSWERS

ISSUE: SPECULATION AND VACANCY TAX INFORMATION CAMPAIGN FISCAL 2020-21

What did you spend on this information campaign?

- The cost of the information campaign is approximately \$110,000 for the 2020-21 fiscal year. Final spending amounts will be released as part of Public Accounts.
- Here's the breakdown:
 - Approx. \$3,600 to Trapeze Communications to update the creative materials and renewal of licenses.
 - Approx. \$3,100 to Captus Advertising to update creative materials reaching Chinese and South Asian audiences.
 - Approx. \$103,000 to Vizeum for print and radio advertising.

How were the outside ad agencies selected?

- GCPE has a Standing Offers list that was established through a transparent and competitive process.
- All agencies on the Standing Offers list had the opportunity to submit a bid for this work.
- Agencies were selected based on availability, capacity, previous history with similar work, areas of expertise and value.

Contact:
Division:
File Name:

Phone:
Page: 3 of 3

[Return to table of contents](#)

MINISTRY OF FINANCE
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT
ISSUE NOTE

ISSUE: COVID-19 HEALTH AND SAFETY INFORMATION CAMPAIGN

ADVICE AND RECOMMENDED RESPONSE:

- **A part of good government is protecting the health and safety of British Columbians throughout our province during the pandemic.**
- **We will use every tool and resource available to support British Columbians in these unprecedented times, and beyond.**
- **We are using the services of three contractors for the creative production and the media buy.**
 - **Trapeze Communications for production of creative materials for the campaign.**
 - **Vizeum Canada for TV, print, radio and various digital platforms.**
 - **Captus Advertising for multi-lingual translation and production services for TV, print and radio ads.**
- **These agencies were originally selected to deliver a health-based information campaign.**
- **When the need for a COVID-19 health campaign became a necessity, and due to the urgency of this unprecedented situation, we shifted the focus of the health information campaign to focus on COVID-19.**
- **Agencies were selected based on previous history with campaigns of similar reach, areas of expertise and value.**
- **Advertising Standards Canada determined that this information campaign meets all of this government's non-partisan advertising review criteria.**
- **Fiscal 2020-21 will be released as part of Public Accounts in August 2021.**

Contact: Kathryn LeSueur
Division: GCPE
File Name:

Phone: 778-698-8674
Page: 1 of 6

[Return to table of contents](#)

