

GCPE ESTIMATES BINDER 2022/23

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Estimates 2022

GCPE OPERATING BUDGET

Key Facts: GCPE Operating Budget

- For the 2022/23 Estimates, GCPE’s budget is **\$28.338M**, consistent with the budget presented in the 2021/22 Service Plan.

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

- GCPE’s estimated operating budget for **2022/23 is \$28.338M**. There is no change from budget tabled in April 2021.
- At \$22.180M 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 media monitoring services provided via Today’s News On-Line (TNO).

2021/22 Contingencies

- \$13.022M** was approved in June 2021 for pandemic-related pressures: \$11.835M for advertising and up to \$1.187M for operating pressures.
- \$4M** was approved in December 2021 to support additional advertising of public health information related to the COVID-19 pandemic.
- Additionally, up to **\$2.365M** was approved in December 2021 to support corporate advertising priorities including environmental/forestry initiatives, childcare and anti-racism, and

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- Up to **\$2.904M** was approved to address the structural staffing and operating pressures. Since the transition of government in 2017, GCPE has faced a structural deficit due to increased resourcing demands.

The total 2021/22 GCPE available funding was **\$50.629M: \$28.338M (base budget) + \$17.022M (COVID) + \$2.365M (advertising priorities) + \$2.904M (budget structural pressure).**

2020/21 Contingencies

- **\$2M** was approved in May 2020 for staffing and operating pressures.
- **\$3.9M** was approved in early 2020/21 for various priority advertising campaigns, and an additional **\$6.838M** from contingencies was approved in June 2020.

The total 2020/21 GCPE available funding was **\$41.064M: \$28.326M base budget +\$2M + \$3.9M + \$6.838M. Just over \$13M of this is related to advertising, majority of which pertains to COVID-19 (\$10.9M).**

PREPARED BY:

Teodora Mircea
Government Communications and
Public Engagement
Government

REVIEWED BY:

Don Zadravec
Deputy Minister
Government Communications and Public
Engagement

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Estimates 2022

GCPE OPERATING BUDGET

Key Facts: GCPE 2021/22 Advertising STOB 67

STOB 67 Blue Book Advertising Budget: \$3.537M

COVID-19 Advertising Contingencies Access: \$15.835M

- GCPE received two contingencies approvals in 2021/22 for advertising focused on COVID-19 public health and safety information, restart and recovery, for a total of **\$15.835M (\$11.835M + \$4M)**.

Corporate Advertising Priorities Contingencies Access: \$2.365M

- GCPE was approved **up to \$2.365M** in December 2021 to support corporate advertising priorities including environmental/forestry initiatives, childcare and anti-racism.

=Total of \$21.737M

The total STOB 67 expenses was **\$17.323M**, of which **\$14.780M** is related to COVID-19 advertising campaigns (it includes \$0.125M of Priority Campaign expenses miscoded to COVID – 19).

Table 1: GCPE 2021/22 Advertising Spent Summary (\$millions)

Campaign	Amount
COVID-19 Public Health Information	
- Phase V	4.752
- Phase VI	1.548
- Phase VII	4.728
COVID-19 Public Health Information	11.028
COVID-19 Recovery	
- BuyBC	.967
- Stronger BC (Paid Sick Leave, Work BC, Economic Opportunities)	2.660
COVID-19 Recovery	3.627
COVID-19 expenses	14.655
Miscoded expenses	.125
TOTAL COVID -19 - Expenses	14.780

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GCPE Priority Campaigns (Non-COVID)		
- Wildfires	1.272	
- Business Priorities/Emerging Issues	.670	
- Environment/Forestry	.392	
- Child Care	.148	
- Anti-racism	.061	
GCPE Priority Campaigns	2.543	
Total GCPE Advertising	17.323	

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GCPE COVID-19 Expenditures

- GCPE does not have a budget allocation for costs associated with the COVID-19 pandemic.
- The table below shows the expenditures related to the COVID-19 pandemic incurred during fiscal years 2019/20 to 2021/22. Fiscal year 2021/22 numbers are preliminary numbers - the final numbers will be available with the release of Public Accounts.

COVID-19 Expenses by Category

(in thousands)	FY 2019/20	FY 2020/21	FY 2021/22
Advertising	59.9	10,906.7	14,780.7
Incremental salary and benefits	14.4	798.2	916.1
Translation	33.5	309.6	310.2
Audio/Visual	66.0	346.1	260.2
Systems/Telecommunication	19.5	347.8	166.5
Polling/Research	-	369.8	9.9
Other (travel, rentals, office and business)	23.2	9.6	6.4
TOTAL GROSS EXPENSES	216.5	13,087.8	16,452.1
TOTAL EXPENSES NET OF RECOVERIES*	216.5	12,867.8	15,287.7

* For FY 2021/22, incremental salaries expenses and some additional expenses pertaining to translation have been recovered from Ministry of Health, based on agreements between GCPE and Ministry of Health; a similar agreement existed in FY 2020/21, from January to March only.

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GCPE STAFFING

- At present, there are an estimated total of 280 positions in the organization.

GCPE Total Positions	
Branch/Division	Base
Deputy Minister's Office: Budgets & Financial Services, FOI, Records, Facilities, Issues Management	23
Communications Operations: Ministry Comms Shops, Editorial, TNO, Strategic Human Resources	196
Strategic Communications: Digital Comms, Media Relations, Advertising, Events, Graphics, Multi-language	59
Total positions	278
GCPE Average FTEs	
Branch/Division	FTE
Deputy Minister's Office: Budgets & Financial Services, FOI, Records, Facilities, Issues Management	21
Communications Operations: Ministry Comms Shops, Editorial, TNO, Strategic Human Resources	169
Strategic Communications: Digital Comms, Media Relations, Advertising, Events, Graphics, Multi-language	65*
Total FTE burn (including the recovery MOUs) *Overburn 6 FTE Multi-language COVID/Translation staff	255
Total FTE burn (excluding the recovery MOUs)	221

- In 2020/21 and 2021/22, given the unprecedented emergence of the COVID-19 pandemic and ongoing climate crisis, several positions were added to the organization to support public health information and awareness including digital communications and multi-language services.
- Average of 34 cost recovery agreements were established to meet resource demands across the communications operations and strategic communications divisions.

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Budgets at a Glance
MINISTRY: FINANCE
Communications Division
PROGRAM: GCPE - Government Communications

STOB	Description	2021/22 Budget	2022/23 Budget
50EA	Base Salaries and Overtime	17,608,000	17,608,000
51EA	Supplementary Salary Costs	100,000	100,000
52EA	Employee Benefits	60,000	60,000
5298	Benefit Chargeback	4,472,000	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)
		28,338,000	28,338,000

Notes

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Government Communications	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
Budget 2015 - ESM	5	8	30	30	30	30	30	30
Budget 2015 - Blue Book	26,160	26,163	26,185	26,185	26,185	26,185	26,185	26,185
Budget 2016 - ESM	0	0	0	6	6	6	6	6
Budget 2016 - ESD	0	3	3	3	3	3	3	3
Budget 2016 - Benefits Adjustment	0	(80)	0	0	0	0	0	0
Budget 2016 - MTICS (one-time excl 3% salary lift)	572	572	572	572	572	572	572	572
Budget 2016 - Blue Book	26,732	26,658	26,760	26,766	26,766	26,766	26,766	26,766
Budget 2017 - Benefits	0	0	(73)	0	0	0	0	0
Budget 2017 - Blue Book	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	26,732	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	26,732	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

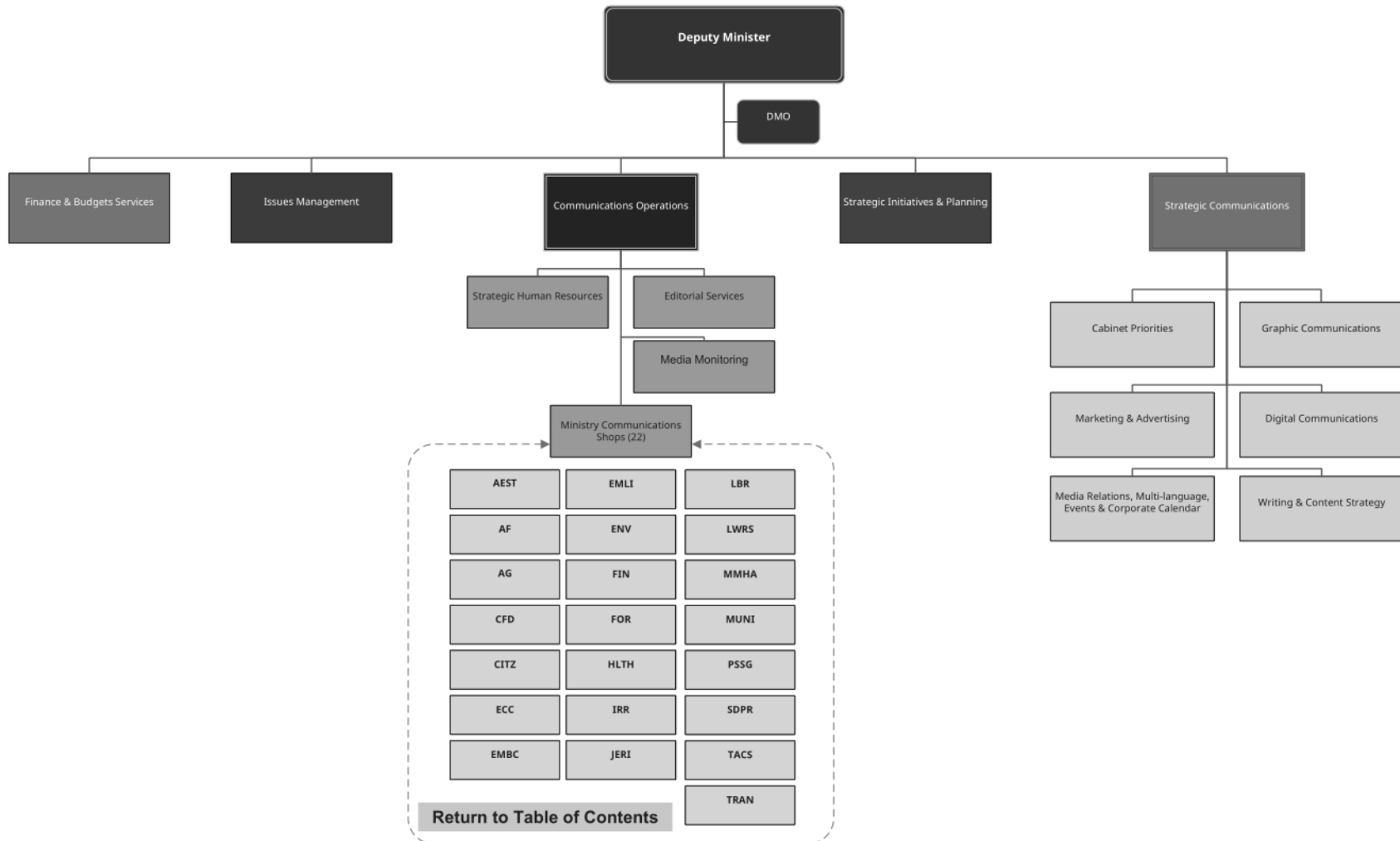
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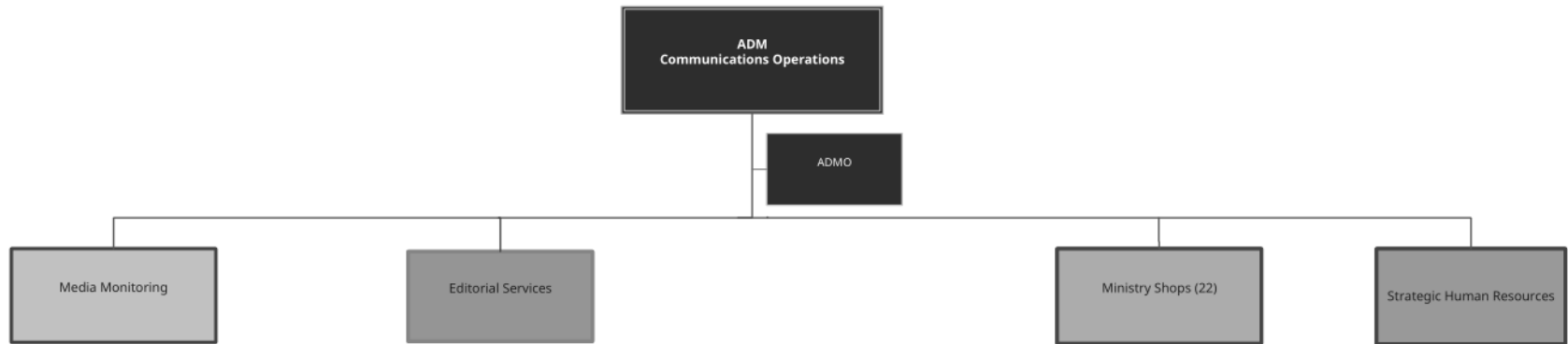
GCPE	2020/21	2021/22	2022/23	2023/24	2024/25
2020/21 Service Plan Budget	\$28,326,000	\$28,338,000	\$28,338,000	\$28,338,000	\$28,338,000
2022/23 Service Plan Budget	\$28,326,000	\$28,338,000	\$28,338,000	\$28,338,000	\$28,338,000

2021/22 - 2023/24 Resource Summary

Core Business Area	2021/22	2022/23	2023/24	2024/25
	Restated Estimates	Estimates	Plan	Plan
Operating Expenses (\$000)				
Government Communications	28,338	28,338	28,338	28,338
Total	28,338	28,338	28,338	28,338

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Key Functions:

- Media Monitoring, transcription and distribution to internal and external clients
- Manages all legislative theatre equipment, broadcasts, and events
- Analysis of media content

Key Functions:

- Editorial advice
- Editorial services for communications products
- Distribution of government news releases, advisories, opinion editorials, and statements

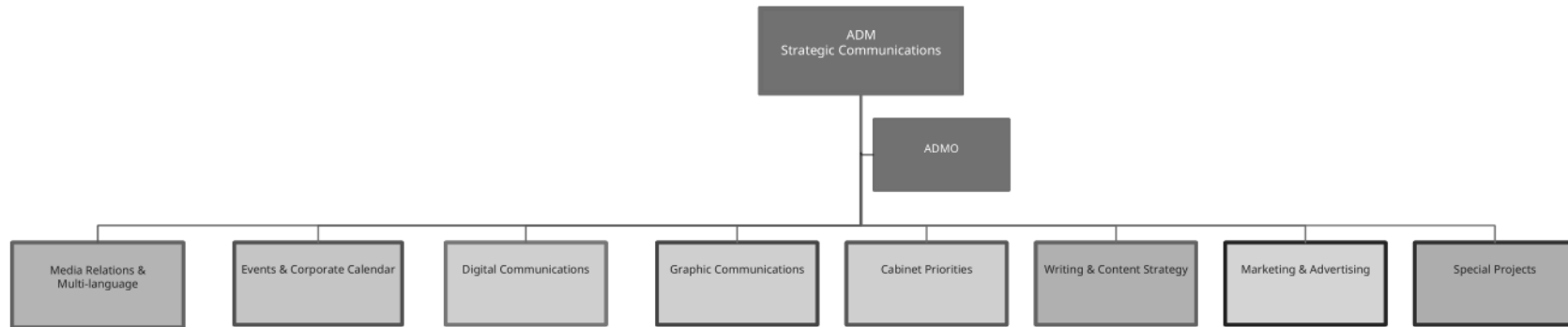
Key Functions:

- Ministry-based
 - issues management
 - media and public relations
 - proactive and reactive communications
 - strategic communications planning
 - emergency and crisis communication
- Engagement planning
- Speech writing
- Communications advisory function
- Event planning

Key Functions:

- Recruitment & workforce planning
- SHR Analytics & reporting
- Organizational development & design
- Succession management
- Learning & development
- BCPS Corporate Initiatives
- Internal communications & change management

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Key Functions:

- Media relations and management of media-based events
- Provincial, regional and ethno-cultural media support
- Multi-language Program delivery
- Translation Services

Key Functions:

- Centralized planning, management and execution of public events
- Oversight of centralized cross-ministry corporate calendar
- Coordination of BC Government communications activities

Key Functions:

- Produces and coordinates digital content related to priority files of government and provides strategic direction on engaging audiences using online communications channels
- Digital analytics & metrics
- Key work streams:
 - Strategic digital content
 - Video Production
 - Community Management

Key Functions:

- Responsible for graphic design for all public-facing government-branded materials
- Graphic design services for the Premier's Office, GCPE HQ, GCPE ministry communications and ministry program areas
- Maintains the BC Government Identity Brand

Key Functions:

- Cross-ministry strategic communications planning & priority projects
- Coordinate communications expertise on significant projects and announcements that involve more than one ministry and relate to the government's platform or individual ministry mandate letters

Key Functions:

- Specializes in writing, message development and coordinated strategic communications for the Executive Council and the Premier's Office (PO)

Key Functions:

- Marketing/advertising campaign development
- Media buying
- Strategic communications planning
- Marketing research
- Brand development and management
- Copywriting
- Ensuring appropriate advertising budgets are in place

Key Functions:

- Advancing GCPE's enhanced strategic communications projects with particular focus on advertising campaigns

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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.

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EXECUTIVE MEMBER BIOGRAPHY
Assistant Deputy Minister, Megan Harris
Communications Operations



Megan Harris is a policy, communications, and strategic engagement professional with 20 years of experience in both the public and private sectors. Megan is currently the Assistant Deputy Minister responsible for communications operations at Government Communications and Public Engagement (GCPE). In this role, Megan oversees 22 communications teams across 21 ministries and provides advice on issues management, crisis communications, proactive and reactive communications, and strategic ministry communications. Previously, she worked in the Crown Agencies Office in the Ministry of Attorney General leading the Provincial Anti-Money Laundering Secretariat and providing oversight to the BC Lottery Corporation and Liquor Distribution Branch. In this role, Megan led the response to the liquor industry's Business Technical Advisory Panel (BTAP) report and as the COVID pandemic hit, Megan became the ministry's primary point of contact for the response and recovery of the hospitality sector.

Prior to these roles, Megan was the Communications Director at the Ministry of Attorney General, and the Ministry of Community, Sport and Cultural Development. Within this capacity, she provided issues management and communications advice on areas such as legal, criminal, and justice services; gaming and policy enforcement; liquor distribution, control, and licensing; human rights; electoral reform; legal aid; assessment; insurance; arts and culture; multiculturalism; local government matters; and Olympic support.

Originally from Ontario, Megan spent much of her career in senior engagement, communications and marketing roles with the City of Waterloo and Wilfrid Laurier University's Lazaridis School of Business.

Megan also has extensive professional experience in large scale event management and has been publicly recognized as a successful entrepreneur. In 2011, Megan was recognized as one of "Waterloo Region's Top 40 Under 40" and was a nominee for the 2010 Rogers Women of the Year Award. Megan was a long-time college instructor, teaching consultation and engagement, marketing, events, and entrepreneurship at Conestoga College.

Born and raised in Toronto, Ontario, Megan holds a BA from Wilfrid Laurier University and became a resident of Victoria, B.C. in 2016
Personal Information
Personal Information

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EXECUTIVE MEMBER BIOGRAPHY

Assistant Deputy Minister, Sage Aaron
Strategic Communications



Sage Aaron is a senior communications strategist with a record of engaging stakeholder groups, motivating teams, influencing public opinion and positioning organizations for success. She is currently the Assistant Deputy Minister responsible for Strategic Communications at Government Communications and Public Engagement (GCPE). In this role, Sage oversees seven divisions that deliver a range of key services to government including cabinet priority communications, advertising and marketing, graphic communications, digital communications, writing and content strategy, media relations and multi-language services, events, and direction of government's corporate calendar.

Before joining GCPE, Sage served as the director of communications for four years in the Premier's Office. Prior to government, she was the director of communications at the Movement of United Professionals (MoveUP), where she was responsible for the internal and external communications of the union.

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STRATEGIC COMMUNICATIONS DIVISION

ADM Responsible: Sage Aaron

Core Business/ Program Area Description/Critical Business Processes:

Under the leadership of the Assistant Deputy Minister, the Strategic Communications Division delivers a range of key services including cabinet priority communications, advertising and marketing, graphic communications, digital communications, writing and content strategy, media relations and multi-language services, events, and direction of government's corporate calendar.

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 priority Cabinet activities and announcements. 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 government's 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. They are also 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

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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 digital and print media, serving 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.

Media Relations and Multi-language Services

The media relations team works with media in multiple languages to ensure effective communication of government's programs and policies. The team provides a central contact point for media inquiries into government, maintains the government's central lists of media contacts and provides support and advice to all GCPE communications shops on media relations outreach to outlets throughout the province and beyond. The multi-language team has provided COVID-19 communications in English and 12 additional languages throughout the pandemic, ensuring concurrent translation of news releases, online content, and social media. The multi-language program team continues to produce translated COVID-19 communications while delivering content for other key government programs and policies.

Strategic Communications during the COVID-19 pandemic

Starting in March 2020 and continuing through all of 2021, the COVID-19 pandemic has had a major impact on government communications, with GCPE digital activities and marketing at the forefront of government's communications response, and GCPE marketing and advertising efforts a critical means to get information to the public. Our activities have included:

- Producing livestreams for all health briefings, plus expanding beyond COVID-19 related content to publish livestreams for emergency response and government priority announcements. This resulted in 197 livestream broadcasts in 2021 and 240 in 2020, compared to only 16 in 2019.
- Supporting the introduction of BC's vaccine card by developing the branding, creating posters distributed to business owners, and social media advertisements.
- Coordinating the regular release of multi-language digital assets to support government health and safety priorities. In 2019 we published two multilingual social media posts. In 2020, we published 87, and in 2021, we published more than 900.

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- Creating effective, multi-channel information organic (non-paid) campaigns on the economic and public health impacts of COVID-19, as well as forest fire response, flood response, poisoned drug supply, BC's Vaccine card, vaccination walk-ins and bookings and StrongerBC. As a result of these campaigns and the remainder of our content, we attracted more followers to government's social media channels. More than 124,000 people subscribed to our channels in 2021. This is 704% more than the number of new followers in 2019. We also reached an average of one million people each day on our social media channels.
- Continuing real-time social media moderation and direct communications with the public not only on major health and safety issues, but also on government priorities, programs, and services mentioned above. This has resulted in a 313% increase in average post engagement compared to 2019.
- Developing paid advertising campaigns, often with the inclusion of websites, for mental health supports, general COVID-19 information, Vax for BC, CleanBC, forestry, emergency response, government engagements, StrongerBC, BC Budget, Walk-in Wednesdays, and general government priority messages.
- Managing the release of Economic Recovery Plans, and supporting report production, government websites, digital assets, and marketing.
- Releasing emergency information for the public in response to unprecedented climate events, including wildfires, heat waves, and flooding due to atmospheric rivers.

Organizational Chart:



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COMMUNICATIONS OPERATIONS

Assistant Deputy Minister: *Megan Harris*

Core Business/Program Area Description/Critical Business Processes:

The Communications Operations Division provides communications advice and support services to senior officials across government and, through various communications offices, supports Ministry's communication needs. In addition, the division includes strategic human resource services for GCPE.

Under the leadership of the Assistant Deputy Minister, the division delivers a range of communications services and products including strategic ministry communications planning and advice, ministerial communications support, writing services, media monitoring, ministry based issues management, ministry based media and public relations, proactive and reactive communications, and engagement planning. The division manages provincial emergency communications and coordinates crisis communications across government, 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 Assistant Deputy Minister of Government Communications and Public Engagement.

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

- strategic ministry communications planning
- ministry based issues management
- ministry based media relations
- media monitoring, transcription, and distribution to internal and external clients
- management of legislative theatre equipment, broadcasts, and events
- writing and communications product development
- ministry web content
- speech writing
- communications notes and strategies for legislative introductions
- strategic human resources
- Editorial services and advice across government and select agencies

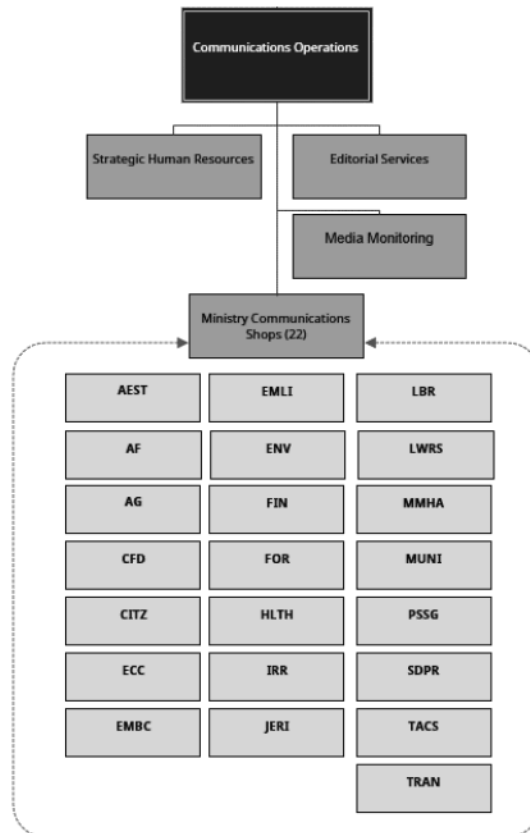
In addition, the division oversees GCPE strategic human resources (SHR) and internal communications, working out of both Victoria and Vancouver. GCPE SHR manages recruitment and staffing, workforce planning and organizational development, workforce analytics and reporting, organizational design, succession management, and learning and development.

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Related Legislation:

N/A

Organizational Chart:



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ISSUE: GCPE ADVERTISING FISCAL 2022/23

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.**
- **All advertising strictly adheres to Government's non-partisan advertising standards.**

KEY FACTS:

- GCPE INFORMATION CAMPAIGNS – STOB 67, in progress and planned information campaigns for 2022-23 fiscal include:
 - COVID-19 Public Health information
 - Phase VIII – Get your Booster shot and Pediatric Vaccines
 - Wildfire Prevention
 - CleanBC
 - Boosted social media posts related to Corporate Priorities Advice/Recommendations;
 - Advice/Recommendations;
- MINISTRY INFORMATION CAMPAIGNS – STOB 67, allocated for 2022-23 fiscal include:
 - AEST

Contact: Adrienne Watt, A/Director
Division: Marketing and Advertising
File Name:

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- Agriculture
- Attorney General
- MCFD
- Education and Child Care
- Energy, Mines and Low-carbon Initiatives
- Environment
- Finance
- Forests
- Mental Health and Addictions

BACKGROUND:

GCPE STOB 67 Blue Book Budget	\$3.537 million
Advice/Recommendations; Government Financial Information	
Ministry STOB 67 Blue Book Budget	\$7.695 million
Advice/Recommendations; Government Financial Information	
Total STOB 67 Budget Estimate	\$22.486 million

STOB 67 total government spending on information campaigns.					
*Does not include Votes 1-9 and Public Service Agency.					
Budget Year	2018-19	2019-20	2020-21	2021-22 (approx.)	2022-23 (estimated)
Total amount	\$12.4 million	\$13.4 million	\$20.5 million	\$26.7 million	\$22.5 million
				<i>*Original Bluebook estimate was \$10.6M</i>	<i>* Original Bluebook estimate was \$11.2M</i>

Key dates: July/August 2022 – Release of Public Accounts where Fiscal 2021-22 spending is proactively released.

Contact: Adrienne Watt, A/Director
Division: Marketing and Advertising
File Name:

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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 2022, when it is anticipated, a new RSA will be posted.

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- 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 research services to the Province.
- Request for Standing Offer (RSO) vs. Request for Standing Arrangement (RSA): due to changes needed to meet the requirements of certain trade agreements, from now on as new Standing lists are established, they will be called Standing Arrangements, instead of Standing Offers.

CURRENT STATUS:

- Per the terms of the RSO the standing offers have been extended for one additional year, until Dec 2022.
- Subsequently, the Advertising Research vendors have been notified that the term will end June 30th, 2022 and a Request For Standing Arrangement was issued on BC Bid March 7th, 2022 with a closing date of April 12th, 2022. Evaluations are currently in-progress.

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QUESTIONS AND ANSWERS

ISSUE: GCPE ADVERTISING AND ADVERTISING RESEARCH SERVICES

HOW ARE FIRMS SELECTED FOR THE STANDING OFFER 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 being 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. This was also the practice under the previous government from 2013 onwards.
- Standing Offers enable government to procure timely and cost-effective services to communicate important information to British Columbians

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ISSUE: STRONGER BC RECOVERY PLAN INFORMATION CAMPAIGN

ADVICE AND RECOMMENDED RESPONSE:

- **The StrongerBC Economic plan puts people first to keep B.C. on the right track – leading Canada’s economic recovery.**
- **It also includes a comprehensive plan to close the skills and gender gap in B.C. to train people to get ready to fill high-demand jobs.**
- **This plan makes life better today and prepares us for tomorrow.**
- **B.C. people and businesses need to be aware of the plan so they can participate in its opportunities and come back stronger from the pandemic.**
- **Advertising Standards Canada independently determined that this information campaign meets all of government’s non-partisan advertising review criteria.**

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BACKGROUND:

Dates	Channels	Advertising
April 26 to May 12, 2021	TV	3 weeks of provincewide TV. Materials were also translated to reach Chinese and South Asian audiences.
April 26 to May 14, 2021	Digital Campaign	Various digital ads reaching English, South Asian and Chinese audiences on the following platforms Facebook, Instagram, YouTube, Pre-roll, Google search and various display networks.
March 7 to March 31, 2022	Digital, Print, Radio, Television	4 weeks of provincewide TV. Materials were also translated to reach Chinese and South Asian audiences.

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QUESTIONS AND ANSWERS

ISSUE: STRONGER BC RECOVERY PLAN INFORMATION CAMPAIGN

HOW MUCH DID THIS FISCAL'S CAMPAIGN COST AND WHICH VENDORS DID YOU USE?

- The cost of the information campaign for this current fiscal is approximately \$2.147 million. Final spending amounts will be available as part of Public Accounts for 2021/2022.
- Here's the breakdown for the \$2.147 million spend for current fiscal:
 - Approx. \$373,000 to Now Communications for creative materials.
 - Approx. \$34,000 to Captus Advertising for transcreation of creative materials and translation of ads.
 - Approx. \$22,000 to Wolf & Crown for website development.
 - Approx. \$24,000 to Viewpoints for research.
 - Approx. \$1,694,000 to iProspect Canada for traditional and digital media buys for the two flights of advertising (April 2021 and March 2022).

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ISSUE: MULTI-LANGUAGE COMMUNICATIONS

ADVICE AND RECOMMENDED RESPONSE:

- **More than 700,000 British Columbians speak a language other than English at home. GCPE is providing information in multiple languages, connecting people to the services and supports they need.**
- **Government’s investments in people are making a difference. We want to make sure those benefits are available and accessible to everyone.**
- **GCPE has expanded multi-language communications with people in recent years, especially during the pandemic. But there’s much more to do. Advertising Standards Canada independently determined that this information campaign meets all of government’s non-partisan advertising review criteria.**

BACKGROUND:

- GCPE has expanded its multi-language communications in recent years, especially during the pandemic.
- We have seen the following benefits of this investment in multi-language supports for B.C.’s pandemic response:
 - Increased the number of supported languages from 9 to 12
 - April 2020: 9 (1 web page for each of the 9 languages)
 - May 2021: 133 (12 web pages, up to 12 languages per page)
 - April 2022: 150 (14 web pages, up to 12 languages per page) – **Note:** A total of 262 were built between April 2020 and April 2022, some were decommissioned as they were not needed anymore, leaving 150 pages live in April 2022.
 - Made technical changes on gov.bc.ca to allow right-to-left reading languages, such as Arabic
- We continue to look for ways to expand our reach and reduce turn-around time for multi-language information.

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- GCPE relies on a combination of in-house language support and translation service vendors to deliver its multi-language communications.
- In 2021-22 GCPE spent \$642,428 on translation services (excluding advertising), an increase of 127.5% over last year and 472.0% above what was spent in 2019-20.
 - o 2021-22: \$642,428
 - o 2020-21: \$282,399
 - o 2019-20: \$112,307
 - o 2018-19: \$44,279
- A large portion of this work has been focused on delivering multi-language COVID-related content:
 - o 2021-22: 91% of translations were COVID-related
 - o 2020-21: 76% of translations were COVID-related
 - o 2019-20: 30% of translations were COVID-related
- However, GCPE's general (non-COVID) translations have also increased by 782.8% since 2018-19:
 - o 2021-22: \$390,882
 - o 2020-21: \$67,998
 - o 2019-20: \$78,855
 - o 2018-19: \$44,279
- GCPE accesses translation services through vendors on a Corporate Supply Arrangement (CSA). When CSA vendors cannot meet GCPE requirements (compressed timelines, after-hours/weekend work, or vendors are at full capacity) we use contractors to meet our translation needs. These contracts are proactively disclosed as per government core policy.

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ISSUE: SPECULATION AND VACANCY TAX INFORMATION CAMPAIGN FISCAL 2021-22

ADVICE AND RECOMMENDED RESPONSE:

- **Rising housing costs, in our province and across the country, are a generation defining challenge as we try to ensure people have access to homes they can afford to rent or buy.**
- **SVT is part of B.C.'s 10-year, \$7-billion housing plan that works to create more affordable housing opportunities for British Columbians, end hidden ownership in real estate, and support improvements for renters, alongside building the homes that people need.**
- **As part of our 30-point Homes for BC plan, we are moving forward with our 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, 2022.**
- **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 and online.**
- **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.**
- **The tax continues to be a success by targeting foreign owners and satellite families, who pay a majority of the tax levied.**

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- **There is clear evidence the tax turned empty housing into homes; in particular in Greater Vancouver where approx. 20,000 condo units have been added to the long-term rental market.**

BACKGROUND:

- An information campaign to support the declaration period for the speculation and vacancy tax was in market starting March 14, 2022, for two weeks (reminding those property owners who had not yet claimed their exemption, there was still time to declare).

Media plan:

Dates	Channels	Advertising
March 17 - 31, 2022	Radio	2 weeks of radio ads on select stations reaching Chinese and South Asian audiences only.
March 17 - 31, 2022	Print	2 weeks of print ads in select daily and community newspapers in the five regions where home owners are required to make a declaration. The print ad targeted English, Chinese and South Asian audiences.
March 14 - 31, 2022	Digital	2 weeks of digital ads on platforms such as Facebook, Instagram, Twitter and various display networks targeting the five regions where homeowners are required to make a declaration. The ads targeted English, Chinese and South Asian audiences.

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

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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.

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QUESTIONS AND ANSWERS

ISSUE: SPECULATION AND VACANCY TAX INFORMATION CAMPAIGN FISCAL 2021-22

Advice/Recommendations: Government Financial Information

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.

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