

GCPE ESTIMATES BINDER 2023/24

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ESTIMATES 2023

GCPE OPERATING BUDGET

Key Facts: GCPE Operating Budget

Operating Expenses ('000)	2021/22	2022/23	2023/24	2024/25	2025/26
2022/23 Service Plan	\$28,338	\$28,338	\$28,338	\$28,338	
2023/24 Service Plan		\$28,338	\$29,341	\$29,363	\$29,363

For the 2023/24 Estimates, GCPE’s operating budget is \$29.341M

- This is \$1.003M higher than the budget presented in the 2022/23 Service Plan. The base budget increase is related to the Shared Recovery Wage Mandate (cross-government increase).
- **Salaries & benefits** represent 79% of the total operating budget, at \$23.243M
- **Operating costs** (net of recoveries) represent 21% of the total operating budget, at \$6.098M.
- **Advertising** is 12.1% of the \$6.098M in operating costs, at \$3.537M.
- Recoveries of \$.861M are realized annually primarily for media monitoring services provided via Today’s News On-Line (TNO).

2022/23 Contingencies

Cabinet Confidences

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

PREPARED BY:

Angela Liu
Director, Budgets and Financial Services
Government Communications and Public
Engagement
Government
Financial Information

REVIEWED BY:

Marie Della Mattia
Deputy Minister
Government Communications and Public
Engagement

Estimates 2023
GCPE OPERATING BUDGET

Key Facts: GCPE 2022/23 Advertising STOB 67

STOB 67 Blue Book Advertising Budget: \$3.537M

Cabinet Confidences

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Angela Liu
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Government Communications and
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Information

REVIEWED BY:

Marie Della Mattia
Deputy Minister
Government Communications
and Public Engagement

GCPE STAFFING

At present, there are an estimated total of 280 employees (267 active and 13 on Leave) in the organization.

GCPE Total Positions (March 13, 2023)	
Division/Branch	Base
Deputy Minister's Office/Financial Services & PPWD: Budgets & Financial Services, DMO, Issues Management, and HR	37
Communications Operations: Ministry Comms Shops, Editorial	170
Strategic Communications: Digital Comms, Media Relations, Advertising, Graphics, Cabinet Priorities	48
Corporate Priorities: Multi-Language, Events & Corporate Planning, TNO, Writing & Content Strategy	52
Total Positions	307
GCPE Average Active Employees	
Branch/Division	FTE
Deputy Minister's Office/Financial Services & PPWD: Budgets & Financial Services, DMO, Issues Management, and HR	26
Communications Operations- Ministry Comms Shops, Editorial	162
Strategic Communications: Digital Comms, Media Relations, Advertising, Graphics, Cabinet Priorities	38
Corporate Priorities: Multi-Language, Events & Corporate Planning, TNO, Writing & Content Strategy	22
Total FTE burn (including the recovery MOUs)	248
Total FTE burn (excluding the recovery MOUs)	220

To better communicate with people in British Columbia who have a first language other than English, GCPE expanded its multi-language team so more people have access to critical public health and safety information, as well as information about the programs and services that benefit them.

Background Information

Notes:

1. Total Base Position # (as of March 10, 2023) = 267 Active Positions + 40 Vacant Positions
2. Total FTE Burn # is the average FTE utilization between April 2022 and February 2023.

Division Index

Communications Operations	Corporate Priorities
GCPE-communications Operations ADMO	GCPE Corp Priorities-Executive Lead Office
Comms Shops	GCPE Multi- Language Services
GCPE-Post Secondary Education & Future Skills	GCPE-Events and Corp Planning
GCPE-Agriculture & Food	GCPE-Media Monitoring Services / Today's News Online
GCPE-Attorney General	GCPE-Media Relations/BC Newsroom
GCPE-Children and Family Development	GCPE-Writing & Content Strategy
GCPE-Citizen Services	
GCPE-Education & Childcare	
GCPE-Emergency Management & Climate Readiness	DMO & Financial Services
GCPE-Energy, Mines & Low Carb Innovation	GCPE-Budgets and Fin Services
GCPE- Environment & Climate Change Strategy	GCPE-Deputy Minister's Office
GCPE-Finance	GCPE-Issues Management
GCPE-Forests	
GCPE-Health	Planning, Performance & Workforce Development
GCPE-Indigenous Relations & Reconciliation	GCPE-Human Resources
GCPE- Jobs, Economic Development & Innovation	
GCPE-Labour	Strategic Communications
GCPE- Land Water & Resource Stewardship	GCPE-Strategic Communications, ADMO
GCPE-Mental Health & Addictions	GCPE-Cabinet Priorities
GCPE-Ministry of Housing	Strategic Communications
GCPE-Municipal Affairs	GCPE-Cabinet Priorities
GCPE-Public Safety and Solicitor General	GCPE-Strategic Comm, ADMO
GCPE-Social Development and Poverty Reduction	Creative Strategy
GCPE-Tourism, Arts, Culture & Sport	GCPE-Advertising and Marketing
GCPE-Transportation and Infrastructure	GCPE-Digital Communications
Communications Operations	GCPE-Graphic Communications
GCPE Editorial Services	

**Budgets at a Glance
Communications Division**

MINISTRY: FINANCE

PROGRAM: GCPE - Government Communications

STOB	Description	2022/23 Budget	2023/24 Budget
50EA	Base Salaries and Overtime	17,608,000	18,408,000
51EA	Supplementary Salary Costs	100,000	100,000
52EA	Employee Benefits	60,000	60,000
5298	Benefit Chargeback	4,472,000	4,675,000
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)

Government Communications	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26
Budget 2014 - Blue Book	26,155	26,155	26,155	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	30	30	30
Budget 2015 - Blue Book	26,160	26,163	26,185	26,185	26,185	26,185	26,185	26,185	26,185	26,185	26,185
Budget 2016 - ESM	0	0	0	6	6	6	6	6	6	6	6
Budget 2016 - ESD	0	3	3	3	3	3	3	3	3	3	3
Budget 2016 - Benefits Adjustment	0	(80)	0	0	0	0	0	0	0	0	0
Budget 2016 - MTICS (one-time excl 3% salary lift)	572	572	572	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	26,766	26,766	26,766
Budget 2017 - Benefits	0	0	(73)	0	0	0	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	26,766	26,766	26,766
Budget 2018 - CASA				258	258	258	258	258	258	258	258
Budget 2018 - Comms Positions				750	750	750	750	750	750	750	750
Budget 2018 - BCS Internal Transfer to GDX			(744)	(744)	(744)	(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	27,030	27,030	27,030
Budget 2019 - ESD					4	4	4	4	4	4	4
Budget 2019 - ESM					11	11	11	11	11	11	11
Budget 2019 - Comms Staffing Pressures					2000	2000	2000	2000	2000	2000	2000
Budget 2019 - Employee Benefits Adjustment					105	0	0	0	0	0	0
Budget 2019 - Blue Book	26,732	26,658	25,943	27,030	29,150	29,045	29,045	29,045	29,045	29,045	29,045
Budget 2020 - ESM						10	20	20	20	20	20
Budget 2020 - ESD						2	4	4	4	4	4
Budget 2020 - Transfer from CITZ GDX (3 positions)					200	200	200	200	200	200	200
Budget 2020 - Employee Benefits adjustment						106	106	106	106	106	106
Budget 2020 - Budget Reduction						(1,037)	(1,037)	(1,037)	(1,037)	(1,037)	(1,037)
Budget 2020 - Blue Book					29,350	28,326	28,338	28,338	28,338	28,338	28,338
Budget 2021 - Blue Book							28,338	28,338	28,338	28,338	28,338
Budget 2022 - Blue Book								28,338	28,338	28,338	28,338
Budget 2023 - Shared Recovery Wage Mandate									1,003	1,025	1,025
Budget 2023 - Blue Book									29,341	29,363	29,363

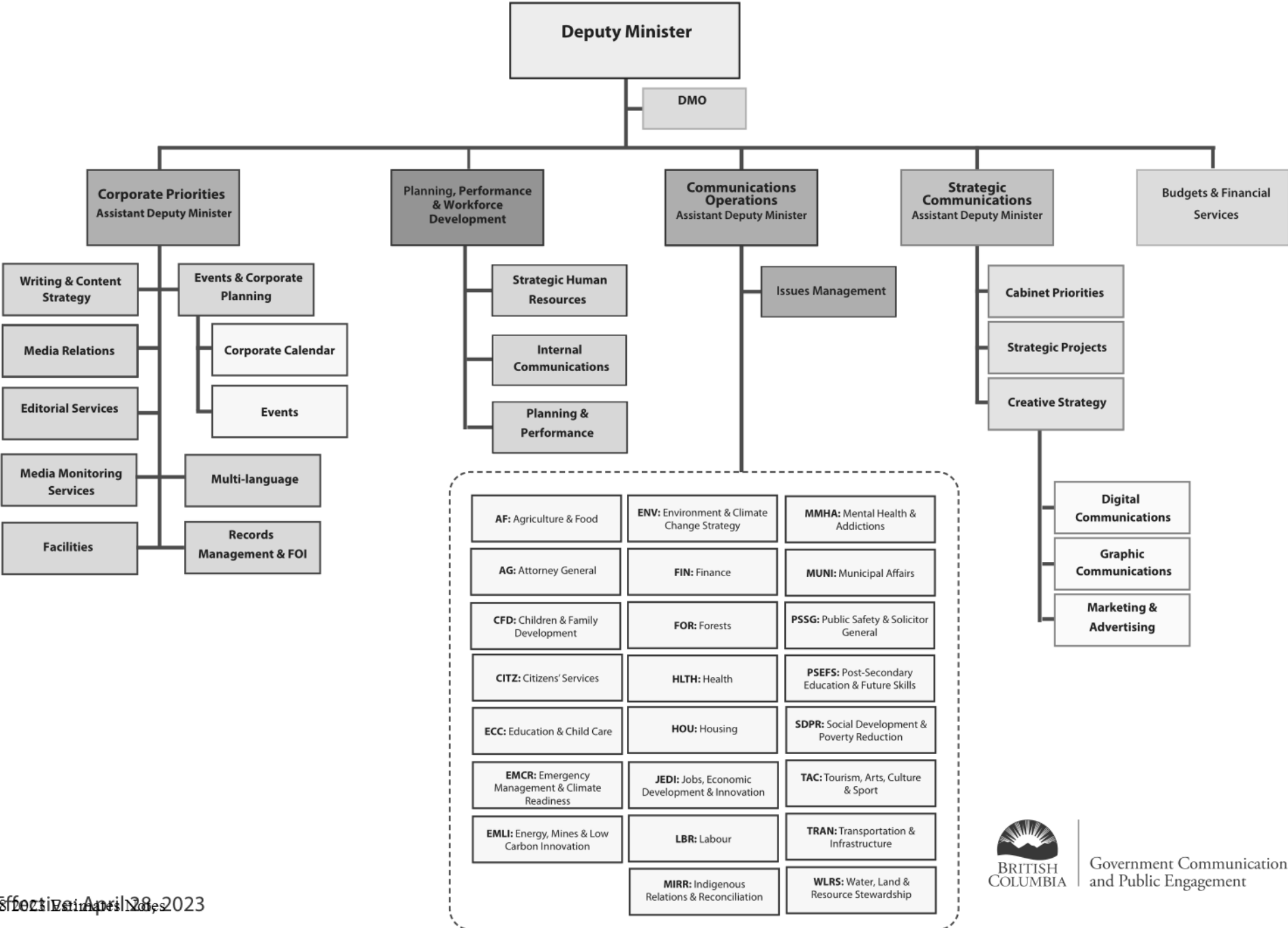
2023/24 – 2025/26 Service Plan

Core Business	2022/23 Restated Estimates¹	2023/24 Estimates	2024/25 Plan	2025/26 Plan
Operating Expenses (\$000)				
Government Communications	28,338	29,341	29,363	29,363
Total	28,338	29,341	29,363	29,363

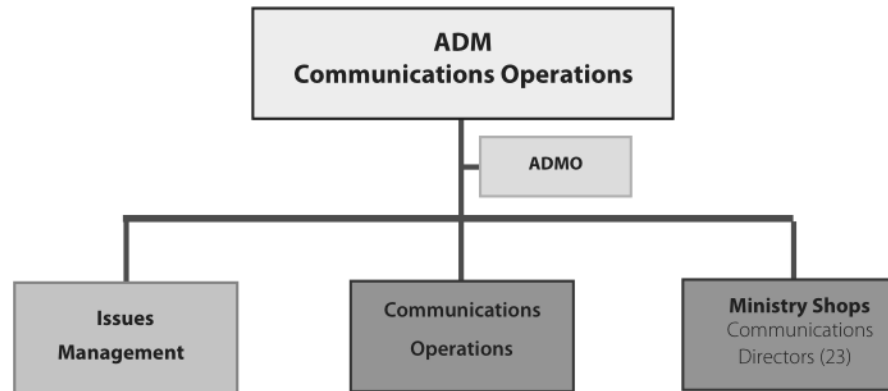
2022/23 – 2024/25 SERVICE PLAN

Core Business Area	2021/22 Restated Estimates¹	2022/23 Estimates	2023/24 Plan	2024/25 Plan
Operating Expenses (\$000)				
Government Communications	28,338	28,338	28,338	28,338
Total	28,338	28,338	28,338	28,338

GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT



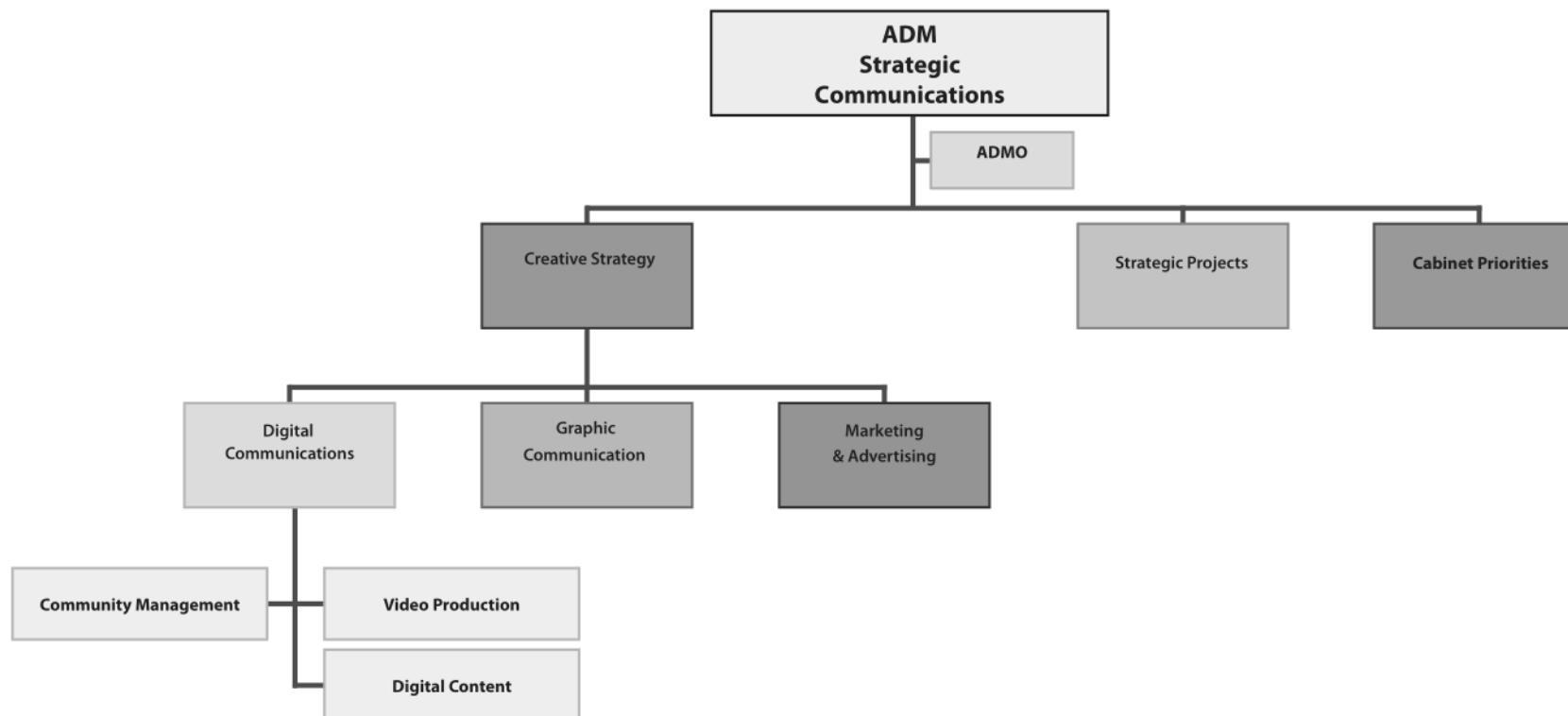
COMMUNICATIONS OPERATIONS DIVISION



Key Functions:

- Ministry based issues management
- Ministry based media and public relations
- Proactive and reactive communications
- Strategic communications planning
- Emergency and crisis communication
- Engagement planning
- Speech writing
- Communications advisory function
- Event planning.

STRATEGIC COMMUNICATIONS DIVISION



Key Functions:

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

Key Functions:

- Concept and design for government priorities and projects to maximize the effectiveness of materials in communicating to the audience
- Support for accessibility concerns.
- Responsible for graphic design for all public facing government branded materials
- Graphic design services for the Premier Premier's Office, GCPE HQ, GCPE ministry communications and ministry program areas
- Maintains the BC Government Identity Brand

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

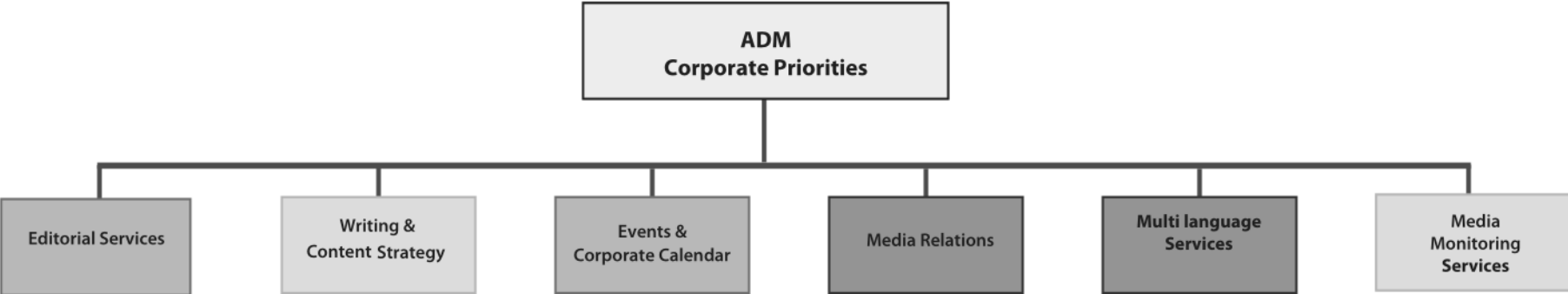
Key Functions:

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

Key Functions:

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

CORPORATE PRIORITIES DIVISION



Key Functions:

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

Key Functions:

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

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:

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

Key Functions:

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



EXECUTIVE MEMBER BIOGRAPHY

Marie Della Mattia, Deputy Minister
Government Communications and Public Engagement



Marie has worked in public service across five decades. She got her start connecting people in Surrey to federal government services when she was recruited by the BC government to work for the brand-new Ministry of Women's Equality in 1991. Most of her career was with a national ad agency based in Vancouver. She worked her way up from copywriter to account manager for major clients including BC's Ministry of Health, and for provincial governments and crown corporations across Canada. For over a decade as a partner in the business, she led award-winning advertising campaigns that championed public services, helped keep people safe and healthy, and pushed for solutions to make a positive difference in people's everyday lives.

Marie has always been passionate about building teams and supporting her colleagues and has focused her work in the last five years on coaching and mentoring strong communications leaders. **Personal Information**

**Personal
Information**

EXECUTIVE MEMBER BIOGRAPHY



Sage Aaron
Assistant Deputy Minister
Strategic Communications
Government Communications and Public Engagement

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 four divisions that deliver a range of key services to government including cabinet priority communications, advertising and marketing, graphic communications and digital communications.

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.

Personal Information

EXECUTIVE MEMBER BIOGRAPHY



Jen Holmwood
Assistant Deputy Minister of Corporate Priorities Division
Government Communications and Public Engagement

Jen Holmwood is a strategic communications leader with more than a decade of experience in public and private sector roles. After joining the Province of B.C. in 2017, Jen worked for four years as Deputy Communications Director and Press Secretary in the Premier's Office. She has been with Government Communications and Public Engagement since 2022, first as the Executive Director for Media Relations and Multi-language Services and then as Executive Lead of Corporate Priorities. Since then, she's worked to expand the Multi-language program and enhance Government's English and Non-English media relations, events and communications strategies. She will continue to lead Corporate Priorities Division in addition to taking on the role of acting ADM of Communications Operations.

Originally from Surrey, Jen moved to Victoria in 2001 to study at the University of Victoria, where she obtained a Bachelor of Arts in Anthropology and a Post-Baccalaureate Diploma in Public Relations. ^{Personal Information}
Personal Information

STRATEGIC COMMUNICATIONS DIVISION

ADM Responsible: Sage Aaron, Assistant Deputy Minister

Core Business/ Program Area Description/Critical Business Processes:

Under the leadership of the Assistant Deputy Minister, the Strategic Communications Division is responsible for developing and strengthening government's overall communications strategy and provides strategic direction on the key priorities of Cabinet.

The division works collaboratively across the organization in the implementation and execution of the PESO (Paid, Earned, Shared, Owned) media model, to integrate communications efforts while reaching audiences in an efficient, effective and timely manner. Their work helps inform the communications product development and delivery by the Corporate Priorities and Communications Operation Divisions.

The division houses government's own responsive internal creative agency responsible for public facing information advertising, digital, graphics and branding. Strategic Communications guides and delivers on government's paid media with high quality communications products and services that are aligned with the priorities and overall direction established by the StrongerBC brand matrix, while maintaining the general duties that align with the government's visual identity as a whole.

The division also works with third-party public opinion research agencies to engage British Columbians and gain insights through qualitative and quantitative methods to aid in the development of marketing and advertising, and gather feedback a variety of topical issues, as well as government policies and programs British Columbians rely on.

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 ministers' offices to plan the roll-out for priority initiatives including policy and planning, public research, event announcements, public engagement, and marketing.

This team's work has included strategic direction, advice and operational support (in partnership with Ministry GCPE shops) for the annual provincial Budget, housing and childcare plans, the *Declaration on the Rights of Indigenous Peoples Act*, CleanBC, and WorkBC initiatives, among many others.

Marketing and Advertising Services

The Marketing and Advertising 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 other teams in the division and with ministries on their marketing objectives to advance government priorities. Their work includes strategic planning, brand management, campaign development, marketing research, copywriting, advertising design, and both traditional and digital media buying on behalf of the province. This team manages the contracts with both advertising creative agencies and guides the work of these agencies on behalf of government.

They also oversee the implementation and execution of governments Non-partisan Advertising Standards. The Non-partisan Advertising Standards require all core BC government informational advertising be reviewed against non-partisan advertising review criteria before it is released for publication or broadcast. Advertising campaigns

with budgets over \$250,000 are required to undergo a mandatory non-partisan review conducted by Advertising Standards Canada (ASC), a not-for-profit organization that administers the Canadian Code of Advertising.

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. With British Columbians increasingly turning to digital platforms for information, they manage key elements of core government communications through owned and shared media, as well as respond to feedback from the public.

They work with other strategic communications teams and communications offices within the 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.

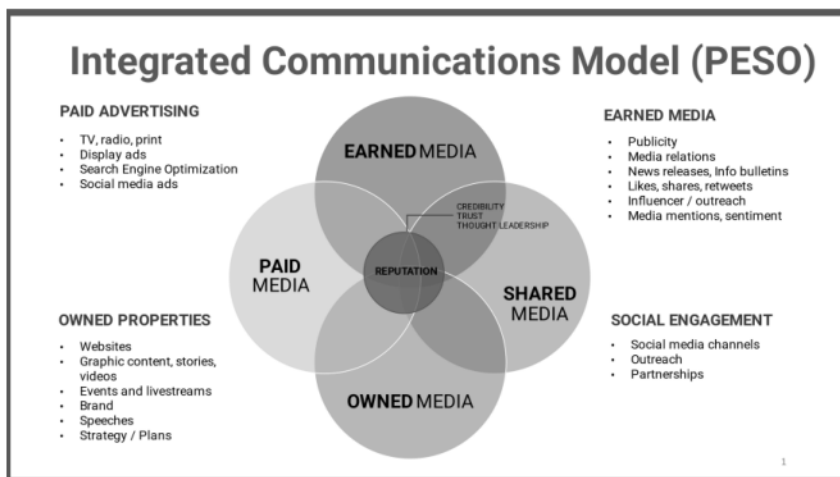
This team is focused on achieving a good user experience for the public as people increasingly access services and information online, and this team provides guidance and support for an innovative cross-government approach to digital communications.

Graphic Communications

The Graphic Communications team provides in-house graphic design and production services for digital and print media, serving the GCPE headquarters divisions, ministry communications offices and ministry program areas.

This team 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 trademarks. They work 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.

PESO (Paid, Earned, Shared, Owned) media model:



COMMUNICATIONS OPERATIONS DIVISION

ADM Responsible: Tim Howlett, Assistant Deputy Minister

Core Business/ Program Area Description/Critical Business Processes:

Under the leadership of the Assistant Deputy Minister, the Communications Operation Division is responsible for the operations of the 22 individual ministry communications offices, editorial services, media monitoring, and information management services (including freedom of information requests and records management). The division provides communications counsel and services in support of ministers, deputy ministers, and their offices. The division manages provincial emergency communications and coordinates crisis communications across government.

The division works closely with the Strategic Communications Division and Corporate Priorities Division to ensure overall strategic communications direction and priorities are reflected in the individual ministry communications advice, products and rollouts, on high profile events where the Premier is participating, and where creative services (such as advertising, digital and graphics) are required to support a government priority.

Editorial Services

The Editorial Services team edits and distributes all government products externally such as news releases, media advisories and information bulletins. They provide editorial advice and services across government and to select agencies, such as the BC Coroners Services, the Forest Practices Board and the Lieutenant Governor's Office.

Ministry Communications Offices

Within the communication offices, communications directors are the principal communications contact for their minister's office and work closely with the deputy ministers and executive teams in their assigned ministry. Communications Directors lead ministry communications teams and are essential to generating government's all communications activities that support ministry-level programs, services and priorities. The communications offices are responsible for providing the following services to their assigned ministries:

- strategic ministry communications planning
- ministry-based issues management
- ministry-based media relations
- proactive and reactive communications
- writing and communications product development
- ministry web content review
- speech writing
- communications strategies for major legislative introductions
- crisis and emergency communications

CORPORATE PRIORITIES

ADM Responsible: Jen Holmwood, Assistant Deputy Minister

Core Business/ Program Area Description/Critical Business Processes:

Under the direction of the Executive Lead, the Corporate Priorities Division is responsible for delivery of the multi-language program (in partnership with GDX), corporate media relations, major events, strategic writing, and the corporate calendar. Within this context, the division works closely with the DM, GCPE to provide advice, direction, and communications expertise to senior officials across government, most notably the Premier's Office.

The division also works closely with the Communications Operation Division on the provision of products, programs and services that support that division's priorities. The division also works closely with the Strategic Communication Division on strategic priorities to ensure its deliverables are aligned with government's overall direction and priorities.

Events and Corporate Planning

The Events and Corporate Planning team manages 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, ministers' 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, advancing and staging events, communications considerations, and onsite stakeholder event involvement. This work is critical to generating government's earned media.

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.

The team also creates and updates the "Message Guide" which informs all government communications.

Media Relations

The Media Relations team works with media in multiple languages to ensure effective communication of government's programs and policies. The team is primarily responsible for media relations with the press gallery, and for supporting communications offices in media relations matters. This includes providing strategic guidance, training, and issues management advice.

The media relations team maintains the government's central lists of media contacts and provides support and advice to all GCPE communications offices on media relations outreach to outlets throughout the province and beyond.

The team focuses primarily on earned media.

Media Monitoring

Today's News Online (TNO) serves as government's inhouse media monitoring, social listening, transcription, and distribution. TNO also serves external clients, such as TransLink, Transportation Investment Corp, Destination BC, and Research Universities' Council of BC (RUCBC), on a cost-recovery basis. Additionally, TNO manages the legislative theatre's equipment and broadcasts.

Multi-language Services

The Multi-language team provided in-house COVID-19 communications in English, Punjabi, Traditional Chinese, Simplified Chinese, French, Tagalog, and seven other languages throughout the pandemic, ensuring concurrent translation of news releases, online content, and social media.

The newly expanded team continues to produce translated COVID-19 communications materials while developing content in partnership with GDX on a further theme, "Arriving in Canada" – which will communicate with newcomers to BC in English and 4 additional languages to connect people to services and supports.

The team also works closely with the Media Relations and the Digital teams to translate content for other key government programs and policies.

The team will continue to expand over the next two years. However, funding for the current initiative ends at the end of fiscal 23/24, at which time the program will be evaluated, and a new submission for further funding and expansion will be developed and submitted.

ISSUE: GCPE Advertising fiscal 2023/24

ADVICE AND RECOMMENDED RESPONSE:

- **People in British Columbia need current and accurate information about public health, public safety and the programs and services that benefit them.**
- **Government advertising has an important role to play in encouraging registration for Covid-19 and influenza vaccines. At the same time, we are making historic investments in childcare, health care and housing throughout our province and investing in infrastructure such as schools and hospitals.**
- **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 2023-24 fiscal include:**
 - Wildfire Prevention
 - CleanBC
 - Boosted social media posts related to Corporate Priorities (projected spend of less than \$100,000)
- **MINISTRY INFORMATION CAMPAIGNS – STOB 67, allocated for 2023-24 fiscal include:**
 - Agriculture and Food (eg. BuyBC)
 - Attorney General
 - Children and Family Development (eg. Fostering)
 - Education and Child Care (eg. Child care)
 - Energy, Mines and Low-carbon Initiatives (eg. CleanBC Better Homes, including heat pumps)

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- Environment and Climate Change Strategy
- Finance (eg. Speculation and Vacancy Tax)
- Labour
- Mental Health and Addictions (eg. Stop Overdose)
- Municipal Affairs
- Post-Secondary Education and Future Skills (eg. WorkBC, Here2Talk)

BACKGROUND:

ADVERTISING FUNDING FOR 2023-24

GCPE STOB 67 Blue Book Advertising Budget \$3.537M
Cabinet Confidences

Ministry STOB 67 Blue Book Budget \$9.592M
(excluding STOB 67 budget for GCPE, PSA, Vote 1 to 10, and Vote 52)
Cabinet Confidences

***Please note: Both GCPE and Ministries may need to seek additional funds in order to respond to emerging issues.**

STOB 67 Total Government Spending on Information Campaigns					
*Excluding Votes 1-10, Vote 52 and Public Service Agency.					
Budget Year	2018-19	2019-20	2020-21	2021-22	2022-23 (estimated)
Total amount	\$12.4M	\$13.4M	\$20.5M	\$26.7M	Cabinet Confidences

Key dates: July/August 2023 – Release of Public Accounts where Fiscal 2022-23 spending is proactively released.

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ISSUE: STRONGER BC INFORMATION CAMPAIGN FISCAL 2022-23

ADVICE AND RECOMMENDED RESPONSE:

- **B.C. is a great place to live, but people are facing real challenges and feeling uncertain about the future.**
- **Global inflation has brought new challenges for people.**
- **Budget 2023 makes smart investments in the things that matter most to help build a stronger, more secure B.C. for everyone.**
- **This plan makes life better today and prepares us for tomorrow.**
- **Advertising Standards Canada independently determined that this information campaign meets all of government's non-partisan advertising review criteria.**

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File Name:

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BACKGROUND:

Dates	Channels	Advertising
March 13-31, 2023	TV	3 weeks of provincewide TV.
March 6-31, 2023	Digital Campaign	Various digital ads reaching English, South Asian and Chinese audiences on a range of platforms including Facebook, Instagram, Pinterest, YouTube, Pre-roll, and various display networks.
March 17- 31, 2023	Print	1 x print ad with two insertions in dailies and community papers reaching people in English, Simplified Chinese, Traditional Chinese and Punjabi.
March 18-31, 2023	Radio	1x 30 second ad reaching people in Mandarin, Cantonese and Punjabi.

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QUESTIONS AND ANSWERS

ISSUE: STRONGER BC 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 \$1.31 million. Final spending amounts will be available as part of Public Accounts for 2022/23.**
- **Here's the breakdown for the \$1.31 million spend for current fiscal:**
 - **Approx. \$361K to Now Communications for creative materials.**
 - **Approx. \$34K to Captus Advertising for transcreation of creative materials and translation of ads.**
 - **Approx. \$24K to Viewpoints for research.**
 - **Approx. \$887K to iProspect Canada for traditional and digital media buys.**

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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 14
 - 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 live pages in April 2022.
 - March 2023: 168 (12 web pages, up to 14 languages per page)
 - **Note:** A total of 306 were built between April 2020 and March 2023, some were decommissioned as they were not needed anymore, leaving 168 live pages in March 2023.
 - Made technical changes on gov.bc.ca to allow right-to-left reading languages, such as Arabic and Farsi.

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- We continue to look for ways to expand our reach and reduce turn-around time for multi-language information.
- GCPE relies on a combination of in-house language support and translation service vendors to deliver its multi-language communications.
- In-house support in 5 languages is primarily focused on COVID materials and a second theme of “Arriving in B.C.” as directed by treasury board. ^{Cabinet Confidences}

Cabinet Confidences

As resources allow, in-house translations are available to other priority materials.

- Since April 2022, in-house language support has been expanded, with the addition of four additional language specialists, increasing capacity for translation of media releases and digital content for both COVID and non-COVID-related materials.
- Increasing in-house support not only boosts capacity for translation and transcreation of materials but ensures higher-quality products and quicker turnaround.
- In 2022-23 GCPE is projected to spend a total of \$340,000 on translation costs through vendors and contractors (excluding advertising), 768% of what was spent in 2018-19. However, the amount has decreased significantly from last year due to the greater ability to translate in-house.
 - 2022-23: \$340,000 (estimated)
 - 2021-22: \$642,428
 - 2020-21: \$282,399
 - 2019-20: \$112,307
 - 2018-19: \$44,279
- A much smaller portion of this work has been focused on delivering multi-language COVID-related content in the last year:
 - 2022-23: 6% of translations were COVID-related
 - 2021-22: 91% of translations were COVID-related
 - 2020-21: 76% of translations were COVID-related
 - 2019-20: 30% of translations were COVID-related
- 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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