

**Budgets at a Glance
Communications Division**

MINISTRY: ADVANCED EDUCATION
PROGRAM: Communications Division

STOB	Description	A	B	C	D = (A+B+C)	E	F	G = (D+E+F)	H = (G-D)
		15/16 Restated Budget	Benefits Adjustment 1	Economic Stability Mandate 2	16/17 Budget	Benefits Adjustment 3	Economic Stability Mandate 4	17/18 Budget	Budget Variance
50EA	Base Salaries and Overtime	16,007,000		6,000	16,013,000		22,000	16,035,000	22,000
51EA	Supplementary Salary Costs	100,000			100,000			100,000	0
52EA	Employee Benefits	60,000			60,000			60,000	0
5298	Benefit Chargeback	3,970,000	(80,000)		3,890,000	7,000		3,897,000	7,000
57EA	Public Servant Travel	295,000			295,000			295,000	0
5901	Centralized Mgmt Support Services - Legal Services	24,000			24,000			24,000	0
60EA	Professional Services - Operational & Regulatory	760,000			760,000			760,000	0
63EA	Information Systems	891,000			891,000			891,000	0
65EA	Office and Business Expenses (includes F&E under \$1000)	950,000			950,000			950,000	0
67EA	Informational Advert. & Publications	3,537,000			3,537,000			3,537,000	0
69EA	Utilities, Materials and Supplies	38,000			38,000			38,000	0
73EA	Amortization Expenses	335,000			335,000			335,000	0
75EA	Building Occupancy Charges	15,000			15,000			15,000	0
85EA	Other Expenses	31,000			31,000			31,000	0
88EA	<i>Recoveries Within Government</i>	(178,000)			(178,000)			(178,000)	0
89EA	<i>Recoveries- External to the CRF</i>	(42,000)			(42,000)			(42,000)	0
9002	<i>Recoveries - External to the CRF - Fees & Licenses</i>	(45,000)			(45,000)			(45,000)	0
9003	<i>Recoveries - External to the CRF - Other Misc. Revenues</i>	(16,000)			(16,000)			(16,000)	0
		26,732,000	(80,000)	6,000	26,658,000	7,000	22,000	26,687,000	29,000

- 1** Benefits Adjustment: PSA reduction from 24.8% to 24.3%
- 2** Economic Stability Mandate and Dividend: negotiated increase for BCGEU members
- 3** Benefits Adjustment: PSA increase from 24.3% to 24.34%
- 4** Economic Stability Mandate: negotiated increase for BCGEU members

Budgets at a Glance
Government Communications and Public Engagement

MINISTRY: ADVANCED EDUCATION
GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT

		A	B	C	D	E = (A+B+C+D)	F	G	H	I = (E+F+G+H)	J = (I-E)
STOB	Description	15/16 Restated Budget	Benefits Adjustment 1	Economic Stability Mandate 2	Budget Adjustment 3	16/17 Budget	Benefits Adjustment 4	Economic Stability Mandate 5	Budget Adjustment 6	17/18 Budget	Budget Variance
50EA	Base Salaries and Overtime	23,264,000		90,000	(2,121,000)	21,233,000		356,000	(29,000)	21,560,000	327,000
51EA	Supplementary Salary Costs	164,000			(9,000)	155,000				155,000	0
52EA	Employee Benefits	61,000				61,000				61,000	0
5298	Benefit Chargeback	5,770,000	(117,000)		(516,000)	5,137,000	19,000		(20,000)	5,136,000	(1,000)
57EA	Public Servant Travel	375,000			(19,000)	356,000				356,000	0
5901	Centralized Mgmt Support Services - Legal Services	54,000			(5,000)	49,000				49,000	0
60EA	Professional Services - Operational & Regulatory	770,000				770,000				770,000	0
63EA	Information Systems	2,924,000			(916,000)	2,008,000				2,008,000	0
65EA	Office and Business Expenses (includes F&E under \$1000)	1,050,000			(13,000)	1,037,000				1,037,000	0
67EA	Informational Advert. & Publications	3,537,000				3,537,000				3,537,000	0
69EA	Utilities, Materials and Supplies	38,000				38,000				38,000	0
73EA	Amortization Expenses	1,750,000			(1,045,000)	705,000				705,000	0
75EA	Building Occupancy Charges	27,000				27,000				27,000	0
85EA	Other Expenses	46,000				46,000				46,000	0
88EA	<i>Recoveries Within Government</i>	(1,829,000)			654,000	(1,175,000)				(1,175,000)	0
89EA	<i>Recoveries- External to the CRF</i>	(43,000)				(43,000)				(43,000)	0
9002	<i>Recoveries - External to the CRF - Fees & Licenses</i>	(45,000)				(45,000)				(45,000)	0
9003	<i>Recoveries - External to the CRF - Other Misc. Revenues</i>	(17,000)				(17,000)				(17,000)	0
		37,896,000	(117,000)	90,000	(3,990,000)	33,879,000	19,000	356,000	(49,000)	34,205,000	326,000

- 1** Benefits Adjustment: PSA reduction from 24.8% to 24.3%
- 2** Economic Stability Mandate and Dividend: negotiated increase for BCGEU members
- 3** Budget and Program Transfer to JTST of EDS Group
- 4** Benefits Adjustment: PSA increase from 24.3% to 24.34%
- 5** Economic Stability Mandate and Dividend: negotiated increase for BCGEU members
- 6** Budget and Program Transfer to JTST of EDS Group

Budgets at a Glance
Government Digital Experience Division

MINISTRY: ADVANCED EDUCATION

PROGRAM: Government Digital Experience Division

		A	B	C	D	E = (A+B+C+D)	F	G	H	I = (E+F+G+H)	J = (I-E)
		15/16				16/17				17/18	
STOB	Description	Budget	Benefits Adjustment 1	Economic Stability Mandate 2	Budget Adjustment 3	Budget	Benefits Adjustment 4	Economic Stability Mandate 5	Budget Adjustment 6	Budget	Budget Variance
50EA	Base Salaries and Overtime	7,257,000		84,000	(2,121,000)	5,220,000		334,000	(29,000)	5,525,000	305,000
51EA	Supplementary Salary Costs	64,000			(9,000)	55,000				55,000	0
52EA	Employee Benefits	1,000				1,000				1,000	0
5298	Benefit Chargeback	1,800,000	(37,000)		(516,000)	1,247,000	12,000		(20,000)	1,239,000	(8,000)
57EA	Public Servant Travel	80,000			(19,000)	61,000				61,000	0
5901	Centralized Mgmt Support Services - Legal Services	30,000			(5,000)	25,000				25,000	0
60EA	Professional Services - Operational & Regulatory	10,000				10,000				10,000	0
63EA	Information Systems	2,033,000			(916,000)	1,117,000				1,117,000	0
65EA	Office and Business Expenses (includes F&E under \$1000)	100,000			(13,000)	87,000				87,000	0
73EA	Amortization Expenses	1,415,000			(1,045,000)	370,000				370,000	0
75EA	Building Occupancy Charges	12,000				12,000				12,000	0
85EA	Other Expenses	15,000				15,000				15,000	0
88EA	<i>Recoveries Within Government</i>	(1,651,000)			654,000	(997,000)				(997,000)	0
89EA	<i>Recoveries- External to the CRF</i>	(1,000)				(1,000)				(1,000)	0
9003	<i>Recoveries - External to the CRF - Other Misc. Revenues</i>	(1,000)				(1,000)				(1,000)	0
		11,164,000	(37,000)	84,000	(3,990,000)	7,221,000	12,000	334,000	(49,000)	7,518,000	297,000

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ADVICE TO MINISTER

CONFIDENTIAL ISSUES NOTE

Ministry: Advanced Education

Date: June 9, 2017

Updated: June 13

Minister Responsible: Hon. Linda Reid

Advertising

ADVICE AND RECOMMENDED RESPONSE:

- Government has a responsibility to inform British Columbians about services and programs that they and their families depend upon or may benefit from.
- All non-essential advertising by the Province ended on March 31, 2017.
- Information campaigns in 2016-17 included: BC Training and Education Savings Grants, overdose crisis, employment resources, MSP changes, homeowner grants, single parent employment initiative and climate leadership.
- A breakdown of the informational advertising by campaign/project in 2016-17 will be provided by GCPE for Public Accounts, as done each year since 2005-06.
- In response to recommendations by the Office of the Auditor General in 2014, government core policy was updated to include a new chapter that clarifies the role and objectives of GCPE.
- GCPE internal policy was updated in 2015 to include language reflecting the fact that public funds are not to be used for political advertising and to ensure each advertising initiative is fact-based; informs the public about government programs, services, policies or priorities; and, provides an opportunity for the public to engage with government.

IF ASKED ABOUT MEETING WITH THE AUDITOR GENERAL:

- The meeting on March 30, between B.C. Auditor General Carol Bellringer and the Advanced Education Minister was constructive and respectful.
- The Auditor General provided a perspective on government advertising. She is not planning an audit of government advertising, and she suggested that the existing advertising guidelines be revised in the foreseeable future.

IF ASKED ABOUT THE NOTICE OF CLAIM / INJUNCTION:

- All non-essential advertising ceased at the end of the fiscal year on March 31. The application for an injunction would have been heard 10 days after all informational advertising came to an end.

IF ASKED ABOUT TRAPP VS. HMQ IN RIGHT OF THE PROVINCE OF B.C.

- On May 3, 2017, the Province filed its response to the claim from the plaintiff.
- The material filed in court speaks for itself. As stated in paragraph 26, the claim may raise issues for political and policy debate, but it does not raise any justiciable issues and should not be before the court.
- No further comment as this matter is before the court.

ADVERTISING VENDORS:

- Government occasionally needs to supplement communications resources with contractors to provide a wide range of professional services, including event management and media buys.
- All contracted work falls within the annual GCPE budget.
- Government follows an open and transparent procurement policy to secure third-party services from a list of approved supplier.
- The approved list – also known as a Standing Offer – is an effective, efficient and timely method to secure communications services.
- All Standing Offers are posted on BC Bid.
- The procurement process for establishing Standing Offers was conducted in strict accordance with government policy through the Procurement Services Branch within the Ministry of Technology Innovation and Citizens' Services.
- Agencies are assigned work based on their availability, capacity, previous history with similar work, areas of expertise and value.
- Four vendors were used in the BC Services campaign:
 - Vizeum Canada – traditional media buying agency of record (print, radio, TV).
 - Kimbo Design – new media buying agency (online).
 - Response Advertising – in-language media production (translation).
 - St. Bernadine Mission Communications – creative development and production.
- GCPE has Standing Offers in place for 15 various services that include advertising, event management, communications and citizen engagement.

BREAKDOWN OF 2016-17 MARKETING BUDGET:

- Government spent approximately \$16 million in fiscal 2016-17. Funding is from a number of sources including the Bluebook, reallocations, Contingencies and the Housing Priority Initiatives Fund.
- Government may determine that there is a need to increase the profile of service information requiring the reallocation of funds within existing ministry budgets or access to Contingencies, both require Treasury Board approval.

IF ASKED ABOUT COSTS FOR SPECIFIC SHOWS:

- Government places television spots through a third-party agency.
- Media is bought by purchasing gross rating points, not specific programs.
- The aim is to reach as many as possible British Columbians.

BACKGROUND REGARDING THE ISSUE:

Breakdown of the expected spend of \$16 million in 2016-17:

- A Bluebook spend of about \$5.7 million (total allocation is \$8.5 million with an underspend of about \$1.2 million and recoverable funding of about \$1.6 million).
- Reallocated spend is expected to be about \$2.5 million (total approved reallocation

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is \$3.7 million with recoverable funding of about \$1.2 million).

- Contingencies funding is expected to be about \$5.3 million.
- Housing Priority Initiatives funding is expected to be about \$2.5 million.

On March 20, 2017, a Notice of Claim under the Class Proceedings Act was filed in the Supreme Court of British Columbia. The lawsuit aims to stop government advertising and force the BC Liberal Party to reimburse the cost to the public treasury. The claim names four ads: BC Jobs Plan, BC's LNG Industry; Work BC; and, Our Opportunity is Here. An injunction hearing was scheduled for April 10, 2017 but later adjourned.

On May 3, 2017 the Province filed its response to the claims in the class action lawsuit to meet the deadlines set out in the Supreme Court Rules

On July 25, 2016, the Province announced plans for a new Housing Priority Initiatives Fund for provincial housing and rental programs. The fund will receive an initial investment of \$75 million. It will receive a portion of revenues from the property transfer tax, including revenues from the new additional tax on foreign buyers.

Advertising Standards Canada is a national advertising self-regulatory body that engages GCPE when a member of the public registers a question or concern about advertising content

- A public complaint was made in December 2016 regarding the fact that \$20 billion has been invested by industry in LNG development, as part of the Climate Leadership Information Campaign. This was considered "administratively resolved" after government replaced the television spot with a subsequent advertising component
- A public complaint was also made regarding the Balanced Budget 2017 MSP television ad based on an assertion that changes to MSP needed to be passed by the legislature. In fact, the change would be effected through regulation, not amending the existing act. Therefore, following a review it was determined that there was no issue with the ad.

Specifics about the campaigns in 2016-17:

1. OVERDOSE INFORMATION CAMPAIGN fulfils a commitment by the Province to develop a social marketing campaign to increase awareness on how to prevent, identify and respond to overdoses. Videos provide British Columbians with important information about the overdose crisis including the availability of naloxone kits. **(Cost: \$1.880 million. The campaign started Aug. 31 and is ongoing)**

2. Work BC increased awareness of programs and services available through WorkBC.ca. **Cost: \$2.7 million with about 85% recoverable from the federal government under the Labour Market Development Agreement. Campaign ran Nov. 21, 2016 to March 31, 2016.**

3. BC SERVICES specific initiatives **(Campaign ran Nov. 19, 2015 to March 31, 2017):**

i). Housing Action encouraged first-time homebuyers to find out more about the new BC HOME Partnership and other housing programs. **(Cost: \$2.5 million. Campaign ran Dec. 16, 2016 until March 15, 2017)**

ii). Single Parent Employment Initiative removed barriers to employment and provides supports to help approximately 17,000 single parents on assistance transition to the workplace. Over 4,000 single parents are participating and over 700 are employed. **(Cost: \$500,000. Campaign ran Nov. 2, 2016 to Jan. 15, 2017)**

iii). **K-12 Education Curriculum Changes** informed students and parents about changes with full implementation in K-Grade 9 and draft in Grades 10-12. (Cost: \$773,000. Campaign ran Aug. 30 to Oct. 31, 2016)

iv). **BC Education and Training Savings Grant** made families aware that if they have a child born in 2006 or later, that child is eligible for a \$1,200 grant for their RESP. (Campaign ran April 1 to June 30, 2016)

v). **Medical Services Plan** directed seniors to information so that they can determine if they qualify for MSP Premium Assistance (many seniors do not take advantage of the assistance). (Campaign ran April 1 to June 30, 2016)

vi). **Property Transfer Tax Exemption** made families aware about a new exemption that can save them up to \$13,000 on the purchase of a new home, up to \$750,000. (Campaign ran from April 1 to June 30, 2016)

NOTE: BCTESG, MSP and PTT cost was \$1.5 million)

vii) **BC JOB MAKERS** promoted the services and programs featured on WorkBC.ca and BCJobsPlan.ca. (Cost: \$1.5 million. The campaign ran from Jan. 20 until March 31, 2017)

viii) **CLIMATE LEADERSHIP** focused on four areas: restoring forests to reduce GHG emissions; clean tech industry; working towards 100% clean or renewable electricity; and, developing an LNG industry that will drive GHG reductions. Campaign included BC Parks. (Cost: \$1.5 million. Campaign ran Nov. 4 to Jan. 15, 2017)

ix) **BC PARKS** informed British Columbians about a strategy to enhance and improve BC Parks. (Cost was part of the Climate Leadership campaign. The campaign ran Nov. 29, 2016 to Jan. 15, 2017)

x) **TRANSPORTATION MODERNIZATION** informed passengers and the transportation industry about important changes to taxi service and how to provide feedback. Cost: \$100,000 and ran Feb. 24 until March 31, 2017.

4. **DISTRACTED DRIVING** highlighted new penalties. On June 1, 2016, the fine for a distracted driving violation ticket more than doubled from \$167 to \$368. (Cost was \$20,000. The campaign ran Sept. 15, 2016 to Oct. 13, 2016)

5. **WILDFIRES:** A campaign to prevent wildfires and encourage wildfires to be reported. (Cost was \$1,000,000. The campaign ran May 25, 2015 to Sept. 5, 2016)

6. **#SAYSOMETHING** created awareness about the issue of sexual violence and providing access to information/resources on how to offer or get help. (Cost was \$30,000. The campaign ran April 1-24, 2016)

7. **INVASIVE MUSSELS** encouraged the boating public to protect B.C. waters. (Cost was \$100,000. The campaign ran June 30 to Sept. 5, 2016)

8. **CHILDCARE MAP** informed families and childcare providers about the enhanced childcare map. (Cost was \$10,000. The campaign ran June 1-14, 2016)

9. **GUNS AND GANGS** raised awareness of the provincial Guns and Gangs strategy. (Cost was \$250,000. The campaign ran May 1 to Oct. 20, 2016)

10. **HOUSING AFFORDABILITY** raised awareness about changes to housing affordability programs and services. (Cost was \$25,000. The campaign ran July 30 to Aug. 31, 2016)

11. **CLEAN ELECTRIC VEHICLE** raised awareness of the CEV program. (Cost was

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\$25,000. The campaign ran Aug. 19 to Sept. 30, 2016)

12. EMPLOYMENT RESOURCES informed British Columbians about employment resources. **(Cost was \$5,000. The campaign ran Sept. 1-6, 2016)**

13. MSP CHANGES informed British Columbians about changes to MSP Premium Assistance. **(Cost was \$5,000. The campaign ran Sept. 17-24, 2016)**

14. EDUCATION SUPPORT informed Vancouver parents about important changes to the Vancouver School Board. **(Cost was \$10,000. The campaign ran Oct. 7-10, 2016)**

15. ADOPTION AWARENESS raised awareness of adoption as option to grow a family. **(Cost was \$30,000. The campaign ran Nov. 3 to Nov. 30, 2016)**

16. AGED OUT raised awareness about the changes to the Agreements with Young Adults program. **(Cost was \$7,500. The campaign ran Oct. 19 to Nov. 16, 2016)**

17. RED TAPE REDUCTION encouraged British Columbians to share ideas on how to improve services for British Columbians. **(Cost: \$25,000. The campaign ran Nov. 14 until Dec. 16, 2016. Back in the market from Jan. 3 until March 31, 2017)**

18. BALANCED BUDGET 2017 focused on highlighting investments – and the benefits that they represent for British Columbians – including how more than \$1 billion in the pockets of B.C. families by cutting MSP Premiums in half, as a first step to eliminating them entirely as it becomes affordable. **(Cost: \$1.87 million. Campaign ran Feb. 24 until end of March 2017.)**

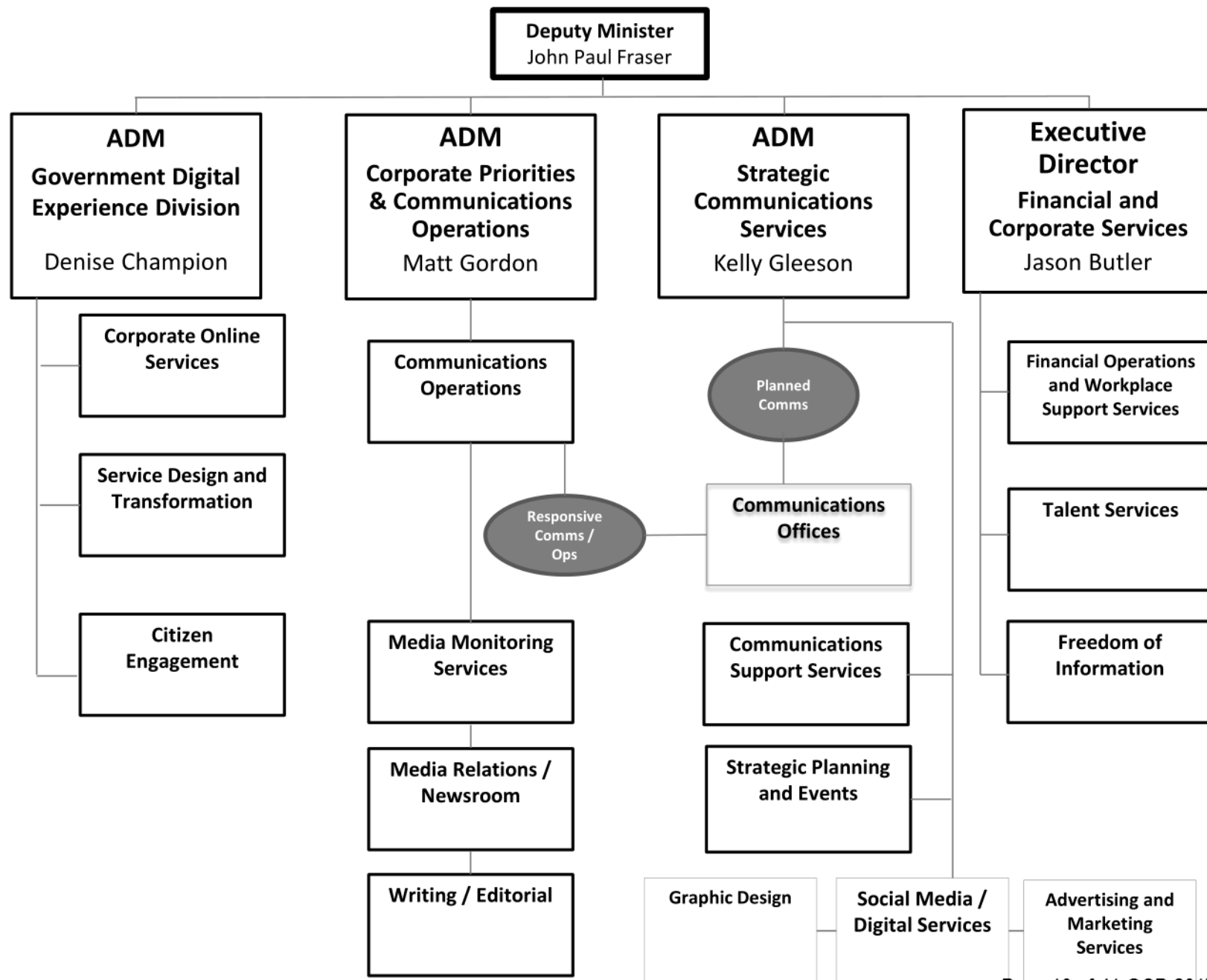
Communications Contact: Rodney Porter / Trish Fougner

Program Area Contact: Hide Ozawa

File Created:

File Updated

Program Area	ADM / Deputy Minister	Communications Director
Jason Butler	Kelly Gleeson / John Paul Fraser	



Government Communications and Public Engagement

GCPE Service Desk: 250 356-5000 or email: gcpe.servicedesk@gov.bc.ca	GENERAL ENQUIRIES
Charles Macpherson: office phone 250 387-1796 cell 250 886-2348	Reception: 250 387-1337
Ryan Franchuk: office phone 250 356-5000 cell 250 516-3566	
Govt IT Service Desk 387-7000 for general enquiries and incidents	Web Links
24 Hour Building Emergency Contact Number for 617 Government Street: 8 1 877-222-3112	www.gov.bc.ca/gcpe
GCPE HQ Mailing Address: PO Box 9409, Stn Prov Govt, Victoria, BC V8W 9V1 (Location: Douglas Bldg 4th floor, 617 Government St)	http://www.gcpe.gov.bc.ca
Today's News Online: 4th Fl, 617 Government St, Victoria, BC V8V 9V1	https://gcpe.gov.bc.ca/411
Telepresence Room - 4th Floor, 617 Government Street (for support please visit the Telepresence Service website)	@Work: https://gww.gov.bc.ca
FIRST AID HOTLINE: 250 208-8654 * IN CASE OF SERIOUS INJURY OR LOSS OF CONSCIOUSNESS CALL 9-911 FIRST	Revised May 16, 2017

For Internal Use Only - Confidential Staff Contact Information

DEPUTY MINISTER'S OFFICE

John Paul Fraser	Deputy Minister	s.17		n/a	s.22
Kyla Kelch	Executive Coordinator	250 356-2277	250 896-6348	n/a	
FINANCIAL AND CORPORATE SERVICES					
Jason Butler	A/Executive Director, Financial and Corporate Services	n/a	250 514-1016	n/a	
Meaghan Thorkelson	FOI Lead	n/a	250 882-3811	n/a	
Justin Smith	FOI Coordinator	n/a	250 893-3967	n/a	
Financial Operations		Direct	Cell	Fax	Home
Dawn Stewart	Manager, Financial Services	250 356-8595	250 507-9541	250 387-0718	s.22
Maurna Davison	Financial Business Analyst	250 387-1457	n/a	250 387-0718	
Tracey Doidge	Financial Analyst	250 356-7513	n/a	250 387-0718	
Laurel Bowes	Financial Analyst	250 387-1139	n/a	250 387-0718	
Alexandra Bata	Financial Services Coordinator	250 387-0082	250 812-9698	250 387-0718	
Duncan Russell	Financial Services Clerk	250 387-2526	n/a	250 387-0718	
Talent Services					
Janelle Heron	Manager, Talent Services	n/a	250 480-8778	n/a	
Kristen Jawanda	Talent Services Advisor	n/a	250 213-8139	n/a	
Nico Fisk	Staffing Development Officer	n/a	250 893-7682	n/a	
Becky Hamilton	Human Resources Coordinator	250 387-1420	n/a	n/a	
Linda Reed	Human Resources Coordinator	250 387-1420	n/a	n/a	
Workplace Support Services		Direct	Cell	Fax	
Gurmeet Sall	Manager, Workplace Support Services	250 387-1449	250 415-7343	n/a	
Linda Gallant	Facilities Services Advisor	n/a	250 893-4207	n/a	
Bruce Foster	Records Services Officer	n/a	250 812-2122	n/a	
Cathy Beals	Records Clerk	n/a	250 812-4012	n/a	
Morgan Hurn	Records Clerk	n/a	250 208-7076	n/a	
Linda Vale	Receptionist / Records Clerk	250 387-1337	n/a	250 387-0718	
STRATEGIC COMMUNICATIONS SERVICES					
Kelly Gleeson	Assistant Deputy Minister, Strategic Communications Services	250 356-8608	250 920-8672	n/a	
Katherine Laurence	Corporate Director, Major Projects (Vancouver)	604 775-1669	604 790-3779	n/a	
Marketing and Communications Support Services		Direct	Cell	Fax	
Mike Wilson	Strategic Communications Advisor (Vancouver)	604 775-1030	604 992-3651	n/a	
Advertising and Marketing Services		Direct	Cell	Fax	
Hide Ozawa	Executive Director, Marketing and Communications Support Services	n/a	778 677-1958	n/a	
Nicholas Johnson	Senior Marketing Officer	n/a	250 508-9159	n/a	
Matt McLean	Junior Marketing Officer	n/a	250 812-6589	n/a	
Kyla Kelch	Executive Coordinator	250 356-2277	250 896-6348	n/a	
Graphic Communications		Direct	Cell	Fax	
Andrew Pratt	Director, Graphic Communications	250 356-8120	250 208-1674	n/a	
Calvin Jones	Senior Graphic Designer	250 356-8565	n/a	n/a	
Carie Miller	Graphic Designer	250 953-4087	n/a	n/a	
Don Craig	Graphic Designer	250 356-7396	250 217-4233	n/a	
Tara Kerner	Graphic Designer	250 356-8129	n/a	n/a	

Social Media and Digital Services - Changes to ministry home pages need to be routed to MTICS Corporate Data and Web Services (formerly known as the Online Channel Office)

Karen van Marum	Director, Media Relations	250 387-6693	250 889-3664	n/a	s.22
Chelsea Howard	Online Communications Officer	n/a	778 679-6424	n/a	
Lindsay McCray	Online Communications Officer	778 698-3907	250 886-4732	n/a	
Shantel Cordeiro	Online Communications Officer	n/a	250 886-3589	n/a	
Michelle Roberts	Online Communications Officer	n/a	778 677-8570	n/a	
Clare Walton	Online Communications Officer	n/a	778 677-2036	n/a	
Jordan Grimsrud	Visual Communications Officer	n/a	n/a	n/a	
Kyle Surovy	Visual Communications Officer (Vancouver)	604 363-6343	604 363-6343	604 775-1184	

Corporate Communications Planning & Events		Direct	Cell	Fax
Carleen Kerr	Director, Corporate Planning	250 387-5033	250 896-0088	n/a
Jessica Chawrun	Corporate Planning Officer	250 387-2507	250 896-0832	n/a
Marie Alaimo	Corporate Planning Officer	n/a	778 677-6436	n/a
Deb Brendeland	Director, Event Services	250 356-2087	250 213-3272	n/a
Anish Dwivedi	Director, Event Services (Vancouver)	604 775-1600	778 875-9129	604 775-1688
Louise Denis	Events Coordinator	n/a	250 893-1723	n/a
Michelle May	Events Coordinator (Vancouver)	n/a	236 993-7448	n/a
Emily Young	Events Coordinator	n/a	250 812-3471	n/a
Tim Wong	Events Coordinator (Vancouver)	604 775-1604	778 877-8596	604 775-1688

CORPORATE PRIORITIES AND COMMUNICATIONS OPERATIONS

Matt Gordon	Assistant Deputy Minister, Corporate Priorities and Communications Operations	250 356-7398	250 896-4923	n/a
Jessica Wolford	Executive Director, Corporate Priorities	n/a	250 213-3710	n/a
Alexis Pavlich	Communications Director, Corporate Priorities (Vancouver)	n/a	778 879-7087	n/a
Ben James	Communications Manager, Corporate Priorities (Vancouver)	n/a	778 888-0256	n/a
Lisa Pilling	Public Affairs Officer	n/a	778 676-0615	n/a

Intergovernmental Relations Secretariat Communications		Direct	Cell	Fax
Matt Gordon	Assistant Deputy Minister, Corporate Priorities and Communications Operations	250 356-7398	250 896-4923	n/a

Media Relations/Newsroom 24/7 Media Line 250 356-2456		Direct	Cell	Fax
Karen van Marum	Director, Media Relations	250 387-6693	250 889-3664	n/a
Hannah Glover	Media Relations Officer	n/a	250 480-9311	n/a

Multiculturalism Communications Office - Vancouver		Direct	Cell	Fax
Mary Lo	Media Relations Officer	604 775-2406	604 230-6575	n/a
Parm Bains	Public Affairs Officer	n/a	604 290-2577	n/a

Media Monitoring Services		Direct	Cell	Fax
Scott Ryckman	Director, Media Monitoring Services	250 356-5735	250 216-9890	n/a
Ajaib Sidhu	Online Editor (Vancouver)	n/a	604 250-8215	n/a
Cindy Dan	Online Editor (Vancouver)	n/a	604 313-7474	n/a
Colleen Fuller	Online Editor	250 356-7589	250 888-2878	n/a
Cort Smith	Online Editor	250 356-7598	n/a	n/a
Dennis Carson	Online Editor	250 356-7324	n/a	n/a
Justin Martyn	Online Editor	250 387-7589	n/a	n/a
Kim Meyer	Online Editor	250 387-7589	n/a	n/a
Laurie Granberg	Online Editor	250 356-7589	n/a	n/a
Lawrence Ormerod	Online Editor	250 356-7589	n/a	n/a
Lisa Roscoe	Online Editor	n/a	n/a	n/a
Olivia Scott	Online Editor	n/a	n/a	n/a
Peter Tolman	Online Editor	250 356-7589	n/a	n/a
Rebecca Knapman	Online Editor	n/a	n/a	n/a
Robert Freeman	Online Editor	n/a	n/a	n/a
Robin Drain	Online Editor	250 356-7589	n/a	n/a
Robin Miller	Online Editor	250 356-7589	n/a	n/a
Rod Neufeld	Online Editor	250 356-7589	n/a	n/a
Shannon Moneo	Online Editor	n/a	n/a	n/a
Tara Wells	Online Editor	250 356-7589	n/a	n/a
Terry Hanak	Online Editor	250 387-0072	n/a	n/a

Writing and Editorial Services				
Jon Chant	Director, Writing and Editorial Services	250 387-7194	250 888-0072	n/a
Linda Stagg	Senior Writer	250 387-4534	250 882-8673	n/a
Shannon Horlor	Writer	250 812-6623	250 812-6623	n/a
Dana Carruthers	Writer	n/a	250 896-1143	n/a
Grant Kerr	Writer	250 356-7397	250 216-2496	n/a
Robin Platts	Writer	n/a	250 213-6451	n/a

Ministry Communications Offices

Aboriginal Relations and Reconciliation					
Room 323, Parliament Buildings, PO Box 9051 Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	Home
Lisa Leslie	Communications Director	250 953-3211	250 213-7724	250 356-2213	s.22
Communications Office					
5th Fl, 2957 Jutland Rd, PO Box 9118 Stn Prov Govt, Victoria, BC V8W 9B1 General/Public Enquiries to Ministry Switchboard @ 1 800 880-1022					
Leanne Ritchie	Communications Manager	250 387-1204	250 882-8232	250 356-2213	
Sharon Pocock	Senior Public Affairs Officer	250 387-1253	205 920-5012	250 356-2213	
Cale Cowan	Public Affairs Officer	250 356-7324	250 812-4510	250 356-2213	
Edward Hill	Public Affairs Officer	250 356-5831	250 812-2671	250 356-2213	
Gordon Keast	Public Affairs Officer	250 387-1460	250 812-9193	250 356-2213	
Advanced Education					
Room 133, Parliament Buildings, PO Box 9080 Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Rodney Porter	Communications Director	250 952-6508	250 889-7494	250 356-6942	
Communications Office					
3rd Fl, 835 Humboldt St, PO Box 9885 Stn Prov Govt, Victoria, BC V8W 9T6					
Trish Fougner	Communications Manager	250 952-6400	250 812-4241	250 356-6942	
Alison Antrobus	Public Affairs Officer	250 356-8706	250 818-8594	250 356-6942	
Richelle Funk	Public Affairs Officer	250 356-7876	778 679-8203	250 356-6942	
Sarah Newton	Public Affairs Officer	250 356-5087	250 213-1703	250 356-6942	
Lori Watson	Junior Public Affairs Officer	250 387-8016	250 896-6173	250 356-6942	
Agriculture					
Room 325, Parliament Buildings, PO Box 9043, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Blair Phelps	Communications Director	Minister's Office: 953-0940	250 356-1812	250 889-9726	250 387-9105
Communications Office					
5th Fl, 808 Douglas St, PO Box 9120 Stn Prov Govt, Victoria, BC V8W 9B4 General Enquiries: 250 387-5121					
Robert Boelens	Communications Manager	250 356-1674	250 882-2485	250 387-9105	
David Townsend	Public Affairs Officer	250 356-7098	250 889-5945	250 387-9105	
Jillian Milne	Public Affairs Officer	n/a	778 676-4460	250 387-9105	
Children and Family Development					
Room 236, Parliament Buildings, PO Box 9057, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Karen Johnston	Communications Director	250 356-2007	250 812-0495	250 356-3007	
Communications Office					
6th Fl, 765 Broughton St, PO Box 9724, Stn Prov Govt, Victoria, BC V8W 9S2					
Kirsten Lauvaas	Communications Manager	250 356-1553	250 213-5572	250 356-3007	
Shawn Larabee	Communications Manager	250 356-1639	250 514-0510	250 356-3007	
Kirsten Youngs	Senior Public Affairs Officer	250 356-0543	250 858-0555	250 356-3007	
Brendan Wright	Public Affairs Officer	250 356-2028	250 213-2844	250 356-3007	
Corinne Deshaw	Public Affairs Officer	n/a	778 679 3427	250 356-3007	
Keely Brandt	Communications Coordinator	250 356-0233	250 818-0232	250 356-3007	
Community, Sport and Cultural Development and Minister Responsible for Translink					
Room 310, Parliament Buildings, PO Box 9056, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Megan Harris	Communications Director	250 953-3677	250 882-8013	250 356-1070	
Communications Office					
1st Fl, 800 Johnson St, PO Box 9848, Stn Prov Govt, Victoria, BC V8W 9T3					
Tiffany Nelson	Communications Manager	250 356-6334	250 858-4680	250 359-1070	
Kate Mukasa	Senior Public Affairs Officer	n/a	250 361-6839	250 359-1070	
Alec Tully	Public Affairs Officer	250 387-8031	778 677-2695	250 356-1070	
Cadence Mandybura	Public Affairs Officer	250 356-6305	250 893-8513	250 356-1070	
Rachel Nesbitt	Public Affairs Officer	250 387-0104	778 679-8645	250 356-1070	
Shannon Jones	Public Affairs Officer	250 356-0979	n/a	250 356-1070	
Education					
Room 134, Parliament Buildings, PO Box 9045, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Jason Keenan	Communications Director	250 356-8713	778 679-5546	250 356-5945	
Communications Office					
5th Fl, 620 Superior St, PO Box 9150, Stn Prov Govt, Victoria, BC V8W 9H1 Media Line: 250 356-5963					
Brett Lowther	Communications Manager	250 356-9888	250 812-1729	250 356-5945	
Kim Hudson	Senior Public Affairs Officer	250 356-6387	250 886-0830	250 356-5946	
Craig Sorochan	Public Affairs Officer	250 356-8369	250 208-9130	250 356-5945	
Daisy Brooke	Public Affairs Officer	250 387-6940	250 514-9241	250 356-5945	
Kerri Ralph	Public Affairs Officer	250 356-5288	250 896-5388	250 356-5945	
Emily Penner	Junior Public Affairs Officer	250 356-1884	250 818-9862	250 356-5945	

Energy and Mines and Minister Responsible for Core Review Room 301, Parliament Buildings, PO Box 9060, Stn Prov Govt, Victoria, BC V8W 9E2			Direct	Cell	Fax	Home
David Haslam	Communications Director	Minister's Office: 387-2201	250 952-0509	250 361-7989	250 952-0627	s.22
Communications Office 6th Fl, 1810 Blanshard, PO Box 9380, Stn Prov Govt, Victoria, BC V8W 9M6						
Dan Gilmore	Communications Manager		250 952-0667	250 213-2302	250 952-0627	
Glen Plummer	Senior Public Affairs Officer		250 952-0559	250 213-5667	250 952-0627	
Colin Grewar	Public Affairs Officer		250 952-0650	778 679-9739	250 952-0627	
Lindsey Skwarok	Public Affairs Officer		250 952-0292	250 883-7645	250 952-0627	
Suntanu Dalal	Public Affairs Officer		250 952-0628	250 580-0759	250 952-0627	
Jennifer Lucas	Junior Public Affairs Officer		778 698-3208	250 896-4013	250 952-0627	
Environment Room 112, Parliament Buildings, PO Box 9047, Stn Prov Govt, Victoria, BC V8W 9E2						
David Crebo	Communications Director		250 387-9973	250 812-5747	250 356-6464	
Communications Office 3rd Fl, 2975 Jutland Rd, PO Box 9360, Stn Prov Govt, Victoria, BC V8W 9M2						
Bernadette Murphy	Communications Manager		250 356-0202	250 213-9590	250 356-6464	
Brian Cotton	Senior Public Affairs Officer		250 387-9618	250 818-4233	250 356-6464	
David Karn	Senior Public Affairs Officer		250 953-3834	250 213-3760	250 356-6464	
Lara Hurrell	Public Affairs Officer		250 953-3698	778 679-8440	250 356-6464	
Danielle Bell	Public Affairs Officer		250 387-9630	778-676-5668	250 356-6464	
Finance Room 153, Parliament Buildings, PO Box 9048, Stn Prov Govt, Victoria, BC V8W 9E2						
Jamie Edwardson	Communications Director		250 356-2821	250 888-0021	250 356-2822	
Communications Office 1st Fl (North Wing), 617 Government Street, PO Box 9473, Stn Prov Govt, Victoria BC V8W 9V8						
Jessica McLachlin	Communications Manager		250 356-9872	250 886-7738	250 356-2822	
Susan Williams	Senior Public Affairs Officer		250 387-9092	250 812-8513	250 356-2822	
Sonja Zoeller	Senior Public Affairs Officer		250 387-1248	250 812-6844	250 356-2822	
Angela Frattaroli	Public Affairs Officer		250 387-3514	250 888-7008	250 356-2822	
Ben Ingram	Public Affairs Officer		250 387-6591	250 812-5668	250 356-2822	
Forests, Land and Natural Operations Room 248, Parliament Buildings, PO Box 9049, Stn Prov Govt, Victoria, BC V8W 9E2						
Vivian Thomas	Communications Director		250 356-2475	250 213-2972	250 387-8684	
Communications Office 3rd Fl, 780 Blanshard St, PO Box 9428, Stn Prov Govt, Victoria, BC V8W 9V1						
Sharon Dean	Communications Manager		250 356-6998	250 580-6456	250 387-8684	
Gabrielle Price	Senior Public Affairs Officer		250 952-3552	778 679-7712	250 952-1883	
Thomas Winterhoff	Senior Public Affairs Officer		250 356-2133	778 679-5541	250 387-8684	
Chris Gudgeon	A/Senior Public Affairs Officer		250 953-3675	778 679-5633	250 387-8684	
Greig Bethel	Public Affairs Officer		250 356-5261	778 677-3186	250 387-8684	
Jeremy Uppenborn	Public Affairs Officer		250 356-7506	250 812-5731	250 387-8684	
Lindsey Affleck	Public Affairs Officer		250 953-4200	778 677-5085	250 387-8684	
Health Room 337, Parliament Buildings, PO Box 9050, Stn Prov Govt, Victoria, BC V8W 9E2						
Sarah Plank	Communications Director, Strategic Communications		250 952-1889	250 208-9621	250 952-1883	
Kristy Anderson	Communications Director, Media Relations and Issues Management		250 952-3387	778 678-5200	250 952-1883	
Communications Office: Strategic Communications 5th Fl, 1515 Blanshard, PO Box 9644, Stn Prov Govt, Victoria, BC V8W 9P1 General Enquiries: 250 952-1887 Meeting Room Line: 250 952-1637						
Carlene Thistle-Walker	Communications Manager		250 952-1644	250 812-3291	250 952-1883	
Hannah Lawrie	Senior Public Affairs Officer		250 952-2475	250 507-1340	250 952-1883	
Brent Shepherd	Senior Public Affairs Officer		250 952-2637	250 812-7511	250 952-1883	
Brennan Clarke	Senior Public Affairs Officer		778 698-3558	778 679-3252	250 356-2822	
Sarah Lindstein	Public Affairs Officer		250 952-2462	778 678-6447	250 952-1883	
Laura Stovel	Public Affairs Officer		250 952-1423	250 217-6489	250 952-1883	
Brooke Forbes	Public Affairs Officer		250 952-1688	778 678-5879	250 952-1883	
Alexandra Peaker	Junior Public Affairs Officer		778 698-2381	n/a	250 952-1883	
Matthew Belanger	Communications Coordinator		250 952-1881	n/a	250 952-1883	
Communications Office: Media Relations and Issues Management 5th Fl, 1515 Blanshard, PO Box 9644, Stn Prov Govt, Victoria, BC V8W 9P1 General Enquiries: 250 952-1887 Meeting Room Line: 250 952-1637						
Lori Cascaden	Communications Manager		n/a	778 679-3218	250 952-1883	
Stephen May	Senior Public Affairs Officer		250 952-3401	250 888-9879	250 952-1883	
Christine Maloney	Public Affairs Officer		250 952-2158	250 213-5126	250 952-1883	
Ashley Stewart	Junior Public Affairs Officer		250 952-2719	n/a	250 952-1883	
Matthew Belanger	Communications Coordinator		250 952-1881	n/a	250 952-1883	

International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism Room 342, Parliament Buildings PO Box 9063, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	Home
Gillian Rhodes	Communications Director	250 356-7104	250 888-1462	250 598-7296	s.22
Communications Office 3rd Floor, 1803 Douglas Street, PO Box 9136, Stn Prov Govt, Victoria, BC V8W 9B5					
Lauren Mulholland	Communications Manager	250 356-0613	250 889-3922	n/a	
Erin Klingmann	Senior Public Affairs Officer	250 356-9801	778 678-7436	n/a	
Carol Wang	Public Affairs Officer (Vancouver)	n/a	604 619-6176	604 438-8967	
Shawna Cadieux	Public Affairs Officer	250 746-7958	250 889-6736	n/a	
Jobs, Tourism and Skills Training and Minister Responsible for Labour Room 138, Parliament Buildings PO Box 9071, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Erin Anderson	Communications Director (Jobs, Skills Training, Economic Development & Film)	250 356-9869	778 676-3561	250 356-9829	
David Currie	Communications Director (Labour, Immigration & Tourism)	250 387-2707	250 361-6953	250 356-9829	
Communications Office: Jobs, Skills Training, Economic Development and Film 8th Fl, 1810 Blanshard, PO Box 9896, Stn Prov Govt, Victoria, BC V8W 9T9 Media Relations: 250 387-2799					
Meghan McRae	Communications Manager	250 952-0622	250 893-0763	250 356-9829	
Pavan Bajwa	Senior Public Affairs Officer	n/a	778 977-0298	250 356-9829	
Jessica Li	Senior Public Affairs Officer	250 952-0624	250 480-8781	250 356-9829	
James Mackenzie	Public Affairs Officer	250 356-5613	250 896-8218	250 356-9829	
David Paulson	Public Affairs Officer	250 356-7959	250 213-2089	250 356-9829	
Caitlin Conroy	Public Affairs Officer	250 387-9289	778 678-6443	250 356-9829	
Melody Olsen	Communications Coordinator	250 952-0262	250 896-4765	250 356-9829	
Communications Office: Labour, Immigration and Tourism 8th Fl, 1810 Blanshard, PO Box 9896, Stn Prov Govt, Victoria, BC V8W 9T9 Media Relations: 250 387-2799					
Sheldon Johnson	Communications Manager	250 387-7027	250 213-5811	250 356-9829	
Kristie Kristofferson	Senior Public Affairs Officer	250 356-0736	250 580-4714	250 356-9829	
Sukhi Tomana	Public Affairs Officer	250 952-0163	250 886-1221	250 356-9829	
Melody Olsen	Communications Coordinator	250 952 0262	n/a	250 356-9829	
Justice and Attorney General Room 232, Parliament Buildings, PO Box 9044, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Jason Kuzminski	Communications Director	250 387-0520	250 920-9182	250 387-1753	
Communications Office 2nd Fl, Courtyard, 1001 Douglas St, PO Box 9282, Stn Prov Govt, Victoria, BC V8W 9J7			Floater cell phone number: 250 213-3602		
Jason Watson	Communications Manager	250 387-5009	250 812-6531	250 387-1753	
Catherine Bianco	Public Affairs Officer	250 356-9998	778 677-4572	250 387-1753	
Natural Gas Development and Minister Responsible for Housing Room 128, Parliament Buildings, PO Box 9052, St Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Paul Woolley	Communications Director	250 952-0621	250 213-1171	250 952-0627	
Communications Office 6th Fl, 1810 Blanshard, PO Box 9380, Stn Prov Govt, Victoria, BC V8W 9M6					
Christine Ash	Communications Manager	250 952-0623	250 812-3616	250 952-0627	
Darren Harbord	Senior Public Affairs Officer	250 952-0152	250 882-8518	250 952-0627	
Darren Beaupre	Senior Public Affairs Officer	250 356-5892	250 213-3334	250 952-0627	
Sandra Steilo	Public Affairs Officer	250 387-1373	250 213-1495	250 952-0627	
Lindsay Byers	Public Affairs Officer	250 952-0617	778-678-5539	250 952-0627	
Alison Giles	Public Affairs Officer	250 387-3967	250 507-3418	250 952-0627	
Public Safety and Solicitor General Room 028, Parliament Buildings, PO Box 9010, St Prov Govt, Victoria, BC V8W 9L5		Direct	Cell	Fax	
Caroline McAndrews	Communications Director	250 356-1196	250 208-3254	n/a	
Communications Office: Public Safety and Solicitor General 2nd Fl, Courtyard, 1001 Douglas St, PO Box 9282, Stn Prov Govt, Victoria, BC V8W 9J7			Floater cell phone number: 250 213-3602		
Barb Ustina	Communications Manager	250 356-0727	250 818-1329	250 387-1753	
Ian Indridson	Senior Public Affairs Officer	250 387-0835	250 882-8679	250 387-1753	
Kate Trotter	Senior Public Affairs Officer	250 356-6391	250 508-5506	250 356-2950	
Elissa Carpenter	Public Affairs Officer	n/a	250 888-8118	250 387-1753	
Alicia Bertrand	Public Affairs Officer	250 356-6538	250 812-3429	250 387-1753	
Policing and Community Safety Branch 10th Fl, 1001 Douglas Street, PO Box 9285, Stn Prov Govt, Victoria, BC V8W 9J7					
Donna Sitter	Communications Manager	250 387-3520	250 893-1727	250 356-7747	

Small Business & Red Tape Reduction and Minister Responsible for the Liquor Distribution Branch Room 124, Parliament Buildings, PO Box 9058, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	Home
Bill Anderson	Communications Director	n/a	250 888-3381	250 356-9829	s.22
Communications Office 8th Floor, 1810 Blanshard Street, PO Box 9206, Stn Prov Govt, Victoria, BC V8W 9J1 Media Line 778 687-1572					
Chris Harbord	Communications Manager	250 952-7302	250 920-5079	250 356-9829	
Cassandra Togneri	Senior Public Affairs Officer	250 356-9998	778 677-0870	250 356-9829	
Colin Hynes	Public Affairs Officer	250 387-1693	250 208-1638	250 356-9829	
Social Development and Social Innovation Room 247, Parliament Buildings, PO Box 9058, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Corinna Filion	Communications Director	250 387-6489	250 882-0918	250 356-7801	
Communications Office 7th Fl, 614 Humboldt Street, PO Box 9933, Stn Prov Govt, Victoria, BC V8W 9R2					
Sean Leslie	Communications Manager	250 387-6490	250 893-4403	250 356-7801	
Heidi Zilkie	Senior Public Affairs Officer	250 356 1670	250 213-7049	250 356-9829	
Scott McKenzie	Public Affairs Officer	250 356-2282	250 893-4126	250 356-7801	
Esme Mills	Communications Project Support	n/a	250 896 4891	250 356-7801	
Technology, Innovation and Citizens' Services Room 346, Parliament Buildings, PO Box 9068, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Tasha Schollen	Communications Director	250 387-3134	250 889-1121	250 356-1653	
Communications Office Room 233, 553 Superior Street, PO Box 9577, Stn Prov Govt, Victoria, BC V8W 9K1					
Joanne Whittier	Communications Manager	250 387-0172	250 893-5650	250 356-1653	
Oriane Fort	Public Affairs Officer	778 698-2575	250 213-1685	250 356-1653	
Melody Wey	Public Affairs Officer	n/a	250 508-5030	250 356-1653	
David Sovka	Public Affairs Officer	778 698-2573	250 812-3723	250 356-1653	
Transportation & Infrastructure and Minister Responsible for Emergency Preparedness Room 305, Parliament Buildings, PO Box 9055, Stn Prov Govt, Victoria, BC V8W 9E2		Direct	Cell	Fax	
Ryan Jabs	Communications Director	250 953-4865	250 413-7121	250 356-2950	
Communications Office 5C-940 Blanshard Street, PO Box 9850, Stn Prov Govt, Victoria, BC V8W 9T5 General Enquiries: 250 387-3198 Weekend Media Line : 250 413-7541 Meeting Room Line: 250 356-0025					
Trish Rorison	Communications Manager	250 356-7707	250 580-6723	250 356-2950	
Craig Chambers	Senior Public Affairs Officer	250 387-5798	250 213-3953	250 356-2950	
Lara Perzoff	Senior Public Affairs Officer	250 356-0825	250 920-9040	250 356-2950	
Lisanne Bowness	Senior Public Affairs Officer	250 387-5710	250 889-1336	250 356-2950	
Alexandra Korinowsky	Public Affairs Officer	250 387-7787	n/a	250 356-2950	
Cindy Cousins	Public Affairs Officer	250 387-8626	250 508-3498	250 356-2950	
Danielle Pope	Public Affairs Officer	250 356-8241	778 678-0133	250 356-2950	
Leanne Flood	Public Affairs Officer	250 356-9048	250 480-6765	250 356-2950	
Sonia Lowe	Public Affairs Officer	250 387-8619	250 882-6696	250 356-2950	
Minister of State for Emergency Preparedness Room 151, Parliament Buildings, PO Box 9046, Stn Prov Govt, Victoria, BC V8W 9E2					
Julianne McCaffrey	Communications Director	250 952-5045	250 888-8074	n/a	
Emergency Management BC Block A, Suite 200, 2261 Keating Cross Road, PO Box 9201, Stn Prov Govt, Saanichton, BC V8W 9J1					
Andy Watson	Communications Manager	250 952-4881	778 679-5667	250 952-4871	
Jordan Turner	Senior Public Affairs Officer	250 952-5062	250 896-1928	250 952-4871	

GDX - GOVERNMENT DIGITAL EXPERIENCE DIVISION					
Douglas Building, 4th Floor, 617 Government Street -- PO Box 9409, STN Prov Govt, Victoria BC V8W 9V1					
Denise Champion	Assistant Deputy Minister - Government Digital Experience Division	n/a	250 812-3667	n/a	s.22
STRATEGIC POLICY		Direct	Cell	Fax	Home
Savannah Murphy	Director, Strategic Policy	n/a	250 588-4488	n/a	s.22
Robyn Croft	Corporate Planning Officer	n/a	250 812-4589	n/a	
Project Management					
Paul Crossley	Senior Agile Project Manager	n/a	250 508-2107	n/a	
Karen Smith	Project Coordinator	778 698-2120	250 589-5417	n/a	
STRATEGIC DESIGN & BUSINESS TRANSFORMATION		Direct	Cell	Fax	
Irene Guglielmi	Director, Strategic Design & Business Transformation	n/a	250 216-7038	n/a	
Mark Wilson	Service Designer	n/a	250 217-1989	n/a	
Rommel Agbay	Team Lead, Business Transformation	n/a	250 216-0251	n/a	
Kevin Ehman	User Experience Specialist	n/a	250-896-4934	n/a	
Deanna Young	Team Lead, Service Design Specialist	n/a	250 889-2470	n/a	
Meg Whetung	User Experience Specialist	n/a	250 893-1170	n/a	
Chelsea Lee	Service Design Specialist	n/a	250 893-6057	n/a	
Davis Levine	Service Design Specialist	n/a	250 896-4817	n/a	
Laura Hebert	Service Design Specialist	n/a	778 698-3075	n/a	
Marlieke Kieboom	Service Design Specialist	n/a	250-886-3257	n/a	
Sim Shakhder	Service Design Specialist	n/a	250 896-0458	n/a	
CORPORATE ONLINE SERVICES		Direct	Cell	Fax	
Walter Moser	Executive Director & MCIO - Government Communications & Public Engagement	n/a	250 217-6017	n/a	
Online Service Solutions		Direct	Cell	Fax	
Steve Albert	Director, Online Service Solutions	250 953-3937	250 508-1481	n/a	
Dan Hilton	Team Lead, IM-IT Governance & Strategy	n/a	250 216-0233	n/a	
Jeff Collopy	Product Manager, CMS Lite	n/a	n/a	n/a	
Len Skibo	Portfolio Manager, Search	778 698-2132	250 588-3991	n/a	
Eric Na	Intermediate Application Developer	n/a	250 508-6293	n/a	
Daniel Nevin	Manager, Research & Development	n/a	250 514-0564	n/a	
Ian Hallas	Development Manager / Solutions Architect	250 387-5102	250 217-3296	n/a	
Karim Mustafa	Senior Java Developer	250 953-6221	250 893-7095	n/a	
William Shee	Web Technical Team Lead	n/a	250 508-4609	n/a	
Raymond Lowe	Senior Web Application Developer	n/a	250 508-7204	n/a	
Craig Stuart	Lead Web Systems Analyst	n/a	250 508-4935	n/a	
Ocean Tiong	Senior Application Developer	n/a	250 889-3462	n/a	
Daniel Yona	Team Lead, Business Analyst	250 387-3961	250 812-4693	n/a	
Justin Hewitt	Manager, Corporate Web within Online Service Solutions	778-698-2498	250 508-0632	n/a	
Gillian Ruemke-Douglas	Product Manager, Corporate Web	n/a	778 679-2460	n/a	
Laura Farrell	Training & Documentation Coordinator	250 952-6833	250 882-8342	n/a	
Heidi Leckenby	Web Governance, Standards and Accessibility	n/a	250 920-8109	n/a	
Steven Howard	Lead Web Technical Analyst	778-698-2484	250 361-6360	n/a	
Tom Billings	Web Systems Analyst	n/a	250 893-5757	n/a	
Alessia Yan Chen	Web Programmer Analyst	n/a	250 888-7337	n/a	
Service Infrastructure, Planning and Standards		Direct	Cell	Fax	
Garrett Cormack	Director, Service Infrastructure, Planning and Standards	778 698-2126	250 516-4179	n/a	
Fred Wen	Team Lead, Senior Solution Architect	250 387-7242	250 216-8313	n/a	
Curtis Kayfish	Team Lead, Senior Technical Architect	n/a	778 679-8176	n/a	
Zhibin Su	Senior Solution Architect	250 952-9566	250 216-0178	n/a	
Robert deLange	Technical Architect	250 952-6820	250 882-0081	n/a	
Sam Lee	Technical Architect	250 387-7241	250 216-3205	n/a	
Gary Dhaliwal	Database Administrator	n/a	250 216-6819	n/a	
Jeff Stewart	Intermediate Technical Analyst	250 952-9319	778 676-1346	n/a	
Adam Ell	Intermediate Technical Analyst	250 952-9473	250 508-5676	n/a	
Jane Dixon	Intermediate Technical Analyst	250 952-6889	n/a	n/a	
Ryan Janes	Web Systems Analyst	n/a	250 508-7650	n/a	

Business and Communications Solutions				Direct	Cell	Fax	Home
Stephen Bamford	Director, Business and Communications Solutions			n/a	250 217-6137	n/a	s.22
Anne Krutzmann	Business Operations Analyst			n/a	250 588-4371	n/a	
Craig Shutko	Senior Solutions Developer			n/a	778 678-6436	n/a	
Kim Forsch	Senior Systems Analyst			n/a	250 516-1821	n/a	
Carolynn Hunter	Manager, Quality Assurance & Release Management			n/a	250 888-0219	n/a	
Donna Lowe	Product Manager			n/a	250 888-4208	n/a	
Charles Macpherson	Technical Services Manager			250 387-1796	250 886-2348	n/a	
Bonnie Keck	Information Systems Analyst			250 387-7843	250 216-5660	n/a	
Ryan Franchuk	Service Desk Lead			250 356-5000	n/a	n/a	
Steven Carpenter	Service Desk Analyst			250 387-7573	250 920-8197	n/a	
James Sturrock	Service Desk Analyst			250 387-7908	250 812-2527	n/a	
Carolyn Mellor	Client Business Analyst, Client Management			250 356-3010	250 217-6952	n/a	
CITIZEN ENGAGEMENT				Direct	Cell	Fax	Home
David Hume	Executive Director, Citizen Engagement			n/a	250 589-9043	n/a	s.22
Tanya Twynstra	Director			n/a	250 507-2163	n/a	
Lisa Guiney	Professional Development Specialist, Public Engagement			n/a	250 415-1873	n/a	
Katrina Summers	Citizen Engagement Analyst			n/a	250-812-4973	n/a	
David Wrate	Director, Design Strategy			n/a	250 588-9231	n/a	
Loren Mullane	Community Engagement and Web Lead			n/a	250 516-2633	n/a	
GCPE BUSINESS CONTINUITY RECOVERY TEAM for 4th Floor, 617 Government Street							
Gurmeet Sall	Recovery Manager and Site Representative			250 387-1449	250 415-7343	n/a	s.22
Linda Gallant	Alternate Recovery Manager and Recovery Team Leader			n/a	250 893-4207	n/a	
Dawn Stewart	Financial Operations			250 356-8595	250 507-9541	250 387-0718	
Tracey Doidge	Financial Operations			250 356-7513	250 858-1905	250 387-0718	
TBD	Purchasing			n/a	n/a	n/a	
Charles Macpherson	Information Technology			250 387-1796	250 886-2348	n/a	
Bruce Foster	Records Coordination Services			n/a	250 812-2122	n/a	
GCPE BOARDROOMS	Polycom Numbers	Building	Room #'s	Seating	Email		
HQ Boardroom 1	250 387-2273	617 Government St	N404	20-26	N404-617government@gov.bc.ca		
HQ Boardroom 2	250 387-1733	617 Government St	N406	12-14	N406-617government@gov.bc.ca		
Cheetah Room	778 698-2127	553 Superior Street	100	8-10	ROtter@gov.bc.ca		
Jaguar Room	778 698-2393	553 Superior Street	211	8-10	RJAGUAR@gov.bc.ca		
Lynx Room	778 698-2129	553 Superior Street	100	8-10	RLYNX@gov.bc.ca		
Panther Room	778 698-2128	553 Superior Street	112	10-12	RPanther@gov.bc.ca		

**Estimates 2017
Budget
GCPE OPERATING BUDGET**

Date: Updated May 1, 2017

Key Facts: GCPE Operating Budget

- GCPE's restated budget for 2016/17 was \$33.879M. The decrease of \$4.017M from the 2015/16 restated budget was attributable to the program and budget transfer to JTST of the EDS team (\$3.990M); a (\$0.117M) decrease in the benefits chargeback rate; and, an increase of \$0.090M for the Economic Stability Mandate and Dividend.
- GCPE's estimated operating budget for 2017/18 is \$34.205M (Communications \$26.687M; Government Digital Experience Division \$7.518M). The increase of \$0.326M from the 2016/17 restated budget is attributable to the increase for the Economic Stability Mandate and Dividend, which is partially offset by the decrease in the benefits chargeback rate.
- At \$26.912M salaries & benefits represent 78.7% of the total estimated annual operating budget.
- At \$7.293M, operating costs (net of recoveries) represent 21.3% of the total estimated annual operating budget.
- Recoveries of \$1.280M (or 3.6%) are realized annually primarily for services provided via Today's News On-Line and the Government Digital Experience Division.
- GCPE's estimated FTE utilization in 2017/18 is 306 FTEs (Communications: 209; Government Digital Experience Division: 97).

Communications Budget

- At \$26.687M GCPE Communications estimated annual operating budget for 2017/18 is 32% lower than the restated budget of \$39.283M following the 2001/02 restructure of government communications.
- Forecast FTE utilization for GCPE Communications in 2017/18 is 209 FTEs (35%) lower than the restated FTE complement of 322 following the restructure of government communications in 2001/02

PREPARED BY:

Jason Butler
Executive Director, Financial and
Corporate Services
Government Communications and
Public Engagement
250 514-1016

REVIEWED BY:

John Paul Fraser
Deputy Minister
Government Communications and Public
Engagement

Estimates 2017

ORGANIZATION SERVICE DELIVERY

Date: Updated May 1, 2017

Key Facts: Organization and Service Delivery

- Today, government communications is approximately 35% smaller than it was prior to the 2001/02 restructure of government communications.
- FTE utilization for government communications for 2017/18 is forecast at 209 FTEs. Prior to the restructure of government communications in 2001/02, the approved FTE complement was 322 FTEs. That's a reduction of 113 FTEs or 35%.
- As a result, on occasion, communications resources are augmented by contracted resources to provide a wide range of communications services including strategic communications planning, writing, editing, media monitoring, transcribing and advisory services.
- In June 2013 the Government Digital Experience Division's 95 FTE's were transferred into GCPE. These FTE's do not provide government communication services, but provide technical and digital services to the public service impacting service delivery to citizens.

Hiring Practices:

- Government communications staff are professional communicators with professional designations and degrees and many years of communications experience. Hiring is based on an assessment of competence (including written tests and oral interviews) and an ability to do the job. These people have chosen communications as a career.
- Approximately 14% of government communications employees were hired into the public service prior to June 2001.
- GCPE's HR practices have resulted in promotional opportunities and career development opportunities for staff; professional development is supported within the context of employee learning plans; reassignment of staff provides for a flexible, responsive, organization

PREPARED BY:

Jason Butler
Executive Director, Financial and
Corporate Services
250 514-1016

REVIEWED BY:

John Paul Fraser
Deputy Minister
Government Communications and Public
Engagement

APPENDIX E: KEY DATES AND EVENTS

Key Event	Date	Location	Ministry Lead
2017 BC Economic Summit	June 12 th - 14 th	Victoria	SBRT
Community Forest AGM	June 15 th - 17 th	Tumbler Ridge	FLNR
Interior Lumber Manufactures' Association AGM	June 15 th - 16 th	Creston	FLNR
Greater Vancouver Board of Trade Aboriginal Opportunities Forum	June 16 th	Vancouver	ARR
National Aboriginal Day	June 21 st	N/A	MARR
Spirit 150 Victoria Festival	June 21 st - July 1 st	Victoria	MARR
Ministerial Conference on the Canadian Francophonie	June 22 nd - 23 rd	Ottawa	IGRS
BC Justice Summit	June 22 nd - 23 rd	TBC	PSSG
National Day of Remembrance for Victims of Terrorism	June 23 rd	N/A	IGRS
Western Governors' Association Annual Meeting	June 26 th - 28 th	Whitefish, Montana	IGRS
Innovative Youth Indigenous Leaders Symposium	June 26 th - 30 th	Vancouver	MARR
National Aboriginal Business Opportunities Conference	June 27 th - June 29 th	Osoyoos	MARR
Land Title Survey Authority AGM	June 28 th	Victoria	FLNR
Canada Free Trade Agreement Enters into Force	July 1 st	N/A	MIT
Canada Day	July 1 st	N/A	IGRS
2017 Elders Gathering	July 11 th - 13 th	Campbell River	MARR
Premiers and National Aboriginal Organizations	July 17 th	Edmonton	IGRS
Council of the Federation Meeting	July 17 th - 19 th	Edmonton	IGRS
27 th Annual PNWER Summit	July 23 rd - 27 th	Portland, Oregon	IGRS
First Nations Leaders' Gathering	September 6 th - 7 th TBC	Vancouver	MARR
Order of British Columbia Investiture Ceremony	September 19 th TBD	Victoria	IGRS
UBCM Annual Meeting	September 25 th - 29 th	Vancouver	CSCD
Annual INSPIRE Celebration of Entrepreneurship	September 29 th	Vancouver	SBRT

EXECUTIVE MEMBER BIOGRAPHY

JOHN PAUL FRASER

DEPUTY MINISTER

GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT



John Paul Fraser was appointed Deputy Minister of Government Communications and Public Engagement in 2014. Prior to this, he held the position of Assistant Deputy Minister, Strategic Planning and Corporate Priorities within the same ministry from 2011 to 2014.

From 2007 to 2011, he worked as Vice President of National Public Relations in Vancouver. From 2005 to 2007 he held a managerial position within the same company.

He was a partner at Burrard Communications and Public Affairs from 2001 to 2005, also in Vancouver.

In 1994 to 2001, John Paul was employed with the Government of Canada in three positions. Most recently as Senior Advisor for the Federal Ministers' Regional Office in BC from 2000 to 2001. Next, as Director of Communications from 1996 to 2001 for the Honourable David Anderson, P.C. who was both Minister of Fisheries and Oceans, and Minister of Environment. And initially as Special Assistant and Speechwriter to the Honourable Sheila Copps, P.C. from 1994 to 1996. Ms. Copps was both Deputy Prime Minister and Minister of Environment, and Deputy Prime Minister and Minister of Canadian Heritage.

EXECUTIVE MEMBER BIOGRAPHY

DENISE CHAMPION

ASSISTANT DEPUTY MINISTER

GOVERNMENT DIGITAL EXPERIENCE DIVISION



A forty year veteran, Denise began her career with the BC Public Service in November 1977 as an Office Assistant working for the Fish and Wildlife Branch of the Ministry of Environment. Since then, she has pursued progressively more responsible roles in a variety of ministries (including Attorney General; Finance; Energy and Mines; Transportation; Agriculture; Regional Development; and, Small Business, Tourism and Culture before joining Government Communications in 1998.

Denise was appointed to the position of Assistant Deputy Minister, Strategic Initiatives Division (renamed the Government Digital Experience Division in January 2017), Government Communications and Public Engagement on June 16, 2014. The Division is responsible for the leading government in defining the citizen service experience; supporting the BC Public Service in delivering a modern, consistent, high quality, digital service experience; and, supporting government in its ongoing dialogue with British Columbians.

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EXECUTIVE MEMBER BIOGRAPHY

KELLY GLEESON

ASSISTANT DEPUTY MINISTER

STRATEGIC COMMUNICATIONS SERVICES

Kelly joined the Executive of GCPE in April, 2011 as Assistant Deputy Minister for Communications & Media Relations, overseeing communications operations within each government ministry – and for the past two years has serviced as ADM for Strategic Communications Services, leading the execution of strategic and proactive communications across government.

Kelly began working in GCPE (then known as the Public Affairs Bureau) in 2003, as a Director of Communications. In 2005, Kelly became the Director of Communications for the Ministry of Children and Family Development and during almost six years in that role, he honed his skills managing issues, strategic communications and stakeholder engagement.

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EXECUTIVE MEMBER BIOGRAPHY

MATT GORDON

ASSISTANT DEPUTY MINISTER

CORPORATE PRIORITIES & COMMUNICATIONS OPERATIONS



Matt Gordon joined the executive team at Government Communications and Public Engagement in August, 2014 and is currently the Assistant Deputy Minister of Corporate Priorities and Communications Operations.

Matt works across government on key priorities and is responsible for intergovernmental relations communications, ministry communications offices, media relations, media monitoring and writing and editorial services.

He brings over 20 years of experience, both in business and in government, with particular skills in strategic communications planning, issues management and media relations.

During his more than 12 years with the B.C. Government he has also served as the Communications Director with the ministries of Energy and Mines, Finance, Natural Resource Operations, Environment and Small Business and Revenue. Other government experience includes senior posts such as Executive Director of Communications Counselling with the Saskatchewan Government, Press Secretary with the Ontario Government's Finance Ministry and as Senior Advisor with the Government of Canada at both Industry Canada and National Defence.

CORE BUSINESS / PROGRAM AREAS / BUSINESS PROCESSES

ADM Responsible: Denise Champion

Core Business/ Program Area Description/Critical Business Processes:

The Government Digital Experience Division is comprised of two branches, each led by an Executive Director: Citizen Engagement/Strategic Design and Business Transformation and Corporate Online Services.

The Citizen Engagement/Strategic Design and Transformation Branch works to involve British Columbians in improving the policies and programs of government. The branch has three core functions:

- Establishes the corporate vision, approaches, practices and tools that deliver large scale public consultation and engagements for ministries across government, ensuring a high quality experience for British Columbians when they share their ideas with government. The group works with policy and program areas to design productive public engagements that reliably shape policy outputs such as legislation, regulation and key government plans, such as the BC Jobs Plan. Engagement occurs online and face-to-face.
- Establishes the corporate vision, approaches, practices and tools that deliver citizen-centered service design for ministries across government. The group conducts face to face field research with British Columbians to understand their wants, needs and motivations when using a service, develops and tests prototypes of new services with end users, and provides analysis of opportunities for improvements.
- With partners, leads core components of the public service's *Where Ideas Work* corporate innovation agenda and the #BC Tech Strategy, including programs like:
 - the Continuous Service Improvement Lab—a dedicated space where public service teams can learn to work using proven innovation methods.
 - the B.C. Developers' Exchange—lead in partnership with the Office of the Chief Information Officer, the B.C. Developers' Exchange provides fast, effective methods for collaborating with B.C.'s talented tech sector to build digital services, beyond the large vendor community.
 - Personalized Digital Services—GCPE has the lead in the development of a strategy and toolset that will allow citizens to personalize a dashboard of services they use with government, be notified of the status of their applications or changes to programs, and have services they may be interested in suggested to them. GCPE is coordinating both the development of the dashboard technology as well as the overall program for personalized digital services.

The group also supports policy development and compliance activities to drive its core functions, with a focus on working with privacy, legal and procurement authorities.

The Corporate Online Services Branch (COS) develops, implements, and manages digital products and services focused on improving service delivery and access to information. These products and services are designed to meet citizen expectations through user research, usage analysis and

evidenced based design and include the following:

1. The enterprise content management framework (CMF) is a corporate tool used to support all ministries in the delivery of gov.bc.ca. It consists of:
 - CMS Lite – the corporate content management system
 - Enhanced Search solution leveraging Google search technology to support citizens' and employees' information finding
 - Open sourced software solutions including WordPress for citizen engagement and public outreach
 - Web Analytics – to gain insights into web traffic and performance
2. Personalized Services – supporting delivery of the personalized services experience through corporate technology development and alignment with corporate enablers.
3. Technology infrastructure and application management to support the digital products managed by GCPE (including the BC Government Newsroom and event management calendar).

COS is responsible for the management of the joint working group and co-leadership of the cross-ministry Internet Advisory Council to support direction as outlined in Chapter 22 of CPPM; to maintain a consistent user experience, protecting corporate brand identity and equitable accessibility as part of digital product development. This governance model oversees the development and maintenance of B.C. government web properties, providing direction for online best practices, user interface design, web standards and writing style guides.

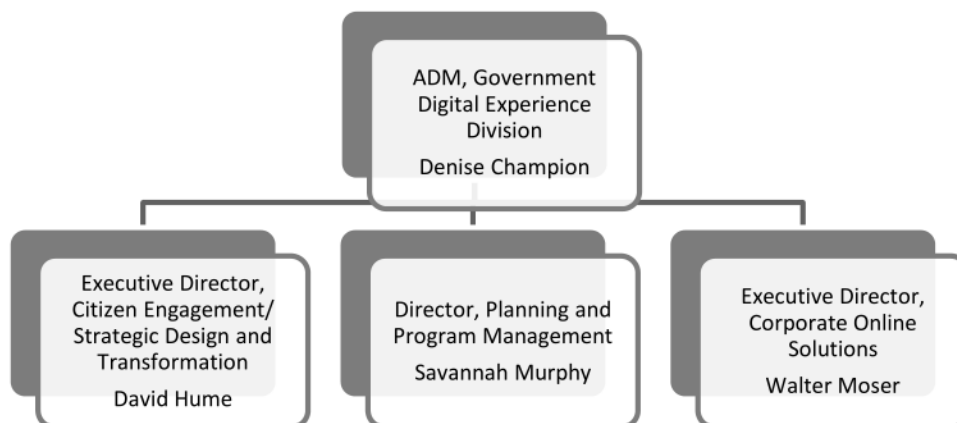
COS supports the GCPE Line of Business technical service desk management and support as well as MCIO functions for GCPE for technology planning, security and privacy.

Budget:

GCPE's Government Digital Experience Division budget is managed centrally to allow flexibility in resource allocation decisions. Expenditures are tracked at the responsibility centre level. Government Digital Experience Division budget is as follows:

Salaries and Benefits	\$6.820M
Operating Costs	\$1.697M
Recoveries	(\$0.999M)
Total Budget	\$7.518M

GCPE's Government Digital Experience Division forecast FTE utilization for 2017/18 is 78 FTEs.



CORE BUSINESS / PROGRAM AREAS / BUSINESS PROCESSES

ADM Responsible: Matt Gordon

Core Business/ Program Area Description/Critical Business Processes:

The Corporate Priorities and Communications Operations Division provides communications advice and support services to senior officials across government and, through assigned communications offices, directly supports each ministries 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, event planning, ministerial communications support, media relations and issues management. The Division also provides provincial emergency communications and coordinates communications across government.

Communications Directors are the principal communications contact with their assigned minister's office and are accountable to the Deputy Minister of GCPE.

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

- 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

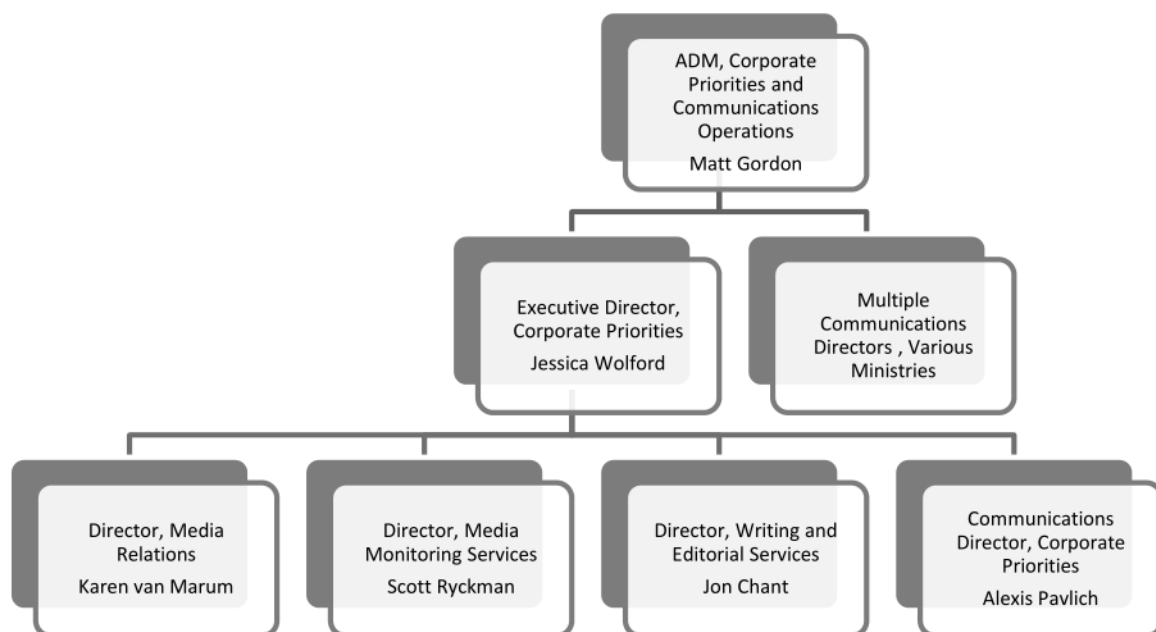
A centralized media relations unit provides support to ministries on a 24/7 basis, to ensure provincial, regional and multicultural media receive the information they need in the most appropriate way possible. This unit also helps to lead and coordinate media relations for major media events and in day-to-day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

Budget:

GCPE's Government Communications budget is managed centrally to allow flexibility in resource allocation decisions. Expenditures are tracked at the responsibility centre level. Government Communications budget is as follows:

Salaries and Benefits	\$20.092M
Operating Costs	\$6.876M
Recoveries	(\$0.281M)
Total Budget	\$26.687M

GCPE's Government Communications forecast FTE utilization for 2017/18 is 209 FTEs.

Organizational Chart:

CORE BUSINESS / PROGRAM AREAS / BUSINESS PROCESSES

ADM Responsible: Kelly Gleeson

Core Business/ Program Area Description/Critical Business Processes:

Under the leadership of the Assistant Deputy Minister, the Strategic Communications Services Division provides a variety of services including advertising, marketing, graphic communications, management of government's corporate calendar and event planning.

Advertising and marketing services are provided using a variety of marketing disciplines and methodology including strategic planning, brand management, campaign development, marketing research, copywriting, marketing/ advertising design, and media buying on behalf of the Province.

GCPE Graphic Communications 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 trademarks. 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.

The Division also leads and provides daily oversight of one of government's most important planning tool – the corporate calendar. This involves liaising with communication offices to ensure accurate and up-to-date information is reflected in the tool to support informed decision making. The corporate calendar is utilized to inform decision-making with GCPE HQ, government ministries, Minister's Offices and the Premier's Office and in doing so, enables short, medium and longer term corporate planning objectives.

The Division makes strategic decisions about announcement and event timing, locations, and sequencing of events and announcements in the context of emerging or anticipated issues. This involves assessing government initiatives and priorities from a corporate lens and adjusting as appropriate.

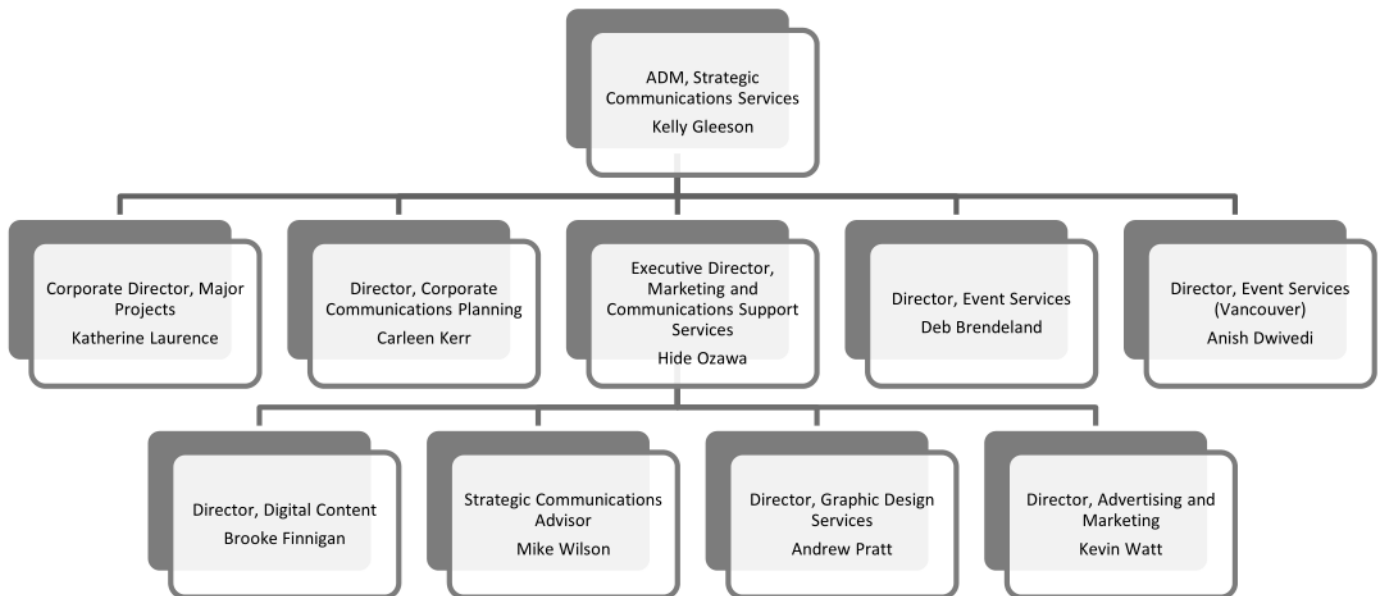
Budget:

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Operating Costs	\$6.876M
Recoveries	(\$0.281M)
Total Budget	\$26.687M

GCPE's Government Communications forecast FTE utilization for 2017/18 is 209 FTEs.

Organizational Chart:



**Ministry of Advanced Education –
Government Communications and Public Engagement
Issues Notes**

Updated: 2017-06-28 10:22 AM

Topic	Date
<u>GCPE: Advertising</u>	June 8, 2017
<u>GCPE: Government Communications</u>	May 3, 2017

CONFIDENTIAL ISSUES NOTE Ministry: Advanced Education Date: June 8, 2017 Minister Responsible: Advanced Education Minister	Advertising
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ADVICE AND RECOMMENDED RESPONSE:

- Government has a responsibility to inform British Columbians about services and programs that they and their families depend upon or may benefit from.
- All non-essential advertising by the Province ended on March 31, 2017.
- Information campaigns in 2016-17 included: BC Training and Education Savings Grants, overdose crisis, employment resources, MSP changes, homeowner grants, single parent employment initiative and climate leadership.
- A breakdown of the informational advertising by campaign/project in 2016-17 will be provided by GCPE for Public Accounts, as done each year since 2005-06.
- In response to recommendations by the Office of the Auditor General in 2014, government core policy was updated to include a new chapter that clarifies the role and objectives of GCPE.
- GCPE internal policy was updated in 2015 to include language reflecting the fact that public funds are not to be used for political advertising and to ensure each advertising initiative is fact-based; informs the public about government programs, services, policies or priorities; and, provides an opportunity for the public to engage with government.

IF ASKED ABOUT MEETING WITH THE AUDITOR GENERAL:

- The meeting on March 30, between B.C. Auditor General Carol Bellringer and the Advanced Education Minister was constructive and respectful.
- The Auditor General provided a perspective on government advertising. She is not planning an audit of government advertising, and she suggested that the existing advertising guidelines be revised in the foreseeable future.

IF ASKED ABOUT THE NOTICE OF CLAIM / INJUNCTION:

- All non-essential advertising ceased at the end of the fiscal year on March 31. The application for an injunction would have been heard 10 days after all informational advertising came to an end.

IF ASKED ABOUT TRAPP VS. HMQ IN RIGHT OF THE PROVINCE OF B.C.

- On May 3, 2017, the Province filed its response to the claim from the plaintiff.
- The material filed in court speaks for itself.
- As stated in paragraph 26, the claim may raise issues for political and policy debate, but it does not raise any justiciable issues and should not be before the court.
- No further comment as this matter is before the court.

ADVERTISING VENDORS:

- Government occasionally needs to supplement communications resources with contractors to provide a wide range of professional services, including event management and media buys.
- All contracted work falls within the annual GCPE budget.
- Government follows an open and transparent procurement policy to secure third-party services from a list of approved supplier.
- The approved list – also known as a Standing Offer – is an effective, efficient and timely method to secure communications services.
- All Standing Offers are posted on BC Bid.
- The procurement process for establishing Standing Offers was conducted in strict accordance with government policy through the Procurement Services Branch within the Ministry of Technology Innovation and Citizens' Services.
- Agencies are assigned work based on their availability, capacity, previous history with similar work, areas of expertise and value.
- Four vendors were used in the BC Services campaign:
 - Vizeum Canada – traditional media buying agency of record (print, radio, TV).
 - Kimbo Design – new media buying agency (online).
 - Response Advertising – in-language media production (translation).
 - St. Bernadine Mission Communications – creative development and production.
- GCPE has Standing Offers in place for 15 various services that include advertising, event management, communications and citizen engagement.

BREAKDOWN OF 2016-17 MARKETING BUDGET:

- Government spent approximately \$16 million in fiscal 2016-17. Funding is from a number of sources including the Bluebook, reallocations, Contingencies and the Housing Priority Initiatives Fund.
- Government may determine that there is a need to increase the profile of service information requiring the reallocation of funds within existing ministry

budgets or access to Contingencies, both require Treasury Board approval.

IF ASKED ABOUT COSTS FOR SPECIFIC SHOWS:

- **Government places television spots through a third-party agency.**
- **Media is bought by purchasing gross rating points, not specific programs.**
- **The aim is to reach as many as possible British Columbians.**

IF ASKED ABOUT YOUTUBE / SOCIAL MEDIA CONTENT:

- **Information campaign content will not be featured or available on digital properties during the writ period, with the exception of public health and safety information related to the overdose crisis.**
- **All digital assets that are linked to paid information campaigns and that have been published within the last two years were removed or unpublished from all government digital properties until further notice.**

BACKGROUND REGARDING THE ISSUE:

Breakdown of the expected spend of \$16 million in 2016-17:

- A Bluebook spend of about \$5.7 million (total allocation is \$8.5 million with an underspend of about \$1.2 million and recoverable funding of about \$1.6 million).
- Reallocated spend is expected to be about \$2.5 million (total approved reallocation is \$3.7 million with recoverable funding of about \$1.2 million).
- Contingencies funding is expected to be about \$5.3 million.
- Housing Priority Initiatives funding is expected to be about \$2.5 million.

On March 20, 2017, a Notice of Claim under the Class Proceedings Act was filed in the Supreme Court of British Columbia. The lawsuit aims to stop government advertising and force the BC Liberal Party to reimburse the cost to the public treasury. The claim names four ads: BC Jobs Plan, BC's LNG Industry; Work BC; and, Our Opportunity is Here. An injunction hearing was scheduled for April 10, 2017 but later adjourned.

On May 3, 2017 the Province filed its response to the claims in the class action lawsuit to meet the deadlines set out in the Supreme Court Rules

On July 25, 2016, the Province announced plans for a new Housing Priority Initiatives Fund for provincial housing and rental programs. The fund will receive an initial investment of \$75 million. It will receive a portion of revenues from the property transfer tax, including revenues from the new additional tax on foreign buyers.

Specifics about the campaigns in 2016-17:

1. OVERDOSE INFORMATION CAMPAIGN fulfils a commitment by the Province to develop a social marketing campaign to increase awareness on how to prevent, identify and respond to overdoses. Videos provide British Columbians with important information about the overdose crisis including the availability of naloxone kits. **(Cost: \$1.880 million. The campaign started Aug. 31 and is ongoing)**

2. Work BC increased awareness of programs and services available through WorkBC.ca. **Cost: \$2.7 million with about 85% recoverable from the federal**

government under the Labour Market Development Agreement. Campaign ran Nov. 21, 2016 to March 31, 2016.

3. BC SERVICES specific initiatives (Campaign ran Nov. 19, 2015 to March 31, 2017):

i). **Housing Action** encouraged first-time homebuyers to find out more about the new BC HOME Partnership and other housing programs. (Cost: \$2.5 million. Campaign ran Dec. 16, 2016 until March 15, 2017)

ii). **Single Parent Employment Initiative** removed barriers to employment and provides supports to help approximately 17,000 single parents on assistance transition to the workplace. Over 4,000 single parents are participating and over 700 are employed. (Cost: \$500,000. Campaign ran Nov. 2, 2016 to Jan. 15, 2017)

iii). **K-12 Education Curriculum Changes** informed students and parents about changes with full implementation in K-Grade 9 and draft in Grades 10-12. (Cost: \$773,000. Campaign ran Aug. 30 to Oct. 31, 2016)

iv). **BC Education and Training Savings Grant** made families aware that if they have a child born in 2006 or later, that child is eligible for a \$1,200 grant for their RESP. (Campaign ran April 1 to June 30, 2016)

v). **Medical Services Plan** directed seniors to information so that they can determine if they qualify for MSP Premium Assistance (many seniors do not take advantage of the assistance). (Campaign ran April 1 to June 30, 2016)

vi). **Property Transfer Tax Exemption** made families aware about a new exemption that can save them up to \$13,000 on the purchase of a new home, up to \$750,000. (Campaign ran from April 1 to June 30, 2016)

NOTE: BCTESG, MSP and PTT cost was \$1.5 million)

vii) **BC JOB MAKERS** promoted the services and programs featured on WorkBC.ca and BCJobsPlan.ca. (Cost: \$1.5 million. The campaign ran from Jan. 20 until March 31, 2017)

viii) **CLIMATE LEADERSHIP** focused on four areas: restoring forests to reduce GHG emissions; clean tech industry; working towards 100% clean or renewable electricity; and, developing an LNG industry that will drive GHG reductions. Campaign included BC Parks. (Cost: \$1.5 million. Campaign ran Nov. 4 to Jan. 15, 2017)

ix) **BC PARKS** informed British Columbians about a strategy to enhance and improve BC Parks. (Cost was part of the Climate Leadership campaign. The campaign ran Nov. 29, 2016 to Jan. 15, 2017)

x) **TRANSPORTATION MODERNIZATION** informed passengers and the transportation industry about important changes to taxi service and how to provide feedback. Cost: \$100,000 and ran Feb. 24 until March 31, 2017.

4. DISTRACTED DRIVING highlighted new penalties. On June 1, 2016, the fine for a distracted driving violation ticket more than doubled from \$167 to \$368. (Cost was

\$20,000. The campaign ran Sept. 15, 2016 to Oct. 13, 2016)

5. WILDFIRES: A campaign to prevent wildfires and encourage wildfires to be reported. (Cost was \$1,000,000. The campaign ran May 25, 2015 to Sept. 5, 2016)

6. #SAYSOMETHING created awareness about the issue of sexual violence and providing access to information/resources on how to offer or get help. (Cost was \$30,000. The campaign ran April 1-24, 2016)

7. INVASIVE MUSSELS encouraged the boating public to protect B.C. waters. (Cost was \$100,000. The campaign ran June 30 to Sept. 5, 2016)

8. CHILDCARE MAP informed families and childcare providers about the enhanced childcare map. (Cost was \$10,000. The campaign ran June 1-14, 2016)

9. GUNS AND GANGS raised awareness of the provincial Guns and Gangs strategy. (Cost was \$250,000. The campaign ran May 1 to Oct. 20, 2016)

10. HOUSING AFFORDABILITY raised awareness about changes to housing affordability programs and services. (Cost was \$25,000. The campaign ran July 30 to Aug. 31, 2016)

11. CLEAN ELECTRIC VEHICLE raised awareness of the CEV program. (Cost was \$25,000. The campaign ran Aug. 19 to Sept. 30, 2016)

12. EMPLOYMENT RESOURCES informed British Columbians about employment resources. (Cost was \$5,000. The campaign ran Sept. 1-6, 2016)

13. MSP CHANGES informed British Columbians about changes to MSP Premium Assistance. (Cost was \$5,000. The campaign ran Sept. 17-24, 2016)

14. EDUCATION SUPPORT informed Vancouver parents about important changes to the Vancouver School Board. (Cost was \$10,000. The campaign ran Oct. 7-10, 2016)

15. ADOPTION AWARENESS raised awareness of adoption as option to grow a family. (Cost was \$30,000. The campaign ran Nov. 3 to Nov. 30, 2016)

16. AGED OUT raised awareness about the changes to the Agreements with Young Adults program. (Cost was \$7,500. The campaign ran Oct. 19 to Nov. 16, 2016)

17. RED TAPE REDUCTION encouraged British Columbians to share ideas on how to improve services for British Columbians. (Cost: \$25,000. The campaign ran Nov. 14 until Dec. 16, 2016. Back in the market from Jan. 3 until March 31, 2017)

18. BALANCED BUDGET 2017 focused on highlighting investments – and the benefits that they represent for British Columbians – including how more than \$1 billion in the pockets of B.C. families by cutting MSP Premiums in half, as a first step to eliminating them entirely as it becomes affordable. (Cost: \$1.87 million. Campaign ran Feb. 24 until end of March 2017.)

Communications Contact: Rodney Porter / Trish Fougner

Program Area Contact: Hide Ozawa

File Created:

File Updated

Program Area	ADM / Deputy Minister	Communications Director
Jason Butler	Kelly Gleeson / John Paul Fraser	

**CONFIDENTIAL
ISSUES NOTE**

Ministry: Advanced Education

Date: Dec. 20, 2016

Updated: May 3, 2017

Minister Responsible: Hon. Andrew Wilkinson

**GCPE: Government
Communications**

ADVICE AND RECOMMENDED RESPONSE:

- Government communications has a mandate and focus to communicate about new services, programs and investments that benefit communities throughout the province.
- Government also has a duty to provide British Columbians with information as well as an understanding of how their tax dollars are being invested.
- A common communications tool is a news release in addition to announcements and social media.
- Equally important is communicating initiatives that are important to smaller communities – often through a news release – explaining the local or regional benefit about a provincial announcement.

BUDGET:

- The communications budget for government is relatively unchanged – \$26.7 million in 2016-17 compared to \$26.4 million in 2010-11.
- Government communications has approximately 210 staff.

DIGITAL EXPERIENCE DIVISION (FORMERLY STRATEGIC INITIATIVES DIVISION):

- The Digital Experience Division was added to GCPE in 2013.
- The division was renamed in January 2017 to more accurately reflect the role that that division plays in digital service delivery.
- The division consists of service design and technical support staff – not communications staff.
- The division includes about 100 staff and a budget of \$11.2 million

BACKGROUND REGARDING THE ISSUE:

Questions may be asked about the staffing level and budget for government communications.

Fiscal Year	Government Communications FTEs	% Change fm. Previous Year	Government Communications Budget	% Change fm. Previous Year
2009-10 Restated	197	-9%	\$25.788M	-30%
2010-11 Restated	188	-5%	\$26.429M	2%
2011-12 Blue Book	197	5%	\$26.155M	-1%
2012-13 Blue Book	201	2%	\$26.155M	0%
2013-14 Blue Book	201	0%	\$26.155M	0%
2014-15 Blue Book	203	1%	\$26.155M	0%
2015-16 Blue Book	203	0%	\$26.160M	0%
2016-17 Blue Book	210	3%	\$26.658M	2%

Communications Contact: Rodney Porter / Trish Fougner
 Program Area Contact: Jason Butler
 File Created: Dec. 20, 2017
 File Updated: May 3, 2017

Program Area	ADM / Deputy Minister	Communications Director
Jason Butler	Kelly Gleeson / John Paul Fraser	

GCPE FOIs of Note:

Invoices for the “Our Opportunity is Here” campaign.

- Government occasionally needs to supplement communications resources with contractors to provide a wide range of professional services, including event management and media buys. All contracted work falls within the annual GCPE budget.
- Government follows an open and transparent procurement policy to secure third-party services from a list of approved supplier.
- The approved list – also known as a Standing Offer – is an effective, efficient and timely method to secure communications services. All Standing Offers are posted on BC Bid.
- Agencies are assigned work based on their availability, capacity, previous history with similar work, areas of expertise and value.
- Four vendors were used in the BC Services campaign:
 - Vizeum Canada – traditional media buying agency of record (print, radio, TV).
 - Kimbo Design – new media buying agency (online).
 - Response Advertising – in-language media production (translation).
 - St. Bernadine Mission Communications – creative development and production.
- GCPE has Standing Offers in place for 15 various services that include advertising, event management, communications and citizen engagement.

GCPE Top Issue:

1. Government advertising

- Government has a responsibility to inform British Columbians about services and programs that they and their families depend upon or may benefit from.
- All non-essential advertising by the Province ended on March 31, 2017.
- Information campaigns in 2016-17 included: BC Training and Education Savings Grants, overdose crisis, employment resources, MSP changes, homeowner grants, single parent employment initiative and climate leadership.
- A breakdown of the informational advertising by campaign/project in 2016-17 will be provided by GCPE for Public Accounts, as done each year since 2005-06.
- In response to recommendations by the Office of the Auditor General in 2014, government core policy was updated to include a new chapter that clarifies the role and objectives of GCPE.
- GCPE internal policy was updated in 2015 to include language reflecting the fact that public funds are not to be used for political advertising and to ensure each advertising initiative is fact-based; informs the public about government programs, services, policies or priorities; and, provides an opportunity for the public to engage with government.