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MINISTRY PROFILE

GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT (GCPE):

Government Communications and Public Engagement provides strategic communication advice and leadership across government. Through a multi-faceted communications practice, GCPE ensures that British Columbians are meaningfully connected to the information, programs and services that matter to them, and that ministries have the insight and support needed to advance and communicate their priorities.

Ministry Mandate:

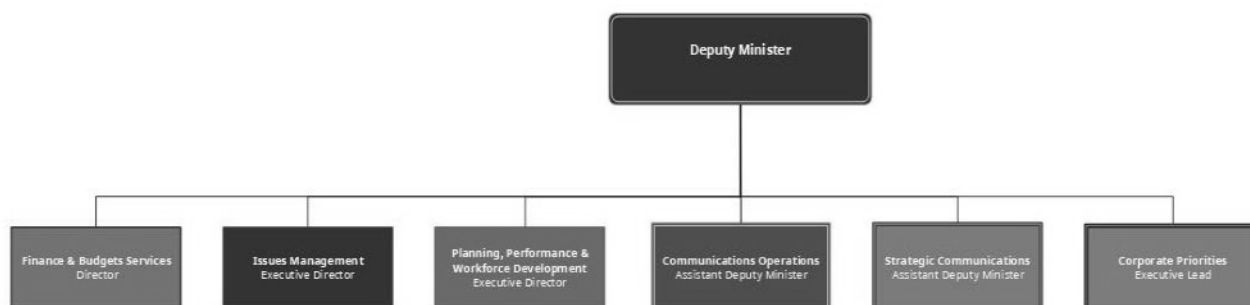
Led by the Deputy Minister, GCPE is organized under three main divisions: Strategic Communications, Communications Operations and Corporate Priorities. These divisions work collaboratively to deliver integrated communications across multiple platforms and channels, in several languages to British Columbians across the province.

GCPE is responsible for all public-facing government materials as directed by the BC Government's Core Policy and Procedures. GCPE engages and informs British Columbians on government initiatives to connect them directly to the information and services they need. GCPE provides a full spectrum of public affairs and public relations services to Cabinet, ministry executives and program staff.

Full Time Equivalents (FTEs):

Branch/Division	Base
Deputy Minister's Office: Budgets & Financial Services, Facilities, Issues Management, Planning, Performance & Workforce Development	36
Strategic Communications: Research & Insights, Creative Strategy, Cabinet Priorities, Strategic Projects	44
Communications Operations: Ministry Communications Offices, Editorial, TNO, Information Management	184
Corporate Priorities: Multi-language, Media Relations, Events, Writing & Content	29

Executive Organizational Chart:



Budget:

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

* GCPE has been approved to access up to \$14.099M from contingencies in FY22/23.

EXECUTIVE MEMBER BIOGRAPHY



Don Zdravec
Deputy Minister
Office of the Deputy Minister
Government Communications and Public Engagement (GCPE)

Don Zdravec was appointed as Deputy Minister of GCPE in April of 2021, having acted in the role since November 26, 2020.

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

He has held executive communications roles in the BC government, including Communications Director to two Premiers, ADM, Executive Lead and Executive Director at GCPE and Executive Director in various communications branches.

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

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

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

EXECUTIVE MEMBER BIOGRAPHY



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 seven divisions that deliver a range of key services to government including cabinet priority communications, advertising and marketing, graphic communications, digital communications, writing and content strategy, media relations and multi-language services, events, and direction of government's corporate calendar.

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

Personal Information

EXECUTIVE MEMBER BIOGRAPHY



Megan Harris
Assistant Deputy Minister
Communications Operations
Government Communications and Public Engagement

Megan Harris is currently the Assistant Deputy Minister responsible for communications operations at Government Communications and Public Engagement (GCPE). In this role, Megan oversees 22 communications teams across 21 ministries and provides advice on issues management, crisis communications, proactive and reactive communications, and strategic ministry communications. Megan also oversees GCPE's information management team, editorial services, news monitoring and is also GCPE's ethics advisor.

Previously, Megan worked in the Crown Agencies Office in the Ministry of Attorney General leading the Provincial Anti-Money Laundering Secretariat and providing oversight to the BC Lottery Corporation and Liquor Distribution Branch. Prior to these roles, Megan was the Communications Director at the Ministry of Attorney General, and the Ministry of Community, Sport and Cultural Development.

Originally from Ontario, Megan worked in senior communications and marketing roles with the City of Waterloo and Wilfrid Laurier University's Lazaridis School of Business. She has been publicly recognized as a successful entrepreneur, and recognized as one of "Waterloo Region's Top 40 Under 40". Megan was a long-time college instructor, teaching event management, consultation and engagement, marketing, and entrepreneurship at Conestoga College.

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

Personal Information

EXECUTIVE MEMBER BIOGRAPHY



Jen Holmwood
Executive Lead
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 4 years as Deputy Communications Director and Press Secretary in the Premier's Office. She joined GCPE in April 2022 as Executive Director for Media Relations and Multi-language Services, working to lead implementation of the expanded Multi-Language Program and enhance government's English and Non-English media relations and communications strategies.

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

DEPUTY MINISTER'S OFFICE

Don Zadravec, Deputy Minister

Core Business/ Program Area Description/Critical Business Processes:

The Deputy Minister provides leadership to GCPE by creating trust and promoting a culture of public service. The Deputy Minister and Deputy Minister's Office (DMO) is the primary connection to the Premier's office, the Minister of Finance (the ministry in which GCPE resides) and central government.

The Deputy Minister is responsible for overseeing the strategic planning and operational business of the organization, as well as corporate planning, finance and performance, workforce development, internal communications and change management. The Deputy Minister also oversees government's central issues management team.

Executive operations provide day-to-day management and coordination of corporate issues, acting as the primary liaison with the Minister's Office, the Premier's Office, and Cabinet Operations. This team also provides oversight on information flow / business processes for ministry documents including: correspondence, coordination of freedom of information requests, briefing notes, Cabinet and Treasury Board submissions, and Estimates material.

Planning Performance & Workforce Development

Strategic planning focuses on managing, directing participation in and actioning GCPE's internal projects and initiatives within the organization.

Operational planning and performance focusses on business planning, evaluation, reporting and performance management efforts internal to GCPE.

Workforce Development designs, develops and implements GCPE-wide strategic human resource policies, initiatives and programs that aligns to both the Public Service Agency (PSA) and GCPE's business goals and organization's culture.

Internal communications and change management ensures staff have regular opportunities to hear directly from the Deputy Minister and Executive, understand corporate initiatives and what GCPE is doing to promote them, and learn about special projects or initiatives that are happening in the organization.

Budget and Financial Service

Budget and Financial Services report to the Deputy Minister's Office as the budget for all Divisions within GCPE is held centrally within the Deputy Minister's Office. The notable exception is for the Strategic Communications Division with Stob 67 funding for advertising, much of which is held in other ministries and some that is held within GCPE and managed by the Assistant Deputy Minister of Strategic Communications.

Issues Management

The issues management team supports ministers' offices and communication offices with strategic analysis and direction from a whole-of-government perspective. They coordinate the prevention, mitigation and management of issues that arise for the Premier and Cabinet. The Executive Director of Issues Management reports directly to the DM of GCPE.

Budget:

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

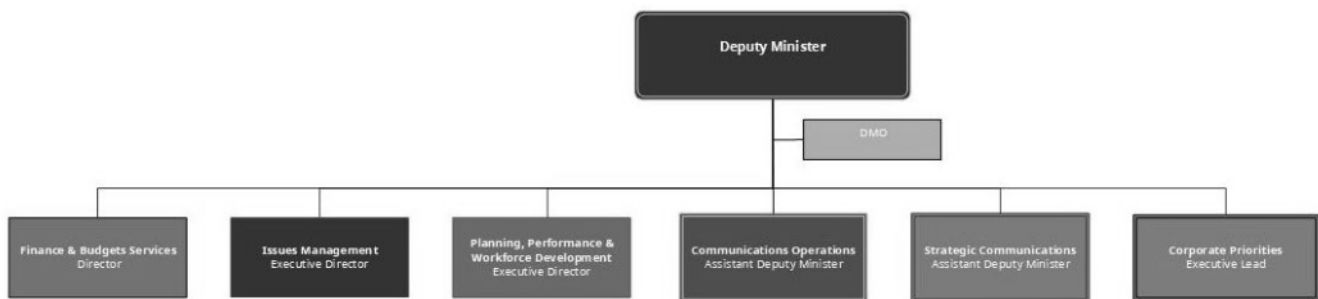
Full Time Equivalent (FTEs):

36

Related Legislation:

N/A

Organizational Chart:



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.

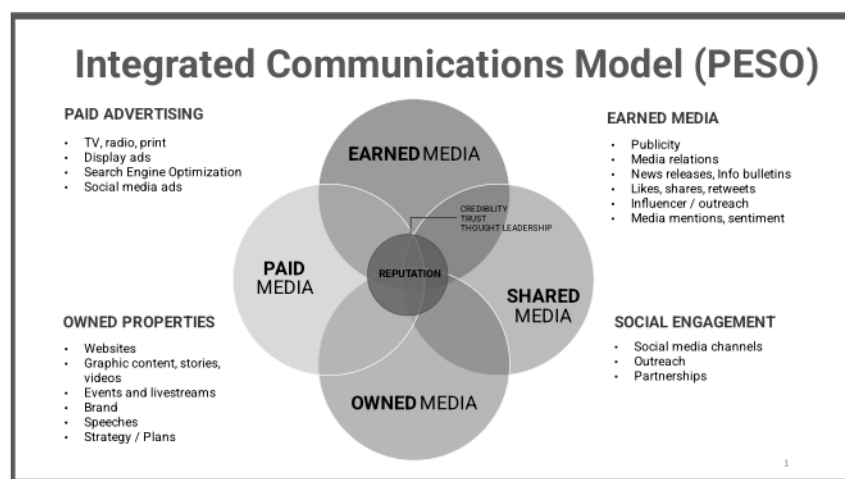
This team is focused on achieving a good user experience for the public as people increasingly access services and information online, and this team provides guidance and support for an innovative cross-government approach to digital communications.

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:



Budget:

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

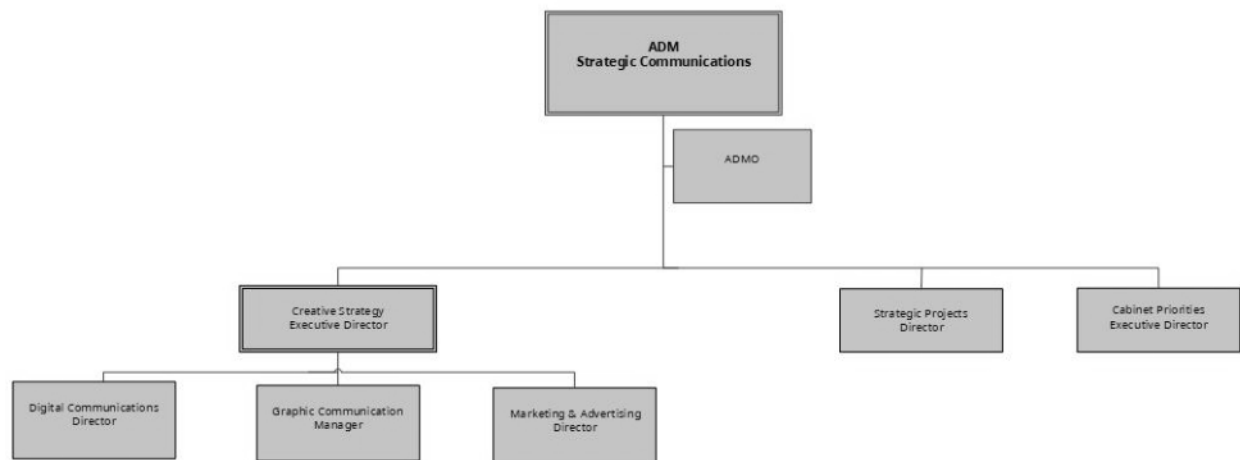
Full Time Equivalents (FTEs):

44

Related Legislation:

N/A

Organizational Chart:



COMMUNICATIONS OPERATIONS DIVISION

ADM Responsible: Megan Harris, 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.

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.

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

Information Management Services

The information management team is responsible for coordinating and processing FOI requests and provides expertise, guidance, advice and interpretation of FOIPPA to the organization. The team also supports information management projects and initiatives (LAN organization, digitization, EDRMS e-records management, duty to document) and provides general information/records management consultation services within GCPE.

Budget:

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

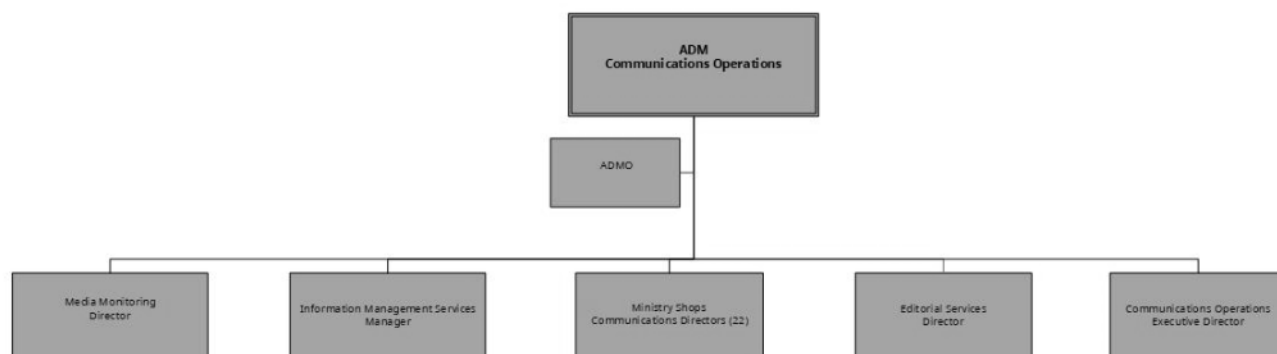
Full Time Equivalents (FTEs):

184

Related Legislation:

N/A

Organizational Chart:



CORPORATE PRIORITIES

ADM Responsible: Jen Holmwood, Executive Lead

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.

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.

Budget:

GCPE’s budget is managed centrally to allow flexibility in resource allocation decisions. Expenditures are tracked at the responsibility centre level.

Full Time Equivalents (FTEs):

29

Related Legislation:

N/A

Organizational Chart:



Government Communications and Public Engagement
30-60-90

Note: Much of the work done by GCPE, and particularly work done by the Corporate Priorities and Communications Operations divisions, is supporting and executing the items in each ministry's 30/60/90. In practice, the Corporate Calendar serves as an equivalent to a 30/60/90. The following 30-60-90 highlights projects that are primarily managed through GCPE Headquarters as well as work on priority themes.

30 days starting Nov 1

Priority	Teams	Status/Key Milestones/Next Steps
30 Days – November Outlook		
Days of Recognition	Digital	Includes Bandi Chhor divas, Indigenous Veterans Day, Remembrance Day, Louis Riel Day, Guru Nanak Birth Anniversary
COVID-19	Marketing & Advertising	(Ongoing) COVID-19 Pediatric and Booster Vaccines Paid Information Campaign: Ongoing. Launched September 5 and runs until December 11. Media: TV, Print, Out of Home, Cinema and Digital/Social reaching English, Punjabi, Mandarin and Cantonese speaking audiences
Cost of Living information campaign	Digital	(Ongoing) Continue to share ways that people can save money in 2-3 social media posts per week, minimum 1 multi-language post and 1 boosted post per week. Key initiatives to highlight: Echo posts on all the ways people can save money. Anticipated BC Hydro rebate, new \$10/day spaces, Climate Action Tax Credit, BC Family Benefit boost
Cabinet Confidences		
CleanBC	Marketing & Advertising	(Ongoing) Paid information campaign launched September 19 and runs until November 13. Media: TV, Out of Home and Digital/Social.
Health Human Resources (BC's Health Care Action Plan) Information campaign	Digital	(Ongoing) HOBC's, echo posts featuring different key aspects of the plan (eg. New powers for pharmacists), celebrating all health care workers back in the public system (Bill 47); supporting the Health care worker recruit campaign with graphic assets
Cabinet Confidences		
	Marketing & Advertising	Paid information campaign, launch TBD x 4 weeks; Media: Print, radio and digital

Priority	Teams	Status/Key Milestones/Next Steps
Anti-Stigma (Overdose prevention)	Marketing & Advertising	(Ongoing) Paid Information Campaign; Launch October 17 x6 weeks. Media: TV, Out of Home, Radio and Digital/Social
Flu shot campaign	Digital	(Ongoing) flu shot campaign encouraging people to get their flu shot, and their COVID booster.
BC San 2.0 (font upgrade)	Graphics	(Ongoing) Updating fonts to allow for increased accessibility and including Indigenous languages. In final testing phase and prepping for distribution.
BC Services Cards Redesign	Graphics	(Ongoing) GCPE recommendations due early 2023. Work on mockups in progress.
CleanBC EV Charger Station Sticker/Decals	Graphics	(Ongoing) Design work competed, waiting sizing direction based on third-party contract work on assessing all charger stations.
Decriminalization	Marketing & Advertising	(Ongoing) Focus groups in English, Punjabi, Cantonese and Mandarin completed in September. Reports to be received by end of October. Discussions on information campaign on-going.
Housing Legislation (Housing Supply Act & Strata Statute Act)	Digital	Social posts focused on 3x pieces of legislation to support government's focus on Housing, reminders of measures already in place (spec tax, new protections for home buyers, etc)
		Cabinet Confidences
Here2Talk Information campaign	Digital	(Ongoing) Highlighting mental health resources for post-secondary students, timed with midterms when stress is high
	Marketing & Advertising	(Ongoing) Paid Information Campaign: Launch; October 10 x 4 weeks. Media: Digital/Social
Workers Compensation Act (Legislation)	TBD	TBD
Indigenous Stock Photography Project	Creative Strategies	(Ongoing) Assessment of current stock completed and reported on by Graphics team. In discussion about next steps.
Digitizing residential school records	Digital	Producing a video piece focused on the work of digitizing residential school records, and what this means to Indigenous communities

Priority	Teams	Status/Key Milestones/Next Steps
Salmon	Digital	Environmental/Hook piece about salmon restoration work, timed with Salmon run throughout BC
ChildCareBC	Digital	Child Care Fee Reduction- Major reduction in child care fees takes effect December 1. – Part of Cost of Living Information Campaign Cabinet Confidences
	Marketing & Advertising	Paid information campaign; November - December. Exact paid media tactics TBD, but a comprehensive traditional and digital multi-channel campaign reaching English, Punjabi, Mandarin and Cantonese speakers that will include a broadcast TV component.
Emergency Response	Digital	1-year anniversary of flooding, video pieces about flood debris removal (already produced)
16 Days of Acton Against Gender Based Violence	Digital	Transgender Day of Remembrance (Nov 20), National Day of Remembrance and Action on Violence Against Women (Dec 6)
Sexual Violence Prevention Consultations	Marketing & Advertising	
First Nations Leadership Council	Writing and Content	Premier's Speech
Anti-Racism Data Legislation Survey	Marketing & Advertising	Survey launches Nov 30. Paid Information campaign to follow. Currently in planning stages. Details TBD. Cabinet Confidences; Advice/Recommendations
2023/24 Ministry Service Plan (GCPE section)	DMO	Work beginning soon. Cabinet Confidences; Advice/Recommendations
60 Days – December Outlook		
Days of Recognition	Digital	Includes Chanukah, Yalda, Christmas,
WorkBC and Future Ready (BC's Workforce Plan)	Marketing & Advertising	Paid Information Campaign for WorkBC launches in January run until March. Exact paid media tactics TBD, but a comprehensive traditional and digital multi-channel campaign reaching English, Punjabi, Mandarin and Cantonese speakers
	Digital	TBD: Web page, social media content plan, social media posts, livestream, peoples' stories, MLA kit HOBC's and highlighting existing parts of the Future Ready plan

Priority	Teams	Status/Key Milestones/Next Steps
Cabinet Confidences		
	Graphics	Cover complete. Waiting for content and photos.
Refreshed Housing Strategy (BC's Housing Action Plan)	Digital	Web page, social media content plan, social media posts, livestream, peoples' stories, MLA kit
Cabinet Confidences		
Emergency Response	Digital	Travel warnings for the holidays as appropriate, be prepared for winter storms/flooding
Mental Health Supports (BC's Health Care Action Plan)	Digital	Highlight free and low-cost mental health supports that are available to people
90 Days – January Outlook		
Days of Recognition	Digital	New Years
New programs – January 1 st	Digital	Highlighting any new programs that come into effect
WorkBC/StrongerBC information campaign (pre-Budget)	Digital	Stories about skills-training opportunities, high-demand jobs (ECEs, trades, healthcare, etc.), promote career compass tools for high school grads
Speech from the Throne preparation	Writing and Content	Interviewing Ministers to compile potential content; Speech writing
Budget 2023 preparation	Cabinet Priorities	Leading Budget communications steering committee
	Graphics	Budget cover, highlights document and strategic plan
	Writing and Content	Writing Budget speech
	Digital	Budget website and social
	Events	Budget lockup, pre-Budget event and post Budget tour
	Marketing & Advertising	StrongerBC post-Budget paid information campaign
Sexual Violence Prevention	Marketing & Advertising	Paid information campaign launch January. Media: Digital/Social and Out of Home reaching post-secondary students. Stakeholder materials are translated for Punjabi, Mandarin and Cantonese speaking audiences
CleanBC (Better Homes)	Marketing & Advertising	Paid information campaign for "Better Homes" launch in January, runs through February. Exact paid media tactics TBD, but a comprehensive traditional and digital multi-channel campaign that will include a broadcast TV component
Foster Now	Marketing & Advertising	Paid Information Campaign: Launch January-February. Media: Digital/Social reaching youth and parents/youth influencers (coaches, teachers etc.).

Priority	Teams	Status/Key Milestones/Next Steps
Anti-Vaping	Marketing & Advertising	Paid Information Campaign: Launch in January, runs through February. Media: Digital/Social reaching youth and parents/youth influencers (coaches, teachers etc.).

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Advice/Recommendations ; Cabinet Confidences

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Advice/Recommendations ; Cabinet Confidences



Government Communications and Public Engagement

Transition 2022

Who we are

Our Mandate

Government Communications and Public Engagement (GCPE) provides strategic communications advice and leadership across government.

Through a multi-faceted and integrated communications practice, GCPE ensures that British Columbians are meaningfully connected to the information, programs, and services that matter to them, and that Ministries have the insight and support needed to advance and communicate their priorities.

VALUES

It's about people – we care about the people we work with and the public who we serve.

Our Executive Team



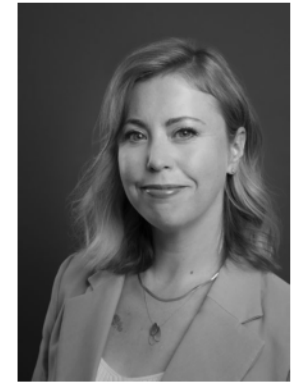
Don Zadravec
Deputy Minister
GCPE



Sage Aaron
Assistant Deputy Minister
Strategic Communications



Megan Harris
Assistant Deputy Minister
Communications Operations



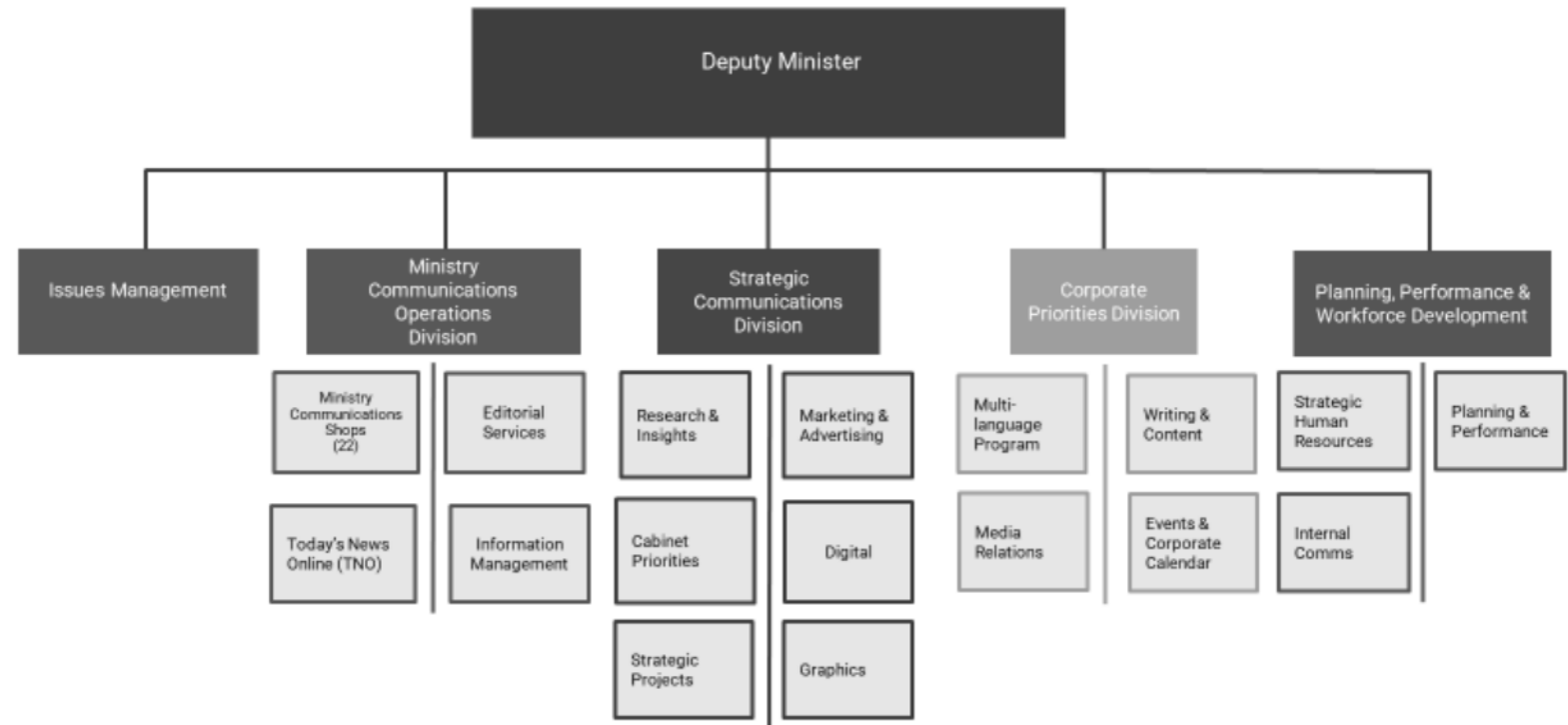
Jen Holmwood
Executive Lead
Corporate Priorities

Our organization

GCPE is a team of diverse, dedicated professionals and we're leaders in our field.

We are analytical, creative and responsive.

We are thought leaders, values driven and trusted advisors.



What we do

We ask the public what they think

Working with the Office of the Premier, Cabinet, DMC and all ministries, we focus on the topics people are talking about through opinion research, media monitoring and social listening, so our content is:

- Based on facts
- Relevant to the needs and interests of British Columbians
- Tailored for specific audiences



We develop cross-government communications strategies

Home

Better services

Affordability

Jobs and training

Climate action

We create cross-government, integrated strategies to communicate key priorities of government such as

- StrongerBC
- COVID-19 response
- Restart
- Budget
- CleanBC
- Cost of Living
- Healthcare
- Housing



By putting people first
a stronger B.C.

We provide strategic
communications
counsel and proactively
manage issues

A black and white photograph of a middle-aged man with a mustache, wearing a dark suit, white shirt, and patterned tie. He is standing behind a clear acrylic podium, gesturing with his hands as if speaking. The podium features a large white logo that reads "IUBCM" with a stylized number "7" above it. A microphone is positioned in front of him. The background is dark and out of focus, showing some blurred lights and what appears to be a crowd of people.

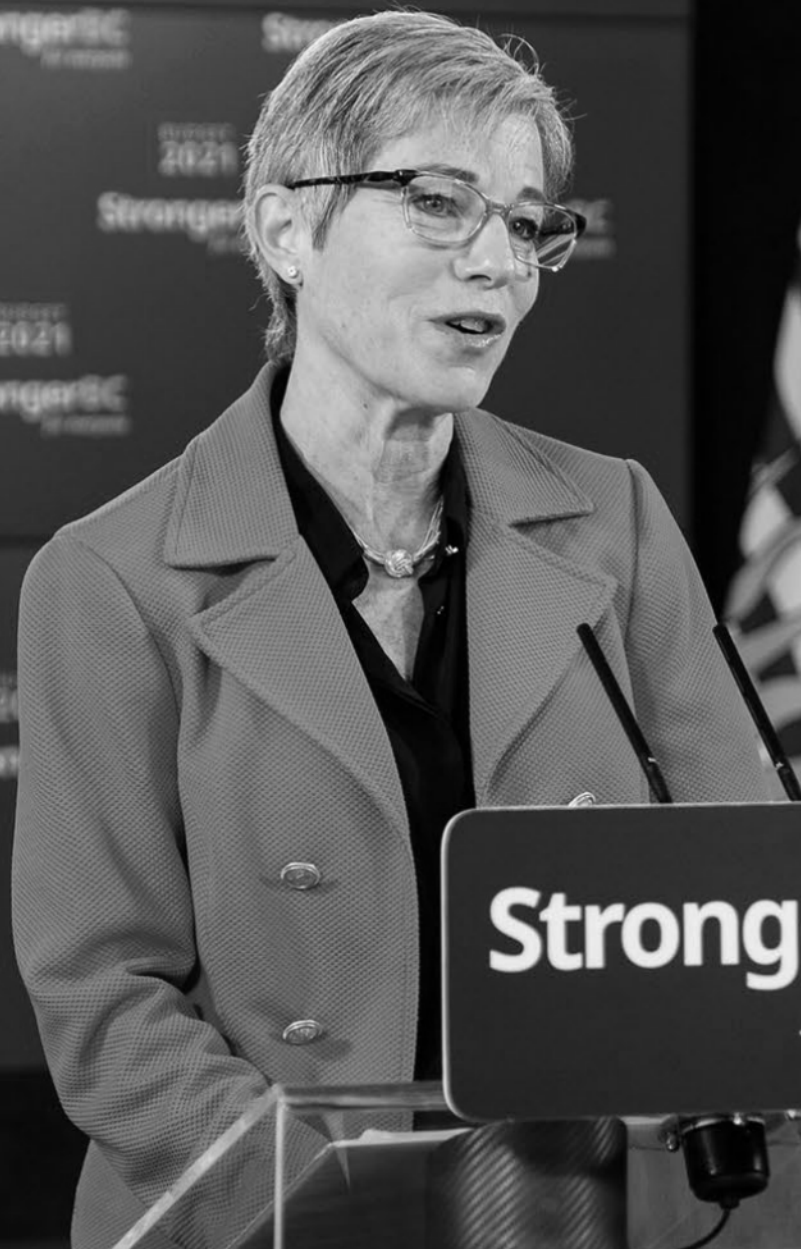
IUBCM


We manage,
promote and
broadcast your
events



BRITISH
COLUMBIA

We write your
news releases,
speeches and key
messages

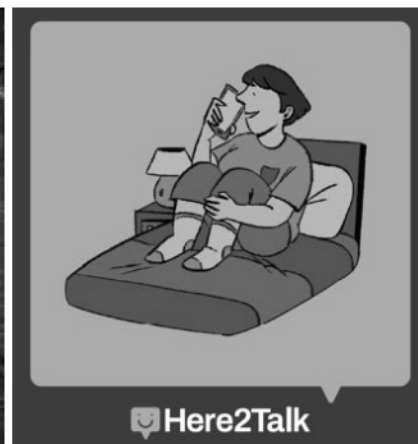




We monitor
media, manage
your media
inquires and help
develop strategy



StrongerBC
StrongerBC.ca



Here2Talk



*Stigma around
addiction
makes it harder
to ask for help.*



Stop Overdose BC.ca



COVID-19 IN BC

**Pediatric vaccines
are now available for
kids aged five to eleven.**



Pediatric vaccines are an important next step in helping to protect children, keep others safe and slow the spread of COVID-19. Canada's pediatric vaccines are safe and effective, and they are designed for children's immune systems.

- Easy registration
- Child-friendly vaccine clinics
- Extended after-school and evening vaccine clinic hours

Learn more at gov.bc.ca/vaccineforkids



buyBC
buybc.gov.bc.ca



Our Forests. Our Future.

Learn more at gov.bc.ca/ForestFuture



BRITISH COLUMBIA



Dr. Titus Wong
Regional Medical Director
Infection Control

We advertise
your programs
and services
across
traditional
& digital
platforms

StrongerBC

inBC

EAT·DRINK
LOCAL
buyBC

ShareEdBC

BCIB
British Columbia Infrastructure Benefits

BC CANNABIS STORES

We create your logos, build
your brands and design your
websites

CleanBC

Menu

cleanBC
our nature. our power. **our future.**

CleanBC helps us to use more clean and
renewable energy in how we get around, heat
our homes, and fuel our industry – setting us
on the path to a cleaner, brighter future.



We engage with British Columbia in multiple languages

- 136 web pages in 14 languages currently live
- 25% of all social media posts in 2022 were multi-lingual (up from 2% in 2020)
- 2774 in-language news releases in 2021 (up 185% from 2020)



Direct communications with people

We connect with people on what matters to them,
using the **right message for the right audience.**



LinkedIn
15K*



Twitter
176K*



Facebook
211K*



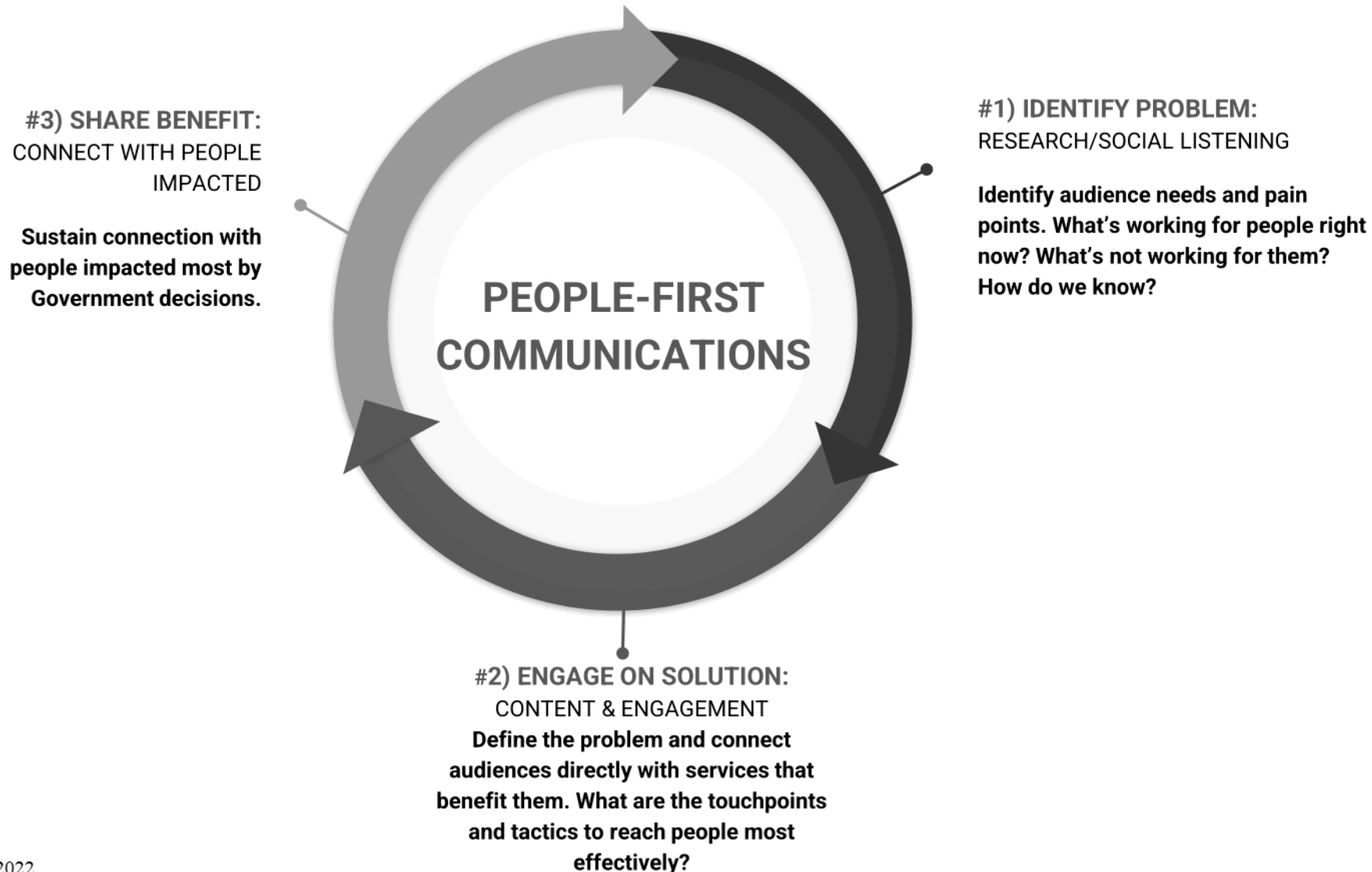
YouTube
31K*



Instagram
132K*

How we work

A Modern approach to communications



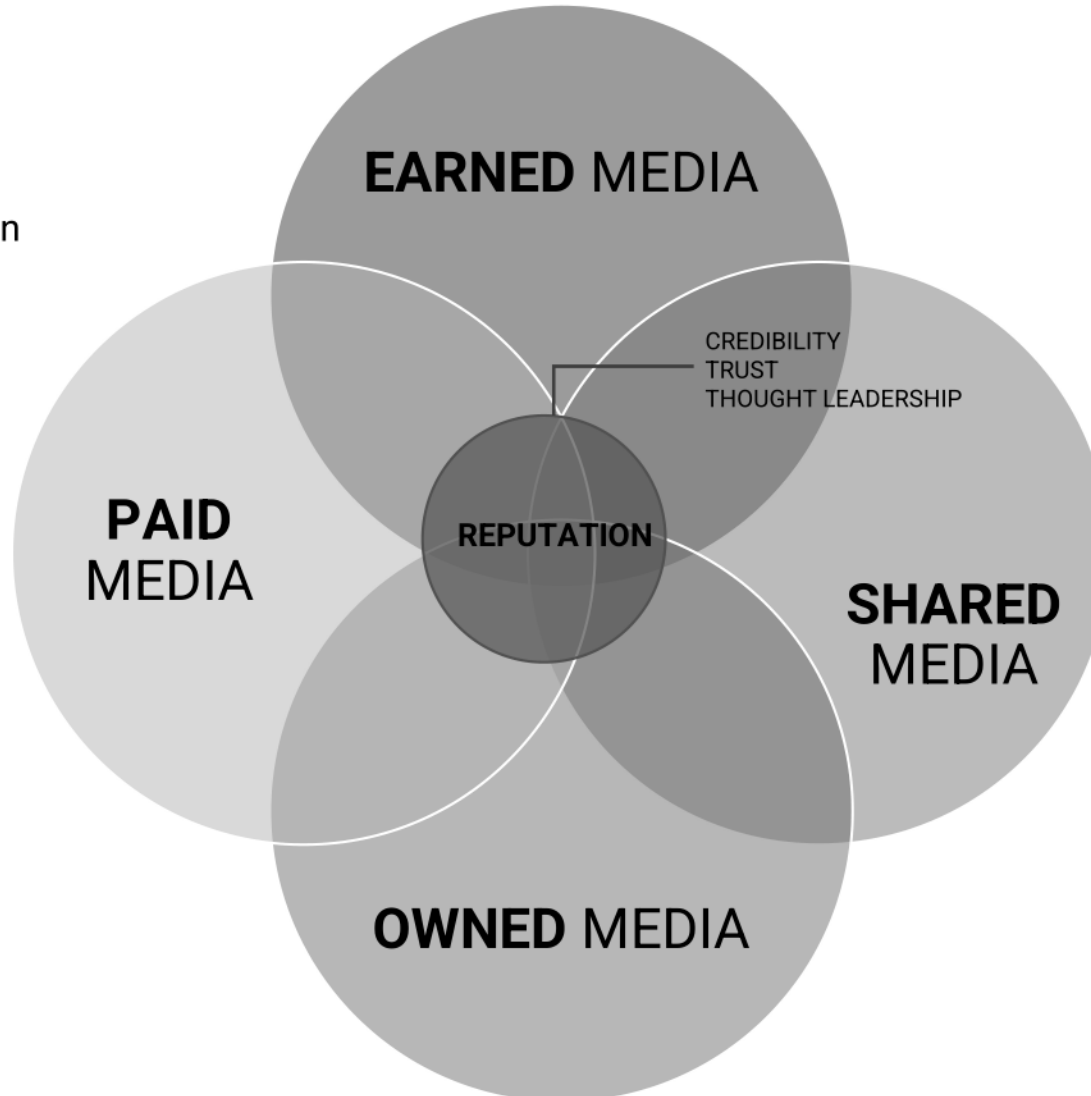
Integrated Communications Model (PES0)

PAID ADVERTISING

- TV, radio, print
- Display ads
- Search Engine Optimization
- Social media ads

OWNED PROPERTIES

- Websites
- Graphic content, stories, videos
- Events and livestreams
- Brand
- Speeches
- Strategy / Plans



EARNED MEDIA

- Publicity
- Media relations
- News releases, Info bulletins
- Likes, shares, retweets
- Influencer / outreach
- Media mentions, sentiment

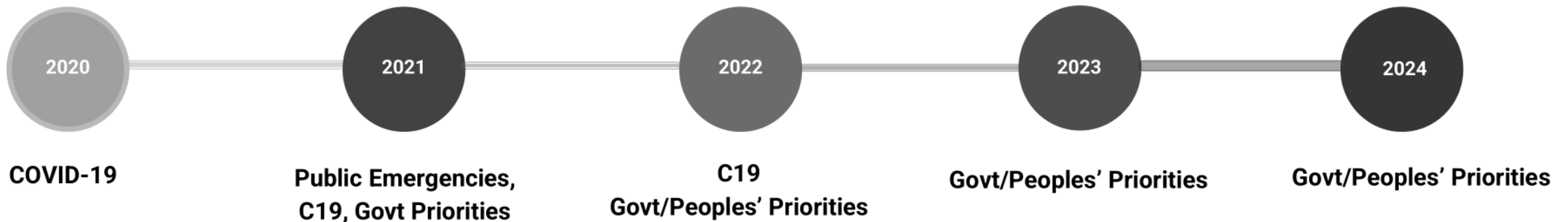
SOCIAL ENGAGEMENT

- Social media channels
- Outreach
- Partnerships

**New Challenges, new opportunities
new conversations**

Overview: Iterative Change

In the last three years, GCPE's structure and business has changed significantly. Through it all, GCPE has embraced change as a core value and part of the team culture.



Business Drivers

- GCPE has been carrying a **structural deficit since 2017**
- GCPE has and needs to continue to **modernize and expand the ways** in which **government connects, engages** and **reaches** British Columbians
- Dedicated resources are required to **proactively plan** for and deliver on **emergency communications** and **critical response** needs (e.g. pandemic, flood, fire), including business continuity planning
- Reallocation of staff and resources to address emergency priorities left Ministry communications shops **understaffed** and **under resourced**

Work done to date

Aligning the organization's operating model and structure with its **purpose, strategy, and value proposition.**

1

Addressing the **issues identified** in the independent organizational review

2

Adding staff to deliver **expanded multi-language** products and services

3

Connecting and engaging across a **growing** range of **digital platforms**

4

Dedicating resources to **emergency communications** and critical response needs

5

Building **more accessible** communications

Looking forward

- **Stronger integration** and coordination
- Leverage **Government spokespeople** and their **channels**
- **Reach more people in multiple languages**
- **Optimize** content type for platforms
- Help train communicators to support **Minister priorities and channels**

We can reach more people, together.

This Government is working to make life better for people. We must ensure people **know** about the programs, services, and policies that impact their lives.

As we look ahead, **GCPE continues to** build on lessons learned and work to **reach and engage more people** – in their communities and through the channels and platforms where they get information.

As communications continue to change and evolve, GCPE continues to **invest in the tools and resources needed** to communicate this Government's priorities, as effectively as possible.

FY22/23 GCPE OPERATING BUDGET

Key Facts: GCPE Operating Budget

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

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

- GCPE's estimated operating budget for **2022/23 is \$28.338M**. There is no change from budget tabled in April 2021.
- At \$22.240M salaries & benefits represent 78% of the total annual operating budget.
- At \$6.098M, operating costs (net of recoveries) represent 22% of the total estimated annual operating budget. Of this, \$3.537M (12.5%) pertains to advertising.
- Recoveries of \$.861M are realized annually primarily for media monitoring services provided via Today's News On-Line (TNO).

2022/23 Contingencies

- \$8.787M** was approved in May 2022 for the development and implementation of pandemic-related advertising campaigns through to the end of November 2022.
- \$1.667M** was approved in the Budget Letter for CleanBC advertising and signage.
- \$1.345M** was approved in the Budget Letter for the expansion of the multi-language program.
- \$2.300M** was approved in December 2021 for ongoing staffing pressures while GCPE completes their operational review.

The total 2022/23 GCPE available funding is **\$42.437M**: **\$28.338M** (base budget) + **\$8.787M** (COVID advertising) + **\$1.667M** (CleanBC advertising) + **\$1.345M** (multi-language program) + **\$2.300M** (budget structural pressure).

2021/22 Contingencies

- **\$13.022M** was approved in June 2021 for pandemic-related pressures: **\$11.835M** for advertising and up to **\$1.187M** for operating pressures.
- **\$4M** was approved in December 2021 to support additional advertising of public health information related to the COVID-19 pandemic.
- Additionally, up to **\$2.365M** was approved in December 2021 to support corporate advertising priorities including environmental/forestry initiatives, childcare and anti-racism, and
- Up to **\$2.904M** was approved to address the structural staffing and operating pressures. Since the transition of government in 2017, GCPE has faced a structural deficit due to increased resourcing demands.

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

2020/21 Contingencies

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

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

PREPARED BY:

Angela Liu
Government Communications and
Public Engagement
Government Financial
Information

REVIEWED BY:

Don Zadravec
Deputy Minister
Government Communications and Public
Engagement

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

STOB	Description	2021/22 Budget	2022/23 Budget
50EA	Base Salaries and Overtime	17,608,000	17,608,000
51EA	Supplementary Salary Costs	100,000	100,000
52EA	Employee Benefits	60,000	60,000
5298	Benefit Chargeback	4,472,000	4,472,000
57EA	Public Servant Travel	176,000	176,000
5901	Centralized Mgmt Support Services - Legal Services	34,000	34,000
60EA	Professional Services - Operational & Regulatory	790,000	790,000
63EA	Information Systems	950,000	950,000
65EA	Office and Business Expenses (includes F&E < \$1000)	1,058,000	1,058,000
67EA	Informational Advert. & Publications	3,537,000	3,537,000
69EA	Utilities, Materials and Supplies	38,000	38,000
73EA	Amortization Expenses	300,000	300,000
75EA	Building Occupancy Charges	15,000	15,000
85EA	Other Expenses	61,000	61,000
88EA	Recoveries Within Government	(600,000)	(600,000)
89EA	Recoveries- External to the CRF	(200,000)	(200,000)
9002	Recoveries - External to the CRF - Fees & Licenses	(45,000)	(45,000)
9003	Recoveries - External to the CRF - Other Misc. Revenues	(16,000)	(16,000)
		28,338,000	28,338,000

Notes

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

ISSUE: GCPE STAFFING

- At present, there are an estimated total of 290 positions in the organization.
- Of these positions, 27 are non-OIC corporate services positions (planning, performance & workforce development, information management, financial services and facilities).

GCPE Total Positions	
Branch/Division	Base
Deputy Minister's Office: Budgets & Financial Services, Facilities, Issues Management, Planning, Performance & Workforce Development	36
Communications Operations: Ministry Communications Offices, Editorial, TNO, Information Management	184
Corporate Priorities: Multi-language, Media Relations, Events, Writing & Content	29
Strategic Communications: Research & Insights, Creative Strategy, Cabinet Priorities, Strategic Projects	44
Total positions	293
GCPE Average FTEs	
Branch/Division	FTE
Deputy Minister's Office: Budgets & Financial Services, Facilities, Issues Management, Planning, Performance & Workforce Development	24
Communications Operations: Ministry Communications Offices, Editorial, TNO, Information Management	159
Corporate Priorities: Multi-language, Media Relations, Events, Writing & Content	22
Strategic Communications: Research & Insights, Creative Strategy, Cabinet Priorities, Strategic Projects	39
Total FTE burn (including the recovery MOUs)	244
Total FTE burn (excluding the recovery MOUs)	216

- **In 2020/21 and 2021/22, given the unprecedented emergence of the COVID-19 pandemic and ongoing climate crisis, several positions were added to the organization to support public health information and awareness including digital communications and multi-language services.**
- **An average of 28 cost recovery agreements have been established to meet resource demands across the communications operations and strategic communications divisions.**

MAJOR CORPORATE ISSUE NOTE

Ministry: Government Communications and Public Engagement

Issue: GCPE organizational review 2021 implementation

Background:

- GCPE provides strategic communications advice and leadership across government to ensure British Columbians are meaningfully connected to the information, programs and services that matter to them, and government has the insight and support to advance and communicate its priorities.
- Since 2017, GCPE has been carrying a structural deficit exacerbated by increases in demand for services.
- In the last three years, GCPE's structure and business has changed significantly to adapt to the changed external environment, new technologies and tools.
- GCPE expanded its digital communications and multi-language services and realigned its organizational structure to improve its operational efficiencies and effectiveness. Critical positions have been added to support program expansions and improve government communication services.
- In August 2021, an independent, comprehensive review was completed which assessed GCPE's organizational structure, business processes and capabilities.
- Based on the review recommendations, and the changing business environment, GCPE executive have made significant structural and business changes to improve organizational and operational effectiveness, including:
 - A renewed organizational mandate and strategic plan;
 - Adding staff to deliver expanded multi-language programs, products and services;
 - Connecting and engaging across a growing range of digital platforms;
 - Restructuring and redesigning of Corporate Services to Planning, Performance and Workforce Development. Finance, Facilities and Information Management were temporarily redeployed to other areas of the organization until the review implementation is complete;
 - Dedicating resources to emergency communications and critical response needs (e.g. pandemic, flood, fire, climate change, COVID-19);
 - Building more accessible communications with a focus on commitments to equity and anti-racism, accessibility and DRIPA; and
 - Shifting existing positions to key priority projects/units across the organization.

Issue/Opportunity:

Issue:

- As we look ahead toward the challenges in accessing health care, growing cost of living issues, and the increasing frequency of extreme weather events, we anticipate even more demand for information on the services and programs British Columbians need.

Opportunity:

- GCPE needs to continue to modernize and expand the ways in which government connects, engages and reaches British Columbians. In meeting these expectations, the existing skill set of employees needs to continue to be enhanced.
- Dedicated resources are required to proactively plan for and deliver on emergency communications and critical response needs. (e.g. pandemic, flood, fire)

Next Steps:

- Implementation of the review recommendations is currently underway, with the final phase of the project to be completed in Q3 2022/23.
- Several longer-term projects are expected to continue, including the implementation 25+ action items outlined in the 2022-2025 GCPE strategic plan.

MAJOR CORPORATE ISSUE NOTE

Ministry: Government Communications and Public Engagement (GCPE)

Issue: Advertising, Fiscal 2022-23

Background:

- The 2022-23 STOB 67 blue book budget for government information campaigns is \$13.381 million (as listed in the 'blue book'):

Government Financial Information

- \$780,000 allocated to the Public Service Agency (PSA).

Government Financial Information

STOB 67 total government spending on information campaigns.					
*Does not include Votes 1-9 and Public Service Agency.					
Budget Year	2018-19	2019-20	2020-21	2021-22	2022-23 (estimated)
Total amount	\$12.4 million	\$13.4 million	\$20.5 million	\$26.8 million	\$26.0 million *Original Bluebook estimate was \$11.2M

GCPE INFORMATION CAMPAIGNS – STOB 67				
In progress and proposed information campaigns for 2022-23 fiscal				
Campaign	Run time	Estimate	Outside agencies involved	Media

COVID-19 Public Health Information Phase VIII (Lift vaccination campaign, booster and pediatric vaccines) Phase IX (Health Care Experts campaign, booster and pediatric vaccines)	Ongoing since April 2022	\$8.787 million	Trapeze, Captus, iProspect Canada	Digital, Print, Radio, Television, Out-of-Home
Wildfire Prevention & Preparedness	May to Sept.	\$1.069 million	Traction, Captus, iProspect Canada	Digital Radio, Television, Print
Business Priorities/Emerging Issues (Heat Wave, Ukraine Support, Misc. Campaigns & Various Boosted Facebook Boosts)	Ongoing since April 2022	\$681,000	iProspect Canada	Digital, Print, Radio
CleanBC	Sept to Nov.	\$1.667 million	Now Communications, iProspect Canada	Digital, Out-of-Home, Television
GCPE Priorities (Top up of Ministry STOB 67 Campaigns, such as ChildCareBC and post-Budget as well as emerging needs)		\$1.787 million		
Total		\$ 13.991 million		

MINISTRY INFORMATION CAMPAIGNS – STOB 67				
In progress and proposed information campaigns for 2022-23 fiscal				
Campaign	Run time	Estimated	Outside agencies involved	Media

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Withheld pursuant to/removed as

Advice/Recommendations ; Government Financial Information

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Withheld pursuant to/removed as

Advice/Recommendations ; Government Financial Information

MAJOR CORPORATE ISSUE NOTE

Ministry/Ministries: Government Communications and Public Engagement (GCPE) Finance

Issue: Advertising Fiscal 2021-22

- From health and public safety to economic recovery and opportunities, government advertising has an important role to play in communicating both critical and useful information to British Columbians.
- People need to hear the latest information about COVID-19 and the importance of getting vaccinated and boosted, as well as information about paid sick leave, childcare, skills training and job opportunities throughout our province.
- Our communications are focused on making sure people have information on the programs and services that will benefit them.
- Sharing information with people about how to benefit from programs and services is part of good government and our commitment to working for people.

Bluebook Budget of \$10.6M to actual spending of \$26.8M:

- We have a responsibility to provide information about programs and services that help people, businesses and communities, and more during the pandemic than ever.
- We increased government advertising for the COVID-19 public health and safety campaign and wildfire prevention.
- We've also provided important information on the new vision for forestry, recovery support for farmers, and paid sick leave.

Background:

The 2021-22 STOB 67 blue book budget for government information campaigns is \$12.266 million (as listed in the 'blue book'):

Government Financial Information

- \$780,000 allocated to the Public Service Agency (PSA).

Government Financial Information

- Actual spend was \$26.8M
 - \$14.7M was spent on COVID-19
 - \$12.1M was spent on other priorities

STOB 67 total government spending on information campaigns.

***Does not include Votes 1-9 and Public Service Agency.**

Budget Year	2017-18	2018-19	2019-20	2020-21	2021-22
Total amount	\$5.6 million (includes \$833K miscoded to STOB 60)	\$12.4 million	\$13.4 million	\$20.5 million	\$26.8 million *Original Bluebook estimate was \$10.6M

GCPE INFORMATION CAMPAIGNS – STOB 67

Information campaigns for 2021-22 fiscal

Campaign	Run time	Amount	Outside agencies involved	Media
COVID-19 Public Health Information Phase V Vaccine Roll-out Phase VI Vaccine Card Phase VII Pediatric Vaccines, Get Boosted, Omicron, Hospitalizations Phase VIII Lift creative only (booster and pediatric vaccine)	April 2021 to March 31, 2022.	\$11.1 million (Includes \$125K of miscoded invoices)	Trapeze, Captus, iProspect Canada	Digital TV, Radio Print
COVID-19 Recovery (BuyBC, Agriculture Recovery Grant, StrongerBC, Paid Sick Leave, WorkBC)	April 2021 to March 31, 2022.	\$3.6 million	Now Communications, Trapeze, Captus, iProspect Canada	Digital TV, Radio Print
Wildfire Prevention	May to Sept.	\$1.3 million	Captus, iProspect Canada	Digital Radio, TV
Anti-Racism	April 2021	\$61,000	PS DDB, Captus, iProspect Canada	Digital Print

Business Priorities/Emerging Issues (Heat Wave, EMBC Flood Warnings, ASC Fees, Misc. Campaigns & Various Boosted Facebook posts)	April 2021 to March 31, 2022	\$670,000	Various	Digital Print, Radio
Childcare	March 2022	\$148,000	Trapeze, Insights West	
Environment/Forestry	November to March 31,2022	\$392,000	Trapeze, Captus, iProspect Canada	Digital, Print, Radio, TV
Total		\$ 17.3 million		
MINISTRY INFORMATION CAMPAIGNS – STOB 67				
Information campaigns for 2021-22 fiscal				
Campaign	Run time	Amount	Outside agencies involved	Media
AEST (WorkBC, Here2Talk, Sexual Violence Prevention, Labour Market Outlook)	September 2021 to March 31,2022	\$1.7 million	Captus, Now Communications, PS DDB, iProspect Canada	Digital, Outdoor, Print, Radio
Agriculture (BuyBC and Recovery Grants for farmers)	January 2022 to February 2022	\$536,000	Captus, Trapeze, iProspect Canada	Digital, Print,TV
Attorney General (Anti-Racism Legislation)	October 2021 to November 2021	\$186,000	PS DDB, Captus, iProspect Canada	Digital, Print
Energy & Mines (CleanBC)	August 2021 to March 31, 2022	\$2.1 million	Now Communications, Captus, iProspect Canada	Digital, Radio, Print
Environment (BC Parks License Plate Program)	March 2022	\$493,000	Point Blank, iProspect Canada	Digital, Radio
Finance (Speculation and	March 2022	\$201,000	Trapeze, Captus, iProspect Canada	Digital, Radio,

Vacancy Tax reminder)				Print
Forests (Forestry)	November 2021 to December 2021	\$990,000	Trapeze, iProspect Canada	Digital, Radio, TV
Labour (Paid Sick Leave)	November 2021 to January 2022	\$665,000	Captus, Now Communications, iProspect	Digital, Print, Radio
Mental Health/Health (Anti-stigma, Overdose & Toxic Drugs are Circulating, Wellbeing.ca, Anti-Vaping)	July 2021 to March 31, 2022	\$2.4 million	Now Communications, Traction, iProspect Canada, Insights West, PSDDDB	Digital, TV, Radio, Print
Public Safety & Solicitor General (Buy Legal)	October 2021 to November 2021	\$101,000	Point Blank, iProspect Canada	Digital
Various Ministry Operational Communication Projects	April 2021 to March 31, 2022	\$165,000	Various	Various
Total Ministry STOB 67		\$9.5 million		
Total GCPE STOB 67		\$17.3 million		
Total Ministry STOB 67		\$9.5 million		
TOTAL BC Gov't STOB 67		\$26.8 million		

Issue/Opportunity: N/A

Next Steps: N/A

MAJOR CORPORATE ISSUE NOTE

Ministry/Ministries: Government Communications and Public Engagement, (GCPE) Finance

Issue: COVID-19 Health and Safety Information Campaign

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

Background:

An information campaign on COVID-19 has been reaching British Columbians since mid-March 2020. The campaign connects British Columbians with supports and services under B.C.'s COVID-19 Action Plan and outlines the safety measures required.

March 2022	Phase 8 – Lift (Creative only)	Facebook, Instagram, YouTube, Pre-roll, Pinterest Twitter, Tik Tok, Snapchat, Google Search and various display networks.
	Booster	
	Pediatric Vaccine	Print – provincewide ads in community and daily Newspapers. Broadcast assets reaching English, Punjabi, Cantonese and Mandarin speaking audiences.

		Digital and print assets reaching Punjabi, Cantonese (traditional Chinese) and Mandarin (simplified Chinese)
April 2022-September 2022	Phase 8- Lift Campaign (In Market) Booster Pediatric Vaccine Pediatric Registration for 6month-4 year old's	Facebook, Instagram, YouTube, Pre-roll, Pinterest Twitter, Tik Tok, Snapchat, Google Search and various display networks. Print – provincewide ads in community and daily Newspapers. Broadcast assets reaching English, Punjabi, Cantonese and Mandarin speaking audiences. Digital and print assets reaching Punjabi, Cantonese (traditional Chinese) and Mandarin (simplified Chinese)
September 2022-December 2022	Phase 9- Experts Campaign Booster Pediatric Vaccine	Broadcast Television. Multiple 30 Second spots covering both Boosters and Pediatric Vaccines Out of Home – Transit Shelter and Billboards Facebook, Instagram, YouTube, Pre-roll, Twitter, Twitch, Pinterest. Tik Tok, Snapchat Google Search and various display networks. Print – provincewide ads in community and daily Newspapers. Broadcast, digital and print assets reaching Punjabi, Cantonese (traditional Chinese) and Mandarin (simplified Chinese)

Budget summaries by fiscal year:

COVID-19 Public Health Information from March 2020 to December 31, 2022, approximate spend is \$ 19.85M:

- \$11.028M fiscal 21-22
- \$8.649M fiscal 20-21
- \$0.172 fiscal 19-20*

*Under reported in Public Accounts due to delay in setting up COVID financial coding in financial tracking software.

Cost:

The approximate spend for the COVID-19 Public Health Information campaign in 2022/23 for the period April 1, 2022 to December 31, 2022 is **\$8.787M**

Media plan:

DATES	PHASE OF CAMPAIGN AND CALL TO ACTION	MEDIA BUY
April 1/21 – August 31/21	Phase 5 – Vaccine Rollout Within Reach – Get Vaccinated New Travel Rules/Variants causing increase in cases 3 Steps to Getting the Vaccine. Why Get Your Second Dose Vax for BC Youth Get Vaccinated Need a Reason Mask Mandate BC Restart	Facebook, Instagram, YouTube, Pre-roll, Twitter, Google Search and various display networks. TV – 1 x 30-second Broadcast spot (Within Reach - Get Vaccinated). Print – provincewide ads in community and daily Newspapers. Broadcast assets reaching Punjabi, Cantonese and Mandarin audiences. Digital and print assets reaching Punjabi, Hindi, Cantonese (traditional Chinese), Mandarin (simplified Chinese), Korean, Tagalog and Farsi audiences.
Sept/21 to Nov 7/21	Phase 6 – Vaccine Card	Facebook, Instagram, YouTube, Pre-roll, Twitter, Google Search and various display networks. Print – provincewide ads in community and daily Newspapers. Broadcast assets reaching Punjabi, Cantonese and Mandarin audiences. Digital and print assets reaching Punjabi, Hindi, Cantonese (traditional Chinese), Mandarin (simplified Chinese), Korean, Tagalog and Farsi audiences.
Nov 8/21 to March 31/22	Phase 7 – Pediatric Vaccines; Get Boosted; Hospitals & Omicron	Facebook, Instagram, YouTube, Pre-roll, Twitter, Google Search and various display networks. Print – provincewide ads in community and daily Newspapers. Broadcast assets reaching Punjabi, Cantonese and Mandarin audiences.

		Digital and print assets reaching Punjabi, Cantonese (traditional Chinese) and Mandarin (simplified Chinese),
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Standing offers list:

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

All agencies on the Standing Offers list had the opportunity to submit a bid for this work. Agencies were selected based on capacity, previous history with similar work, areas of expertise and value. Other government ministries access advertisement services through GCPE's Standing Offer list.

Issue/Opportunity: N/A

Next Steps: N/A

MAJOR CORPORATE ISSUE NOTE

Ministry: Government Communication and Public Engagement (GCPE)

Issue: Non-partisan Advertising Standards

Background:

- The non-partisan ad standards include both internal and external reviews of government information advertising expenditures by ministries under STOB 67 Information Advertising. The standards were developed following a review of current practices and guidelines in other jurisdictions as well as the recommendations for implementation of non-partisan advertising standards by the Office of the Auditor General and three private member's bills introduced in 2013, 2016 and 2017.
- The B.C. government has engaged Advertising Standards Canada (ASC) to conduct two-stage independent third-party reviews against non-partisan advertising criteria for advertising campaigns exceeding \$250,000 (including production and placement costs): at the draft/creative stage, followed by a final review when creative materials are ready for publication or broadcast.
- Results from all independent third-party Non-partisan Advertising Reviews with a value over \$250,000 are posted online.
- For information campaigns below \$250,000, an internal review through a third-party contractor takes place to ensure the ads meet the non-partisan criteria.
- Advertising of any value must meet all the non-partisan advertising criteria before it can be released for publication or broadcast.
- Effective since April 1, 2019, the Non-partisan Advertising Standards for B.C. government advertising:
 1. Ensures that core government advertising focuses on the responsibility to inform, engage and interact with British Columbians regarding:
 - government priorities, programs, policies and services;
 - public entitlements, rights and obligations; and,
 - risks to public health, safety and the environment.
 2. Establishes clear non-partisan advertising review criteria and process with independent, expert review by Advertising Standards Canada.

3. Establishes an opportunity for review of government compliance to the NPARP by Office of the Auditor General of BC.
 4. Ensures core government informational advertising (STOB 67) funds are not used for partisan purposes.
- Exclusions: Exclusions from the non-partisan advertising review process and criteria include statutory advertising (STOB 68), government employment and recruitment ads and advertising of an urgent public health and/or safety nature. While we have this exclusion option for public health and safety, we have made every endeavor to ensure government's COVID advertising meets the criteria.
 - Advertising Standards Canada: The estimated cost for ASC to provide its review in fiscal 2022-23 will be approximately \$33,000. Since 2019, GCPE has been a member of ASC. The total contract amount including the membership fee is \$41,719 in fiscal 2022-23.
 - Auditor General: The jurisdictional review identified several non-partisan advertising review models, some of which included the engagement of the Office of the Auditor General or equivalent in those jurisdictions. The non-partisan advertising standards for the Government of British Columbia takes into consideration the experiences from the jurisdictions including those where the Auditor General has had a defined role. The office of B.C.'s Auditor General is aware of the Non-partisan Advertising Standards and may review the process to ensure adherence to the non-partisan advertising standards in future.

Issue/Opportunity:

- The previous government failed to act on recommendations from the auditor general that would ensure government advertising was non-partisan. The result was a civil lawsuit filed in the BC Supreme Court over how the former government spent its advertising budget.
- That is why our government implemented Non-partisan Advertising Standards for reviewing core government advertising. With this change, Government of British Columbia's non-partisan criteria for advertising is now among the strictest in Canada.
- The criteria is public and accessible online.