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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:

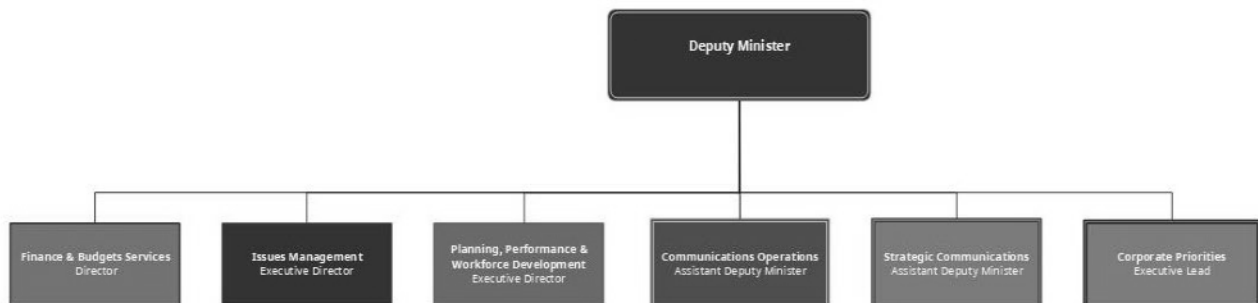
Led by the Deputy Minister, GCPE is organized under three main divisions: Strategic Communications, Communications Operations and Corporate Priorities. These divisions work collaboratively to deliver integrated communications across multiple platforms and channels, in several languages to British Columbians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

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