

## GCPE ESTIMATES BINDER 2024/25

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## ESTIMATES 2024

### GCPE OPERATING BUDGET

#### Key Facts: GCPE Operating Budget

Operating Expenses ('000)	2022/23	2023/24	2024/25	2025/26	2026/27
2023/24 Service Plan	\$28,338	\$29,341	\$29,363	\$29,363	
2024/25 Service Plan		\$29,921	\$31,660	\$31,660	\$31,660

For the 2024/25 Estimates, GCPE's operating budget is \$31.660M.

- This is \$2.297M higher than the budget presented in the 2023/24 Service Plan. The base budget increase is related to the Shared Recovery Wage Mandate (cross-government increase) and the funding for the Ministry of Water Land and Resource Stewardship communications office.
- **Salaries & benefits** represent 81% of the total operating budget, at \$25.556M.
- **Operating costs** (net of recoveries) represent 19% of the total operating budget, at \$6.104M.
- **Advertising** is 11% of the \$31.66M in operating costs, at \$3.537M.
- Recoveries of \$0.861M are primarily for media monitoring services provided via Today's News On-Line (TNO).

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**REVIEWED BY:**

Jim Rutkowski  
 Deputy Minister  
 Government Communications and  
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## Estimates 2024 GCPE OPERATING BUDGET

### Key Facts: GCPE 2023/24 Advertising STOB 67

**STOB 67 Blue Book Advertising Budget: \$3.537M**

**CleanBC Paid Information Campaign Contingencies Access: \$1.667M**

- GCPE was approved up to \$1.667M contingencies to support CleanBC marketing and communication activities.

**=Total of \$5.204M**

<b>G21CPE 2023/24 Advertising Forecast (\$millions)</b>	
<b>Campaign</b>	<b>Forecast</b>
<b>CleanBC Advertising and Infrastructure Signage</b>	<b>1.537</b>
<b>GCPE Priority Campaigns</b>	
- Anti-Vaping	0.122
- Business Priorities	0.104
- Child Care	0.237
- Economic Opportunities	0.775
- Intimate Images	0.336
- Tax Campaign	0.075
- Youth Drug Awareness	0.534
- Wildfire Prevention	1.255
<b>Total</b>	<b>3.438</b>
<b>Total GCPE Advertising</b>	<b>4.975</b>

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## **GCPE STAFFING**

At present, there are an estimated total of 325 employees (315 active and 10 on Leave) in the organization.

<b>GCPE Total Positions (March 22, 2024)</b>	
<b>Division/Branch</b>	<b>Base</b>
<b>Deputy Minister's Office/Financial Services &amp; PPWD:</b> Budgets & Financial Services, DMO, and HR	<b>34</b>
<b>Communications Operations:</b> Ministry Comms Shops, Issues Management	<b>189</b>
<b>Strategic Communications:</b> Digital Comms, Advertising, Graphics, Direct Comms & Engagement, Cabinet Priorities, Strategic Projects, Research & Analytics	<b>48</b>
<b>Corporate Priorities:</b> Editorial Services, Information Management, Multi-Language, Events & Corporate Planning, Media Monitoring, Media Relations, Writing & Content Strategy	<b>65</b>
<b>Total Positions</b>	<b>336</b>
<b>GCPE Average Active Employees (March 31, 2024)</b>	
<b>Division/Branch</b>	<b>FTE</b>
<b>Deputy Minister's Office/Financial Services &amp; PPWD:</b> Budgets & Financial Services, DMO, and HR	<b>26</b>
<b>Communications Operations-</b> Ministry Comms Shops, Issues Management	<b>165</b>
<b>Strategic Communications:</b> Digital Comms, Advertising, Graphics, Direct Comms & Engagement, Cabinet Priorities, Strategic Projects, Research & Analytics	<b>41</b>
<b>Corporate Priorities:</b> Editorial Services, Information Management, Multi-Language, Events & Corporate Planning, Media Monitoring, Media Relations, Writing & Content Strategy	<b>58</b>
<b>Total Average Active Employees (2023-2024 Fiscal)</b>	<b>290</b>
<b>Total FTE burn (including the recovery MOUs)</b>	<b>290</b>
<b>Total FTE burn (excluding the recovery MOUs)</b>	<b>261</b>

## GCPE Staffing as of March 13, 2023

There were estimated total of 280 employees (267 active and 13 on Leave) in the organization.

GCPE Total Positions	307
GCPE FTE burn (including the recovery MOUs)	248
GCPE FTE burn (excluding the recovery MOUs)	220

## Budgets at a Glance Communications Division

**MINISTRY: FINANCE**

**PROGRAM: GCPE - Government Communications**

STOB	Description	2023/24  Restated Budget	2024/25  Budget
50EA	Base Salaries and Overtime	18,867,000	20,252,000
51EA	Supplementary Salary Costs	100,000	100,000
52EA	Employee Benefits	60,000	60,000
5298	Benefit Chargeback	4,791,000	5,144,000
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	955,000	956,000
65EA	Office and Business Expenses (includes F&E < \$1000)	1,058,000	1,058,000
67EA	Informational Advert. & Publications	3,537,000	3,537,000
69EA	Utilities, Materials and Supplies	38,000	38,000
73EA	Amortization Expenses	300,000	300,000
75EA	Building Occupancy Charges	15,000	15,000
85EA	Other Expenses	61,000	61,000
88EA	<i>Recoveries Within Government</i>	(600,000)	(600,000)
89EA	<i>Recoveries- External to the CRF</i>	(200,000)	(200,000)
9002	<i>Recoveries - External to the CRF - Fees &amp; Licenses</i>	(45,000)	(45,000)
9003	<i>Recoveries - External to the CRF - Other Misc. Revenues</i>	(16,000)	(16,000)
		<b>29,921,000</b>	<b>31,660,000</b>

Personal  
Information;  
Security  
Concern

Government Communications	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27
Budget 2014 - Blue Book	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155
Budget 2015 - ESM	30	30	30	30	30	30	30	30	30	30
Budget 2015 - Blue Book	26,185	26,185	26,185	26,185	26,185	26,185	26,185	26,185	26,185	26,185
Budget 2016 - ESM	0	6	6	6	6	6	6	6	6	6
Budget 2016 - ESD	3	3	3	3	3	3	3	3	3	3
Budget 2016 - Benefits Adjustment	0	0	0	0	0	0	0	0	0	0
Budget 2016 - MTICS (one-time excl 3% salary lift)	572	572	572	572	572	572	572	572	572	572
Budget 2016 - Blue Book	26,760	26,766	26,766	26,766	26,766	26,766	26,766	26,766	26,766	26,766
Budget 2017 - Benefits	(73)	0	0	0	0	0	0	0	0	0
Budget 2017 - Blue Book	26,687	26,766	26,766	26,766	26,766	26,766	26,766	26,766	26,766	26,766
Budget 2018 - CASA		258	258	258	258	258	258	258	258	258
Budget 2018 - Comms Positions		750	750	750	750	750	750	750	750	750
Budget 2018 - BCS Internal Transfer to GDX	(744)	(744)	(744)	(744)	(744)	(744)	(744)	(744)	(744)	(744)
Budget 2018 - Blue Book	25,943	27,030	27,030	27,030	27,030	27,030	27,030	27,030	27,030	27,030
Budget 2019 - ESD			4	4	4	4	4	4	4	4
Budget 2019 - ESM			11	11	11	11	11	11	11	11
Budget 2019 - Comms Staffing Pressures			2000	2000	2000	2000	2000	2000	2000	2000
Budget 2019 - Employee Benefits Adjustment			105	0	0	0	0	0	0	0
Budget 2019 - Blue Book	25,943	27,030	29,150	29,045	29,045	29,045	29,045	29,045	29,045	29,045
Budget 2020 - ESM				10	20	20	20	20	20	20
Budget 2020 - ESD				2	4	4	4	4	4	4
Budget 2020 - Transfer from CITZ GDX (3 positions)			200	200	200	200	200	200	200	200
Budget 2020 - Employee Benefits adjustment				106	106	106	106	106	106	106
Budget 2020 - Budget Reduction				(1,037)	(1,037)	(1,037)	(1,037)	(1,037)	(1,037)	(1,037)
Budget 2020 - Blue Book			29,350	28,326	28,338	28,338	28,338	28,338	28,338	28,338
Budget 2021 - Blue Book					28,338	28,338	28,338	28,338	28,338	28,338
Budget 2022 - Blue Book						28,338	28,338	28,338	28,338	28,338
Budget 2023 - Shared Recovery Wage Mandate							1,003	1,025	1,025	1,025
<b>Budget 2023 - Blue Book</b>							29,341	29,363	29,363	29,363
Budget 2024 - Shared Recovery Wage Mandate								1,592	1,592	1,592
Budget 2024 - Transfer from WLRS							580	705	705	705
Budget 2024 - Blue Book							29,921	31,660	31,660	31,660

### 2024/25 – 2026/27 Service Plan

Core Business	2023/24 Restated Estimates	2024/25 Esteimates	2025/26 Plan	2026/27 Plan
<b>Operating Expenses (\$000)</b>				
Government Communications	29,921	31,660	31,660	31,660
<b>Total</b>	<b>29,921</b>	<b>31,660</b>	<b>31,660</b>	<b>31,660</b>

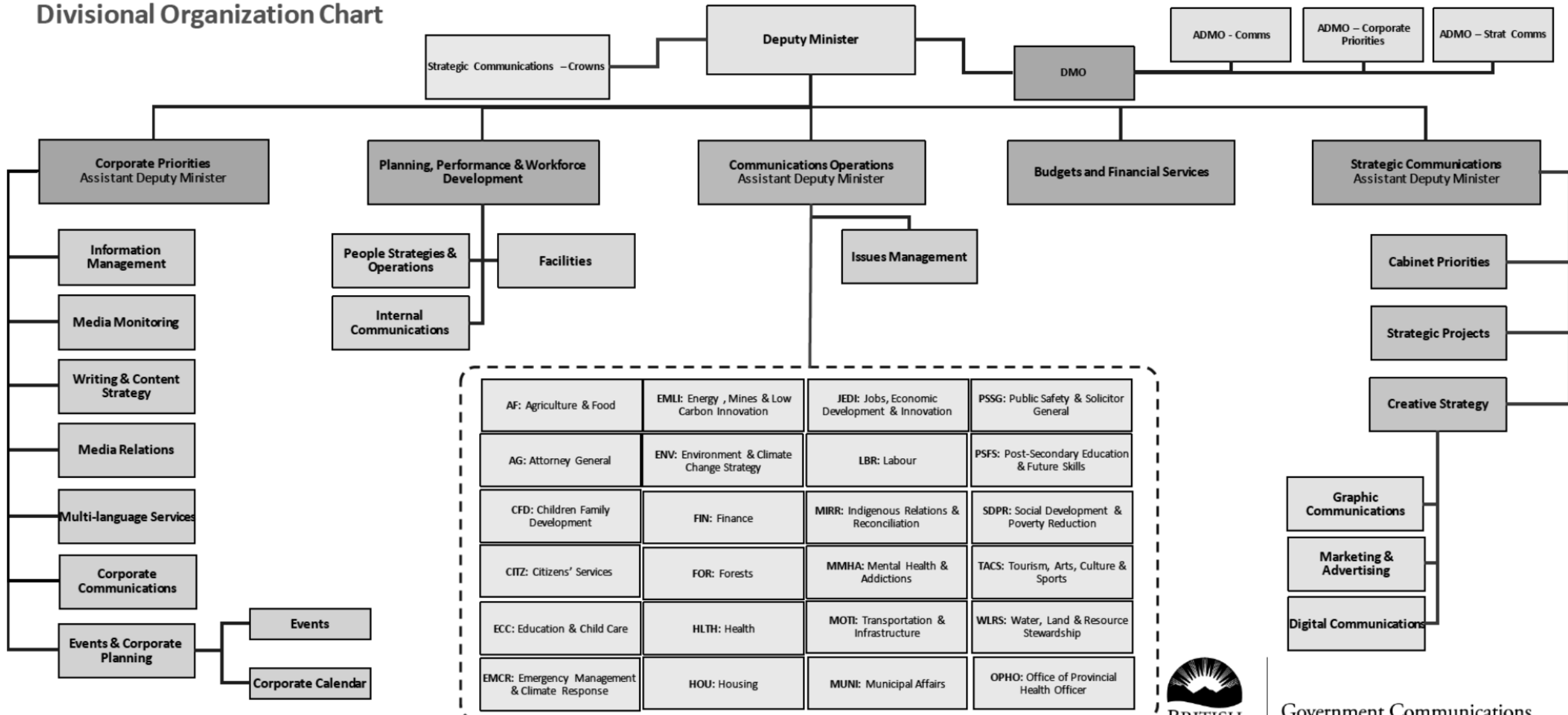
### 2023/24 – 2025/26 SERVICE PLAN

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



# GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT

## Divisional Organization Chart

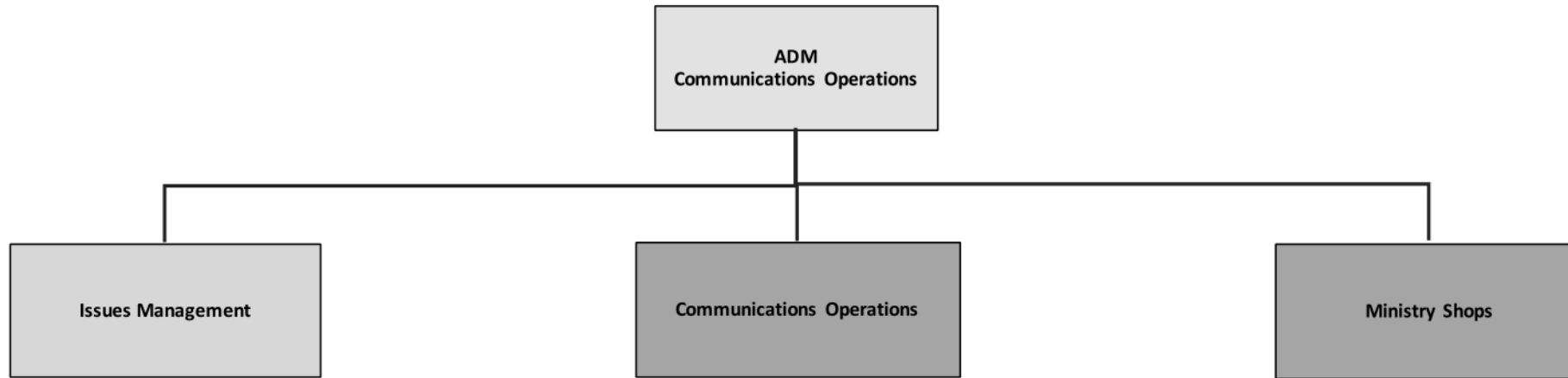


BRITISH COLUMBIA

Government Communications and Public Engagement

# COMMUNICATIONS OPERATIONS DIVISION

## Divisional Organization Chart



### Key Functions

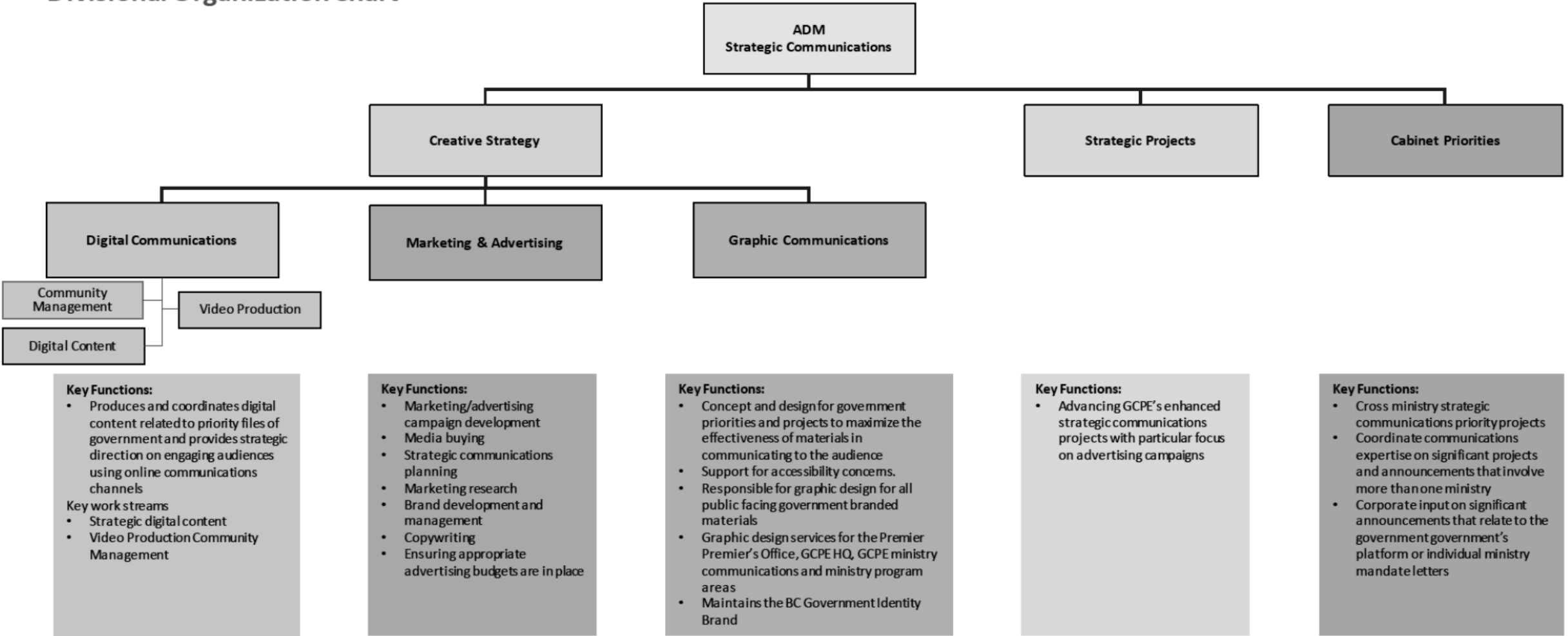
- Ministry based issues management
- Ministry based media and public relations
- Proactive and reactive communications
- Strategic communications planning
- Emergency and crisis communication
- Engagement planning
- Speech writing
- Communications advisory function
- Event planning.



Government Communications  
and Public Engagement

# STRATEGIC COMMUNICATIONS DIVISION

## Divisional Organization Chart



**Key Functions:**

- Produces and coordinates digital content related to priority files of government and provides strategic direction on engaging audiences using online communications channels

Key work streams

- Strategic digital content
- Video Production Community Management

**Key Functions:**

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

**Key Functions:**

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

**Key Functions:**

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

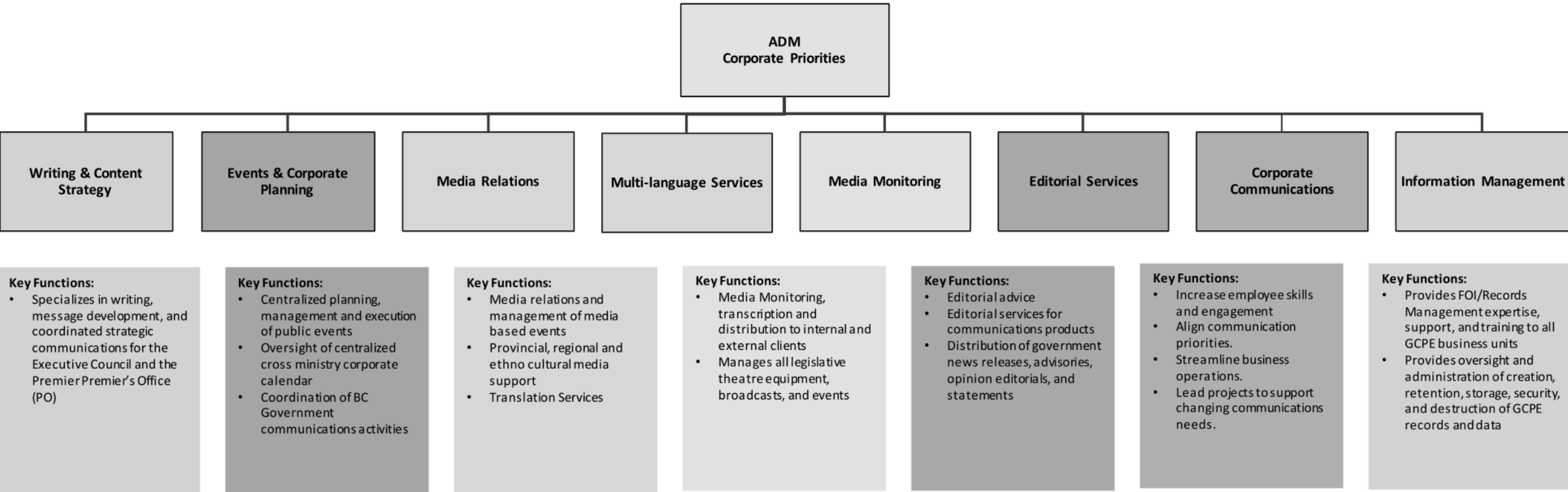
**Key Functions:**

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



# CORPORATE PRIORITIES DIVISION

## Divisional Organization Chart



## EXECUTIVE MEMBER BIOGRAPHY

Jim Rutkowski – Deputy Minister of Government Communications and Public Engagement

Jim brings more than two decades of experience in strategic communications and public policy leadership to his role at GCPE. His deep-rooted understanding of the multifaceted challenges and opportunities within the public, private, and non-profit sectors gives him a strong vantage to help shape policy and communications strategies for the provincial government.

Throughout his career, Jim has assumed several key leadership roles, including principal secretary to Alberta Premier Rachel Notley and chief of staff to former finance minister Carole James during her tenure in Opposition. Since 2019, Jim has provided strategic communications advice to a wide range of organizations in the public and private sectors in BC and internationally. In this work, Jim has developed a deep appreciation for the dynamics of government decision-making and the critical importance of communications and engagement to effective democratic governance.

## EXECUTIVE MEMBER BIOGRAPHY

Sage Aaron – Assistant Deputy Minister, Strategic Communications

Sage Aaron served as the director of communications in the Premier’s Office for four years prior to joining GCPE. Before joining the provincial 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.

She is a senior communications strategist with a record of engaging stakeholder groups, motivating teams, influencing public opinion, and positioning organizations for success. She has studied at the University of Victoria, the British Columbia Institute of Technology and Royal Roads University.

## EXECUTIVE MEMBER BIOGRAPHY

Jen Holmwood – Assistant Deputy Minister, Corporate Priorities

Jen Holmwood is a strategic communications leader with more than 15 years of experience in public and private sector roles. After joining the Province of B.C. in 2017, Jen worked for four years as Deputy Communications Director and Press Secretary in the Premier's Office.

She has been with Government Communications and Public Engagement since 2022, first as the Executive Director for Media Relations and Multi-language Services, then as Executive Lead of Corporate Priorities, and now as Assistant Deputy Minister of Corporate Priorities. Since joining GCPE, she has worked to expand the Multi-language program and enhance Government's English and Non-English media relations, events 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.

## EXECUTIVE MEMBER BIOGRAPHY

Tim Howlett - Assistant Deputy Minister, Communications Operations

Tim Howlett accepted the role of Assistant Deputy Minister of Communications Operations in the spring 2023 and oversees communication shops for each ministry as well as the Issues Management team. Supporting teams in strategic planning, managing issues and ensuring effective daily communications of government activities and priorities.

No stranger to the organization, Tim has also been the Executive Director of Issues Management at Government Communications and Public Engagement since 2018 where he has worked on priority issues with every ministry, helped to lead cross-government communications planning and provided advice to the Executive Council and Premier. He brings a decade and a half of experience as a professional communicator and a strong track record of leading high-performing teams.

Raised in Toronto (which he knows you won't hold against him), Tim studied International Development and Political Economy at Trent University before moving to Ottawa where he worked at the federal level.



## STRATEGIC COMMUNICATIONS DIVISION

ADM Responsible: Sage Aaron, Assistant Deputy Minister

Core Business/ Program Area Description/Critical Business Processes:

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

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

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

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

**Cabinet Priorities**

The Cabinet Priorities team provides strategic direction for key cabinet communications priorities. They work across government to coordinate major announcements and respond to emerging or anticipated issues. They write and review materials and work closely with other teams in Strategic Communications and the Premier's Office, ministries, and ministers' offices to plan the roll-out for priority initiatives including policy and planning, public research, event announcements, public engagement, and marketing.

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

**Marketing and Advertising Services**

The Marketing and Advertising Services team delivers high quality government marketing and research and directs all government advertising. Using a variety of marketing disciplines and methodology, the team works closely with other teams in the division and with ministries on their marketing objectives to advance government priorities. Their work includes strategic planning, brand management, campaign development, marketing research, copywriting, advertising design, and both traditional and digital media buying on behalf of the province. This team manages the contracts with both advertising creative agencies and guides the work of these agencies on behalf of government.

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

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

**Digital Communications**

The Digital Communications team manages government’s social media channels and delivers digital content to connect people with government services and inform them about new programs and initiatives. With British Columbians increasingly turning to digital platforms for information, they manage key elements of core government communications through owned and shared media, as well as respond to feedback from the public.

They work with other strategic communications teams and communications offices within the ministries to develop campaign-based websites and work with the Ministry of Citizen Services to coordinate with existing government digital assets. They manage all live streams and social media events. They are also responsible for video production and coordinating photography services for all of government.

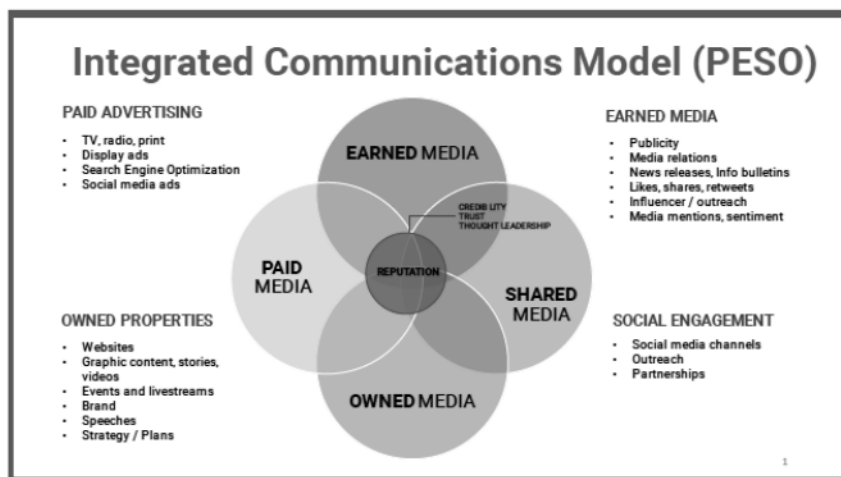
This team is focused on achieving a good user experience for the public as people increasingly access services and information online, and this team provides guidance and support for an innovative cross-government approach to digital communications.

**Graphic Communications**

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

This team also manages and administers the BC ID graphic standards, corporate visual branding, and new logo development, while approving all third-party uses of logos and trademarks. They work closely with the Office of Protocol in approving uses of BC or British Columbia in a business name and support their administration of the provincial symbols including the BC Coat of Arms.

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



## COMMUNICATIONS OPERATIONS DIVISION

ADM Responsible: Tim Howlett, Assistant Deputy Minister

### Core Business/ Program Area Description/Critical Business Processes:

Under the leadership of the Assistant Deputy Minister, the Communications Operation Division is responsible for the operations of the 22 individual ministry communications offices and the Issues Management team. 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.

### **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

### **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.

## CORPORATE PRIORITIES

ADM Responsible: Jen Holmwood, Assistant Deputy Minister

### Core Business/ Program Area Description/Critical Business Processes:

Under the direction of the Assistant Deputy Minister, the Corporate Priorities Division is responsible for delivery of multi-language services, corporate media relations, major events, strategic writing, editorial services, media monitoring, the information management branch, planning, performance and workforce development, 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 works closely with the Communications Operation Division on the provision of products, programs and services that support that division's priorities. The division also collaborates with the Strategic Communication Division on strategic priorities to ensure its deliverables are aligned with government's overall direction and priorities.

### **Events and Corporate Calendar**

The Events and Corporate Planning team manages the daily oversight of the corporate calendar, one of government's most important planning tools. The corporate calendar is used to regularly inform decision making with the Premier's Office, ministers' offices, government ministries, and GCPE HQ. This team liaises regularly with communication offices to ensure accurate and up-to-date information, to support informed decision making and allow whole-of-government strategic planning.

This team also coordinates all events for the Premier, Cabinet and priority government announcements – including location and timing details, advancing and staging events, communications considerations, and onsite stakeholder event involvement. This work is critical to generating government's earned media.

### **Writing and Content Strategy**

The Writing and Content Strategy team provides writing and content support for Premier's announcements and priority Cabinet activities and announcements. They work closely with ministry communications offices and the events and corporate planning team to make sure that materials are ready for major announcements and work regularly with the Premier's Office on events for the Premier.

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

### **Media Relations**

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

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

The team focuses primarily on earned media.

### **Media Monitoring**

Media Monitoring Insights (also known as Today's News Online (TNO)) serves as government's inhouse media monitoring, social listening, transcription, and distribution. MMI 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, MMI manages the legislative theatre's equipment and broadcasts.

### **Multi-language Services**

The Multi-language team provides in-house communications in English, Punjabi, Traditional Chinese, Simplified Chinese, French, Tagalog ensuring concurrent translation of news releases, online content, and social media.

The team has worked for the past two years in partnership with GDX on the theme, "Arriving in Canada" – which communicates with newcomers to B.C. 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.

### **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.

### **Information Management Branch**

The Information Management Branch (IMB) provides Freedom of Information and records management expertise, support, and training to all GCPE business units. The IMB coordinates the gathering of records, the assessment of harms as provided by program areas and business units, the review of approval packages, and makes recommendations on the release of information in response to FOI requests, in compliance with the Freedom of Information and Protection of Privacy Act. The IMB also provides oversight and administration of the creation, retention, storage, security, and destruction of GCPE records and data in compliance with the Information Management Act.

### **Corporate Projects & Strategic Initiatives**

The Corporate Projects and Strategic Initiatives team works on projects to meet the organization's changing needs. They spearhead initiatives that boost employee skills and engagement, help align communication priorities, encourage teamwork across departments, and streamline business operations.

## GCPE ADVERTISING FISCAL 2024/25

### ADVICE AND RECOMMENDED RESPONSE:

- **Government information campaigns play an important role in connecting people with the information and services that matter to them.**
- **Campaigns aim to reach audiences where they're at, encouraging vaccinations, providing information about respiratory illness season, wildfires, drought, youth drug prevention and online safety for youth and linking people to supports for substance use and mental health.**
- **At the same time, we are focused on making sure people have information about the programs and services that will benefit them including health care, housing affordability, skills training and cost of living supports, throughout our province.**
- **Sharing information with people about how to benefit from programs and services is part of our commitment to working for people.**
- **All paid public information campaigns strictly adhere to rigorous non-partisan advertising standards.**
- **The Non-partisan Advertising Standards require all core B.C. government informational advertising be reviewed against non-partisan advertising criteria before it is released for publication or broadcast.**
- **In addition, advertising campaigns with budgets over \$250,000 are required to undergo a mandatory review conducted by Advertising Standards Canada (ASC), a not-for-profit organization that administers the Canadian Code of Advertising.**

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**Division:** Marketing and Advertising  
**File Name:**

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**Page:** 1 of 3

## KEY FACTS:

- GCPE INFORMATION CAMPAIGNS – STOB 67, in progress and planned information campaigns for 2024/25 fiscal include:
  - Wildfire Prevention
  - Drought Response
- MINISTRY INFORMATION CAMPAIGNS – STOB 67, allocated for 2024/25 fiscal include:
  - Agriculture and Food (e.g. BuyBC)
  - Attorney General
  - Children and Family Development
  - Education and Child Care
  - Energy, Mines and Low-carbon Innovation
  - Finance (e.g. Speculation and Vacancy Tax)
  - Labour
  - Mental Health and Addictions (e.g. Help Starts Here Substance Use and Mental Health Supports and Stories and Youth Drug Prevention )
  - Municipal Affairs
  - Post-Secondary Education and Future Skills

## BACKGROUND:

### ADVERTIZING FUNDING FOR 2024-25

GCPE STOB 67 Blue Book Advertising Budget	\$3.537M
Ministry STOB 67 Blue Book Budget (excluding STOB 67 budget for GCPE, PSA, Vote 1 to 10)	\$8.478M
<b>Total STOB 67 Funding*</b>	<b>\$12.015M</b>

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

**\*Total STOB 67 Blue Book Advertising Budget including Votes 1-10 and Public Service Agency is \$19.017M.**

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**STOB 67 Total Government Spending on Information Campaigns**

**\*Excluding Votes 1-10 and Public Service Agency.**

<b>Budget Year</b>	<b>2019/20</b>	<b>2020/21</b>	<b>2021/22</b>	<b>2022/23</b>	<b>2023/24 (estimated)</b>
<b>Total amount</b>	\$13.4M	\$20.5M	\$26.7M	\$23.0M	\$23.0M

**Key dates:** July/August 2024 – Release of Public Accounts where Fiscal 2023/24 spending is proactively released.

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## **MULTI-LANGUAGE COMMUNICATIONS**

### **ADVICE AND RECOMMENDED RESPONSE:**

- **More than 850,000 people in BC – almost 20% of British Columbians – primarily speak a language other than English at home.**
- **Being able to access to information in languages other than English plays a critical role in settlement for newcomers.**
- **GCPE provides information in multiple languages, connecting people to the services and supports they need.**
- **Government’s investments in people are making a difference. We want to make sure those benefits are accessible to everyone regardless of the language they speak.**
- **GCPE has been expanding multi-language communications with people in recent years, especially since the pandemic. But there’s much more to do.**
- **As part of ongoing work, GCPE is also working on establishing guidelines and standards of practice for multi-language work for government-wide use.**

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## BACKGROUND:

- GCPE has been expanding its multi-language communications in recent years, especially since the pandemic. Between April 2023 and March 2024, the in-house team translated and/or reviewed more than 1.3 million words in six languages.
- Multi-language outreach includes:
  - Health-related (including COVID) and newcomers-focused (Arriving in B.C.) information (as directed by treasury board), and other important information in up to 14 languages through multi-language webpages
    - April 2020: 9 webpages (1 webpage for each of the 9 languages)
    - May 2021: 133 webpages (12 webpages, in up to 12 languages per page)
    - April 2022: 150 webpages (14 webpages, in up to 12 languages per page)
    - March 2023: 168 webpages (12 webpages, in up to 14 languages per page)
    - March 2024: 141 webpages (21 webpages, in up to 14 languages per page)
  - **Note:** A total of 405 were built between April 2020 and March 2024, some were decommissioned or merged with other pages, leaving 141 live pages in March 2024.
  - Multi-language social media outreach on B.C. government social media channels
  - In-language advertisements on various print and online platforms
  - GCPE multi-language communications products (news releases, statements, etc.)
  - Ongoing support to GDX (CITZ) to identify technical changes needed to gov.bc.ca and news.gov.bc.ca to enable multi-language capacity
- GCPE will continue to support translation for the two themes (COVID and Arriving in B.C.) in addition to GCPE communications products. As resources allow, in-house translation support will remain available for other priority materials.
- We continue to look for ways to expand our reach and reduce turn-around time for multi-language information.
- Increasing in-house support not only boosts capacity for translation and transcreation of materials but also ensures higher-quality products and timely distribution of in-language materials.
- In-house translations now account for a large majority, for some languages up to 90%, of the total translation done in GCPE (for French, Punjabi, simplified and traditional Chinese and Tagalog).
- GCPE relies on translation service vendors when in-house capacity is reached, and for languages not covered in-house. Vendor services are accessed through the Corporate

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Supply Arrangement (CSA). When CSA vendors cannot meet GCPE requirements (compressed timelines, after-hours/weekend work, or vendors are at full capacity), we use contractors to meet our translation needs. These contracts are proactively disclosed as per government core policy.

• Cabinet Confidences

- In 2023-24 GCPE is projected to spend a total of \$158,000 on translation costs through vendors and contractors (excluding advertising). The amount has significantly decreased from 2021-22 and 2020-21 (during COVID) due to the greater ability to translate in-house.
  - 2023-24: \$158,000 (estimated)
  - 2022-23: \$335,630
  - 2021-22: \$642,428
  - 2020-21: \$282,399
  - 2019-20: \$112,307
- A much smaller portion of the total multi-language work has been focused on delivering multi-language COVID-related content in the last two years:
  - 2023-24: 3% of translations were COVID-related
  - 2022-23: 6% of translations were COVID-related
  - 2021-22: 91% of translations were COVID-related
  - 2020-21: 76% of translations were COVID-related
  - 2019-20: 30% of translations were COVID-related

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