

GCPE ESTIMATES BINDER 2025/26

TAB 1 A – GCPE Operating Budget

TAB 1 B – GCPE 2024/25 Advertising STOB 67

TAB 1 C – GCPE Staffing

TAB 2 – Budget at-a-Glance 2025-26

TAB 3 – Budget at-a-Glance Historic

TAB 4 - Service Plan Budget

TAB 5 – GCPE Organizational Chart

TAB 6 - Executive Biographies

TAB 7 – Strategic Communications Division

TAB 8 – Communications Operations Division

TAB 9 – Corporate Priorities

TAB 10 – Advertising Budget

TAB 11– Multi-language

ESTIMATES 2025

GCPE OPERATING BUDGET

Key Facts: GCPE Operating Budget

Operating Expenses ('000)	2023/24	2024/25	2025/26	2026/27	2027/28
2024/25 Service Plan	\$29,921	\$31,660	\$31,660	\$31,660	
2025/26 Service Plan		\$31,660	\$32,453	\$32,453	\$32,453

For the 2025/26 Estimates, GCPE's operating budget is \$32.453M.

- This is \$0.793M higher than the budget presented in the 2024/25 Service Plan. The base budget increase is related to the Shared Recovery Wage Mandate (cross-government increase).
- **Salaries & benefits** represent 81% of the total operating budget, at \$26.349M.
- **Operating costs** (net of recoveries) represent 19% of the total operating budget, at \$6.104M.
- **Advertising** is 11% of the \$32.453M in operating costs, at \$3.537M.
- Recoveries of \$0.861M are primarily for media monitoring services provided via Media Monitoring Insights (MMI).

PREPARED BY:

Angela Liu
Executive Director, Budgets and Financial Services
Government Communications and Public Engagement
778-974-4998

REVIEWED BY:

Sage Aaron
Deputy Minister
Government Communications and
Public Engagement

Estimates 2025

GCPE OPERATING BUDGET

Key Facts: GCPE 2024/25 Advertising STOB 67

STOB 67 Blue Book Advertising Budget: \$3.537M

GCPE 2024/25 Advertising Forecast (\$millions)	
Campaign	Forecast
GCPE Priority Campaigns	
- Business Priorities	0.281
- Drought	0.453
- Economic Opportunities	0.484
- Intimate Images	0.235
- Supports for Substance Use	0.500
- Tax Campaign	0.174
- Wildfire Prevention	1.395
Total	3.522
Total GCPE Advertising	3.522

PREPARED BY:

Angela Liu
Executive Director, Budgets and
Financial Services
Government Communications and
Public Engagement
778-974-4998

REVIEWED BY:

Sage Aaron
Deputy Minister
Government Communications
and Public Engagement

GCPE STAFFING

At present, there are an estimated total of 329 employees (316 active and 13 on Leave) in the organization.

GCPE Total Positions (March 31, 2025)	
Division/Branch	Base
Deputy Minister's Office/Financial Services: Budgets and Financial Services, DMO, and People Strategies and Operations	30
Communications Operations: Ministry Communications Shops, Issues Management, ADMO	187
Strategic Communications: Cabinet Priorities, Creative Strategies, Digital Communications, Graphic Communications, Marketing and Advertising, Research and Analytics	43
Corporate Priorities: Editorial Services, Events and Corporate Planning, Information Management, Multi-Language, Media Monitoring, Media Relations, Writing and Content Strategy	66
Total Positions	326
GCPE Average Active Employees (March 31, 2025)	
Division/Branch	FTE
Deputy Minister's Office/Financial Services & PPWD: Budgets & Financial Services, DMO, and HR	30
Communications Operations- Ministry Comms Shops, Issues Management	173
Strategic Communications: Digital Comms, Advertising, Graphics, Direct Comms & Engagement, Cabinet Priorities, Strategic Projects, Research & Analytics	41
Corporate Priorities: Editorial Services, Information Management, Multi-Language, Events & Corporate Planning, Media Monitoring, Media Relations, Writing & Content Strategy	61
Total Average Active Employees (2024-2025 Fiscal)	305
Total FTE burn (including the recovery MOUs)	305
Total FTE burn (excluding the recovery MOUs)	282

GCPE Staffing as of March 31, 2025

There were estimated total of 329 employees (316 active and 13 on Leave) in the organization.

GCPE Total Positions	326
GCPE FTE burn (including the recovery MOUs)	305
GCPE FTE burn (excluding the recovery MOUs)	282

Budgets at a Glance
Communications Division

MINISTRY: FINANCE

PROGRAM: GCPE - Government Communications

STOB	Description	2024/25		2025/26
		Budget		Budget
50EA	Base Salaries and Overtime	20,252,000		20,884,000
51EA	Supplementary Salary Costs	100,000		100,000
52EA	Employee Benefits	60,000		60,000
5298	Benefit Chargeback	5,144,000		5,305,000
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	956,000		956,000
65EA	Office and Business Expenses	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 CRF</i>	(600,000)		(600,000)
89EA	<i>Recoveries Within Government Reporting Entity</i>	(200,000)		(200,000)
9003	<i>Recoveries - External to the CRF - Other Misc. Revenues</i>	(45,000)		(45,000)
9004	<i>Recoveries - External to the CRF - Contr from Federal Govt</i>	(16,000)		(16,000)
		31,660,000		32,453,000

Government Communications	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28
Budget 2014 - Blue Book	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155	26,155
Budget 2015 - ESM	30	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	26,185
Budget 2016 - ESM	0	6	6	6	6	6	6	6	6	6	6
Budget 2016 - ESD	3	3	3	3	3	3	3	3	3	3	3
Budget 2016 - Benefits Adjustment	0	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	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	26,766
Budget 2017 - Benefits	(73)	0	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	26,766
Budget 2018 - CASA		258	258	258	258	258	258	258	258	258	258
Budget 2018 - Comms Positions		750	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)	(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	27,030
Budget 2019 - ESD			4	4	4	4	4	4	4	4	4
Budget 2019 - ESM			11	11	11	11	11	11	11	11	11
Budget 2019 - Comms Staffing Pressures			2000	2000	2000	2000	2000	2000	2000	2000	2000
Budget 2019 - Employee Benefits Adjustment			105	0	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	29,045
Budget 2020 - ESM				10	20	20	20	20	20	20	20
Budget 2020 - ESD				2	4	4	4	4	4	4	4
Budget 2020 - Transfer from CITZ GDX (3 positions)			200	200	200	200	200	200	200	200	200
Budget 2020 - Employee Benefits adjustment				106	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)	(1,037)
Budget 2020 - Blue Book			29,350	28,326	28,338	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	28,338
Budget 2022 - Blue Book						28,338	28,338	28,338	28,338	28,338	28,338
Budget 2023 - Shared Recovery Wage Mandate							1,003	1,025	1,025	1,025	1,025
Budget 2023 - Blue Book							29,341	29,363	29,363	29,363	29,363
Budget 2024 - Shared Recovery Wage Mandate								1,592	1,592	1,592	1,592
Budget 2024 - Transfer from WLRS							580	705	705	705	705
Budget 2024 - Blue Book							29,921	31,660	31,660	31,660	31,660
Budget 2025 - Shared Recovery Wage Mandate									793	793	793
Budget 2025 - Blue Book								31,660	32,453	32,453	32,453

2025/26 - 2027/28 Service Plan

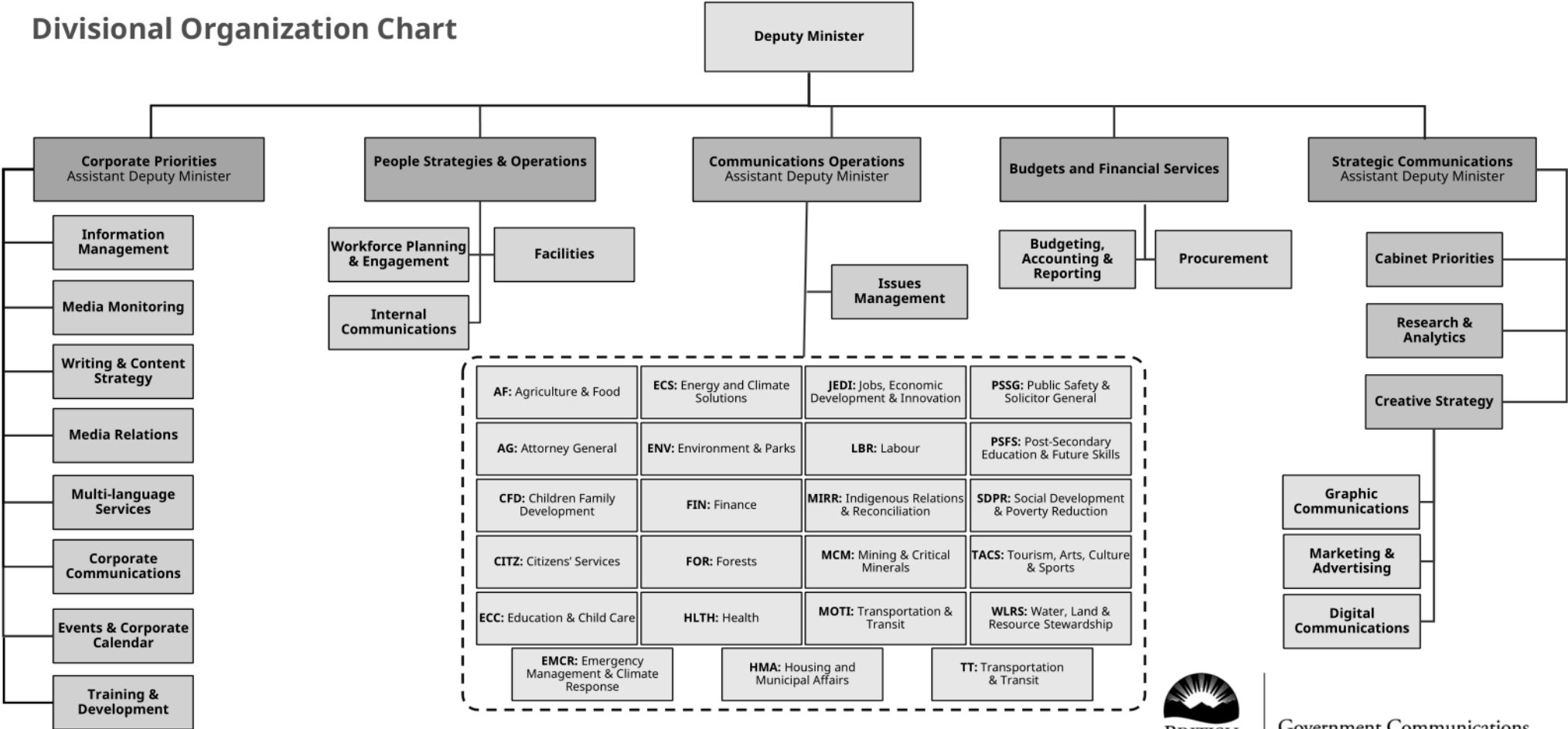
Core Business	2024/25 Restated Estimates	2025/26 Estimates	2026/27 Plan	2027/28 Plan
Operating Expenses (\$000)				
Government Communications	31,660	32,453	32,453	32,453
Total	31,660	32,453	32,453	32,453

2024/25 - 2026/27 Service Plan

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

GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT

Divisional Organization Chart



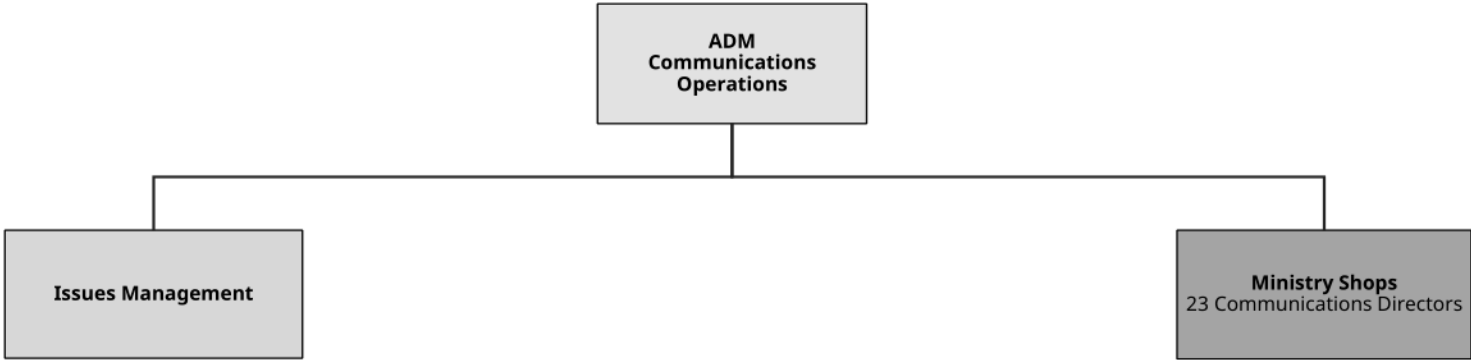
Effective: May 1, 2025



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

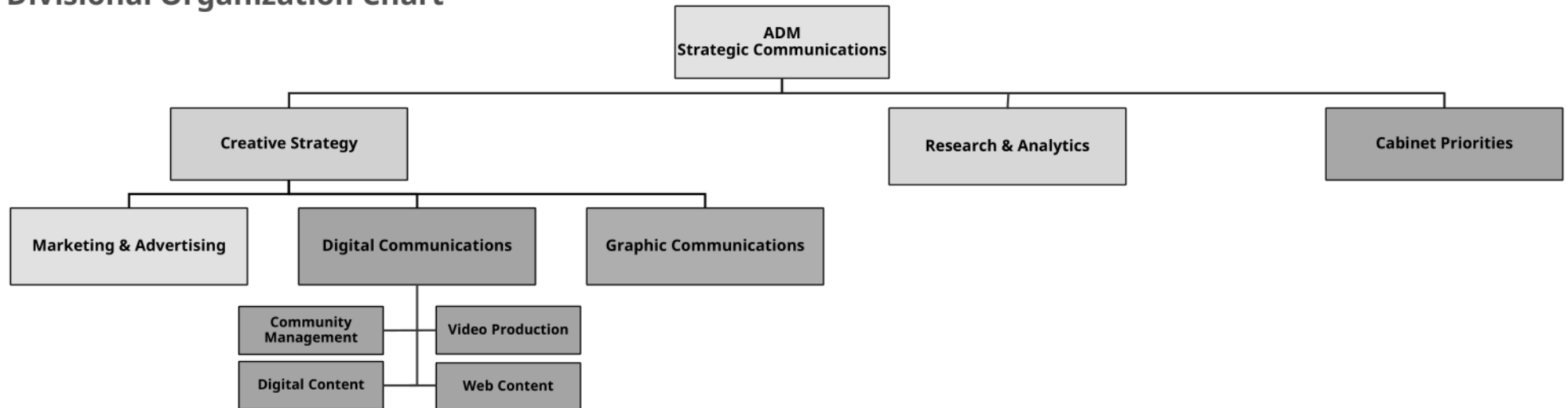
Effective: May 1, 2025



Government Communications
and Public Engagement

STRATEGIC COMMUNICATIONS DIVISION

Divisional Organization Chart



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:

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

Key Functions:

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

Key Functions:

- Provides oversight for qualitative and quantitative research and analytics activities (e.g., research procurement)
- Provides advice and support for GCPE and government ministries on research and analytics needs
- Supports effective policy development, public engagement and government service delivery through understanding public preferences

Key Functions:

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

Effective: May 1, 2025

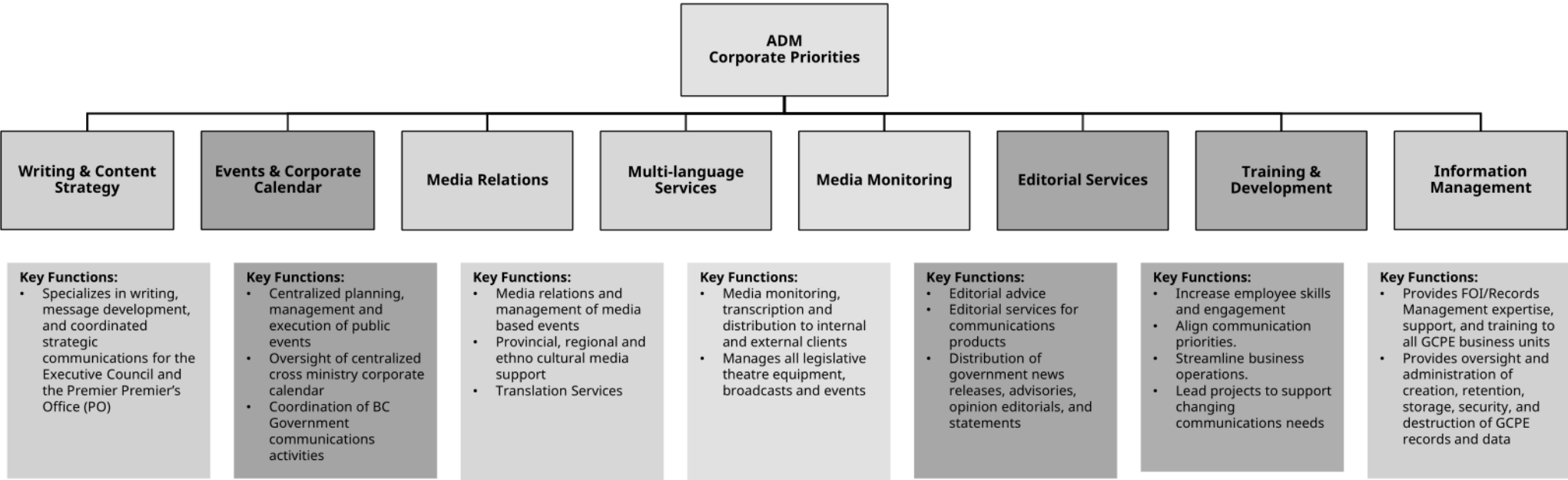


BRITISH
COLUMBIA

Government Communications
and Public Engagement

CORPORATE PRIORITIES DIVISION

Divisional Organization Chart



Effective: May 1, 2025



Government Communications
and Public Engagement

EXECUTIVE MEMBER BIOGRAPHY

Sage Aaron – Deputy Minister of Government Communications and Public Engagement

Sage Aaron is the Deputy Minister of BC Government Communications and Public Engagement (GCPE), the agency responsible for all public facing communications for the Government of BC. She previously served GCPE as Assistant Deputy Minister, Strategic Communications (2021-2024), where she managed the digital, marketing and advertising, graphics, research, and cabinet priorities teams.

Prior to her executive roles at GCPE, Aaron was Communications Director in the Premier's Office (2017-2021). She began her career with the province after serving as Communications Director at the Movement of United Professionals (2011-2017), where she led all internal and external communications for the public- and private-sector union.

She holds a Master's in Professional Communications from Royal Roads University and studied at the University of Victoria and BCIT.

EXECUTIVE MEMBER BIOGRAPHY

Eric Berndt – Acting Assistant Deputy Minister, Strategic Communications

Eric Berndt joined the B.C. government in 2016 as a senior manager in the Ministry of Health's Population and Public Health branch. He then held a number of senior communications leadership roles, including the role of Communications Director at the ministries of Mental Health and Addictions, Advanced Education, Attorney General, and Housing. In 2022, Eric moved to Government Communications and Public Engagement (GCPE) headquarters as an executive director, leading integrated teams in marketing and advertising, graphics, and digital communications. He was appointed Acting Assistant Deputy Minister of Strategic Communications in November 2024.

Prior to his work with government, Eric served as the communications advisor to Island Health's Chief Medical Health Officer and led communications at AIDS Vancouver Island Community Health Centre. Eric holds an Accreditation in Public Relations (APR) from the Canadian Public Relations Society and a Master's degree in Sociology from Concordia University in Montreal.

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.

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.

Tim was also the Executive Director of Issues Management at Government Communications and Public Engagement 2018 where he 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.

STRATEGIC COMMUNICATIONS DIVISION

ADM Responsible: Eric Berndt, Acting 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.

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.

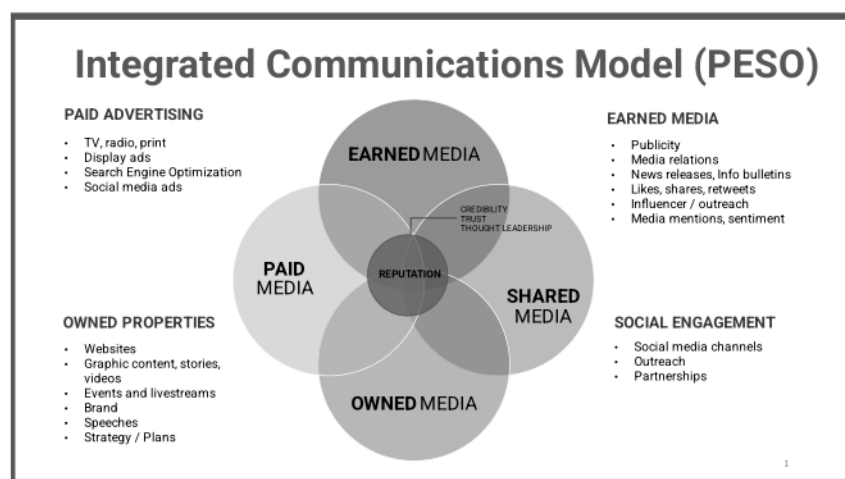
They work with other strategic communications teams and communications offices within the ministries to develop campaign-based websites and work with the Ministry of Citizen Services to coordinate with existing government digital assets. They manage all live streams and social media events. They are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

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

ADM Responsible: Tim Howlett, Assistant Deputy Minister

Overview of Core Business / Program Area:

Under the leadership of the Assistant Deputy Minister, the Communications Operation Division is responsible for the operations of the 23 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, and on high profile events where the Premier is participating

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 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

Overview of Core Business / Program Area:

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, learning and development, and the corporate calendar. Within this context, the division works closely with the Deputy Minister, 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 to 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. They also provide capacity building and training across ministry communications teams, to ensure consistency throughout government writing and material development.

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.

Media Monitoring

Media Monitoring Insights (MMI), also formerly known as Today's News Online (TNO) serves as government's inhouse media monitoring, social listening, transcription, and distribution service. 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.

Multi-language Services

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

The team also works closely with the Media Relations and the Digital teams to translate and trans-create 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 (FOI) 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 and encourage teamwork across departments. A priority area is developing People First communications training and professional development.

GCPE ADVERTISING FISCAL 2025/26

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, preparing for wildfires, motivating consumers to BuyBC and linking people to mental health and substance use supports.**
- **In addition, campaigns focus on communicating how people can access programs and services that will benefit them directly including health care, housing, and cost of living supports.**
- **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.**

KEY FACTS:

Contact: Kyla Kelch, A/Director
Division: Marketing and Advertising
File Name:

Phone: Government
Page: 1 of 3

- GCPE INFORMATION CAMPAIGNS – STOB 67, in progress and planned information campaigns for 2025/26 fiscal include:
 - Economic Opportunities
 - Wildfire Prevention
 - Advice/Recommendations
- MINISTRY INFORMATION CAMPAIGNS – STOB 67, allocated for 2025/26 fiscal include:
 - Agriculture and Food (e.g. BuyBC)
 - Attorney General
 - Children and Family Development
 - Education and Child Care
 - Energy and Climate Solutions
 - Finance (e.g. Speculation and Vacancy Tax)
 - Health (e.g. Mental Health Supports for Substance Use)
 - Labour
 - Post-Secondary Education and Future Skills

BACKGROUND:

ADVERTISING FUNDING FOR 2025-26

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)	\$8.307M
Total STOB 67 Funding*	\$11,844M

***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 \$13,305M.**

Contact: Kyla Kelch, A/Director
Division: Marketing and Advertising
File Name:

Phone: Government
Page: 2 of 3

STOB 67 Total Government Spending on Information Campaigns					
*Excluding Votes 1-10 and Public Service Agency.					
Budget Year	2020/21	2021/22	2022/23	2023/24	2024/25 (estimated)
Total amount	\$20.5M	\$26.7M	\$23.0M	\$22.6M	\$19.1M

Key dates: July/August 2025 – Release of Public Accounts where Fiscal 2024/25 spending is proactively released.

Contact: Kyla Kelch, A/Director
Division: Marketing and Advertising
File Name:

Government
Phone: Financial
Page: 3 of 3

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.**
- **Access to information in languages other than English is critical for speakers of other languages, and in settlement for newcomers.**
- **GCPE provides information in multiple languages, connecting people to the services and supports they need. This supports the government’s vision to make B.C. a more equitable, inclusive and welcoming province for everyone.**
- **While the government’s investments in people are making a difference, we want to make sure that these benefits are accessible to everyone regardless of the language they speak.**
- **GCPE continues to work on expanding multi-language communications, especially since the pandemic. And there’s much more to do.**
- **As part of ongoing work, GCPE is working on establishing standards of practice for multi-language work for government-wide use, while leveraging technology to increase capacity and efficiencies.**

Contact: Jen Holmwood, Assistant Deputy Minister
Division: Corporate Priorities
File Name:

Phone: 250-208-0410
Page: 1 of 3

BACKGROUND:

- GCPE has been expanding its multi-language communications in recent years, especially since the pandemic. The in-house team has capacity to translate into five languages: French, Punjabi, simplified Chinese, traditional Chinese and Tagalog.
- Between April 2024 and March 2025, the in-house team translated and/or reviewed more than 1.1 million words in six languages.
- Multi-language outreach includes:
 - Important information including health-related and newcomers-focused information in up to 14 languages through multi-language webpages. The list below indicates the total number of active pages over the last few years.

▪ March 2025:	146 webpages (21 webpages, in up to 14 languages per page)
▪ March 2024:	141 webpages (21 webpages, in up to 14 languages per page)
▪ March 2023:	168 webpages (12 webpages, in up to 14 languages per page)
▪ April 2022:	150 webpages (14 webpages, in up to 12 languages per page)
▪ May 2021:	133 webpages (12 webpages, in up to 12 languages per page)
▪ April 2020:	9 webpages (1 webpage for each of the 9 languages)

Note: A total of 421 were built between April 2020 and March 2025, some were decommissioned or merged with other pages, leaving 146 live pages in March 2025.
 - In-language news posted daily on news.gov.bc.ca connecting people in B.C. with latest government announcements and initiatives
 - Multi-language social media outreach on B.C. government social media channels
 - In-language advertisements on various print and online platforms
 - Ongoing collaboration with Government Digital Experience teams (CITZ) to identify technical changes needed to the government content management systems (i.e. gov.bc.ca and news.gov.bc.ca platforms) to enhance multi-language capacity
 - Ongoing support to other ministries for translation of critical information including emergency preparedness, anti-racism initiatives, etc.
- GCPE continues to look for ways to expand our reach and reduce turn-around time for multi-language information. To that end, a translation software was acquired in October 2024 to enhance translation capacity and standardize language output.
- Strengthening the in-house team not only boosts capacity for translation and transcreation of materials but also ensures high-quality products and timely distribution of in-language materials.

Contact: Jen Holmwood, Assistant Deputy Minister
Division: Corporate Priorities
File Name:

Phone: 250-208-0410
Page: 2 of 3

- 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 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.
- In addition to regular translation work, the in-house team is working proactively on creating guidelines to help standardize multi-language work across government. As part of this work, the team is exploring the use of technology, and is studying best practices by jurisdictions across the world, especially those that have an official language policy in place.

Contact: Jen Holmwood, Assistant Deputy Minister
Division: Corporate Priorities
File Name:

Phone: 250-208-0410
Page: 3 of 3