

Appendix A: Ministry Profile

- 1 GCPE Profile
- 2 Exec Bio Jim Rutkowski
- 3 Exec Bio Sage Aaron
- 4 Exec Bio Jen Holmwood
- 5 Exec Bio Tim Howlett

Appendix B: Core Business/Program Areas

- 1 Deputy Minister's Office
- 2 Communications Operations
- 3 Corporate Priorities
- 4 Strategic Communications

Appendix C: 30/60/90

Appendix D: Government 101 (provided by Cabinet Operations)

Appendix E: Transition notes

- 1 GCPE Overview
- 2 GCPE Operating Budget
- 3 GCPE Budget at-a-glance
- 4 GCPE Historical Budget
- 5 GCPE Staffing
- 6 GCPE Advertising 2024/25 STOB 67
- 7 GCPE Advertising 2023/24
- 8 Multi-language Communications

MINISTRY PROFILE

GOVERNMENT COMMUNICATIONS AND PUBLIC ENGAGEMENT (GCPE)

Government Communications and Public Engagement (GCPE) 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:

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.

Through traditional communications practices and, increasingly, through direct engagement and online services, GCPE provides:

- Communications Services
- Corporate Online Services
- Social Media
- Citizen Engagement
- Marketing Services
- Graphic Design Services
- Emergency Communications
- Ministry Communications Offices
- Media Relations
- Writing & Editorial Services
- Event Planning
- Media Monitoring
- Web design
- Issues Management
- Multi-language Translation Services

GCPE is headed by a Deputy Minister and is part of the mandate of the Ministry of Finance. Communications Directors are embedded within each of the individual ministries but report centrally through GCPE. The priority for the ministry-based communication teams is proactive strategic planning and delivering quality, services and products.

Full Time Equivalents (FTEs):
261

Executive Organizational Chart:



Budget:

2024/2025 – 2026/27 Service Plan

| Core Business | 2023/2024 Restated Estimates | 2024/2025 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 |

EXECUTIVE MEMBER BIOGRAPHY



Jim Rutkowski
Deputy Minister
Office of the Deputy Minister
Government Communications & Public Engagement

Biography:

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 give 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
Government Communications & Public Engagement

Biography:

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
Government Communications & Public Engagement

Biography:

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
Government Communications & Public Engagement

Biography:

Tim Howlett 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.

DEPUTY MINISTER'S OFFICE

Jim Rutkowski, Deputy Minister

Overview of Core Business / Program Area:

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.

People Strategies Operations (PSO)

PSO provides expertise, planning and support in the following areas: recruitment, onboarding, corporate programs, workforce planning, performance management, training and development, respectful workplace initiatives, engagement and recognition, sick leave and employee self-service. The team also develops and implements GCPE-wide strategic human resource policies, initiatives and programs that align both the Public Service Agency (PSA) and GCPE's business goals and organization's culture.

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

Internal communications 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 Services

Budget and Financial Services provides a full range of financial support services ensuring cost-effective delivery to all business units of GCPE including, but not limited to, budget development, financial reporting, expenditure forecasting, accounts payable, purchasing, travel coordination, payroll reconciliation, contract administration, tangible capital asset management, accounts receivable/recoveries, leave liability, FTE monitoring and reporting, preparation of material for estimates, public accounts, and FOI/Audit requests.

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.

Budget:

| | |
|------------------------------|-------------------|
| Salaries and Benefits | \$25.556M |
| Operating Costs | \$6.965M |
| Recoveries | (\$0.861M) |
| Total Budget | \$31.660M |

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

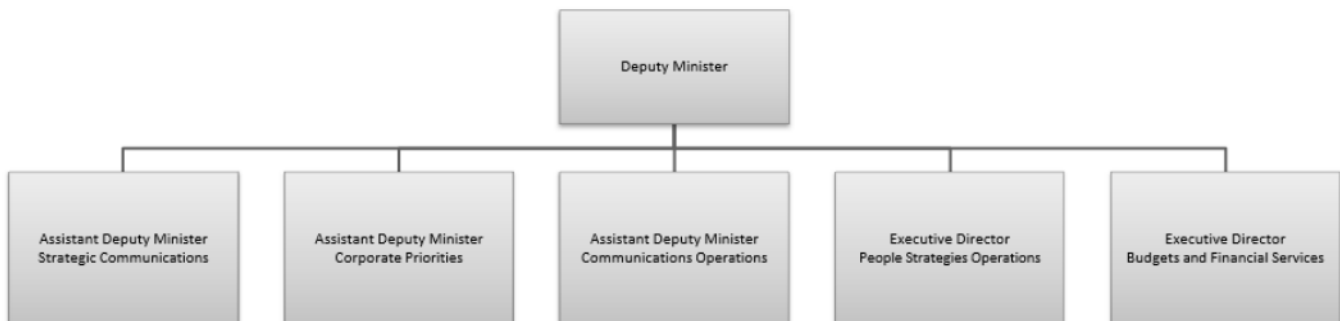
Full Time Equivalents (FTEs):

24

Related Legislation:

N/A

Organizational Chart:



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 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, 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.

Budget:

| | |
|-----------------------|------------------|
| Salaries and Benefits | \$25.556M |
| Operating Costs | \$6.965M |
| Recoveries | (\$0.861M) |
| Total Budget | \$31.660M |

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):

140

Related Legislation:

N/A

Organizational Chart:



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.

Budget:

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

| | |
|-----------------------|------------------|
| Salaries and Benefits | \$25.556M |
| Operating Costs | \$6.965M |
| Recoveries | (\$0.861M) |
| Total Budget | \$31.660M |

Full Time Equivalents (FTEs):

58

Related Legislation:

N/A

Organizational Chart:



STRATEGIC COMMUNICATIONS

ADM Responsible: Sage Aaron, Assistant Deputy Minister

Overview of Core Business / Program Area:

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 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 Non-partisan Advertising Standards. 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 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.

Budget:

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

| | |
|-----------------------|------------------|
| Salaries and Benefits | \$25.556M |
| Operating Costs | \$6.965M |
| Recoveries | (\$0.861M) |
| Total Budget | \$31.660M |

Full Time Equivalents (FTEs):

39

Related Legislation:

N/A

Organizational Chart:



GOVERNMENT COMMUNICATION AND PUBLIC ENGAGEMENT
30-60-90-Day Issues

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.

| Issue / Decision / Activity | Brief Description |
|--|--|
| 30 Days | |
| Swearing In | Communications and event planning for swearing in elected Premier and cabinet |
| Respiratory Illness Information Campaign (Healthy Habits) - Ministry of Health | Learn healthy habits this respiratory season. Get your flu and updated COVID-19 vaccines. HealthyHabitsBC.ca Broadcast TV and radio. Out-of-home – exterior bus cards and transit shelter ads. Print – provincewide ads in community and daily Newspapers. Facebook, Instagram, Snapchat, Pinterest, YouTube, Twitch, digital audio (Spotify), display and Google search ads. Digital and radio assets reaching Punjabi, Cantonese (traditional Chinese) and Mandarin (simplified Chinese) audiences. November 4 – December 21, 2024 |
| Supports for Substance Use and Stories Information Campaign - Ministry of Mental Health and Addictions | Find addiction services and supports. November 18 – December 21, 2024 HelpStartsHere.gov.bc.ca Digital and broadcast radio. English only. Canucks Partnership In-arena and on nhl.com/canucks November 12, 2024 - March 31, 2025 Printing, distribution, limited radio (TBD) |
| | |
| 60 Days | |
| HPV Vaccination Information Campaign – Ministry of Health | HealthLinkBC.ca/HPV Get the HPV vaccine to protect against several cancers. Youth who missed their in-school vaccine clinics can book with a public health provider. Traditional and Digital (TBD) Assets reaching Punjabi, Cantonese (traditional Chinese) and Mandarin (simplified Chinese) audiences. Dec/January |
| | |
| 90 Days – January | |

| Issue / Decision / Activity | Brief Description |
|---|--|
| Marquee Sport – Let's Go BC Information Campaign (Phase 1) - Ministry of Tourism Arts and Culture | Let's Go BC is a Marquee Sport brand to help promote the economic benefits of the Invictus Games and the FIFA World Cup in 2026. Traditional and Digital (TBD) Mid-January – February 2025 |
| Intimate Images Protection (Take Back Your Images) – Attorney General | Learn how to remove unauthorized images or videos of yourself from the internet. TakeBackYourImages.gov.bc.ca Digital (TBD) January 6 – February 2, 2025 |
| Youth Anti-Vaping Information Campaign – Ministry of Health | gov.bc.ca/vaping Learn the risks of vaping. Digital (TBD) January 27 - February 23, 2025 |
| Health Care Access Information Campaign (Phase 2) – Ministry of Health | Connect to pharmacy services, Health Connect Registry, 8-1-1 and HealthlinkBC. TBD: Seniors Health Prevention HealthLinkBC.ca Traditional and Digital (TBD) Assets reaching Punjabi, Cantonese (traditional Chinese) and Mandarin (simplified Chinese) audiences. |
| Budget 2025 preparation | Pre-Budget event, Budget Lock-up, Post Budget tour. Budget communications, speech, website, social media and printed materials |
| MMI Phase 2 funding to DMCDD | Media Monitoring Insights Business Case for Phase Two Funding for AV capture system will be presented at January DMCDD. Joint work with GDX. |

Government 101

Overview of Key Roles, Structures & Processes

October 2024



BRITISH
COLUMBIA

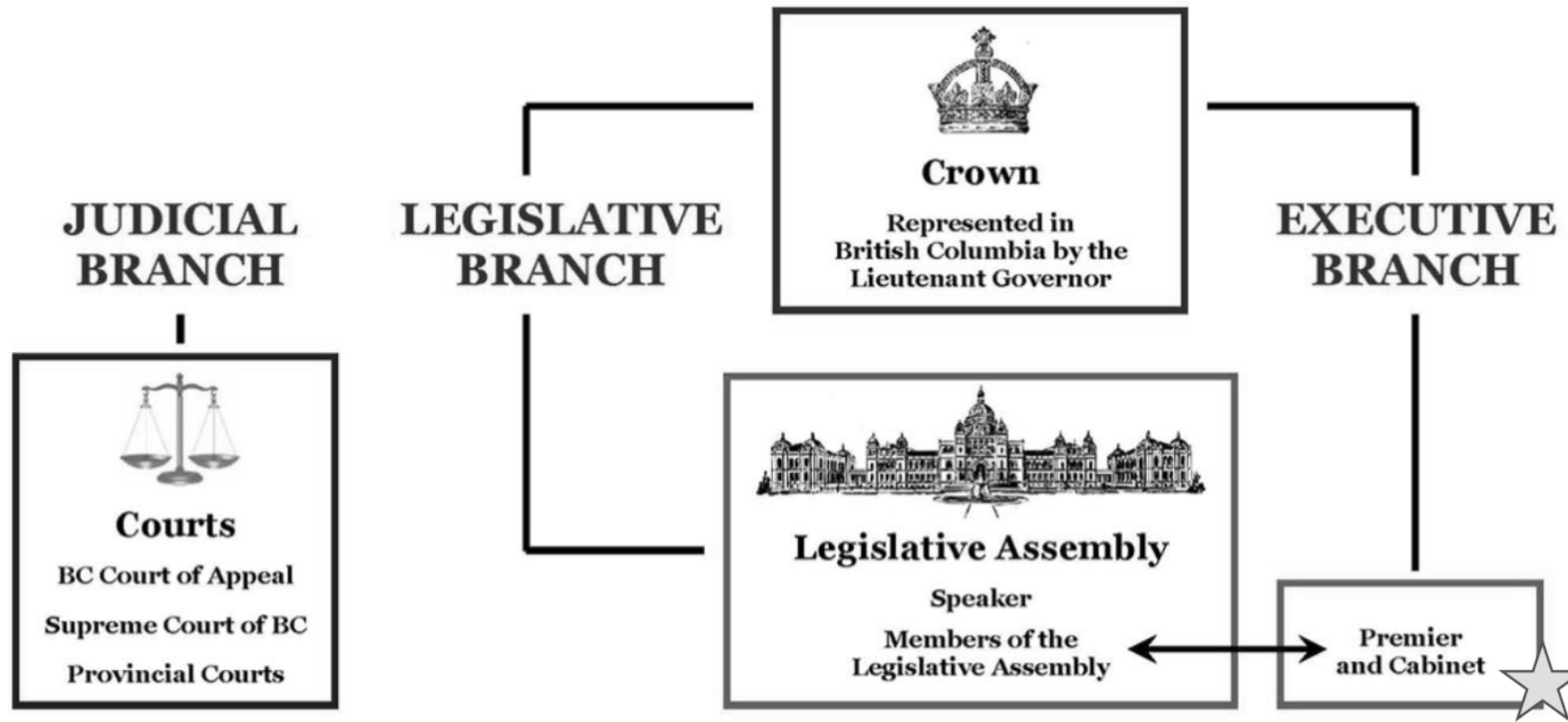
Overview

- Introduction
- Office of the Premier
- Roles & Responsibilities
- Government Decision Making
- Cabinet Confidentiality
- Conflict of Interest
- Records Management

Introduction



The Three Branches of Government



The Executive Council or Cabinet

- Established under section 9 of *Constitution Act*
- Ultimate decision-making body of government
- Members appointed by the Lieutenant Governor on advice from Premier
- Chaired by the Premier

Office of the Premier



Office of the Premier

- The Office of the Premier has two principal roles:
 - 1) **Political:** overseen by the Premier's Chief of Staff, who acts as the senior political advisor to government
 - 2) **Non-partisan Public Service:** overseen by the Deputy Minister to the Premier
- Premier's **Chief of Staff** and **Deputy Minister to the Premier** work collaboratively to:
 - Support the Premier to advance government's policy and legislative agendas
 - Represent the Premier in providing direction to their respective staffs:
 - Chief of Staff provides direction to political staff, including Ministers' chiefs of staff
 - Deputy Minister to the Premier provides direction to public servants

Key Roles

Premier's Chief of Staff

- Most senior political advisor
- Provides strategic advice to the Premier and Executive Council (Cabinet) to advance government's policy and legislative agenda
- Coordinates and develops government's strategic and policy objectives
- Coordinates cross-government communications and issues management
- Develops and maintains relationships with major stakeholders
- All Ministers' chiefs of staff report to the Premier's Chief of Staff

Deputy Minister to the Premier

- Most senior public servant (non-political official)
- Serves as Cabinet Secretary and head of the BC Public Service
- Provides non-partisan advice to the Premier on public policy, development of legislation, and operational issues
- Ensures effective administration of programs and services, the development and implementation of key policy initiatives
- Manages a professional and non-partisan public service
- All Deputy Ministers report to the Deputy Minister to the Premier

Roles & Responsibilities

Page 27 of 86

Withheld pursuant to/removed as

Advice/Recommendations

Page 28 of 86

Withheld pursuant to/removed as

Advice/Recommendations

Page 29 of 86

Withheld pursuant to/removed as

Advice/Recommendations

Page 30 of 86

Withheld pursuant to/removed as

Advice/Recommendations

Page 31 of 86

Withheld pursuant to/removed as

Advice/Recommendations

Page 32 of 86

Withheld pursuant to/removed as

Advice/Recommendations

Government Decision-Making



Cabinet-Level Decisions



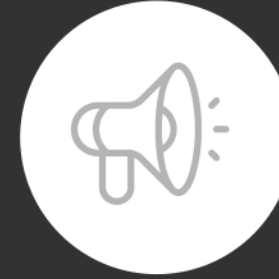
Policy
Cabinet considers and provides direction on significant new policies or shifts in policy. It may also provide direction on contentious issues and issues with significant cross-government and inter-governmental implications.



Fiscal
Treasury Board considers and provides direction on the overall financial decision making of the province and the execution of the fiscal plan, including making regulations or issuing directives to control or limit expenditures.

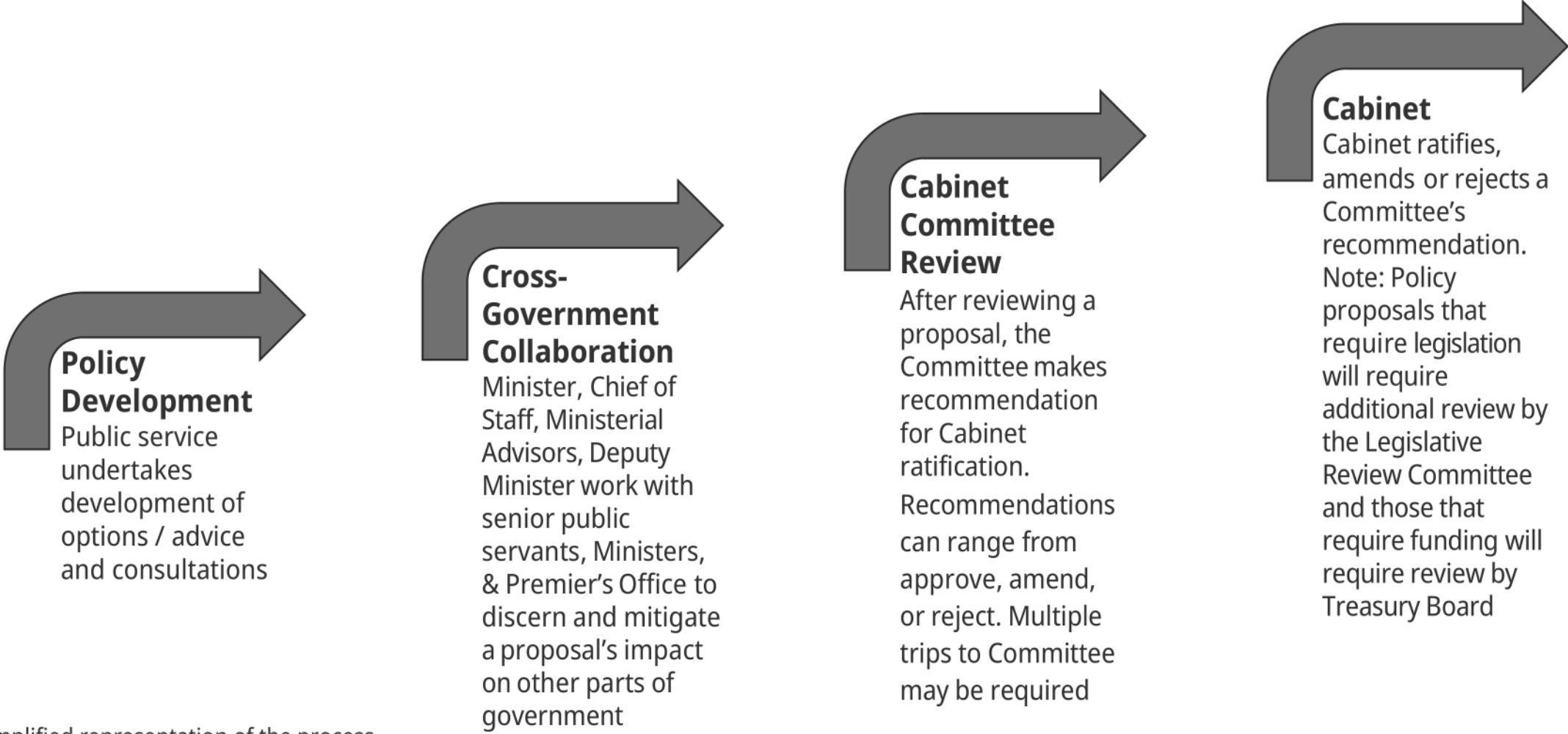


Legislative
Cabinet considers and provides direction on legislative priorities and legislation.



Regulations / OICs
Cabinet considers and provides direction on regulatory changes, appointments and more through Orders in Councils (OICs).

Government Decision-Making: Key Steps*



*This is a simplified representation of the process

Mandate Letters

- Usually, Mandate Letters are issued to each Minister by the Premier and set out the expectations and deliverables regarding their portfolio and priorities for government as a whole
- Mandate Letters act as a guide for the Minister and Deputy Minister to follow in their day-to-day work, as well as the means for evaluating it
- How and when Mandate Letter deliverables are achieved is determined through collective decision making at Cabinet
- Any policy proposal that falls outside of the objectives set out in Mandate Letters requires approval from the Premier's Office to enter into the Cabinet review and decision-making process

Page 37 of 86

Withheld pursuant to/removed as

Advice/Recommendations

Cabinet and Cabinet Committees

- Policy or program proposals require formal Cabinet approval to proceed:
 - This process involves a Cabinet Submission, sometimes more than one, for review and decision
 - Policy and funding decisions are determined separately, through Cabinet and Treasury Board respectively
 - This process applies even if the item is listed in a Minister's Mandate Letter
 - The Deputy Minister to the Premier, in their role of Cabinet Secretary, is responsible for what advances into the Cabinet review process
 - The process and administration of Cabinet and Cabinet Committees is managed through the office of Cabinet Operations
- Cabinet and Cabinet Committees reach decisions through discussion and consensus
- Decisions are set out in minutes and are formally communicated to ministries through Records of Decision

Role of Cabinet Committees in the Review Process

- Prior to proceeding to Cabinet for decision, a submission may be vetted by a Cabinet Committee
- Practically speaking, Cabinet Committees help manage the high volume of items requiring decision so that Cabinet meetings can focus on the most significant, high-profile public policy issues
- Cabinet Committees are established by the Premier, by convention or by legislation
- Membership is composed of Cabinet Ministers and some government caucus MLAs. Each Committee is chaired by a member of the Executive Council (Cabinet)
- Cabinet Committees assess submissions and make recommendations to Cabinet, which the Chair reports out on at a full Cabinet meeting
- Cabinet can ratify, amend or reject the Committee's recommendation and Ministers are expected to leave Cabinet with a united voice

Cabinet Confidentiality



Cabinet Confidentiality

- The work undertaken by Cabinet and its Committees is and must remain confidential. This includes anything that would reveal the substance of Cabinet deliberations:
 - Cabinet and Treasury Board Submissions and supporting documents
 - Discussion around the Cabinet table
 - Attendees, agendas and dates that items are scheduled to come forward
- Cabinet is a safe place to talk frankly and emerge with one voice
- All Ministers, MLA Cabinet Committee members and their supporting political staff are required to uphold the confidentiality provisions under the oaths or confidentiality agreements they have taken:

| | |
|------------------------------|--|
| Cabinet Minister | Oath for Member of Executive Council |
| MLA Cabinet Committee Member | Oath of Confidentiality for Committees of Executive Council |
| Ministers' Chiefs of Staff | Political Staff Oath Confidentiality Agreement for attending Cabinet & Committee meetings |

Cabinet Confidentiality

- The requirement for Cabinet confidentiality prohibits direct and indirect disclosures outside of government – to stakeholders, lobbyists or the media
- Breaches in Cabinet confidentiality violate the collective responsibility shared by all Cabinet Ministers and can have serious implications for Government as a whole
- Confidentiality applies to Cabinet as an entity – individual ministers do not have the authority to waive it

Advice/Recommendations

Conflict of Interest



Conflict of Interest

- Ministers and political staff are required to avoid conflicts of interest
- Ministers must abide by the *Members' Conflict of Interest Act*, which prohibits acting in an official capacity if a conflict of interest or a perceived conflict of interest exists
- Similarly, political staff must abide by the conflict of interest requirements outlined in the Standards of Conduct for Political Staff
- There are three types of conflict of interest: real, potential and perceived
- A conflict of interest exists if an official power or an official duty or function is performed when the person knows that there is the opportunity to further a private interest
- A private interest does not include an interest that applies to the general public or affects a minister as a broad class of people
- **Effectively managing conflicts of interest is one of the primary ways that public confidence in the integrity of government is fostered and maintained**

Conflict of Interest Commissioner

- The Conflict of Interest Commissioner is an independent, non-partisan Officer of the Legislative Assembly who is responsible for independently and impartially interpreting and administering the *Members' Conflict of Interest Act*
- All Members of the Legislative Assembly are required to file a confidential disclosure statement with the Commissioner within 60 days of being elected, and after that, annually
- Once the contents of the confidential disclosure statement have been finalized, a Public Disclosure Statement is prepared, which contains most, but not all, of the information provided to the Commissioner
- The Public Disclosure Statement is filed with the Clerk of the Legislative Assembly and is available for public inspection

Records Management



BRITISH
COLUMBIA

Records Management

- All records created are subject to the *Freedom of Information and Protection of Privacy Act (FOIPPA)*, whether they are considered transitory in nature or are related to government decisions
- These include both hard copy and electronic records (E.g., emails, texts, Post-It notes, notebooks)
- Records relating to government decisions need to be maintained by Ministers and Ministers' office staff
- Maintaining records does not equate to disclosure of records
- Records belong to government, not to individual members of Executive Council or political staff

Records Management

- Content related to Cabinet and Cabinet Committee deliberations cannot be disclosed under section 12 of FOIPPA
- Section 13 of FOIPPA provides a similar rule for policy advice or recommendations developed for a Minister
- Information and Privacy Analysts in the public service help with redacting content from records from records in accordance with FOIPPA as part of preparing responses to freedom of information requests
- Some records are proactively disclosed, including Minister's calendars and travel expenses

Records Management

- Deputy Minister Offices (DMOs) are responsible for the proper management of government records that reside in a Minister's Office and sign off on the final response packages for freedom of information requests
- DMO and Minister's Office staff should establish protocols regarding records management and responses to freedom of information requests
- Minister's Office staff should undertake training via the Corporate Information and Records Management Office related to records management, freedom of information requests, and protecting the personal privacy of individuals
- Specific executive training may be available via dedicated sessions in addition to online learning courses through the Public Service Agency
- **Staying on top of records management is key – any record you didn't need to keep but is still in existence is subject to FOIPPA**



BRITISH
COLUMBIA



Government Communications and Public Engagement

Transition 2024

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



Jim Rutkowski
Deputy Minister
GCPE



Sage Aaron
Assistant Deputy Minister
Strategic Communications



Tim Howlett
Assistant Deputy Minister
Communications Operations



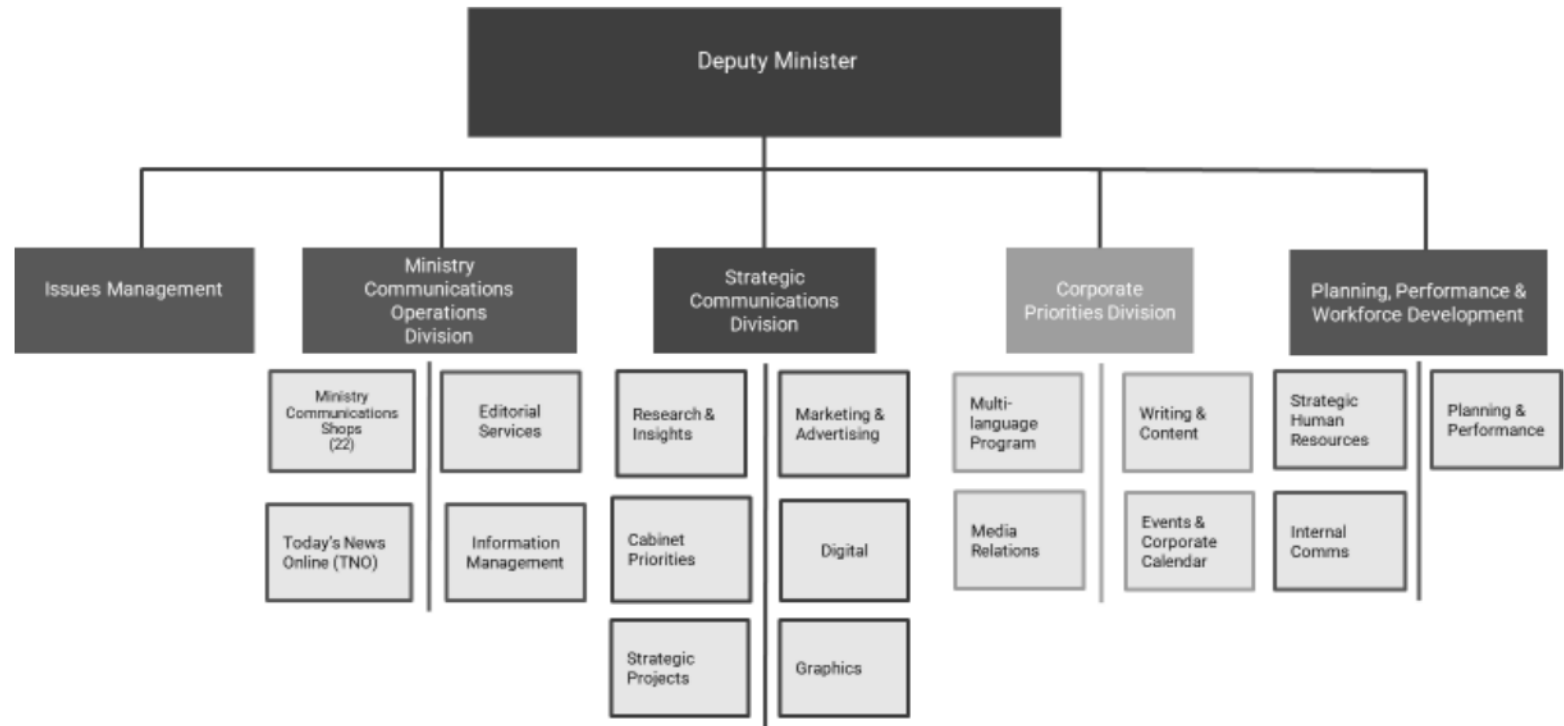
Jen Holmwood
Assistant Deputy Minister
Corporate Priorities

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

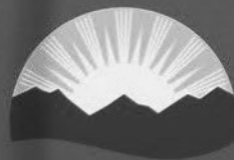
We create cross-government, integrated strategies to communicate key priorities of government such as

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



We provide strategic communications counsel and proactively manage issues

We manage,
promote and
broadcast your
events



BRITISH
COLUMBIA



StrongerBC

for everyone


WWW.BCBUDGET.CA

**BUDGET
2024**

StrongerBC
for everyone



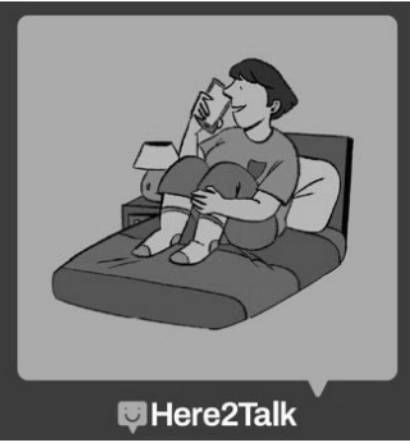
We write your news releases, speeches and key messages



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



BRITISH COLUMBIA
StrongerBC
StrongerBC.ca



Here2Talk



Stigma around addiction makes it harder to ask for help.

BRITISH COLUMBIA
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

BRITISH COLUMBIA



buyBC
buybc.gov.bc.ca
BRITISH COLUMBIA



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

**BROADWAY
SUBWAY
PROJECT**

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



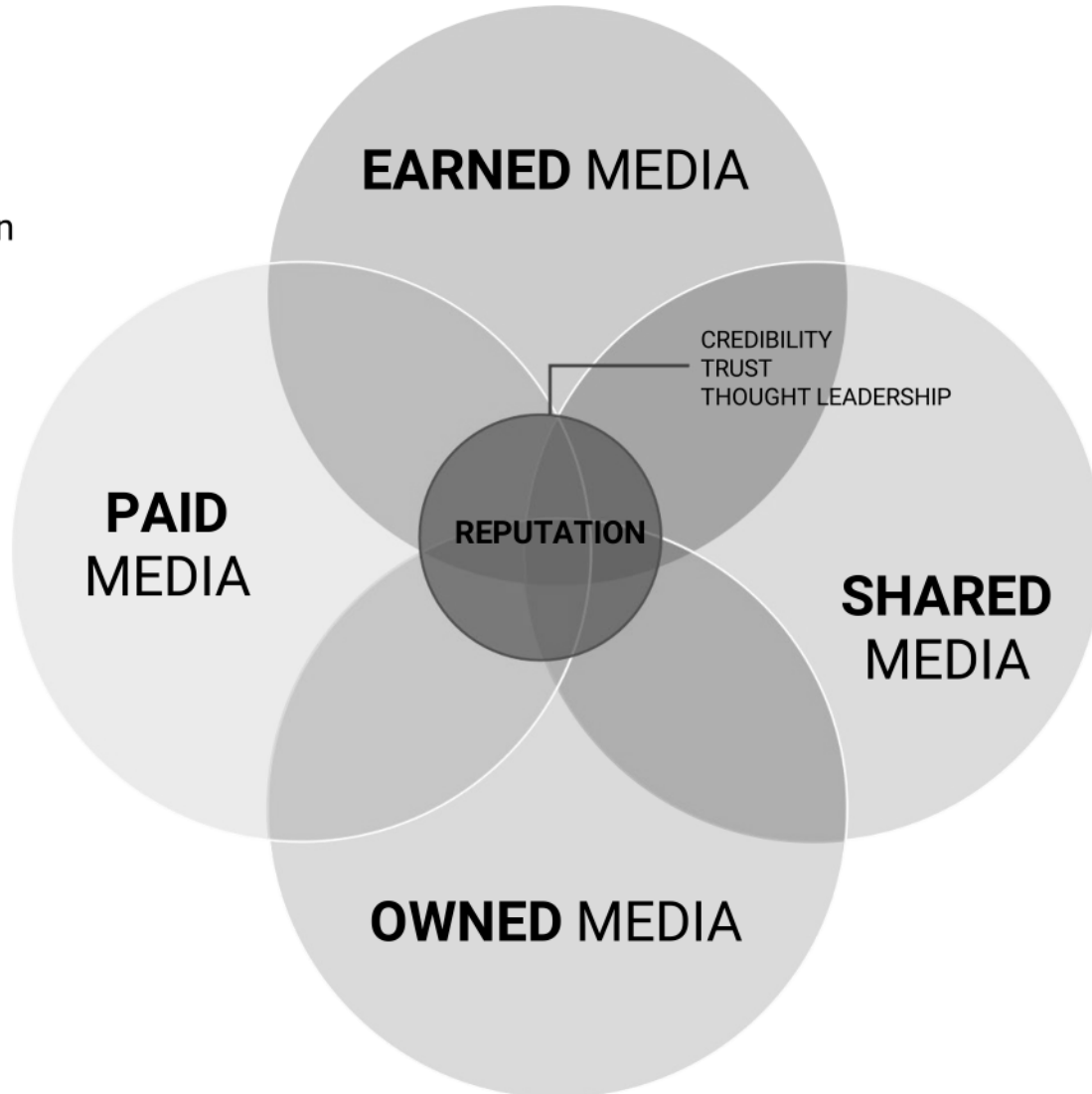
Integrated Communications Model (PESO)

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

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.

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).

PREPARED BY:

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

REVIEWED BY:

Jim Rutkowski
 Deputy Minister
 Government Communications and
 Public Engagement

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 & Licenses</i> | (45,000) | (45,000) |
| 9003 | <i>Recoveries - External to the CRF - Other Misc. Revenues</i> | (16,000) | (16,000) |
| | | 29,921,000 | 31,660,000 |

| 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 |
| Budget 2023 - Blue Book | | | | | | | 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 |

GCPE STAFFING

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

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

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 |

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

| G21CPE 2023/24 Advertising Forecast (\$millions) | |
|---|-----------------|
| Campaign | Forecast |
| CleanBC Advertising and Infrastructure Signage | 1.537 |
| GCPE Priority Campaigns | |
| - 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 |
| Total | 3.438 |
| Total GCPE Advertising | 4.975 |

PREPARED BY:

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

REVIEWED BY:

Jim Rutkowski
 Deputy Minister
 Government Communications
 and Public Engagement

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.**

Contact: Adrienne Watt, A/Director
Division: Marketing and Advertising
File Name:

Phone: 250-889-5303
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 |
| Total STOB 67 Funding* | \$12.015M |

***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.**

Contact: Adrienne Watt, A/Director
Division: Marketing and Advertising
File Name:

Phone: 250-889-5303
Page: 2 of 3

STOB 67 Total Government Spending on Information Campaigns

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

| Budget Year | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 (estimated) |
|---------------------|----------------|----------------|----------------|----------------|----------------------------|
| Total amount | \$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.

Contact: Adrienne Watt, A/Director
Division: Marketing and Advertising
File Name:

Phone: 250-889-5303
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.**
- **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.**

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

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

[Return to table of contents](#)

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

Contact: Jen Holmwood, Assistant Deputy Minister

Division:

File Name:

Phone: 250-208-0410

Page: 2 of 3

[Return to table of contents](#)

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

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

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

[Return to table of contents](#)