

**Canada Information Office**

**1999-2000 Estimates**

**A Report on Plans and Priorities**



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# Section I: Messages

## ***A. Minister's Message***

I am proud to present you with this report on the plans and priorities of the Canada Information Office (CIO) for the 1999-2000 fiscal planning period.

One of the Government of Canada's ongoing priorities is the strengthening of the links Canadians have with their country and their national government in order to build a stronger Canada. The CIO will play a key role toward this objective in fiscal year 1999-2000, by working with individual Canadians, other governments and non-government organizations at improving communications between the Government of Canada and citizens.

The CIO will pursue its mandate of informing Canadians by continuing to make available to them, through a variety of communication vehicles, information on their country. The CIO will also support me in carrying out my responsibilities as Chair of the Ad Hoc Cabinet Committee on Government Communications (Committee) by providing me with strategic and operational advice on communications and support in implementing initiatives selected by the Committee.

As the Minister responsible for this organization, I would like to reaffirm my commitment to working with the CIO and its partners throughout Canada to strengthen communications between Canadians and their national government.

I look forward to working with all of you.

Alfonso Gagliano  
Minister Responsible for the Canada Information Office

Canada Information Office

## **B. Management Representation Statement**

**MANAGEMENT REPRESENTATION STATEMENT**  
**Report on Plans and Priorities 1999-2000**

I submit, for tabling in Parliament, the 1999-2000 Report on Plans and Priorities (RPP) for the Canada Information Office.

To the best of my knowledge, the information:

- Accurately portrays the mandate, plans, priorities, strategies and expected key results of the organization.
- Is consistent with the disclosure principles contained in the *Guidelines for Preparing a Report on Plans and Priorities*.
- Is comprehensive and accurate.
- Is based on sound underlying departmental information and management systems.

I am satisfied as to the quality assurance processes and procedures used for the RPP's production.

The Planning and reporting structure on which this document is based has been approved by Treasury Board Ministers and is the basis for accountability for the results achieved with the resources and authorities provided.

Marc Lafrenière, Executive Director  
February 1999

## **Section II: Departmental Overview**

### ***A. Mandate, Roles and Responsibilities***

The Canada Information Office (CIO) was created July 9, 1996 under Order-in-Council 1996-1066, reflecting the commitment expressed in the 1996 Speech from the Throne to bring forward initiatives to help Canadians “broaden their experience of Canada”. The CIO’s mandate has since been renewed as part of the government’s strategy for “building a stronger Canada” set out in the 1997 Speech from the Throne. The Department is listed in Schedule I.1 of the *Financial Administration Act*.

The Government of Canada has mandated the CIO to provide Canadians with information on Canada and the Government of Canada’s initiatives, programs and services. To do so, the CIO helps develop and carry out projects aimed at strengthening communications between the government and citizens. Through its reporting relationship to the chair of the Ad Hoc Cabinet Committee on Government Communications (Committee), the CIO also has a responsibility to support this Committee in its efforts to make government communications more effective and efficient. A brief overview of the Committee is presented in Section C. *Operating Environment*.

### ***B. Objective***

In order to contribute to the government’s objective to build a stronger Canada, the CIO will continue to provide Canadians with information on Canada and will work with them and other government and non-government organizations to improve communications between the Government of Canada and Canadian citizens.

### ***C. Operational Context***

Through research and analysis the CIO has observed that many Canadians:

- are unacquainted with the initiatives, programs and services offered by the Government of Canada;
- want to learn more about their country, its people and government programs and services;
- would like to participate more actively in the government’s decision making process.

## Ad Hoc Cabinet Committee on Government Communications

In order to strengthen its communications with the citizens, in April 1998, the Government of Canada created the Ad Hoc Cabinet Committee on Government Communications (Committee). This Committee plans and coordinates the communications activities of the government in order to keep Canadians better informed about the government's agenda, programs and services.

The creation of the Committee adds a new dimension to the CIO's operating environment. As indicated earlier, the CIO supports the Committee's activities by providing it with strategic and operational advice, specialized expertise, and support in carrying out initiatives selected by the ministers. In this supporting role, the CIO seeks to understand Canadians' communication needs and find more effective ways of keeping them better informed.

## ***D. Financial Spending Plan***

**Canada Information Office**

### **Financial Spending Plan**

	Forecast Spending 1998-1999 <sup>1</sup>	<b>Planned Spending 1999-2000</b>	Planned Spending 2000-2001 <sup>2</sup>
(thousands of dollars)			
<b>Gross Program Spending</b>	20,000	<b>20,280</b>	---
<b>Net Program Spending</b>	20,000	<b>20,280</b>	---
Plus : Cost of Services Provided by other Departments	798	<b>930</b>	---
<b>Net Cost of the Department</b>	20,798	<b>21,210</b>	---

<sup>1</sup> Reflects best forecast of total planned spending to the end of this fiscal year.

<sup>2</sup> No spending planned beyond 1999-2000 since the extension of the CIO's mandate has been renewed only until March 31, 2000.



## Section III: Plans, Priorities and Strategies

### *A. Summary of Key Plans, Priorities and Strategies*

<b>The Canada Information Office (CIO)</b>	
<b>Providing information on Canada to Canadians</b>	
<b>Key Results:</b>	<b>To be demonstrated by:</b>
Information on Canada and the role of the federal government	<ul style="list-style-type: none"><li>• Reach and impact of CIO activities on participants and specific audiences</li><li>• Accessibility of information about the Government of Canada's programs and services</li></ul>
Opportunities to be actively involved in learning about and strengthening Canada	<ul style="list-style-type: none"><li>• Partnerships that promote cooperation, trust, respect and mutual understanding among Canadians</li><li>• Participation of Canadians in nation-building activities</li></ul>

## **B. Details by Service Lines**

The CIO fulfils its mandate through three service lines: Communications, Outreach and Operations. This section presents the objectives, strategy, key activities and expected results for each service line.

### **Communications**

#### ***Objectives***

The Communications service line produces and disseminates information about Canada and the Government of Canada's initiatives, programs and services. To that end, the CIO designs and coordinates innovative, citizen-oriented marketing and communication campaigns and initiatives. These initiatives respond to citizens' needs and desires for information about their country; and the initiatives, programs and services available from their national government.

The CIO provides Cabinet with advice concerning the most effective way of communicating with its citizens. It also works to enhance its operational ability to reach them in the various regions of the country.

#### ***Strategy and Key Activities***

The CIO will provide strategic advice and operational support to the Minister and Cabinet to help advance the government's agenda through more effective and efficient communications. A large portion of that work will be influenced by the findings of the CIO's research.

The CIO will work with other government departments to identify and promote innovative and "best communication practices". These efforts will help to ensure that the Canadian public is provided, in the most cost-effective manner, with information about their country and initiatives, programs and services available to them from their government.

The CIO realizes much of its objectives by working in collaboration with organizations across government both in the National Capital Region, and throughout the country, as part of its mission to provide citizens with better information on their government's services, initiatives, programs and services.

The CIO will ensure greater coordination in communications activities across government. In cooperation with the regional councils and other government partners, the CIO will play a key role in ensuring a federal presence at national, regional or local events. The CIO will work in conjunction with the Regional Federal Councils and the departments operating in the regions to ensure that

government communication activities reflect the realities of Canada's various regions and communities.

The CIO will work with other agencies to ensure that activities, such as advertising and public opinion research are conducted in a cost-effective manner.

The CIO will continue to use a variety of communications vehicles to communicate with Canadians. These vehicles could include direct mail, community newspapers or the Internet. The CIO will work with other departments and agencies on efforts to improve 1-800 (toll-free) telephone services, as well as the government's Internet system.

Internal to government, the CIO will develop, in collaboration with other government and private sector partners training programs for middle and senior managers and communications staff and managers to improve communications with citizens.

### ***Expected Results***

Over the next year, the CIO will continue to identify factors involved in communicating effectively with Canadians and propose solutions.

CIO's communications training programs will help to improve citizen-focussed communications skills across the government.

Overall, activities associated with the CIO's Communications service line will help improve the government's communication and marketing practices throughout government.

## **Outreach**

### ***Objectives***

The Outreach service line is designed to encourage Canadians to work with the government and other partners in helping to improve communications between citizens and the Government of Canada.

To meet this objective, the CIO works to identify the most effective liaison programs and techniques with which to provide information to the public on the initiatives, programs and services of the Government of Canada. More specifically, the CIO establishes and maintains a liaison-consultation program with targeted groups of decision makers, community and opinion leaders, national, regional and local groups and associations.

### ***Strategy and Key Activities***

The choice of outreach activities undertaken by the CIO is reinforced by the findings of its research and analysis and its practical experience.

The CIO seeks to develop innovative partnerships that promote the improvement of communications between citizens and the Government of Canada on its initiatives, programs and services.

The CIO will build on the networks and relationships established to date with the public, private and voluntary sectors. This will strengthen its capacity to listen to citizens and provide them with information, and present activities which promote Government initiatives, programs and services.

It will establish partnerships at the local, regional and national levels in order to support the delivery of citizen-focussed information and communication initiatives.

### ***Expected Results***

Over the next year, the CIO will continue to work at identifying issues that could enhance communications between citizens and the Government of Canada. These findings will be used to design and develop outreach initiatives.

The CIO aims at increasing and strengthening its liaison activities with networks of individuals and groups wishing to help the Government communicate more effectively with citizens.

## **Operations**

### ***Objectives***

The Operations service line provides the internal infrastructure necessary for functions relating to finance, administration, human resources, access to information and privacy, parliamentary relations, information technologies, information management and executive services.

### ***Strategy and Key Activities***

Under the direction of its newly appointed Executive Director, the CIO undertook the streamlining of its organization in the fall of 1998. Over the next fiscal year, the CIO will develop evaluation tools that will help assess the performance of its new structure in delivering its mandate.

The CIO is committed to continue developing high-quality administrative tools as well as sound and transparent management practices within the CIO.

### ***Expected Results***

The CIO will develop and implement evaluation methods aimed at gauging the effectiveness of its new internal structure.

## **Section IV: Supplementary Information**

Table 1: Spending Authorities - Ministry Summary, Part II of the Estimates

### **Personnel Information**

Table 2: Organization Structure

Table 3: Planned Full Time Equivalents (FTEs) by Program/Business Line

### **Financial Information**

Table 4: Departmental Summary of Standard Objects by Expenditure

Table 5: Program Resources by Program/Business Line for the  
Estimates Year

Table 6: Transfer Payments by Program/Business Line

Table 7: Net Cost of Program for 1999-2000

### **Other Information**

Table 8: References

**Table 1: Spending Authorities - Ministry Summary,  
Part II of the Estimates**

Vote	(thousands of dollars)	<b>1999-2000 Main Estimates</b>	1998-1999 Main Estimates
	<b>Public Works and Government Services Canada</b>		
	<b>Canada Information Office</b>		
20	Program expenditures	<b>19,485</b>	19,181
<b>(S)</b>	Contributions to employee benefit plans	<b>795</b>	819
	Total Department	<b>20,280</b>	20,000

## Personnel Information

**Table 2: Organization Structure**

**Table 3: Planned Full Time Equivalents (FTE) by Program/  
Business Line**

Program/ Business Line	Forecast 1998-1999	<b>Planned 1999-2000</b>	Planned 2000-2001
Information	53	<b>60</b>	---
Departmental Total	53	<b>60</b>	---

## Financial Information

**Table 4: Departmental Summary of Standard Objects by Expenditure**

(thousands of dollars)	Forecast Spending 1998-1999 <sup>1</sup>	Planned Spending 1999-2000	Planned Spending 2001-2002
<b>Personnel</b>			
Salaries and wages	3,600	<b>3,975</b>	---
Contributions to employee benefit plans	819	<b>795</b>	---
	4,419	<b>4,770</b>	---
<b>Goods and services</b>			
Transportation and communications	700	<b>1,011</b>	---
Information	9,600	<b>3,000</b>	---
Professional and special services	4,500	<b>5,679</b>	---
Rentals	150	<b>200</b>	---
Purchased repair and maintenance	70	<b>50</b>	---
Utilities, materials and supplies	370	<b>500</b>	---
Other subsidies and payments	16	<b>20</b>	---
	15,406	<b>10,460</b>	---
Total operating	19,825	<b>15,230</b>	---
<b>Capital</b>	175	<b>150</b>	---
<b>Transfer payments</b>	---	<b>4,900</b>	---
<b>Net budgetary expenditures</b>	20,000	<b>20,280</b>	---

<sup>1</sup> Reflects the most accurate forecast of the total expenditures anticipated at the end of the current exercise.



**Table 5: Program Resources by Program/Business Line for the Estimates Year**

(thousands of dollars)		<b>Budgetary</b>				
	<b>FTE</b>	<b>Operating</b>	<b>Transfer payments</b>	<b>Gross Voted</b>	<b>Gross Planned Spending</b>	<b>Net Planned Spending</b>
<b>Canada Information Office</b>	60	15,380	4,900	20,280	20,280	20,280
<b>Total</b>	<b>60</b>	<b>15,380</b>	<b>4,900</b>	<b>20,280</b>	<b>20,280</b>	<b>20,280</b>

**Table 6 : Transfer Payments by Program/Business Line**

(thousands of dollars)	Forecast Spending 1998-1999	<b>Planned Spending 1999-2000</b>	Planned Spending 2000-2001
<b>Contributions</b>	—	<b>4,900</b>	—
Contributions in support of activities and projects to increase the understanding and appreciation of Canadian identity and to develop social awareness.	—	<b>4,900</b>	—

**Table 7: Net Cost of Program for 1999-2000**

(thousands of dollars)	<b>Total</b>
Gross Planned Spending	<b>20,280.0</b>
Plus:	
Services received without charge:	
Accommodation provided by Public Works and Government Services Canada	<b>711.3</b>
Contributions covering employees' share of insurance premiums and costs paid by Treasury Board Secretariat	<b>218.6</b>
	<b>929.9</b>
Total Cost of Program	<b>21,209.9</b>
Net Cost of Program	<b>21,209.9</b>
1998-1999 Estimated Net Program Cost	<b>20,798.0</b>

## Other Information

Table 8: References

The Canada Information Office (CIO) is located at:  <b>155 Queen Street, 5th Floor</b> <b>Ottawa Ontario</b> <b>K1P 6L1</b>  <b>Phone: (613) 992-1692</b> <b>Fax: (613) 991-1952</b>	
For information on CIO publications and initiatives, please contact us through:	
<b>INTERNET</b>  Please visit our Website at:  <b><a href="http://www.infocan.gc.ca">http://www.infocan.gc.ca</a></b>  The CIO's <i>Performance Report for the period ending March 31, 1998</i> can be found at:  <b><a href="http://www.tbs-sct.gc.ca/rma/dpr/97-98/9798dpre.html">http://www.tbs-sct.gc.ca/rma/dpr/97-98/9798dpre.html</a></b>	<b>1-800 TOLL-FREE SERVICE</b>  To obtain information on Canada, fact sheets or details on CIO activities, please call:  <b>1-800-O Canada</b>
<b>ACCESS TO INFORMATION:</b>  Access to Information inquiries should be directed to:  Access to Information Coordinator Canada Information Office 155 Queen Street, 5th floor Ottawa, Ontario K1P 6L1	