

Canada Information Office

1998-99 Estimates

A Report on Plans and Priorities

Message from the Minister of Canadian Heritage

It is my pleasure to introduce the Report on Plans and Priorities of the Canada Information Office for the planning period 1998-99 to 2000-01. The Canada Information Office is a key component of the Canadian Heritage Portfolio and plays an important role in our mission to strengthen and celebrate Canada.

All Canadians are affected, directly or indirectly, by the efforts of the Department, agencies and Crown corporations that make up the Canadian Heritage Portfolio. Together, these institutions help support and develop Canadian cultural and sporting life, promote a fairer, more equitable society, strengthen the nation's linguistic duality and multicultural character, enrich the vitality of official language minority communities, promote awareness and understanding of human rights, ensure the accountability of our public institutions and preserve the value and the beauty of our national parks, our national historic sites and our national heritage.

As Minister responsible for this Portfolio, my work is to foster a greater sense of what it means to be part of the Canadian community. This includes enhancing pride in our country; encouraging participation in, and contribution to, our society; ensuring access to Canadian voices and spaces; and protecting our heritage. The Canada Information Office and the entire Canadian Heritage Portfolio are proud of our role as vital contributors to Canada's cohesion and prosperity, and we look forward to continuing this important work into the new millennium.

Sheila Copps
Minister of Canadian Heritage

Table of Contents

Section I: Messages

<i>A. Message from the Executive Director</i>	2
<i>B. Management Representation Statement</i>	3

Section II: Departmental Overview

<i>A. Mandate, Roles and Responsibilities</i>	4
<i>B. Objective</i>	4
<i>C. Financial Spending Plan</i>	5

Section III: Plans, Priorities and Strategies

<i>A. Summary of Key Plans, Priorities and Strategies</i>	6
<i>B. Details by Business and Service Line</i>	7
Information on Canada to Canadians	7
Outreach	8
Communications	9
Operations	10

Section IV: Supplementary Information 13

Section I: Messages

A. Message from the Executive Director

The Canada Information Office (CIO) has a mandate to provide information to Canadians about their country and to contribute to a better understanding by Canadians of their country. It is a responsibility and a goal we share with many others who seek to strengthen the bonds that hold our country together.

In establishing the CIO, the Government of Canada reflected the commitment expressed in the 1996 Speech from the Throne, to bring forward initiatives to help “Canadians broaden their experience of Canada”. Since becoming operational in September of 1996, the CIO has undertaken information initiatives and piloted exchange programs to engage Canadians in learning about Canada and about each other.

The CIO has reached out to the private and voluntary sectors, in developing new ways to fulfill its mandate. The Attractions Canada initiative for instance, is using a combination of media to encourage Canadians to discover the country’s history and heritage through its wealth of attractions and attributes. Large institutions and small businesses, newspapers in the East and newspapers in the West, and private broadcasters from across the country, are working together — many on a first-time basis — on promoting Canada.

The CIO is also exploring with its partners how to bring Canadians together in the truest sense of the word. By piloting exchange programs, the CIO is helping Canadians to find employment and share know-how, while establishing relationships and sharing experiences. In these programs, other government departments such as Canadian Heritage, as well as partners from the private sector like the Royal Bank of Canada and from community-based organizations, such as the Canadian Chamber of Commerce and the Canadian Federation of Municipalities, have joined the CIO in developing innovative ways to bring Canadians together.

Whether it be an expanded program of Info Fairs for small businesses and youth or films and special commemorations in celebration of our heritage, the CIO works with its partners to help deepen Canadians’ understanding and appreciation of Canada and of each other. The insight gained as a result of CIO’s broad range of activities also enables the organization to assist federal departments and agencies in supporting these types of initiatives.

Roger Collet
Executive Director

B. Management Representation Statement

MANAGEMENT REPRESENTATION STATEMENT Report on Plans and Priorities 1998-99

I submit, for tabling in Parliament, the 1998-99 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; and
- is based on sound underlying departmental information and management systems.

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

The Planning and Reporting Accountability Structure (PRAS) 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.

Roger Collet, Executive Director
February 1998

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 department is listed in Schedule I.1 of the *Financial Administration Act*.

The Canada Information Office was created to help deepen the understanding Canadians have of each other and their country. It does this by:

- providing information to Canadians about their country, each other, and the role of the Government of Canada in meeting their needs through the delivery of programs and services; and
- encouraging the exchange of ideas and experiences among Canadians by reaching out and building partnerships between groups and individuals.

While all federal departments inform Canadians about policies and initiatives within their respective spheres of activity, the CIO offers general information on Canada. The CIO also facilitates and coordinates selected government communications activities. It undertakes its initiatives in partnership with other government and non-governmental organizations as well as individual Canadians.

B. Objective

The CIO will reinforce among Canadians the sense of belonging to a modern, dynamic country and will emphasize the role of the Government of Canada and the renewal of the federation.

C. Financial Spending Plan

Canada Information Office

Financial Spending Plan

(thousands of dollars)	Forecast Spending 1997-98*	Planned Spending 1998-99	Planned Spending 1999-00
Gross Program Spending	19,101	20,000	20,000
Net Program Spending	19,101	20,000	20,000
Plus : Cost of Services Provided by other Departments	678	780	780
Net Cost of the Department	19,779	20,780	20,780

* Reflects best forecast of total planned spending to the end of this fiscal year.

Section III: Plans, Priorities and Strategies

A. Summary of Key Plans, Priorities and Strategies

The Canada Information Office (CIO)	
Providing information on Canada to Canadians	
Key Results:	To be demonstrated by:
Opportunities to be actively involved in learning about and strengthening Canada	<ul style="list-style-type: none"> • Partnerships that promote cooperation, trust, respect and mutual understanding among Canadians • Participation of Canadians in nation-building activities
Information on Canada and the role of the federal government	<ul style="list-style-type: none"> • Reach and impact of CIO activities on participants and specific audiences • Access to information about Canada, including the Government of Canada's programs and services
Effective and efficient organizational infrastructure and culture	<ul style="list-style-type: none"> • Implementation and observance of sound management practices • Respect of the regulations regarding human, financial, contract and other resource management • Implementation of efficient internal systems and processes

B. Details by Business and Service Line

Information on Canada to Canadians

The CIO was created with a single business line, *Information on Canada to Canadians*, to help deepen the understanding Canadians have of each other and their country. The CIO does this through three service lines -- *Outreach, Communications, and Operations* -- which are carried out by its four sectors - Outreach, Communications, Information Services, and Planning, Coordination and Management Services. The aim is to assist Canadians in learning more about Canada and each other and to become actively involved in strengthening Canada through individual and collective action. The activities of the CIO underline the commitment of the Government of Canada to supporting these initiatives from a focused national perspective.

From the knowledge and experience acquired to date, the CIO has identified two strategic directions to guide its activities in the coming year:

Communicating more effectively; and

Engaging Canadians.

More effective communications amongst citizens will help them better know and understand each other and the values and beliefs they share. Similarly, more effective communications between the Government of Canada and citizens will help Canadians better understand how Canada works. The CIO is helping the government improve the way it communicates with Canadians, providing information in a way that is helpful to them and relevant to their daily lives.

The CIO also seeks to engage Canadians in ways that are meaningful to them, to strengthen the bonds between Canadians and with their country, thereby increasing the reservoir of trust, respect and civility essential to a successful and united society. To this end, the CIO provides opportunities and assistance to those wishing to contribute to building a better Canada.

These overarching strategic directions serve as the focal points for planning, designing, developing, and delivering its future activities. The CIO has identified the following key plans, strategies and expected results for 1998-99 for each of its three service lines:

Outreach

Objectives

The Outreach Sector is principally responsible for this service line which focuses on engaging Canadians in strengthening Canada.

The Outreach Sector identifies, designs, develops and supports new and existing partnerships between individuals and groups from the public, private and voluntary sectors. It seeks partnerships that promote cooperation, trust, respect and mutual understanding among Canadians, as well as appreciation for what Canadians have achieved and can accomplish together.

The goal is to bring Canadians together to collaborate on concrete projects and share ideas, knowledge and experience, while deepening their understanding of Canada and each other.

The three principal objectives of the Outreach Sector are:

- reinforcement of the linkages and bonds between Canadians, their government, and their country;
- encouragement and engagement of Canadians in supporting national unity through participation in Canada-building activities that are meaningful to them; and
- providing financial, networking, logistical, and information support to a wide range of initiatives and partnerships which will contribute to the development of a united country.

Key Plans and Strategies

The Outreach Sector will build on the networks and relationships established to date with the public, private and voluntary sectors in order to expand and enlarge the range of partnerships and linkages among Canadians, and the participation of Canadians in initiatives that strengthen Canada.

It will implement pilot initiatives designed to bring Canadians together to collaborate in concrete activities that will broaden their understanding of Canada and of each other.

It will also provide, in partnership with local, regional and national actors, support to the development of focused and results-oriented community initiatives that are responsive to local, regional and national priorities and that promote civic engagement, as well as the sharing of knowledge and experiences.

Expected Results

Outreach activities will result in expanded networks and partnerships, bringing a greater number of Canadians together and engaging a greater number of Canadians in learning about and strengthening their country. This will also result in more and stronger relationships between Canadians.

Communications

Objectives

Both the Communications and Information Services sectors contribute to this service line. It involves a full range of communication and marketing activities including planning, advertising, publishing, film and audio-visual, event sponsorship, media and parliamentary relations, and public information. The vast majority of these activities are conducted in collaboration with other federal organizations and partners from the private and voluntary sectors.

Key Plans and Strategies

A number of initiatives will be undertaken to provide Canadians with the means to gain a better appreciation and knowledge of their country, its people and history. New material will be developed to add to that already available on the InfoCan website and in the CIO fact sheet series. Source material will be developed, directed at young Canadians and their teachers, designed to teach them more about their country. The CIO will continue its support of the Attractions Canada program that introduces Canadians to events and sites across Canada. This program is being delivered in partnership with a number of federal partners as well as broadcasters and others. To further raise awareness of events of interest to Canadians, the InfoCan website will introduce an events calendar this year that will highlight a variety of upcoming activities.

Other planned initiatives will focus on facilitating the citizen's access to programs and services of the Government of Canada. Recognizing that new technologies are providing individuals with new means of communicating with their government, a multi-pronged strategy will be undertaken that will involve enhancements to 1-800 and Internet services offered by the CIO. As the new technologies are not readily available to all Canadians, the CIO will also look at providing publications that are designed in a manner that reflects the real needs of Canadians in communicating with their government. In addition, the CIO will work closely with other departments and agencies to maximize the effectiveness of information fairs and exhibits organized by the federal government.

Expenditure reductions in recent years have increased the need and desirability of undertaking communications efforts in partnerships with others and in a more coordinated, cross-governmental manner, than may have been the case in the past. Such arrangements have proven to be more cost-effective, often resulting in greater reach and impact than when undertaken by an individual organization. With this in mind, the CIO has assisted departments in exploring new initiatives that may not have otherwise been pursued. This horizontal approach allows the government, through the combined efforts of various departments, to seize opportunities that a single department may not have been able to. Examples of such initiatives include the co-financing of film production and publishing projects. The CIO will continue to work with other departments in this regard in the coming year.

In addition, the CIO is building upon the relationships established with communicators and program managers throughout government. By providing a central point of contact and other efforts aimed at greater integration, the CIO will work to enhance the effectiveness of government communications to better respond to the needs and desires of Canadians. These initiatives will generally be identified as opportunities arise, but current plans include activities directed at seniors, youth, the unemployed, and those involved in exchange programs.

Information Services will continue to prepare a variety of information products and tools for the CIO and the executive machinery of government. It will help identify potential initiatives and priority areas through media monitoring, trend analysis, and issue tracking.

Expected Results

Communications activities will result in a broader range of information on Canada being available to Canadians through multiple sources, more easily accessible, better coordinated across government, and generally more responsive to their needs. This will help Canadians increase their knowledge and understanding of Canada and each other.

Operations

Objectives

The Operations service line is the primary responsibility of the Planning, Coordination and Management Services Sector. It has four principal objectives:

- managing the strategic planning process for the CIO, providing leadership and vision to ensure a strategic, coordinated and cohesive approach to CIO activities;

- research and analysis in support of the CIO's mandate and specific initiatives;
- building a network of viable and open interdepartmental communication links to enable the government to act and communicate with citizens as a coordinated body. This interdepartmental coordination/liaison function also allows this sector to act as a gateway through which the CIO can seek out opportunities to collaborate with other federal organizations; and
- providing internal financial, administrative, human resources and information technology support.

Key Plans and Strategies

The sector will facilitate planning sessions for various levels within the organization and provide ongoing strategic advice to help the CIO further focus its priorities and effect change where necessary based on its successes and lessons learned.

Research will continue to be undertaken in support of the CIO's mandate and directions. Emerging trends and patterns within the public environment with implications for the CIO's business line will be examined. Over the next year, the CIO will explore the areas of communications and citizen engagement, seeking to better understand the factors of successful communications with the public and ways in which Canadians can participate more fully in public life.

Efforts will be made to expand the interdepartmental coordination/liaison function with other federal organizations in support of the CIO's mandate. As well, interdepartmental and bilateral meetings will be held to share CIO findings and encourage and discuss horizontal collaboration. Contacts and networks already established with federal officials in the National Capital Region and across Canada will be further developed and nurtured in the coming year but particular emphasis will be placed on enhancing links with regional federal officials, those most closely involved with Canadians on a daily basis.

In the past year, potential areas for improving links between the government and citizens have been identified. Examples include reconfiguration of the blue pages in local telephone directories, better coordination of federal regional communications activities, and improved service to Canadians via toll free telephone lines. The sector will continue to lead the CIO's contribution to the design of an action plan for the management of the government's common information management/information technology infrastructure.

Expected Results

Continued efforts in strategic planning and performance management will result in more focused and effective activities.

Plans to improve various modes of communication between the government and citizens will result in a better flow of information on Canada to Canadians.

An expanded network within the federal government will allow the CIO to more easily identify partners to collaborate on initiatives in support of its mandate. It will also help others benefit from the knowledge and experience acquired by the CIO to date. Focusing on links with federal officials in the regions, those interacting with Canadians across the country on a daily basis, will help ensure that CIO activities have greater resonance and relevance to Canadians.

Efforts in the areas of financial management, administration, human resources, information management and general administration processes and practices will result in a more effective and efficient organizational infrastructure and culture, conducive to the realization of the CIO's goals.

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 by Program/Business Line

Table 4: Details of Full Time Equivalent Requirements

Financial Information

Table 5: Departmental Summary of Standard Objects by Expenditure

Table 6: Program Resources by Program/Business Line for the
Estimates Year

Table 7: Net Cost of Program for 1998-99

Other Information

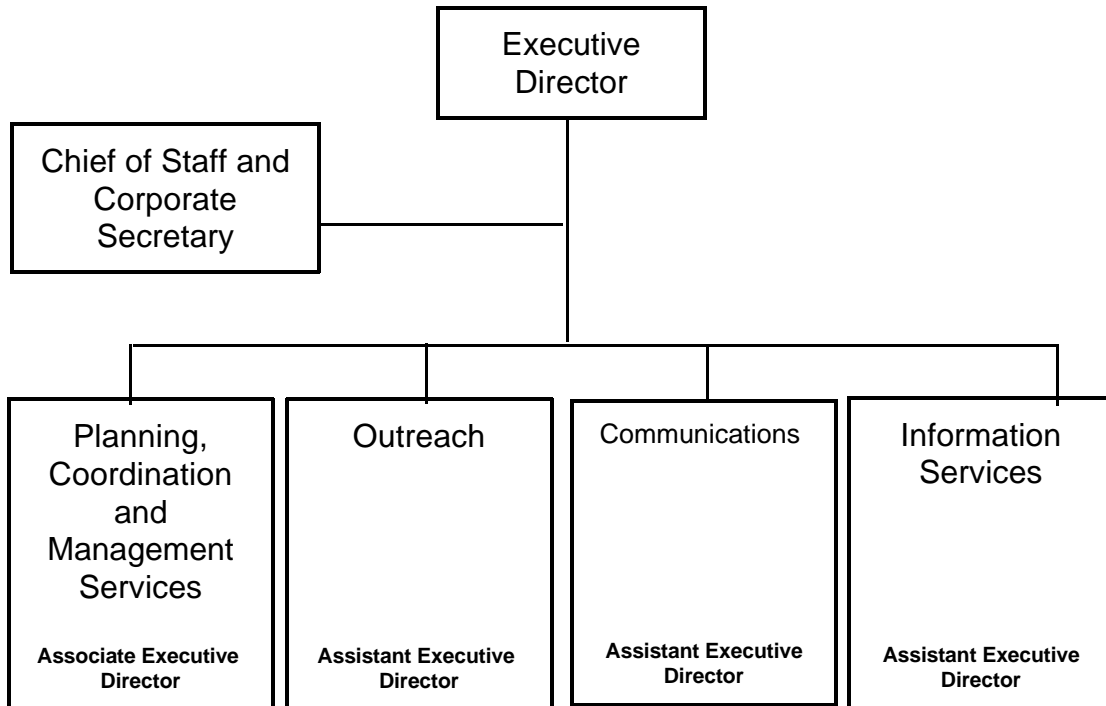
Table 8: References

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

Vote	(thousands of dollars)	1998-99 Main Estimates	1997-98 Main Estimates
Canadian Heritage Canada Information Office			
35	Program expenditures	19,181	19,440
(S)	Contributions to employee benefit plans	819	476
Total Agency		20,000	19,916

Personnel Information

Table 2: Organization Structure



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

Program/ Business Line	Forecast 1997-98	Planned 1998-99	Planned 1999-00
Information	55	60	60
Departmental Total	55	60	60

Table 4: Details of Full Time Equivalent Requirements

(\$ dollars)	Forecast 1997-98	Planned 1998-99	Planned 1999-00
Salary Ranges			
< 30 000	1	1	1
30,000 - 40,000	17	17	17
40,000 - 50,000	8	8	8
50,000 - 60,000	8	8	8
60,000 - 70,000	9	11	11
70,000 - 80,000	2	4	4
> 80,000	10	11	11
Total	55	60	60

Financial Information

Table 5: Departmental Summary of Standard Objects by Expenditure

(thousands of dollars)	Forecast Spending 1997-98 ¹	Planned Spending 1998-99	Planned Spending 1999-00
Personnel			
Salary and wages	3,300	² 3,900	3,900
Contribution to employee benefit plans	576	819	819
	<u>3,876</u>	<u>4,719</u>	<u>4,719</u>
Goods and services			
Transportation and communications	700	1,181	1,181
Information	9,825	4,000	4,000
Professional and special services	3,700	³ 8,600	8,600
Rentals	150	350	350
Purchased repair and maintenance	100	200	200
Utilities, materials and supplies	450	600	600
Other subsidies and payments	50	100	100
	<u>14,975</u>	<u>15,031</u>	<u>15,031</u>
Total operating	18,851	19,750	19,750
Capital	<u>250</u>	<u>250</u>	<u>250</u>
Net budgetary expenditures	<u>19,101</u>	<u>20,000</u>	<u>20,000</u>

¹ Reflects the most accurate forecast of the total expenditures anticipated at the end of the current exercise.

² Includes salary and wages and other staff-related costs such as overtime, accumulated vacation leave, maternity leave, etc.

³ Includes funding for initiatives in support of the CIO's mandate with individuals, groups and associations.

Table 6: Program Resources by Program/Business Line for the Estimates Year

	(thousands of dollars)									
	Budgetary						Non-budgetary Loans, Investments and Advances	Gross Planned Spending	Less: Revenue Credited to the Vote	Net Planned Spending
FTE	Operating	Capital	Grants and Contributions	Gross Voted	Statutory Items*					
Information	60	19,750	250	---	20,000	---	--	20,000	---	20,000
Total	60	19,750	250	---	20,000	---	---	20,000	---	20,000

* Does not include non-budgetary items or contributions to employee benefit plans that are allocated to operating expenditures.

Table 7: Net Cost of Program for 1998-99

(thousands of dollars)	Total
Gross Planned Spending	20,000.0
Plus: Services received without charge:	
Accommodation provided by Public Works and Government Services Canada	522.7
Contribution covering employees' share of insurance premiums and costs paid by Treasury Board Secretariat	257.4
	780.1
Total Cost of Program	20,780.1
Net Cost of Program	20,780.1
1997-98 Estimated Net Program Cost	19,779.0

Other Information

Table 8: References

<p>The Canada Information Office (CIO) is located at:</p> <p>155 Queen Street, 5th Floor Ottawa Ontario K1P 6L1</p> <p>Phone: (613) 992-1692 Fax: (613) 991-1952</p>	
<p>For information on CIO publications and initiatives, please contact us through:</p>	
<p>INTERNET</p> <p>Please visit our Website at:</p> <p>http://www.infocan.gc.ca</p> <p>The site is updated regularly with information and special features.</p> <p>The CIO's <i>Performance Report for the period ending March 31, 1997</i> can be found at:</p> <p>http://www.tbs-sct.gc.ca/rma/dpr/96-97/9697dpre.html</p>	<p>1-800 TOLL-FREE SERVICE</p> <p>To obtain information on Canada, fact sheets or details on CIO activities, please call:</p> <p>1-800-973-INFO (4636)</p>
<p>ACCESS TO INFORMATION:</p> <p>Access to Information inquiries should be directed to:</p> <p>Access to Information Coordinator Canada Information Office 155 Queen Street, 5th floor Ottawa, Ontario K1P 6L1</p>	