



ESTIMATES

Canada Information Office

**2000-2001
Estimates**

Part III – Report on Plans and Priorities

Canada

The Estimates Documents

Each year, the government prepares Estimates in support of its request to Parliament for authority to spend public monies. This request is formalized through the tabling of appropriation bills in Parliament. The Estimates, which are tabled in the House of Commons by the President of the Treasury Board, consist of three parts:

Part I – The Government Expenditure Plan provides an overview of federal spending and summarizes both the relationship of the key elements of the Main Estimates to the Expenditure Plan (as set out in the Budget).

Part II – The Main Estimates directly support the *Appropriation Act*. The Main Estimates identify the spending authorities (votes) and amounts to be included in subsequent appropriation bills. Parliament will be asked to approve these votes to enable the government to proceed with its spending plans. Parts I and II of the Estimates are tabled concurrently on or before 1 March.

Part III – Departmental Expenditure Plans which is divided into two components:

- (1) **Reports on Plans and Priorities (RPPs)** are individual expenditure plans for each department and agency (excluding Crown corporations). These reports provide increased levels of detail on a business line basis and contain information on objectives, initiatives and planned results, including links to related resource requirements over a three-year period. The RPPs also provide details on human resource requirements, major capital projects, grants and contributions, and net program costs. They are tabled in Parliament by the President of the Treasury Board on behalf of the ministers who preside over the departments and agencies identified in Schedules I, I.1 and II of the *Financial Administration Act*. These documents are to be tabled on or before 31 March and referred to committees, which then report back to the House of Commons pursuant to Standing Order 81(4).
- (2) **Departmental Performance Reports (DPRs)** are individual department and agency accounts of accomplishments achieved against planned performance expectations as set out in respective RPPs. These Performance Reports, which cover the most recently completed fiscal year, are tabled in Parliament in the fall by the President of the Treasury Board on behalf of the ministers who preside over the departments and agencies identified in Schedules I, I.1 and II of the *Financial Administration Act*.

The Estimates, along with the Minister of Finance's Budget, reflect the government's annual budget planning and resource allocation priorities. In combination with the subsequent reporting of financial results in the Public Accounts and of accomplishments achieved in Departmental Performance Reports, this material helps Parliament hold the government to account for the allocation and management of public funds.

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Canada Information Office

2000-2001 Estimates

A Report on Plans and Priorities

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Section I: Messages

A. *Minister's Message*

I take pride in presenting to Parliament and Canadians the Canada Information Office's (CIO) Report on Plans and Priorities for the 2000-2001 fiscal planning period.

Canadians are more knowledgeable than ever about the world around them. Their information needs are increasingly more complex and sophisticated. The CIO is helping respond to these needs through its efforts to improve communications between the Government of Canada and citizens. This in turn helps respond to Canadians' desire to be better informed about the government's overall direction, key priorities, and available programs and services.

The CIO's efforts to date have positively influenced the way in which government communicates. In 2000-2001, the CIO will place particular emphasis on corporate government communications, helping to promote the agenda and services of the Government of Canada. Improving communications with Canadians at the regional and local level will also be important in 2000-2001. To that end, the CIO will continue its efforts to develop a regional communications coordination capacity to assist the government.

The CIO will proceed with further research in 2000-2001 to build its knowledge base on Canadians' views, attitudes and needs regarding government communications. Research has been invaluable in developing citizen-focussed communication activities. We have learned that Canadians want more information about government programs and services. We also have a better understanding of their preferred means of communication. The CIO, in the coming year, will develop communication activities based upon these research findings.

The CIO will continue to work in partnership with other federal government departments and community-based groups to best inform Canadians of available programs and services. Special efforts will be made to reach those Canadians who, for a variety of reasons, have difficulty getting information.

Building on its solid research and successful communications activities, the CIO in 2000-2001 will ensure that more Canadians have more information about their government's programs and services.

Alfonso Gagliano
Minister Responsible for the Canada
Information Office

B. Management Representation Statement

MANAGEMENT REPRESENTATION ***Report on Plans and Priorities 2000-2001***

I submit, for tabling in Parliament, the 2000-2001 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 planned results of the organisation.
- 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 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 2000

Section II: Departmental Overview

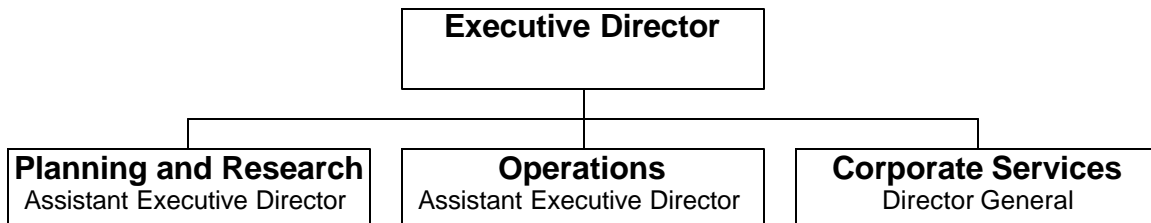
A. Mandate, Roles and Responsibilities

The Canada Information Office's (CIO) mandate is to improve communications between the Government of Canada and citizens. While individual departments and agencies communicate about activities within their areas of responsibility, the CIO is increasingly focussed on communicating with citizens from a corporate perspective, representing the Government of Canada as a whole. In this way, the Government of Canada is better able to respond to citizens' needs for information on the government's overall direction, key priorities and the broad range of available programs and services.

Based on public opinion and communications research, the CIO develops national and regionally responsive citizen-focussed communications initiatives. It also provides advice and support, in collaboration with the Privy Council Office, to the ad hoc Committee of Cabinet on Government Communications which was created in 1998 to improve the effectiveness of government communications.

The CIO's role and mandate has gradually evolved to the above. When it was created on July 9, 1996 through Order-in-Council 1996-1066, its mandate reflected the Government's commitment to inform Canadians about their country, about each other, about the renewal of the federation and about the role of the Government of Canada. This evolution from a largely unity focussed mandate to one more focussed on corporate communications was brought about in response to the Government's commitment to better communicate with citizens.

Responsibilities



The CIO has three primary sectors as illustrated above and described below:

The **PLANNING AND RESEARCH** Sector sets out the CIO's strategic framework, plans and goals and evaluates, measures and reports on departmental activities. Through its public opinion and communications research, environmental scanning and analysis, the Planning and Research Sector provides strategic advice, evaluations and recommendations that help guide the CIO, other government departments and the ad hoc Cabinet Committee in developing and implementing activities, policies and programs relating to government-wide communications. The development of a regional communications capacity will help improve coordination and promote a corporate focus to communications activities at the regional and local level. The Planning and Research Sector is composed of three branches: Strategic Planning, Policy and Evaluation; Research and Analysis; and Regional Communications.

The **OPERATIONS** Sector, in partnership with governmental and non-governmental partners, designs and delivers communications products, services and activities that respond to Canadians' needs and desires for information. Through its media monitoring and tracking of government-related events and coordination of Ministerial tours in Quebec, the Operations sector is able to monitor current and emerging trends that influence the achievement of the CIO's strategic objectives. Through its outreach and community relations programs, the CIO is able to reach out to various segments of the population and inform them about the Government's key priorities, programs and services. The Operations Sector is composed of three branches: Communications; Outreach; and Information Services and Operations.

The **CORPORATE SERVICES** Branch is responsible for human resources (pay and benefits, staffing and staff relations), finance and administration (corporate budgets, office management, security, and purchasing), information technology (computer and telecommunications systems, help desk and training) and corporate activities such as parliamentary relations, correspondence, records management, processing of Access to Information and Privacy requests. The Corporate Services Branch is composed of four directorates: Corporate Secretariat; Human Resources; Information Technology; and Finance and Administration.

B. Departmental / Program Objectives

The CIO's primary objective is to improve communications between the Government of Canada and citizens so as to better respond to Canadians' needs for information, particularly on the government's overall direction, key priorities, and the broad range of available programs and services. Through this objective, the CIO aims to reinforce among Canadians the sense of belonging to a modern, dynamic country and emphasize the role of the Government of Canada and the renewal of the federation.

C. External Factors Influencing the Department

The CIO's activities are greatly influenced by the opinions and attitudes of the Canadian public. What Canadians tell us in our surveys help shape our initiatives and the communications advice we provide to the government. For instance, our research indicates that many Canadians believe the government is not providing them with enough information and a large majority believe that the government should place a high priority on providing information on how to access programs and services. Our research also tells us that Canadians possess relatively low levels of familiarity with government actions.¹

Demographics also play an important role in determining our activities. The CIO's communications strategies reflect Canada's increasingly diverse and pluralistic population and take into consideration factors such as regional differences, the aging population and varying levels of literacy.

Technological advances and new media are also having significant effects on how the Government of Canada communicates with citizens and consequently, on the CIO's choice and recommendation of communications vehicles.

The CIO takes into account all of these factors in developing, measuring and reporting on its activities.

¹ For more information about what Canadians have told us, visit our website address at www.cio-bic.gc.ca

D. Departmental Planned Spending

Canada Information Office

(thousands of dollars)	Forecast Spending 1999-2000 ¹	Planned Spending 2000-2001	Planned Spending 2001-2002	Planned Spending 2002-2003
Main Estimates	20,280	20,648	20,167	20,167
Adjustments	50			
Net Planned Spending	20,330	20,648	20,167	20,167
Plus : Cost of services received without charge	930	1,029	1,029	1,029
Net cost of Program	21,260	21,677	21,196	21,196
Full Time Equivalents	60	83	83	83

¹ Reflects best forecast of total planned spending to the end of this fiscal year.

Section III: Plans, Results and Resources

A. Business Line Objective

Providing information on Canada to Canadians in order to improve communications between the Government of Canada and citizens and better inform them on the government's overall direction, key priorities, and broad range of available programs and services.

B. Business Line Description

Since its creation, the CIO has been making available accurate information about Canada, its people and its accomplishments and ensuring that Canadians recognize the role of the Government of Canada, its activities, programs and services in achieving national goals and in serving Canadians. It has been assisting Canadians who wish to contribute to Canadian identity and to building a better Canada, through partnerships and liaison with groups and individuals. It also provides advice and support to the Chair of the Committee of Cabinet on Government Communications.

To do this, the CIO develops and carries out projects aimed at strengthening communications between the government and its citizens. Through its communications and information activities, community relations or outreach, research, evaluation and regional presence, it is continuously seeking to understand Canadians' communications needs and finding more effective ways of keeping them better informed of the government's overall direction, key priorities, programs and services.

C. Key Results Commitments, Planned Results, Related Activities and Resources

Key Results Commitments	Planned Results	Related Activities	Resources
Improved communications between the Government of Canada and citizens to better respond to Canadians' needs for information on the government's overall direction, key priorities, and available programs and services	Corporate communications advice and support to the government	<p>Research Activities</p> <ul style="list-style-type: none"> • public opinion research • communications research and evaluation • environmental scanning and analysis <p>Communications Activities</p> <ul style="list-style-type: none"> • strategic advice to ad hoc Committee of Cabinet on Government Communications and departments and agencies • corporate products (such as advertising campaigns in community weekly newspapers, radio, and television, citizens' guides on programs and services) • regional coordination 	\$ 21 million staff of 83 full time equivalents
	Improved coordination of regional communications activities and corporate focus	<p>Outreach Activities</p> <ul style="list-style-type: none"> • community-based activities reflecting citizens' interests and concerns <p>Information Activities</p> <ul style="list-style-type: none"> • media monitoring and analysis • coordination of Ministerial Tours in Québec • information products (such as calendars of events and Info-Regions, a database of regional information) 	
	Operational readiness capacity	<p>Sharing of Best Practices</p> <ul style="list-style-type: none"> • speaker series • guides and other products and activities to promote and share best practices 	

The Key Results Commitments and Planned Results presented in the preceding table provide focus and direction for the CIO's activities which can be categorized in five broad areas: research, communications, outreach, information, and sharing of best practices.

Research Activities

CIO research help us better understand the overall public environment affecting communications and Canadians' attitudes towards government communications. Building on the results of its research, the CIO works closely with several government departments and others to develop projects to help the government communicate its overall direction, priorities, programs and services. In 2000-2001, the CIO will continue surveying Canadians on communications attitudes and preferences. It will also conduct communications research and evaluation to pre and post-test specific communications campaigns.

Communication Activities

In 2000-2001, the CIO will place much of its effort on the design and delivery of innovative, citizen-oriented corporate communications products and initiatives. These corporate communications initiatives will be designed to reflect citizens' needs and interests for information about the government's overall agenda, key priorities and the programs and services available from the Government of Canada. They will be based on the CIO's research and what it has learned from its practical experience to date. The addition of regional communications coordinators will further enhance coordination and collaboration of government-wide communications at the regional and local level. The CIO will also continue to play an important role in a variety of government-wide communications initiatives led by other departments and agencies. For example, it is working closely with the Treasury Board Secretariat, the Privy Council Office, and Public Works and Government Services Canada on a revised government communications policy. It is also collaborating with the Privy Council Office on the development and renewal of the government communications community.

Outreach Activities

Outreach or community relations activities encourage Canadians to work with government and other partners in improving communications between citizens and the Government of Canada. Outreach activities are designed to reach groups of citizens and respond to regional and local information needs and interests on government activities and programs. In 2000-2001, the CIO will continue to develop and implement specific communications projects to respond to these needs in partnership with government and non-governmental organizations.

Information Activities

Through its media monitoring capacity and regional presence, the CIO will continue to track current and emerging trends, increasingly from a corporate perspective. It will gather information in a timely and targeted manner to enable the government and the CIO to respond to citizens' information needs efficiently and effectively. It will continue to coordinate Ministerial visits in Québec, providing factual background information on the communities they visit as well as logistical and other support. The CIO will also continue to produce a variety of information documents such as calendars of events to help the government in its communications efforts.

Sharing of Best Practices

Finally, in 2000-2001, the CIO will strive to more actively identify and share best practices in government communications so that departments and agencies may learn from each other. For instance, the CIO is planning to expand its current speaker series on public opinion research to include other communications activities.

Section IV: Financial Information

Table 1: Summary of Transfer Payments

(thousands of dollars)	Forecast Spending 1999-2000	Planned Spending 2000-2001	Planned Spending 2001-2002	Planned Spending 2002-2003
Grants	—	2,000	2,000	2,000
Contributions	4,900	2,900	2,900	2,900
	4,900	4,900	4,900	4,900

Table 2: Net Cost of Program for 2000-2001

(thousands of dollars)	Total
Net Planned Spending	20,648
<i>Plus: Services Received without Charge</i>	
Accommodation provided by Public Works and Government Services Canada (PWGSC)	716
Contributions covering employers' share of employees' insurance premiums and expenditures paid by TBS	313
	1,029
2000-2001 Net cost of Program	21,677

Section V: Other Information

Table 3: 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>www.cio-bic.gc.ca</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 O-Canada</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>	