



ESTIMATES

Canada Information Office

**2001-2002
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

2001-2002 Estimates

**A Report on
Plans and Priorities**

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Section I: Messages

Minister's Message

I am pleased to present to Parliament and Canadians the Report on Plans and Priorities of the Canada Information Office (CIO) for the 2001-2002 fiscal year.

The modern communications environment provides citizens with countless sources of information. Still, it is often difficult for them to obtain the information they need in a form they want. This complex environment also makes it increasingly difficult for government and citizens to communicate with one another.

In response to that reality, the Government of Canada is increasingly adopting a more corporate approach to its communications activities. Put simply, this implies greater cross-government coordination of communications activities and messages focussed on the needs and expectations of Canadians.

In the coming year, the CIO will continue to enhance and sustain government communications both nationally and regionally through the delivery of innovative, citizen-focussed corporate communications activities. In so doing, it will build upon its reputation as a centre of communications expertise. It will also continue to support the commitment of the Government of Canada to a strong and united Canada.

These goals will be upheld through improved and coordinated research into the views and attitudes of Canadians and through collaboration with other government departments and non-government organizations.

I am confident that the efforts of the Canada Information Office in the coming year will benefit the Government of Canada and Canadians in the new communications environment of the 21st century.

Alfonso Gagliano

Management Representation

Report on Plans and Priorities 2001-2002

I submit, for tabling in Parliament, the 2001-2002 Report on Plans and Priorities (RPP) for the Canada Information Office.

To the best of my knowledge, the information:

- Accurately portrays the department's mandate, 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 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.

Executive Director
March, 2001

Section II: Departmental Overview

2.1 What's New

The Canada Information Office's mandate has been increasingly focussed on corporate communications, that is, communicating on behalf of the Government of Canada as a whole. This increased focus is consistent with the Government of Canada's commitment to better communicate with citizens and complements departments' communications activities. In keeping with efforts to improve corporate communications, responsibility for the coordination of public opinion research and for fairs and exhibits was transferred from Public Works and Government Services Canada to the Canada Information Office on June 8, 2000.

During the past year, the Canada Information Office has also set up a network of regional communications co-ordinators in every province of the country, working closely with Federal Regional Councils. This initiative has been undertaken to better coordinate communications in the regions and to promote a corporate approach to government communications in all parts of the country.

The Citizen Information Initiative was also launched at the Canada Information Office this year. Through this Initiative, a variety of creative, citizen-oriented corporate information activities have been initiated. The purpose of these activities is to outline the Government of Canada's priorities and publicize government programs and services.

These new areas of activities provide the Government of Canada with additional corporate communications tools and are reflected in the Canada Information Office's revised product/service line descriptions.

2.2 Mandate, Roles and Responsibilities

At the CIO, we believe the better the Government of Canada communicates with citizens, the better Canadians will know their government, their country and each other.

The Canada Information Office's mandate is to improve communications between the Government of Canada and Canadians. In doing so, the Canada Information Office promotes better corporate communications by the Government as a whole and supports the Government's commitment to a strong and united Canada.

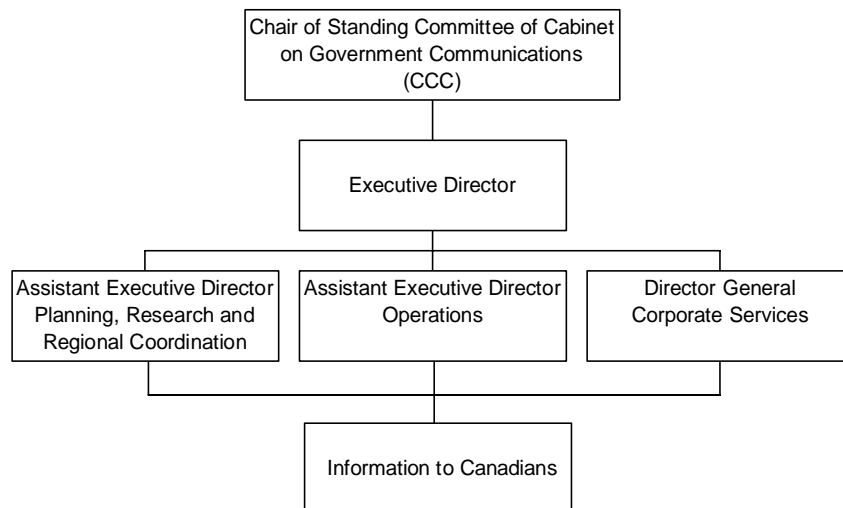
Based on public opinion and communications research, the Canada Information Office develops nationally and regionally responsive citizen-focussed corporate communications initiatives. These initiatives are most often undertaken in partnership with other government departments and agencies including regional councils of senior

federal officials, non-government organizations, and the private sector. Their purpose is to inform Canadians about Canada, particularly the Government of Canada's priorities, and wide array of programs and services. These corporate activities complement and provide a context for departmental communications activities. The Canada Information Office also provides ongoing advice and support to the Standing Committee of Cabinet on Government Communications (CCC).

Responsibilities and Accountability Structure

The Executive Director of the Canada Information Office reports to the Chair of the Standing Committee of Cabinet on Government Communications (CCC). The Canada Information Office provides operational advice and support to the CCC and implements its decisions through a variety of communications, research and community-based activities.

The Canada Information Office has two principal sectors: the Planning, Research and Regional Coordination Sector, and the Operations Sector, each headed by an Assistant Executive Director. Supporting the activities of these sectors is the Corporate Services Branch, headed by a Director General.



2.3 Departmental / Program Objectives

The Canada Information Office's mandate is to improve communications between the Government of Canada and Canadians. In doing so, the Canada Information Office promotes better corporate communications by the government as a whole and supports the Government's commitment to a strong and united Canada.

The Canada Information Office works with other government departments and agencies, non-government organizations and the private sector on initiatives to inform Canadians about Canada and the services available to them from the Government of Canada.

2.4 Planning Context

The Communications Context

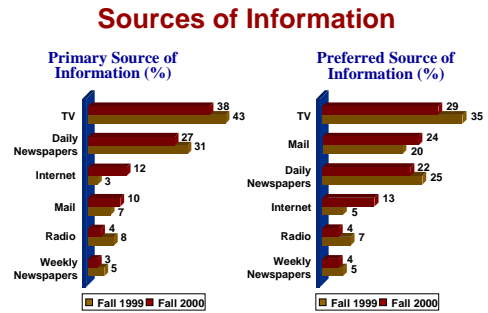
42% of Canadians say they receive too little information from the Government of Canada

New communications technologies, particularly due to the multiple communications mediums, have made the relationship between government and citizens more complicated. Every day citizens are bombarded with information and it has become more difficult for governments to reach citizens and for citizens to perceive the relevance of their governments. The Canada Information Office's public opinion research confirms that Canadians want to be able to access information about government programs and services available to them in their regions. They want this information delivered in ways that are relevant and easy to understand. For these and other interesting findings, visit www.infocan.gc.ca/survey/pubop_e.html.

“First and foremost, the Government of Canada must sharpen its citizen focus in designing, delivering, evaluating and reporting on its activities. It must improve service and expand partnership with other governments, the private sector and voluntary organizations.”

Results for Canadians: A Management Framework for the Government of Canada - Treasury Board of Canada Secretariat (March 2000)

The Fall 2000 Canada Information Office Government Communications Survey confirms that the means by which Canadians receive information from their government is evolving. Though most Canadians continue to use and want to use television, direct mail and newspapers for information, and telephone for service, the role of the Internet is growing. A significant number of Canadians now consider the Internet to be their primary tool for communicating with Government and accessing services.



The survey also suggests that certain groups, such as the elderly, those with lower levels of income and/or literacy, are not necessarily in a position to communicate with their government electronically.

Notwithstanding, this survey demonstrates that there are opportunities for new relationships between the Government of Canada and citizens based on the use of electronic technology. The Internet has the potential to provide Government and citizens with a medium for quick two-way direct communications. Though it is rapidly growing as a communications tool, at this stage it is used mainly as a complement to more traditional channels of communications such as television newspaper, direct mail and telephone.

In addition to these national trends, numerous regional factors impact on the Canada Information Office's operating environment. In many regions of the country, the population is not fully aware of the Government of Canada or of the range of services that the Government of Canada provides. The diverse nature of government communications is explained through regional, demographic and social dimensions which vary across the country. A significant challenge for the Canada Information Office during this upcoming year is to more fully integrate and use its new regional co-ordination capacity in order to better understand these complexities and incorporate them into its activities.

Given this environment, the Canada Information Office has had to strike a balance between planning for the future and maintaining flexibility. A corporate approach to communications requires a strong focus on the needs and priorities of citizens. The Canada Information Office will continue to undertake research and analysis in order to know more about what is on the minds of Canadians and what information they want from their government. To best support the government in meeting its corporate communication objectives, the Canada Information Office will retain enough flexibility to react to unforeseen changes in the public and communications environment.

2.5 Departmental Planned Spending

(thousands of dollars)	Forecast Spending 2000-2001	Planned Spending 2001-2002*	Planned Spending 2002-2003	Planned Spending 2003-2004
Budgetary Main Estimates (gross)	20,648	50,505	50,496	21,271
Non-Budgetary Main Estimates (gross)	-	-	-	-
Less: Responsible revenue	-	-	-	-
Total Main Estimates	20,648	50,505	50,496	21,271
Adjustments	37,593	-	-	-
Net Planned Spending	58,241	50,505	50,496	21,271
Less: Non-responsible revenue	-	-	-	-
Plus: Cost of services received without charge	1,029	1,826	2,307	1,328
Net Cost of Program	59,270	52,331	52,812	22,599
Full Time Equivalents	83	162	162	127

***Note:** An additional 30\$M was provided for Corporate Government of Canada Initiatives (Regional Communications Coordination, Citizen Information Initiative and Fairs & Exhibits) (see page 3).

Section III: Plans, Results, Activities and Resources

In addition to its ongoing program activities, the Canada Information Office also works with other government departments and agencies, as well as with the private sector and non-governmental organizations, on initiatives to inform Canadians about Canada and the services available to them from the Government of Canada. Over the course of the next two years, the Canada Information Office will continue to support the coordination of regional communication initiatives through its new regional capacity and to coordinate major fairs, exhibits and public opinion research for the federal government.

To further its efforts to improve the coordination and effectiveness of corporate Government of Canada communications, the Canada Information Office will continue to develop and deliver a series of information products under the Citizen Information Initiative, a series of citizen-oriented corporate information products to outline the Government of Canada's agenda and priorities and publicize government programs and services. As well, the Canada Information office will pursue its media scanning activities, produce research and statistical analysis, develop advertising campaigns and deliver community-based outreach activities.

To stabilize its workforce and meet the requirements for service from Canadians, the Canada Information Office has been actively recruiting communication and other professionals needed. A small network of communicators has been set up across the country to establish a communications coordination capacity in all regions.

3.1 Business Line Details

The Canada Information Office has one line of business – ***Information to Canadians***.

Business Line Objective:

Providing information to Canadians in order to better inform them about the Government of Canada, particularly its priorities and broad range of available programs and services so as to improve communications with citizens and support the Government's commitment to a strong and united Canada.

Business Line Description:

The Canada Information Office designs, develops, implements, coordinates and funds national and regional communications/information activities and products, community relations/outreach initiatives, and public opinion/communications research to respond to Canadians' information needs, especially on the Government of Canada's priorities, programs and services.

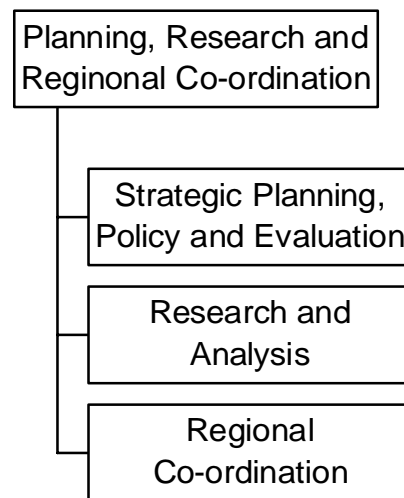
The Canada Information Office focusses its efforts on corporate communications, that is, on behalf of the Government of Canada as a whole. This corporate perspective complements and provides a context for communications activities undertaken by individual departments and agencies.

Product/Service Lines:

The Canada Information Office has three product/service lines which are directly aligned with its accountability structure.

The **Planning, Research and Regional Co-ordination** Sector coordinates the strategic framework, plans and goals of the Canada Information Office, and evaluates and reports on departmental activities. It is also responsible for the Canada Information Office’s regional co-ordination function and research capacity. Through its public opinion and communications research, environmental scanning and analysis, and network of regional communications co-ordinators, this sector provides strategic advice, evaluations and recommendations that help guide the Canada Information Office, other government departments and the Standing Committee of Cabinet on Government Communications (CCC) in developing and implementing activities, policies and programs relating to government-wide communications across the country. The Canada Information Office is also responsible for government-wide co-ordination of public opinion research. The Planning, Research and Regional Co-ordination Sector is composed of three branches: Strategic Planning, Policy and Evaluation; Research and Analysis, and Regional Co-ordination.

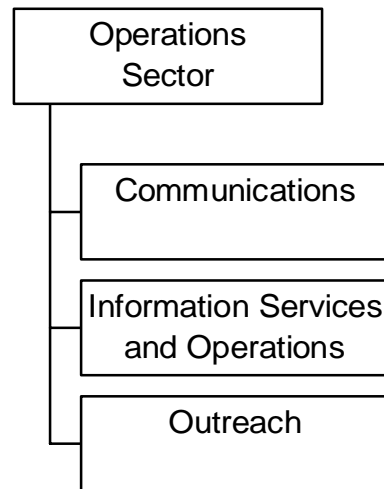
- CIO’s strategic framework, plans and objectives
- Evaluates and reports on departmental activities
- Co-ordination and delivery of Government communications activities in the regions
- Promotion of a corporate government communications perspective
- Public opinion and communications research and Co-ordination of public opinion research for the government as a whole
- Environmental scans, monitoring and analysis



Working in conjunction with a variety of government and non-government partners, the **Operations** Sector designs and delivers innovative communication products and services to meet the Canada Information Office and the Government of Canada's communication objectives.

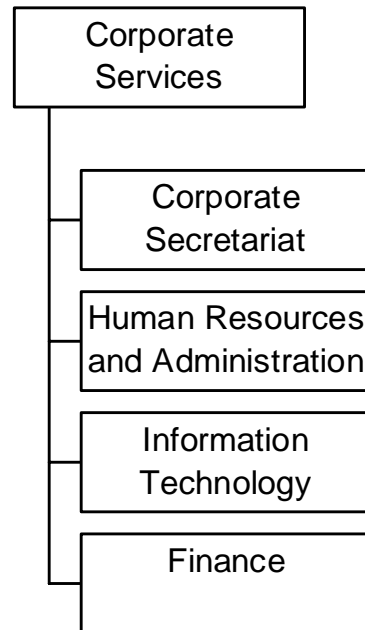
Through its media tracking of government-related events and co-ordination of Ministerial tours, the Canada Information Office is able to identify current and emerging trends and adapt its communications thrusts to respond to Canadians' needs for information. Its outreach and community relations programs are designed to reach out to various segments of the population and inform them about key issues and priorities of the Government, as well as available programs and services. Various media are used to inform Canadians about Government of Canada programs and services. The Sector includes three branches; Communications, Information Services and Operations; and Outreach.

- Communications products, services and activities to meet information needs expressed by Canadians
- Outreach and community relations to inform Canadians of the government's main priorities, programs and services
- Monitoring of government-related media and events
- Co-ordination of Ministerial tours



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

- Human resources and administrative services including contracting, procurement and security
- Financial management
- Information Technology
- Institutional activities such as correspondence, access to information and privacy requests and information management services



3.2 Key Result Commitment, Planned Results, Related Activities and Resources

KEY RESULT COMMITMENT

Information to Canadians



RESOURCES

\$52.3 million

PLANNED RESULTS

1 - *Enhance and sustain the visibility and relevance of the Government of Canada in all parts of the country.*

The Canada Information Office will continue its activities to increase awareness of the government's priorities by delivering corporate communications activities and by exercising leadership in strengthening corporate government communications across departments and agencies. In so doing, it will continue to work in close collaboration with community groups, private sector organizations and other federal departments and agencies to recognize emerging trends and technologies while accounting for regional realities.

2 - *Develop and market the Canada Information Office as a centre of expertise in national and regional corporate communications.*

The Canada Information Office will continue to develop and share innovative approaches to communications across the federal government in an effort to improve its corporate communications.

The Canada Information Office will create information products to help federal departments and agencies address concerns of citizens and better respond to their information needs.

In consultation with the central agencies and the Regional Federal Councils, the Canada Information Office will contribute to the integration, improvement and relevance of Government of Canada communications and related policies and practices, at the national, regional and local levels.

3 - *Broaden activities in support of Canadian unity from coast to coast.*

The Canada Information Office will continue to maximize opportunities for citizens to learn about the programs and services available to them from the Government of Canada. It will continue to seek citizens' views on issues that matter to them.

Section IV: Joint Initiatives

4.1 Collective Initiatives

The Canada Information Office plays an active role along with the Privy Council Office and Public Works and Government Services Canada in assisting the Treasury Board Secretariat initiative to renew and modernize the Communications Policy of the Government of Canada.

In an effort to be more responsive to citizens' needs for information, the Canada Information Office is engaged in several government-wide initiatives such as Government On-Line, Service Canada, and the Voluntary Sector Initiative. The Canada Information Office's participation in these key government projects will help to shape the new communications relationship between Government and citizens.

«The objective we gave ourselves is to add a corporate approach to the numerous communications initiatives within departments, and to contribute to a corporate image of the Government of Canada as a whole and not of the sum of its parts »

Marc Lafrenière
Executive Director, Canada Information Office
Speech delivered in the context of the Government of
Canada Communicators' Conference, January 2001

The Canada Information Office's Regional Communications Co-ordinators will continue to work in close collaboration with the federal regional councils and individual departments in the regions, in a renewed effort to improve and target more effectively Government of Canada communications at the local level.

Section V: Financial Information

Table 5.1: Summary of Transfer Payments

(thousands of dollars)	Forecast Spending 2000-2001	Planned Spending 2001-2002	Planned Spending 2002-2003	Planned Spending 2003-2004
Grants				
Grants in support of activities and projects to increase the understanding and appreciation of Canadian identity and to develop social awareness.	2,000	2,000	2,000	2,000
Total Grants	2,000	2,000	2,000	2,000
Contributions				
Contributions in support of activities and projects to increase the understanding and appreciation of Canadian identity and to develop social awareness.	2,900	2,900	2,900	2,900
Total Contributions	2,900	2,900	2,900	2,900
Total Grants and Contributions	4,900	4,900	4,900	4,900

Table 5.2: Net Cost of the Program for the 2001-2002 Estimates Year

(thousands of dollars)	Total
Net Planned Spending (Gross Budgetary and Non-budgetary Main Estimates plus Adjustments)	50,505
Plus: <i>Services Received without Charge</i> Accommodation provided by Public Works and Government Services Canada (PWGSC)	1,118
Contributions covering employees' share of employees' insurance premiums and expenditures paid by TBS	708
Workers' compensation coverage provided by Human Resources Canada	-
Salary and associated expenditures of legal services provided by Justice Canada	-
	1,826
Less: <i>Non-responsible Revenue</i>	-
2001-2002 Net cost of Program	52,331

Section VI: Other Information

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>	
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