



Business Plan

2019–20

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Message from the Minister



I am pleased to present the Communications Nova Scotia (CNS) 2019-20 business plan.

Over the last year CNS worked closely with departments to help ensure Nova Scotians had information about government programs, services and initiatives. This includes priorities such as cannabis legalization, immigration, smoking cessation, foster care, youth employment, sexual violence, and work zone safety.

This work will continue in in 2019-20. CNS is committed to doing this work as efficiently and effectively as possible. This includes managing a growing digital presence, and continuing to implement a new, more accessible and user-friendly government website.

In 2019-20 CNS will also lead key information and communications commitments outlined in government's accessibility plan.

Sincerely,

Original signed by,

Patricia Arab

Minister, Communications Nova Scotia

Mandate

As government's full-service communications agency, Communications Nova Scotia (CNS) manages and delivers innovative communication support and services to ensure Nova Scotians have the information they want and need. CNS achieves this by working with departments to recommend effective tools and tactics to clearly communicate the priorities, policies and actions of government.

Core Responsibilities/Services

CNS is mandated in legislation to:

- provide centralized delivery of communications services including, but not limited to
 - strategic communications planning
 - marketing and advertising services, including media planning and buying
 - communications research and evaluation
 - media-relations services, including preparation and distribution of news releases
 - graphic design
 - strategic web planning and design
 - photography and videography
 - writing and editorial services
 - print production
- develop policies, practices, standards and guidelines with respect to communications from government, including but not limited to, policies, practices, standards and guidelines with respect to paid advertising, management of the corporate identity of government, and social media use
- ensure that communications from government are
 - timely
 - accurate
 - effective and designed to meet established objectives
 - presented in a factual and respectful manner
 - delivered in a fiscally responsible manner
 - objective and not directed at promoting partisan interests
 - relevant to government responsibilities and priorities
 - compliant with legal requirements and government policies and procedures

CNS's core services are contained within three business areas:

Communications Planning

- Strategic Communications Advice and Planning
- Content Development
- Crisis and Risk Communications
- Corporate Communications
- Media relations

Marketing, Digital & Creative Services

- Digital content, including social media channels
- Graphic Design
- Editorial Services
- Image Services (photo/video)
- Marketing
- Internet Strategy
- Advertising (media planning/buying)

Communication & Corporate Services

- Project Management
- Planning & Policy
- Translation Services
- Stakeholder Relations
- Research & Evaluation
- Human Resources
- Budget (recoveries)

Priorities

As a central agency, CNS supports corporate and departmental priorities by delivering communication and marketing programs to help ensure Nova Scotians are aware of government priorities and services, and how to access them.

CNS provides an integrated, full-service marketing communications approach to all significant initiatives. In 2019-20 CNS will work with departments to deliver communications and marketing strategies that inform Nova Scotians about work underway in priority areas. This includes measurable communications objectives to support government priorities, such as accessibility, Graduate to Opportunity, Nova Scotia's Sexual Violence Strategy, the Heating Assistance Rebate Program, helping to educate people about new cannabis legislation, including health, safety and new laws that govern it.

Goals

- Strategic communications planning and marketing will help ensure Nova Scotians have access to the information they want and need.
- All communications and marketing activities are guided by the principles of accessibility, timeliness, accuracy, effectiveness, non-partisanship and fiscal responsibility.
- New approaches and tools to effectively reach audiences will be proactively identified, tested, implemented and evaluated.

Actions

In 2019-20 CNS will work to achieve these goals by:

- Developing, implementing and evaluating priority communications and marketing plans aligned with government priorities.
- Using evidence-based planning for all communications and marketing activities.
- Leveraging the most effective and appropriate digital and traditional media platforms to engage and inform citizens.
- Continuing to implement a citizen-centric Government website.
- Maximizing staff expertise to design integrated, client-centered communications and marketing approaches
- Implementing actions related to accessible government communications and awareness outlined in government's multi-year accessibility plan.

Working with client departments, CNS will maximize available resources by ensuring a collaborative and coordinated approach across departments, supported by evaluation and measurement.

Evaluation and Measurement

CNS will measure and evaluate progress by:

- Conducting research in cooperation with departments to gather insights used to develop evidence-based communications and marketing strategies and programs; measure awareness; and gauge public opinion of government programs and services.
- Using web analytics measures to determine effectiveness and impact of information presented on the government website.
- Engaging directly with Nova Scotians and growing government's following on digital platforms.
- Continuing to conduct pre-testing and post campaign evaluation, where appropriate, on significant marketing communications campaigns, adjusting approaches as required.
- Regularly reviewing communications plans to ensure planned activities continue to be aligned with government priorities.
- Identifying barriers to accessible communications, as well as opportunities to improve citizen access to government information.

Departmental Expenses Summary

Departmental Expenses Summary (\$ thousands)

<u>Programs and Services</u>	2018-2019 Estimate	2018-2019 Forecast	2019-2020 Estimate
Office of the Associate Deputy Minister	875	737	746
Client Services	962	922	907
Communications Planning	1,085	1,229	1,579
Communications Services	709	797	693
Marketing	3,714	3,660	3,846
Total - Departmental Expenses	7,345	7,345	7,771
Ordinary Recoveries	403	52	51
<u>Funded Staff (# of FTEs)</u>			
Department Funded Staff	97.0	101.7	97.0

Note:

For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2

For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1

