



BUSINESS PLAN

2024-25

Communications
Nova Scotia

© Crown copyright, Province of Nova Scotia, 2024

Budget 2024-25: Business Plan
February 2024
ISBN 978-1-77448-569-9

Communications Nova Scotia: 2024-25 Priority Actions in Support of Government's Business Plan

As government's central communications agency, Communications Nova Scotia (CNS) advances corporate and departmental priorities through strategic communications and marketing. Our work helps Nova Scotians understand what government is doing and why, sharing news and information in interesting and effective ways.

CNS takes an integrated, marketing-communications approach to all our work. In 2024-25, CNS will work with departments to deliver effective strategies that focus on the actions, investments, and progress government is making on its priorities, including healthcare, the economy and healthy communities (including housing and the environment). CNS will continue to deliver clear and open communications in ways accessible to Nova Scotia audiences.

Priority Actions

Advancing government priorities

In support of government's priorities, strategic approaches to reaching and engaging Nova Scotians will be identified, tested, implemented and evaluated. We will focus on:

- Delivering consistent and reliable information to citizens
- Identifying audiences with specific interests and speak directly to them in various ways
- Using the most effective and appropriate digital and traditional media platforms to engage and inform citizens
- Collecting public opinion data and insights regularly, giving us the ability to measure what Nova Scotians are thinking, feeling and doing over time as well as evaluate the success of our marketing and communications strategies and adapt them as needed
- Monitoring campaigns, and adjusting when necessary, to ensure we're reaching our target audience effectively
- Conducting post-campaign evaluations and analyzing data from social channels/webpages to better understand audience behaviour

Accessible and inclusive communications

There will be continued focus on increasing awareness about accessibility and inclusion and improving access to government communications.

CNS will work to achieve this goal by:

- Working in partnership with the Accessibility Directorate and all government departments to raise awareness of accessibility and inclusion and what is being accomplished.
- Identifying opportunities to improve citizen access to government information using inclusive communications/marketing strategies and accessible communications tools and methods.

Departmental Expenses Summary

Departmental Expenses Summary			
(\$ thousands)			
<u>Programs and Services</u>	<u>2023-2024 Estimate</u>	<u>2023-2024 Forecast</u>	<u>2024-2025 Estimate</u>
Office of the Associate Deputy Minister	1,055	681	1,008
Client Services	834	1,081	879
Communications Planning	2,209	1,433	1,847
Communications Services	876	1,085	923
Marketing	2,215	2,909	2,303
Total - Departmental Expenses	7,189	7,189	6,960
Ordinary Recoveries	-	-	-
<u>Funded Staff (# of FTEs)</u>			
Department Funded Staff	87.0	84.0	87.0

Note:
 For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2
 For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1