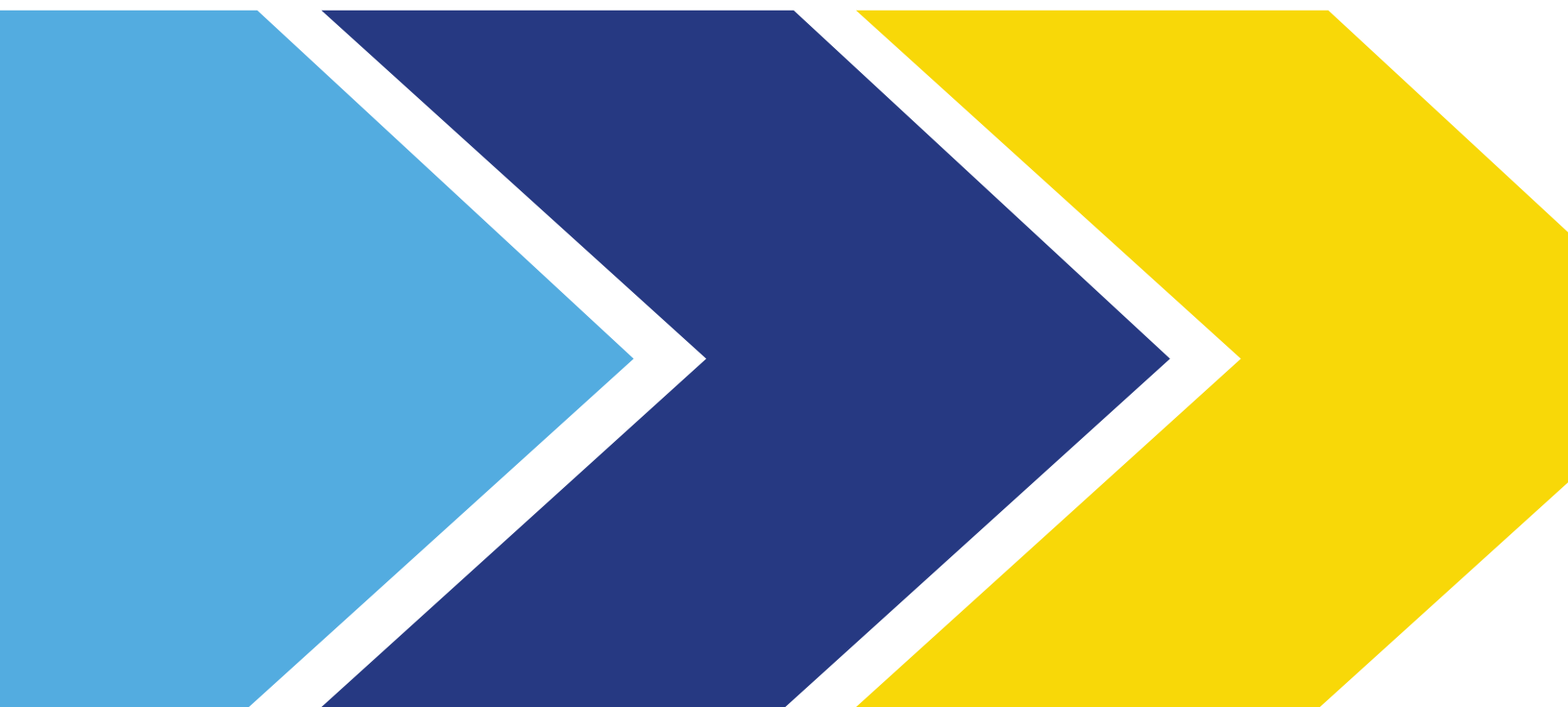


BUSINESS PLAN

2022-23



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Message from the Minister

I am pleased to present the 2022-23 business plan for Communications Nova Scotia (CNS).

CNS is here to deliver critical information to you, your family, friends, colleagues and neighbours. It is our goal to ensure you know what programs and services are available to you and where and how to access them. We also want to ensure you know what the government is doing to deliver on the priorities of Nova Scotians, like healthcare, mental health supports and services, housing and the economy, and education and the environment.

We know that access to information you can trust is more important than ever. We are committed to being that trusted voice, so you can make the right decisions for you and your loved ones. We will be where you want and expect us to be, whether that is on radio, TV, social media platforms, websites, or in your communities.

We're here to let you know what the government is doing and why, always with your best interests at heart.

Sincerely,

Original signed by,

Brian Comer
Minister, Communications Nova Scotia

Mandate

As government's central communications agency, Communications Nova Scotia (CNS) manages and delivers innovative communications support and services to ensure Nova Scotians have the information they want and need. CNS achieves this by working with departments to develop effective strategies to clearly communicate the government's priorities, policies and actions.

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
 - photography and videography
- develop policies, practices, standards and guidelines with respect to communications from the government, including, but not limited to, paid advertising, management of the corporate identity of government, and social media use
- ensure that communications from the 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, including web content
- Crisis and Risk Communications
- Corporate Communications
- Media Relations

Marketing, Digital & Creative Services

- Digital Content, including websites and social media channels
- Graphic Design
- Image Services (photo/video)
- Strategic Marketing Advice and Planning
- Advertising (media planning/buying)

Communication & Corporate Services

- Project Management
- Planning & Policy
- Translation Services
- Research & Evaluation
- Accessibility, Diversity & Inclusion
- Human Resources
- Budget

Priorities

As a central agency, CNS supports corporate and departmental priorities by developing and delivering on strategic communications and marketing plans that help ensure Nova Scotians are aware of government priorities and the resulting programs and services and how to access them.

CNS provides an integrated, full-service marketing communications approach to all significant initiatives. In 2022-23, CNS will work with departments to deliver effective strategies that focus on work underway relative to government priorities, including healthcare; mental health supports and services; housing; the economy, including immigration and population growth; the workforce; education; and the environment. CNS will continue to deliver clear and open communications on the actions of government in ways that Nova Scotians need and expect.

Goals

1. **Support for government priorities:** New approaches and tools to openly and effectively reach and engage audiences will be proactively identified, tested, implemented and evaluated to support the government's priorities, particularly in the areas of healthcare and mental health, housing, the economy and workforce, education and the environment.
2. **Accessible & and inclusive communications:** There will be continued focus on increasing awareness about accessibility, building capacity for further change, and removing barriers to government communications.

Actions

In 2022-23, CNS will work to achieve these goals by:

- Developing, implementing and evaluating priority communications and marketing plans aligned with these goals and government priorities.
- Using evidence-based planning for communications and marketing strategies.
- Leveraging the most effective and appropriate digital and traditional media platforms to engage and inform citizens.
- Implementing actions related to an inclusive workplace and inclusive communications, and initiatives related to accessible government communications and accessibility awareness.

Evaluation and Measurement

CNS will measure and evaluate progress by:

- Conducting research to gather insights for use in developing evidence-based communications and marketing strategies, measuring awareness and gauging public opinion on the government's policies and programs. Results will provide insights to aid in ongoing communications and marketing strategy development and adjustments.
- Engaging directly with Nova Scotians and growing the government's digital following, using the most effective tools and mediums available to reach identified audiences.
- Identifying opportunities to improve citizen access to government information using inclusive communications/marketing strategies and accessible communications tools and methods.

Departmental Expenses Summary

Supplementary Information

<u>Programs and Services (\$ thousands)</u>	<u>2021-22 Estimate</u>	<u>2021-22 Forecast</u>	<u>2022-23 Estimate</u>
Office of the Associate Deputy Minister	753	781	923
Client Services	969	938	772
Communications Planning	2,072	1,966	2,090
Communications Services	822	927	839
Marketing	3,555	3,559	2,156
	<u>8,171</u>	<u>8,171</u>	<u>6,780</u>
Ordinary Recoveries	51	---	---
Funded Staff (# of FTEs)	<u>98.0</u>	<u>107.0</u>	<u>89.0</u>
Less: Staff Funded by External Agencies	<u>(2.0)</u>	<u>(1.8)</u>	<u>(2.0)</u>
Total - Funded Staff	<u>96.0</u>	<u>105.2</u>	<u>87.0</u>