



Business Plan

2023-24

Communications Nova Scotia



NOVA SCOTIA

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Budget 2023-24: Business Plan
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Communications Nova Scotia:

2023-24 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 2023-24, 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, cost of living, the economy 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
- Support to departments for improved stakeholder communications and outreach
- Using the most effective and appropriate digital and traditional media platforms to engage and inform citizens
- Collecting public opinion data and insights on a regular basis, 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 ad 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)			
	2022-2023	2022-2023	2023-2024
<u>Programs and Services</u>	<u>Estimate</u>	<u>Forecast</u>	<u>Estimate</u>
Office of the Associate Deputy Minister	923	831	1,055
Client Services	772	1,042	834
Communications Planning	2,090	1,354	2,209
Communications Services	839	948	876
Marketing	2,156	2,605	2,215
Total - Departmental Expenses	6,780	6,780	7,189
Ordinary Recoveries	-	36	-
<u>Funded Staff (# of FTEs)</u>			
Department Funded Staff	87.0	85.7	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

