



ESTIMATES

Canada Information Office

Performance Report

For the period ending
March 31, 2001

Canada

Improved Reporting to Parliament Pilot Document

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 of the Government of Canada are structured in several parts. Beginning with an overview of total government spending in Part I, the documents become increasingly more specific. Part II outlines spending according to departments, agencies and programs and contains the proposed wording of the conditions governing spending which Parliament will be asked to approve.

The *Report on Plans and Priorities* provides additional detail on each department and its programs primarily in terms of more strategically oriented planning and results information with a focus on outcomes.

The *Departmental Performance Report* provides a focus on results-based accountability by reporting on accomplishments achieved against the performance expectations and results commitments as set out in the spring *Report on Plans and Priorities*.

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 funds.

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Foreword

In the spring of 2000 the President of the Treasury Board tabled in Parliament the document “Results for Canadians: A Management Framework for the Government of Canada”. This document sets a clear agenda for improving and modernising management practices in federal departments and agencies.

Four key management commitments form the basis for this vision of how the Government will deliver their services and benefits to Canadians in the new millennium. In this vision, departments and agencies recognise that they exist to serve Canadians and that a “citizen focus” shapes all activities, programs and services. This vision commits the government of Canada to manage its business by the highest public service values. Responsible spending means spending wisely on the things that matter to Canadians. And finally, this vision sets a clear focus on results – the impact and effects of programs.

Departmental performance reports play a key role in the cycle of planning, monitoring, evaluating, and reporting of results through ministers to Parliament and citizens. Earlier this year, departments and agencies were encouraged to prepare their reports following certain principles. Based on these principles, an effective report provides a coherent and balanced picture of performance that is brief and to the point. It focuses on results – benefits to Canadians – not on activities. It sets the department’s performance in context and associates performance with earlier commitments, explaining any changes. Supporting the need for responsible spending, it clearly links resources to results. Finally the report is credible because it substantiates the performance information with appropriate methodologies and relevant data.

In performance reports, departments strive to respond to the ongoing and evolving information needs of parliamentarians and Canadians. The input of parliamentarians and other readers can do much to improve these reports over time. The reader is encouraged to assess the performance of the organization according to the principles outlined above, and provide comments to the department or agency that will help it in the next cycle of planning and reporting.

This report is accessible electronically from the Treasury Board of Canada Secretariat Internet site:

<http://www.tbs-sct.gc.ca/rma/dpr/dpre.asp>

Comments or questions can be directed to this Internet site or to:

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Alfonso Gagliano
Minister responsible for the Canada Information Office



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Section I: Minister's Message

As the Minister responsible for the Canada Information Office (CIO), I am pleased to present the Departmental Performance Report for fiscal year 2000-2001.

The CIO plays a key role in communications between the Government of Canada and Canadians. It responds to Canadians' desire to be better informed about the government's overall direction and key priorities, as well as the programs and services which the government makes available to them.

Fiscal year 2000-2001 was marked by the integration at CIO of three new spheres of activity: a cross-Canada network of Regional Communications Coordinators; the coordination of public opinion research; and the Government of Canada Fairs and Exhibits Program. The successful integration of these new functions speaks eloquently of the CIO's organizational and structural maturity. In addition, the CIO launched the Citizen Information Initiative (CII) under the direction of the Ad Hoc Committee of Cabinet on Government Communications (CCOC). Under the CII, citizen-focussed products were developed to better inform the public about the priorities and overall plan of the Government of Canada, and to promote its programs and services. These new initiatives have enabled the CIO to expand its range of communications services and tools for use by the Government of Canada.

The above and a variety of other citizen-focussed communication initiatives were designed and implemented by the CIO in partnership with other government departments and agencies, non-governmental organizations and the private sector. These activities have clearly supported the government's commitments with respect to communications and a strong and united Canada.

I am proud of the CIO's achievements and would like to take this opportunity to thank our partners, both internal and external to the government.

To improve the effectiveness of its communications and services to citizens, the Government of Canada announced the launch of *Communication Canada* on September 1, 2001. This organization groups together the communications coordination activities of Public Works and Government Services Canada with those of the Canada Information Office. I am confident that this new organization will enable Government of Canada to better respond to the communications and service needs of Canadians.

Alfonso Gagliano

Section II: Departmental Performance

A. Background

The Canada Information Office's (CIO)¹ mandate is to improve communications between the Government of Canada and Canadians. The CIO promotes better corporate communications by the Government as a whole and supports the Government's commitment to a strong and united Canada.

During the 2000-2001 fiscal year, the CIO was one of four central agencies supporting the government in its communications with Canadians. The three others were the Privy Council Office², Public Works and Government Services Canada³ and the Treasury Board Secretariat⁴. The Canada Information Office supports the efforts of the Ad Hoc Committee of Cabinet on Government Communications (CCOC)⁵ by developing and implementing a variety of initiatives to strengthen the front-line communication work done by departments.

Social and economic factors at both the national and regional levels exert a strong influence on the activities of the CIO. Social questions such as health, education and economic management are priorities in the eyes of Canadians. The CIO develops and implements initiatives geared to their information needs in these and other areas.

The CIO must respond to specific information needs and requests from all segments of the population, which differ from one region to another. The Canada Information Office develops creative and innovative communications mechanisms to keep Canadians better informed, while taking into account the day-to-day realities and the characteristics specific to each part of the country.

¹Canada Information Office Web site (now Communication Canada) : <http://www.communication.gc.ca/>

² Privy Council Office Web site : <http://www.pco-bcp.gc.ca/>

³ As of September 1, 2001, the communications coordination activities of PWGSC are part of Communication Canada.

⁴ Treasury Board Secretariat's Web site: <http://www.tbs-sct.gc.ca/>

⁵ Since April 2001, this Committee is permanent and known as the Cabinet Committee on Government Communications (CCGC). For information on the structure of the CCGC, visit the following Web site : http://canada.gc.ca/howgoc/cab/cab-com_e.html

The information made available to Canadians to enable them to increase their knowledge of their region, their country and the world in general is increasingly abundant and diverse. Canadians' requests for information about the programs and services of the Government of Canada reflect this trend, in that they are at once sophisticated and precise. This means that the CIO must find the best communication methods and tools in order to respond to the needs expressed by the population. Based on public opinion and communications research as well as other sources, the Canada Information Office develops national and regional 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-governmental organizations and the private sector. Their purpose is to inform Canadians about the Government of Canada's priorities and the many programs and services available to them.

B. Performance Expectations

During fiscal year 2000-2001, the CIO's goal was to provide Canadians with information on the government's overall direction and main priorities, as well as on the many programs and services available to them.

C. Performance Challenges

Canadians would like more information from their government concerning programs and services. They believe that the government has an important role to play in ensuring a flow of information, but also believe that information from their government should be factual and relevant. Customizing communications to respond to the needs of various groups of citizens is an ongoing challenge for all governments.

Surveys on government communications conducted in recent years⁶ by the CIO and other organizations have highlighted the need to strengthen communications between the government and the public. Finding an effective formula for delivering relevant information and ensuring that all citizens can access, understand and use this information is key to responding to this need. Other challenges for the CIO include audience sophistication, the use of new technologies, the partnership approach, and balancing national and regional needs.

Departments and agencies communicate with citizens about their respective programs and

⁶ See *Communications Survey. Listening to Canadians*, Canada Information Office. Web site:

http://www.communication.gc.ca/survey/pubop_e.html

Also see *Issues and Challenges in Communicating with Less Literate Canadians*, Final report, Canada Information Office (2000). Web site: http://www.communication.gc.ca/report/alpha/alphadl_e.html

services. The CIO's challenge is to develop communications activities on behalf of the Government of Canada as a whole, to complement and provide an umbrella or context for department-specific messages.

D. Chart of Key Results Commitments

The Canada Information Office (CIO)		
Providing Canadians with information on the Government of Canada		
Key result and performance measurement strategy	To be demonstrated by:	Resources:
Informing Canadians	Reach of CIO's activities and their impact on participants and audiences	\$58,034,884 169 FTEs
	Accessibility of information about Government of Canada, particularly its priorities, programs and services	

<u>Canada Information Office</u>	
Planned spending	\$20,648,000
<i>Total authorities</i>	\$58,034,884
Actual spending in 2000-2001	\$57,443,430

E. Key Accomplishments

The CIO has shown leadership in strengthening government communications and influenced communications planning and policies across government in 2000-2001. Specific examples of CIO accomplishments over the past year can be found on the next page. These accomplishments are consistent with the commitments set out in the Report on Plans and Priorities for fiscal year 2000-2001.

Research Activities

CIO research helps identify citizens' needs and gain a better understanding of the public environment impacting on communications and Canadians' attitudes toward the Government of Canada. In 2000-2001, the CIO continued to sound out Canadians about their attitudes and preferences concerning communications. Results of this research were shared with many federal departments and other stakeholders in order to support them in their communications efforts. Here are some examples:

➤ The CIO published three new editions in its *Governmental Communications Survey*⁷ series. The seventh edition (Fall 2000) included questions focusing on electronic communications to identify the public's needs in terms of on-line services offered by the Government of Canada. The CIO disseminated the results to various government audiences and on its Web site (65 presentations, over 1,500 reports distributed and some 200 responses to requests for information).

Among the Canadians who have begun using the Internet, Government Web sites also have had a positive impact.

The rise of this new medium, which is direct, instant and two-way, provides an opportunity to improve and speeds the flow of communications between Government and citizens. (From Communications Survey - Listening to Canadians, Fall 2000, p. 76).

➤ Based on these surveys, the CIO developed regional and demographic profiles which were later distributed to the Ad Hoc Committee of Cabinet on Government Communications (CCOC), the CIO's regional coordinators and various audiences inside and outside government with a view to informing them about the demographic profile of the citizens they serve and about public opinion in the regions.

⁷ The reports on the *Governmental Communications Survey: Listening to Canadians* are available on the Communication Canada (Canada Information Office) Web site at the following address:
http://www.communication.gc.ca/survey/pubop_e.html

➤ Also, in September 2000, the CIO published the report *Issues and Challenges in Communicating with Less Literate Canadians*⁸. This report was followed by a forum devoted to communications and literacy on November 22, 2000, targeted to federal communicators and which attracted over 200 participants from the public, private and community sectors. These individuals confirmed the importance of addressing the literacy issue from a communication angle. Through its actions, the CIO proved to be a front-line partner with the stakeholders and the community – a fact borne out by the participants’ remarks.

Remarks by forum participants:

“Actually, it opened my eyes to the fact that the Public Service is truly concerned about the needs of ordinary Canadians.”

“The forum raised my awareness and armed me with new tools for future communications initiatives.”

The total value of the public opinion research projects carried out by the departments and agencies of the Government of Canada and coordinated by the CIO during fiscal year 2000-2001 came to \$19.9 million. The subjects of this research cover the range of Canadian society, from boaters to women afflicted with breast cancer; from users of Government of Canada Web sites to parents of school-aged children; and from farmers and fishers to firearm owners and veterans.

Communications Activities

In 2000-2001, the CIO devoted much of its energy to designing and producing citizen-focussed communications products and initiatives. These integrated communications initiatives are designed to take into account citizens’ information needs and interests concerning the main priorities of the Government of Canada and the programs and services it provides. They are based on the results of CIO research and on what it has learned to date through experience. The addition of regional communications coordinators means that the Government of Canada’s communications are better coordinated at the regional and local levels. The CIO also continues to play an important role in various government-wide communications projects led by other departments and agencies. Here are some examples:

⁸ Canada Information Office, *Issues and Challenges in Communicating with Less Literate Canadians*, Final report, September 2000. http://www.communication.gc.ca/report/alpha/alphadl_e.html

➤ The Canada Information Office coordinates and manages the Canada Pavilion at major fairs across the country as part of its efforts to increase the Canadian government's presence in all regions with a view to responding more effectively to Canadians' information needs. In 2000-2001, the government took part in 14 major fairs or exhibits as well as dozens of local events throughout Canada. Surveys indicate that 86% of visitors to the Canada Pavilion support such a presence. As well, Calgary Stampede officials presented the Canada Information Office with a special award in recognition of the Pavilion's uniqueness and its commitment to excellence.

➤ In 2000-2001, three television vignettes were produced to inform Canadians about the services offered by the Government of Canada and about the three access channels, namely the Government of Canada's Web site⁹, the toll-free number 1 800 O-Canada¹⁰ and the Service Canada Access Centres¹¹. These vignettes profiled three different government services: a dog handler working for the Canadian Food Inspection Agency; a captain in charge of coordinating air rescue operations for the Canadian Forces; and a park warden employed by Parks Canada. Assessments of the vignettes show that they did an effective job of raising Canadians' awareness of the services offered by the Government of Canada.

➤ The CIO, in cooperation with other departments, produced a national programs and services guide¹² (distributed to 11.2 million households in September 2000). This guide, which presents an overview of the services offered to citizens, was developed on the heels of two successful pilot projects: *Your Guide to Government of Canada Programs and Services* distributed in rural areas and *Government of Canada Services for You* distributed in the urban areas of Quebec and Saskatoon.

➤ Information campaigns were conducted in 1,300 weekly newspapers (rural, urban, Aboriginal, cultural, ethnic and youth). Advertisements aimed at the ethnic press were prepared in the language of the newspaper (in all, 37 different languages). These advertisements support other communications activities, such as the National services guide, the television vignettes and the Fairs and Exhibits Program of the Government of Canada.

⁹ The main Web site of the Government of Canada (www.canada.gc.ca).

¹⁰ You can dial the toll-free number for the Government, 1 800 O-Canada (1 800 622-6232). An information attendant will answer you in the official language of your choice. If you are hearing- or speech-impaired, you can use a TTY/TDD number: 1 800 465-7735.

¹¹ Service Canada provides the public with single-window access to government services. This initiative helps Canadians obtain the services they need quickly and easily, either in person, via the Internet or by telephone. For further information, visit the Service Canada website at: http://www.servicecanada.gc.ca/menu_e.shtml

¹²The National services guide entitled *Government of Canada Services For You* is available at the following address: http://www.communication.gc.ca/national-guide/intro_e.html. The on-line version of the guide is found on this site and contains direct links to the services described. Visitors to the site can also do a search by entering the full name of the desired service.

➤ The CIO had a hand in various major files relating to government communications, including renewal of the Government of Canada's communication policy, renewal of the communications community, the 1 800 O-Canada telephone line, the Government of Canada's Web site, the *Government On-Line* Initiative¹³ and Service Canada. In January 2001, Privy Council Office and the CIO organized a conference on government communications. Feedback from the delegates representing the communications community was very positive. The CIO will host another conference of this type in 2002.

Regional Coordination

To support horizontal and government-wide communications projects, a network of regional communications coordinators was put in place across the country. In order to enhance the Government of Canada's presence at the regional level, the coordinators offered products and activities with a regional flavour, working with the support of the Regional Councils of Senior Federal Officials and in cooperation with federal departments in the region or province in question. Information campaigns and other activities were carried out with a view to promoting the services offered to the public by the Government of Canada.

Outreach Activities

Outreach activities encourage Canadians to work with the Government of Canada and other partners to improve communications between citizens and the government. The aim is to respond to the information needs expressed by citizens with regard to the programs and services offered by the Government of Canada.

➤ Upwards of 100 community-based activities were organized in Quebec, and in the Western and Atlantic provinces. These activities made it possible to communicate directly with nearly 80,000 Canadians. Among other things, the CIO participated in 54 activities as part of the Ambassadors Tours at the Summit of the Americas and 32 information sessions on e-business in cooperation with Industry Canada, Canada Economic Development and the Network of Community Futures Development Corporations (CFDC). In cooperation with Health Canada, the Royal Canadian Mounted Police and various non-governmental organizations, the CIO took part in a musical tour as well as an information campaign aimed at sensitizing young people to the dangers of smoking and drug use.

➤ As part of its partnership projects, the CIO also offered financial assistance and consulting services to various organizations for social and community projects.

¹³ For additional information on the *Government On-Line* Initiative, see the Web site:
http://www.gol-ged.gc.ca/index_e.asp

Information Products and Services

The CIO continues to identify current and emerging trends, using an increasingly comprehensive approach. It gathers information on an ad-hoc and targeted basis so as to better respond to the information needs of Canadians. It coordinates ministerial visits in several regions of the country, providing factual information of a general nature on the communities visited as well as logistical support services. For example:

➤ During the last fiscal year, the CIO produced information products such as media tracking and analysis which helped departments and agencies identify the concerns and issues of Canadians in various regions of the country so that government communications activities can better respond to their information needs. Calendars of events were also produced to help departments and agencies identify opportunities to better plan and coordinate their communications activities. In addition, the CIO produced calendars for fairs and festivals to inform Canadians about cultural activities taking place throughout the country.

➤ In addition to the Quebec Ministerial Tours¹⁴, which have taken place since December 1998, the CIO organized ministerial tours in the Western provinces, to be launched over the course of fiscal year 2001-2002. These government activities give Canadians the opportunity to speak directly with representatives of their government, relate their concerns and, in the process, obtain information on the services available to them.

Dissemination of Best Practices

In 2000-2001, the CIO was involved in identifying and disseminating best practices in the area of government communications to enable departments and agencies to learn from each other's experience. It was involved in various forums, symposia and regional and national activities as the "Info-lunches" on public opinion research who involved many departments and governmental agencies. The CIO continues to fulfil its mandate in an effective, professional manner, as evidenced by the numerous awards it won last year, including an Award of Excellence presented by the National Capital Region chapter of the International Association of Business Communicators (IABC) for the publication of *Your Guide to Government of Canada Programs and Services* produced in cooperation with the Rural Secretariat of Agriculture and Agri-Food Canada. Two other awards were bestowed on the CIO by the same association, an Award of Excellence for the television vignettes, and a Merit Award for the study on literacy¹⁵.

¹⁴ For an overview of the Quebec tours in 2000-2001, see the following Web site:

http://www.communication.gc.ca/tour_min/2000-2001_en/slide01.html

¹⁵ Canada Information Office, *Issues and Challenges in Communicating with Less Literate Canadians*, Final report, September 2000. http://www.communication.gc.ca/report/alpha/alphadl_e.html

The achievements of the last fiscal year speak to the key position occupied by the Canada Information Office in the field of government communications. The lessons learned from these activities have enabled us to improve the government's corporate communications. They have also helped us establish friendly, efficient relations with all of our partners, both internal and external to the government. In addition, they have prompted us to develop initiatives which will improve communications coordination at the regional level. Finally, our achievements have laid the groundwork for further strengthening the role we play in improving communications between the government and Canadians.

Section III: Financial Performance

A. Financial Performance Overview

For fiscal year 2000-2001, the CIO's budget went from \$20,6 million to \$58 million. This increase of \$37,4 million is explained as follows:

In March 2000, additional funding was approved for three corporate communications initiatives over three fiscal years (2000-2001 through to 2002-2003). \$28,6 million was provided to the CIO in 2000-2001 for these initiatives.

- Regional Coordination Initiative (\$5,7 M)
- Fairs and Exhibits Program of the Government of Canada (\$3,9 M for the period from June 2000 to March 2001)
- Citizen Information Initiative (\$19 M)

The CIO also obtained an additional amount to put in place information campaigns pursuant to the federal-provincial agreement on increased federal funding for the Canadian Health Care System and for the Government On-Line Initiative (\$8 M) for 2000-2001 only. In addition, coordination of public opinion research was transferred from Public Works and Government Services Canada (PWGSC) to the CIO in 2000-2001. This transfer was approved and came with an annual amount of \$0,8 million.

B. Financial Summary Tables

The following financial tables apply to the Canada Information Office

Table 1

Summary of Voted Appropriations

Financial Requirements by Authority (thousands of dollars)

Vote		2000-2001		
		Planned spending	<i>Total authorities</i>	Actual spending
	Canada Information Office			
15	Program expenditures	19,558	56,817	56,226
(L)	Contributions to employee benefit plans	1,090	1,218	1,217
	Total Department	20,648	58,035	57,443

Table 2**Comparison of Total Planned Spending to Actual Spending****Departmental Planned versus Actual Spending (thousands of dollars)**

Canada Information Office	2000-2001		
	Planned spending	<i>Total authorities</i>	Actual spending
Full Time Equivalents (FTEs)	83	131	169
Operating	20,648	55,190	55,102
Voted Grants and Contributions	4,900	2,845	2,341
Total Gross Voted Expenditures	20,648	58,035	57,443
Statutory Grants and Contributions	—	—	—
Total Gross Expenditures	20,648	58,035	57,443
Less:			
Respendable Revenues	—	—	—
Total Net Expenditures	20,648	58,035	57,443
Other Revenues and Expenditures			
Non-Respendable Revenues	—	—	—
Cost of Services Provided by Other Departments	1,029	1,035	1,035
Net Cost of the Program	21,677	59,070	58,478

Additional FTE resources were transferred and allocated to be able to properly carry out the Department's new projects. These FTEs were assigned to regional communications coordination (37), fairs and exhibits and public opinion research (11). Further FTEs (38) were used to replace contractors with Public Service resources.

Table 3

Historical Comparison of Total Planned Spending to Actual Spending

Departmental Planned versus Actual Spending (thousands of dollars)

	Actual spending 1998-1999	Actual spending 1999-2000	2000-2001		
			Planned spending	<i>Total author-ities</i>	Actual spending
Canada Information Office	19,268	19,913	21,677	58,035	57,443
Total	19,268	19,913	21,677	58,035	57,443

Table 4

Transfer Payments

Transfer Payments	(Thousands of dollars)		2000-2001		
	Actual spending 1998-1999	Actual spending 1999-2000	Planned spending	<i>Total author-ities</i>	Actual spending
Canada Information Office					
GRANTS					
Grant	—	—	2,000	1,224	1,224
Total Grants	—	—	2,000	1,224	1,224
CONTRIBUTIONS					
Contribution	—	2,301	2,900	1,621	1,117
Total Contributions	—	2,301	2,900	1,621	1,117
Total Transfer Payments	—	2,301	4,900	2,845	2,341

Section IV: Departmental Overview¹⁶

A. Mandate, roles and responsibilities

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

The CIO 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.

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.

B. Operating Environment

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 CIO 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.

¹⁶ This information will be updated in the 2002-2003 Report on Plans and Priorities to reflect the creation of Communication Canada on September 1, 2001.

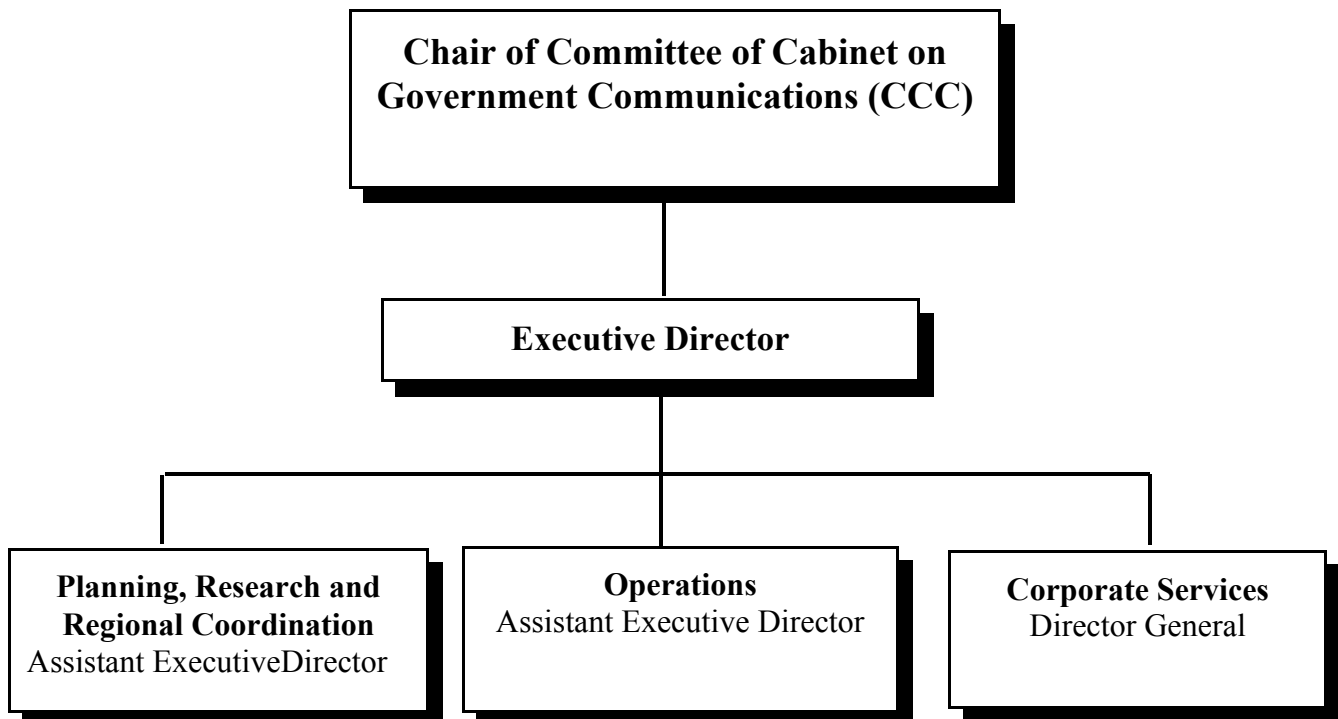
The CIO focuses its efforts on corporate communications, that is, on behalf of the Government of Canada as a whole. This corporate perspective complements and provides a context for communications activities undertaken by individual departments and agencies.

Based on public opinion and communications research, the CIO develops national and regionally responsive citizen-focused 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 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 CIO also provides strategic and operational advice and support to the Ad Hoc Committee of Cabinet on Government Communications (CCOC).

C. Departmental Organization

The Executive Director of the CIO reports to the Chair of the CCOC. The CIO 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.

Figure 1: CIO Structure



Product and Service Lines

The CIO has three product/service lines: two principal product/service lines -- *Planning, Research and Regional Coordination*, and *Operations*; and a third supporting product/service line -- *Corporate Services*.

Table of Product and Service Lines

Product/Service Lines:	Planning, Research and Regional Coordination	Operations	Corporate Services
Accountability:	Assistant Executive Director, Planning, Research and Regional Coordination	Assistant Executive Director, Operations	Director General, Corporate Services

Planning, Research and Regional Coordination

The Planning, Research and Regional Coordination product/service line provides information, advice and guidance to the CIO, other departments and agencies, and the CCOC on initiatives, policies and programs relating to government-wide communications.

Products and services include strategic planning, evaluation, performance measurement, departmental reports, coordination of regional communications, region-specific communications products and activities, communications/public opinion research, including the coordination of public opinion research across government.

The Assistant Executive Director, Planning, Research and Regional Coordination is accountable for this product/service line. The Planning, Research and Regional Coordination Sector is composed of three branches: Strategic Planning, Policy and Evaluation; Research and Analysis; and Regional Coordination.

Operations

The Operations product/service line involves the design and delivery of corporate communications products, services and activities that respond to Canadians' information needs and desires. These are undertaken in partnership with governmental and non-governmental partners.

Products and services include advertising, media monitoring and tracking of government-related events, production of calendars of events, coordination of Ministerial tours, outreach/community relations, and coordination of Government of Canada participation at major fairs and exhibits across the country.

The Assistant Executive Director, Operations is accountable for this product/service line. The Operations Sector is composed of three branches: Communications; Outreach; and Information Services.

Corporate Services

The Corporate Services product/services line provides corporate support and resource management for the organization. This includes human resources and administration (pay and benefits, staffing and staff relations, office management, security, and purchasing), finance (corporate budgets), information technology (computer and telecommunications systems, help desk and training) and other corporate activities (parliamentary relations, correspondence, records management, processing of Access to Information and Privacy requests).

The Director General, Corporate Services is accountable for this product/service line. The Corporate Services Branch is composed of four directorates: Human Resources and Administration; Finance; Information Technology; and the Corporate Secretariat.

Section V: Other Information

Communication Canada (formerly Canada Information Office) is located at:

155 Queen Street, 5th Floor
Ottawa, Ontario
K1P 6L1
Telephone: (613) 992-1692
Facsimile: (613) 991-1952

For further information, please contact:

The Communication Canada Web site:

<http://www.communication.gc.ca>

The site is updated regularly with information and special features.

The Government of Canada Web site:

http://canada.gc.ca/main_e.html

Toll-free number for the Government of Canada:

1 800 O-Canada (1 800 622-6232)

Access to Information and Privacy Act (ATIP)

ATIP inquiries should be directed to the:

Officer (ATIP)
Communication Canada
155 Queen Street, 5th Floor
Ottawa, Ontario
K1P 6L1