Department of Consumer & Corporate Affairs Information Plan April 1, 1975 to March 31, 1977

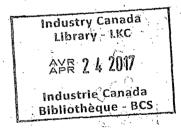
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DEPARTMENT OF CONSUMER & CORPORATE AFFAIRS

INFORMATION PLAN

APRIL 1, 1975 TO MARCH 31, 1977



Information & Public Relations Service April, 1975

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			Page
	Foreword		1
	Introductio	n	2
	Section I	- General consumer-oriented information/advertising programs	9
	Section II	- Specialized bureau information requirements	3,3
	Section III	- General departmental services	· 56 ·
:	Section IV	- Organization, staffing and operational costs	62
	Appendices	- Three-Year Summary of Expenditures By Major Elements	69
·	• •	- Three-Year Summary of Expenditures By Standard Object	70

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FOREWORD

The following plan outlines the information programs and information resource requirements of the department for the two-year period spanning fiscal 1975-76 and fiscal 1976-77.

It was produced primarily to provide guidance as to the resource needs for fiscal 1976-77 in conjunction with the development of the department's program forecast for that year.

However, in order to show the continuity of activity from the present year to the forecast year, and to make the plan a useful internal working document on information, the two-year format has been adopted. This plan will update, extend and replace the current information plan produced in April 1974 and covering the period April 1, 1974 to March 31, 1976.

INTRODUCTION

Since its inception in 1968, the Department of Consumer and Corporate Affairs has developed as the focal point in the federal government for matters relating to the operation of the market economy system in Canada. The department's prime responsibility is to work towards making the system work most effectively for the greatest number of Canadians.

The main instruments through which the department impacts on the market system are:

- (a) A large body of legislation relating to business regulation, competition, and product standards, and
- (b) A broad-scale program of consumer protection including legislation, inspection, information, consultancy and consumer advocacy.

By 1974-75, the department had progressed to an advanced stage of activity both in the areas of legislative reform and consumer protection programs. As a consequence, related information activities were also at a higher level and resource needs for information increased.

3

The characteristics of the department which gave rise to the need for extensive information will continue at an accelerated pace through the present year and forecast year.

3

These include:

- (1) Responsibility to Canadian consumers in respect of the balance of forces in the market place. This responsibility encompasses the areas of consumer protection legislation, inspection services, information, education, advocacy and grants policy. It implies an overriding need for continuous and effective communication between the department and consumers.
- (2) Responsibility for policy development and effective administration of a large body of legislation relating to market place regulation and behaviour. This responsibility implies a close and continuing communication with many specialized publics concerned with laws involving legislative change and legislative understanding.

(3) Responsibility to proceed with the program of decentralizing the administration of the department's programs and service to the public. This implies a commitment to increase public awareness of the breadth of the department's activities and services and where and how these services are available.

During fiscal 1974-75, activity was stepped up in all these areas and this was reflected in departmental use of information resources. Over the next two years this trend will continue as more and more of the department's activities related to consumer protection, legislative reform and decentralized services move from the planning stage to the action stage. Information Resources

This movement from planning to action can be seen in the development of the department's information spending over a five year period. During 1972-73 and 1973-74 actual information expenditures were substantially less than estimated as planned programs failed to materialize or were postponed. During 1974-75 and again in 1975-76, actual information expenditures will considerably exceed original estimates as the needs of the department have caught up

...5

with and surpassed established resources. The forecast resources for 1976-77 attempt to establish a realistic level of resource requirments in the light of porceived departmental programs and increased inflationary pressures on the cost of salaries, goods and services.

Fiscal Year	MY's	Expenditures	Original Forecast
1972-73 (actual)	22	960	1,250
1973-74 (actual)	31	1,250	1,600
1974-75 (latest fore	ecast) 36	1,900	1,600
1975-76 (estimate)	38	2,400	1,700
1976-77 (forecast)	42	3,100	

TABLE "A"

Changes 1975-76 to 1976-77

As may be seen, actual information expenditures are forecast to increase by some \$700,000 between current year (1975-76) and forecast year (1976-77).

Approximately \$300,000 of this increase is forecast on the basis of increased salary account and rising costs of goods. The remaining \$400,000 is for increased programs, largely related to the department's

- 5 -

expanded legislation and other programs in areas of direct concern and service to consumers. These programs are discussed in more detail in the following sections of this plan.

In relation to over-all departmental expenditures, the share of resources allocated to the information function has remained fairly constant at the levels established in 1974-75 when the full scale departmental information and advertising program went into effect.

TABLE "B"

IS RESOURCES AS A SHARE OF DEPARTMENT

(000's \$)

Fiscal Year	Dept'l. Resources	IS Resources	6/0
1972-73 (actual)	28,600	960	3.4
1973-74 (actual)	33,100	1,250	3.8
1974-75 (latest forecast)	42,200	1,900	4.5
1975-76 (estimates)	49,500	2,400	4.8
1976-77 (forecast)	64,900	3,100	4.8
Information System			

The information system employed in Consumer and Corporate Affairs is that of a central responsibility centre in the Information and Public Relations Service for virtually all the activities of the

- 6 -

department that fall within standard object 03 --Information.*

7

This approach is designed to provide departmental management with an overview of all information resource usage in relation to the department's total budget and programs, to provide a central service to the department and its bureaux and branches relating to all aspects of information and to ensure a point of responsibility for ensuring that departmental policies and proper procedures are followed with respect to information activities.

The annual program forecast of information requirements is developed through discussion, involving the Deputy Minister, Program Managers and the Information Services Director, of planned program activities and their probable information requirements. The Information Services then interprets these requirements in terms of specific programs and costs together with a proposal for the manpower resources and basic operating expenditures required to carry out these programs.

^{*} Exceptions are the publishing of the Patent Office Record and the Trade Marks Journal which are long established and highly specialized publications very closely integrated into the activities of the Bureau of Intellectual Property. Resource requirements for these publications are found in the Bureau estimates.

For the purpose of presentation of the components of this two-year information plan, this report is divided into four major sections:

- (1) <u>Major Consumer-oriented Information Programs</u> This includes advertising and other broad-scale information programs aimed at a wide consumer audience in support of the department's consumer programs and broader departmental objectives.
- (2) <u>Specialized Bureau Information Programs</u> This includes specific information needs related to the on-going requirements of individual bureaux.
- (3) <u>Services to the Department</u> Includes information services and projects of a central nature related to the department's overall information needs.
- (4) Organization, Staffing and Operating Expenditures. Includes manpower resource requirements, planned organization and basic operating costs.

- 8 -

SECTION I

- e - * *

MAJOR CONSUMER-ORIENTED

INFORMATION/ADVERTISING PROGRAMS

MAJOR CONSUMER-ORIENTED INFORMATION/ADVERTISING PROGRAMS

Beginning on a limited scale in 1973-74 and on a more full-scale in 1974-75, the department began more extensive use of a variety of media to disseminate on a broad basis to consumers information about the department and its programs and legislation.

The principle objective of this campaign is: To create a greater awareness by the public of the programs and services offered by the department and of how these can work to the advantage of the individual consumer.

Related to this general objective are a number of subobjectives, specifically:

- (1) To create a broader understanding and appreciation of the total scope of the department's activities.
- (2) To provide useful information to consumers and thus help make them more self-reliant in the market place.
- (3) To explain the need for government activity in the market place so that it can function at maximum effectiveness for consumers.
- (4) To stimulate and encourage two-way communication between consumers and the department.

(5) To increase awareness of the decentralized nature of the department and the services available at both the regional and local level.

To a large extent, this general campaign reflects the programs of particular interest to the Bureau of Consumer Affairs which has primary responsibility within the department for consumer protection legislation and consumer information programs. However, it is broad enough to encompass all aspects of the department's work and programs which have some relevancy to the daily lives of consumers across Canada.

Preliminary evidence indicates that the intial campaign conducted during the winter and spring of 1974-75 has had considerable impact on the public as measured by direct response to the department.

The following figures measure public mail handled by the Information Service during the past two years:

1973-74	•	-	.84,000
1974-75		-	141,000

This indicates an increase of 68 per cent in mail handling. The bulk of this increase came in the last quarter following commencement of the broad advertising program.

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While specific statistics are not yet available from the field, all regions report significant increases in public contact with the department since inception of the program.

It is proposed that the general information program be extended through 1975-76 and 1976-77 to continue to promote the department's objectives and to provide a vehicle for public information for a number of departmental programs which will require greater emphasis during the next two years. These programs include such areas as packaging and labelling, informative labelling, consumer credit, nutrition as it relates to food purchasing and metric conversion as it relates to consumers.

Market-by-Market Approach

In developing the general information program, an attempt has been made to, as much as possible, key the advertising campaigns to those markets where the department has an established consultancy and complaint and enquiry service in the field. One of the major objectives of the campaign is to identify our services across Canada and to encourage public dealings with the department at the local level where possible.

12

- 11 -

To provide advertising where we have no responsive service could lead to consumer frustration, to fail to cover areas where we provide such service would short change our field staff and our decentralization program.

This market-by market concept dictates that we employ to the degree possible a flexible approach to our major advertising media which can allow a selectivity of location and advertising weight as well as local identification.

Following is a list of markets covered by the department's consultancy services during the plan period. It will be noted that the population of the metro areas of these markets represents some 50 per cent of Canada's population. It is estimated that the localized media used in the advertising program provide effective coverage of some 70 per cent of the population.

In summary, the general information program for the plan years will follow the format established in 1974-75 i.e. heavy emphasis on television, supplemented by radio and newspaper advertising as well as direct mail vehicles.

. 13

LOCATION OF CONSULTANCY SERVICE

As of April, 1975

	% Can. Pop.		% Can. Pop.
Halifax	1.0	Thunder Bay	.5
Fredericton	. 2	Winnipeg	2.5
St. John's. Nfld.	.6	Regina	.6
Charlottetown	•1	Edmonton }	
Montreal	12.7	Calgary	4.3
Quebec	2.2	Vancouver}	
Toronto	12.4	Penticton	6.4
Sudbury	. 4	Victoria	

PLANNED ADDITIONAL LOCATIONS

1975-76

Moncton		.3	London	1.3
Trois Rivieres		• 5	Saskatoon	.7
Hamilton	• -	2.3	Prince George	.1

1976-77

Hull

Ţ,

Rimouski

Chicoutimi

A three year comparison of expenditures by major media covering the period 1974-75 to 1976-77 may be seen on page 31.

Television

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As in 1974-75, the major element in our general advertising program will be a television campaign.

Television is the most pervasive of all the major media reaching across all age, education and income levels. It is particularly effective in relation to other media in reaching lower income, lower education consumers who are more susceptible to consumer fraud and are more in need of consumer education.

Research conducted in 1974 indicates that 17 per cent of the population classed as "heavy" television viewers do 50 per cent of the total television viewing (Bureau of Broadcast Measurement).

Further, amongst less educated groups, 30 per cent are classed as "heavy" viewers compared to 5 per cent heavy viewing by university graduates.

By income-level 26 per cent of the \$4 - 7,000 income level are heavy viewers compared to only 13 per cent of those in the \$20,000 + category. (Print Measurement Bureau).

- 14 -

The conclusion is that while television is a broadly based medium, there is a significant body of lower income, less educated consumers who command a disproportionate share of television viewing and who are less exposed to other media of communication.

A further advantage to the use of television is the industry's willingness to provide additional exposure to the department's material on a public service basis. Following conclusion of the 1974-75 selective television spot program the participating stations were canvassed to obtain additional support. A survey of the 26 stations indicated that 17 or 65 per cent are providing extended coverage of our material at no cost to the department.

In 1973-74 and again in 1974-75 the department's television campaign was built around the consumer game shows "It's Up To You" and "C'est Pas Sorcier." These programs developed by the department attempted to provide in a popular game show format useful consumer information concerning the legislation and programs of the department.

In 1974-75 these programs were supplemented by the use of selective spot television both within the body of the program and during other time periods.

16

- 15 -

While research conducted following the initial 13-week series in 1973-74 indicated a highly favourable response by viewers the department has tentatively decided to discontinue the series in 1975-76 and to put compensating additional weight into its program of selective spot television. The primary reason for this switch in emphasis relate to flexibility. While the programs were effective, the format is not sufficiently flexible to effectively present the great variety of subject areas which will be promoted during the coming years. In addition, the programs were not as flexible as selective television in the localized market-by-market approach outlined earlier.

A further factor in the decision is the continued uncertainty of the ability to obtain prime time in certain key market areas where time availability is particularly tight.

At the time of writing, no final decision has been made regarding It's Up To You and C'est Pas Sorcier pending results of research and a further review of time availabilities. However, the plan has been developed on the assumption that there will be a shifting of funds from these programs to selective spots.

17

- 16 -

It is proposed that for impact the campaign of selective spot television be grouped in flights of approximately five weeks duration each and occuring in the spring and fall during the two-year period.

17

The weight of advertising in each market will be determined not by a fixed number of spot occasions but on the basis of gross rating points. This system, takes into account the variance of average rating from one market to another and compensates for this in order to provide approximately equal depth of coverage for each market. The proposed campaign would provide approximately 75 - 90 GRP's on a weekly basis.

During 1974-75 the department developed a pool of seven 60-second television spots on the following subjects:

(1) Hazardous Products (toys)

(2) Hazardous Products (safety closures)

(3) Consumer Consultancy Service

(4) Misleading Advertising

(5) Information

(6) Textile Labelling

(7) Inspection Services

During 1975-76 and 1976-77 this pool will be augmented by commercials relating to:

- (1) Packaging and Labelling
- (2) Informative Labelling
- (3) Consumer Credit
- (4) Trade Marks
- (5) Consumer Metrication
- (6) Competition

(7) Bankruptcy (8) Open sente marker Special Programming

To supplement our television exposure and give a dynamic presentation of certain key areas of departmental interest, we propose during the next two years to undertake production and sponsorship of a series of three one-hour special television programs. Working in conjunction with the National Film Board and the television networks, these programs would deal with providing an indepth look at particular subjects presented in a popular way to appeal to a broad consumer audience.

It is proposed that these specials be run in the fall of 1975 and in the spring and fall of 1976.

-19

The first special would deal with the subject of food buying and value in relation to good shopping habits and nutrition. A recent research study conducted by the department indicates a strong and continuing interest by consumers relating to this important area of consumer purchasing.

Special programs for 1976 have been tentatively slated to cover:

- Consumer credit and the legislation which protects consumers in this area, and
- (2) Metric conversion as it relates to the needs of consumers.

We feel that this combination of selective spot television on a wide variety of the department's programs backed up by high impact special programming on areas of particular priority and interest will provide a broad basis of consumer exposure over the next two years.

Radio

As in 1974-75 we propose to supplement our major television program with secondary use of selective spot radio over the next two years.

Radio is an extremely flexible medium and is geared heavily towards female heads of households who represent an important element in consumer purchasing.

- 19 -

With its flexibility and relatively low production costs radio can be used to cover a wide variety of departmental interests in the field of consumer information and education and can extend the breadth of coverage afforded by the television camera. In addition, radio is ideally suited for localizing the message and the identification of regional and local facilities of the department.

As with television, the radio industry has been cooperative in extending the coverage of our advertising campaign by the use of our material on a public service basis. Of the 55 stations used in our 1974-75 radio spot campaign 29 or 55 per cent provided us with additional usage.

It is proposed that the radio spot advertising be in flights of approximately three weeks in the fall and spring during the two year period. As with television the radio advertising will be concentrated in key stations in the market areas in which the department maintains a consultancy and enquiries service.

- 20 -

SUMMARY OF RADIO ADVERTISING

•			197	5-76	1976-76	
	· · · · ·	· · · ·	· ·	•	· · · ·	• •
	Number of Markets	· ,		22	25	
	Number of Stations	·		62	66	
	Frequency per station Duration of campaign	5 spots per	week.			
		Fall 1975		3 weeks	· · ·	· .
		Spring 1976		4 weeks	,	
		Fall 1976		3 weeks		• •
	• . •	Spring 1977 (to March 3		2 weeks		•

STATIONS BY REGION

		•
Atlantic	8	8
Quebec	. 11	15
Ontario	15	15
Prairies	17	17
British Columbia	11	11
	62	66

.. 22

Daily Newspapers

During 1974-75 the department supplemented its advertising and broadcast media with a limited schedule of advertising in daily newspapers. This campaign was confined to nine markets where the department maintains full regional offices or major district offices. These advertisements which featured the slogan "You don't have to go to Ottawa to get our help" were aimed primarily at advising consumers of the many services available to them. During the next two years it is proposed that we continue the use of daily newspapers as a supplementary medium but that the newspaper list be extended to include all areas of consultancy service and that the ads size be reduced (to 200 lines) to permit greater frequency. These advertisements would be short and punchy and their primary purpose would be to continue the task of raising public awareness of and use of regional services.

- 22 -

SUMMARY OF DAILY NEWSPAPER ADVERTISING

Number of Newspapers	32
Ad Size	200 lines
No. of Insertions	1975-76 20
	1976-77 20

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Location

Atlantic	5 papers
Quebec	8 papers
Ontario	7 papers
Prairies	7 papers
British Columbia	5 papers

... 24

Weekly Newspapers

During 1974-75 one insertion was made in all weekly newspapers in Canada on a test basis. This advertisement featured a coupon offer of the department's consumer publication "Consumer Contact." While final statistics are not yet available the mail pull at the time of writing was over 25,000. On the basis of this successful return we have decided to continue the use of weekly newspapers on at least a limited scale during the next two years. However, in order to complement our daily newspaper and major market television advertising we plan to use only those weekly newspapers outside major market areas (approximately 60 per cent of the weeklies in Canada). As . with the daily campaign we would use small space (200 lines) ads primarily aimed at identifying the major services of the department and the availability of assistance at the regional level.

24 -

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SUMMARY OF WEEKLY NEWSPAPER ADS

Insertions

•	Number of	Total Line
Province	Weeklies_	Rate
		\$
Yukon & North West Territories	6	1.26
British Columbia	84	11.66
Alberta	107	13.13
Saskatchewan	76	8.18
Manitoba	46	5.11
Ontario	203	24.86
Quebec	101	19.94
New Brunswick	17	2.00
Nova Scotia	22	2.96
Prince Edward Island	1 .	.11
Newfoundland	10	1.18
TOTAL	673	90.38

Number of Newspapers (excluding metro weeklies) -- 673

1975-76 3 of 200 lines

1976-77 3 of 200 lines

... 26

Ethnic `Newspapers

During the next two years we plan to add limited advertisements in the approximate 100 ethnic newspapers published in Canada. Primary discussions with the publishers in this field suggest that given some advertising support from the department publishers would be amenable to the publication of useful consumer information provided by the department on a public service basis. It is proposed that we approach the ethnic media on a two-fold basis:

26 -

- (1) A campaign of small space (200 lines) ads throughout the year, and
- (2) A regular monthly mailing of consumer information editorial matter.

These mailings would be made to the ethnic newspapers on the basis that the department will reimburse the publication for translation costs (at a rate of 5 cents per word) upon submission of a tear sheet. In this way, costs would only be incurred when the material is actually used and we would have an exact measure of the extent of success of the program.

SUMMARY OF ETHNIC ADVERTISING

Number of papers -- 95 Total cost per line -- \$50.00

Planned campaign

1975-76 -- 4 insertions of 200 lines 1976-77 -- 4 insertions of 200 lines

Direct Mail Advertising

To supplement the selective media of television, radio and press advertising the department proposes to continue to use two major media of direct communication with Canadian consumers, Consumer Contact - the department's monthly consumer newsletter and the use of inserts in cheque mailings to family allowance and old age security recipients.

Consumer Contact

Established in 1972, this four-page monthly newsletter has provided a regular link between the department and consumers and the consumer media. By April, 1975 monthly circulation has risen to 150,000. A research study recently completed indicates that the publication is thoroughly read and found useful by the large majority of recipients.

This positive response has encouraged the department to continue Consumer Contact through 1975-76 and 1976-77 and to attempt through various means of promotion to broaden circulation to a target of 200,000 in 1975-76 and 250,000 in 1976-77. Budget estimates have been established on this basis.

29

28 -

The department is currently studying the feasibility and cost of transposing Consumer Contact mailing lists to computer tape and of farming out the mailing operation to a commercial firm to ensure speed of handling and to relieve pressure on departmental resources. Estimates for 1975-76 include the estimated initial changeover costs.

Inserts in Cheques

Beginning in 1973-74 and again in 1974-75 the department, with the cooperation of Health and Welfare Canada, used the vehicle of inserts in old age security and family allowance cheques as a means of disseminating consumer information to a broad spectrum of consumers.

In total the family allowance cheques are received in 3.2 million homes and the old age security cheques in 1.9 million. Combined these vehicles provide a total of 5 million exposures with very little duplication.

Although no direct research has been done by the Department of Consumer and Corporate Affairs a comprehensive study conducted in 1974 by Health and Welfare Canada indicated that 84 per cent of old age security recipients and 71 per cent of family allowance recipients read these inserts.

30

- 29 -

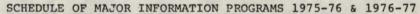
In 1974-75 the department had two mailings in old age security cheques and one mailing in family allowance cheques. For both 1975-76 and 1976-77 it is proposed that the department use these vehicles twice each year (spring and fall) in both family allowance and old age security mailings.

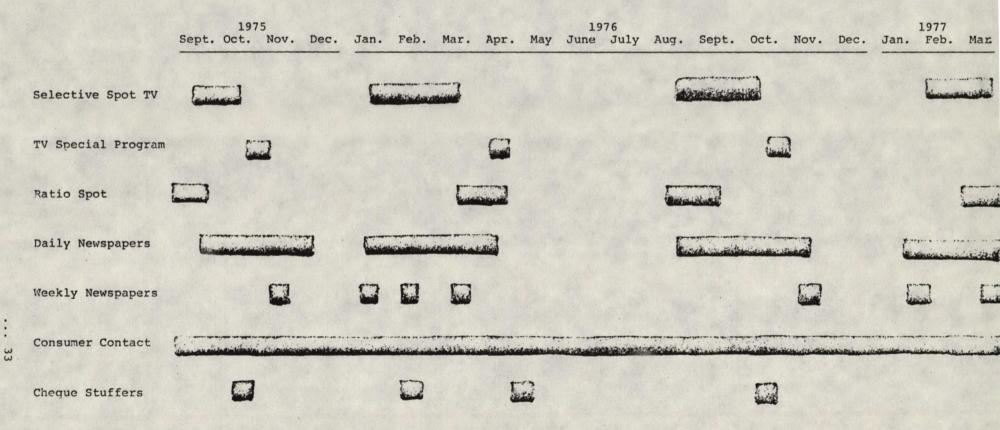
Proposed subjects for these inserts include: consumer credit, consumer metrication, packaging and labelling, and food buying.

THREE-YEAR COMPARISON OF ADVERTISING EXPENDITURES

(000's \$)

1974-75 1975-76 1976-77 Direct Mail 148 150 18% 180 183 54 78 Radio 20; Ethnic 28 22.25 33 5% 49 Weekly Newspapers 93 65 72 55 .97 12% 6% 5% Daily Newspapers 50 80 88 10% 8 450 450 510 623 575 Television 55% 59% 270 (TU show dentism) prick why durks TV Game Show \$175M Special SOM Commercials \$425,000 (70,000 hadie) 980 Radio/1V 822 820





CONSCRETE OF PROOF INFORMATION PROGRAMS 1575-76 & 1576-77

SECTION II

1

SPECIALIZED BUREAU INFORMATION REQUIREMENTS

SPECIALIZED BUREAU INFORMATION PROGRAMS

In the first section of this report we have outlined the broadly based advertising program which will carry the main weight of our general information to consumers about the department's programs and activities. In this section we deal with specific information needs related to specific legislation or programs aimed at particular target groups.

These are presented on a bureau-by-bureau basis indicating the particular program activity to which they relate and the costs involved for both 1975-76 and 1976-77.

34

Bureau of Consumer Affairs

As in fiscal 1974-75 the broad-scale advertising and information programs outlined in the previous section of this report will be generally devoted to the programs and activities of the Bureau of Consumer Affairs. In addition, during the two years under review a number of significant developments will take place within the bureau requiring information support. These include:

34 -

- The development of revised legislation relating to consumer credit and consumer borrowing.
- (2) The coming into effect of regulations under the consumer Packaging and Labelling Act.
- (3) The introduction of the Cantag informative labelling program.
- (4) Greater departmental responsibilities with regard to metric conversion as it relates to consumers.
- (5) A program to develop more consumer information for school age children.
- (6) An expansion of the department's consumer help offices and consumer consultancy service.

.. 35

In addition the Consumer Bureau has continuing responsibilities for providing public information with regard to:

- (a) <u>The Hazardous Products Act</u> which is continually expanding through the introduction of new regulations, and
- (b) <u>The Textile Labelling Act</u> and related voluntary programs of Care Labelling and Canada Standard Sizes.
- Specific information requirements include:

 <u>Packaging and Labelling</u> -- there are two key points in this program September 1, 1975 when the regulations come into force for non-food products and March 1, 1976 when regulations come into force for food products. There is a requirement to develop public service radio and television material, consumer literature and other material aimed at the trade.

(2) <u>Cantag</u> -- it is proposed that three or four Cantag labels for semi-durable and durable consumer products be introduced during 1974-75 and an additional three or four labels in 1976-77. In addition to the exposure that this program will be given through both paid and public service television advertising there is a requirement for large

... 36

quantities of explanatory material to be made available to consumers at the point of sale and through other outlets.

- (3) <u>Consumer Credit</u> -- it is anticipated that during 1975-76 subsequent revisions will be made to the Small Loans Act and federal Interest Act dealing with such matters as interest rate disclosure and the relations between consumers and credit lending institutions. Information tools include extensive kits of background information at the stage of legislative introduction, production and wide distribution of a consumer publication which explains the laws and how they affect consumers and production of audio-visual material explaining the program.
- (4) <u>Schools Program</u> -- this program area has received "spin-off" attention in recent years, i.e., it has been the object of distribution of information or attention as a result of other programs. Because of the increasing importance of reaching the potential consumer and inflencing buying habits and perception of rights and responsibilities before consumer patterns are established, more

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- 36 -

emphasis should be placed on treating "schools" as a separate information program, with two distinct audiences, educators and students (various levels). A formal survey will be undertaken in early 1975-76 of the holders of the original "purple" school kits, to find out if the information has been used and what other material would be required. Based on the results of this study, a new approach to information for schools should be readied for September 1975. This could include teachers guides and class sets of material on "How to Buy", on informative labelling, packaging and labelling, metrication, etc., on consumer rights and responsibilities, on weights and measures, etc. This material, would be primarily in print form, supplemented by visual aids such as posters and slides. A difference in the form of the material aimed at teachers and the material for the students must be made, in order for the program to be effective.

37 -

(5) Metric Conversion -- although the major responsibility for metric conversion rests with the Metric Commission, the Department of Consumer and Corporate Affairs has a particular responsibility in the area of providing information specifically related to the needs of consumers as they are affected by conversion in the purchase and use of products. In addition, the Consumer Bureau has an informational responsibility with the affected industries in relation to the metric provisions of the Packaging and Labelling Act and of the revised Weights and Measures Act. Prior to 1975-76 a few information tools had been produced in terms of a consumer booklet, a trade booklet and an eight-minute animated film. During the next two years additional print materials and visual material for use by our field force and through the television medium will be developed to ensure that consumers are well informed during the period of transition for all products.

... 39

(6) Product Safe -- information on the scope of the Hazardous Products Act has been limited (to the trade) and there is a need, through print, to acquaint the consumer with the general provisions of the Act. A booklet on product safety, in an easily adaptable form, with distribution through schools and exhibitions should be produced. It would be supplemented by a series of more detailed fact sheets on each of the consumer products regulated, and by material on adapting products now in use which do not meet the stricter shandards recently imposed. Information to the trader, through the inspectors' kits produced for Field Operations through workshops and increased participation and conventions and fairs, is also essential. Additional panels could be produced for the Product Safety display to make it more adaptable to a variety of audiences. In order to raise the level of public awareness of new regulations in the areas of tents, children's clothing and carpet flammability, insulation materials, electrical and chemical standards, paints and upholstered furniture, the prepaid television "newsclip" and

... 40

radio script mechanism should be used regularly. This mechanism allows for visual coverage of new law and ensures wider spread understanding on the part of the general public and special publics, such as manfuacturers and retailers. Each time this mechanism is used, separate retailer and consumer fact sheets will be prepared, samples of which would be provided to the television and radio stations and distributed through local trade and consumer associations, so that they could advise their audience that supplementary information was available throughout regional offices.

(7) <u>Consumer Research Program</u> -- as part of its ongoing responsibilities the Consumer Research Branch is charged with the preparation and dissemination of reports covering its main areas of research. During 1975-76 the main areas for reporting include insurance, housing, eye glasses, and dentures. 1976-77 will see amongst other things, the development of programs on insurance, drug prices, and information and studies in the specific groups on consumer problems. Funds have been established for the production and dissemination of reports for this branch.

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Joint federal/provincial and federal/industry information programs -- by 1976 the ground work will have been laid for the development of information programs between federal and provincial governments and between federal government and certain industries in relation to consumer information needs of mutual concern. While this program is still in the planning stage minimum funds should be established at this time to enable the Consumer Bureau of pursue these avenues.

Certain other consumer information requirements are heavily field-oriented in that while they deal with areas of interest to the Bureau of Consumer Affairs, they are largely administered by personnel of the Bureau of Field Operations.

These include:

(9) Exhibitions Program -- an extended program of participation in major regional and local consumer shows will be undertaken during the next two years. This will build on the program already in effect under which the Information Service provides through the flexible "expo systems" of displays a variety of appropriate display panels for use by headquarters and regional offices in exhibition participation.

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- (10) <u>Puppet Program</u> -- in 1975-76 the department will again participate in the highly successful summer student program commenced in 1973-74 and featuring the puppet characters "Binkly & Doinkel". In previous years this project which features direct education to children through exposure in playgrounds across Canada has featured various aspects of hazardous products and product safety. In the coming year the informational scope will be broadened to use this mechanism to provide basic information to young children on other aspects of the Consumer Bureau's programs and generally the basics of good consumer practices.
- (11) <u>Inspectors Kits</u> -- during the two-year period the department will continue the project started in 1974-75 of providing and up-dating comprehensive information kits for the use of the more than 600 inspectors located across Canada. The purpose of this project is to enable the inspectors to be more informed on the wide range of laws administered by the department and to enable them to perform a more useful information role on behalf of the department in their day-to-day dealings with various sectors of the trade and public.

... 43

(12) Literature Program -- on a limited scale in 1975-76 and a full-scale in 1976-77 the Field Operations Service is planning to expand greatly the distribution and availability of departmental information literature through Unemployment Insurance outlets, Manpwer Centres, libraries and other outlets. This program, to be administered by field inspection and consultancy personnel will require very large scale quantities of literature and other material. Funds have been allocated in fiscal 1976-77 to allow for additional reprinting required.

44

BUREAU OF CONSUMER AFFAIRS

SUMMARY OF EXPENDITURES

	1975-76	1976-77
		CO 000
Packaging & Labelling Program	75,000	60,000
CANTAG Program	80,000	165,000
Textile Labelling	· ·	30,000
Product Safety	42,000	45,000
Consumer Credit Program	40,000	60,000
Schools Program	58,000	50,000
Joint Provincial/Industry Programs	•	80,000
General Branch Publications &		
Reports	40,000	50,000
Field-oriented Consumer Programs		
Inspectors Kits	23,000	30,000
Summer Student Program & Related	-	
Materials	37,000	65,000
Exhibits Program	21,000	60,000
Literature Distribution Program	-	125,000
	428,000	870,000

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Bureau of Corporate Affairs

The information program of the Bureau of Corporate Affairs is largely related to the development of the legislative program of the bureau and the communications needs generated by the program.

The timetable of major events anticipated during the two-year period includes:

Event

Approximate Date

- (1) Introduction of the new Bankruptcy Bill
- (2) Publishing of regulations re Canada Business Corporations Act
- (3) Mutual Funds Legislation

- (4) Not-for-Profit Legislation
- (5) Publishing of Proposals re Securities Legislation

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April, 1975

Fall, 1975

Approx. March, 1976

1976

Approx. late 1975

- 45 -

In addition to the information requirements related to these events the bureau is planning:

46 -

- (a) A series of seminars in relation to the recently passed Canada Business Corporations Act which centers across Canada in both 1975-76 and 1976-77.
- (b) A series of seminars relating to the Bankruptcy Act in major centers in the fall of 1975 and again in 1976.

In addition, the bureau will continue to publish the monthly Bulletin of the Corporations Branch aimed at those specialized audiences affected by federal incorporation legislation. Estimates for this publication are included in the budget of the IPR Service.

The largest single expenditure during this period will be for the publication of the proposals relating to federal securities legislation. This represents a major undertaking which will be published in three volumes in both English and French with a total circulation of more than 5,000 for distribution to all interested groups throughout the country. Overall costs for typesetting, printing and distribution of these documents is estimated at \$100,000.

Following is a summary of estimated costs for all projects for the bureau during the next two years.

.. 47

BUREAU OF CORPORATE AFFAIRS

SUMMARY OF EXPENDITURES

	1975-76	1976-77
Canada Business Corporations Act	•	•
Publishing Draft Regulations	2,000	
Seminar Material	5,000	8,000
Corporations "Bulletin"		
Publishing of Bulletin	14,000	18,000
Promotion	1,000	2,000
Securities Proposals		
Production, Printing & Distribu-	· .	
tion Costs	100,000	· · ·
Mutual Funds	• •	
Material Related to Legislation	•	
Tabling	5,000	2,000
Not-for-Profit		
Material Related to Legislative		
Tabling	5,000	
Seminar Material		5,000
Bankruptcy		
Material re Bill Introduction	8,000	• •
Seminar Material	5,000	5,000
Publishing of Regulations	5,000	
Printing of Leaflet re Consumer		
Bankruptcy	15,000	10,000
Film (not for layman)	5,000	10,000
		. ·
	170,000	60,000

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Bureau of Competition Policy.

Information requirements relating to the Bureau of Competition Policy center generally around the legislative progress of both stage I and stage II of the revised Cominbes Investigation Act. It is expected that stage I will pass Parliament fairly early in fiscal 1975-76 and that stage II will be introduced late in the same fiscal year.

During 1974-75 a beginning was made on the information campaign to both public and trade on misleading advertising through the publishing of a quarterly bulletin.

Following passage of stage I it is planned to embark on a more extensive information program to ensure that both the public and those affected by the new law understnad both their rights and responsibilities in respect of it.

The introduction of stage II of the Combines Investigation revisions which will encompass the large areas of merger and monopoly, and competition will require an extensive program of documentation of background material for wide distribution to ensure public understanding, support and discussion of this important legislation.

- 48 -

Following is a summary of anticipated information expenditures relating to this bureau for the two-year period.

BUREAU OF COMPETITION POLICY

SUMMARY OF EXPENDITURES

	<u>1975-76</u>	1976-77
Bill C-2 (Phase I of Combines		
Act revision)	· .	
Booklet for businessmen	10,000	3,000
Misleading Advertising	•	· · .
Booklet & other materials	15,000	15,000
Audio-visual presentation		· .
(seminars & field)	12,000	3,000
Misleading Advertising Quarterly	3,000	4,000
Seminar Material	5,000	5,000
Phase II of Combines Act revision Background Material re legisla-		
tive Introduction General Information Support	25,000	10,000
after passage	•	20,000
· · · ·		
	70,000	60,000

. 51

Bureau of Intellectual Property

The information requirements for the Bureau of Intellectual Property relate directly to two major objectives of the bureau:

- An extensive program of legislative revision of all the four acts administered by the bureau (Patents, Trade Marks, Copyright and Industrial Design).
- (2) A continuation of the program started two years ago to create better understanding by various segments of the public of the importance of innovation and the role of the bureau in stimulating innovation in the Canadian society.

The bureau's efforts are aimed primarily at three public groupings: those actively associated with the bureau such as inventors, agents, engineers, lawyers, scientists, designers, writers, artists, composers; persons presently in our educational stream (universities, community colleges, secondary schools) who will be active in intellectual properties and will be directly affected by the legislation, programs and activities of the bureau; and the general consumer public, who should know how intellectual properties aid in the growth of a country's economy and market place.

· 51 -

The legislative timetable for the bureau during the next two years is as follows:

- (1) Patents
 - -- introduce proposals 1975
 - -- introduce legislation 1976

(2) Trade Marks

-- introduce legislation 1975 (proposals

introduced 1974)

(3) Copyrights

- -- introduce proposals late 1975
- -- introduce legislation late 1976

(4) Industrial Design

- -- introduce proposals late 1975
- -- introduce legislation late 1976

The information tools required by the bureau fall into four major categories:

(1) Specialized material for specialist audiences

 μ_q - relating to the introduction of legislation proposals and/or legislation

(2) General material designed to enhance the bureau's ability to explain its role and respond to public requests both at headquarters and in the field.

- (3) Material related to the bureau's extensive program of participation in selected industry and trade fairs.
- (4) Support materials designed to increase the effectiveness of the bureau's existing and flow continuing speakers' program.

A summary of information expenditures for the bureau for the two-year period follows.

101+ materials.

BUREAU OF INTELLECTUAL PROPERTY

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SUMMARY OF EXPENDITURES

1975-76	1976-77
	manifestation and and and and and and and and and an

Bureau of Intellectual Property		
CExhibit Program Cut, dates,	16,000	28,000
(Annual Report)	5,000	(7,000)
General Brochure	(4,000)	
· Gusiness Seminal	3,000	6,000
(Secondary School Education/)		
(information Program)	10,000	12,000
(Speaker Program)	4,000	5,000
Information Folder(?)		(5,000)
Patent Office		
Patent-Office Record?	1,000	
How to Search a Patent Booklet	6,000	
(How'to Search a Patent Audio-visua	Dalitin	(12,000)
Patent Poster Replacement	4,000	5
(New Patent News)	2,500	3,000
* Patent Legislation	5,000	(3,000) more
Trade Marks		
Question & Answer Booklet	6,000	
Trade Marks Search Booklet	5,000	
(Trade Marks Search Audio-visual)		6,000
Trade Marks Legislation	6,000	4,000
(Index to Trade Marks Act)		5,000
		Sector States
Copyrights		
-Questions & Answers	6,000	
Copyright Audio-visual		15,000
Copyright Legislative Program	6,000	(4,.:00 more

and (chap is didy)

	1975-76	1976-77
Industrial Design		
industrial Resign News (bi-worthly	12 3,000	1,000
Industrial Design Audio-visual		10,000
Questions & Answers	6,000	
Mndustrial Design Poster	3,000	
Industrial Design Legislation?	6,000	(4,000 - marc
General Reprint Allocation		25,000
	93,600	158,000
	- 25,002	HICKNEY MINING
	18 650	

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68,600

SECTION III

GENERAL SERVICES TO THE

DEPARTMENT

SERVICES TO THE DEPARTMENT

In addition to providing the broad consumeroriented information program and specialized information programs for each of the individual bureaux, the IPR Service is also responsible for providing certain information tools and services related to the work of the department as a whole.

This area includes:

- (1) Preparation of general material about the department in the form of printed matter, displays, etc.
- (2) Media relations service.
- (3) A daily clipping service.
- (4) Internal public relations.
- (5) Communications research service.

In addition, during 1975-76 and 1976-77 the department has established information officer positions to be located at field headquarters level. It is anticipated that this will help the process of decentralization in-so-far as information is concerned. One of the functions of these officers will be to participate at the local level in programs designed to create greater awareness of the local offices of the department and the services available through them.

To facilitate this funds have been established to be administered at the field level for the purpose of developing advertising, press releases and workshops as well as to finance the production of printed material directly related to our field operations.

Following are some of the major information elements related to services to the department:

(1) General material

In each of the two years the department will of course publish an annual report to meet its statutory requirements for the tabling of such a report in Parliament. In addition, a more comprehensive and "popular" departmental review will be produced designed to create a better understanding of the goals, responsibilities and functions of the department by a number of key audiences including business, labour, consumer and media people.

The department will also continue to reprint and distribute the popular booklet "Who We Are and What We Do" during both years. In addition, continued use will be made of the departmental

- 57 -

mini-theatre display which was produced in 1975-76. Funds have been established for cost of participating in major exhibitions and for refurbishing and producing additional display panels.

(2) Media Relations Service

Through the Programs section and under the specific responsibility of the media relations officer the IPR Service provides a general point of liaison between the department and various sectors of the news media. In addition direct contact with the press the media relations function includes overseeing the printing and distribution of releases and speeches and coordination of speech preparation. Funds have been established in this area to cover not only mechanical costs such as printing but also professional services for the procurement of supplementary writing skills in the speech writing area.

- 58 ·

(3) Clipping Service

The IPR Service provides a daily clipping service to the Minister, Deputy Minister and senior executives of the department. This consists of three parts:

- (a) The direct clipping of selected daily newspapers by the clipping clerk.
- (b) Advance wire service copy from Canadian Press and Broadcast News.
- (c) A Broadcast monitoring service covering both radio and television.

These latter two services are contracted outside the department and funds have been established to continue their use.

(4) Internal Public Relations

The IPR Service has a responsibility for internal communications and public relations with departmental staff (not staff training which is a responsibility of the Personnel Branch). The major tool used for internal public relations is the department's 8-page tabloid newspaper Rapport which is issued ten times each year to all employees. Early in 1975-76 a research study is

being undertaken on this publication to probe its usefulness as a communications tools and to assist in developing its effectiveness from the employees standpoint.

(5) Communications Research

Early in 1975-76 a general, national survey of consumer awareness and attitudes towards the department is being conducted. It is hoped that this survey can serve as a benchmark against which to measure the department's over-all communications approach over the next two years and to provide guidance as to areas of particular interest to consumers in relation to the department's service and functions. Funds have been established for this survey in 1975-76 and additional funds for a follow-up study during 1976-77.

DEPARTMENTAL PROGRAMS

SUMMARY OF EXPENDITURES

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		1975-76	1976-77
			. · ·
	Annual Report & Departmental		· · ·
	Review	20,000	25,000
	Departmental Booklet	8,000	10,000
	General Media Relations including	·	
	Printing and Professional Services	50,000	60,000
	Departmental Display	20,000	25,000
	Clipping Service	12,000	15,000
	Rapport	15,000	18,000
	General Research	30,000	30,000
	Field Oriented Services		•
	Local Advertising & Press Relations	20,000	50,000
	Field-oriented Brochure and		• •
۰.	Literature	10,000	25,000
,	Locally Sponsored Workshops and	•	
	Seminars	15,000	20,000
		200,000	278,000

SECTION IV

172

ORGANIZATION, STAFFING & OPERATING EXPENDITURES

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ORGANIZATION, STAFFING & OPERATING EXPENSES

Organization

The basis organizational structure of the Information and Public Relations Service was established in 1973-74 and has not been changed since that time. Additional manpower resources added during 1974-75 and 1975-76 and in the forecast year have been established to provided added depth and additional services within the basic organizational structure.

In order to provide service to the Minister, Deputy Minister and program heads the central IPR Service is structured similarly to multi-client advortising or public relations organizations in the private sector.

There are three basic sections:(1) Programs and Client Service Section.

Under the direction of the Deputy Director this comprises three client service teams each with a Public Relations Adviser, Assistant Public Relations Adviser and a clerk, whose primary responsibility is to provide continuing service to designated branches or bureaux of the department and to develop and coordinate the execution of information plans in their areas of responsibility.

. 63

The Programs Division also encompasses the media relations area and the daily press clipping service as well as the project coordination function.

(2) The Creative Services Division

Under the direction of the Chief, Creative Services this group has primary responsibility in the area of creative interpretation of the plans developed in the Programs Division and for direct contact with outside services in the field of graphic design, audio-visual, writing and other creative areas.

(3) Production and Administration Division

Under the branch's Administration Officer this area provides the basic support and mechanical services to the branch including financial and personnel administration, distribution services, reception service and copy typing.

In addition, beginning in 1975-76 the IPR Service will have a close functional link with the Regional Information Officers stationed in the regional headquarters offices of the department. This link will be provided through the Deputy Director and Head of Programs and the Public Relations Adviser assigned to provide service to Field Operations.

Staffing

The over-all man-year allocation for 1975-76 is 38 positions of which approximately half (20) are professional information officers. During the forecast year 1976-77 four additional positions will be established to provide added strength particularly in the area of mechanical and administrative services. These include:

- An additional distribution clerk to assist with the increased work loads in the area of direct service to the public.
- (2) A French language proofreader to improve quality control in this area.
- (3) An additional administration clerk to assist in the area of general, financial and personnel administration.
- (4) An additional steno/typist to provide servicesin the area of general and copy typing.

64 -

Operational Expenditures

Under the system employed by the Department of Consumer and Corporate Affairs the majority of operational expenditures are decentralized to individual branches.

In addition to normal expenditures such as supplies, furniture, furnishings, etc. the Information and Public Relations Service incurs expenditures relating to equipment rental including redactron typing unit, facsimile transmission equipment, and xerox duplicating equipment.

... 66

SUMMARY OF SALARY AND

OPERATING EXPENDITURES

	<u>1975-76</u>	1976-77
Salaries	560,000	620,000
Operating Expenditures (Travel, Rentals, etc.)	65,000	70,000
	625,000	690.000

% of Total IPR Expenditures

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26%

23%

OPERATIONAL PLAN 1976 TO 1977

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Bureau Administration

Activity Information

Activity Element_____

OCCUPATIONAL CATEGORY AND GROUP	Current Year Strength	New Year Strength by Level of Continuing Full Time Employees 1975-77				•	New Year + 7 Strength	Naw Year 22 Strength				
	1975-78	Total	• 1	2	3 `	4	5	6	7	8	1977-78	1978-79
												j
Executive										•		•
Administrative & Foreign Services Organization & Methods												
Personnel Administration			1				1					
Administrativa Services	1	2		1	1	1				2	2
Computer Systems Administration									· · ·			
Financial Administration								1. A.				
Information Services	15.	21	1	2	8	8	1	11	· .1		22	22
Programme Administration						.						• • • •
Commerce	- ·					Į						· .
Administrative Traines		•	Ì		•		· ·					
Purchasing & Supply			1		•	· ·		l	·			• • · ·
												•
administrative Support		А. С. А.	.							· ·		
Data Processing	9	12		3	6	2					12	1 7 7
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S. Carial, Genographic & Typing	1	1		1	- 1 -				<u>.</u>		1	1
Office Equipment Operation		- aL.	1		. ·						.	
Scientific & Projessional	'		1		•	Į	· ·		÷.		1	
Agriculture			1		• •	1				·		
Chemistry]	1				
Economics, Sociology & Statistics			1	· ·		l	ł		:			· ·
Engineering & Land Survey			I		,	• .			•			
Scientific Regulation	I		1						• •	ł		
Actuarial Science			ł				l .		1	· .	1 de 1 de 1	
Auditing			ł			{		1		1		
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General Services									•			
			·					· ·				
Technical	· ·						ļ		•	· ·		
Drafting & Illustration			1 ·			1	l			l		l
Engineeries & Scientific Support							·		'	1		
Primary Products Inspection	I		1									1
Technical Inspection							ł					
Social Science Support		2										· · .
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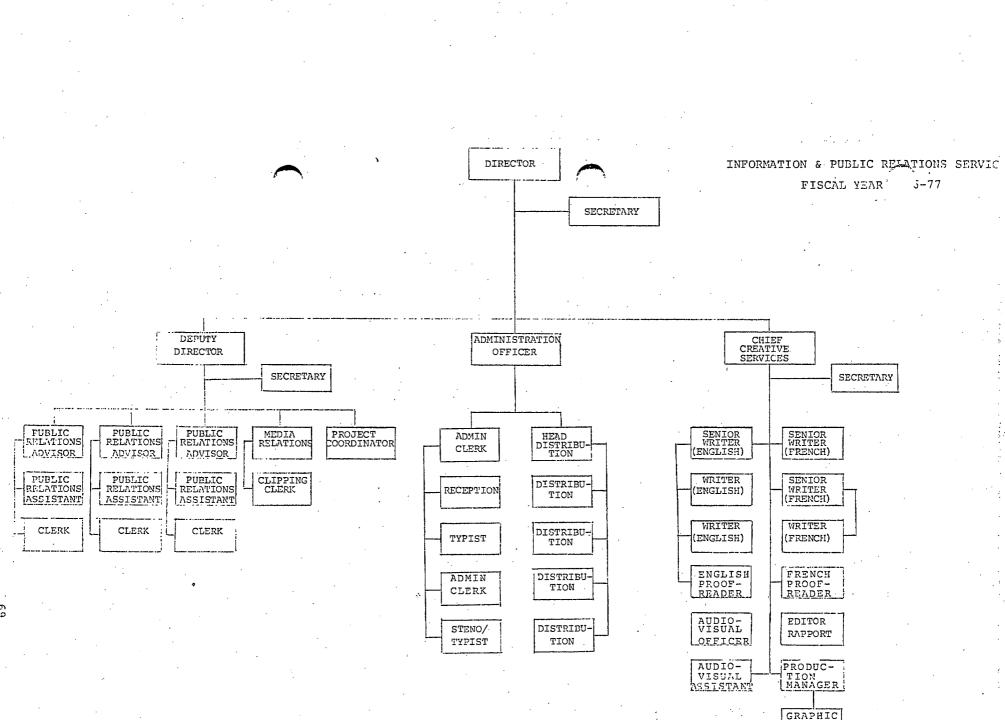
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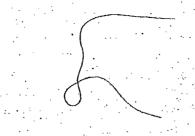
A Budget Manpower Summary

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... 68



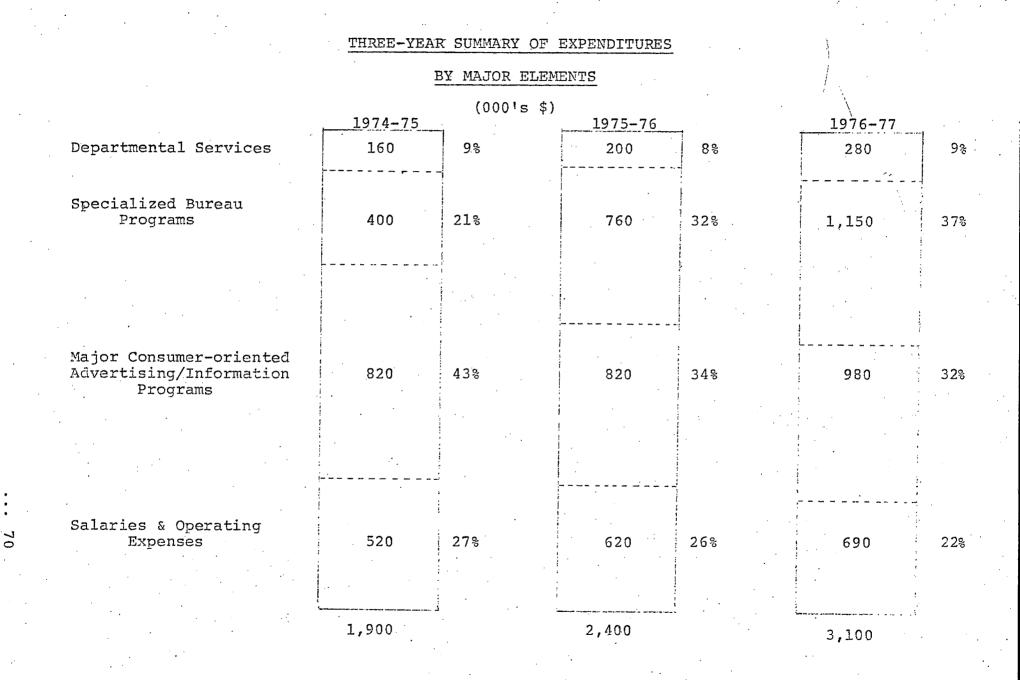
ARTIST



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STATISTICAL SUMMARIES

1.1



THREE-YEAR SUMMARY OF EXPENDITURES

BY STANDARD OBJECT (000's \$)

	1974-75 (est)	1975-76 (est)	1976-77 (forecast)
Personnel - 01	500	560	620
Transportation & Communication - 02	30	32	35
Information - 03	1,090	1,475	2,088
Professional & Special - 04	260	300	320
Rentals - 05	10	12	12
Purchase & Repair - 06	1	1	1
Utilities - 07	9	5	5
Equipment & Furnishings - 09	. ·	15	15
	1,900	2,400	3,100

LKC JL 103 .C6 C374 1975 Department of Consumer & Corporate Affairs information plan April 1, 1975 to Ċ ate March 31, 1977 DATE DUE DATE DE RETOUR 38-296 CARR MCLEAN