

Spring Budget

Communications Planning

March 2018

Strong foundation

Creating fairness and opportunity for the people of Ontario has been the hallmark of this government's mandate.

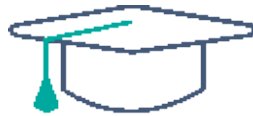
In 2017 and 2018, we made huge strides to ensure everyone has a chance to share in our economic strength during a period of significant change.



Our commitment



Fair hydro



Free tuition for
210,000 students



100,000 more
child care spots



Basic income
pilot



Standing with
industry



OHIP+



Fight for fair workplaces

In the media

*Raising the minimum wage
“will raise the standards for
all workers, not just those
making minimum wage.”*

THE GLOBE AND MAIL 

*OHIP+ “a push towards
universal pharmacare, the
most glaring gap in
Canada’s medicare system.”*

» TORONTO STAR «

*From ‘barely surviving’ to
thriving: Ontario basic income
recipients report less stress,
better health*

HAMILTON  **SPECTATOR**

*“Nobody wants a trade war, but
we also have to be clear on what
we will and won’t stand”
said Kathleen Wynne in an interview*

The New York Times

Marketing

Seniors

January to March



Creative reference: TV & digital

Fair Workplaces

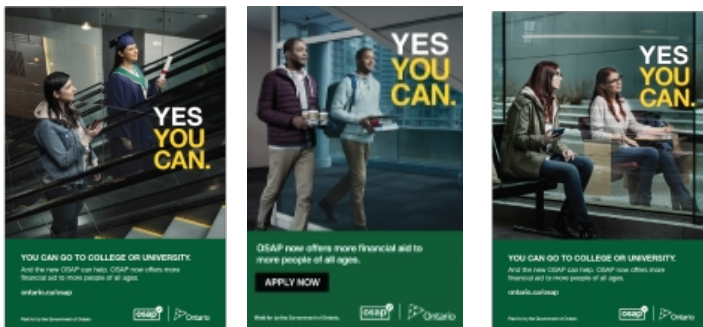
Mid-December to March



Creative reference: TV

OSAP - Adult Learners

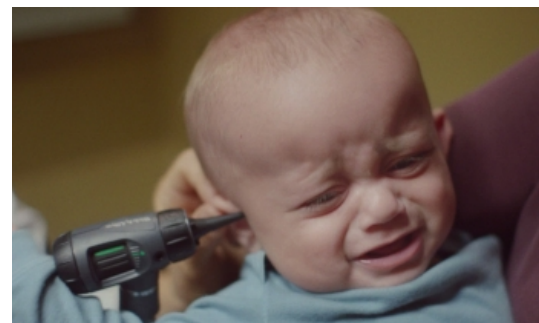
January to March



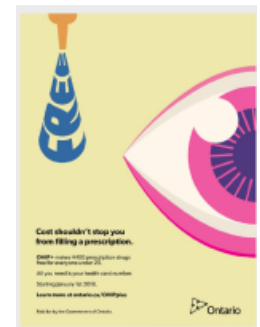
Creative reference: OOH & Digital

OHIP+

November to March



Creative reference: TV, digital & OOH



Spring narrative

In Budget 2018, our government will make key investments that redefine how **we're building a fairer, more caring Ontario.**

Health care

- Seniors' pharmacare
- Mental health & addictions
- Hospitals

Education

- Free preschool
- Special education & student needs

Caring for those who need it most

- Developmental services
- Social assistance—rate and system transformation

We are making a choice. We are committing to **more support** for social and developmental services. More supports for mental health and healthcare programs. More supports for students.



Spring rollout

The Premier will lead the communications rollout leading up to document, with sustained messaging driving our core narrative our **choice** to invest in **creating a fairer, more caring Ontario**.



March 15
CHEO capital investment

March 21
Seniors' pharmacare



March 22
Mental health & addictions
Historic \$2.6B investment in more services and easier access



March 22
Hospital operating funding
More services, better access
March 23
Regional funding echoes



March 26
Investing in students
Grants for student needs & special education



March 27
Free preschool
starting in 2020

Post-document, awareness and understanding of key investments will be sustained across Ontario via echoes by initiative and regionally.

Budget bill and pre-election report

Bill will be introduced in the house, followed by the pre-election report.

Budget bill at a glance:

- Reciprocal Education Approach
- Teacher Licences
- Law Society Act
- Contingency Fees
- Cap & Trade Accounting
- Pension Solvency
- PTSD & Pension Conversion
- Formwork
- Dispute Resolution

PER approach:

- The pre-election report will outline the province's estimated revenues and expenses and other details of the fiscal plan before the start of the provincial election.
- To give the Auditor General maximum time for review of the pre-election report, the government has committed to releasing the PER the same day as the Budget.