

SUMMER COMMUNICATIONS

Integrated Rollout

Confidential Advice
Updated: June 12, 2017.



THE YEAR SO FAR

The first half of 2017 has seen several signature pieces of policy successfully rolled out as well as numerous high-profile announcements

JANUARY

- Land-transfer refund begins
- 8% electricity rebate takes effect
- Premier's campus tour

FEBRUARY

- Premier steps up U.S. engagement

MARCH

- Fair Hydro Plan
- Anti-racism strategic plan
- Launch of applications for the new OSAP
- First cap and trade auction

APRIL

- Fair Housing Plan
- Basic Income pilot
- 2017 Budget
- OHIP+

MAY

- Changing Workplace Review

JUNE

- Changing Workplace Review continued
- Second cap and trade auction



THE MONTHS AHEAD

But we must build on those successes and maintain the positive momentum by keeping the spotlight on our main communications themes

AFFORDABILITY

Fair housing, fair hydro, rising minimum wage, Basic Income, child care

HEALTH CARE

OHIP+, hospital capital, hospital operating, wait times, other investments

EDUCATION + WORKFORCE

Labour reforms, child care spaces, tuition, school construction & repairs, innovation, supports for all learners, Aboriginal Institutes

JOBS + ECONOMY

Balanced budget, innovation, continued transit and infrastructure investments, Business Growth Initiative, consumer protection measures



STRATEGIC APPROACH

This key juncture provides us with an opportunity to tailor our communications strategy so that we can build local support across the province

KEEP A HIGH PROFILE

Stick to an aggressive rollout that leverages the Premier when necessary.

GO LOCAL, STAY LOCAL

Have ministers and MPPs fan out across the province to increase our visibility.

FOCUS ON OUTCOMES

Go beyond the headline and funding numbers to explain what it means to people.

EMPHASIZE OUR NARRATIVE

Ensure that we use all opportunities to repeat our key messages.

DIVERSIFY CHANNELS

Keep telling the story across digital, social, paid and earned media.

OUR NARRATIVE



Our messaging will continue to emphasize that our government is working hard to create opportunity – **and fairness** – for everyone



“ I believe it is the responsibility of government to take a stand, to play a role and do what it can – do all it can – to ensure that the people of Ontario are given every chance to thrive and achieve their potential during this time of dramatic change. Our plan takes dead aim at the challenges that confront us in this new, uncertain world. It puts fairness at the heart of all we do. ”

OUR CALENDAR



Changing Workplace echoes →

OHIP + tour/echoes →

Ontario150 announcements →

+ events, ONtour, SESQUI tour

Fair hydro echoes →

Transit infrastructure + investments →

Autism program → Housing summit, announcements
on affordable/supportive housing →

Strategy for Safer
Ontario + echoes →

School repair, renewal
+ infrastructure funding →

Health infrastructure
funding event + echoes →

JUNE

JULY

Child care framework

Basic Income
info sessions

Rural Education
Strategy

Red Tape report

Ring of Fire

Newcomers support event + echoes

Ticket speculation
event

Health capital echoes (timing TBC)

COF

Support for
adult learners
echoes

Rural Economic
Development
program echoes

Launch of GreenON site

New condo laws
announcement

OUR CALENDAR



Changing Workplace echoes →

OHIP+ echoes →

Fair hydro echoes →

Ontario150 events, ONTour
concerts, SESQUI dome tour →

Transit infrastructure + investments →

Regional development fund
announcements (EODF/SWODF) →

Back-to-school rollout →

AUGUST

SEPTEMBER

Hospice capital
funding + MPP echoes

Housing announcements
(details, timing TBC)

AMO conference

Public accounts

Launch of GreenON
programs

Summer
infrastructure wrap

LTEP launch
(timing TBC)

OUR TACTICS



We will keep the spotlight on our priorities through a variety of tactics

CHANGING WORKPLACE REVIEW

Premier's events and echoes, Minister and MPP events across the province, paid social awareness campaign.

OHIP+

Premier's events, local echoes, Minister's tour, media interviews, public roundtable/webinars, health ministers' meeting, social media, MPP collateral and paid marketing.

FAIR HYDRO PLAN

Premier, ministers' and MPP announcements, events and echoes, paid marketing campaign, bill inserts, social media.

EDUCATION

High-profile announcements, echoes, paid marketing and social media.

ONTARIO 150

Premier, Ministers' and MPP events, provincewide tours/concert series, paid marketing, digital/social campaign, YouTube and ONgov Facebook events pages.

MARKETING APPROACH

Our marketing objective includes generating awareness and engaging with Ontarians around contextually relevant, seasonal messages through mass channels like social, out of home and TV



Ontario Savings Bonds

- Social, print, radio
- May 25 – June 18



Ontario 150

- ONTour Concert activation
- June 25 – August 17



Climate Change

- Digital, radio, social
- Timing TBD – late summer – fall



Lyme Disease

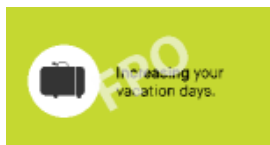
- Radio, digital, search
- June 5 – September 16

JUNE

JULY

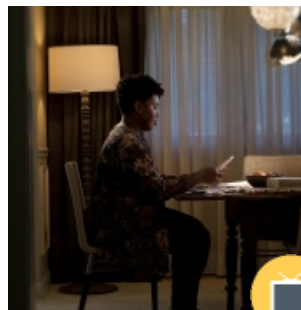
AUGUST

SEPTEMBER



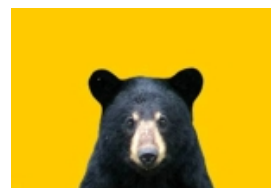
Employee Rights Act

- Social media ads
- Target: employees between 15-25 and general population 23+
- June 12 – July 2, 2017



Energy

- TV, Digital, Social
- July 3 – August 6



BearWise

- Print, billboards
- May - September



Education Lifecycle

- TV and social
- June 2 – July 8
- August 28 - October 1



ISSUES

Strong and proactive plans will mitigate issues before they arise

AFFORDABILITY

Hydro, housing costs

- Ontario is lowering electricity bills by 25 per cent on average for all residential customers to address long-standing policy challenges and ensure greater fairness.
- Ontario is serious about reducing the pressure of housing costs felt by Ontarians, as well as providing more affordable options to choose from.

JOBS + ECONOMY

Debt, fiscal management, labour reform

- Ontario is outperforming most of our neighbours in Canada and the United States, but while our businesses are creating wealth, not everyone is feeling it in their own lives. Our plan for Fair Workplaces and Better Jobs will help ensure that employees are treated fairly across the province.

HEALTH CARE

Labour issues, cuts-to-care narrative

- Ontario is increasing access to care, reducing wait times and improving the patient experience through its Patients First Action Plan for Health Care and OHIP+: Children and Youth Pharmacare – protecting health care today and into the future.

ISSUES



EDUCATION

School closures, rural education

- Ontario is developing a plan to strengthen rural and Northern education that includes improved processes for making decisions about school closures and enhancing funding for school boards. We understand communities are concerned about the impacts of school closures and we're committed to finding solutions to supporting what is best for children and communities.

CHILD CARE

Access, affordability

- Parents want a more affordable system — a system that provides access to a range of quality child care and early years options that are flexible and responsive.
- Our comprehensive action plan will help 100,000 more children aged 0-4 access licensed child care. Our plan aims to address the challenges families experience in accessing infant and toddler spaces, increasing access where it is needed in the most fiscally responsible way.