

Pension Asset Expert Advisory Panel Report
Release Recommendations

Communications Approach

- Comms approach must not jeopardize **independent and neutral nature of PAEAP**.
- Messaging should remain **neutral and factual**, balancing need for gov't to state its position, **while demonstrating respect for all parties involved**, i.e. Auditor General, PAEAP and independent standard setters.
- Continue to position government as **cooperative and diligent** and acting with **integrity** in its attempt to resolve the issue, and ensure its financial statements support transparency and accountability.
- Continue to put forward **Minister Sandals and Minister Sousa** as primary spokespersons to deliver government's key messages (e.g. via press conference or availability).
- Communications tactics will be **adjustable and flexible** to give gov't the ability to accommodate PAEAP's findings.
- Continue to **engage QP Press Gallery, particularly print media**, in an effort to carry the gov'ts message to a broad spectrum of Ontarians.
- Provide **pre-briefings** led by PAEAP for opposition and media to better explain this complex topic. Consideration should be given to PAEAP briefing SCOPA.

Considerations:

- **Coordination** with partner ministries (MOF & OFA)
- **Outreach to:**
 - **Stakeholders** (Auditor General, FAO, OTF, PSAB)
 - **Pension plans** and their **related ministries** (OPSEUPP & TBS, OTPP & EDU, HOOPP & MOHLTC, CAAT & MAESD)
- **Availability of AG** and panel members:
 - AG away week of Jan. 23 & week of Feb. 6
 - Murray Gold (lawyer) not available Feb. 2, available only by phone Feb. 13; Uros Karadzic (actuary) not available Jan. 30 or Feb. 2
- **Logistical planning** around Feb. 13 **Caucus retreat**.
- If paper-only release (i.e. no pre-briefs or press conference with PAEAP), report could be ready for public release as early as **Thursday, Feb. 2**

Timeline for Monday, Feb. 13 Release

Date	Item	Lead	Status
Jan. 23	Final report submitted to TBS	PAEAP	COMPLETE
Jan. 25	Embargoed final report shared with MOF & OFA	TBS (OPCD)	TBC
Jan. 26 (4pm)	Letter sent from PAEAP Chair to Auditor General, with embargoed final report and offer to brief	TBS (OPCD), PAEAP	COMPLETE
Feb. 3 (10:30am)	PAEAP Chair briefs Auditor General on report findings <i>NOTE: Reassess comms tactics to respond to Auditor General's position, if known</i>	PAEAP	PENDING
Feb. 3-10	Outreach to stakeholders, and pension plans and their related ministries with findings and recommendations	TBS, MOF	PENDING
Feb. 13	Public release of report (see announcement options below)	TBS (Comms & OPCD), MOF, PAEAP	PENDING

Considerations:

- Week of Feb. 6 – MOF releasing Long-term Fiscal Report
- Week of Feb. 13 – MOF releasing Q3 report
- Feb. 20 – Family Day
- Feb. 21 – House resumes

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Announcement Options for Monday, Feb. 13 Release

Option 1 – Press conference:

- PAEAP Chair and members hold embargoed pre-briefings in Queen’s Park media studio for opposition (9:30am), followed by media (10am).
- Following PAEAP pre-briefings, press conference with Ministers Sandals and Sousa (10:30am).
 - Location to be determined (Queen’s Park media studio vs. site near Caucus retreat).
- TBS issues province-wide news release, linking to report on Ontario.ca.
- At a later date, TBS issues media bulletin on Newsroom with no email distribution to announce supplemental report (HOOPP & CAAT) available on Ontario.ca.

Option 2 – Paper release & media availability:

- TBS Newsroom postings would include:
 - Province-wide news release, linking to report posted on Ontario.ca
 - Statements by Ministers Sandals and Sousa
- PAEAP members, Minister Sandals and Minister Sousa available for comment on reactive basis.
- At a later date, TBS issues media bulletin on Newsroom with no email distribution to announce supplemental report (HOOPP & CAAT) available on Ontario.ca.

Option 3 – Bundle with release of MOF Q3 report:

- Joint release of MOF Q3 report & PAEAP report recommendations.
- PAEAP Chair and members hold embargoed pre-briefings in Queen’s Park media studio for opposition, followed by media.
- Following PAEAP pre-briefings, press conference with Ministers Sandals and Sousa.
 - Location to be determined (Queen’s Park media studio vs. site near Caucus retreat).
- MOF issues province-wide news release on Q3, including information on PAEAP recommendations, and linking to report posted on Ontario.ca.