

Re: Document

From: "Ghiassi, Ali (MOF)" <ali.ghiassi@ontario.ca>
To: "Bevan, Andrew (OPO)" <andrew.bevan@ontario.ca>
Cc: "McEachern, Gillian (OPO)" <gillian.mceachern@ontario.ca>, "MacKenzie, Rebecca (OPO)" <rebecca.mackenzie@ontario.ca>, "Mksyartinian, Jacob (OPO)" <jacob.mksyartinian@ontario.ca>, "Killorn, Bill (OPO)" <bill.killorn@ontario.ca>, "Rowe, Mary (OPO)" <mary.rowe@ontario.ca>, "Mendes, Elizabeth (MOF)" <elizabeth.mendes@ontario.ca>, "Jackson, Kelly (MOF)" <kelly.jackson2@ontario.ca>
Date: Sat, 15 Apr 2017 09:15:13 -0400

Thanks Andrew.

I'm copying Liz and Kelly so that they are aware of your comments/changes and we can begin to incorporate.

My comments are as follows referenced to your numbers.

1. Title is meant to be a play on words rather than a description of what the budget is about or not focused on. The words "stronger" and "healthier" were used to capture economic/fiscal, health and education. In our view the major investments in health and education could be viewed as making Ontario stronger and healthier both literally is one instance and metaphorically (economic/societal) in many others. Certainly "healthier" also hints at what this budget will be remembered for in posterity: pharma. At one point we put smarter in there as well but Minister didn't prefer it. Thought of it as too literal and long. But we can revisit it with him on Monday.

2. I'm assuming that you would also like to change the title to Chapter 1 as well? Our view was restoring helped us tell the entire story of balancing over a long period of time, chipping at the deficit but while making key investments that helped grow the economy while at the same time making good on a pledge that was made long ago. But we are not attached to it and can make the change if that's the preference.

3. We are waiting on a name for pharma from your office. This was just a placeholder but we were running out of time. Rebecca we will need something on a name by Monday a.m. please as Scott and I will be signing off in early afternoon.

4. We will make this change/clear it up.

5. Yes.

6. Yes, we have been waiting on this language from your office for a few days.

7. We will look into this and see if we can incorporate before closing. If we run out of time, we will be sure to include in Comms materials.

Ali Ghiassi
Chief of Staff
Minister of Finance
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On Apr 15, 2017, at 7:32 AM, Bevan, Andrew (OPO) <Andrew.Bevan@ontario.ca> wrote:

Ali, I've been through it a final time. It's a great document for you to be very proud of.

A few points and questions:

1. Title. Currently: Strong healthy Ontario I have heard. That's fine though it doesn't work for my own purposes when I describe the budget, now and for once it is released. As it leaves out

edu/pse/training implicitly. For my own purposes I am using Stronger, Smarter, Healthier as it's a frame I can better work the budget elements and the gov't's priorities into. I'm not saying that should necessarily be the budget's title (perhaps it's already been used even) but strong and healthy is too narrow in my mind. Having said all that it doesn't matter overly.

2. Please refrain from jargon in the speech/foreword, and for all media interventions including interviews. The one that is especially problematic is "return to balance", or "restore balance". This could mean any number of things, when we want to be very direct about "balancing the budget" so there is no confusion or misdirection.

3 one other communications thing: we need a name now for the pharma program. I know Rebecca has engaged Bensimon on this - but we can't keep referring to it as pharmacare for kids and youth, alone.

4 page 5 ch2 helping families, in fair hydro plan. Says: the reduction in the GA charge would be about 2.5B per year on average over the first ten years. This is factually true but is not how we are presenting this (and I realise it is not as written about costs) as it might imply the cost is an additional 25B for the first and the following ten years which is not true for example. So we use 25B as total cost over x years. Or something like that. We had approved language.

5 chapter helping family, page 16, attached to charts of new OSAP examples - can the OSAP calculator URL be added in please.

6 chapter 6 public services you can count on. Page 6, can we add the further detail on the basic income sites that have been selected. And what the pilot will be - as it will be public April 24. Gillian this means final decision with min on 3rd site in next 24 hours.

7 a question, related to section B finances and econ outlook, page 3. Ontario's level of Accumulated Deficit as per cent of GDP. Are there other jurisdictions, national or subnational (of a certain size) that use this measure as their overall deficit? We do not have to include capital debt expense. This is related to what our biggest fiscal fight will be with conservatives who will be dishonest and dissembling about Ontario's debt. Top subnational etc, which we need (and already have) a full response to. Would be better to have this in doc but it's probably too late.

Thanks

AB

Sent from my BlackBerry 10 smartphone on the Rogers network.