

2017 BUDGET

Communications Planning

UPDATED: APRIL 4, 2017
CONFIDENTIAL ADVICE TO CABINET

Since Premier Kathleen Wynne was sworn in, our government has passed four budgets outlining our plan to deliver strong and sustainable public services

2013

A Prosperous and Fair Ontario

- \$295M Youth Jobs Strategy
- Infrastructure investments in public transit, roads, bridges, hospitals and schools
- Home and community care for 46,000 more people
- Tax relief to small businesses
- Transforming social assistance

2015

Building Ontario Up

- Increasing Moving Ontario Forward by \$2.6 billion for a total of \$31.5 billion over 10 years
- Assets Optimization: Broadening Hydro One ownership and reinvesting the proceeds in infrastructure through the Trillium Trust
- Tackling climate change, moving forward with a cap-and-trade system

2014

Building Opportunity, Securing Our Future

- \$29B over 10 years to build a province-wide transportation network by investing in highways, public transit, roads and bridges.
- 10-year, \$2.5 billion Jobs and Prosperity Fund
- Ontario Retirement Pension Plan
- Asset optimization
- Index minimum wage to inflation

2016

Jobs for Today and Tomorrow

- Making college/university tuition free for students from low-income families
- Increasing business competitiveness and creating jobs through the Business Growth Initiative and Jobs & Prosperity Fund.
- Green Investment Fund and investments in clean technologies to fight climate change.
- Historic investments in public infrastructure to support job creation.

The 2016 Fall Economic Statement laid the groundwork for the 2017 budget with a narrative that emphasized help for Ontarians' everyday lives

✓ **Help for First-time Homebuyers:** Doubling the maximum Land Transfer Tax refund for eligible first-time homebuyers to \$4,000.

✓ **Electricity-cost support:** Highlighting measures to help consumers, including the 8 per cent rebate for eligible residences, small businesses and farms.

✓ **Strengthened Health Care System:** Investing an additional \$140 million across all hospitals in the province to support better care for patients and reduced wait times.

✓ **More Child Care Spaces:** Investment of \$65.5 million this school year to support the creation of 3,400 new licensed spaces, as a next step in creating 100,000 additional child care spaces by 2022.

✓ **Consumer Protection:** Banning door-to-door marketing of certain household appliances and regulating the home inspection industry.

✓ **Commitment to a Balanced Budget:** Reaffirmed our commitment to eliminating the deficit this year.

This year, more than **81,000** people participated in consultations to help shape the 2017 Ontario budget – breaking a previous record set last year.

Budget Talks:

As part of the pre-budget consultation process, 45,000 people visited Ontario.ca/BudgetTalks as the government committed to funding the top-voted ideas.

Other highlights:

10,452 registered Budget Talks participants

404 project idea submissions

970 written comments

19,229 votes for projects

This budget will deliver on our commitment that everyone shares in the prosperity we are building together as a province

Our narrative:

Helping You and Your Family

Our Themes:

Affordability

Health Care

Education/Workforce

Balance

Transportation & Infrastructure

Jobs & Economy

Affordability and health care top the list of priority areas highlighted in the document

Theme

Announceable

Affordability

Housing affordability package, electricity prices, tuition, Basic Income, child care

Health Care

Hospital funding, home and community care, mental health, RN prescribing, dementia, caregiver supports, long-term care homes, retirement homes

Transport/Infrastructure

RER funding, intercommunity bus, local infrastructure investments

Jobs & Economy

Artificial Intelligence Institute, Business Growth Initiative, consumer protection measures

Education/Workforce

Adult education, experiential learning, access to post-secondary education, child care spaces, post-secondary infrastructure

Our budget communications strategy includes focusing on outcomes and highlighting benefits at the local level

1

PRE-CONDITION

Set the stage with a pre-budget rollout to build momentum

4

KEEP A HIGH PROFILE

Plot an active rollout, leverage the Premier and sustain the momentum

2

FOCUS ON OUTCOMES

Go beyond the funding numbers to explain what it means to people

5

DIVERSIFY CHANNELS

Tell the story across digital, social, paid and earned media.

3

GO LOCAL

Plan more echo events outside of the GTA to increase visibility and build local support

6

MANAGE ISSUES

Ensure that issues do not dominate the landscape by planning a strong and proactive approach

Our pre-document rollout will focus heavily on affordability and economic growth while reiterating our message of balance

Affordability

This key theme will be the focus of our pre-budget rollout with high-profile announcements planned on hydro, child care and housing.

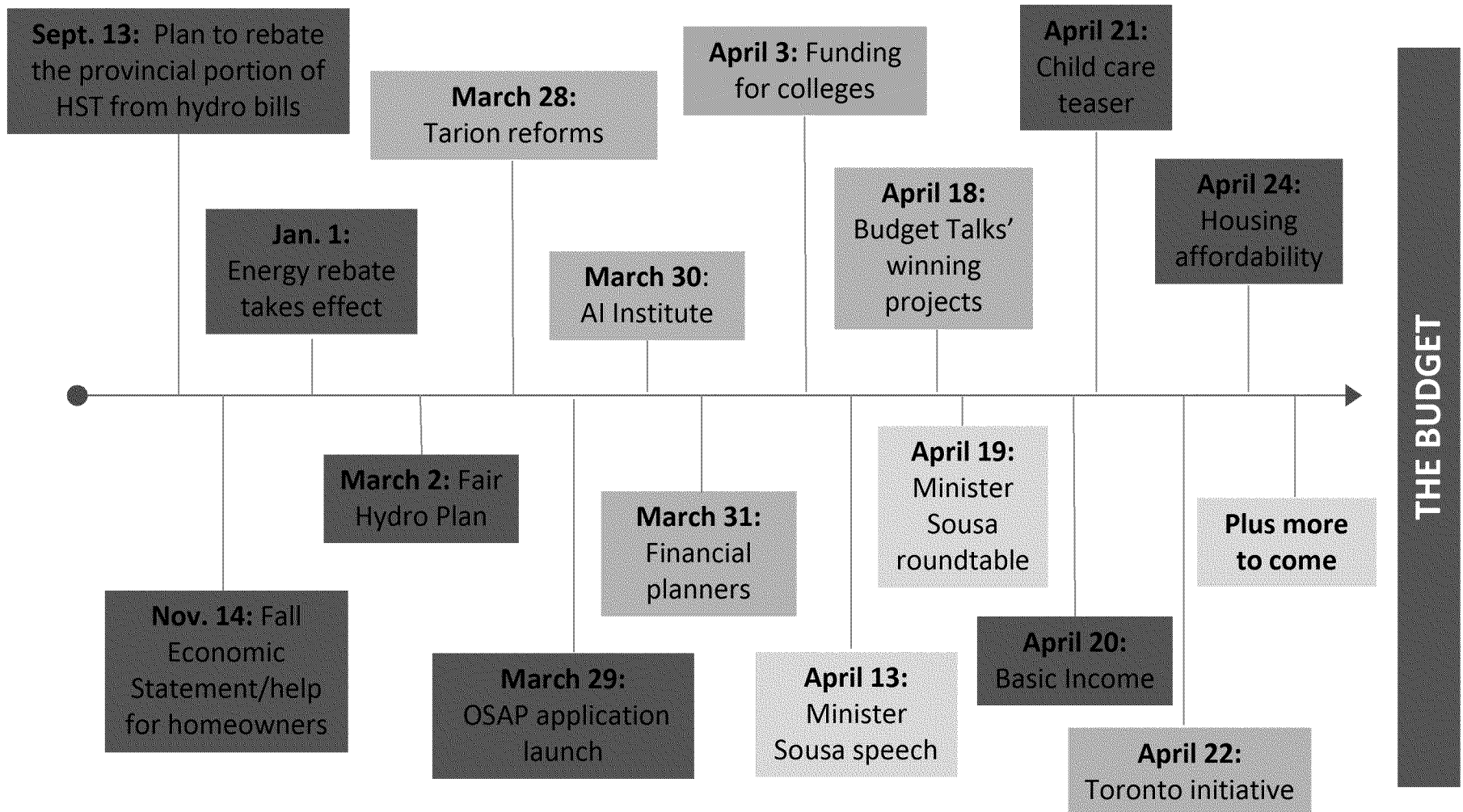
Jobs & Economy

Growing our economy and creating new jobs will be a main message in all of our communications materials.

Balance

As we build up to Budget Day, we will consistently repeat our message of balance.

Here's a detailed look at how our pre-budget rollout will unfold



Our post-budget rollout will focus heavily on health care – with an emphasis on local events

Health care: An aggressive local rollout will give profile to investments in communities across the province.

Seniors: The post-budget rollout will highlight key investments and outcomes for seniors in all communities.

Affordability: Affordability – from housing to hydro – will continue to be a major theme.

Transportation/Infrastructure: Announcements on local investments and other milestones will ramp up as we approach summer.

✓ **MARKETING:**

Advertising will highlight communities and focus on key themes including balancing the budget

✓ **MESSAGING:** The Premier and Ministers will continue to push our narrative of helping Ontarians and their families

✓ **ECHOES:** Ministers, MPPs will fan out across province to keep the momentum moving forward

Our marketing will highlight local benefits of the budget

THE BRIEF:

AWARENESS

The public doesn't pay attention unless there is something in the budget that directly affects them.

THE GOAL:

MAKE ONTARIANS TUNE IN

Speak to the public as a fellow neighbour about the things that matter to them.

THE TAKEAWAY:

INCLUSION (i.e. INCLUSIVE GROWTH)

"I like what I'm hearing – this is going to help me and my family."

INSIGHT

FOR ALL ONTARIO

There are thousands of communities across the province who will be affected in meaningful ways by the 2017 budget. By highlighting the names of scores of towns across Ontario, this concept both catches the attention of people who rarely see their hometown's name in lights, and emphasizes the breadth and diversity of the province and how the budget needs to recognize all of them.

Creative will include: 30-second video and themed static posts like child care, tuition, and health care.

Creative Reference: Play on the Welcome Signs for Communities



Issues will need to be mitigated with strong and proactive plans

Theme	Issue	Key Messaging
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 for people to choose from.
Health Care	- LHIN renewal - Labour/cuts-to-care narrative - Autism services	- Through our Patients First Action Plan, we are increasing access to care, reducing wait times and improving the patient experience – protecting health care for today and the future. - We are committed to supporting families so there is minimal disruption as children and youth are transitioned to the new Ontario Autism Program.
Jobs & Economy	- Fiscal management - Cap and trade	- We are projecting balanced budgets this year and the year after. Ontario has a proven track record of beating its deficit targets, as demonstrated each of the past seven years. - Our plan to fight climate change sets a hard cap on emissions while giving flexibility to businesses in terms of how they meet their caps. Through this system, we will meet our emissions reduction targets at the lowest cost to the people of Ontario.