

- Overall themes:
 - Questioning balanced budget narrative
 - Growing debt burden
 - Relationship with watchdogs

- Public Accounts specific:
 - Qualified audit opinion (pension asset accounting, IESO accounting treatment)
 - BPS line-by-line consolidation
 - Trillium Trust drawdowns

Analysis



- High profile, proactive, short term communications approach via traditional, digital and social media
- Objectives:
 - **Mitigate** potential issues with strong issues management plan
 - **Promote** strong financial management, and transparency and accountability
- Considerations:
 - Remain **neutral** and **factual**, balancing need for gov't to state its position, while demonstrating respect for all parties involved
 - Communications plan, tactics and messaging remain **flexible** and **adjustable** based on coordination with MOF (e.g. Q1 Finances Aug. 11) and considering other reports (e.g. AG fair hydro plan report)
 - Tactics and messaging will be **reassessed**, as needed, to respond to **AG's position**

Communication

- Core products:
 - Communications plan
 - News release
 - Backgrounder
 - Qs&As
 - Web content
 - Social media
- Top-line key messages:
 1. Financial results
 2. Responsible fiscal management
 3. Transparency and accountability