

Executive Council

BUSINESS PLAN 2008-11

ACCOUNTABILITY STATEMENT

The business plan for the three years commencing April 1, 2008 was prepared under my direction in accordance with the *Government Accountability Act* and the government's accounting policies. All of the government's policy decisions as of March 18, 2008 with material economic or fiscal implications of which I am aware have been considered in preparing the business plan.

The Ministry's priorities outlined in the business plan were developed in the context of the government's business and fiscal plans. I am committed to achieving the planned results laid out in this business plan.

Ed Stelmach, *Premier*

April 4, 2008

THE MINISTRY

The Ministry of Executive Council consists of the Department of Executive Council, and includes the following:

Office of the Premier/Executive Council

- Office of the Premier provides planning, communications and administrative support to the Premier's offices in Edmonton and Calgary.
- Office of the Deputy Minister provides advice and support to the Premier on policy and organizational issues and leadership to the Alberta Public Service.
- Cabinet Coordination Office provides organizational and administrative support and advice to Cabinet and its key committees.
- Policy Coordination Office delivers long-term strategic planning and policy coordination for government and promotes cross-ministry coordination in the implementation of strategic priorities.
- The Premier's Council for Economic Strategy will provide advice to the Premier on economic strategies to ensure a high quality of life for Albertans and that Alberta is the best place to live, work, visit and invest.
- Protocol Office plans and coordinates international visits and provincial government ceremonial events and manages Government House operations.
- Executive Council also provides administrative and communications support to the Office of the Lieutenant Governor and the Alberta Order of Excellence Council.

Public Affairs Bureau

- Helps government communicate with Albertans by assigning staff to communications branches across government; develops communications for government's long-term strategic plans and priority initiatives; supports internal government communications and coordinates advertising, the corporate identity program and the province's branding campaign at home, across Canada and abroad.
- Provides Albertans with two-way access to government through central communications and information resources, including the Alberta government home page and a centralized online feedback and question service.
- Ensures effective and timely communications with Albertans during public emergencies.

VISION

We are recognized leaders in the delivery of sound public sector management and a centre of communications excellence.

MISSION

To ensure effective strategic planning and policy coordination across government and increase awareness of Alberta as a great place to live, work, visit and invest.

VALUES

Executive Council champions the Alberta Public Service vision and values.

Vision: Alberta's Public Service – proudly working together to build a stronger province for current and future generations.

Values:

- **Respect** – we foster an environment in which each individual is valued and heard.
- **Accountability** – we are responsible for our actions and for contributing to the effectiveness of the public service.
- **Integrity** – we behave ethically and are open, honest and fair.
- **Excellence** – we use innovation and continuous improvement to achieve excellence.

LINK TO THE GOVERNMENT OF ALBERTA STRATEGIC BUSINESS PLAN

Executive Council is linked to Government of Alberta Strategic Business Plan Goal 4: *Alberta will have a financially stable, open and accountable government and maintain its strong position nationally and internationally.* The Ministry contributes to this goal by improving the accountability, transparency and governance of government agencies, boards and commissions and taking a coordinated approach to policy development and government communications.

SIGNIFICANT OPPORTUNITIES AND CHALLENGES

The Government of Alberta is recognized as a leader in strategic planning and policy development and for having an innovative public service which provides high quality policy analysis and advice to support elected officials. However, the environment in which policy making and strategic planning occur is becoming increasingly complex as issues that frequently extend across multiple sectors and jurisdictions require increased coordination. Executive Council staff support decision-makers and ministries by facilitating a collaborative approach for strategic planning and policy development across government. This provides an opportunity to enhance policy capacity and cross-ministry collaboration and to ensure consistency with overall government strategic direction. As the nature of government organization and service delivery continue to change and evolve, there is a need to review the structure and effectiveness of government agencies, boards and commissions. Executive Council will oversee the implementation of the recommendations from the Board Governance Review to improve governance, accountability and transparency of government agencies, boards and commissions.

The Premier's Council for Economic Strategy will provide advice to the Premier on economic strategies to ensure a high quality of life for Albertans and that Alberta is the best place to live, work, visit and invest.

The structure of the Public Affairs Bureau, with communications staff assigned to all government ministries, offers advantages and opportunities to coordinate government communications. The implementation of a strategic communications plan and corporate communications policy for the Government of Alberta, along with continued collaboration with the Policy Coordination Office, will enhance efforts to ensure that government communications with Albertans and government staff are as consistent, meaningful, coordinated and timely as possible. The result will be targeted and strategic two-way communications that allow government to assess public needs and expectations while ensuring that all Albertans enjoy easy access to information about their immediate priorities, government's long-term plans and programs and services. A coordinated branding campaign for the province will reinforce a positive view of Alberta as a great place to live, work, visit and invest.

STRATEGIC PRIORITIES 2008-11

Through the Ministry's review of external and internal challenges, the strategic priorities described below have been identified. These are in addition to the important ongoing core activities of the Ministry.

CREATING AND PROTECTING OUR OPPORTUNITIES

- 1. Strengthen agency governance**
Linkage: Goal 1
Implement the recommendations of the Board Governance Review to improve the transparency, accountability and governance of government agencies, boards and commissions.
- 2. Enhance policy capacity**
Linkage: Goal 1
Strengthen policy support to government and facilitate enhanced policy development capacity in the public service.
- 3. Establish an economic strategy council**
Linkage: Goal 1
The Premier's Council for Economic Strategy will provide advice to the Premier on economic strategies to ensure a high quality of life for Albertans and that Alberta is the best place to live, work, visit and invest.
- 4. Implement a strategic communications plan across government**
Linkage: Goal 2
Continue the implementation of the strategic communications plan, including regular reports to Albertans and redesign of the government website to enhance the quality and consistency of government communications and provide Albertans with easy access to government information and opportunities to provide feedback.
- 5. Develop an Alberta branding campaign**
Linkage: Goal 2
Develop and implement a campaign that ensures Alberta has a strong brand that reflects the province as a great place to live, work, visit and invest.
- 6. Implement the corporate communications policy for government**
Linkage: Goal 2
Communicate and implement the Government of Alberta communications policy across government. This policy clearly defines what Albertans can expect in terms of communicating with their government, and provides guidance to employees in developing and delivering programs.

CORE BUSINESSES, GOALS, STRATEGIES & PERFORMANCE MEASURES

Core Business One: Support strategic planning, policy development and decision-making for the Government of Alberta

GOAL ONE

1

Government policy and planning are coordinated and effective

What it means Decision-makers need comprehensive and coordinated policy and planning advice and analysis in order to make strategic decisions. Ministries need analytical and coordination support to ensure that initiatives align with government priorities. Achieving this goal ensures that decision-makers and ministries are provided with the appropriate context and support to meet overall government vision and goals.

Strategies

- 1.1 Support the identification and implementation of government priorities and report progress.
- 1.2 Provide advice and analysis to support policy development and ensure decision-makers have the best possible information on which to make decisions.
- 1.3 Coordinate policy development across government ensuring alignment with government priorities.
- 1.4 Coordinate the government strategic planning process and support the development of the Government of Alberta strategic business plan.
- 1.5 Strengthen policy support to government and facilitate enhanced policy development capacity in the public service.
- 1.6 Implement the recommendations from the Board Governance Review to improve the transparency, accountability and governance of government agencies, boards and commissions.
- 1.7 Organize and coordinate the planning, policy and decision-making processes of government.
- 1.8 Establish the Premier's Council for Economic Strategy to provide advice to the Premier on economic strategies to ensure a high quality of life for Albertans and that Alberta is the best place to live, work, visit and invest.

Performance Measure

Performance measure is under development.

Core Business Two: Help government ministries communicate at home, across Canada and abroad

GOAL TWO

2

Government communications is coordinated and effective

What it means The perception of Alberta at home and abroad has a profound impact on our success as a province. It affects exports to world markets, sways investment load, and influences our tourism and immigration draw.

Albertans want comprehensive, two-way communications about government programs and services that matter most to them. They also have a right to receive clear facts about the issues faced by the province so they can form their own opinions about how they want government to handle those issues.

Strategies

- 2.1 Continue implementation of a Government of Alberta strategic communications plan to enhance the quality, coordination and consistency of government communications and provide Albertans with improved avenues to access information and give feedback. Implementation includes the publishing of a regular *Report to Albertans*, the development of a long-term advertising plan, the migration of all government communications materials and websites to a common look and feel and the ongoing delivery of strategic and comprehensive communications support in all priority areas.
- 2.2 Develop a far-reaching, comprehensive, sustained communications strategy that will reflect the true Alberta brand through visuals, messages and actions that soundly resonate with Albertans, Canadians and the rest of the world.
- 2.3 Develop and implement a long-term research plan to improve coordination and practices related to public opinion research to help us know and understand how and where Albertans go for information.
- 2.4 Implement and communicate the corporate communications policy for the Government of Alberta to increase the transparency and understanding of communications practices in government that are responsive to the information needs of Albertans.
- 2.5 Identify and implement emerging web technologies to enhance communication with Albertans, including the use of e-newsletters, webcasts, podcasts and two-way conferencing.
- 2.6 Enhance the government's internal communications mechanisms to better align internal and external communications and provide more coordinated information resources for Government of Alberta staff.
- 2.7 Strengthen the government's emergency communications plans and preparedness to ensure that staff can effectively respond to any potential public emergencies.
- 2.8 Update key communications support functions to ensure efficient, effective delivery of information resources for Albertans, including implementing upgrades to the government news service and updating the government's advertising policy.

Performance Measures	Last Actual (2006-07)	Target 2008-09	Target 2009-10	Target 2010-11
2.a Public satisfaction with government communications	64%	75%	75%	75%
2.b Public satisfaction with the Government of Alberta Home Page	88%	90%	90%	90%
2.c Government client satisfaction with communications support and services received	88%	95%	95%	95%

Note:

Performance measures related to the communications strategy for external audiences to be developed.

EXPENSE BY CORE BUSINESS

(thousands of dollars)

	Comparable			2008-09 Estimate	2009-10 Target	2010-11 Target
	2006-07 Actual	2007-08 Budget	2007-08 Forecast			
Office of the Premier / Executive Council - Support strategic planning, policy development and decision-making for the Government of Alberta	7,972	8,887	9,087	10,054	10,420	10,642
Public Affairs Bureau - Help government ministries communicate at home, across Canada and abroad	13,592	14,198	14,573	20,026	25,557	25,935
MINISTRY EXPENSE	21,564	23,085	23,660	30,080	35,977	36,577

MINISTRY STATEMENT OF OPERATIONS

(thousands of dollars)

	Comparable			2008-09 Estimate	2009-10 Target	2010-11 Target
	2006-07 Actual	2007-08 Budget	2007-08 Forecast			
REVENUE						
Other Revenue	153	-	-	-	-	-
MINISTRY REVENUE	153	-	-	-	-	-
EXPENSE						
Program						
Office of the Premier / Executive Council	7,929	8,887	9,087	10,054	10,420	10,642
Public Affairs	13,486	14,198	14,573	20,026	25,557	25,935
Valuation Adjustments and Other Provisions	149	-	-	-	-	-
MINISTRY EXPENSE	21,564	23,085	23,660	30,080	35,977	36,577
Gain (Loss) on Disposal of Capital Assets	-	-	-	-	-	-
NET OPERATING RESULT	(21,411)	(23,085)	(23,660)	(30,080)	(35,977)	(36,577)

CONSOLIDATED NET OPERATING RESULT

(thousands of dollars)

	Comparable			2008-09 Estimate	2009-10 Target	2010-11 Target
	2006-07 Actual	2007-08 Budget	2007-08 Forecast			
Ministry Revenue	153	-	-	-	-	-
<i>Inter-ministry consolidation adjustments</i>	-	-	-	-	-	-
Consolidated Revenue	153	-	-	-	-	-
Ministry Expense	21,564	23,085	23,660	30,080	35,977	36,577
<i>Inter-ministry consolidation adjustments</i>	-	-	-	-	-	-
Consolidated Expense	21,564	23,085	23,660	30,080	35,977	36,577
Gain (Loss) on Disposal of Capital Assets	-	-	-	-	-	-
CONSOLIDATED NET OPERATING RESULT	(21,411)	(23,085)	(23,660)	(30,080)	(35,977)	(36,577)