

## **Communications Plan**

**Date:** September 25, 2001  
**Department:** Service Nova Scotia and Municipal Relations  
**Prepared by:** Nadine Tanner  
**Subject:** Nova Scotia Business Registry Project Launch – Fall 2001

### **Summary of Communications Challenge:**

#### **Background:**

The Nova Scotia Business Registry (NSBR) provides businesses a single point of contact for government services and information using an integrated business registration process ('tombstone' data [business name, address, phone, etc.] is shared among the partner organizations, meaning this information only needs to be entered once by the business). In 1998, the NSBR project was established through a partnership between the former Nova Scotia Department of Business and Consumer Services (BCS), the Nova Scotia Workers' Compensation Board (WCB) and the Canada Customs and Revenue Agency (CCRA, formerly Revenue Canada).

The initial phase of the project, completed in the fall of 1999, implemented the use of a common corporate profile of business information for BCS and WCB business licensing and registrations. The Business Number (BN) is used as the unique common identifier. The NSBR also enables a new payment processing program for the WCB, one that lets businesses pay WCB insurance premiums through the same channels and at the same time as CCRA payroll deductions payments are made.

In June 2001 the NSBR web site went live. This soft launch, allowed technical and focus group evaluation over the summer months.

#### **Key Objectives:**

- To inform key stakeholders about the NSBR, its goals and objectives and its implications for the future.
- To position Nova Scotia as a leader in e-government

The Project Launch serves to fully announce the implementation of the NSBR web-site. This initiative is a client-centred, electronic delivery vehicle that provides businesses in Nova Scotia with an integrated registration service for business transactions, licenses, applications, approvals, remittance payments at multiple levels of government.

The launch will emphasize that the NSBR is a result of an ongoing partnership between Service Nova Scotia and Municipal Relations (SNSMR), the Worker's Compensation Board (WCB) and the Canada Customs and Revenue Agency (CCRA). The NSBR has been implemented in stages, including broad consultation with the External Stakeholder community. The NSBR is the first of its kind in the country and will serve as a model to other provinces who wish to develop e-government infrastructure.

**Audience:**

Business stakeholders including focus/user group participants;

- Business owners and operators
- University heads of business faculty/departments
- Chambers of Commerce
- Professional, Technical and Trade Associations,
- Lawyers, Accountants and Management Consultants
- Food Service Professionals
- Banking Institutions
- Payroll Services Providers

Business media;

Unisys;

- Government representation (federal, provincial, local, WCB i.e. (Economic Development, NS Business Inc., Finance, Environment & Labour, CEED, Business Technology Advisory Committee);

Internal staff;

Internal government departments

**Speakers:**

All speakers should re-iterate key themes and messages, but should take a slightly different slant in each case. Protocol needs to be established if both the provincial and federal Ministers attend. The Ministers should be there to highlight the event and the joint commitment of all partners to make it easier to do business in Nova Scotia.

- MC – Nancy Vanstone – confirmed
- Closing – President of Chamber of Commerce

- Nova Scotia

Key message - Investing in Nova Scotia by providing easier and efficient ways of doing business with government; reducing red tape

- Minister of SNSMR

- Federal – key message - Partnerships

- Bob Russell, Assistant Registrar Atlantic Region

- WCB

Key message – Single entry point for employers, cost effective, fair

- Nancy MacCready-Williams, Vice President of Client Services

**Key message(s):**

We are making it quicker and easier to do business with government;

Government services at the speed of business - We are creating a more positive business environment where all Nova Scotia businesses have streamlined single window service;

Provincial and federal governments are working together to eliminate inefficiency and duplication for businesses.

## **Strategic Considerations:**

### ***Key Communications Issues - Positive***

- Demonstrated support from business clients and lobbies for increased cooperation between governments.
- Demonstrated support by the business community for other provincial government initiatives such as the Nova Scotia Task Force on Licenses, Permits and Approvals whose mandate was to streamline interaction of business with government.
- Growing demand from business for reduced levels of bureaucracy and red tape.
- High levels of client support for initiatives that improve service levels.

### ***Key Communications Issues - Negative***

- NSBR has been a long time in development with a few false starts. There is skepticism concerning the commitment of government to reduce inefficiency and their ability to deliver on that commitment.
- Suspicion that cooperative initiatives serve only government and have a hidden enforcement agenda.
- Belief that the benefits of the NSBR, such as reduced costs and streamlined systems, will all flow to government and big business rather than to small businesses.
- Perception of loss of personalized service due to the adoption of technology.
- Concerns in the business community about government departments and agencies sharing information.
- Employers who do not have to pay WCB premiums may be concerned that they will have to begin paying.
- Technology failure or ongoing glitches.

### ***Research and Findings:***

- This project is the first of its kind in Canada

Potential arenas to plug-in to:

- Technology in Government Week is October 15-19.

This year's theme is "Enabling E-Government: Stepping Up to the Challenge" - reflects the high priority being given by governments around the world to the challenge of making government services available electronically to citizens and businesses, 24 hours a day, 7 days a week, anywhere in the world.

- GTEC (Government Technology Exhibition) is October 16 & 17

Features 600 exhibits of information technology products, services and solutions  
CCRA and or Unisys may have a booth here

- The Chamber of Commerce Business-to-Business Expo takes place Thursday, October 18 at the World Trade and Convention Centre.

The Expo offers businesses exceptional exposure to Metro's prospering business community. The event includes exhibits and workshops and is Metro's largest business networking event of the year.

- Small Business Week is October 15-19.

Small Business Week is organized by the Business Development Bank of Canada (BDC) in cooperation

with the Canadian Chamber of Commerce. It is an annual event held in all parts of Canada with the support of national and local sponsors. It pays tribute to the talents and achievements of the owners and managers of small and medium-sized enterprises and gives them an opportunity to network with those interested in small business and dedicated to its development.

Every year, Small Business Week activities-conferences, trade fairs, seminars, workshops and business luncheons-bring together pioneers in the new economy who are fostering prosperity throughout the country.

***Potential impact on other departments, agencies, etc. and any collaborative requirements***

CCRA

WCB

Economic Development

**Strategic actions:**

- **MLA Intro Package/Information Kit**
  - Kit contents will be provided to MLAs one week before launch event
  
- **Launch event**
  - Breakfast session during the Business to Business Expo, WTCC, October 18
  - Media invited to event (**news conference**)
  - Includes NSBR demonstration
  
- **News Release**
  - provincial weeklies and dailies, Atlantic and national business press/publications
  
- **Business Publication Article**
  - article written for inclusion in business publications
  
- **Advertisement**
  - Business publications target
  
- **Web cast**
  - tape launch and put on NSBR web site in afternoon of event
  
- **Flyer/Brochure**
  
- **PowerPoint Presentation**
  - For post launch promotion of the NSBR, provided to MLAs to use when talking about the new resource
  
- **Subscriber Welcome Kit**
  - includes terms of reference, technical info and registration information for businesses interested in subscribing to the NSBR

## Work Plan:

Action	Responsibility	Timing	Budget
Set date and venue  Thursday, October 18, 2001  WTCC, Chamber of Commerce Business to Business Expo	Nadine - Confirm Date with Business to Business Expo at WTCC, October 18  Nadine - Confirm session time  Nadine – Obtain B to B Expo info  Nadine/Brenda – arrange for payment	Date Confirmed  8:30-10:10  Form given to Nancy and Brenda for payment	
Catering	Nadine to coordinate with Business to Business Expo and WTCC (continental with food and beverages at each table)	Breakfast menu selected and booked	
Event Scenario	Nadine	July – draft completed	
Information Kit	Elaine/Nadine – finalize contents  Nadine - create pre-launch speaking points for MLA's  Nadine - arrange design, printing and distribution and on-line version with Jesse  Bill Westheuser – costs estimates for printing and collation including apply mouse pads	Text gong through approvals  Design and approval phase in progress	-
Subscriber Welcome Kit	Elaine/Unisys – finalize contents  Nadine/Jesse – On-line version  NOTE – Use same kit folder as for Information Kit		
Media Lists	Communications Working Group - forward lists to Nadine  Include national media	ongoing	
Invite Lists	Communications Working Group - forward contact names with emails to Nadine	Submissions by end of July	

Action	Responsibility	Timing	Budget
	Nadine – draft invitation	Text in approval phase	
Conference/ speaking opportunities list	Communications Working Group - forward to Nadine	ongoing	
Select and Book speakers	<p>Communications Working Group - finalize speaker list and go back to their parties to book the time</p> <p>Nadine – contact Chamber of Commerce for availability of President to close the launch</p> <p>Nadine - contact Protocol Office</p> <p>Communications Working Group – provide Bio's of each speaker</p> <p>Communications Working Group – Develop key message for each speaker</p> <p>Write speeches, briefing notes – Working Group, Nancy &amp; Minister to prepare for their representatives, Nadine to edit and coordinate</p>	<p>MC – Nancy VanStone Confirmed</p> <p>Brenda to give demo</p> <p>ASAP</p> <p>ASAP</p> <p>Complete by end of July</p> <p>Minister's and Nancy Speech in approval process, Cheryl and Cynthia to submit for their representatives by Sept</p>	
Promotional Collaterals (Business card info handout, Flyer)	<p>Communications Working Group – make recommendations for collaterals</p> <p>Nadine – coordinate design and production</p>	In design phase	
Media advisory and release, pitch interviews	<p>Nadine - coordinate advisory and release, pitch interviews, to dailies, business publications, agencies and programs</p> <p>Nadine - manage media calls and arrange interviews</p>	Draft by end of August	
Press Kit	<p>Nadine/Elaine</p> <p>Assemble and Distribute kits</p>	<p>Draft by end of August</p> <p>Working on Media FAQs</p>	

Action	Responsibility	Timing	Budget
PowerPoint Presentation for post launch MLA package	Brenda has some slides	Draft by end of August	
Venue logistics	Nadine – coordinate with Business to Business Expo	Through-out summer	
AV requirements/ Web-casting	Nadine - coordinate with CNS/ Business to Business Expo  Nadine – Arrange for posting on NSBR web site	Through-out summer	
Event Signage	Nadine– Coordinate design and printing  Mike Hanlon – Banner CNS – podium sign	August	
Ad campaign	Nadine – Target business publications and pair with pitched stories  Nadine - coordinate with designer and CNS (David Bell)	October	
Internal Communications	Communications Working Group	ongoing	
Booth	Nadine – Coordinate with B to B Expo and WTCC  Nadine – determine costs of booth refurb and design for NSBR  Lap tops  Internet connections 0 B to B Expo looking into this  Arrange for staffing of booth	Lap tops booked  Sept/Oct	
Demo	Brenda/Nadine	Sept.	
Dry run		October	
Cable TV			
Web site links added to partner pages		October	

**Proposed timing:** October 18, 2001  
**Sent to calendar:**  
**Approved by CNS:**  
**Approved by Deputy:**  
**Approved by Minister:**