

## **Communications Plan**

**Date:** October 25, 2001  
**Department:** Service Nova Scotia and Municipal Relations  
**Prepared by:** Nadine Tanner  
**Subject:** Nova Scotia Business Registry – remainder of fiscal year 2001-2002

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

To create an awareness and promote use of the Nova Scotia Business Registry.

### **Background:**

The Nova Scotia Business Registry (NSBR) provides businesses with 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 (currently SNSMR, WCB and CCRA), meaning this information only needs to be entered once by the business.

The Business Number (BN, assigned by CCRA) is used as the common business identifier among partners. The NSBR also enables a 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 October 2001 the NSBR was officially launched.

### **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.

### **Audience:**

Business stakeholders including focus/user group participants;

- Business owners and operators
- University heads of business faculty/departments
- Chambers of Commerce, Boards of Trade
- 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, municipal, WCB (i.e. Economic Development, NS Business Inc., Finance, Environment & Labour, CEED, Business Technology Advisory Committee);

Internal staff

**Key message(s):**

- The NSBR's continuing evolution will reflect the needs of the Nova Scotia business community;
- We are making it quicker and easier to do business with government;
- 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 Licences, 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.
- Positive feedback from internal and external audiences.

***Key Communications Issues - Negative***

- Suspicion that cooperative initiatives serve only government and have a hidden enforcement agenda.
- Perception of loss of personalized service due to the adoption of technology.
- Concerns in the business community about government departments and agencies sharing information.
- The perception government is not adding new services fast enough.

***Research and Findings:***

The NSBR team has developed a prioritized list for the addition of licences and permits from more areas in government:

- Alcohol and Gaming
- Pilot for linked Provincial and Municipal licences
- Environment and Labour
- Agriculture and Fisheries

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

CCRA

WCB

Economic Development

Environment and Labour

Agriculture and Fisheries

Technology and Science Secretariat

## **Strategic actions:**

- **Partner Relations**
  - Operationalize the communications component of the NSBR.
    - Develop criteria for partner consultation and interaction
  
- **NSBR milestone communications**
  - Identify key points in the evolution of the NSBR to communicate to key audiences
    - News releases
    - Articles in stakeholder newsletters
    - Direct mailings
    - Internal communications/newsletter stories
    - Email memos to external audience regarding updates and news
  
- **Trademarking**
  - Protect the slogan “Government at the Speed of Business”
  
- **NSBR mail insert flyers**
  - Insert flyer in RJSC renewal notices
  - Insert flyer in WCB notices
  
- **Advertisement**
  - Business publications target
  - Integrate advertising with provincial e-government/IT promotion initiative
  
- **Business/Calling Cards**
  - For NSBR representatives to distribute to business contacts at meetings and trade shows
  
- **PowerPoint Presentation(s)**
  - For post launch promotion of the NSBR, provided to MLAs and others to use when talking about the new resource (perhaps use same one as given at launch event)
  - For use as an educational tool for external stakeholder consultation
  
- **Subscriber Welcome Kits and Information Kits**
  - Put on-line versions of the Information Kit on the NSBR web site and direct people to this to print off their own copies
  - Ensure Welcome Kits remain up-to-date and branded to current NSBR visual standards

- **Trade Shows/Conferences**

- Participate in relevant trade show and conference venues to present on and demonstrate NSBR services
- Encourage cross-marketing with other provincial departments and organizations (i.e. TIANS, Economic Development, Finance)

**Proposed timing:** November 2001 – March 2002

**Sent to calendar:**

**Approved by CNS:**

**Approved by Deputy:**

**Approved by Minister:**

## Work Plan and Budget:

Action	Responsibility	Timing	Budget
Partner Relations	NSBR Communications Working Group	On-going	
NSBR Milestone communications	NSBR Steering Committee will be holding a visioning session on November 5 & 6. This session will reveal points where communications will be required or desired.	November 5 & 6	
Trademarking	Nadine to work with Provincial legal counsel to trademark "Government at the Speed of Business"	Initial submission to federal trademarking authority complete. Final approval can take up to two years.	
NSBR mail insert flyers	Nadine to coordinate printing and ensure flyers get to proper channels for insertion in mailouts	For one full year to cover all RJSC renewal notices This plan will cover costs for December 2001 to end of March 2002 (4 mos x 5000 copies = 20,000 flyers)	
Advertisement	Target low cost, high impact publications with a broad geographic reach across the province. May target specific audiences who will be affected by system changes.  Placement will align with major improvements to NSBR functionality.	Dependent on milestone timing.	
Business/Calling Cards	Nadine to coordinate For SNSMR use – 8,000 cards	Nov/Dec	
PowerPoint Presentation	Nadine to coordinate necessity to burn CD's and distribute demo	Ongoing	
Subscriber Welcome Kits and Information Kits	Nadine to ensure distribution of kits and make sure Unisys has supply of folders	Ongoing	

Action	Responsibility	Timing	Budget
	Nadine to coordinate posting of on-line version of Information Kit	ASAP	
Trade shows/conferences	Communications Working Group to collect information on opportunities  Nadine to coordinate trade show efforts; Budget for 2 shows per quarter; needs to cover travel, hotel, shipping (\$1500/show)	Ongoing  Ongoing	
<b>TOTAL</b>			