



SECRET

162

Serial # 6-86CMCO
NO de série

This document consists of 10 pages
Ce document comprend

This document is the Property of the Government of Canada. It is for Ministers' eyes only.

Le présent document est la propriété du gouvernement du Canada et est réservé aux ministres.

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

The Cabinet Committee on Communications

Le comité du Cabinet chargé des Communications

Minutes

Procès-verbal

A meeting of the Cabinet Committee on Communications was held in Room 340-S, House of Commons, on Tuesday, February 25, 1986 at 11:00 a.m.

Une réunion du Comité du Cabinet chargé des Communications a eu lieu dans la pièce 340-S, Chambre des communes, le mardi 25 février 1986 à 11h.



NOT TO BE PHOTOCOPIED OR REPRODUCED NE PAS PHOTOCOPIER OU REPRODUIRE

A0454713_1-002915

SECRET

Present

The Associate Minister
of National Defence
(Mr. Andre)
in the Chair,
The Deputy Prime
Minister and Minister of
National Defence
(Mr. Nielsen)
The Minister of Justice
(Mr. Crosbie),
The President of the
Queen's Privy Council
for Canada
(Mr. Hnatyshyn),
The President of the
Treasury Board
(Mr. de Cotret),
The Minister of State
(Immigration)
(Mr. McLean).
The Secretary of State
(Mr. Bouchard),
The Minister of Supply
and Services
(Mr. McInnes),

The Minister of State
for Science and
Technology
(Mr. Oberle)

Also Present

Mr. D. Dyer
Mr. B. Byron
Mr. J. Peloquin
(Advertising
Management Group),
[REDACTED]
(Office of the Deputy
Prime Minister),
Mr. J. Tait
(Department
of Justice),
[REDACTED]
(Office of the Prime
Minister),
Mr. N. Manchevsky
(Department of Supply
and Services),

Mr. G. Bethell
(Treasury Board)

Secretary

Ms. M. Gusella
(Privy Council
Office).

Assistant Secretaries

Mr. A. Szende
Mrs. B. Yolkouskie
Mr. L. Gordon
Mr. P. Kinsman
(Privy Council
Office).

étaient présents

Le ministre associé de la
Défense nationale
(M. Andre)
Président,
Le vice-premier ministre et
ministre de la Défense
nationale
(M. Nielsen),
Le ministre de la Justice
(M. Crosbie),
Le président du Conseil
privé de la Reine pour le
Canada
(M. Hnatyshyn),
Le président du Conseil du
Trésor
(M. de Cotret),
Le ministre d'État
(Immigration)
(M. McLean).
Le Secrétaire d'État
(M. Bouchard),
Le ministre des
Approvisionnements et
Services
(M. McInnes),
Le ministre d'État chargé
des Sciences et de la
Technologie
(M. Oberle)

étaient aussi présents

M. D. Dyer
M. B. Byron
M. J. Peloquin
(Service de gestion de la
publicité)
[REDACTED]
(Bureau du vice-premier
ministre)
M. J. Tait
(Ministère de la Justice)
[REDACTED]
(Cabinet du Premier
ministre)
M. N. Manchevsky
(Ministère des
Approvisionnements et
Services)
M. G. Bethell
(Conseil du Trésor)

Secrétaire

Mme M. Gusella
(Bureau du Conseil
privé).

Secrétaires adjoints

M. A. Szende
Mme. B. Yolkouskie
M. L. Gordon
M. P. Kinsman
(Bureau du Conseil
privé). **SECRET**

Contents
Objets

<u>Items</u> <u>Articles</u>	<u>Page</u>
Chairman's Opening Remarks/Le Discours d'Ouverture du Président	3
Negotiations between the Government and the Public Service Alliance of Canada/Négociations entre le gouvernement et l'Alliance de la Fonction publique du Canada	4
Granting Councils' Five-year Plan/Plans quinquennaux des conseils subventionnaires	4
Advertising Program by the Government of Canada in Ethnic, Official Language Minority and Weekly Media/Campagne spéciale de publicité du Gouvernement du Canada dans les médias ethnique, dans la presse des minorités de langues officielles et dans les publications hebdomadaires	5
Advertising levels/Niveaux des dépenses publicitaires	5
Agreement between Canada and the United States on Civil Emergency Planning/Accord entre le Canada et les Etats-Unis sur la planification civile d'urgence	6
Program Review Task Force/Groupe de travail ministériel chargé de l'examen des programmes	6
Main Estimates/Budget principal	7
Response to the Recommendations in the Equality for All Report/Réponse aux recommandations du rapport Egalité pour tous	8
General Discussion: a) Coordination of announcements/b) Coordination of Statements	10

Chairman's Opening RemarksLe discours d'ouverture du Président

The Chairman called the meeting to order at 11:00 a.m. He asked the President of the Treasury Board to outline the communications strategy for the tabling of the Main Estimates.

Before the President of the Treasury Board dealt with his communications strategy for the Estimates he asked permission of the Chair to speak to the issue of the labour negotiations between the Government and the Public Service Alliance of Canada. The Chairman granted the request.

Negotiations between the Government and the PSACNégociations entre le gouvernement et l'AFPC

The President of the Treasury Board outlined the labour negotiations which had taken place during the weekend of February 22 and 23, 1986. He indicated that he had been invited to the meetings early on Saturday morning, February 22, when the alliance representatives left the table. At that point in the negotiations, four issues were unresolved. He advised members of the Committee that a tentative agreement was reached between 2 and 3 p.m. on Sunday, February 23, 1986.

He advised that the agreement included 3.5% salary increase; that the Government had moved a little on vacation pay and job security; and that the Union representatives had thanked the Government for moving a little thereby making an agreement possible.

The President of the Treasury Board indicated that he would be briefing Caucus and Cabinet on the tentative agreement and that he would be asking for their support in keeping a low profile until after the tentative agreement has been ratified by the Union membership. He indicated that the Union would have a difficult task in selling the tentative agreement to the membership and that the President of the Union had indicated that the Toronto and Quebec members would be hard to sell.

The President noted that it was the feeling of both the Government and the Union that if the membership of these three major groups ratified the agreement, the other 36 groups would follow.

Granting Councils' Five-year PlanPlans quinquennaux des conseils subventionnaires

The Minister of State for Science and Technology began by indicating that the major constituency for the initiative was the university community and students. The proposal was for a five-year granting mechanism for Councils. The announcement would stress the planning and good management aspects of the program.

The press conference will be held on February 3, 1986. The Chairman asked for an assessment of the constituency response. The Science Minister expected 50-50 support. They will be happy with continued "A" base funding but will agree it is not enough and the level of private sector support is unpredictable. The Minister also indicated that private sector support will come from the conglomerates and not from small or medium businesses.

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
TD
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

Ministers advised that the messages should emphasize that the Government is spending smarter and is meeting its objectives at a time of restraint. They also asked the Science Minister to link his initiatives to the increasing R&D commitments resulting from changes to the Patent Act and to include "the protection of intellectual property" as a message.

The Committee approved the Minister of Science and Technology Communications Plan.

Advertising Program by the Government of Canada
in Ethnic, Official Language Minority and
Weekly Media

Campagne spéciale de publicité du Gouvernement du
Canada dans les médias ethniques, dans la presse des
minorités de langues officielles et dans les
publications hebdomadaires

The Chairman ruled to stand this item for one week in view of the fact the document was still in draft form and Ministers did not have sufficient time to review the paper before the meeting.

Advertising Levels

Niveaux des dépenses publicitaires

The representative of the Advertising Management Group outlined the report for members of the Committee. He indicated that the report was the culmination of information received from departments over the previous six month period. He advised Ministers that no further cuts of departmental advertising budgets would be recommended this fiscal year.

The Vice-chairman thanked the AMG for the report and indicated that it represented a job well done. He noted that if the Government allocated additional advertising resources for this fiscal year, the funds would be specifically targetted.

The Committee agreed that the AMG would provide letters of concurrence from the Committee to departments confirming their advertising budget for the fiscal year 1986/87.

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

SECRET

A0454713_5-002919

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

Agreement between Canada and the United States
on Civil Emergency Planning

Accord entre le Canada et les États-Unis
sur la planification civile d'urgence

The Associate Minister of Defence explained to members that this item was a routine matter and he proposed that the signing of the document should rightly be executed by officials and their U.S. counterparts. The Chairman suggested it may be a suitable item to add to the list of events in which the Prime Minister could participate during the upcoming Canada/U.S. summit.

██████████ of the Prime Minister's Office indicated ██████████ but that he would raise the issue with the Prime Minister.

Following a brief discussion, the Committee agreed that:

- 1) the signing of the agreement by officials and their U.S. counterparts take place in the normal course of their duties;
- 2) following the signing a press release be issued; and
- 3) the Prime Minister's Office be notified in advance of the time and place of the signing.

Le Comité convient:

- 1. que la signature de l'Accord par les représentants du gouvernement canadien et leurs homologues américains s'inscrive dans le cadre normal de leurs fonctions.
- 2. que soit publié un communiqué de presse à l'issue de la signature de l'Accord; et
- 3. que le Cabinet du Premier ministre soit informé à l'avance de la date et du lieu de la signature.

Program Review Task Force

Groupe de travail ministériel chargé de l'examen
des programmes

The Deputy Prime Minister provided Ministers with a copy of the communications strategy, copies of the Task Force Study publications were not circulated. The Ministers, Chief of Staff reviewed the communications strategy for Ministers, noting the release of the publications would be on March 11, 1986.

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

The Chairman asked for the Ministers' assessment of media reaction. The Ministers felt the media would be overwhelmed by the dimensions and magnitude of the problem the Government has inherited. In response to a question regarding the potential for deficit reduction the Minister indicated that the review encompassed \$9.2 billion in expenditures, 237,000 person-years and 1,000 programs.

Ministers' discussion focussed primarily on concerns regarding regional communications, referral of the Study Team Report publications to parliamentary committees and potential impact on Government decision-making.

Ministers had reservations concerning private sector members of Study Teams being the sole regional spokespersons. The Minister felt the Government could distance talk from the reports, the Government is not bound by the reports. The referral to Standing Committees is part of the Government's efforts to consult.

Main Estimates

Budget principal

The President of the Treasury Board opened his remarks by stating that the communications strategy was simple and traditional; he added that it had one unique characteristic, that being, this would be the first time both a budget and the main estimates would be tabled consecutively between two question periods.

The President indicated that this strategy could lead to confusion, information overload and the possibility of different messages being disseminated. He assured members that to avoid the above mentioned concerns, Finance and Treasury had been coordinating their efforts. There had been an exchange of speeches to ensure consistency.

The President noted that the Main Estimates would be overshadowed by the Budget; that it was necessary for the Minister of Finance to make reference to the Government's planned spending. He advised members that the Government had predicted a total to total increase in this fiscal year of 4.7%, when in fact the actual increase as reflected in the Main Estimates will be 2.9%. He indicated that this number will lend credibility to the Government's overall fiscal management. He also advised members that this is the second consecutive year that government discretionary spending has remained at zero growth.

The President then outlined the details of the communications strategy, noting that following the tabling of the Main Estimates both Budget and Estimates would converge into a single strategy with the main theme being fiscal framework.

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

SECRET

A0454713_7-002921

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

During a discussion of the strategy, one minister suggested that slides (pictures) for the scrum would be a useful tool. Another Minister noted it would be an awkward eighteen hours. A member indicated the importance of monitoring the international reaction and reiterated the importance of communicating effectively the management theme.

Response to the Recommendations in the
Equality for All Report

Réponse aux recommandations du rapport Égalité
pour tous

The Chairman invited the Minister of Justice, Mr. Crosbie, to describe the main elements of the Government's proposed response to the Equality for All Report and to outline the Communications Plan.

The Minister of Justice noted that under the Standing Orders of the House of Commons, the Government's Response to the recommendations of the Standing Committee on Justice and Legal Affairs was supposed to have been tabled on February 25, 1986. The Minister had made an arrangement with the Opposition parties for a delay until March 4, 1986, on the condition that he would make a formal statement in the House, thereby giving the Opposition spokespersons the opportunity to reply. The Minister intended to make a brief statement, no more than five minutes in length, at 11:00 a.m. on March 4. He would then hold a news conference. This would mean that the Opposition critics would be able to raise the matter in Question Period that same day.

The Minister was proposing a luncheon meeting with other Ministers involved in the response in order to assess media reaction at the press conference and to prepare for the Question Period. It was suggested that the Associate Minister of National Defence, the Minister Responsible for the Status of Women, and the Secretary of State attend the luncheon meeting.

The Minister noted that certain aspects of the Government's response had yet to be resolved by the Prime Minister and the Priorities and Planning Committee. In its initial discussions, the Priorities and Planning Committee was of the view that the Caucus would not find acceptable the recommendation that sexual orientation should be a prohibited ground for discrimination under the Canadian Human Rights Act.

The matter of the primacy of the Canadian Human Rights Act also had to be resolved. [REDACTED]

The Government would appear foolish if it did not come out in favour of a recommendation that had already been endorsed by the courts.

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

The Minister indicated that it might be necessary to seek the agreement of the Opposition parties to a further delay in the tabling of the Government's response in order to permit final resolution of outstanding issues. However, this would alert the Opposition parties to the fact that the Government had some problems in resolving some aspects of the response.

There followed a brief discussion during which the following points were raised:

- it was essential that the Government Caucus be fully briefed on the response, as there were strong emotional and religious feelings regarding some of the recommendations.
- Timing of the presentation to Caucus was also important, in that there might be a risk of a leak if the Caucus was briefed too soon before the announcement.
- it might be preferable to make the announcement after Question Period on a Wednesday. This would allow all parties to brief their caucuses on the morning of the announcement.
- it would be important for the Government to maintain a united stance in all public statements regarding the response. All statements should be coordinated by the Minister of Justice.
- a proposed public statement prepared by the department of National Defence should not be released but the department would be prepared to respond to inquiries.

The Chairman noted that the Communications Committee's approval of the Communications Plan was subject to the determination of the Treasury Board and Cabinet regarding the resource levels proposed by the Ministers and that the advertising component would also have to be reviewed by the Advertising Management Group and the Advertising Policy Sub-committee.

The Committee agreed that:

1. the Minister of Justice, in consultation with the President of the Queen's Privy Council, seek agreement from the Opposition parties for a postponement of tabling until Wednesday, March 5, in order that the Government caucus could be fully briefed on the report on the day of tabling;
2. that the communications plan be approved, subject to final determination of the Government's response and consideration of the funding recommendations by the Cabinet Committee on Social Development;
3. that approval of the communications plan also be subject to normal reviews of the proposed advertising program by the Advertising Policy Sub-Committee of the Cabinet Committee on Communications; and
4. that the Minister of Justice be consulted prior to the issuance of any public statement related to the Government's response to the recommendations of the Equality for All Report.

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U
C
A
B
I
N
E
T

SECRET

A0454713_9-002923

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
TLe Comité convient:

1. que le ministre de la Justice, de concert avec le président du Conseil privé de la Reine, cherche à s'entendre avec les partis d'opposition pour que le dépôt du rapport soit reporté au mercredi 5 mars 1986, afin qu'on puisse renseigner à fond le caucus gouvernemental sur celui-ci le jour de son dépôt;
2. que le plan de communications soit approuvé, sous réserve de la finalisation de la réponse du gouvernement et de l'examen des recommandations relatives au financement par le Comité du Cabinet chargé du Développement social;
3. que le plan de communications ne soit approuvé qu'une fois que le Sous-comité du Comité du Cabinet des Communications chargé des Politiques de Publicité gouvernementale sera satisfait du programme de publicité; et
4. que le ministre de la Justice soit consulté avant toute annonce publique concernant la réponse du gouvernement aux recommandations du rapport Égalité pour tous.

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
T

D
O
C
U
M
E
N
T

D
U

C
A
B
I
N
E
TGeneral DiscussionDiscussion d'ordre générala) Coordination of announcements

██████████ advised the Committee that the Prime Minister wished to ensure the optimum scheduling of ministerial announcements during the Easter Break. The Chairman agreed that he would write to all Ministers on behalf of the Communications Committee inviting them to notify the Prime Minister's Office, within 48 hours, of planned or proposed Ministerial announcements during the Easter Break.

b) Coordination of Statements

The President of the Queen's Privy Council advised his colleagues that the Cabinet Committee on Legislation and House Planning had determined a need for better planning and coordination of Statements by Ministers in the House of Commons. To this end, all Ministers wishing to make statements would henceforth be required to seek the advice of the Cabinet Committee on Communications as well as the concurrence of the Government House Leader.

M. Gusella,
Secretary,
Secrétaire.

SECRET

A0454713_10-002924