

[Chairman: Mr. Kowalski]

[10 a.m.]

MR. CHAIRMAN: Good morning ladies and gentlemen, and welcome to another meeting of the Standing Committee on Alberta Heritage Savings Trust Fund Act. This morning we have with us the Hon. Bill Payne, Minister without Portfolio responsible for communications of the Alberta Heritage Savings Trust Fund. Mr. Payne, welcome again.

MR. PAYNE: Thank you.

MR. CHAIRMAN: If you would like to proceed with some opening comments, please do so now. If not, we'll go immediately to questions from committee members.

I should point out to committee members that Miss Conroy just recently provided to all members copies of resolutions 24 and 25 which were read into the record yesterday.

Mr. Payne, welcome.

MR. PAYNE: Thank you, Mr. Chairman. Perhaps it would be appropriate for me to make a few opening comments and, as always, I more than welcome questions or observations or suggestions from members of your committee.

Perhaps I could begin by indicating that heritage fund communications over the past several years have gone through a number of transitions or phases. The initial emphasis of heritage fund communications was of course to create awareness of the fund and its purpose. Because of the enormous implications of the fund, we believed it was indeed legitimate for government to communicate to the public about the fund in general terms. As members of the committee will be aware, in 1982 our survey research demonstrated that Albertans had a fairly good general understanding of the fund, but certainly there were gaps in that understanding; for example, on the question of where the fund's revenues come from. Additional survey research conducted in the spring of 1983 showed that although there was widespread support for the concept of the fund, in excess of 90 percent, nearly half the respondents strongly agreed with the observation that there was not enough information about the fund generally available.

Our initial response to that research indication was this layman's edition of the 1982-83 heritage fund report, which committee members will recall was distributed throughout the province as an insert to newspapers. I believe the overall public response to this document was positive, but we received some criticism from citizens who received more than one copy. For example, a citizen in a larger metropolitan centre could quite conceivably subscribe to two daily newspapers and in that instance would have in effect received two copies of the tabloid version of the report. But generally I think people understood that this was an effort on the government's part to provide them with readable, clear, and sufficiently detailed information about the fund.

I might just digress for a moment, Mr. Chairman, to report that I think we have moved in a positive way in response to two recommendations incorporated in the report of the select committee

last year. I'm referring specifically to Recommendations 6 and 7. Members might recall that Recommendation No. 6 advocated that more simplified, easier to read information about the fund be made more readily available. Recommendation No. 7 advocated that communications efforts be undertaken to clarify the serious misconceptions about the source of heritage fund funding, notably the misconception regarding a gasoline tax.

This fall and winter we propose to build on that tabloid report from last year. This year we're going to produce a series of brochures about the various subject areas that were described in this tabloid version of the report. However, the brochures will provide more information about specific areas than was contained in last year's more generalized report. The brochure subjects include agriculture, medical research, energy development, health care, housing, investments, education — 12 brochures in total. We're also developing a brochure that will show the balance sheet for the heritage fund. Incidentally, I've brought some early mock-ups of what these pamphlets or brochures will look like. Initially we intend to print about 35,000 copies of each, although we're likely to need reprints of some or all the brochures.

I know members would agree that it's not enough to print thousands of brochures only to have them sit on racks which no one sees. So starting late next month, we'll be placing these heritage fund brochures in 325 locations in over 100 Alberta communities.

Mr. Chairman, I simply thought I would bring this map with the blue pins for ease of members in determining the locations. In fact, as I said, there will be placement of these heritage fund brochures in 325 locations in over 100 Alberta communities. We also intend to advertise to let people know about the availability of the brochures.

Before I get into the advertising, I should explain that we're fabricating two different kinds of display racks [interjections] — fabricating not in a communications sense, Mr. Notley, but in a manufacturing sense.

MR. NOTLEY: Like the one before the election. [laughter]

MR. PAYNE: Fundamentally there will be two display racks. There will be a smaller version, a sample of which I have brought with me. Perhaps I could just put it on the central table. Then there will be a larger display rack. It wasn't feasible for me to bring one to the Chamber today, but I brought an artist's sketch. It's similar in graphic style, if you like, to the smaller version but has provision for something like 15 or so pockets. I might mention that the slots in the racks are movable, so we're not committed to one particular size pamphlet in one particular location. We have a certain amount of flexibility in that regard.

Mr. Chairman, I think members of the committee would agree that it's really not just enough to produce a dozen of these easy to read but sufficiently detailed pamphlets or brochures for the people of Alberta without making sure they are aware of their availability. We also intend to advertise to let people know about the availability of these pamphlets. Here's one sort of preliminary concept: discover the

many ways our heritage fund is working for us. This will simply indicate the full range of brochures that are available and will incorporate in the ad a clip-out coupon that in fact could be mailed by anyone who wanted to receive their own individual copy of any or all the brochures directly, without having to go to one of the public locations. I might mention that these public locations will primarily be government public buildings and treasury branches, but there will be other locations as well. In addition to the pamphlet-availability advertising, there will be some additional advertising to convey in general terms some of the information contained in the brochures, because to be realistic many Albertans will never receive copies of the brochures. Perhaps, Mr. Chairman, I might just leave my place and hand you — let's see; I've brought eight mock-ups of the intended brochures, just to give the members of the committee a better feel for what our plans are.

Mr. Chairman, with that admittedly very brief overview of the transitions or phases of heritage fund communications in recent years and these details of our '84-85 communications intentions, perhaps I'd be well advised now to defer to you and members of the committee for their questions and comments.

MR. CHAIRMAN: Okay, we'll proceed in this order: Mr. Musgreave and Mr. Hyland, to be followed by three other members.

MR. MUSGREAVE: Mr. Chairman, the hon. minister has answered my question.

MR. HYLAND: Mr. Payne, you've outlined what appears to be a very lavish program of advertisement. With today's recession, I wonder what the cost of that advertising is. Last year I think we were \$600,000-plus. I wonder what the cost of the advertisement projection for this year is.

MR. PAYNE: Mr. Chairman, the Member for Cypress raises a quite justifiable question. I think members will recognize and appreciate that as the minister responsible for heritage fund communications, I find myself between two opposing criteria. On one hand, we have very credible and substantive evidence that the people of Alberta want more information about the fund. On the other hand, while we're just working our way into a period of economic recovery, needless or inappropriate advertising expenditures are very difficult to justify. I suppose this campaign proposal, in effect, strikes a compromise position there.

However, I would like to put the costs of our proposal in context. Our total budget for production of the display racks, printing of the pamphlets, their subsequent distribution, and the related advertising will be almost 30 percent less than the average advertising expenditures over the last couple of years. Mr. Chairman, I think I have the budget details with me, if you'll just bear with me for a moment. To answer the Member for Cypress' question, it's in the order of \$450,000. Yes, \$475,000 is the anticipated '84-85 budget.

MR. HYLAND: Thank you. I think one of those motions that was passed last year was my motion relating to more simplified advertisement and information. Also, I can remember that when we were discussing the recommendations last year, we

had extensive debate on mood advertising. Will this program include mood advertising? The second part of the question: roughly what percentage of the cost of the numbers you suggested is the capital for the display racks, et cetera?

MR. PAYNE: If my memory serves me correctly, Mr. Chairman, it was in fact the Member for Spirit River-Fairview who introduced the notion of mood advertising. Without wishing to engender yet another debate on that subject, let me simply reassure members that I would characterize this campaign as very informational in nature. However, we were conscious of the need to provide enough information so the people of Alberta felt they were getting enough information but, by the same token, making it available in such a format and such a way that they weren't intimidated by its the bulk. Consequently, one now doesn't have to pick up a 30- or 40-page annual report but in fact can pick up two or three pamphlets of two or three pages on subjects that are of particular interest.

Mr. Chairman, I did not bring with me to the meeting of the committee today any editorial copy drafts. But I would like to reassure members of the committee that I have personally reviewed them all in recent days, and I think it's safe to assume that most Albertans will not be intimidated by either the bulk or the editorial content of these pamphlets. I think there will be a very readable explanation about a variety of aspects of the fund.

MR. HYLAND: A third question. Is the cost you outlined — I think you said 30,000 printing — rated at just a 30,000 printing? If it takes well and there is a lot more than that out, is that going to raise the cost considerably? In your number of places, have you included those members who would wish to have that information in their constituency offices? Have you included that in your locations?

MR. PAYNE: Mr. Chairman, the difficulty with these multifaceted questions is that the respondent sometimes forgets one of them. In the member's last set of questions, I neglected to respond to the question of capital. In fact the printing of the brochures and the manufacturing of the display racks will take about 40 percent of the total budget.

Now to the most recent set of questions: was the member referring specifically to constituency offices?

MR. HYLAND: Yes.

MR. PAYNE: In our original planning we didn't anticipate placement of these kinds of racks in constituency offices only because of the fact that most constituency offices do not have a high rate of pedestrian traffic, as is the case with treasury branches and government buildings. But if any of the members of the committee were to make the case that many hundreds or thousands of their constituents pass by or through their offices over the course of a year, obviously we'd be more than happy to place a display rack in such a location. Our interest is in getting the racks and brochures in the hands of as many Albertans as possible who would like to learn more about the fund.

Mr. Chairman, if I may, was there another part of

the question that I didn't get to?

MR. HYLAND: The second part of the question is: is the amount you said it is going to cost related to the 30,000 printing?

MR. PAYNE: Our initial plan is to print 35,000 of each of those 12 brochures. It's hard to estimate whether a reprint will be necessary and at what time. Frankly, I would like to have the problem of having to reprint, because it would obviously indicate that they were filling an informational need. But that's not a serious expenditure consideration, because the unit cost of those pamphlets is actually less than 5 cents, so it's a fairly minor component of the overall program.

MR. NELSON: I guess I am a little troubled with some concerns in the community. I might suggest that the campaigns of the previous couple of years have really got the people, at least in my constituency where I'm most familiar, supportive of the heritage trust fund. The difficulty some are having is that first of all they don't fully understand where the income is derived from because of the suggestion that it comes from gas tax at the pumps and various other things. Will these brochures that are being produced — I notice there are different titles on each one, and I will have a question on that — clear up this misinformation, if you want to use it, that the public has perceived as to where the money is coming from for that trust fund and where it is actually being expended or invested?

MR. PAYNE: Mr. Chairman, I too am sensitive to that misconception that was determined by the spring 1983 survey research. It was for that reason that the inside first page of the tabloid annual report that went to every Alberta household had what I thought was a complete but very simplified explanation of the sources of revenue for the heritage fund. It remains to be seen whether that in fact did clear up some of those misconceptions. I think it probably went part way. I doubt that it went all the way to clearing up that misconception. Consequently, one or two of the proposed new pamphlets will again address that question, as will the upcoming annual report. We can only hope that over time our various efforts to clarify this misconception, buttressed by the efforts of the members of the Legislature in the opportunities they have with their own constituents, will eventually resolve the problem.

MR. NELSON: Mr. Chairman, the particular rack on the artist's conception seems like a fairly large unit. Does this rack that will be made available at these heavier trafficked areas have on it brochures on Kananaskis Country, for example, wherein much of the fund has been placed for development of a heritage or recreational area for the public of Alberta, so that the expression of what is physically there for the public to visit, see, or otherwise participate in is available to those people who may want to have a look at one or more of these brochures?

MR. PAYNE: Mr. Chairman, it's not the intention to expand the function of these display racks to incorporate tourism literature per se. However, one

of the 12 brochures will deal with the subject of recreational opportunity investments that are the direct result of the heritage fund, such as Kananaskis Country. These are described in some detail in the proposed recreation brochure.

MRS. CRIPPS: Mr. Chairman, I guess I could be a little facetious, in that when I open the brochure there isn't much substance in it. And I guess that is my comment. You partially covered it with Mr. Hyland. If there's been one criticism of the information made available on the Heritage Savings Trust Fund, I think it's the lack of facts and figures which would give Albertans some adequate information. I would like to re-emphasize that, although I know you've already covered it.

MR. PAYNE: Mr. Chairman, I'm happy to accept that re-emphasis, but I would like to put it in perspective. For every criticism that there's not enough information, there is implicit criticism that not enough people are reading the annual report. I'd have to double-check with the Provincial Treasurer, but I'm sure he produces something like a quarter million of the annual reports. They appear not to be very popular with those who are not trained in reading annual reports and financial statements. So we have conflicting pressures there, and this proposed campaign is an attempt to strike a compromise between those two conflicting or opposing criteria.

MRS. CRIPPS: I'd like to comment on that, because we've spent the last two months going over the annual report. Quite frankly, you can take a page on any one of the elements of the heritage trust fund investments, and there's very little information. If you read the figures on the balance sheet, there's some information. As far as reading the annual report, I think that's been the criticism.

I'd like to ask a question on the display racks. Is the material used in those display racks manufactured in Alberta?

MR. PAYNE: The most candid response is, I'm not sure. Surely they are being fabricated, manufactured here in Alberta, but whether the structural components have an out of province source, I regret I don't know. I would be happy to make that determination and provide a response to the chairman.

MRS. CRIPPS: I recognize that's an aside.

MR. NOTLEY: Mr. Payne, I'm glad that you welcome observations as well as questions, although I do have some questions. At this particular time, when one can argue whether we have a recovery or whether we're still in a serious recession, I really question whether one can justify what is almost half a million dollars on this program — and I suppose you could add other costs that may not be associated, although I'm going to come to that in a moment, but let's just take the \$475,000 — and whether or not symbolically that is a wise expenditure of funds on something which basically should be able to sell itself.

MR. PAYNE: Mr. Chairman, I seriously question the observation made by the Member for Spirit River-

Fairview that the fund will sell itself. I suspect that the fund as a concept has sold itself. Our survey research and our respective constituents have expressed quite widespread, comprehensive support for the fund as a concept. But by the same token, I think it's safe to infer from our survey research that tens of thousands of Albertans, although they are supportive of the concept, have not been sold as to the details of the fund because they feel they are inadequately informed. This is simply an attempt to respond to that clear impression that we have.

MR. NOTLEY: I suppose we can get into something of a political debate on whether or not they are sold on the government's view of the assets of the fund and the contribution to the fund or whether they have legitimate questions of information. If we're talking about legitimate questions of information — let us take, for example, the money we've invested in the Agricultural Development Corporation — I think a better way of handling it, rather than a brochure which I'm sure at some time will say what the heritage trust fund is doing for the farmers, would be to make sure that all the necessary information on agricultural development programs is available through DA offices, constituency offices, et cetera, because that is the delivery point of the program.

A better way of handling Kananaskis Country is to have the Department of Tourism and Small Business prepare brochures on the advantages of Alberta tourism, that are actually made available throughout the world. In other words, the delivery point for so many of these programs isn't the trust fund; the delivery points are other agencies of government which already have advertising programs. Why not just build on those?

MR. PAYNE: Mr. Chairman, I'm not so sure it's an either/or situation. I don't quarrel with or challenge the suggestion that perhaps there should be more, if you like, point of purchase, point of use opportunity for specific information. But I seriously question that it's one or the other. Even the additional availability of point of use information would not preclude the use of this kind of literature. A typical or representative urban Albertan, for example, might never have occasion to make use of the Agricultural Development Corporation, yet might have some considerable interest in the ADC because of newspaper reports or television newscasts on that subject. So for tens of thousands of Albertans who may not be able to take advantage of point of use literature this seems to me to satisfy an equally useful need.

MR. NOTLEY: As I say, I'm sure we'll have opportunities to debate that.

Let's just look at the program that's been announced today. We're going to have these display racks in government buildings. Who knows? Perhaps we'll be able to take the girlie magazines off the shelves and replace them with heritage trust fund brochures.

Let's analyze why we need advertising to tell us that we're going to have these racks in treasury branches and perhaps even eventually convenience stores, or whatever the case may be. Why do we need to do that? If somebody goes into a treasury branch and sees the rack there, he or she can pick up

a brochure. Why do we need to have this advertising program to alert people? If they're passing through these public centres, presumably the rack will be such that it will catch their eye. Why do we need to spend additional public funds. Frankly we have to make judgmental decisions; the government's always telling us the judgmental decisions we have to make about priorities. Would it not be possible to have this information campaign packaged and put to the people of Alberta at substantially less, at least less the cost of the overall advertising of these racks?

MR. PAYNE: Mr. Chairman, the ultimate end of the suggestion made by the Member for Spirit River-Fairview is that those thousands of Albertans who rarely if ever go to a treasury branch or to a government building would be denied access to these publications. It seems to me that we need to tell them, in the pages of the newspapers they read, of their availability, particularly those Albertans who do not very often find themselves in public buildings or in treasury branches.

MR. KROEGER: Mr. Chairman, to the minister. I think you made some reference earlier to the clarification of the lack of a gasoline tax, as it relates to the heritage trust fund. I may be wrong in the way I heard the item, but I listened to Mayor Decore, in response to the hearings on the white paper that are now going on, asking for access to the Alberta gasoline tax as a source of revenue for the city of Edmonton. I would like to ask if you'd like to put one of those display things into city hall in Edmonton. It shocks me. You talk about the unwashed, uninformed people never hearing about it. I would have thought that the mayor of Edmonton would be aware that this doesn't exist, yet a public request for participation in a gasoline tax comes at me through the news media. So perhaps you might consider putting one of those displays in city hall.

MR. PAYNE: Mr. Chairman, I'll give the suggestion the consideration it merits.

MR. MARTIN: Mr. Chairman, I would like to come back, if I may, to the purposes. As I understand it, one of the reasons we're into this year and the previous \$600,000 — we're probably into millions of dollars overall in advertising — is a comprehensive survey done about the trust fund; a poll was done. First of all, I'd like to ask a double question. How much did that survey cost, and who was the pollster?

MR. PAYNE: Mr. Chairman, I didn't come prepared to take questions on that, but the firm was Thompson Lightstone, retained by the Alberta advertising agency of Baker Lovick. I would be guessing as to the cost of that survey, because it took place a year and a half ago. Perhaps later in the day I could make that information available to all members through the chairman.

MR. MARTIN: Fair enough. I guess my point is that one of the results of the survey the minister has alluded to is that people want more information about the trust fund. I would suggest to the minister that how that question is worded — I know enough about polls that if you ask anybody if they want more information about anything, they'll automatically say

yes. I guess I would come back to the wording of the poll — because of the results of that, we're into a lot of money — and suggest that perhaps this is money that . . . I think people develop an interest when it affects them. It's a huge concept, just like government. All of a sudden they want to go to the Agricultural Development Corporation or they happen to go to Kananaskis. When the need comes, then they find out what they want to know about the trust fund. The obvious answer then is, why the information? People, at least some people, are questioning the role of the trust fund; not so much whether the trust fund should be used for diversification or as a savings trust fund, as we had the debate with the Premier.

So I guess I'm questioning and asking for the minister's comment on this. We've based millions of dollars on this poll that people want more information. I'm not sure that that's correct.

MR. PAYNE: Mr. Chairman, perhaps I could make two comments. First of all, the program recommendations I have introduced before the members of the committee today are not solely the result of our survey research. They are a result of various sources of information which lead us to conclude, I think very accurately, that there is an interest on the part of Albertans in obtaining more information. The specific question to which the Member for Edmonton Norwood has referred read as follows: there is not enough information available about the heritage fund. The respondent was then asked to either strongly agree, agree, disagree, strongly disagree, or be of no opinion. Of those, 45 percent strongly agreed with the statement.

MR. MARTIN: My point still remains, Mr. Minister. If you give a statement like that to any one of us about anything, we're going to say, "I don't understand at all." It's a sort of easy check to say that we need more information. I think polls can be misleading in that direction.

Again, I would go back. When the need is there, I think people look for it. Specifically, if there are pamphlets around — I'm not against that; they should be there. If you took another poll right now and asked them the question, in a time of restraint should we be spending \$430,000 to advertise the heritage trust fund? — I think you and I could disagree on that, but I'll bet you it would come out negatively because of the climate we're in.

For that reason, in terms of the balance of restraint we hear from the government, frankly I think that is money not well spent.

MR. PAYNE: Mr. Chairman, I'm accepting that not as a question but as a point of view, and I think I have earlier expressed my point of view.

MR. ZIP: Mr. Chairman, I would like to bring up the question of bringing publicity and awareness of the heritage trust fund's everyday working with the people of Alberta through signs. In my own experience, I've had illustration of that. I drove on Highway 28 many a time and never noticed the sign to the Pine Ridge tree nursery. I never noticed it until the time we went to visit the wonderful facility. Driving by subsequently, I hardly noticed the sign again, and the reason for that is the quality

of the sign. It's big enough, but it's not impressive.

MR. NOTLEY: It needs a little more orange.

MR. ZIP: I feel that a lot needs to be done in this area: high quality, prestigious signs that illustrate to the people of Alberta that in fact the heritage fund is working for them every day, contributing to the quality of life and the economic viability of our province on a daily basis, and improving productivity. That could be done with virtually everything the heritage trust fund does. It's a well-known fact that we are flooded daily with information from private corporations and various arms of government, and people have just shut their minds to brochures and advertising. Yet a sign is something that is there; it's working 24 hours a day. People see it every day. They notice it and it impresses them, the same as the hopper cars that drive by. You're waiting to cross the railway tracks and you see them and say, "There's one place the heritage trust fund is working for the people of Alberta by shipping grain out of the province". I think this is a very important area that we should emphasize more. I would like the hon. minister's comments on this.

MR. PAYNE: Mr. Chairman, the Member for Spirit River-Fairview and the Member for Calgary McKnight will of course recall from the years that I had the privilege of chairing this select committee that a recommendation in response to that very difficulty was incorporated in one or two reports of the select committee. In the ensuing years, I think considerable progress has in fact been made. There was a time when very few capital projects funded by the heritage fund were in fact designated or publicly identified as heritage fund projects. That is really no longer the case. In most cases I think such capital projects are well identified as heritage fund projects.

However, I realize there's still some distance to go. If any members of the committee, or indeed any members of the Legislature, would care to draw my attention at any time to what they regard as inadequate signage in this respect, I would welcome such an observation and would certainly respond to it, if in fact action on our part were appropriate.

MR. GOGO: On this topic of signs, Mr. Chairman, looking at different parts of Alberta I seem to see a variety of signs. As the minister well knows, we have various ministerial responsibilities. Urban parks policy happens to be one, but we have hospitals and others. There does not appear to be consistency in those signs. I'm of the view that most Albertans welcome the opportunity to view how those dollars of which we're the trustees are spent.

We have that logo in place. We have some very excellent art work done. I would be strongly of the view that we, or the minister, review it with the ministers responsible. I don't know whose responsibility it is; perhaps he will respond. If they're each doing their own thing, that's great; except I don't think it's effective. So my first question would be, has the minister had the opportunity to review what signage they use with those ministers who have responsibilities in the heritage fund and the method by which they insist that it's either displayed or co-ordinated in municipal areas? That would be my first

question, Chairman.

MR. PAYNE: Mr. Chairman, it will come as no surprise that I in fact do have an interest in graphic design consistency throughout government. Theoretically there should be some measure of design consistency among the signs of the various departments now, but it is not a subject I have addressed in a direct way in recent times. I'd be more than happy to follow up on the suggestion for the Member for Lethbridge West and reassure that in fact there is an adequate degree of design or graphic consistency among the various signs indicating heritage fund projects.

MR. GOGO: I don't want to get into areas that appear oversensitive, Mr. Chairman, but I understand there are segments of our society in different areas. I think of north Lethbridge, where the German or Hungarian language is predominant. Based on the 1981 census of first language of Albertans, has the minister considered if there would be merit at any time in looking into multilanguage publications of some of the material, particularly that which is delivered to residents through local newspapers as opposed to daily newspapers?

MR. PAYNE: No, Mr. Chairman. To this point we have not considered the use of languages other than English for communication of our heritage fund information. But triggered by the member's observation, I would certainly be happy to give that subject consideration. Indeed if he or any other members of the committee would like to provide me with a separate communication providing more detail as to the appropriateness of that consideration, I would of course welcome such correspondence.

MR. GOGO: Thank you, Chairman.

MR. CHAIRMAN: Would there be additional questions forthcoming from committee members? Mr. Payne, I have several. The first relates to an item on page 37 of the annual report of the Heritage Savings Trust Fund Act. There was a statement at the bottom which reads:

Administrative expenses include an amount of \$466,000 ... expended to communicate the role and activities of the Fund.

For a point of clarification, was this \$466,000 expended in the 1983-84 fiscal year? There's an additional note here saying that in the previous fiscal year that funding level was \$867,000.

MR. PAYNE: Those numbers are correct, Mr. Chairman, and reflect expenditures for those two years, '82-83 and '83-84.

MR. CHAIRMAN: So 1982-83 was \$867,000 and 1983-84, \$466,000. What's the projected level for the 1984 fiscal year?

MR. PAYNE: Four hundred and seventy-five thousand.

MR. CHAIRMAN: The second question deals with an informational advertisement — one that I've not seen in the television market in this part of Alberta —

that I saw on television last week when I was in Calgary. It relates to Kananaskis Country. Essentially it was a 30-second clip that came on television just a few minutes prior to 10 o'clock in the evening. It showed some very picturesque and beautiful scenes from Kananaskis Country with no words; at the end of the 30-second clip it brought on the heritage fund logo and the phraseology: Kananaskis Country, a project funded by the Alberta Heritage Savings Trust Fund. I've never seen that television clip in this part of Alberta. I'm wondering why it's being played in the Calgary market rather than this market if in essence the whole purpose of most of this information is really to make the people of Alberta more aware of what is happening in this particular project, Kananaskis Country. From my point of view, I would think that the closer you are to the particular project, the greater the amount of awareness it might be expected you would have with respect to the project. It seems to me to be just the complete reversal of what proper management should be with the expenditure of funds in terms of providing information. It seems to me that that clip should be shown in northern Alberta, Red Deer and north rather than Red Deer south.

MR. PAYNE: Mr. Chairman, I must admit I have no first-person knowledge or experience with respect to the media plan associated with that particular television commercial. I think the difference of view probably arises from this question: who's the intended audience of the message, and what's the purpose? If the purpose is to inform those who need the information, I think your point of view would prevail. On the other hand, if it's more of a marketing consideration — that is, who are the most likely to respond and make use of Kananaskis Country as a consequence of seeing that particular commercial? — then obviously the judgment would be weighted in favour of those closer to Kananaskis Country, such as Calgary and southern Alberta. Although, as I say, I'm unaware of the rationale behind the media plan in that particular commercial, I suspect the media selection resulted from an interest in broadcasting it to that market that could most substantially respond to it and make use of the Country as opposed to informing those parts of the province that are unaware of that facility.

MR. CHAIRMAN: The third question relates to the availability of a flag. I seem to recall noticing an Alberta flag, blue background with a heritage fund logo, flying at some project in this province, but I'm not aware that these flags are available in great numbers to anyone. Do you have such a flag that you've commissioned? Is it under production? When will it be available, and what's the plan then to have these flags at particular projects sites in Alberta?

MR. PAYNE: Mr. Chairman, about a year or so ago it was drawn to my attention that one department had independently prepared such a flag, because they quite properly felt it was yet another useful way to indicate to passersby and to users of a particular facility — I believe it was a park — that in fact this capital project was the beneficiary of heritage funding. When that was drawn to my attention, I was asked to consider the applicability of such a flag for other heritage fund projects and activities. We

concluded that there was a modest need that could be satisfied by such a flag, so we have manufactured a comparatively small number and now have those available for use at those projects where it seems warranted.

MR. NOTLEY: Mr. Chairman, the minister's answer to your questions have triggered another question for clarification. Mr. Payne, you indicated that the cost of this particular program you outlined today is \$475,000. What would then be the total advertising for the heritage trust fund if you include all the other things: the television commercial Mr. Kowalski saw in Calgary, the flags, the ongoing advertising we had in any case before this rather ambitious project was announced? What would we actually be spending on advertising now plus this? Would it be a million dollars?

MR. PAYNE: Mr. Chairman, I'm sure the member doesn't expect me to have those kinds of details with me, but I'd be happy to make intuitive judgments if they would be useful. First of all, I think it's very rare there would be advertising expenditures, by departments, directly related to heritage fund projects. A commercial about Kananaskis Country would be an exception to my comment. In a given year, I don't think we would see tens of thousands of dollars expended by other departments communicating about heritage fund projects. I'm aware of only a few. So I think it's a comparatively modest consideration.

I suspect the question of the flags would be in the order of several thousand dollars. Again, these would be ancillary or almost peripheral expenditures compared to the numbers I have brought before the committee today and the numbers that have been carried heretofore in the annual report prepared by the Provincial Treasurer. I think it would be an exaggeration to say that this year there would be \$1 million spent on "heritage fund advertising". I think that would be a clear overstatement.

MR. NOTLEY: Could you give us a ballpark figure?

MR. PAYNE: Mr. Chairman, I'm very uneasy about providing that kind of ballpark figure without contacting my Executive Council colleagues to ensure that I'm providing correct information. I'd be happy to try to provide a ballpark estimate to the members of the committee, through the chairman, if that in fact would be useful.

MR. NOTLEY: Mr. Chairman, getting back to this program again, who's doing the design? Is that the advertising agency, your department, or who in fact will be writing the leaflets? I'm sure the minister isn't going to be staying up late at night writing these leaflets. Who in fact is going to be doing that? What will be the mix of art work? Who is going to be approving it? Is it going to go to caucus? Is it going to be determined by the minister? What's the approval process for these literary gems?

MR. PAYNE: Mr. Chairman, it's hard to generalize about the editorial content of 12 different publications. In some cases the first draft was in fact prepared by the advertising agency, with material provided by the Public Affairs Bureau in

consultation with the relevant departments. In some cases the first draft was undertaken by the public affairs officer or officials of a department. These were then edited by senior public affairs people and myself, and were cleared for approval by the sponsoring or relevant departments.

MR. CHAIRMAN: Would there be additional questions forthcoming from committee members? Would there be any other matter that a committee member would like to raise? That being the case, we'll now adjourn. We'll reconvene then on Tuesday, October 2, with a further discussion of the recommendations we have.

Mr. Payne, thank you very much once again for being with us. We'll look forward to seeing you again one year hence.

MR. PAYNE: Mr. Chairman, it seems like old times.

MR. CHAIRMAN: We're scheduled to go from 2 o'clock to 4:30 on Tuesday afternoon. Thank you very much.

MRS. CRIPPS: A question.

MR. CHAIRMAN: Oh, sorry.

MRS. CRIPPS: Will we be making some final determination on the recommendations on Tuesday?

MR. CHAIRMAN: We discussed that matter yesterday. That depends entirely on how long we're going to be going. In terms of planning, yes, I think we may very well come to that point in time.

MRS. CRIPPS: Okay. But are we going to go through all the motions or recommendations in the manner in which we did yesterday and then come back and go through them again?

MR. CHAIRMAN: That's correct; that's the intent. If we've concluded that by 3 o'clock Tuesday afternoon, it would seem to me that in best usage of time we should then start going through them again and voting on them.

MRS. CRIPPS: Okay, that was my question.

[The committee adjourned at 10:55 a.m.]

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