

Branch Profile – Strategic Planning, Policy and Communications

The Strategic Planning, Policy, and Communications Branch of the Executive Office serves a number of roles for the Northwest Territories Housing Corporation. The Branch provides strategic direction, policy and legislative development for the Corporation. It also provides a coordinating function for the preparation of briefing materials and for the management of Federal/Provincial/Territorial issues. The Branch is also responsible for managing media relations, internal and external communications and contributes to the publication of quality departmental reports and documents. Policy analysts contribute to larger policy and legislative projects through the preparation of research reports and manage the preparation of smaller projects.

The Branch is also responsible for providing expert advice and assistance in the areas of Aboriginal land claim and self-government issues. Senior Policy Advisor Paula MacFadyen coordinates the activities associated with housing (i.e. development and review of contracts, agreements, etc.) in the context of Self-Government and Land Claim issues as well as assisting the Corporation with amending policies, legislation and various agreements.

One of the major functions of the branch is to assist and support the Minister Responsible for the Housing Corporation during each session of the Legislative Assembly, which usually take place in February, June and October of each year. Policy Analysts serve as the coordinators of legislative affairs for the Corporation, and lead the preparation of briefing materials before and during each session. They also monitor each session of the Legislative Assembly, and identify relevant sections of Hansard for distribution via e-mail, and documenting and tracking any commitments made by the Minister.

According to the Manager of Strategic Planning, Policy and Communications, Stephen Pretty, the preparation for and monitoring of legislative affairs is the most critical element of the work of the Branch. “The activities of the Legislative Assembly serve to shape the policy and strategic direction of the Corporation. Through proper preparation prior to Session, and responsiveness to questions and motions during sittings, we are able to ensure that the policies we are developing are reflective of the will of the people.”

The Branch is also responsible for corporate communications. The Communications Advisor coordinates responses to requests from the media for information and interviews and prepares news releases and advertisements. Communications staff are also responsible for maintaining the Corporation’s Communications Guidelines and Principles and for providing communications planning for all Corporation programs and initiatives. The NWT HC recognizes that providing information to the public in a timely, accurate and consistent manner is fundamental to ensure the public is informed about NWT HC policies, activities, initiatives, programs and services as well as to ensure that the NWT HC is visible, accessible and responsive to the clients that it serves.

Years	2007-2008 Long Service Award Recipients	
25	Mel Lafferty	Manager, Material Management, Finance and Infrastructure Services
15	Judith Craig	Vice-President’s Secretary, Programs and District Operations
10	Kevin Brooks	Portfolio Management, Officer Finance and Infrastructure Services
5	Suzanne Desfossés	Program Development Specialist, Programs and District Operations