

## PROJECT BUDGET PROPOSAL

☛ Please note: This proposal must be sent to the 1<sup>st</sup> VP and Accountant for review before submission to the Board

Date sent to VP and Accountant :  
Name of sender: Noemi Khondo, Campaigns officer

### Approval Required

### Date of Meeting/Approval

Consideration by Executive Committee

Consideration by Executive Board

**Division/Unit/Committee Responsible**

Sector 26 LBED – Anti- privatization Committee

### Briefly describe the nature of the project including its purpose and goal:

**Background:** Although Ed Clark, Chair of the Premier’s Advisory Council on Government Assets, recently recommended keeping the LCBO in public hands, his recommendations would nonetheless expand private liquor sales in grocery stores (and possibly other outlets). It is clear that the union needs to continue to advocate for socially responsible public alcohol marketing in order to minimize negative impacts on OPSEU members.

### Campaign Goal:

The Liquor Board Employees Division is proposing to conduct public opinion research with a view to strengthening the union’s messaging around social responsibility and the private sale of alcohol. Central to this approach will be the targeting of Liberal voters, parents, young people, and potentially other constituencies to lay the foundation for a public education campaign (to be budgeted later). The attached proposal includes funding for six focus group sessions in three centres plus public opinion polling. The research will probe public attitudes towards alcohol and alcohol marketing in the context of the public-vs.-private debate.

			<b>Budget Details</b>		
			Airfare	540.00	
			Taxi/Train/Bus	1,000.00	
			Mileage	2,000.00	
			Parking	500.00	
			Meals	672.00	
			Hotels	2,160.00	
			Member Wage Claims	3,156.00	
			Polling (2 waves)	20,000.00	
			Focus groups	40,000.00	
			Total budget submission	\$70,070.00	
<b>Total funds required for project</b>			<b>\$70,070.00</b>		
<b>Members required for project and period of engagement</b>			<b>Number</b> 4	<b>Time Period</b> 3 days	
<b>Staff required for project and period of employment</b>			1 Campaigns and 1 Communication officer		
<b>Initiation Date of Project/Proposal</b>					
<b>Expected Completion Date of Project</b>					
<b>Interim/Update Reports (Dates)</b>					