

Chief of Military Personnel



Chef du personnel militaire

National Defence
Headquarters
Ottawa, Ontario
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la Défense nationale
Ottawa (Ontario)
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14 April 2013

Distribution List

**REQUEST FOR IDENTITY CHANGE APPROVAL
– PERSONNEL AND FAMILY SUPPORT SERVICES**

Reference: A. CMP letter dated 5 Mar 13 (Flag A)
B. VCDS 1901-9884 (DDFP 7-5) 8 April 2013 (Flag B)

1. As outlined at reference A, a requirement exists to amend the identity of Personnel and Family Support Services to better reflect the morale and welfare role of the organization and, importantly, to facilitate the branding of these important enablers. The VCDS has accordingly approved the renaming of the Director General Personnel and Family Support Services (DGPFS) to Director General Morale and Welfare Services (DGMWS) at reference B (Flag B).
2. Given the unique nature of the organization, which encompasses purely Public functions such as the Directorate of Casualty Support Management, purely Non-Public functions such as SISIP Financial Services, and Alternate Service Delivery functions such as personnel support services, the renaming of the Director General position alone is insufficient to encompass the entirety of the contributors to delivering these services. It is also important for Non-Public Property (NPP) purposes that the name of the NPP organization (in reality an "administrative construct" of yours in your non-public capacity) is stipulated in legal documents such as contracts and lines of credit.
3. The delivery of personnel and family services has undergone changes over the years. Treasury Board 689194 (June 20, 1969) established the framework for the provision of services and recreational facilities at Canadian Forces establishments and the provision of support to the Canadian Forces Exchange System and associated NPP organizations. Treasury Board (TB) authorized that the "administrative construct" be named the Canadian Forces Personnel Support Program (PSP). A 21 Feb 96 DMC approved a revised method of delivery of all PSP services, which resulted in the Canadian Forces Personnel Support Agency (CFPSA) and the DG was named CEO of CFPSA. On 3 Jun 08, the DG became the DGPFS and the NPP organization initially authorized by TB continued its operations as Canadian Forces Personnel and Family Support Services (CFPFSS).
4. In order to complement the action taken to rename DGPFS to DGMWS, and in order to appropriately identify and brand all contributors to the delivery of these important

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services, it is recommended that the NPP organization initially authorized by TB and more recently referred to as CFPFSS be referred to as "Canadian Forces Morale and Welfare Services (CFMWS)". VCDS/DDFP staff agrees with this approach, however noting that they do not have jurisdiction over the NPP construct. Mr. Alain Roy of CFLA has confirmed that the CDS, in his NPP capacity, has the legal authority to name the organization.

5. Accordingly, your approval to name the organization, formerly referred to as CFPFSS, to the Canadian Forces Morale and Welfare Services is requested. In anticipation of your approval, your speaking notes for the 15 Apr 13 NPP Board of Directors meeting allow you to make this announcement.



D.B. Millar
Major-General

Enclosures: 2

Distribution List

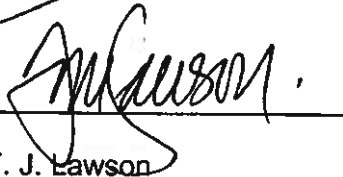
Action

CDS

Information

VCDS

Approved



T. J. Lawson
General

April 2013