

TREASURY BOARD STAFF BRIEFING NOTE

REQUEST NO.: N/A

s.12

TITLE: FUNDING REQUEST FOR JOBS PLAN INFORMATION CAMPAIGN

ISSUE SUMMARY:

- The government released its Jobs Plan in Fall 2011, and the Ministry of Jobs, Tourism, and Innovation (JTI), in cooperation with Government Communications and Public Engagement (GCPE), is requesting funding for a domestic and international marketing campaign.

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CONTEXT:*Ministry proposal*

- Government released the BC Jobs Plan in September 2011. A large number of the initiatives are to be implemented by JTI, and JTI/GCPE are proposing that a public information campaign be launched domestically to engage citizens in the Jobs Plan, and to inform foreign investors of the advantages of doing business in BC, in part by directing them to our international offices.

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TBS Contact: Gord Enemark

Date: Jan. 14, 2012

Draft sub. 1st received: Nov. 30/11 Final draft received: Nov. 30/11 Signed sub. received: Nov. 30/11

TB briefing note provided to the Ministry:

Draft sent: Jan. 5, 2012

Final sent: Jan. 9, 2012

Min. DM fact sign-off: Jan. 9, 2012

TREASURY BOARD STAFF BRIEFING NOTE

REQUEST NO.: N/A

s.12

TITLE: FUNDING THE BC JOBS PLAN INFORMATION CAMPAIGN – 2012/13

ISSUE SUMMARY:

- The Ministry of Labour, Citizens' Services and Open Government (LCTZ) requests formal approval to access \$11.1 million of 2012/13 Contingencies Vote and approval of its plan to implement the BC Jobs Plan Information Campaign.
- The purpose of this request is to fulfill the intent in Budget Speech 2012 to invest up to \$15 million in the BC Jobs Plan Information Campaign.

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CONTEXT:*Ministry proposal*

- The government released its Jobs Plan in the Fall of 2011 and TB was comfortable with a total of \$15 million in operating funding s.12

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DISCUSSION:

- The original Treasury Board decision s.12 was based on a joint submission by the Ministry of Jobs, Tourism and Innovation (JTI) and LCTZ. The decision required the ministries to return to the Chair of Treasury Board with a plan which includes messaging, a method for assessing outcomes, description of online tools, role of overseas offices, and clarifications on accountabilities.

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- This submission identifies GCPE (and therefore LCTZ) to be accountable for the BC Jobs Plan Information Campaign which supports JTI's overall mandates of supporting the labour market and promoting trade, investments, tourism, competitiveness, innovation and economic development.

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TBS Contact: Huan Ngo

Date: July 09, 2012

Draft sub. 1st received: July 6, 2012	Final draft received: No	Signed sub. received: July 10, 2012
<u>TB briefing note provided to the Ministry:</u>		
Draft sent: July 11, 2012	Final sent: July 12, 2012	Min. DM fact sign-off: July 12, 2012

TREASURY BOARD STAFF BRIEFING NOTE

REQUEST NO.: N/A

s.12

TITLE: BC JOBS PLAN INFORMATION CAMPAIGN REPORT BACK

ISSUE SUMMARY:

- s.12, the Chair of Treasury Board approved s.12
s.12 for the second year of the Jobs Plan Information Campaign, s.12

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TBS Contact: Gord Enemark 356-5032

August 8, 2012

Draft sub. 1st received: N/A

Final draft received: Aug. 7, 2012

Signed sub. received: N/A

TB briefing note provided to the Ministry:

Draft sent: August 7, 2012

Final sent: August 8, 2012

Min. DM fact sign-off: August 7, 2012

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Pages 9 through 15 redacted for the following reasons:

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