

Lebrun, Matthew JTST:EX

From: Taylor, Nancy JTST:EX
Sent: Thursday, March 29, 2012 1:00 PM
To: Sen, Shom JTST:EX
Cc: Bubrick, Elaine JTST:EX
Subject: FW: Revised International Marketing Pres
Attachments: Draft Ministerial Presentation Mar 29 1pm.ppt

Nancy Taylor
Director, International Marketing Secretariat
Jobs, Tourism and Innovation
T. 250 953.3397
M: 250 508.1310
3rd Floor, 1803 Douglas St. Victoria, B.C. V8T 5C3
Nancy.Taylor@gov.bc.ca

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Find the latest on Trade and Investment in British Columbia: www.britishcolumbia.ca

From: David Brodie [<mailto:david.brodie@citizenrelations.com>]
Sent: Thursday, March 29, 2012 12:57 PM
To: Taylor, Nancy JTI:EX
Cc: Watt, Adrienne GCPE:EX; josh.tebbutt@jungle-media.ca; Dila, Mary GCPE:EX; Fraser, John Paul GCPE:EX
Subject: Re: Revised International Marketing Pres

Here is an updated version with those changes. Also the last version I sent did not have the most up to date timeline slide - which is now incorporated into the attached.

David Brodie
Vice President, Western Canada, Citizen Optimum



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Vancouver, British-Columbia V6B 1J4
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On Thu, Mar 29, 2012 at 12:43 PM, Taylor, Nancy JTI:EX <Nancy.Taylor@gov.bc.ca> wrote:

S12

Thx

Nancy Taylor

Director, International Marketing Secretariat

Jobs, Tourism and Innovation

T. 250.953.3397

M: S17

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From: David Brodie [mailto:david.brodie@citizenrelations.com]

Sent: Thursday, March 29, 2012 12:37 PM

To: Watt, Adrienne GCPE:EX

Cc: josh.tebbutt@jungle-media.ca; Dila, Mary GCPE:EX; Fraser, John Paul GCPE:EX; Taylor, Nancy JTI:EX

Subject: Re: Revised International Marketing Pres

S12

Thanks,

David

David Brodie
Vice President, Western Canada, Citizen Optimum



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Pages 4 through 22 redacted for the following reasons:

S12

Lebrun, Matthew JTST:EX

From: Taylor, Nancy JTST:EX
Sent: Thursday, February 23, 2012 8:57 AM
To: Watt, Adrienne GCPE:EX; Dila, Mary GCPE:EX
Cc: Ewert-Johns, Marcus JTST:EX; Sen, Shom JTST:EX
Subject: International Marketing follow-up

Hi Adrienne,

Glad that you and Mary were able to be in on the meeting with Cossette, though reviewing the concepts by phone was no doubt challenging!

We have additional observations and comments on the concepts presented, but feel there are a number of key questions that must be answered before we can finalize creative concepts, whether for print, online or broadcast purposes.

The first and obvious question is the one we've raised several times: the campaign objective. Before we brief our Minister and DM, we must know if we are undertaking an awareness campaign, or something more targeted to our priority sectors. GCPE was successful in making the case for the resources to Treasury Board, but clarity on what was committed to would be helpful. That will also frame the full-fledged strategy and assist with answering questions around performance metrics and media spends.

S12

While we still do not have a clear understanding what requirements the PR campaign will place on our Trade and Investment reps, we are undertaking a review of current office workloads and staffing to see if we need to allocate additional resources to the international offices.

S13

We are not providing direction to Cossette, since GCPE has engaged them and has been managing and monitoring their timelines and deliverables, as well as expenditures to date. JTI continues to offer its expertise and understanding in-market to assist in the development of the media and pr strategies.

It would be helpful for us to meet quickly to confirm the campaign objective. We are waiting on a full marketing strategy from Cossette, as we know you are, with detailed activities, tactics, and recommended ad buys. That will determine what supports we will need to have in place to ensure the campaign is successful.

Look forward to connecting soon to discuss the next steps and how we can be of assistance in moving this forward.

Cheers

Nancy

Nancy Taylor
Director, International Marketing Secretariat
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Lebrun, Matthew JTST:EX

From: Taylor, Nancy JTST:EX
Sent: Tuesday, March 20, 2012 9:09 PM
To: Ewert-Johns, Marcus JTST:EX
Cc: Sen, Shom JTST:EX
Subject: Re: Another question from Cossette

Thanks very much - will pass that on.

From: Ewert-Johns, Marcus JTI:EX
Sent: Tuesday, March 20, 2012 08:37 PM
To: Taylor, Nancy JTI:EX
Cc: Sen, Shom JTI:EX
Subject: Re: Another question from Cossette

Hi Nancy,

If we are looking at multiple contacts within a key account you'd probably be looking at 60-100 per sector minimum. (I assume we are targeting at least 5 people per company and going after at least a dozen or more per sector).

In Ag and Clean tech numbers will be higher as these are more diffuse sectors and not as concentrated in big corporates. Maybe 150 to 200 since you'd be going after buyers.

If we add in influencers in government, law firms, banks, associations, etc the numbers will jump again.

Marcus

From: Taylor, Nancy JTI:EX
Sent: Tuesday, March 20, 2012 07:43 PM
To: Ewert-Johns, Marcus JTI:EX
Cc: Sen, Shom JTI:EX
Subject: Another question from Cossette

Hi Marcus, sorry to keep firing these at you. Cossette is trying to complete a draft tactical plan for end of day tomorrow for Japan, so anticipate we will have a number of these that I am not able to answer.

They want to know the scope of our target/prospect lists for the key sectors for Japan: LNG, Mining, Forestry, Clean Technologies, Agrifood. They realize they won't have access to the actual databases, but in planning for a direct email campaign, they have asked for the how many prospects in each of the sectors we have to work from.

Thanks

Nancy

Nancy Taylor

Director, International Marketing Secretariat

Jobs, Tourism and Innovation

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Lebrun, Matthew JTST:EX

From: Taylor, Nancy JTST:EX
Sent: Thursday, March 15, 2012 4:20 PM
To: 'Kevin Regan'
Cc: Sen, Shom JTST:EX
Subject: RE: Any chance to meet?

Thanks Kevin, that's terrific.

We are tentatively going to brief the DM on the marketing plan/campaign options on March 26, so while it would have been helpful to have had a session before that, we can certainly plan for March 27 or 28. China is another terrific opportunity - we can chat next week about how to structure the discussion to get the best inputs from the industry.

Any past promotional materials/earned media campaign plans you have that we could share with Cossette as models might also be useful in advance of the DM briefing.

I will give Marcus a head's up on this approach as well.

Many thanks for all your support.

Nancy

Nancy Taylor

Director, International Marketing Secretariat Jobs, Tourism and Innovation T. 250 953.3397

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-----Original Message-----

From: Kevin Regan [mailto:kevin.regan@bcfii.ca]

Sent: Thursday, March 15, 2012 4:15 PM

To: Taylor, Nancy JTI:EX

Cc: Sen, Shom JTI:EX

Subject: RE: Any chance to meet?

Hi Nancy:

Had an opportunity this afternoon to discuss with Paul Newman, the Chair of the Canada Wood Group (the association of trade associations leading market development on behalf of the forest industry). Paul would be very willing to pull together a select few Canada Wood people to meet with you and Cossette to explore how a marketing campaign could be aligned to the industry's efforts in Japan.

I brought FII CEO Ken Baker into the discussion and we kicked around some ways in which a campaign in select Asian markets might advance the broader BC interests while supporting the ongoing forest sector initiatives. We think there is potential to build a government and industry partnership on this, at least where the forest sector is concerned.

S16

By the same token, we are just completing a very extensive program of demonstration work in China (schools, research centres, apartment buildings, elder care facilities, etc). S16

S16

Paul will be in Ottawa most of next week, so let's plan on a meeting here in Vancouver the week after next (maybe the 27th or 28th). Let me know if those dates work and I'll set up the discussion.

Kevin

-----Original Message-----

From: Taylor, Nancy JTI:EX [mailto:Nancy.Taylor@gov.bc.ca]
Sent: March-15-12 3:46 PM
To: Kevin Regan
Cc: Sen, Shom JTI:EX
Subject: RE: Any chance to meet?

Thanks, Kevin, really appreciated the chance to sit down today.

I would very much welcome the opportunity to try to map out a sector-based marketing campaign approach to begin to test what might be appropriate for GCPE and Cossette to consider as they develop the international marketing campaign activities identified in the recent Budget Speech. As we think about a test, there is certainly some interest in taking one sector in one market and really thinking about how government can enable industry activities on the ground, and the forestry sector in Japan, which will no doubt feature prominently on the next mission overseas, could be a good test case to start with.

I wonder if you might be willing to facilitate an industry brainstorming session for Cossette. They could benefit from what industry promotion is already planned or under way that could be leveraged, what value-add government resources could bring to additional promotional efforts, and existing market prospects and targets. I think it would be very helpful for Cossette as well to have experienced industry reps to test campaign ideas/concepts with and ground-truth the recommended promotional channels.

Let me know what you think and what timelines might be doable.

Many thanks

Nancy

Nancy Taylor

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-----Original Message-----

From: Kevin Regan [mailto:kevin.regan@bcfii.ca]
Sent: Thursday, March 15, 2012 8:59 AM
To: Taylor, Nancy JTI:EX
Subject: RE: Any chance to meet?

Works for me. See you then.

-----Original Message-----

From: Taylor, Nancy JTI:EX [mailto:Nancy.Taylor@gov.bc.ca]
Sent: March-15-12 8:39 AM
To: Kevin Regan
Subject: Re: Any chance to meet?

Great how aboutt starbucks in shaw tower?

----- Original Message -----

From: Kevin Regan [mailto:kevin.regan@bcfii.ca]

Sent: Thursday, March 15, 2012 08:11 AM

To: Taylor, Nancy JTI:EX

Subject: Re: Any chance to meet?

Hi Nancy:

I could do coffee this morning. How is 10:00am? Where would you like to meet?

Sent from my iPhone

On 2012-03-15, at 6:48 AM, "Taylor, Nancy JTI:EX" <Nancy.Taylor@gov.bc.ca> wrote:

> Hi Kevin, I am in Vancouver for Globe and wondered if you might have time for a coffee today or tomorrow. I could use some advice on the international marketing campaign Cossette is developing and BCFII's experience in China. I have time today between 10 and 11:30 today and with some flexibility tomorrow until 3.

> Let me know if anything workls for you.

> Thanks

> Nancy

Lebrun, Matthew JTST:EX

From: David Brodie [david.brodie@citizenrelations.com]
Sent: Friday, March 23, 2012 6:10 PM
To: Taylor, Nancy JTST:EX
Cc: Dila, Mary GCPE:EX; Watt, Adrienne GCPE:EX; Fraser, John Paul GCPE:EX; Josh Tebbutt; John Hall; Richard Hadden; Sen, Shom JTST:EX; Ewert-Johns, Marcus JTST:EX
Subject: Re: DM Presentation - Latest Draft
Attachments: DM Presentation Mar 23 Draft 600pm.ppt

Thanks Nancy - attached is the most up-to-date version, incorporating comments from our call this afternoon and the latest feedback you sent through as well as updates to the info-graphics. This should now be close to the final version.

S22, so if you have any other comments or questions please let me know. Our team looks forward to seeing you all in Victoria on Monday.

Thanks and have a great weekend,
David

David Brodie
Vice President, Western Canada, Citizen Optimum



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On Fri, Mar 23, 2012 at 5:27 PM, Taylor, Nancy JTI:EX <Nancy.Taylor@gov.bc.ca> wrote:

Hi, I am attaching the presentation with some minor edits – overall it's looking very strong. I've added in some changes in GREEN, with the following slides changes:

S12

S12

Thanks for all the good work and enjoy your weekend!

Nancy

From: David Brodie [mailto:david.brodie@citizenrelations.com]

Sent: Fri, March 23, 2012 2:21 PM

To: Dila, Mary GCPE:EX; Taylor, Nancy JTI:EX; Watt, Adrienne GCPE:EX; Fraser, John Paul GCPE:EX

Cc: Josh Tebbutt; John Hall; Richard Hadden

Subject: DM Presentation - Latest Draft

Please find attached the latest version of the DM presentation for your review incorporating comments and content from yesterday's conference call and the feedback sent through by Nancy

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Vice President, Western Canada, Citizen Optimum



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Pages 33 through 73 redacted for the following reasons:

S12

Lebrun, Matthew JTST:EX

From: Taylor, Nancy JTST:EX
Sent: Wednesday, March 28, 2012 1:37 PM
To: Bubrick, Elaine JTST:EX
Cc: Sen, Shom JTST:EX
Subject: RE: Friday AM Briefing

Yes, thanks

Nancy Taylor
Director, International Marketing Secretariat
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From: Bubrick, Elaine JTI:EX
Sent: Wednesday, March 28, 2012 1:37 PM
To: Taylor, Nancy JTI:EX
Cc: Sen, Shom JTI:EX
Subject: FW: Friday AM Briefing
Importance: High

Hi Nancy
Would you be able to join in my phone to this briefing with the Minister on Friday at 8:15 am.

The meeting is taking place in Vancouver and I am awaiting call in details for you.

Let me know.

Thank you.
Elaine

From: Yelovatz, Maureen JTI:EX
Sent: Wednesday, March 28, 2012 12:40 PM
To: Bubrick, Elaine JTI:EX
Cc: Kwan, Shirley JTI:EX
Subject: FW: Friday AM Briefing
Importance: High

Can you please confirm that Shom and Nancy can assume this meeting with MPB?

Maureen Yelovatz
Director
Executive Operations
Office of the Deputy Minister

Ministry of Jobs, Tourism and Innovation
Phone: 250-952-0104
Fax: 250-356-1195

From: MacInnis, Matthew JTI:EX
Sent: Tuesday, March 27, 2012 4:22 PM
To: Yelovatz, Maureen JTI:EX
Cc: Sawatsky, Kim JTI:EX; Parhar, TJ S JTI:EX
Subject: Friday AM Briefing
Importance: High

Maureen/Kim,

The Minister would like a briefing at 8:15am on Friday (at JTI Vancouver...Kim, please book a room for 8 people) on the international marketing campaign.

John Paul Fraser from GCPE will be in attendance. He has advised that at least two of Dana, Shom Sen and Nancy Taylor should also be in attendance to make it worthwhile. Maureen, can you please confirm that two of those three are available for this briefing?

Thank you!
Matt

Lebrun, Matthew JTST:EX

From: Fraser, John Paul GCPE:EX
Sent: Tuesday, May 1, 2012 4:57 PM
To: Sen, Shom JTST:EX
Cc: Hayden, Dana JTST:EX
Subject: RE: International Campaign

OK,

JPF

From: Sen, Shom JTI:EX
Sent: Tuesday, May 1, 2012 4:54 PM
To: Fraser, John Paul GCPE:EX
Cc: Hayden, Dana JTI:EX
Subject: International Campaign
Importance: High

Hi JP

S12

Regards
Shom

Lebrun, Matthew JTST:EX

From: Dila, Mary GCPE:EX
Sent: Tuesday, March 20, 2012 3:30 PM
To: Taylor, Nancy JTST:EX; David Brodie
Cc: Watt, Adrienne GCPE:EX; Fraser, John Paul GCPE:EX; Ewert-Johns, Marcus JTST:EX; Sen, Shom JTST:EX
Subject: RE: Question from Cossette

Hi David,

S12

Thanks,

Mary

-----Original Message-----

From: Taylor, Nancy JTI:EX
Sent: Tuesday, March 20, 2012 2:26 PM
To: David Brodie
Cc: Watt, Adrienne GCPE:EX; Dila, Mary GCPE:EX; Fraser, John Paul GCPE:EX; Ewert-Johns, Marcus JTI:EX; Sen, Shom JTI:EX
Subject: RE: Question from Cossette

Hi David, further to your question and clarifications from today's call, here are some recommendations for budget allocations:

S13, S17

Of course, these are estimates at this time, subject to reviewing the tactics and clarifying with industry and our trade team based on tactical recommendations.

Hope this answers your query.

Cheers

Nancy

Nancy Taylor

Director, International Marketing Secretariat Jobs, Tourism and Innovation T. 250 953.3397

M: S17

3rd Floor, 1803 Douglas St. Victoria, B.C. V8T 5C3 Nancy.Taylor@gov.bc.ca

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-----Original Message-----

From: Dila, Mary GCPE:EX
Sent: Monday, March 19, 2012 8:19 PM
To: Taylor, Nancy JTI:EX
Cc: Watt, Adrienne GCPE:EX; David Brodie
Subject: Question from Cossette

Hi Nancy,

I was speaking with Dave this evening, and he raised a question:

S12

Please advise!

Thanks,

Mary

Sent from my iPhone

Lebrun, Matthew JTST:EX

From: David Brodie [david.brodie@citizenrelations.com]
Sent: Thursday, March 1, 2012 9:43 AM
To: Taylor, Nancy JTST:EX
Cc: Dila, Mary GCPE:EX; Watt, Adrienne GCPE:EX; Josh Tebbutt; Richard Hadden; John Hall; Sen, Shom JTST:EX
Subject: Re: Updated International Marketing Plan
Attachments: GovIntl(Feb29) .pdf

Good morning Nancy,

Yes, we will definitely have a shorter summary version of the marketing plan prepared to review with the DM once we have your feedback to incorporate from the latest iteration of the plan.

S12

Thanks,
David

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Vice President, Western Canada, Citizen Optimum



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On Tue, Feb 28, 2012 at 4:18 PM, Taylor, Nancy JTI:EX <Nancy.Taylor@gov.bc.ca> wrote:

Thanks David, we'll have a review and coordinate our feedback with Mary and her team. We'll do our best to meet your Thursday deadline before leaving S22 we'll work directly with John Hall.

I imagine we will need to have a much shorter/snappier presentation for the DM so we will work with John and Dick on that as well.

Do you have a date for creative already set or can we discuss once the feedback on the strategy has been detailed and confirmed?

Many thanks

Nancy

Nancy Taylor

Director, International Marketing Secretariat

Jobs, Tourism and Innovation

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3rd Floor, 1803 Douglas St. Victoria, B.C. V8T 5C3

Nancy.Taylor@gov.bc.ca

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From: David Brodie [mailto:david.brodie@citizenrelations.com]

Sent: Tuesday, February 28, 2012 10:16 AM

To: Taylor, Nancy JTI:EX

Cc: Dila, Mary GCPE:EX; Watt, Adrienne GCPE:EX; Josh Tebbutt; Richard Hadden; John Hall

Subject: Updated International Marketing Plan

Good Morning Nancy, Mary and Adrienne,

Please find attached our latest draft of the international marketing plan incorporating the feedback that came out of our meetings last week. (my apologies that this is a day later than I had hoped to get this back to you).

As a next step it would be very helpful to have the teams at both JTI and GCPE review this latest iteration and provide any feedback. Once we have your consolidated feedback, we will incorporate this back into the plan and at that point I would suggest we move forward with a meeting to review this with Dana & John - or whoever else you feel would be appropriate to brief at this stage.

I should note I could be available anytime this Thursday to meet and review the plan, S22
John Hall will lead the strategic development, so if I am unavailable he can certainly come in together with the team to review the plan with officials as needed.

In parallel to the development of the marketing plan we also have a creative team working on some updates to the creative concepts we presented last week to incorporate your feedback and expect to have the next iteration to share with you later this week as well.

We look forward to your comments once you have had a chance to review this and if you have any questions please let me know.

Thanks,

David

David Brodie
Vice President, Western Canada, Citizen Optimum



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Pages 83 through 116 redacted for the following reasons:

S12

Taylor, Nancy JTST:EX

From: David Brodie [david.brodie@citizenrelations.com]
Sent: Wednesday, April 11, 2012 12:03 PM
To: Watt, Adrienne GCPE:EX
Cc: Dila, Mary GCPE:EX; Fraser, John Paul GCPE:EX; Josh Tebbutt; Tony Roy; Taylor, Nancy JTI:EX
Subject: Re: Updated Deck
Attachments: International Campaign Overview April 11.pptx

Adrienne,

S12

Nancy had suggested for the purposes of Treasury Board to

S12

S12

Thanks,
David

David Brodie
Vice President, Western Canada, Citizen Optimum



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On Wed, Apr 11, 2012 at 10:32 AM, David Brodie <david.brodie@citizenrelations.com> wrote:
I'm just working on some additional revisions to it now - I will have it to you by noon today.

David Brodie
Vice President, Western Canada, Citizen Optimum



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On Wed, Apr 11, 2012 at 10:30 AM, Watt, Adrienne GCPE:EX <Adrienne.Watt@gov.bc.ca> wrote:
Hi Dave,

Just wondering when we will be seeing an updated international deck? Believe we had end of day yesterday as the deadline. Thanks,

A

Please note my office phone number has changed. See new number below.

Adrienne Watt
Marketing and Advertising | Government Communications and Public Engagement

P: S17 | E: adrienne.watt@gov.bc.ca

Pages 119 through 128 redacted for the following reasons:

S12

Taylor, Nancy JTST:EX

From: Taylor, Nancy JTST:EX
Sent: Wednesday, October 3, 2012 3:58 PM
To: Dila, Mary GCPE:EX
Cc: Ommundsen, Eric JTST:EX
Subject: International Marketing Follow-Up
Attachments:

S12

Hi Mary, hope all's well.

S12

I'll set up a meeting next week in the hopes you can accommodate us.
Have a good long weekend!
Cheers
Nancy

Nancy Taylor

Director, International Marketing
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S12

Cabinet Confidential

S12

Pages 132 through 137 redacted for the following reasons:

S12

S12

Cabinet Confidential

S12

Pages 139 through 141 redacted for the following reasons:

S12

Hall, Jane M CSCD:EX

From: Stewart, Dawn M GCPE:EX
Sent: Wednesday, April 4, 2012 9:28 AM
To: Jacobs, Murray JTST:EX
Cc: Campbell, Tracy JTST:EX
Subject: BC Jobs Plan Accruals

Importance: High

Hi Murray,

Attached is the accrual worksheet, and the invoices which have been received to date. These invoices are included on the accrual worksheet:



Jobs BC Accrual
Worksheet.xls



20120403161651.
pdf



20120403161232.
pdf



20120404101210.
pdf

The accrual amounts have been confirmed by the agencies.

Please call if you have any questions.

Thanks
Dawn

COSSÉTTE
#600 - 1085 HOMER STREET, VANCOUVER
BRITISH COLUMBIA V6B 1J4 CANADA

T 604 669 2727
COSSETTE.COM

RECEIVED

APR -2 2012

PEOPLE FROM
COSSETTE

GOVERNMENT COMMUNICATIONS
AND PUBLIC ENGAGEMENT

COSSETTE

Invoice 11149728

Date : 2012.03.30

Client : MINISTRY OF LABOUR CITIZENS' SERVICES & OPEN GOV'T.
GOVERNMENT COMM. & PUBLIC ENGAGEMENT (GCPE)
617 GOVERNMENT STREET, 4TH FLOOR
VICTORIA, BC V8W 9V1
CANADA
Attn: DAWN STEWART

Client PO#

Work Order #: N0381-012-012

Job : 111119053 BC Jobs INTL February Cossette
B.U./Location : 210100 14

Amount

PROGRESS BILL

David Brodie, Account Services
S21

CERTIFIED THIS COPY
HAS NOT BEEN PREVIOUSLY
PASSED FOR PAYMENT

8,330.00 ✓

Richard Hadden, Creative Director
S21

4,675.00 ✓

Debbie Lucas, Account Manager - Media
S21

2,240.00 ✓

Tiffany Kwona, Account Manager - Account Service
S21

1,470.00 ✓

CLIENT SERVICES

16,715.00 ✓

Andrew Ablas, Art Director
S21

7,400.00 ✓

Darien Campbell, Copywriter
S21

7,400.00 ✓

John Hall, Strategic Planner
S21

3,307.50 ✓

Josh Tebbutt, New Media Developer
S21

4,845.00 ✓

CREATIVE SERVICES

22,952.50 ✓

Terms: Net 30
Make remittance to: Cossette Communication Inc.
Shared Services - Accounts Receivable
2100, Drummond Street
Montreal (Quebec)
H3G 1X1

Total 39,667.50 ✓
BC HST/TVH (12%) 4,760.10 ✓
TOTAL PAYABLE CAD 44,427.60 ✓

**INVOICE
AUDITED**

12.04.02 LL

QUALIFIED RECEIVER

DATE: 12.04.03

SIGNATURE: *Mary Dila*

Mary Dila

RECEIVED
JUL 8 1964
U.S. AIR FORCE
HEADQUARTERS
WASHINGTON, D.C.

TO: DIRECTOR, AIR FORCE
FROM: SAC, NEW YORK
SUBJECT: [illegible]

RECEIVED
JUL 10 1964



SCANNED

Sat Feb 29/12 2:04pm

RECEIVED

Government Communications and Public Engagement

Work Order Request

(Draw Down Form)

Supplier: Cossette Communications Inc.

Standing Offer # SO-000850

Campaign: BC Jobs Campaign - International Campaign

Project Start Date: February 1, 2012

Delivery Date: February 29, 2012

Description of Project: Cossette has been engaged to develop a communications program and multi-media ad campaign including TV/Print/Online and Radio excursions focused on policy changes and commitment under a common BC Jobs Plan brand. This work encompasses the project work phase for the project from February 1st, 2012 - February 29th, 2012 for the International Jobs Campaign.

Description	Number of Units	Cost per Unit	Estimated Cost
CLIENT SERVICES			
Account Services (primary day-to-day contact)	1		11,025.00
Creative Director (or Agency Head)	1		5,500.00
Account Managers (Integrated Management: Media, Account Service, PR)	3		4,620.00
CREATIVE SERVICES			
Art/Creative Direction	1		7,400.00
Copy Writing Services	1		7,400.00
Digital Design Services	1		
New Media Development	1	S21	7,030.00
Promotional Planning Services	1		
Research/Strategic Planning Services	1		4,900.00
PRODUCTION SERVICES			
Print Production	1		
Broadcast Production	1		
Digital/Online Production	1		300.00
HARD COSTS			
SUB-CONTRACTED SERVICES			
Total			\$ 48,175.00

Please note that FINAL COSTS MAY VARY +/- 10%

To include the Agency's calculation of all applicable taxes payable by the Province in relation to the Services

To be completed by AGENCY	Docket #	111119053
Authorized Signatory Approval	Print Name	Date

To be completed by Government Communications and Public Engagement	Work Order/Drawdown #	A10361-012-012
Advertising and Marketing Services Approval	Print Name	Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY	Project #	01093
Expense Authority Approval	Print Name	Date

Invoice 11148892

Date: 2012.03.15

Customer: 202470 - MINISTRY OF CITIZENS' SERVICES & OPEN GOVT.

			Qty	Billing Price	Billed
<u>Time</u>					
CLIENT SERVICES	David Brodie	2012.02.01			367.50
	David Brodie	2012.02.02			428.75
	David Brodie	2012.02.03			1,408.75
	David Brodie	2012.02.08			183.75
	David Brodie	2012.02.09			245.00
	David Brodie	2012.02.13			122.50
	David Brodie	2012.02.17			796.25
	David Brodie	2012.02.20			1,102.50
	David Brodie	2012.02.21			1,102.50
	David Brodie	2012.02.23			183.75
	David Brodie	2012.02.24			796.25
	David Brodie	2012.02.27			918.75
	David Brodie	2012.02.28			673.75
			S21		8,330.00
CLIENT SERVICES	Richard Hadden	2012.02.01			275.00
	Richard Hadden	2012.02.06			137.50
	Richard Hadden	2012.02.07			275.00
	Richard Hadden	2012.02.09			137.50
	Richard Hadden	2012.02.14			275.00
	Richard Hadden	2012.02.15			412.50
	Richard Hadden	2012.02.16			275.00
	Richard Hadden	2012.02.17			137.50
	Richard Hadden	2012.02.20			275.00
	Richard Hadden	2012.02.21			550.00
	Richard Hadden	2012.02.22			137.50

	Richard Hadden	2012.02.23	412.50
	Richard Hadden	2012.02.24	275.00
	Richard Hadden	2012.02.27	687.50
	Richard Hadden	2012.02.28	137.50
	Richard Hadden	2012.02.29	275.00
			4,675.00
CLIENT SERVICES	Tiffany Kwong	2012.02.13	280.00
	Tiffany Kwong	2012.02.14	210.00
	Tiffany Kwong	2012.02.15	280.00
	Tiffany Kwong	2012.02.17	70.00
	Tiffany Kwong	2012.02.21	105.00
	Tiffany Kwong	2012.02.22	140.00
	Tiffany Kwong	2012.02.23	210.00
	Tiffany Kwong	2012.02.24	175.00
			1,470.00
CLIENT SERVICES	Debbie Lucas	2012.02.17	140.00
	Debbie Lucas	2012.02.21	280.00
	Debbie Lucas	2012.02.23	420.00
	Debbie Lucas	2012.02.24	560.00
	Debbie Lucas	2012.02.27	280.00
	Debbie Lucas	2012.02.29	560.00
			2,240.00
CREATIVE SERVICES	Andrew Alblas	2012.02.06	370.00
	Andrew Alblas	2012.02.07	740.00
	Andrew Alblas	2012.02.08	647.50
	Andrew Alblas	2012.02.09	925.00
	Andrew Alblas	2012.02.10	740.00
	Andrew Alblas	2012.02.13	740.00
	Andrew Alblas	2012.02.14	925.00

S21

	Andrew Alblas	2012.02.15	740.00
	Andrew Alblas	2012.02.16	555.00
	Andrew Alblas	2012.02.17	185.00
	Andrew Alblas	2012.02.20	740.00
	Andrew Alblas	2012.02.21	925.00
	Andrew Alblas	2012.02.22	925.00
	Andrew Alblas	2012.02.23	555.00
	Andrew Alblas	2012.02.24	555.00
	Andrew Alblas	2012.02.27	647.50
	Andrew Alblas	2012.02.28	185.00
			<u>11,100.00</u>
CREATIVE SERVICES	Darien Campbell	2012.02.06	1,665.00
	Darien Campbell	2012.02.07	1,480.00
	Darien Campbell	2012.02.08	370.00
	Darien Campbell	2012.02.10	555.00
	Darien Campbell	2012.02.13	1,850.00
	Darien Campbell	2012.02.14	1,850.00
	Darien Campbell	2012.02.15	1,665.00
	Darien Campbell	2012.02.16	1,110.00
	Darien Campbell	2012.02.17	185.00
	Darien Campbell	2012.02.20	740.00
	Darien Campbell	2012.02.21	370.00
	Darien Campbell	2012.02.22	323.75
			<u>12,163.75</u>
CREATIVE SERVICES	John Hall	2012.02.01	245.00
	John Hall	2012.02.02	245.00
	John Hall	2012.02.15	245.00
	John Hall	2012.02.18	490.00
	John Hall	2012.02.19	980.00
	John Hall	2012.02.20	245.00

S21

	John Hall	2012.02.21	490.00	
	John Hall	2012.02.22	245.00	
	John Hall	2012.02.24	122.50	
			3,307.50	
CREATIVE SERVICES	Josh Tebbutt	2012.02.01	190.00	
	Josh Tebbutt	2012.02.02	190.00	
	Josh Tebbutt	2012.02.06	380.00	
	Josh Tebbutt	2012.02.09	380.00	
	Josh Tebbutt	2012.02.10	570.00	
	Josh Tebbutt	2012.02.13	190.00	
	Josh Tebbutt	2012.02.15	380.00	S21
	Josh Tebbutt	2012.02.17	190.00	
	Josh Tebbutt	2012.02.20	190.00	
	Josh Tebbutt	2012.02.21	665.00	
	Josh Tebbutt	2012.02.22	190.00	
	Josh Tebbutt	2012.02.23	380.00	
	Josh Tebbutt	2012.02.24	380.00	
	Josh Tebbutt	2012.02.27	190.00	
	Josh Tebbutt	2012.02.29	380.00	
			4,845.00	
Grand Total			48,131.25	



invoice

3533 Promenade Crescent
Victoria, BC V9C 4L8
Phone: (250) 213-9231
Facsimile: (250) 474-3972

Invoice Date	Invoice Number
March 31, 2012	12-23
Billing Period	
Start Date	Close Date
March 24, 2012	March 31, 2012

To:	Dawn Stewart Government Communications and Public Engagement 4 th Floor, 617 Government Street Victoria, BC V8W 9V1	HCS Reference:	GCPE BC #C12GCPE26152
		Contract Amount:	

HST # 86299 9133 RT0001

Services Provided:
BC Jobs Plan Stakeholder Analysis Report as per contract

Fees:

S21

Expenses:
n/a

Services:		\$5,000.00	✓
12% HST:		\$600.00	✓
	Total Services:	\$5,600.00	
Total Expenses:		n/a	
Amount Due this Invoice:		\$5,600.00	✓

With thanks!

Kerry Jochen

**INVOICE
AUDITED**

12.04.03
uk

QUALIFIED RECEIVER

DATE: 12.04.03

SIGNATURE: JOHN PAUL FRASER

Invoice

DDB®

INVOICE

INVOICE NUMBER 244094

INVOICE DATE APR03/12

RUN ON APR03/12 AT 19.22

PAGE 1

CLIENT PBC PROVINCE OF BC
PRODUCT PUB PUBLIC AFFAIRS BUREAU
MEDIA E MISC.
JOB E22027 MINISTRY OF FINANCE - BUDGET 2012

PROVINCE OF BC
PUBLIC AFFAIRS BUREAU
PO BOX 9409 STN PROV GOVT
VICTORIA, BC V8W 9V1
ATTN: DAWN STEWART

TOTAL

PROGRESS BILL-STANDING OFFER# 000651

ACCOUNT SERVICES
TYPE AND ASSEMBLY
MEDIA PLANNING

\$1050.00 ✓
\$3825.00 ✓
\$2475.00 ✓ \$7350.00

TOTAL \$7350.00 ✓
HST-BC \$882.00 ✓
GRAND TOTAL \$8232.00 ✓

INVOICE TOTAL \$8232.00
PLEASE PAY THIS AMOUNT

TAX ANALYSIS

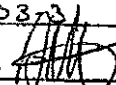
TAX ACCOUNT #	BASIS	RATE	AMOUNT
GST R100806017	7350.00	0.00 %	0.00
HST-BC R100806017	7350.00	12.00 %	882.00

* INTEREST WILL BE CHARGED ON UNPAID BALANCES OVER *
* 30 DAYS AT 1.5% PER MONTH (19.56% PER ANNUM) *

**INVOICE
AUDITED**

DS
Initials
18-04-04
Date

QUALIFIED RECEIVER

DATE: 12-03-13
SIGNATURE: 

PROVINCE OF BC
PUBLIC AFFAIRS BUREAU

EMPLOYEE CLIENT HOURS

	TASK CODE	EMPLOYEE	HOURS	RATE	BILLABLE VALUE
PBCPUBE22027 MINISTRY OF FINANCE - BUDGET 2012	AC ACCOUNT EXECUTIVE	NAIRN, ROGER			1,050.00
PBCPUBE22027 MINISTRY OF FINANCE - BUDGET 2012	N6 TYPE & ASSEMBLY	HOLME, STEVE			150.00
PBCPUBE22027 MINISTRY OF FINANCE - BUDGET 2012	N6 TYPE & ASSEMBLY	LAPORTE, KAREN			150.00
PBCPUBE22027 MINISTRY OF FINANCE - BUDGET 2012	N6 TYPE & ASSEMBLY	MARTIN, LAURICE	S21		3,375.00
PBCPUBE22027 MINISTRY OF FINANCE - BUDGET 2012	N6 TYPE & ASSEMBLY	MILLER, LAUREL			150.00
PBCPUBE22027 MINISTRY OF FINANCE - BUDGET 2012	EN GENERAL MANAGER - OMD PLANNING	SANDERSON, RICK			9,975.00 *
		TOTAL			14,850.00

* Please note that Media Planning is being billed to actuals due to additional hours spent. First progress invoice billed \$7,500 (as estimated). This invoice is billing the remaining \$2,475.



Supplier: DDB Canada

Standing Offer # 000661

Campaign: Ministry of Finance - Budget 2012

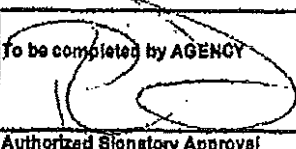
Project Start Date: Feb 20, 2012

Delivery Date: March 2, 2012

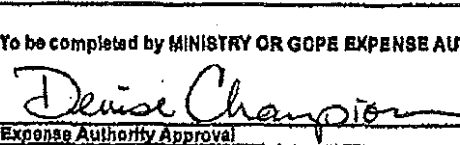
Description of Project: This work accounts for all media planning, strategic and creative concept development/production, and account management time related to creation of Budget 2012 print ads. Time captured also includes creative brief development and planning, and meetings/calls with client.

Description	Number of Units	Cost per Unit	Estimated Cost
CLIENT SERVICES			
Account Services (Account Executive)			\$ 5,250.00
Research/Strategic Planning Services (Shawn Thomas)			\$ 2,400.00
Research/Strategic Planning Services (Patty Jones)			\$ 4,500.00
Creative Director			\$ 700.00
		S21	
CREATIVE SERVICES			
Copy Writing Services			\$ 4,000.00
Art/Creative Direction			\$ 2,000.00
Print Production			\$ 3,500.00
HARD COSTS			
Translation Services			\$ 2,800.00
Media Planning			\$ 7,500.00
Total (exclusive of applicable taxes)			\$ 32,650.00

Please note that FINAL COSTS MAY VARY +/- 10%

To be completed by AGENCY		Docket #: PBC PUB E22027
	Patty Jones	Feb 28, 2012
Authorized Signatory Approval	Print Name	Date

To be completed by GOPE		Work Order/Drawdown #: N0349-012-001
	John Paul Fraser	Feb 29/12
Corporate Communications Division Approval	Print Name	Date

To be completed by MINISTRY OR GOPE EXPENSE AUTHORITY		Project #:
	Denise Champion	Feb 29/12
Expense Authority Approval	Print Name	Date

FYE - Accounts Payable Accruals - 2011/12

Supplier Name	Supplier #/Loc	Invoice #	Contract #	CI	Resp	SL	STOB	Project	Amount (Incl. Tax)	Pre-Tax Amount	Tax Rate	Period Reconciled	Tax Amount
Cossette Communications Inc	2035361/001	111119053	S0-000650				6701			39,667.50			
Human Capital Strategies	2010224/001	12-23	C12GCPE26152				6701			5,000.00			
Cossette Communications Inc	2035361/001	Invoice to Follow	S0-000650				6701			74,038.75			
Cossette Communications Inc	2035361/001	Invoice to Follow	S0-000650				6702			33,982.39			
DDB Canada	2038690/001	244094	S0-000651				6701			4,875.00			
DDB Canada	2038690/001	244094	S0-000651				6702			2,475.00			
DDB Canada	2038690/001	Invoice to Follow	S0-000651				6702			10,763.00			
									0.00	170,801.64			

Hall, Jane M CSCD:EX

From: Stewart, Dawn M GCPE:EX
Sent: Tuesday, April 3, 2012 3:44 PM
To: Jacobs, Murray JTST:EX
Cc: Campbell, Tracy JTST:EX
Subject: Jobs Plan Accruals

Hi Murray,

Just waiting for confirmation from one vendor on the accruals which will need to be set-up, will send you your accrual information tomorrow, Thursday at the latest.

Thanks
Dawn

From: Jacobs, Murray JTI:EX
Sent: Friday, March 30, 2012 1:56 PM
To: Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX; Stewart, Dawn M GCPE:EX
Cc: Campbell, Tracy JTI:EX
Subject: FW: Required by 2:00 PM Today - Jobs Plan Journal Voucher
Importance: High

Approved – please use coding below. Thanks.

Murray Jacobs
Chief Financial Officer & Director of Crown Initiatives
Finance & Administrative Services
Ministry of Jobs, Tourism and Innovation
3rd Floor, 800 Johnson Street
Victoria, B.C. V8W 9W1
phone: (250) 356-6950 fax: (250) 387-1590
email: Murray.Jacobs@gov.bc.ca

From: Campbell, Tracy JTI:EX
Sent: Friday, March 30, 2012 1:52 PM
To: Jacobs, Murray JTI:EX
Subject: FW: Required by 2:00 PM Today - Jobs Plan Journal Voucher
Importance: High

Need your approval.

Please use 125.51163.22010.STOB.5111111

From: Stewart, Dawn M GCPE:EX
Sent: Friday, March 30, 2012 10:38 AM
To: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX

Cc: Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX
Subject: Required by 2:00 PM Today - Jobs Plan Journal Voucher
Importance: High

Good morning,

Attached is the jv and a detailed breakdown of all invoices paid to date, all back-up is retained on file at GCPE. There is approximately \$180K left to journal voucher, pending supplier invoices.

Total amount \$3,970,904 for fiscal 11/12.

<< File: BC Jobs JV 40998824.xls >> << File: Jobs BC March 30th JV Back-up.xlsx >>

Please complete your ministry's account coding and expense authority approval, and return the jv to me by 2:00 pm today, as I am required by TB to get the jv entered into Oracle today.

Sorry for the delay, but I was waiting for a large volume of advertising placement invoices.

Please call if you have any questions.

Thank you,
Dawn

From: Campbell, Tracy JTI:EX
Sent: Wednesday, March 28, 2012 2:29 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: Question - Journal Voucher

Hi Dawn,

Sounds good. Please send the JV and supporting info to me and Murray S22 and we will work with the program (Trade and Investment) area to get the appropriate EA and coding.

We can enter here if you like??

Thanks
Tracy

From: Stewart, Dawn M GCPE:EX
Sent: Wednesday, March 28, 2012 2:20 PM
To: Campbell, Tracy JTI:EX
Subject: Question - Journal Voucher

Hi Tracy,

We are still receiving invoices, but I am hoping to prepare the jv tomorrow, please send me your account coding.

The jv will be sent to you for Murray's expense authority approval before I enter it into Oracle, I am targeting to have it entered by the end of day Friday.

Thanks
Dawn

From: Campbell, Tracy JTI:EX
Sent: Thursday, March 22, 2012 2:58 PM
To: Stewart, Dawn M GCPE:EX
Subject: FW: Question - Journal Voucher
Importance: High

Hi Dawn,

Yes, detailed breakdown is fine. Thanks

From: Jacobs, Murray JTI:EX
Sent: Thursday, March 22, 2012 2:51 PM
To: Campbell, Tracy JTI:EX
Subject: FW: Question - Journal Voucher
Importance: High

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, March 22, 2012 2:51:16 PM
To: Jacobs, Murray JTI:EX
Cc: Champion, Denise GCPE:EX
Subject: Question - Journal Voucher
Importance: High
Auto forwarded by a Rule

Hi Murray,

Just waiting for some last minute invoices and I can prepare/send you the jv for 2011/12 BC Jobs Plan. There is a huge amount of invoices; will a detailed breakdown suffice, all invoice copies will be retained at GCPE?

I am working with the Agencies to confirm balances for your accruals and will get those to you before April 5th.

Thank you

Dawn Stewart

Financial Services Officer
Government Communications and Public Engagement
T 250 356-8595

<< OLE Object: Picture (Device Independent Bitmap) >>

BC's EDUCATION PLAN

ON THE WEB: WWW.BCEDPLAN.CA

ON TWITTER: @BCEDPLAN

Hall, Jane M CSCD:EX

From: Stewart, Dawn M GCPE:EX
Sent: Friday, March 30, 2012 3:19 PM
To: Jacobs, Murray JTST:EX
Cc: Campbell, Tracy JTST:EX; Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX
Subject: Jobs Plan Journal Voucher - copy

Hi Murray,

The jv has been posted, copy for your files:



20120330161250.
pdf

Enjoy your weekend,
Dawn

From: Jacobs, Murray JTI:EX
Sent: Friday, March 30, 2012 1:56 PM
To: Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX; Stewart, Dawn M GCPE:EX
Cc: Campbell, Tracy JTI:EX
Subject: FW: Required by 2:00 PM Today - Jobs Plan Journal Voucher
Importance: High

Approved – please use coding below. Thanks.

Murray Jacobs
Chief Financial Officer & Director of Crown Initiatives
Finance & Administrative Services
Ministry of Jobs, Tourism and Innovation
3rd Floor, 800 Johnson Street
Victoria, B.C. V8W 9W1
phone: (250) 356-6950 fax: (250) 387-1590
email: Murray.Jacobs@gov.bc.ca

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Importance: High

Need your approval.

Please use 125.51163.22010.STOB.5111111

From: Stewart, Dawn M GCPE:EX
Sent: Friday, March 30, 2012 10:38 AM
To: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX
Cc: Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX
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To: Stewart, Dawn M GCPE:EX
Subject: RE: Question - Journal Voucher

Hi Dawn,

Sounds good. Please send the JV and supporting info to me and Murray (he's back, yay!) and we will work with the program (Trade and Investment) area to get the appropriate EA and coding.

We can enter here if you like??

Thanks
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From: Stewart, Dawn M GCPE:EX
Sent: Wednesday, March 28, 2012 2:20 PM
To: Campbell, Tracy JTI:EX
Subject: Question - Journal Voucher

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Subject: FW: Question - Journal Voucher
Importance: High

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From: Jacobs, Murray JTI:EX
Sent: Thursday, March 22, 2012 2:51 PM
To: Campbell, Tracy JTI:EX
Subject: FW: Question - Journal Voucher
Importance: High

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, March 22, 2012 2:51:16 PM
To: Jacobs, Murray JTI:EX
Cc: Champion, Denise GCPE:EX
Subject: Question - Journal Voucher
Importance: High
Auto forwarded by a Rule

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Dawn Stewart

Financial Services Officer
Government Communications and Public Engagement
T 250 356-8595

<< OLE Object: Picture (Device Independent Bitmap) >>

BC's EDUCATION PLAN

ON THE WEB: WWW.BCEDPLAN.CA

ON TWITTER: @BCEDPLAN

JOURNAL VOUCHER

PAGE 1 BATCH NO.

2 DOCUMENT NO. 9238776

Amendments not initiated by the signing authorities will be rejected. See Core Policy and Procedures Manual for additional instruction.

1 of 1 FI2x6CPDM5011

40998 824

3 ISSUING CLIENT Ministry of Labour, Citizens' Services and Open Govt Government Communications and Public Engagement		4 CONTACT NAME/PHONE NUMBER Dawn Stewart 356-8595		5 DESCRIPTION OF JOURNAL ENTRY - MAXIMUM 60 CHARACTERS PRINTOUTS USE FIRST 30 CHARACTERS ONLY Recover BC Jobs Plan Expenditures JTI			6 FISCAL YEAR 2012		7 BATCH DATE Y M D 2012 03 30	
9. NAME OF PROGRAM/SERVICE LINE/REASON FOR TRANSACTION - Include names if for travel advance Attach supporting documents		10 CLIENT	11 RESP CENTRE	12 SERVICE LINE	13 STOB	14 PROJECT	15 SUPPLIER CODE REGULAR	16 SUPPLIER NAME	17 DEBIT (CREDIT) AMOUNT	
Recover from JTI		125	51163	22010	6701	5111111			623,175.55	
BC Jobs Plan Expenditures as outlined in the		125	51163	22010	6702	5111111			740,791.01	
attached. All back-up retained on file at GCPE		125	51163	22010	6705	5111111			2,412,162.21	
		125	51163	22010	6720	5111111			15,710.95	
		112	32348	34420	6701	32N0361			-623,175.55	
		112	32348	34420	6702	32N0361			-740,791.01	
		112	32348	34420	6705	32N0361			-2,412,162.21	
		112	32348	34420	6720	32N0361			-15,710.95	
CUT HERE IF MULT-PAGE										
ISSUING CLIENT AUTHORITY (EXPENSE OR REVENUE) 19 SIGNATURE Refer to attached							21 DATE SIGNED YMD		18 ENTER TOTAL DEBIT AMOUNT (Must Equal Total Credit Amount) 3,791,839.72	
PROCESSING AUTHORITY (ISSUING CLIENT) 22 SIGNATURE <i>Dawn Stewart</i>							24 DATE SIGNED YMD		18 ENTER TOTAL CREDIT AMOUNT (Must Equal Total Debit Amount) -3,791,839.72	
RECEIVING CLIENT AUTHORITY (EXPENSE OR REVENUE) 25 SIGNATURE Refer to attached							26 PRINT NAME Murray Jacobs		27 CONTACT NAME / PHONE NO.	
							28 DATE SIGNED YMD			

**BC Jobs Plan Expenditures
as of March 30th, 2012**

STOB	Supplier Name	Invoice No	Amount
Production - Fees			
6701	Cossette Communication Group Inc.	11142355	\$ 72,798.75
6701	Cossette Communication Group Inc.	11143771	\$ 243,865.00
6701	Cossette Communication Group Inc.	11143772	\$ 65,427.50
6701	Cossette Communication Group Inc.	11145052	\$ 23,697.50
6701	Cossette Communication Group Inc.	11145053	\$ 3,540.00
6701	Cossette Communication Group Inc.	11146451	\$ 58,048.75
6701	Cossette Communication Group Inc.	11146452	\$ 5,696.25
6701	Cossette Communication Group Inc.	11147531	\$ 375.00
6701	Cossette Communication Group Inc.	11147532	\$ 1,715.00
6701	Cossette Communication Group Inc.	11147535	\$ 918.75
6701	Cossette Communication Group Inc.	11147536	\$ 38,361.25
6701	Cossette Communication Group Inc.	11148538	\$ 700.00
6701	Cossette Communication Group Inc.	11148541	\$ 24,667.50
6701	Cossette Communication Group Inc.	11148542	\$ 36,366.25
6701	Cossette Communication Group Inc.	11148888	\$ 630.00
6701	Cossette Communication Group Inc.	11148889	\$ 962.50
6701	Cossette Communication Group Inc.	11148891	\$ 30,868.75
6701	DDB Canada	234508	\$ 14,536.80
Total Stob 6701			\$ 623,175.55
Production - Expenses			
6702	Cossette Communication Group Inc.	111305207	-\$ 500.00
6702	Cossette Communication Group Inc.	11142092	\$ 171,876.13
6702	Cossette Communication Group Inc.	11142355	\$ 47,363.93
6702	Cossette Communication Group Inc.	11143771	\$ 74,540.03
6702	Cossette Communication Group Inc.	11143772	\$ 8,578.00
6702	Cossette Communication Group Inc.	11145051	\$ 39,753.06
6702	Cossette Communication Group Inc.	11145052	\$ 39,069.85
6702	Cossette Communication Group Inc.	11145053	\$ 9,592.88
6702	Cossette Communication Group Inc.	11147529	\$ 79,267.30
6702	Cossette Communication Group Inc.	11147530	\$ 8,365.11
6702	Cossette Communication Group Inc.	11147531	\$ 69,146.87
6702	Cossette Communication Group Inc.	11147536	\$ 28,819.15
6702	Cossette Communication Group Inc.	11147538	\$ 33,220.00
6702	Cossette Communication Group Inc.	11148537	\$ 14.60
6702	Cossette Communication Group Inc.	11148537	\$ 78.13
6702	Cossette Communication Group Inc.	11148538	\$ 12,134.44
6702	Cossette Communication Group Inc.	11148539	\$ 1,320.00
6702	Cossette Communication Group Inc.	11148540	\$ 20,360.00
6702	Cossette Communication Group Inc.	11148541	\$ 31,660.83
6702	Cossette Communication Group Inc.	11148542	\$ 14,352.19
6702	Cossette Communication Group Inc.	11148888	-\$ 329.50
6702	Cossette Communication Group Inc.	11148889	\$ 250.00
6702	Cossette Communication Group Inc.	11148891	\$ 51,858.01
Total Stob 6702			\$ 740,791.01

**BC Jobs Plan Expenditures
as of March 30th, 2012**

Advertisement Placement

6705	Facebook Ads		\$	674.42
6705	Facebook Ads		\$	50.56
6705	Facebook Ads		\$	339.46
6705	Facebook Ads	S17	\$	686.62
6705	Facebook Ads		\$	24.77
6705	Facebook Ads		\$	1,554.71
6705	Facebook Ads		\$	705.25
6705	Vizeum Canada Inc.	501588	\$	1,483.19
6705	Vizeum Canada Inc.	501601	\$	2,815.91
6705	Vizeum Canada Inc.	501635	\$	3,371.54
6705	Vizeum Canada Inc.	501636	\$	12,721.87
6705	Vizeum Canada Inc.	502156	\$	8,250.00
6705	Vizeum Canada Inc.	502225	\$	1,438.08
6705	Vizeum Canada Inc.	502226	\$	223.53
6705	Vizeum Canada Inc.	502228	\$	326.25
6705	Vizeum Canada Inc.	53121912	\$	2,217.66
6705	Vizeum Canada Inc.	M504861	\$	47,355.98
6705	Vizeum Canada Inc.	M505710	-\$	131.61
6705	Vizeum Canada Inc.	M505756	\$	9,077.20
6705	Vizeum Canada Inc.	M505757	\$	23,720.02
6705	Vizeum Canada Inc.	M505997	\$	9,780.00
6705	Vizeum Canada Inc.	M505998	\$	4,500.00
6705	Vizeum Canada Inc.	M506017	\$	6,860.60
6705	Vizeum Canada Inc.	M506018	\$	7,555.10
6705	Vizeum Canada Inc.	M506019	\$	5,901.00
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6705	Vizeum Canada Inc.	M506063	\$	23,720.02
6705	Vizeum Canada Inc.	M506128	\$	59,701.85
6705	Vizeum Canada Inc.	M506296	\$	19,612.37
6705	Vizeum Canada Inc.	M506297	\$	2,225.00
6705	Vizeum Canada Inc.	M506305	\$	27,470.02
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**BC Jobs Plan Expenditures
as of March 30th, 2012**

6705	Vizeum Canada Inc.	R501372	-\$	60.35
6705	Vizeum Canada Inc.	R501373	\$	13,394.30
6705	Vizeum Canada Inc.	R501374	\$	6,562.85
6705	Vizeum Canada Inc.	T501960	\$	273,367.64
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6705	Vizeum Canada Inc.	T502214	\$	134.39
6705	Vizeum Canada Inc.	T502215	\$	28,029.75
Total Stob 6705				<u>\$ 2,412,162.21</u>
Printing Services				
6720	Queens Printers	GD1025	\$	4,483.68
6720	Queens Printers	GD1045	\$	2,953.54
6720	Queens Printers	GD1095	\$	2,953.54
6720	Queens Printers	GD2015	\$	883.82
6720	Queens Printers	GD2045	\$	1,500.00
6720	Queens Printers	GD2065	\$	1,594.78
6720	Queens Printers	GDU015A	\$	2,683.18
6720	Queens Printers	GDU015A-Cr	-\$	1,341.59
Total Stob 6720				<u>\$ 15,710.95</u>
Total				<u>\$ 3,791,839.72</u>

Hall, Jane M CSCD:EX

From: Stewart, Dawn M GCPE:EX
Sent: Friday, March 30, 2012 2:17 PM
To: Jacobs, Murray JTST:EX; Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX
Cc: Campbell, Tracy JTST:EX
Subject: RE: Required by 2:00 PM Today - Jobs Plan Journal Voucher

Thank you.

From: Jacobs, Murray JTI:EX
Sent: Friday, March 30, 2012 1:56 PM
To: Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX; Stewart, Dawn M GCPE:EX
Cc: Campbell, Tracy JTI:EX
Subject: FW: Required by 2:00 PM Today - Jobs Plan Journal Voucher
Importance: High

Approved – please use coding below. Thanks.

Murray Jacobs
Chief Financial Officer & Director of Crown Initiatives
Finance & Administrative Services
Ministry of Jobs, Tourism and Innovation
3rd Floor, 800 Johnson Street
Victoria, B.C. V8W 9W1
phone: (250) 356-6950 fax: (250) 387-1590
email: Murray.Jacobs@gov.bc.ca

From: Campbell, Tracy JTI:EX
Sent: Friday, March 30, 2012 1:52 PM
To: Jacobs, Murray JTI:EX
Subject: FW: Required by 2:00 PM Today - Jobs Plan Journal Voucher
Importance: High

Need your approval.

Please use 125.51163.22010.STOB.5111111

From: Stewart, Dawn M GCPE:EX
Sent: Friday, March 30, 2012 10:38 AM
To: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX
Cc: Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX
Subject: Required by 2:00 PM Today - Jobs Plan Journal Voucher
Importance: High

Good morning,

Attached is the jv and a detailed breakdown of all invoices paid to date, all back-up is retained on file at GCPE. There is approximately \$180K left to journal voucher, pending supplier invoices.

Total amount \$3,970,904 for fiscal 11/12.

<< File: BC Jobs JV 40998824.xls >> << File: Jobs BC March 30th JV Back-up.xlsx >>

Please complete your ministry's account coding and expense authority approval, and return the jv to me by 2:00 pm today, as I am required by TB to get the jv entered into Oracle today.

Sorry for the delay, but I was waiting for a large volume of advertising placement invoices.

Please call if you have any questions.

Thank you,
Dawn

From: Campbell, Tracy JTI:EX
Sent: Wednesday, March 28, 2012 2:29 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: Question - Journal Voucher

Hi Dawn,

Sounds good. Please send the JV and supporting info to me and Murray (he's back, yay!) and we will work with the program (Trade and Investment) area to get the appropriate EA and coding.

We can enter here if you like??

Thanks
Tracy

From: Stewart, Dawn M GCPE:EX
Sent: Wednesday, March 28, 2012 2:20 PM
To: Campbell, Tracy JTI:EX
Subject: Question - Journal Voucher

Hi Tracy,

We are still receiving invoices, but I am hoping to prepare the jv tomorrow, please send me your account coding.

The jv will be sent to you for Murray's expense authority approval before I enter it into Oracle, I am targeting to have it entered by the end of day Friday.

Thanks
Dawn

From: Campbell, Tracy JTI:EX
Sent: Thursday, March 22, 2012 2:58 PM
To: Stewart, Dawn M GCPE:EX
Subject: FW: Question - Journal Voucher
Importance: High

Hi Dawn,

Yes, detailed breakdown is fine. Thanks

From: Jacobs, Murray JTI:EX
Sent: Thursday, March 22, 2012 2:51 PM
To: Campbell, Tracy JTI:EX
Subject: FW: Question - Journal Voucher
Importance: High

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, March 22, 2012 2:51:16 PM
To: Jacobs, Murray JTI:EX
Cc: Champion, Denise GCPE:EX
Subject: Question - Journal Voucher
Importance: High
Auto forwarded by a Rule

Hi Murray,

Just waiting for some last minute invoices and I can prepare/send you the jv for 2011/12 BC Jobs Plan. There is a huge amount of invoices; will a detailed breakdown suffice, all invoice copies will be retained at GCPE?

I am working with the Agencies to confirm balances for your accruals and will get those to you before April 5th.

Thank you

Dawn Stewart

Financial Services Officer
Government Communications and Public Engagement
T 250 356-8595

<< OLE Object: Picture (Device Independent Bitmap) >>

BC's EDUCATION PLAN

ON THE WEB: WWW.BCEDPLAN.CA

ON TWITTER: @BCEDPLAN

Hall, Jane M CSCD:EX

From: Campbell, Tracy JTST:EX
Sent: Friday, March 30, 2012 11:04 AM
To: Matisz, Gregory E JTST:EX
Cc: Sen, Shom JTST:EX; Michon, Steven R JTST:EX; Jacobs, Murray JTST:EX
Subject: FW: Required by 2:00 PM Today - Jobs Plan Journal Voucher

Importance: High

Where would you like GCPE campaign charges coded?

From: Stewart, Dawn M GCPE:EX
Sent: Friday, March 30, 2012 10:38 AM
To: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX
Cc: Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX
Subject: Required by 2:00 PM Today - Jobs Plan Journal Voucher
Importance: High

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BC Jobs JV
40998824.xls



Jobs BC March
30th JV Back-up....

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Subject: Question - Journal Voucher
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Auto forwarded by a Rule

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Financial Services Officer
Government Communications and Public Engagement
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<< OLE Object: Picture (Device Independent Bitmap) >>

BC's EDUCATION PLAN

ON THE WEB: WWW.BCEDPLAN.CA

ON TWITTER: @BCEDPLAN

JOURNAL VOUCHER

PAGE 1 BATCH NO.

2 DOCUMENT NO.

Amendments not initialled by the signing authorities will be rejected. See Core Policy and Procedures Manual for additional instruction.

1 of 1

40998 824

3 ISSUING CLIENT		4 CONTACT NAME/PHONE NUMBER		5 DESCRIPTION OF JOURNAL ENTRY - MAXIMUM 60 CHARACTERS PRINTOUTS USE FIRST 30 CHARACTERS ONLY				6 FISCAL YEAR		7 BATCH DATE Y M D	
Ministry of Labour, Citizens' Services and Open Govt Government Communications and Public Engagement		Dawn Stewart 356-8595		Recover BC Jobs Plan Expenditures JTI				2012		8 EFFECTIVE DATE - optional Y M D 2012 03 30	
9. NAME OF PROGRAM/SERVICE LINE/REASON FOR TRANSACTION - Include names if for travel advance Attach supporting documents		10 CLIENT	11 RESP CENTRE	12 SERVICE LINE	13 STOB	14 PROJECT	15 SUPPLIER CODE REGULAR	16 SUPPLIER NAME	17 DEBIT (CREDIT) AMOUNT		
Recover from JTI				6701					623,175.55		
BC Jobs Plan Expenditures as outlined in the				6702					740,791.01		
attached. All back-up retained on file at GCPE				6705					2,412,162.21		
				6720					15,710.95		

112	32348	34420	6701	32N0361	-623,175.55
112	32348	34420	6702	32N0361	-740,791.01
112	32348	34420	6705	32N0361	-2,412,162.21
112	32348	34420	6720	32N0361	-15,710.95

CUT HERE IF MULT-PAGE ✂

ISSUING CLIENT AUTHORITY (EXPENSE OR REVENUE)

19 SIGNATURE

20 PRINT NAME

Denise Champion

21 DATE SIGNED

YMD

18 ENTER TOTAL DEBIT AMOUNT

(Must Equal Total Credit Amount)

PROCESSING AUTHORITY (ISSUING CLIENT)

22 SIGNATURE

23 PRINT NAME

Dawn Stewart

24 DATE SIGNED

YMD

18 ENTER TOTAL CREDIT AMOUNT

(Must Equal Total Debit Amount)

RECEIVING CLIENT AUTHORITY (EXPENSE OR REVENUE)

25 SIGNATURE

26 PRINT NAME

27 CONTACT NAME / PHONE NO.

28 DATE SIGNED

YMD

-3,791,839.72

Murray Jacobs

**BC Jobs Plan Expenditures
as of March 30th, 2012**

STOB	Supplier Name	Invoice No	Amount
Production - Fees			
6701	Cossette Communication Group Inc.	11142355	\$ 72,798.75
6701	Cossette Communication Group Inc.	11143771	\$ 243,865.00
6701	Cossette Communication Group Inc.	11143772	\$ 65,427.50
6701	Cossette Communication Group Inc.	11145052	\$ 23,697.50
6701	Cossette Communication Group Inc.	11145053	\$ 3,540.00
6701	Cossette Communication Group Inc.	11146451	\$ 58,048.75
6701	Cossette Communication Group Inc.	11146452	\$ 5,696.25
6701	Cossette Communication Group Inc.	11147531	\$ 375.00
6701	Cossette Communication Group Inc.	11147532	\$ 1,715.00
6701	Cossette Communication Group Inc.	11147535	\$ 918.75
6701	Cossette Communication Group Inc.	11147536	\$ 38,361.25
6701	Cossette Communication Group Inc.	11148538	\$ 700.00
6701	Cossette Communication Group Inc.	11148541	\$ 24,667.50
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as of March 30th, 2012**

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6720	Queens Printers	GD1095	\$	2,953.54
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6720	Queens Printers	GDU015A	\$	2,683.18
6720	Queens Printers	GDU015A-Cr	-\$	1,341.59
Total Stob 6720				<u>\$ 15,710.95</u>
Total				<u>\$ 3,791,839.72</u>

Hall, Jane M CSCD:EX

From: Campbell, Tracy JTST:EX
Sent: Friday, March 30, 2012 10:44 AM
To: Jacobs, Murray JTST:EX
Subject: FW: Required by 2:00 PM Today - Jobs Plan Journal Voucher

Importance: High

Eventually I'd like to see more detailed info. The do break it down by print, ad placement etc... but I think we're going to need to provide info on domestic vs. international etc...

From: Stewart, Dawn M GCPE:EX
Sent: Friday, March 30, 2012 10:38 AM
To: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX
Cc: Champion, Denise GCPE:EX; Weir, Jim H LCTZ:EX
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From: Campbell, Tracy JTI:EX
Sent: Wednesday, March 28, 2012 2:29 PM
To: Stewart, Dawn M GCPE:EX
Subject: RE: Question - Journal Voucher

Hi Dawn,

Sounds good. Please send the JV and supporting info to me and Murray S22 and we will work with the program (Trade and Investment) area to get the appropriate EA and coding.

We can enter here if you like??

Thanks
Tracy

From: Stewart, Dawn M GCPE:EX
Sent: Wednesday, March 28, 2012 2:20 PM
To: Campbell, Tracy JTI:EX
Subject: Question - Journal Voucher

Hi Tracy,

We are still receiving invoices, but I am hoping to prepare the jv tomorrow, please send me your account coding.

The jv will be sent to you for Murray's expense authority approval before I enter it into Oracle, I am targeting to have it entered by the end of day Friday.

Thanks
Dawn

From: Campbell, Tracy JTI:EX
Sent: Thursday, March 22, 2012 2:58 PM
To: Stewart, Dawn M GCPE:EX
Subject: FW: Question - Journal Voucher
Importance: High

Hi Dawn,

Yes, detailed breakdown is fine. Thanks

From: Jacobs, Murray JTI:EX
Sent: Thursday, March 22, 2012 2:51 PM
To: Campbell, Tracy JTI:EX
Subject: FW: Question - Journal Voucher
Importance: High

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, March 22, 2012 2:51:16 PM
To: Jacobs, Murray JTI:EX
Cc: Champion, Denise GCPE:EX

Subject: Question - Journal Voucher
Importance: High
Auto forwarded by a Rule

Hi Murray,

Just waiting for some last minute invoices and I can prepare/send you the jv for 2011/12 BC Jobs Plan. There is a huge amount of invoices; will a detailed breakdown suffice, all invoice copies will be retained at GCPE?

I am working with the Agencies to confirm balances for your accruals and will get those to you before April 5th.

Thank you

Dawn Stewart

Financial Services Officer
Government Communications and Public Engagement
T 250 356-8595

<< OLE Object: Picture (Device Independent Bitmap) >>

BC's EDUCATION PLAN

ON THE WEB: WWW.BCEDPLAN.CA

ON TWITTER: @BCEDPLAN

JOURNAL VOUCHER

PAGE 1 BATCH NO.

2 DOCUMENT NO.

Amendments not initialed by the signing authorities will be rejected. See Core Policy and Procedures Manual for additional instruction.

1 of 1

40998 824

3 ISSUING CLIENT	4 CONTACT NAME/PHONE NUMBER	5 DESCRIPTION OF JOURNAL ENTRY - MAXIMUM 60 CHARACTERS PRINTOUTS USE FIRST 30 CHARACTERS ONLY	6 FISCAL YEAR	7 BATCH DATE Y M D
Ministry of Labour, Citizens' Services and Open Govt Government Communications and Public Engagement	Dawn Stewart 356-8595	Recover BC Jobs Plan Expenditures JTI	2012	8 EFFECTIVE DATE - optional Y M D 2012 03 30
9. NAME OF PROGRAM/SERVICE LINE/REASON FOR TRANSACTION - Include names if for travel advance Attach supporting documents	10 CLIENT	11 RESP CENTRE	12 SERVICE LINE	13 STOB
				14 PROJECT
				15 SUPPLIER CODE REGULAR
				16 SUPPLIER NAME
				17 DEBIT (CREDIT) AMOUNT

Recover from JTI	6701	623,175.55
BC Jobs Plan Expenditures as outlined in the	6702	740,791.01
attached. All back-up retained on file at GCPE	6705	2,412,162.21
	6720	15,710.95

CUT HERE IF MULT-PAGE ✂

ISSUING CLIENT AUTHORITY (EXPENSE OR REVENUE)

19 SIGNATURE

PROCESSING AUTHORITY (ISSUING CLIENT)

22 SIGNATURE

RECEIVING CLIENT AUTHORITY (EXPENSE OR REVENUE)

25 SIGNATURE

26 PRINT NAME

Murray Jacobs

20 PRINT NAME

Denise Champion

23 PRINT NAME

Dawn Stewart

27 CONTACT NAME / PHONE NO.

21 DATE SIGNED

YMD

24 DATE SIGNED

YMD

28 DATE SIGNED

YMD

18 ENTER TOTAL DEBIT AMOUNT
(Must Equal Total Credit Amount)

3,791,839.72

18 ENTER TOTAL CREDIT AMOUNT
(Must Equal Total Debit Amount)

-3,791,839.72

**BC Jobs Plan Expenditures
as of March 30th, 2012**

STOB	Supplier Name	Invoice No	Amount
Production - Fees			
6701	Cossette Communication Group Inc.	11142355	\$ 72,798.75
6701	Cossette Communication Group Inc.	11143771	\$ 243,865.00
6701	Cossette Communication Group Inc.	11143772	\$ 65,427.50
6701	Cossette Communication Group Inc.	11145052	\$ 23,697.50
6701	Cossette Communication Group Inc.	11145053	\$ 3,540.00
6701	Cossette Communication Group Inc.	11146451	\$ 58,048.75
6701	Cossette Communication Group Inc.	11146452	\$ 5,696.25
6701	Cossette Communication Group Inc.	11147531	\$ 375.00
6701	Cossette Communication Group Inc.	11147532	\$ 1,715.00
6701	Cossette Communication Group Inc.	11147535	\$ 918.75
6701	Cossette Communication Group Inc.	11147536	\$ 38,361.25
6701	Cossette Communication Group Inc.	11148538	\$ 700.00
6701	Cossette Communication Group Inc.	11148541	\$ 24,667.50
6701	Cossette Communication Group Inc.	11148542	\$ 36,366.25
6701	Cossette Communication Group Inc.	11148888	\$ 630.00
6701	Cossette Communication Group Inc.	11148889	\$ 962.50
6701	Cossette Communication Group Inc.	11148891	\$ 30,868.75
6701	DDB Canada	234508	\$ 14,536.80
Total Stob 6701			\$ 623,175.55
Production - Expenses			
6702	Cossette Communication Group Inc.	111305207	-\$ 500.00
6702	Cossette Communication Group Inc.	11142092	\$ 171,876.13
6702	Cossette Communication Group Inc.	11142355	\$ 47,363.93
6702	Cossette Communication Group Inc.	11143771	\$ 74,540.03
6702	Cossette Communication Group Inc.	11143772	\$ 8,578.00
6702	Cossette Communication Group Inc.	11145051	\$ 39,753.06
6702	Cossette Communication Group Inc.	11145052	\$ 39,069.85
6702	Cossette Communication Group Inc.	11145053	\$ 9,592.88
6702	Cossette Communication Group Inc.	11147529	\$ 79,267.30
6702	Cossette Communication Group Inc.	11147530	\$ 8,365.11
6702	Cossette Communication Group Inc.	11147531	\$ 69,146.87
6702	Cossette Communication Group Inc.	11147536	\$ 28,819.15
6702	Cossette Communication Group Inc.	11147538	\$ 33,220.00
6702	Cossette Communication Group Inc.	11148537	\$ 14.60
6702	Cossette Communication Group Inc.	11148537	\$ 78.13
6702	Cossette Communication Group Inc.	11148538	\$ 12,134.44
6702	Cossette Communication Group Inc.	11148539	\$ 1,320.00
6702	Cossette Communication Group Inc.	11148540	\$ 20,360.00
6702	Cossette Communication Group Inc.	11148541	\$ 31,660.83
6702	Cossette Communication Group Inc.	11148542	\$ 14,352.19
6702	Cossette Communication Group Inc.	11148888	-\$ 329.50
6702	Cossette Communication Group Inc.	11148889	\$ 250.00
6702	Cossette Communication Group Inc.	11148891	\$ 51,858.01
Total Stob 6702			\$ 740,791.01

**BC Jobs Plan Expenditures
as of March 30th, 2012**

Advertisement Placement

6705	Facebook Ads		\$	674.42
6705	Facebook Ads		\$	50.56
6705	Facebook Ads		\$	339.46
6705	Facebook Ads	S17	\$	686.62
6705	Facebook Ads		\$	24.77
6705	Facebook Ads		\$	1,554.71
6705	Facebook Ads		\$	705.25
6705	Vizeum Canada Inc.	501588	\$	1,483.19
6705	Vizeum Canada Inc.	501601	\$	2,815.91
6705	Vizeum Canada Inc.	501635	\$	3,371.54
6705	Vizeum Canada Inc.	501636	\$	12,721.87
6705	Vizeum Canada Inc.	502156	\$	8,250.00
6705	Vizeum Canada Inc.	502225	\$	1,438.08
6705	Vizeum Canada Inc.	502226	\$	223.53
6705	Vizeum Canada Inc.	502228	\$	326.25
6705	Vizeum Canada Inc.	53121912	\$	2,217.66
6705	Vizeum Canada Inc.	M504861	\$	47,355.98
6705	Vizeum Canada Inc.	M505710	-\$	131.61
6705	Vizeum Canada Inc.	M505756	\$	9,077.20
6705	Vizeum Canada Inc.	M505757	\$	23,720.02
6705	Vizeum Canada Inc.	M505997	\$	9,780.00
6705	Vizeum Canada Inc.	M505998	\$	4,500.00
6705	Vizeum Canada Inc.	M506017	\$	6,860.60
6705	Vizeum Canada Inc.	M506018	\$	7,555.10
6705	Vizeum Canada Inc.	M506019	\$	5,901.00
6705	Vizeum Canada Inc.	M506062	\$	9,934.81
6705	Vizeum Canada Inc.	M506063	\$	23,720.02
6705	Vizeum Canada Inc.	M506128	\$	59,701.85
6705	Vizeum Canada Inc.	M506296	\$	19,612.37
6705	Vizeum Canada Inc.	M506297	\$	2,225.00
6705	Vizeum Canada Inc.	M506305	\$	27,470.02
6705	Vizeum Canada Inc.	M506347	\$	129,564.90
6705	Vizeum Canada Inc.	M506354	\$	31,791.25
6705	Vizeum Canada Inc.	M506355	\$	6,688.78
6705	Vizeum Canada Inc.	M506386	\$	41,998.65
6705	Vizeum Canada Inc.	M506707	\$	10,344.74
6705	Vizeum Canada Inc.	M506723	\$	34,752.00
6705	Vizeum Canada Inc.	M506724	\$	6,968.78
6705	Vizeum Canada Inc.	M506726	\$	2,225.00
6705	Vizeum Canada Inc.	M506727	\$	10,928.31
6705	Vizeum Canada Inc.	M506744	\$	24,969.94
6705	Vizeum Canada Inc.	M506761	\$	252,843.88
6705	Vizeum Canada Inc.	M506762	\$	37,384.25
6705	Vizeum Canada Inc.	R501092	\$	232,016.84
6705	Vizeum Canada Inc.	R501216	\$	283,463.25
6705	Vizeum Canada Inc.	R501302	\$	113,408.78

**BC Jobs Plan Expenditures
as of March 30th, 2012**

6705	Vizeum Canada Inc.	R501372	-\$	60.35
6705	Vizeum Canada Inc.	R501373	\$	13,394.30
6705	Vizeum Canada Inc.	R501374	\$	6,562.85
6705	Vizeum Canada Inc.	T501960	\$	273,367.64
6705	Vizeum Canada Inc.	T501961	\$	217,751.32
6705	Vizeum Canada Inc.	T502081	\$	148,254.23
6705	Vizeum Canada Inc.	T502082	\$	211,212.55
6705	Vizeum Canada Inc.	T502214	\$	134.39
6705	Vizeum Canada Inc.	T502215	\$	28,029.75
Total Stob 6705				<u>\$ 2,412,162.21</u>
Printing Services				
6720	Queens Printers	GD1025	\$	4,483.68
6720	Queens Printers	GD1045	\$	2,953.54
6720	Queens Printers	GD1095	\$	2,953.54
6720	Queens Printers	GD2015	\$	883.82
6720	Queens Printers	GD2045	\$	1,500.00
6720	Queens Printers	GD2065	\$	1,594.78
6720	Queens Printers	GDU015A	\$	2,683.18
6720	Queens Printers	GDU015A-Cr	-\$	1,341.59
Total Stob 6720				<u>\$ 15,710.95</u>
Total				<u>\$ 3,791,839.72</u>

Hall, Jane M CSCD:EX

From: Campbell, Tracy JTST:EX
Sent: Wednesday, March 28, 2012 9:21 AM
To: Little, Christine JTST:EX
Cc: Matisz, Gregory E JTST:EX; Jacobs, Murray JTST:EX; Sen, Shom JTST:EX
Subject: RE: TB Sub for end of April

Yes, a bit of a breather from an Estimates perspective but it's still year end so still very busy for us in finance.

I have forwarded a copy of the sub to Murray as well so we'll both have a read.

I've attached copies of advertising sub and DL. We are required to submit a campaign plan before we (GCPE) can incur any advertising expenditures re: Jobs Plan in 12/13. GCPE have started drafting this doc but should be working with your group to ensure a coordinated approach. We will need to submit a joint TB Sub.



#29-12 BC Jobs
Plan Public Inf...



b JTI - Jobs Plan
Campaign - D...

Tracy

From: Little, Christine JTI:EX
Sent: Wednesday, March 28, 2012 9:03 AM
To: Campbell, Tracy JTI:EX
Cc: Matisz, Gregory E JTI:EX
Subject: TB Sub for end of April

S12

Thanks Tracy.

Christine Little, BA, MA Econ
Director, Special Projects
International Trade and Investment Attraction
Ministry of Jobs, Tourism and Innovation
3rd Floor, 1803 Douglas Street
Victoria, BC

Phone: 250-953-3479
Mobile: S17



Treasury Board Submission – Request for Decision

Minister: Honourable Pat Bell

Ministry: Jobs, Tourism and Innovation

Date: November 23, 2011

Ministry Document #: 29-12

Title: BC Jobs Plan Public Information Campaign

S12

Pages 186 through 187 redacted for the following reasons:

S12



FEB 14 2012

TB Meeting Date: January 19, 2012
Cabinet Ratified: January 25, 2012
252285

Confidential

Honourable Pat Bell
Minister of Jobs, Tourism and Innovation
Room 138 Parliament Buildings
Victoria BC V8V 1X4

Honourable Dr. Margaret MacDiarmid
Minister of Labour, Citizens' Services
and Open Government
Room 247 Parliament Building
Victoria BC V8V 1X4

Dear Colleague:

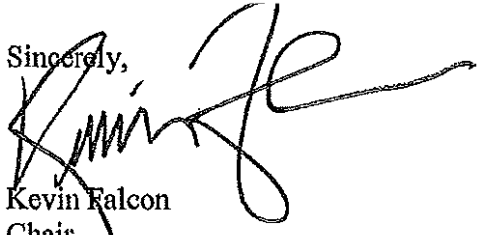
Re: BC Jobs Plan Campaign Funding

I am writing to inform you that Treasury Board provided formal approval for up to \$5.1 million in 2011/12 contingencies access

S12

S12

Sincerely,


Kevin Falcon
Chair

cc: See Distribution List

Distribution List:

Dana Hayden, Deputy Minister
Ministry of Jobs, Tourism and Innovation

SDS # 1 835

Athana Mentzelopoulos, Deputy Minister
Government Communications and Public Engagement

George Farkas, Assistant Deputy Minister and Executive Financial Officer
Ministry of Jobs, Tourism and Innovation

Brad Grundy, Assistant Deputy Minister and Executive Financial Officer
Ministry of Labour, Citizens' Services and Open Government

Hall, Jane M CSCD:EX

From: Campbell, Tracy JTST:EX
Sent: Monday, March 26, 2012 8:58 AM
To: Jacobs, Murray JTST:EX
Subject: FW: LCS Estimates

FYI

From: Champion, Denise GCPE:EX
Sent: Friday, March 23, 2012 2:31 PM
To: Campbell, Tracy JTI:EX
Subject: RE: LCS Estimates

Here you are, Tracy. My edits in red. We've added a couple of other questions that you might want to include, or not. Up to you.

Denise

From: Campbell, Tracy JTI:EX
Sent: Monday, March 19, 2012 8:54 PM
To: Champion, Denise GCPE:EX
Subject: FW: LCS Estimates

Hi Denise

Not sure if you received these.. summary of some of the questions asked during LCS estimates debate. In particular- there were some questions regarding GCPE Jobs Plan advertising campaign. We know the high level funding amounts (\$15.1M over two years etc....) but it would be nice to have some bullets on the following:

- Q. Of the total provincial advertising budget, how much is going to the Job's plan? (Deferred to the Minister responsible *JTI*)
- A. As announced by Minister Falcon in the budget speech we are investing up to \$15 million to support an aggressive campaign to promote our competitive advantages around the world.

- Q. The STOB 67 allocation for the Ministry is \$9.437 million for 2012/13. Is that all for the Jobs Plan?
- A. No. That funding is for Tourism Marketing.

- Q. Where is the funding for the Jobs Plan advertising allocated?
- A. The \$15 million approved by Treasury Board for the Jobs Plan campaign - \$5.1M in 2011/12 and \$9.9M in 2012/13 - was approved as a draw on the Contingency Vote for both fiscal years and not as an increase to the ministry's base budget.

- Q. Why was the funding approved as a draw from Contingency for 2012/13 when it is clear you have an estimate of the cost?
- A. Because the government advertising budget is managed corporately the first source of funding for the Jobs Plan campaign will be savings from other STOB 67 appropriations which means a smaller draw on the Contingency Vote. Questions regarding Treasury Board decisions should be directed to the Minister of Finance.

- Q. What resources from the Ministry (GCPE) will be used for advertizing and communicating the Job's Plan?

- A. GCPE marketing staff work with the advertising agency and JTI program staff to define the creative approach (focus at this time is the international strategy). They also work with JTI financial services staff to oversee the administrative process and ensure compliance with standing offers.
- Q. Can the Minister provide an itemized list of costs for any work done by Government (GCPE) related to the Job's Plan?" – checked Hansard. Minister McDiarmid offered to work with JTI to produce a list. He thanked her for the offer but didn't say he wanted the list.
- A. As offered by my colleague, GCPE staff are working with Ministry staff to finalize that information and it will be provided by the Minister of Labour, Citizens' Services and Open Government.
- Q. What advertising agency is doing the work?
- A. Cossette Communications is one of six suppliers included in a Corporate Supply Arrangement, established in conjunction with the Purchasing Services Branch, for provision of advertising and marketing services. Cossette is leading the creative, production and media planning for both the domestic and international campaigns.
- Q. Why was that firm selected?
- A. Previous experience, availability of resources, familiarity with the target markets – as the Agency of Record for Tourism BC, Cossette Communications has extensive knowledge of media markets in North America and abroad.
- Q. How much has been spent on the campaign so far?
- A. Bills are still being processed but I can tell you it is less than the \$5.1M approved for 2011/12. A complete accounting of expenditures will be included with the release of the Public Accounts (as we've done since 2007/08).

Thanks very much!

Tracy

Tracy Campbell | Manager | Financial Planning and Reporting

Hall, Jane M CSCD:EX

From: Stewart, Dawn M GCPE:EX
Sent: Friday, February 24, 2012 4:03 PM
To: Jacobs, Murray JTST:EX
Cc: Champion, Denise GCPE:EX
Subject: Advertising Campaign

Hi Murray,

Here is the updated expenditure plan for the Jobs Campaign:



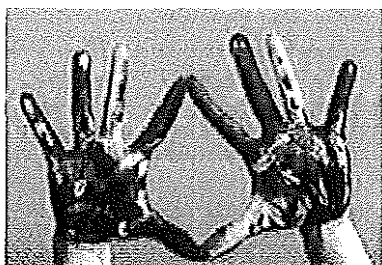
Jobs BC
12-02-24.xlsx

Enjoy your weekend.

Thank you

Dawn Stewart

Financial Services Officer
Government Communications and Public Engagement
T 250 356-8595



BC's EDUCATION PLAN

ON THE WEB: WWW.BCEDPLAN.CA

ON TWITTER: @BCEDPLAN

Page 193 redacted for the following reason:

S12

Hall, Jane M CSCD:EX

From: Champion, Denise GCPE:EX
Sent: Friday, February 17, 2012 4:06 PM
To: Jacobs, Murray JTST:EX
Subject: FW: Jobs Plan: TB Decision Follow-Up

Hi Murray.

Hope you're keeping well! I'd like to chat about the Jobs Plan campaign and how you'd like to proceed for this year and next. I'll send you a meeting invite to book some time for a telephone conversation.

Talk soon,

Denise

From: Farkas, George CSCD:EX
Sent: Friday, February 3, 2012 1:57 PM
To: Champion, Denise GCPE:EX
Subject: FW: Jobs Plan: TB Decision Follow-Up

Hi Denise

In regards to the GCPE media campaign, I think GCPE should be responsible for procurement, sign-off of deliverables, contract management, payment of invoices, etc. I'd suggest that GCPE send Management Services Division 1/4ly JVs, with appropriate backup showing what the charges are for, so that we can do our due diligence with respect to accepting the charges to our vote. We'll need to work closely with you at year end, as these media/ad companies tend to be slow in invoicing, so we'll need to coordinate the amount to accrue on our books.

I have not yet seen the TB minute and there may be some added requirements to consider.

As for Matt's request, I agree that we should just go ahead and arrange for this. I've let staff know.

Please contact my CFO, Murray Jacobs, S22

From: Champion, Denise GCPE:EX
Sent: Thursday, February 2, 2012 6:02 PM
To: Farkas, George CSCD:EX
Subject: Jobs Plan: TB Decision Follow-Up

Hi George,

Just following up on my voice message left earlier this week, I would like to speak to you or your designate regarding the financial administration responsibilities related to the Jobs Plan public information campaign. I mentioned a couple of options for your consideration on the phone. S13

S13

S13 S22 so if you could let me know who I should speak to, I will make contact with them when I return to schedule for time to meet and discuss in further detail.

Not Responsive

Thank you for your consideration of these two requests and I look forward to hearing from you.

Denise

Denise J. Champion

Executive Director, Corporate Services
Government Communications & Public Engagement
Phone: 250 953-4685
Fax: 250 387-3534

e-mail: Denise.Champion@gov.bc.ca

<< OLE Object: Picture (Device Independent Bitmap) >>

BC's EDUCATION PLAN

ON THE WEB: WWW.BCEDPLAN.CA
ON TWITTER: @BCEDPLAN

Hall, Jane M CSCD:EX

From: Brouwer, Shauna CSNR:EX
Sent: Monday, January 30, 2012 10:32 AM
To: Jacobs, Murray JTST:EX
Subject: just found this FW: BC Job Plan Public Information Campaign - TB Submission

Importance: High
Sensitivity: Confidential

From: Champion, Denise GCPE:EX
Sent: Thursday, November 24, 2011 12:14 PM
To: Brouwer, Shauna CSCD:EX
Subject: BC Job Plan Public Information Campaign - TB Submission
Importance: High
Sensitivity: Confidential

Shauna,

S12



20111123153802.
pdf

Please feel free to give me a call to discuss at your convenience. My apologies for the shift in process...

Denise



Treasury Board Submission – Request for Decision

Minister: Honourable Pat Bell

Ministry: Jobs, Tourism and Innovation

Date: November 23, 2011

Ministry Document #:

Title: BC Jobs Plan Public Information Campaign

S12

Pages 198 through 199 redacted for the following reasons:

S12

Hall, Jane M CSCD:EX

From: Pearson, Barbera CSCD:EX
Sent: Monday, January 9, 2012 12:47 PM
To: Stewart, Maria M FIN:EX; Enemark, Gord FIN:EX
Cc: Farkas, George CSCD:EX; Jacobs, Murray JTST:EX; Campbell, Tracy JTST:EX; Pearson, Barbera CSCD:EX
Subject: Re: TB Sub #29-12 BC Jobs Plan Public Information Campaign - Signed - FINAL - In Color

Hi Maria:

For your files – let me know if you would like the original sent over to you.



#29-12 BC Jobs
Plan Public Inf...

Cheers,
Barb

Barbera Pearson, Executive Administrative Assistant
ADMO-Management Services Division
Ministry of Community, Sport & Cultural Development
Ministry of Jobs, Tourism and Innovation
6th Flr - 800 Johnson Street / PO Box 9842 Stn Prov Govt / Victoria BC V8W 9T2
Phone: (250) 387-8705 Fax: (250) 387-7973
<mailto:barbera.pearson@gov.bc.ca>

Please consider the environment before printing this e-mail



Treasury Board Submission – Request for Decision

Minister: Honourable Pat Bell

Ministry: Jobs, Tourism and Innovation

Date: November 23, 2011

Ministry Document #: 29-12

Title: BC Jobs Plan Public Information Campaign

S12

Pages 202 through 203 redacted for the following reasons:

S12

Hall, Jane M CSCD:EX

From: Campbell, Tracy JTST:EX
Sent: Monday, January 9, 2012 9:35 AM
To: Farkas, George CSCD:EX
Cc: Jacobs, Murray JTST:EX
Subject: RE: Draft TB Note for Jobs Campaign

S12

From: Farkas, George CSCD:EX
Sent: Monday, January 9, 2012 9:22 AM
To: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX
Subject: RE: Draft TB Note for Jobs Campaign

Thanks Tracy

S12

From: Campbell, Tracy JTI:EX
Sent: Monday, January 9, 2012 9:18 AM
To: Farkas, George CSCD:EX; Jacobs, Murray JTI:EX
Subject: RE: Draft TB Note for Jobs Campaign

Looks fine-no concerns other than the ones we previously pointed out.

From: Farkas, George CSCD:EX
Sent: Sunday, January 8, 2012 12:38 PM
To: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX
Subject: Fwd: Draft TB Note for Jobs Campaign

Please take another look and let me know if there are any additional concerns we need to flag for TBS in advance to sending to Dana for her review

Sent from my iPad

Begin forwarded message:

From: "Enemark, Gord FIN:EX" <Gord.Enemark@gov.bc.ca>
Date: 8 January, 2012 12:09:58 PM PST
To: "Mentzelopoulos, Athana PREM:EX" <Athana.Mentzelopoulos@gov.bc.ca>, "Farkas, George CSCD:EX" <George.Farkas@gov.bc.ca>

Cc: "Yelovatz, Maureen JTI:EX" <Maureen.Yelovatz@gov.bc.ca>, "Champion, Denise GCPE:EX" <Denise.Champion@gov.bc.ca>, "Stewart, Maria M FIN:EX" <Maria.Stewart@gov.bc.ca>, "Fraser, John Paul GCPE:EX" <JohnPaul.Fraser@gov.bc.ca>
Subject: RE: Draft TB Note for Jobs Campaign

Most recent draft based on input from JTI. Changes highlighted in yellow. Hoping both DMs OK with the facts – George, S22 – can you try to ensure there is DM level (or acting DM) review and sign-off by tomorrow morning?

Will either go to major meeting on Jan 12 or minor meeting on Jan 11 – should know that as well (from MKF MO) by tomorrow morning.

Gord

From: Enemark, Gord FIN:EX
Sent: Friday, January 6, 2012 2:39 PM
To: Mentzelopoulos, Athana PREM:EX; Farkas, George CSCD:EX
Cc: Yelovatz, Maureen JTI:EX; Champion, Denise GCPE:EX; Stewart, Maria M FIN:EX; Fraser, John Paul GCPE:EX
Subject: RE: Draft TB Note for Jobs Campaign

S12

Thanks

Gord

From: Enemark, Gord FIN:EX
Sent: Thursday, January 5, 2012 1:41 PM
To: Mentzelopoulos, Athana PREM:EX; Farkas, George CSCD:EX
Cc: Yelovatz, Maureen JTI:EX; Champion, Denise GCPE:EX; Stewart, Maria M FIN:EX; Fraser, John Paul GCPE:EX
Subject: Draft TB Note for Jobs Campaign

S12

Could you please check for any factual errors? Other comments welcome as well, of course.

George, I understand S22 so assume you will stickhandle on JTI end.

Thanks

Gord

TREASURY BOARD STAFF BRIEFING NOTE

REQUEST NO.: N/A

T.B. MEETING DATE: JANUARY 12, 2012

TITLE: FUNDING REQUEST FOR JOBS PLAN INFORMATION CAMPAIGN

S12

Pages 208 through 209 redacted for the following reasons:

S12

Hall, Jane M CSCD:EX

From: Farkas, George CSCD:EX
Sent: Sunday, January 8, 2012 10:50 AM
To: Enemark, Gord FIN:EX
Cc: Campbell, Tracy JTST:EX; Jacobs, Murray JTST:EX
Subject: Re: Draft TB Note for Jobs Campaign

S12

Thank you Gord. Hoping to share next draft with Dana tomorrow. Let us know if it is a major or minor. I think our Minister is away all of next week and not sure if he is available on the 12th

George Farkas

On Jan 8, 2012, at 10:16 AM, "Enemark, Gord FIN:EX" <Gord.Enemark@gov.bc.ca> wrote:

S12

From: Farkas, George CSCD:EX
Sent: Friday, January 6, 2012 5:36 PM
To: Enemark, Gord FIN:EX
Cc: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX
Subject: RE: Draft TB Note for Jobs Campaign

Gord

Please find attached supplementary information on the Tourism Marketing Strategy Stob 67.

S12

From: Farkas, George CSCD:EX
Sent: Friday, January 6, 2012 4:10 PM.
To: Enemark, Gord FIN:EX
Cc: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX
Subject: FW: Draft TB Note for Jobs Campaign

Gord, please see our comments on the note.

S12

From: Farkas, George CSCD:EX
Sent: Friday, January 6, 2012 2:42 PM
To: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX; Mackay, Grant JTI:EX
Subject: FW: Draft TB Note for Jobs Campaign
Importance: High

S12

The note is taking an interesting turn – read below.

George Farkas

Assistant Deputy Minister
Ministries of Community, Sport and Cultural Development and

Jobs, Tourism, and Innovation

Ph: S17

George.Farkas@gov.bc.ca

From: Enemark, Gord FIN:EX
Sent: Friday, January 6, 2012 2:39 PM
To: Mentzelopoulos, Athana PREM:EX; Farkas, George CSCD:EX
Cc: Yelovatz, Maureen JTI:EX; Champion, Denise GCPE:EX; Stewart, Maria M FIN:EX; Fraser, John Paul GCPE:EX
Subject: RE: Draft TB Note for Jobs Campaign

S12

Thanks

Gord

From: Enemark, Gord FIN:EX
Sent: Thursday, January 5, 2012 1:41 PM
To: Mentzelopoulos, Athana PREM:EX; Farkas, George CSCD:EX
Cc: Yelovatz, Maureen JTI:EX; Champion, Denise GCPE:EX; Stewart, Maria M FIN:EX; Fraser, John Paul GCPE:EX
Subject: Draft TB Note for Jobs Campaign

S12

Thanks

Gord

Hall, Jane M CSCD:EX

From: Campbell, Tracy JTST:EX
Sent: Friday, January 6, 2012 4:05 PM
To: Farkas, George CSCD:EX; Jacobs, Murray JTST:EX; Mackay, Grant JTST:EX
Subject: RE: Draft TB Note for Jobs Campaign
Attachments: a JTI - Jobs Plan Campaign BN Draft with comments.docx

Spoke with Grant and have incorporated his comments. I've made some comments within the document but some additional concerns include:

S12

My two cents for now

Tracy

From: Farkas, George CSCD:EX
Sent: Friday, January 6, 2012 2:42 PM
To: Campbell, Tracy JTI:EX; Jacobs, Murray JTI:EX; Mackay, Grant JTI:EX
Subject: FW: Draft TB Note for Jobs Campaign
Importance: High

S12

George Farkas

Assistant Deputy Minister
Ministries of Community, Sport and Cultural Development and
Jobs, Tourism, and Innovation
Ph: S17
George.Farkas@gov.bc.ca

From: Enemark, Gord FIN:EX
Sent: Friday, January 6, 2012 2:39 PM
To: Mentzelopoulos, Athana PREM:EX; Farkas, George CSCD:EX
Cc: Yelovatz, Maureen JTI:EX; Champion, Denise GCPE:EX; Stewart, Maria M FIN:EX; Fraser, John Paul GCPE:EX
Subject: RE: Draft TB Note for Jobs Campaign

S12

Thanks

Gord

From: Enemark, Gord FIN:EX

Sent: Thursday, January 5, 2012 1:41 PM

To: Mentzelopoulos, Athana PREM:EX; Farkas, George CSCD:EX

Cc: Yelovatz, Maureen JTI:EX; Champion, Denise GCPE:EX; Stewart, Maria M FIN:EX; Fraser, John Paul GCPE:EX

Subject: Draft TB Note for Jobs Campaign

S12

Thanks

Gord

Hall, Jane M CSCD:EX

From: Farkas, George CSCD:EX
Sent: Wednesday, January 4, 2012 6:04 PM
To: Jacobs, Murray JTST:EX
Subject: FW: Jobs Plan - Supporting Documentation

I will hand this over to you once I connect with John Paul. I didn't raise some of your questions, although they were on-point because I didn't think they'd help get us to a better document with GCPE.

George Farkas

Assistant Deputy Minister
Ministries of Community, Sport and Cultural Development and
Jobs, Tourism, and Innovation
Ph: S17
George.Farkas@gov.bc.ca

From: Champion, Denise GCPE:EX
Sent: Wednesday, January 4, 2012 5:53 PM
To: Farkas, George CSCD:EX; Enemark, Gord FIN:EX
Cc: Fraser, John Paul GCPE:EX; Rowsell, Michelle GCPE:EX
Subject: Re: Jobs Plan - Supporting Documentation

Hi George,

Because I am out of the office and my DTS isn't working, I will ask Gord and/or John Paul to send you a copy of our responses to the questions posed by TBS. If after that you still have questions I would suggest you connect with John Paul directly as he is leading the project on our side.

S12

S12

Denise

From: Farkas, George CSCD:EX
Sent: Wednesday, January 04, 2012 05:43 PM
To: Champion, Denise GCPE:EX; Rowsell, Michelle GCPE:EX
Subject: FW: Jobs Plan - Supporting Documentation

Denise

S12

S12

From: Champion, Denise GCPE:EX
Sent: Tuesday, January 3, 2012 1:42 PM
To: Enemark, Gord FIN:EX; Farkas, George CSCD:EX
Subject: Jobs Plan - Supporting Documentation

Gord and George,

S12

Thank you!

Denise

Pages 219 through 220 redacted for the following reasons:

S12

Hall, Jane M CSCD:EX

From: Farkas, George CSCD:EX
Sent: Tuesday, January 3, 2012 2:05 PM
To: Jacobs, Murray JTST:EX
Subject: FW: Jobs Plan - Supporting Documentation

Importance: High

Please review and provide me with comments as soon as possible. Might got to TB on the 12th.

S12

From: Champion, Denise GCPE:EX
Sent: Tuesday, January 3, 2012 1:42 PM
To: Enemark, Gord FIN:EX; Farkas, George CSCD:EX
Subject: Jobs Plan - Supporting Documentation

Gord and George,

S12



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pdf

I spoke to the ADM responsible for advertising and marketing and there is no marketing brief available. We are working to provide responses to your questions, Gord, by end of day tomorrow.

Thank you!

Denise

Page 222 redacted for the following reason:

S12

Hall, Jane M CSCD:EX

From: Stewart, Maria M FIN:EX
Sent: Monday, November 28, 2011 8:13 AM
To: Jacobs, Murray JTST:EX
Subject: Jobs Plan advertising

Murray,
Do you have any updates on this advertising ask?

Thanks,
Maria

Hall, Jane M CSCD:EX

From: Farkas, George CSCD:EX
Sent: Thursday, November 24, 2011 1:03 PM
To: Yelovatz, Maureen JTST:EX; Pearson, Barbera CSCD:EX
Cc: Jacobs, Murray JTST:EX; Campbell, Tracy JTST:EX
Subject: RE: BC Job Plan Public Information Campaign - TB Submission

We will have comments to you by tomorrow.

Murray, please review and send me comments today.

Regards.

From: Yelovatz, Maureen JTI:EX
Sent: Thursday, November 24, 2011 12:02 PM
To: Pearson, Barbera CSCD:EX
Cc: Jacobs, Murray JTI:EX; Campbell, Tracy JTI:EX; Farkas, George CSCD:EX
Subject: RE: BC Job Plan Public Information Campaign - TB Submission


I've already spoken to the MO and advised that this required approvals from our end and why. Murray/George should review and provide their comments for the DM's review. When will we receive former?

Maureen Yelovatz
Director, Executive Operations
Office of the Deputy Minister
Ministry of Jobs, Tourism and Innovation
Phone: 250-952-0104

From: Pearson, Barbera CSCD:EX
Sent: Thursday, November 24, 2011 11:50 AM
To: Yelovatz, Maureen JTI:EX
Cc: Jacobs, Murray JTI:EX; Campbell, Tracy JTI:EX; Farkas, George CSCD:EX
Subject: FW: BC Job Plan Public Information Campaign - TB Submission
Importance: High

Next steps please.

Barbera Pearson , Executive Administrative Assistant
CSCD & JTI ADMO-Management Services Division
Phone: (250) 387-8705 Fax: (250) 387-7973
<mailto:barbera.pearson@gov.bc.ca>

 Please consider the environment before printing this e-mail

From: Champion, Denise GCPE:EX
Sent: Thursday, November 24, 2011 11:49 AM

To: Pearson, Barbera CSCD:EX
Subject: BC Job Plan Public Information Campaign - TB Submission

Hi Barbera,

Further to our discussion yesterday, I attach:

The Word version of the TB Submission

<< File: Treasury Board Submission-Nov2011.docx >>
and the scanned signed version of the TB Submission

<< File: 20111123153802.pdf >>

The original signed copy will be delivered to your office by courier later today. Thank you for your assistance in moving this forward!

Denise

Denise J. Champion

Executive Director, Corporate Services
Government Communications & Public Engagement
Phone: 250 953-4685
Fax: 250 387-3534

e-mail: Denise.Champion@gov.bc.ca

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BC's EDUCATION PLAN

ON THE WEB: WWW.BCEDPLAN.CA

ON TWITTER: @BCEDPLAN

Hall, Jane M CSCD:EX

From: Farkas, George CSCD:EX
Sent: Thursday, November 24, 2011 12:45 PM
To: Jacobs, Murray JTST:EX
Subject: FW: BC Job Plan Public Information Campaign - TB Submission

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From: Yelovatz, Maureen JTI:EX
Sent: Thursday, November 24, 2011 12:13 PM
To: Campbell, Tracy JTI:EX; Pearson, Barbera CSCD:EX
Cc: Jacobs, Murray JTI:EX; Farkas, George CSCD:EX
Subject: RE: BC Job Plan Public Information Campaign - TB Submission

S12

Maureen Yelovatz
Director, Executive Operations
Office of the Deputy Minister
Ministry of Jobs, Tourism and Innovation
Phone: 250-952-0104

From: Campbell, Tracy JTI:EX
Sent: Thursday, November 24, 2011 12:11 PM
To: Pearson, Barbera CSCD:EX; Yelovatz, Maureen JTI:EX
Cc: Jacobs, Murray JTI:EX; Farkas, George CSCD:EX
Subject: RE: BC Job Plan Public Information Campaign - TB Submission

FYI- the numbers quoted in the fiscal impacts section are wrong.

From: Pearson, Barbera CSCD:EX
Sent: Thursday, November 24, 2011 11:50 AM
To: Yelovatz, Maureen JTI:EX
Cc: Jacobs, Murray JTI:EX; Campbell, Tracy JTI:EX; Farkas, George CSCD:EX
Subject: FW: BC Job Plan Public Information Campaign - TB Submission
Importance: High

Next steps please.

Barbera Pearson , Executive Administrative Assistant
CSCD & JTI ADMO-Management Services Division

Phone: (250) 387-8705 Fax: (250) 387-7973
mallo:barbera.pearson@gov.bc.ca



Please consider the environment before printing this e-mail

From: Champion, Denise GCPE:EX
Sent: Thursday, November 24, 2011 11:49 AM
To: Pearson, Barbera CSCD:EX
Subject: BC Job Plan Public Information Campaign - TB Submission

Hi Barbera,

Further to our discussion yesterday, I attach:

The Word version of the TB Submission

<< File: Treasury Board Submission-Nov2011.docx >>
and the scanned signed version of the TB Submission

<< File: 20111123153802.pdf >>

The original signed copy will be delivered to your office by courier later today. Thank you for your assistance in moving this forward!

Denise

Denise J. Champion

Executive Director, Corporate Services
Government Communications & Public Engagement
Phone: 250 953-4685
Fax: 250 387-3534

e-mail: Denise.Champion@gov.bc.ca

<< OLE Object: Picture (Device Independent Bitmap) >>

BC's EDUCATION PLAN

ON THE WEB: WWW.BCEDPLAN.CA
ON TWITTER: @BCEDPLAN

Hall, Jane M CSCD:EX

From: Campbell, Tracy JTST:EX
Sent: Thursday, November 24, 2011 12:35 PM
To: Jacobs, Murray JTI:EX
Subject: RE: BC Job Plan Public Information Campaign - TB Submission

Sensitivity: Confidential

Numbers are still wrong. ☺

From: Jacobs, Murray JTI:EX
Sent: Thursday, November 24, 2011 12:33 PM
To: Campbell, Tracy JTI:EX
Subject: FW: BC Job Plan Public Information Campaign - TB Submission
Importance: High
Sensitivity: Confidential

fyi

Murray Jacobs
Chief Financial Officer & Director of Crown Initiatives
Finance & Administrative Services
Ministry of Jobs, Tourism and Innovation
3rd Floor, 800 Johnson Street
Victoria, B.C. V8W 9W1
phone: (250) 356-6950 fax: (250) 387-1590
email: Murray.Jacobs@gov.bc.ca

From: Brouwer, Shauna CSCD:EX
Sent: Thursday, November 24, 2011 12:20 PM
To: Jacobs, Murray JTI:EX
Subject: BC Job Plan Public Information Campaign - TB Submission
Importance: High
Sensitivity: Confidential

From: Champion, Denise GCPE:EX
Sent: Thursday, November 24, 2011 12:14 PM
To: Brouwer, Shauna CSCD:EX
Subject: BC Job Plan Public Information Campaign - TB Submission

Shauna,

Just wanted to give you a heads up on the attached TB Submission. I had spoken to George Farkas several weeks ago about preparing a TB sub for the BC Job Plan public information campaign.

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<<20111123153802.pdf>>

Please feel free to give me a call to discuss at your convenience. My apologies for the shift in process...

Denise



Treasury Board Submission – Request for Decision

Minister: Honourable Pat Bell

Ministry: Jobs, Tourism and Innovation

Date: November 23, 2011

Ministry Document #:

Title: BC Jobs Plan Public Information Campaign

S12

Pages 231 through 232 redacted for the following reasons:

S12