

Date: December 22, 2011

To: Loredana Feraru  
Information and Privacy Analyst  
Information Access Office

Re: FOI Request GCPE 2011-00130

Further to the request for records received December 21, 2011, requesting all records of advertising costs for Canada Starts Here: The BC Jobs Plan and information regarding contractors retained to provide services, I can confirm the following:

- Budget allocations for individual campaigns vary based on decisions taken throughout the course of a campaign and are not considered final until a decision is taken to conclude a campaign.
- As of December 14, 2011 (the date of the request) supplier invoices totaling \$866,697 have been received and processed for payment.
- Two suppliers have been retained to work on this project: Cossette Communications (creative and production) and Vizeum Canada Inc. (the agency of record for advertising placement for the province excluding domestic tourism advertising conducted by Tourism BC). Cossette Communications is one of six suppliers included on a Corporate Supply Arrangement established in conjunction with the Purchasing Services Branch for provision of advertising services. Under the Corporate Supply Arrangement, contracts are not entered into on a project by project basis. Instead suppliers are required to submit draw downs that provide estimated costs for various components of the project.
- As in past years, a detailed listing of STOB 67 expenditures will be provided with the release of the Public Accounts.

Please feel free to contact me if you have any questions in this regard. Thank you!

*Denise Champion*

Denise Champion  
Executive Director  
Corporate Services