



Treasury Board Submission – Request for Decision

Minister: Honourable Pat Bell

Ministry: Jobs, Tourism and Skills Training

Date: Xx/xx/2012

Ministry Document #: xx

Title:

S12

Pages 2 through 4 redacted for the following reasons:

s12



S12

Contact: Dave Byng, Deputy Minister
(250) 952-0103

Honourable Pat Bell

Date Signed

S12

Pages 6 through 24 redacted for the following reasons:

s12, s13



Treasury Board Submission – Request for Decision

Minister: Honourable Pat Bell

Ministry: Ministry of Jobs, Tourism and Skills Training
and Minister Responsible for Labour

Date: 15/10/2012 Ministry Document #: 09-13

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Pages 26 through 29 redacted for the following reasons:

s12



S12

Contact: Greg Goodwin,
Economic Development Division
(250) 356-0778

Honourable Pat Bell

Date Signed



Appendices:

-
-
-
-
-

S12

Pages 32 through 40 redacted for the following reasons:

s12

Smith, Julia JTST:EX

From: Farkas, George CSCD:EX
Sent: Thursday, October 11, 2012 1:01 PM
To: Byng, Dave A JTST:EX
Subject: FW: Updated Peter Milburn Memo & Supporting Docs - for today's 12:30pm conference call with DM Byng

George Farkas

Assistant Deputy Minister
Ministries of Community, Sport and Cultural Development and
Jobs, Tourism, and Skills Training (and Minister Responsible for Labour)
Ph: (250) 213-3010
George.Farkas@gov.bc.ca

From: Pearson, Barbera CSCD:EX
Sent: Thursday, October 11, 2012 10:02 AM
To: Farkas, George CSCD:EX; Yelovatz, Maureen JTST:EX; Fekete, Renee JTST:EX; Hourston, Sveah JTST:EX
Cc: Pearson, Barbera CSCD:EX; Jacobs, Murray JTST:EX; Campbell, Tracy JTST:EX
Subject: RE: Updated Peter Milburn Memo & Supporting Docs - for today's 12:30pm conference call with DM Byng

Good Morning:

As discussed, attached are the documents for today's conference call with DM Byng:



Peter Milburn -
Jobs Plan 1 Up...



Supporting info
meeting with D...

Thank you.
Barb

Barbera Pearson, Executive Administrative Assistant
ADMO-Management Services Division

Ministry of Community, Sport & Cultural Development
Ministry of Jobs, Tourism & Skills Training
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>



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**Ministry of Jobs, Tourism
and Skills Training and
Minister Responsible for
Labour**

Office of the Deputy
Minister

MEMORANDUM

Ref:

Peter Milburn
Deputy Minister
Ministry of Finance

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Peter Milburn
Page 2

S12

Dave Byng
Deputy Minister

Enclosure

pc: George Farkas
Assistant Deputy Minister
Management Services Division

DM:file copy ADM:diary copy Branch:file copy Branch:diary copy
Date Typed: October 11, 2012 Prepared by: FSB:MJacobs:BP
Document Location: document1
ARCS/ORCS#: 0280-30

Pages 45 through 48 redacted for the following reasons:

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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:

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Hi Mary, hope all's well.

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I'll set up a meeting next week in the hopes you can accommodate us.

Have a good long weekend!

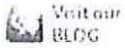
Cheers

Nancy

Nancy Taylor

Director, International Marketing
International Market Development
Ministry of Jobs, Tourism and Skills Training
T. 250 953.3397

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Pages 52 through 61 redacted for the following reasons:

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Hall, Jane M CSCD:EX

From: Sen, Shom JTST:EX
Sent: Wednesday, October 3, 2012 1:25 PM
To: Byng, Dave A JTST:EX
Cc: Yelovatz, Maureen JTST:EX; Bubrick, Elaine JTST:EX
Subject: Bi-weekly
Attachments: DM Bi-weekly October 3 V5.docx

Hi Dave

Please find attached the Bi-weekly.

Regards
Shom

INTERNATIONAL MARKET DEVELOPMENT & INTERNATIONAL INVESTMENT/COMPANY ATTRACTION

Not Responsive

6. International Marketing

- **International Marketing Campaign**

GCPE is expected to launch an advertising campaign (primarily domestic television spots) the first week of October “designed to inform domestic and international audiences about BC's strong economic foundation and stable economy. Key messages include controlled spending, low taxes, attracting new investment to keep our economy stable and growing, and helping make life affordable for BC families. The campaign provides an information program to raise investor and public awareness about BC's economic advantages and services.” We understand there will be a re-launch/update of the BC Jobs Plan website with a range of tools and services for investors, exporters, job-seekers. Export and investment tools are the same as those on the www.britishcolumbia.ca website and it is expected that BC Jobs Plan site will drive traffic to the trade and investment site.

IM is supporting a range of marketing activities to reinforce the advertising campaign in collaboration with Priority Markets team, including:

1. **Mining/Natural Gas:** integrated marketing supports for China Mining and India Mining Exhibition, including tradeshow presence, e-direct mail campaigns; key events are being planned with MEM.
2. **International Education:** integrated marketing supports (tradeshow, search engine marketing, social media) for upcoming education fairs in China, Japan, and Korea in collaboration with AVED.

3. **Clean Technology:** integrated marketing supports for events such as Renewable Energy Korea, Renewable Energy India, Berlin Pellets forum, Pacific Rim Industrial Conference on Bioenergy, Tohoku Renewable Energy, Green Building Hyderabad, GreenBuild USA, Can Bio.
4. **Digital Media/Film/ICT:** completed SIGGRAPH, Gamescom and Tokyo Gameshow and focused on future ones such as India Telecom, Game Developers Conference, etc.
5. **Agrifoods** campaign: integrated marketing supports (tradeshow, search engine marketing, social media) in collaboration with MAG for China Seafood, Hong Kong Wine and Spirits, Winter Fancy Food show, Tokyo Food Ex and Seoul Food exhibition.

Not Responsive

Not Responsive

Pages 66 through 67 redacted for the following reasons:

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Hall, Jane M CSCD:EX

From: Taylor, Nancy JTST:EX
Sent: Tuesday, May 1, 2012 5:04 PM
To: 'David Brodie'
Cc: 'Liz Lea'; Fraser, John Paul GCPE:EX; Sen, Shom JTST:EX; Dila, Mary GCPE:EX; Watt, Adrienne GCPE:EX
Subject: International campaign - Urgent

s12, s13

Thanks
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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Hall, Jane M CSCD: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, s13

Regards
Shom

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,

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Nancy had suggested for the purposes of Treasury Board to

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Thanks,
David

David Brodie
Vice President, Western Canada, Citizen Optimum



1085 Homer Street, Suite 500
Vancouver, British-Columbia V6B 1J4
Canada

T 604 647 2911
M S22
W www.citizenrelations.com

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



1085 Homer Street, Suite 500
Vancouver, British-Columbia V6B 1J4
Canada

T [604 647 2911](tel:6046472911)
M S22
W www.citizenrelations.com

Citizen Optimum is a member of the Citizen Relations group.

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: [250.387.1374](tel:250.387.1374) | C: s17 | E: adrienne.watt@gov.bc.ca

Pages 72 through 81 redacted for the following reasons:

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Hall, Jane M CSCD:EX

From: Little, Christine JTST:EX
Sent: Tuesday, April 3, 2012 7:00 PM
To: Jacobs, Murray JTST:EX
Cc: Sen, Shom JTST:EX; Taylor, Nancy JTST:EX; Matisz, Gregory E JTST:EX
Subject: Fw: Prepping for TB presentation

Murray - just to follow up on our conversation earlier today .

s13

s13

Thanks very much.

s13

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

From: Taylor, Nancy JTI:EX
Sent: Tuesday, April 03, 2012 06:53 PM
To: Sen, Shom JTI:EX
Cc: Little, Christine JTI:EX
Subject: Fw: Prepping for TB presentation

FYI - this looks to be

s13

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

From: Dila, Mary GCPE:EX
Sent: Tuesday, April 03, 2012 06:51 PM
To: David Brodie <david.brodie@citizenrelations.com>
Cc: Watt, Adrienne GCPE:EX; Taylor, Nancy JTI:EX; Fraser, John Paul GCPE:EX
Subject: Prepping for TB presentation

Hi Dave,

As we move forward with refining the plan, research, and identifying appropriate opportunities with the mission, we need to be mindful of the next approval milestones...

s13

Look forward to connecting on Thursday.

Thanks,

Mary

Sent from my iPhone

Taylor, Nancy JTST:EX

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

Hi Adrienne,

s13

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
Jobs, Tourism and Innovation
T. 250 953.3397
M: s17

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