



## Memorandum

Government Communications and  
Public Engagement

Date: November 24, 2011

To: Mark Sime  
Information and Privacy Analyst  
Information Access Office

Re: FOI Request GCPE 2011-00107

Further to the request for records received November 10, 2011, requesting all records of advertising costs for Canada Starts Here: The BC Jobs Plan since it was announced in September 2011, 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 November 8, 2011 (the date of the request) supplier invoices totaling \$370,319 have been received and processed for payment.

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

Denise Champion  
Executive Director  
Corporate Services