

PROVINCE OF BRITISH COLUMBIA
Information and Publication Expenditures for 2013/14
(includes expenses from all ministries and Government Communications and Public Engagement)

MINISTRY/AGENCY	TOPIC/CATEGORY	DESCRIPTION	SOURCE OF	CONTRACTOR/SUPPLIER	METHOD OF AWARD	AMOUNT
						Total (\$)
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	Forest Fire Prevention	Annual forest fire campaign that promotes behaviour that helps reduce the incidence of human caused forest fires. The messages are tailored to conditions and run largely on an as needed basis. Mediums: Radio, Television, Print, Online and Outdoor.	Stob 67 Allocated Budget	Traction Creative (creative and production services)	RSO	184,800
				Vizeum Canada Inc. (advertising purchasing)	RFP	958,428
				Various (Google SEM, QP)	Various	25,235
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	Family Day Celebrations	Campaign to support BC Family Day through affordable, family-focused celebrations across the province. Mediums: Online (creative in-house).	Stob 67 Allocated Budget	Kimbo Design Inc. (online advertising purchased)	RSO	15,000
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	LNG Awareness	Campaign to support the May 2014 LNG Conference. Mediums: Online (creative in-house).	Stob 67 Allocated Budget	Kimbo Design Inc. (online advertising purchased)	RSO	18,651
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	Various Operational Communications Projects	Creative, production, marketing and advertising purchasing services for operational communications projects (such as Remembrance Day messages, etc.) Mediums: Various.	Stob 67 Allocated Budget	Vizeum Canada Inc. (advertising purchasing)	RFP	45,847
BC PUBLIC SERVICE AGENCY	Recruitment Advertising	To inform British Columbians about career opportunities in the BC Public Service.	Stob 67 Allocated Budget	Various external recruitment advertising services including placement and purchasing of media advertisements.	CSA	179,379
ADVANCED EDUCATION	International Education	Government of BC launched International Education Strategy in May 2012, and is committed to increasing awareness of BC as a high quality education destination. Objective of this campaign is to ensure that BC is on the consideration "short" list for prospective students coming to B.C. The campaign targets family and friends of potential students who are already living in British Columbia and asks them to encourage potential students they know to come to B.C. An international public relations campaign was also undertaken to promote the Education Quality Assurance brand overseas.	Stob 67 Allocated Budget	Cossette Communications (creative and production services)	RSO	8,925
CHILDREN & FAMILY DEVELOPMENT	Early Childhood Tax Credit	To inform British Columbians about the early childhood tax credit and that to apply parents need to file their 2013 tax return. Mediums: Online.	Approved internal reallocation of funds	Kimbo Design Inc. (creative, online advertising purchased)	RSO	9,977
EDUCATION	ALL	To inform British Columbians about the programs, services and career opportunities provided by the Ministry of Education.	Stob 67 Allocated Budget	DDB Canada (creative and production services)	RSO	2,000
				Queens Printer (printing services)	QP Req	1,655
EDUCATION	Learn Magazine	The BC Ministry of Education communicates with its certificate holders through a variety of means. Along with the website, the magazine is a major communications tool.	Stob 67 Allocated Budget	Various	Various	567
				Ronda Barzilay and Associates	RFP	177,268
				IDRS Ltd (distribution)	RFP	91,454
FINANCE	ALL	To inform British Columbians about the programs, services and career opportunities provided by the Ministry of Finance.	Stob 67 Allocated Budget	Canada Post Corporation (Returns)	N/A	1,378
				Vizeum Canada Inc. (advertising purchasing)	RFP	18,451
				Various	Various	2,222
				Queens Printer (printing services)	QP Req	64,466

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HEALTH	Informed Dining	To raise awareness of the Informed Dining Program. British Columbians can now easily find important nutrition information when they eat out in participating restaurants across the province. Mediums: Radio, Outdoor and Online.	Approved internal reallocation of funds	Traction Creative (creative and production services)	RSO	32,105
				Vizeum Canada Inc. (advertising purchasing)	RFP	249,427
				Kimbo Design Inc. (online advertising purchased & creative)	RSO	114,707
HEALTH	ALL	To inform British Columbian's about the programs, services and career opportunities provided by the Ministry of Health.	Approved internal reallocation of funds	Various	Various	1,858
JOBS, TOURISM AND INNOVATION	Welcome BC	To promote the settlement services for adult newcomers to British Columbia. Mediums: Radio and Online.	Federal Government Labour Market Development Agreement	Traction Creative (creative and production services)	RSO	14,400
				Response Advertising (creative, production, and translation services)	RSO	63,425
				Vizeum Canada Inc. (advertising purchasing)	RFP	346,236
				Kimbo Design Inc. (online advertising purchased & creative)	RSO	300,423
				Queens Printer (printing services)	QP Req	51,962
JOBS, TOURISM AND INNOVATION	WorkBC	A province-wide campaign to inform British Columbians of the new WorkBC website and promote the use of labour market information tools on the site (Career Trek, Labour Market Navigator. WorkBC.ca provides information to support job seekers, students, and other career explorers, employers and service providers. Mediums: Radio, Print, Outdoor and Online.	Federal Government Labour Market Development Agreement	McLaren McCann (creative and production services)	RSO	292,766
				Kimbo Design Inc. (online advertising)	RSO	343,599
				Vizeum Canada Inc. (advertising purchasing)	RFP	1,031,811
				Queens Printer (printing services)	QP Req	8,656
JOBS, TOURISM AND INNOVATION	Provincial Nominee Program	To attract attendance at information sessions for foreign workers currently working in B.C. The workshops were jointly hosted by the Provincial Nominee Program, the Employment Standards Branch and Citizenship Immigration Canada. Medium: Print.	Federal Government Labour Market Development Agreement	Vizeum Canada Inc. (advertising purchasing)	RFP	9,900
JOBS, TOURISM AND INNOVATION	ALL	To inform British Columbian's about the programs, services and career opportunities provided by the Ministry of Jobs, Tourism and Innovation	Stob 67 Allocated Budget	Various	Various	208
JUSTICE	VictimLink BC Awareness	To reach victims of crime who have not yet accessed the justice system and distribute information about VictimLink BC. Mediums: Print, Radio and Online.	Federal Government	Vizeum Canada Inc. (advertising purchasing)	RFP	24,071
				Kimbo Design Inc. (creative, online advertising purchased)	RSO	14,279
SOCIAL DEVELOPMENT	Community Employer Partnerships	To inform British Columbians about the Community Employer Partnership Program. Mediums: Direct Mail.	Federal Government Labour Market Development	Queens Printer (printing services)	QP Req	3,084

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TRANSPORTATION AND INFRASTRUCTURE	Speed Limit Review	To encourage participation in community engagement sessions held around the province regarding speed limits of BC's rural highways. Mediums: Print.	Approved internal reallocation of funds	Vizeum Canada Inc. (advertising purchasing)	RFP	39,699
TRANSPORTATION AND INFRASTRUCTURE	BC Ferries Coast Community Engagement	To encourage participation in community engagement sessions held in coast communities regarding BC Coastal Ferry Services. Mediums: Print.	Approved internal reallocation of funds	Vizeum Canada Inc. (advertising purchasing)	RFP	24,852
OFFICE OF THE LEGISLATURE	ALL	To inform British Columbians about the programs, services and career opportunities provided by the Officers of the Legislature, includes: Ombudsperson, Info & Privacy Commissioner, Elections BC, Police Complaints Commissioner and Merit Commissioner.	Stob 67 Allocated Budget & Approved access to Contingencies	Various	Various	2,241,673
LEGISLATION	ALL	To inform British Columbians about the programs and services provided by Legislation.	Stob 67 Allocated Budget	Various	Various	24,727
TOTAL STOB 67 INFORMATION AND PUBLICATIONS EXPENDITURES IN 2013/14						7,039,570
TOTAL STOB 68 STATUTORY ADVERTISING EXPENDITURES IN 2013/14						2,386,915
TOTAL INFORMATION AND PUBLICATION EXPENDITURES FOR 2013/14						9,426,485

ALL = Captures all categories for entities with expenditures < \$100,000
CSA = Corporate Supply Arrangement, established through a competitive process
FSA = Foreign Service Agreement, direct awarded, exempted service AIT, TILMA
ITQ = Invitation to Quote, established through a competitive process
QP Req = Queen's Printer Requisition
RSO = Request for Standing Offer, established through a competitive process
RFP = Request for Proposal, established through a competitive process
RFQ = Request for Qualifications, established through a competitive process
RFS = Request for Service