

# **CANADA STARTS HERE**

2012 TV Scripts and Keyframes – Phase 1

October 1, 2012



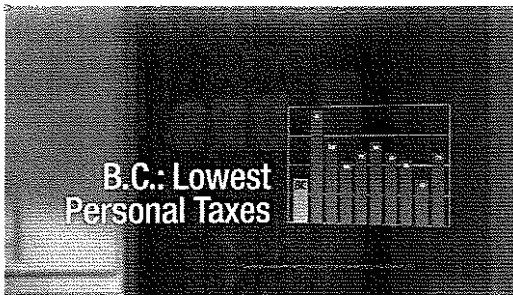
**BRITISH  
COLUMBIA**

## Lowest Taxes



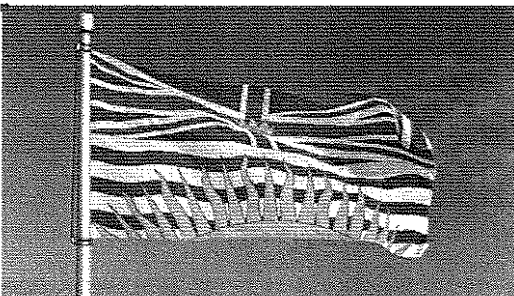
SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is stable and growing.



VO: Our personal taxes are the lowest in Canada.

Mice: lowest provincial personal income taxes for individuals earning up to \$120,000 in 2012.



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**BRITISH  
COLUMBIA**

More information at:  
[BCJobsPlan.ca](http://BCJobsPlan.ca)



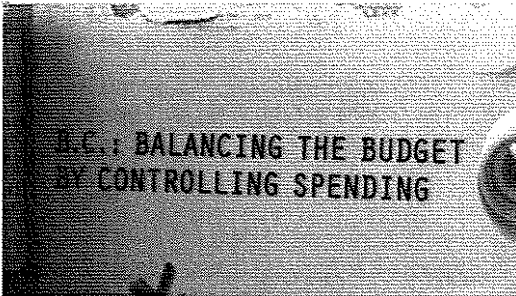
VO: The BC Jobs Plan... Canada Starts Here.

## Budget

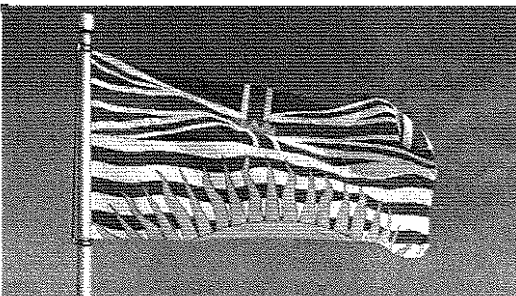


SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is stable and growing.



VO: We are balancing the budget by controlling spending.



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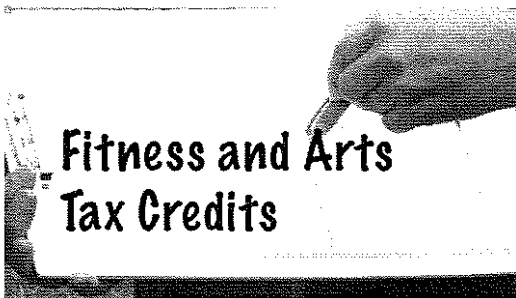
VO: The BC Jobs Plan... Canada Starts Here.

## Soccer

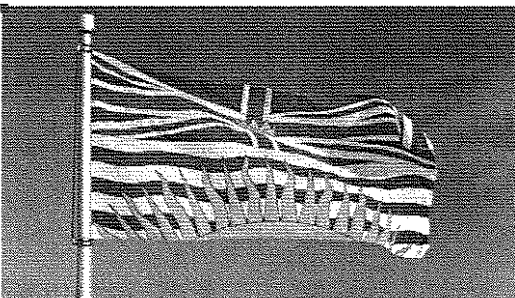


SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is working to make life more affordable for families.



VO: Tax credits are helping kids participate in arts and sport.



D



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COLUMBIA**

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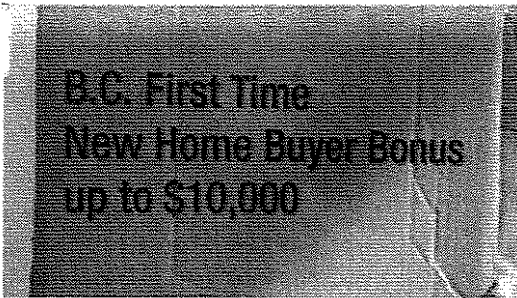
VO: British Columbia... Canada Starts Here.

## Home Sale

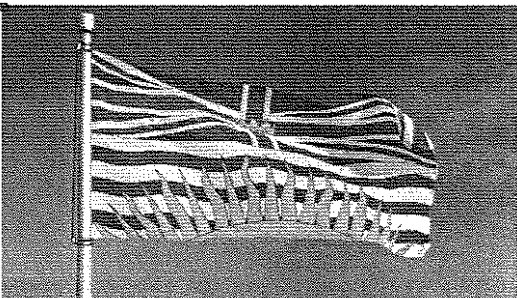


SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is working to make life more affordable for families.



VO: Tax credits are helping families buy their first new home.



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COLUMBIA**

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VO: British Columbia... Canada Starts Here.

## Sr. Reno Health

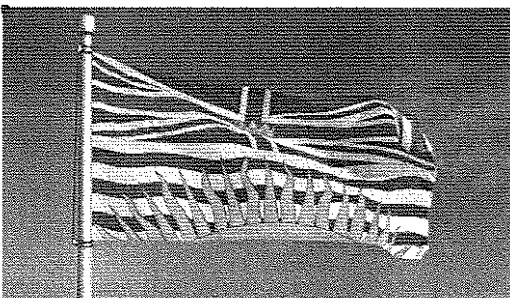


SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is working to make life more affordable for families.



VO: Tax credits are helping BC seniors live healthy, independent lives.



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COLUMBIA**

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VO: British Columbia... Canada Starts Here.

## LNG



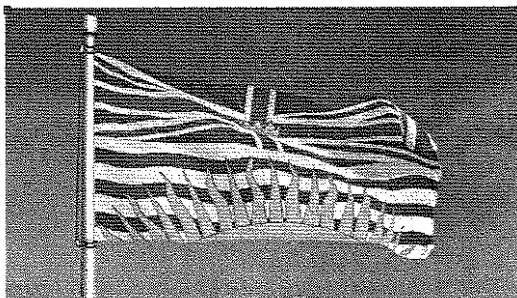
SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is stable and growing



VO: Environmentally responsible natural gas is creating opportunities for BC.

Mice: potential economic activity over the next thirty years




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COLUMBIA**

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A message from  **BC**

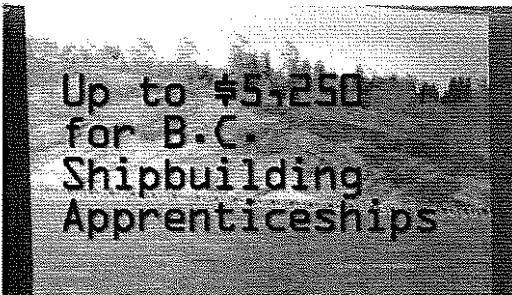
VO: British Columbia... Canada Starts Here.  
A message from the Government of BC.

## Skills Ship



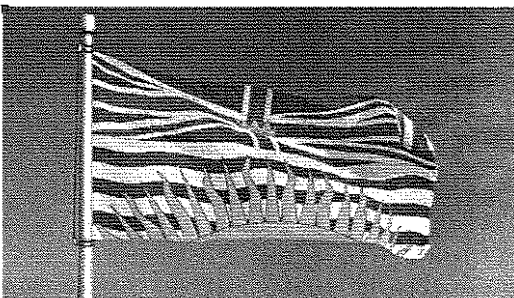
SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is stable and growing.



VO: We are ensuring British Columbians have the skills they need to be first in line for jobs.

Mice: new training tax credit for ship building



□



**BRITISH  
COLUMBIA**

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VO: The BC Jobs Plan... Canada Starts Here.

## Skills Class



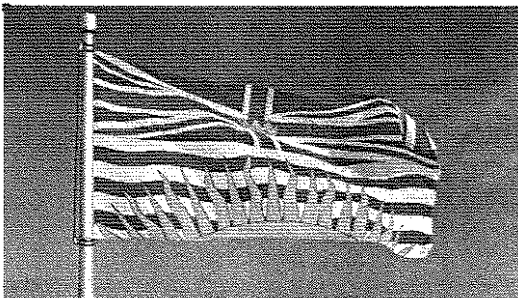
SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is stable and growing.



VO: We are leading the country in job creation, while matching skills to jobs and jobs to skills.

Mice: invested annually



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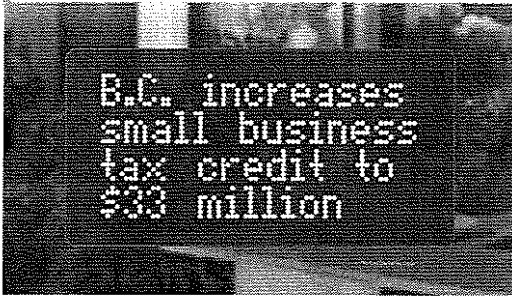
VO: The BC Jobs Plan... Canada Starts Here.

## Business Flower



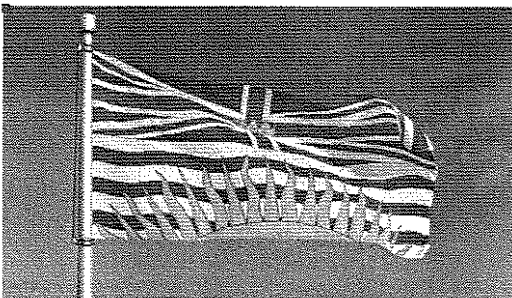
SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is stable and growing.



VO: We are helping small businesses grow and create jobs.

Mice: venture capital tax credit



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# **CANADA STARTS HERE**

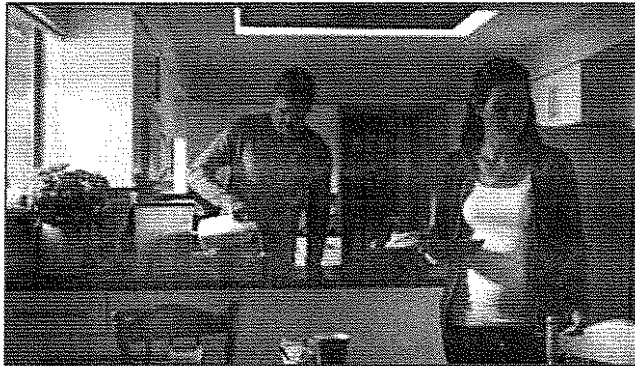
2012 TV Scripts and Supporting Facts

October 3, 2012



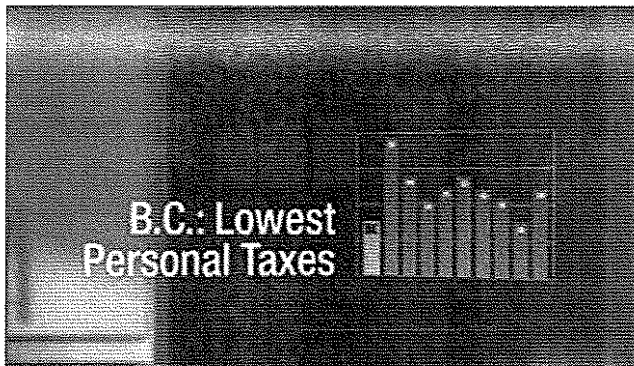
**BRITISH  
COLUMBIA**

# Lowest Taxes



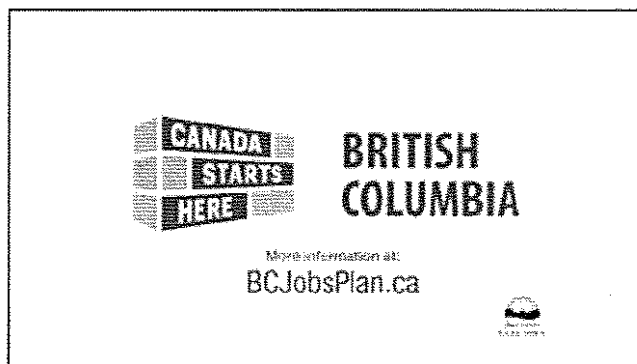
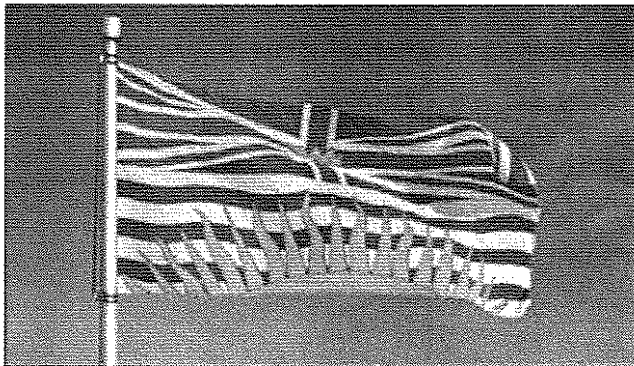
SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is stable and growing.



VO: Our personal taxes are the lowest in Canada.

Mice: lowest provincial personal income taxes for individuals earning up to \$120,000 in 2012.



VO: The BC Jobs Plan... Canada Starts Here.

## Lowest Taxes

B.C. has the lowest provincial personal income taxes in Canada for individuals earning up to \$120,000 year in 2012.

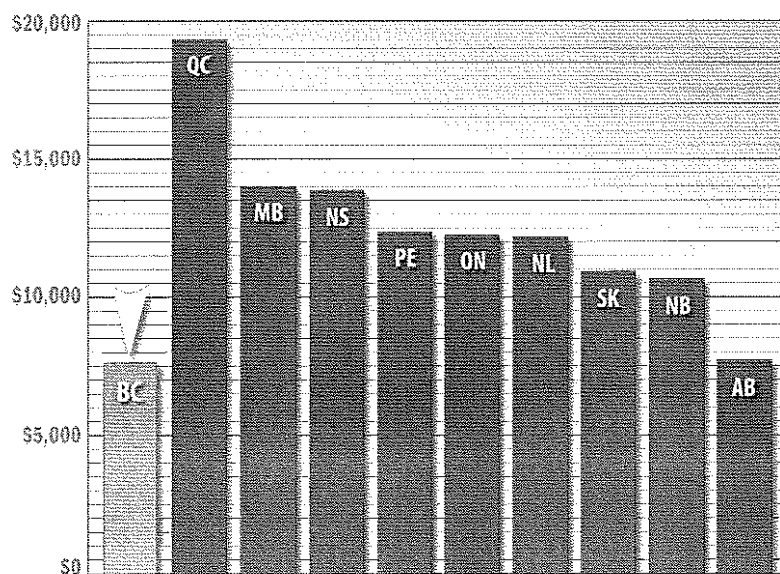
Keeping life affordable for B.C. families means keeping taxes low. Since 2001, most of us have benefited from a significant decrease in provincial income taxes:

- A family of four, earning \$70,000 a year, now pays just half of what they did in 2001.
- A single person earning \$50,000 pays 40% less.
- A single person earning \$20,000 pays 95%.
- Today an additional 325,000 people no longer pay any B.C. income tax.

You may not have noticed these reductions, because many of us have our income taxes deducted automatically from our paycheques. Yet the bottom line is still the same, and it's a good one: these tax reductions put more money in your pocket at the end of the year.

In fact, B.C. families generally have one of the lowest overall tax burdens in Canada, including income taxes, consumption taxes, property taxes, health care premiums and payroll taxes.

To learn more, including details on your possible tax credits and refunds, go to: [www.sbr.gov.bc.ca/individual.html](http://www.sbr.gov.bc.ca/individual.html)



### ***Interprovincial Comparisons of Provincial Personal Income Taxes Payable 2012***

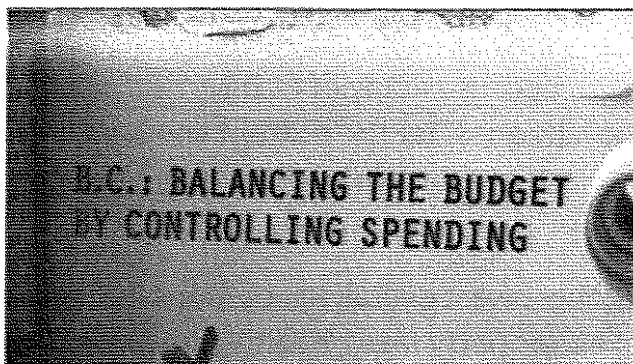
*B.C. has the **lowest** provincial personal taxes in the country for individuals earning up to \$120,000.*

# Balancing the Budget

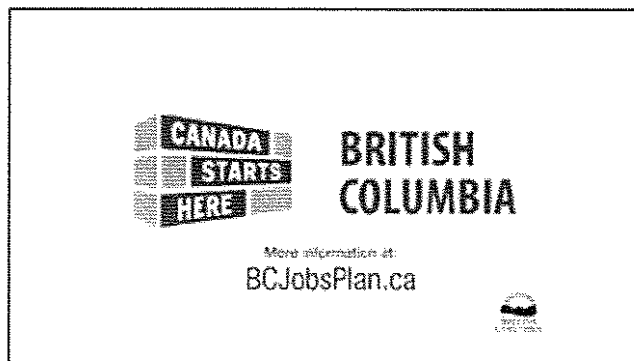
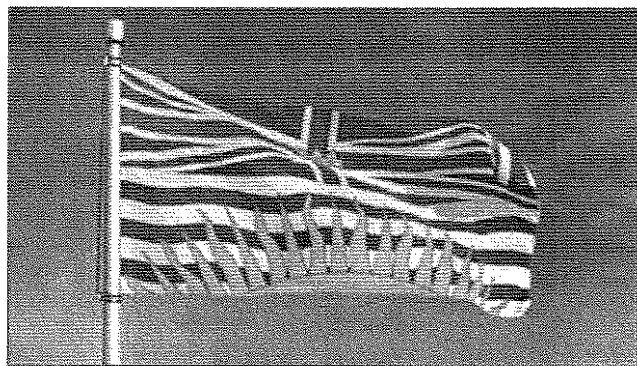


SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is stable and growing.



VO: We are balancing the budget by controlling spending.



VO: The BC Jobs Plan... Canada Starts Here.

## Balancing the Budget

The government is on track to balance the budget in 2013/14 by controlling spending.

In both difficult economic times and financial booms, a government must live within its means. Through prudent and controlled spending, B.C. is on track to balance our provincial government's budget in 2013.

From 2005 – 2008, when the world's economy was strong, government spending in B.C. grew nearly 6% each year. When the global economy worsened dramatically in 2008, B.C. government spending was scaled back, quickly. It's simply common sense: just like a household, you can't spend more money than you make.

If a B.C. resident is saddled with debt, it may affect their credit rating. The same thing happens to provincial and national governments. Greece, Spain and Ireland are examples of countries deeply in debt that now have poor credit ratings.

However, through sensible, responsive fiscal management, British Columbia has retained its current AAA-rating with both Standard & Poor's and Moody's – the two most authoritative economic advising agencies in the world. In short, both of these global advisors say that B.C.'s economy is stable, growing and a good place for international investment.

Why? Prudent fiscal and economic management is just one reason. B.C. also has lower debt and lower costs for borrowing. To help our skilled, experienced work force remain in B.C., the province looks at – and uses carefully – the tax dollars that fund health care, education and all the other measures that make B.C. a great place to live.

To learn more, go to:

[www.fn.gov.bc.ca/mybcbudget/](http://www.fn.gov.bc.ca/mybcbudget/)

[www.bcbudget.gov.bc.ca/2012/default.htm](http://www.bcbudget.gov.bc.ca/2012/default.htm) (budget2012 home page) OR

[www.gov.bc.ca/fin/](http://www.gov.bc.ca/fin/) (Ministry of Finance home page)

[www.leg.bc.ca/budgetconsultations/docs/2013\\_Budget\\_Consultation\\_Paper.pdf](http://www.leg.bc.ca/budgetconsultations/docs/2013_Budget_Consultation_Paper.pdf)

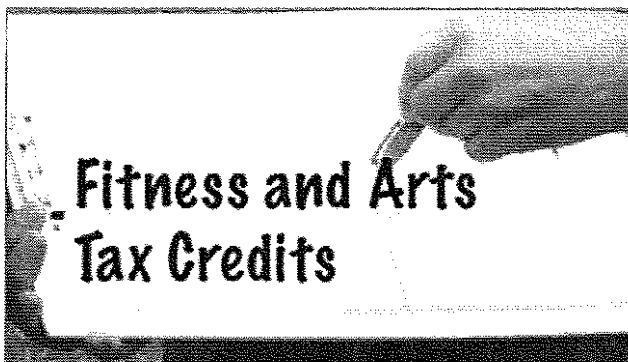
OR (Budget 2013 consultation paper-leads only to pdf, not a website)

# Children's Arts and Fitness Tax Credits

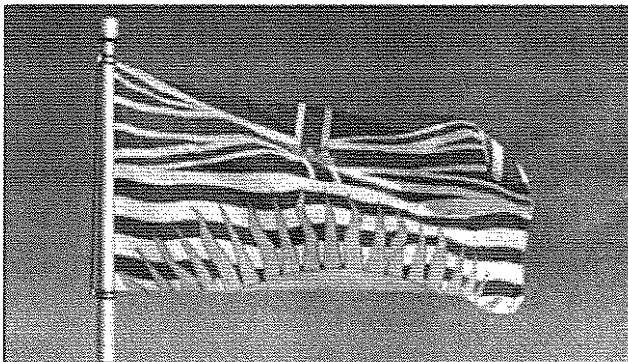


SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is working to make life more affordable for families.



VO: Tax credits are helping kids participate in arts and sport.



VO: British Columbia... Canada Starts Here.

## Children's Arts and Fitness Tax Credits

New tax credits are helping B.C.'s children live healthy and creative lives by encouraging participation in arts and sports. B.C. families can now claim up to \$500 – per child, per year – in eligible expenses for sports and arts programs outside the school system.

These tax credits go hand-in-hand with similar credits offered by the federal government, and have the same rules regarding expenses and eligibility.

This means a family with three children can claim up to \$1,500 a year, assuming each child is involved in a sports or arts program outside the school system.

The credit covers a little over five per cent of your eligible expenses. The bottom-line annual benefit – which you get when you file your income tax return – is up to \$25 per child, per credit.

To learn more, go to:

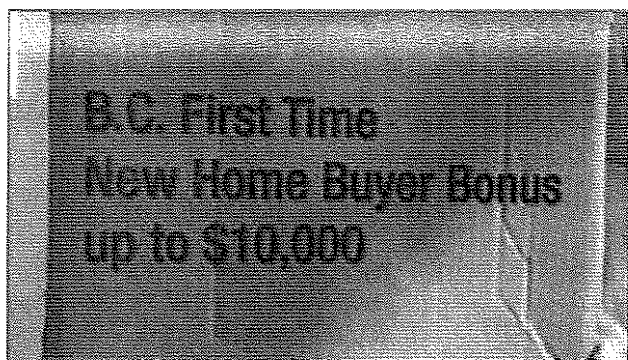
[www.sbr.gov.bc.ca/individuals/Income\\_Taxes/Personal\\_Income\\_Tax/non\\_refundable\\_credit-blocks/2012.htm](http://www.sbr.gov.bc.ca/individuals/Income_Taxes/Personal_Income_Tax/non_refundable_credit-blocks/2012.htm).

# Home Buyers' Bonus

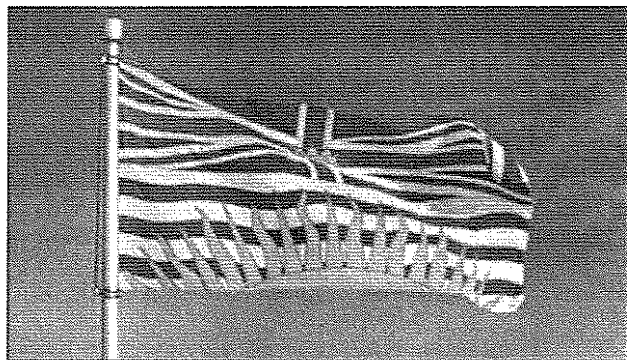


SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is working to make life more affordable for families.



VO: Tax credits are helping families buy their first new home.



VO: British Columbia... Canada Starts Here.

## Home Buyers' Bonus

B.C.'s New Home Buyer's Bonus helps make owning your own home a little more affordable. If you're a first-time home buyer in the market for a newly-built home, you can now get up to \$10,000 back from the B.C. government.

If you are a first-time homebuyer purchasing a newly-built home before March 31, 2013, you can get an income tax credit worth up to \$10,000.

The credit works out to 5% of the home's purchase price, up to a maximum of \$10,000. In other words, any newly-built home worth \$200,000 or more qualifies for the full amount.

The BC First Time New Home Buyer Bonus is designed to help families starting out, especially those with lower incomes. That's why it is gradually phased out for people earning more than \$150,000 a year.

B.C. is striving to help first-time home buyers start a new life with their family and a \$10,000 credit is just one more way we can help.

To learn more, or to apply, go to:

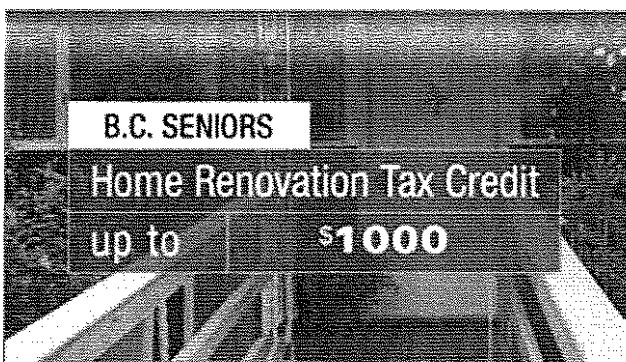
[www.sbr.gov.bc.ca/individuals/Income\\_Taxes/Personal\\_Income\\_Tax/tax\\_credits/fthb\\_bonus.htm](http://www.sbr.gov.bc.ca/individuals/Income_Taxes/Personal_Income_Tax/tax_credits/fthb_bonus.htm)

# Seniors' Home Renovation

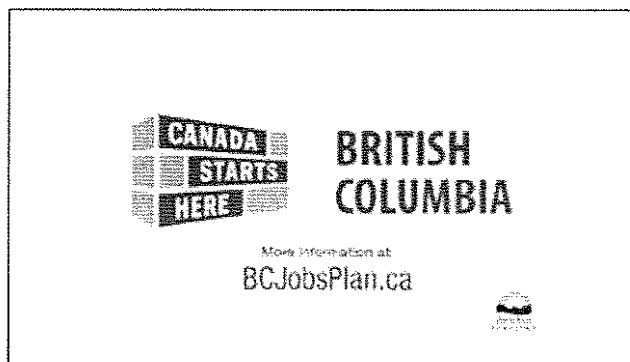
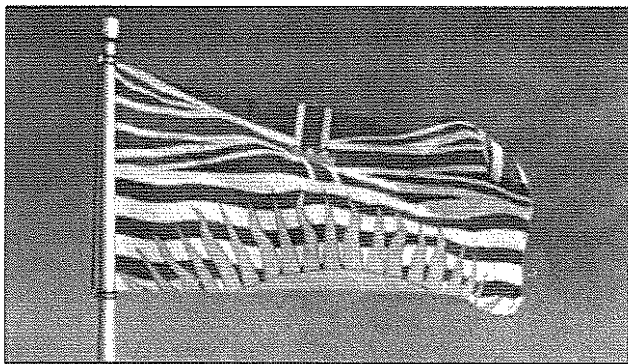


SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is working to make life more affordable for families.



VO: Tax credits are helping BC seniors live healthy, independent lives.



VO: British Columbia... Canada Starts Here.

## Seniors' Home Renovation

New tax credits are helping B.C. seniors live healthy, independent lives. B.C. families can now get up to \$1,000 a year to help with renovations that allow seniors to stay in their own homes longer or move in with their family.

The credit helps offset the cost of home improvements — such as the addition of hand rails, ramps or walk-in bathtubs — that seniors need to be safe and able to enjoy their own homes longer.

The credit can be claimed by seniors (65 and older), or family members living with them, regardless of whether the home is owned or rented.

The bottom-line benefit, which you get after filing your income taxes, works out to 10% of eligible renovation expenses, up to a maximum of \$1,000 a year.

To learn more, go to:

[www.sbr.gov.bc.ca/individuals/Income\\_Taxes/Personal\\_Income\\_Tax/tax\\_credits/seniors\\_home\\_reno.htm](http://www.sbr.gov.bc.ca/individuals/Income_Taxes/Personal_Income_Tax/tax_credits/seniors_home_reno.htm)

This tax credit was introduced in February 2012 as part of the government's commitment to make life more affordable for families.

# Liquid Natural Gas



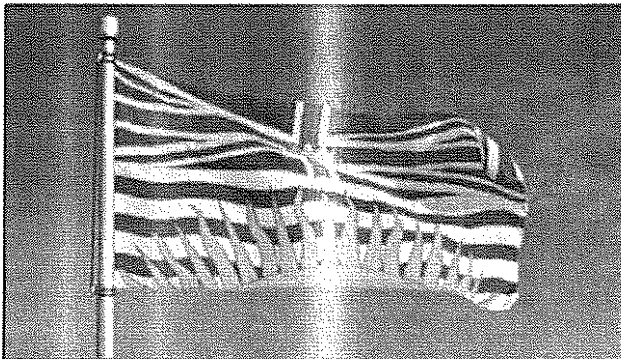
SFX: Positive, uplifting music throughout.

VO: In this uncertain global economy, BC is stable and growing



VO: Environmentally responsible natural gas is creating opportunities for BC.

Mice: potential economic activity over the next thirty years



VO: British Columbia... Canada Starts Here.  
A message from the Government of BC.

## Liquid Natural Gas

B.C.'s abundant natural gas is creating a whole new sector of industry.

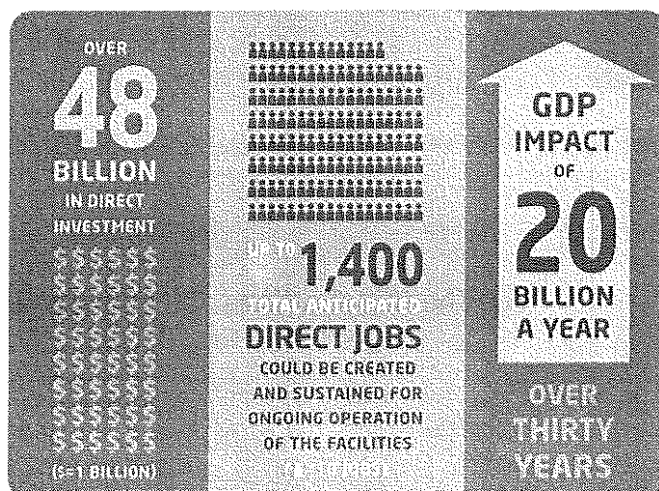
Environmentally-responsible liquefied natural gas can create over \$1 trillion of economic activity in the next 30 years – and generate thousands of jobs and billions of dollars in investment for B.C. businesses.

Up to 2,700 long-term jobs, 100,000 person years of employment for construction and \$48 billion in direct investment: those are the big numbers that B.C.'s new natural gas industry is expected to generate in the years ahead. Liquefied natural gas is a brand-new commodity for British Columbia. We've always had a good supply of natural gas to help fuel our economy, but until recently, we had no capacity to sell it to markets overseas.

That all changed with state-of-the-art, ever-changing technologies. Now we have the ability to cool natural gas to the point where it becomes a liquid, so that we can ship to markets around the world that are willing to pay more for this valuable resource. The financial impact from B.C.'s newest natural resource will also generate thousands of additional spin-off jobs in related areas: transportation, engineering, construction, and environmental management.

The first-ever liquefied natural gas facility in Canada is scheduled to open in Kitimat, on B.C.'s central coast, by 2015. The government has also committed to working with export proponents to have three facilities in operation by 2020, assuming all environmental and permitting applications are granted.

To learn more, go to: [www.bcjobsplan.ca/natural-gas/](http://www.bcjobsplan.ca/natural-gas/)



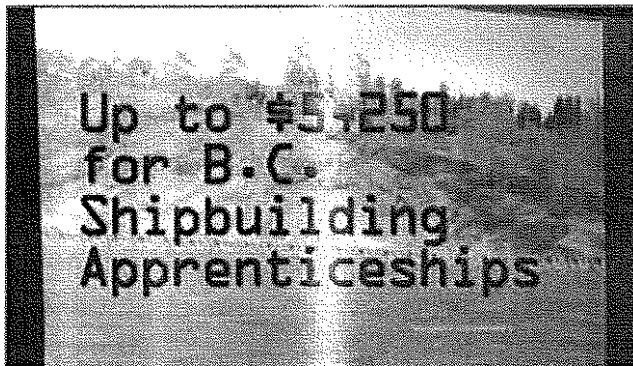
**Investments in  
LNG by 2022**

# Skills Ship



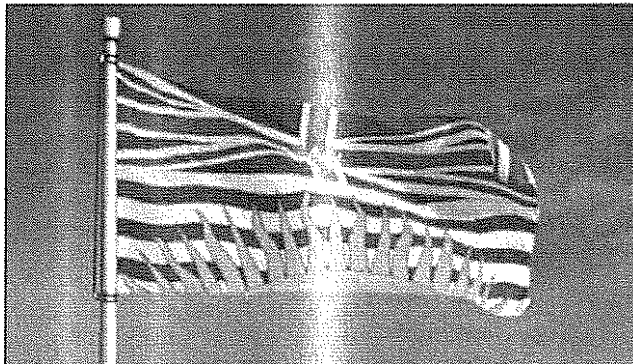
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VO: We are ensuring British Columbians have the skills they need to be first in line for jobs.

Mice: new training tax credit for ship building



VO: The BC Jobs Plan... Canada Starts Here.

## Skills Ship

B.C.'s new Marine Training Tax Credit gives employers up to \$5,250 a year for each apprentice they hire in the shipbuilding or ship repair industry.

B.C.'s shipbuilding industry got a major boost in the fall of 2011, when B.C.-based Seaspan Marine won an \$8 billion contract to build new ships for the federal government. This project will create more than 4,000 jobs, many of which call for specialized skills.

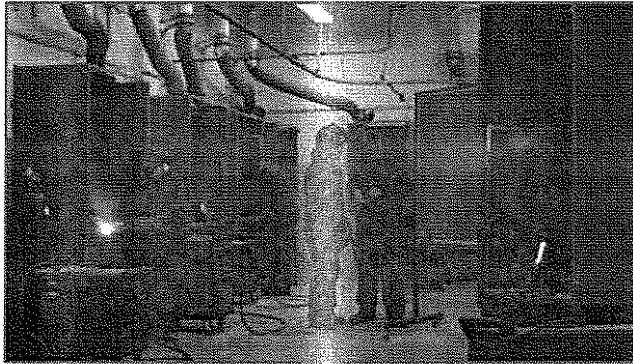
Even before the contract was awarded, the B.C. government recognized the need for new skills training to revitalize industry. In June 2011, the Premier announced more than half a million dollars in new funding to identify and meet industry's training needs.

This funding will support the development of a new marine training centre. In turn, the new Marine Training Tax Credit will help employers hire more apprentices. The credit covers 20% of apprentices' annual wages, up to a total of \$5,250 per year, per apprentice.

To learn more, go to:

[www.sbr.gov.bc.ca/business/Income\\_Taxes/Corporation\\_Income\\_Tax/tax\\_credits/taxcredits.htm](http://www.sbr.gov.bc.ca/business/Income_Taxes/Corporation_Income_Tax/tax_credits/taxcredits.htm).

# Skills Class



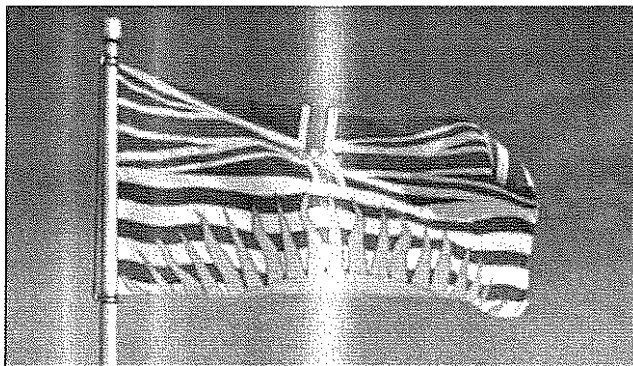
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VO: We are leading the country in job creation, while matching skills to jobs and jobs to skills.

Mice: invested annually



VO: The BC Jobs Plan... Canada Starts Here.

## Skills Class

B.C.'s Skills and Training Plan ensures that our government supports training opportunities that match today's economy. We're leading the country in job creation – matching skills to jobs, and jobs to skills. The BC Jobs Plan invests \$500 million annually to meet industry needs and to ensure that British Columbians are first in line for jobs.

B.C. is strongly supporting skills training and benefits for those who work in the trades and technical sectors – or those who would like to be. B.C.'s Skills and Training Plan has funded \$75 million to improve training facilities and equipment. And that's not all: starting in 2013/14, the plan will dedicate \$5 million annually to improving the skills of those already in the workforce so that they are prepared for the jobs of tomorrow.

B.C.'s Jobs Plan is leading the support and development of new and changing industries. For example, we expect to see new jobs in shipbuilding, the liquefied natural gas industry, as well as clean technology sectors. We're also working with industry to provide training capacity for the skills needed to fill jobs: the B.C. government has created new training centres, tax credits, and other incentives to help British Columbians get the skills they need. Many of our initiatives are very specific, tailored precisely to an industry's particular needs.

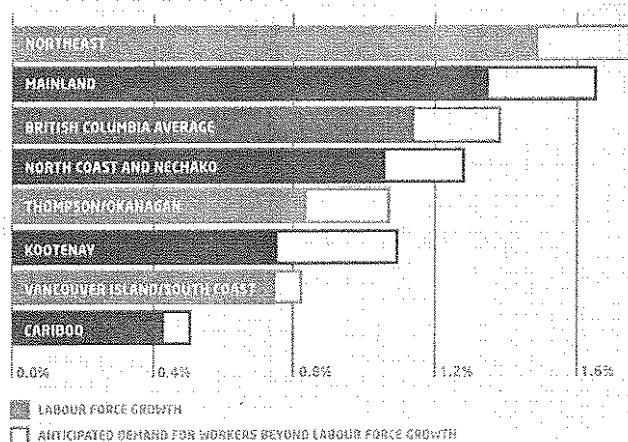
For example, we've committed nearly \$2 million to increase skills in the mining sector; developed a workforce strategy for labour needs in the developing liquefied natural gas sector; and invested more than \$2 million to enhance and advance the skills of British Columbians working in the forestry sector.

We're also working with communities to determine priorities for skills training based on their specific, local needs. As we move forward with the BC Jobs Plan, we'll continue matching jobs to skills and skills to jobs, while ensuring that our training systems keep

pace with our growing economy. That gives investors more confidence in B.C., knowing we have the skilled workforce they need, and it will help ensure that British Columbians are first in line for every new job.

To learn more, go to:  
[www.bcjobsplan.ca/skills-and-training-plan/](http://www.bcjobsplan.ca/skills-and-training-plan/)

DEMAND FOR WORKERS WILL GROW FASTER THAN THE LABOUR FORCE IN ALL REGIONS OF BRITISH COLUMBIA THROUGH TO 2020



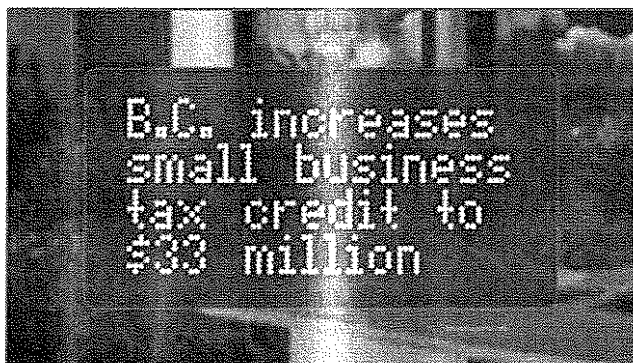
**Increased demand for workers through to 2020**

## Small Business



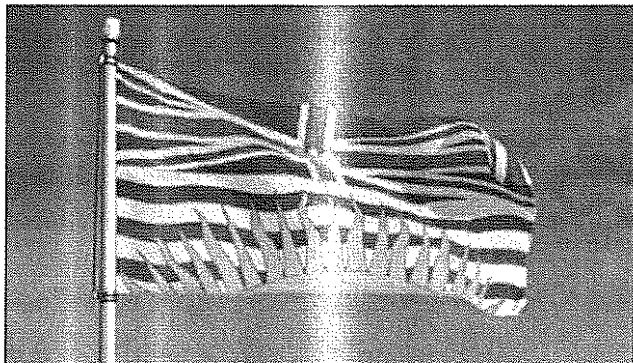
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VO: We are helping small businesses grow and create jobs.

Mice: venture capital tax credit.



VO: The BC Jobs Plan... Canada Starts Here.

## Small Business

B.C. has increased the province's Small Business Tax Credit to \$33 million. The Small Business Venture Capital Program offers tax credits for direct investments in eligible new corporations. It provides an income tax credit worth 30% of the investment, to an annual limit of \$60,000.

The tax credits are available to those investing in businesses incorporated for less than two years, and which support these business areas:

- Community diversification.
- Interactive digital media development.
- Clean technology.
- Prescribed manufacturing and processing.
- Destination tourism.
- Research and development of proprietary technology.

The Small Business Venture Capital Program will help attract up to \$10 million annually in additional financing for qualifying businesses: supporting them to create jobs, spur economic growth – and add to our enviable quality of life.

To learn more, go to:  
[www.jti.gov.bc.ca/icp/](http://www.jti.gov.bc.ca/icp/)

## **CONFIDENTIAL ISSUES NOTE**

**Ministry:** Labour, Citizens' Services and Open Government, Government Communications and Public Engagement

**Updated:** October 23, 2012

**Minister Responsible:** Honourable Margaret MacDiarmid

## **Advertising Agencies– Procurement Process**

### **ADVICE AND RECOMMENDED RESPONSE:**

- **The Province has a responsibility to inform British Columbians about services, programs and policies they depend upon.**
- **We are proud of the successful public awareness campaigns we've undertaken over the past years including the:**
  - **Canada Starts Here: The BC Jobs Plan** campaign raises awareness about the BC Jobs Plan, and invites citizens to contribute to the Plan by sharing their ideas at the BC Jobs Plan engagement website.
  - **Welcome BC** is a province-wide campaign to promote settlement services and free English-language classes for adult newcomers to British Columbia
  - **Healthy Families BC** includes a campaign to raise awareness around the health benefits of sodium reduction.
  - **Gotta Be Here Olympic** campaign which promoted BC as a tourist destination to North American audiences.
  - **Forest fire** campaigns promoted fire prevention strategies and advised the public on how to quickly report forest fires.
  - **H1N1** public information campaign that quickly informed citizens about precautions they could take to prevent the spread of the virus and obtain vaccinations.
  - **ActNow BC** physical activity campaign that helped increase awareness of the many simple yet fun ways there are to fit activity into your daily life.
  - **LiveSmart BC**, which raised the profile of the Province's commitment to reducing greenhouse gases along with directing British Columbians to the LiveSmart BC website that showcased tips and tools for individuals to reduce their carbon footprint.
- **To ensure consistency and compliance with procurement policy, a representative from the Purchasing Services Branch led the development of the procurement process.**
- **The Standing Offer arrangement was identified in consultation with Procurement Services as the best way for the Public Affairs Bureau to secure marketing services.**
- **The procurement process was conducted in strict accordance with government procurement policy.**

## KEY FACTS REGARDING THE ISSUE:

- The Agency of Record (AOR) contracts for advertising services expired on July 31, 2010.
- The AOR model was replaced with a Standing Offer (SO) arrangement.
- The comprehensive procurement process was developed by Procurement Services and the Public Affairs Bureau. The request for qualifications (RFQ) was posted on BC BID on May 17, 2010.
- According to procurement policy - Chapter 6.3.2.a.1 - pre-award and solicitation requires that ministries use corporate supply arrangements where available. The Purchasing Services Branch deems the Agency of Record contracts to be a corporate supply arrangement (see attached excerpt from the Core Policy Manual)
- Six advertising agencies were selected to provide advertising services to the Province. The agencies selected were Traction Creative, TBWA, Grey, DDB, Cossette and Rethink.
- Work is assigned to agencies based on their availability/capacity, previous history with similar work and areas of expertise.
- Advertising budgets have been dramatically cut in the past few years and PAB has developed greater in-house capacity thereby reducing their need for agencies of record.
- In 2005, PAB asked Internal Audit and Advisory Services to complete a review of its procurement practices related to the selection of AORs in 2004.
- As well, in September 2005, at the request of PAB, the Internal Audit and Advisory Services Branch of the Office of the Comptroller General reviewed PAB's procurement practices relating to the 2004 selection process and found that "PAB's contracting generally complied with procurement policy. In our review we noted several best practices."
- In January 2007, PAB asked Internal Audit and Advisory Services to complete a review of the procurement process related to the 2006 selection process.
- Tourism BC has a separate AOR contract which is not due to expire until July 31, 2012.

### Communications

#### Contact:

Program Area Contact: Denise Champion, Executive 953-4685 O  
Director, Corporate Services, GCPE S 17 C

File Created: February 25, 2010

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## **CONFIDENTIAL ISSUES NOTE**

### **GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT**

Prepared: July 25, 2012

Updated: September 10, 2012

Minister Responsible: Hon. Ben Stewart

# **BC Jobs Plan Public Information Campaign / Research**

## **ADVICE AND RECOMMENDED RESPONSE:**

- The Province has a responsibility to inform British Columbians about services, programs and policies they depend upon.
- Government released its Jobs Plan in the Fall of 2011 and is investing up to \$15 million to support an aggressive public information campaign to promote our competitive advantages in key markets around the world during the remainder of this fiscal year and next.
- The focus last fiscal (2011/12) year was a domestic campaign that provided British Columbians with relevant information for BC job seekers/creators.
- The focus this fiscal year (12/13) is on the international market, informing potential foreign investors of economic opportunities in British Columbia.
- Where requested, in keeping with the spirit and intent of government's commitment to open and transparent government, GCPE provides information regarding year-to-date expenses incurred on campaigns.

### **Focus of International Campaign:**

- The campaign aims to expand markets for BC products and services and drive new investment in BC with an emphasis on opportunities in Asia.
- The campaign will reach out to target markets, concentrate on specific sectors and reach targeted individuals in those industries – with a focus on building connections with key players who directly impact decisions to invest in the province.
- The campaign will focus on a targeted (not mainstream media) outreach to identified leads through direct marketing, earned and tactical media and public relations efforts and direct outreach/ contact to BC's overseas offices.
- In addition, the campaign will seek to equip BC businesses with tools and information to support their own marketing efforts.
- The campaign budget is actually modest for the size and advertising characteristics of the Asian markets we are targeting.

### **Research:**

- Research helps the Province to identify the information the public needs and the best way to provide it to them.

- It is often used in program and public information campaign development in order to ensure that programs developed are effective and reach their audience.
- With respect to the BC Jobs Plan, research provided a basis from which government could determine the specific level of information required – and how to best inform BC residents of the plan and its various aspects.
- This information also helps identify areas of public interest related to the Jobs Plan – for example, information about international trade, trades training or ways to engage with government about the plan.

### **Key Facts Regarding the Issue:**

Government released its Jobs Plan in the Fall of 2011. A multi-pronged public information campaign is underway to promote the BC Jobs Plan over this fiscal year and next. The campaign will be a multi-media campaign utilizing print, radio, television and on-line tools. 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 Communications was selected from the list of suppliers to lead the creative, production and media planning for both the domestic and international campaigns. Vizeum Canada Inc., the agency of record for advertising placement for the province excluding domestic tourism advertising conducted by Tourism BC, is responsible for facilitating the ad buy.

A total of \$3.963M was expensed on the campaign in 2011/12 (including creative, production and advertising costs). A detailed listing of STOB 67 expenditures has been provided with the release of the Public Accounts each year since 2007/08.

### **Research:**

The province recently received a request for copies or records related to polling or research with respect to the BC Jobs Plan. In response, the following project reports will be released under the Freedom of Information and Protection of Privacy Act:

BC Jobs Campaign - Qualitative Research (Mustel Group)  
BC Jobs Campaign – Baseline Survey on jobs (Vision Critical)

Note: Research costs are built into the scope of the Jobs campaign –but total \$13,500 for Mustel Group and \$23,000 for Vision Critical

### **Treasury Board Approval:**

Expenses were incurred prior to Treasury Board approval of the TB Submission in order to move the campaign forward and meet campaign deadlines. GCPE was monitoring commitments carefully to ensure they could be accommodated within GCPE's approved 11/12 budget allocation of \$4.077M.

### Overall Advertising Budget:

The 2012/13 government information and advertising budget is \$16.305M (forest fire prevention, public health, PSA recruitment etc.).

The total approved funding allocation for discretionary advertising in 2011/12 was \$33.434M (including draws on contingencies to address government priorities and internal ministry reallocations to address ministry program priorities); \$2.631M for statutory advertising; total approved for all advertising in 11/12 was \$36.065M.

SOURCE	APPROVED FUNDING	EXPLANATORY NOTE
11/12 STOB 67 Estimates	\$19.390M	AVED: \$1.546M ENV: \$1.000M FIN: \$.400M JTI: \$12.240M GCPE: \$4.077M LEGISLATURE: \$.009M OFFICERS OF THE LEGISLATURE: \$.118M
Contingency Draws (to address government priorities)	\$8.953M	HST: \$4.990M BC Jobs Plan: \$3.963M
Ministry Internal Reallocations (to address ministry program priorities)	\$5.091M	Ministry of Health: Healthy Families \$5.011M Binge Drinking \$.080M
Total approved discretionary (STOB 67) advertising funding for 11/12	\$33.434M	
11/12 STOB 68 Estimates	\$2.631M	
Total Approved STOB 67/68 Funding for 11/12	\$36.065M	

These figures include a portion (\$3.963m) of the \$15M investment in advertising for the BC jobs plan – both domestic and international campaigns – over 2011/12 and 2012/13.

A total of \$34.560M was spent in 11/12 (STOB 67 Discretionary: \$32.789M; STOB 68 Statutory: \$1.771M).

Government advertising in 1994 totaled \$24 M – equivalent to \$43.3 M in today's dollars.

Communications Contact: John Paul Fraser

250-356-8527 (O)  
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File Created: February 21, 2012  
File Updated: July 25, 2012

**PROVINCE OF BRITISH COLUMBIA**  
**Information and Publication Expenditures for 2011/12**  
**(includes expenses from all ministries and Government Communications and Public Engagement)**

MINISTRY/AGENCY	TOPIC/CATEGORY	DESCRIPTION	CONTRACTOR/SUPPLIER	METHOD OF AWARD	AMOUNT Total (\$)
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	Education	Campaign designed to reach parents of school age kids about the Government's plans to ensure their children are prepared for the ever-changing future. Campaign raised awareness about the Government's plan and invited the public to share their ideas online. Mediums: Radio, Television, Online and Print.	Grey Advertising (creative and production services) DDB Canada Inc (creative and production services) Innovative Research (research services) Vizeum Canada Inc. (advertising purchasing)	RSO RSO RSO RFP	37,493 587,151 27,455 1,840,615
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, Online, Signage.	Traction Creative (creative and production services) Vizeum Canada Inc. (advertising purchasing) Various	RSO RFP Various	4,012 1,040,316 18,470
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	Various Operational Communications Projects	Creative, production, marketing and advertising purchasing services for operational communications projects (such as greeting messages, etc.) Mediums: Various.	Mosaic (translation) Vizeum Canada Inc. (advertising purchasing) Various	CSA RFP Various	584 388,611 41,202
BC PUBLIC SERVICE AGENCY	Recruitment Advertising	To inform British Columbians about career opportunities in the BC Public Service.	Midlyn HR Communications (External recruitment advertising services including placement and purchasing of media advertisements).	CSA	453,609
ADVANCED EDUCATION	ALL	To inform British Columbians about the programs, services and career opportunities provided by the Ministry of Advanced Education.	Various	Various	17,000
ENERGY & MINES	ALL	To inform British Columbians about the programs, services and career opportunities provided by the Ministry of Energy & Mines.	Various	Various	61,945
ENVIRONMENT	ALL	To inform British Columbians about the programs, services and career opportunities provided by the Ministry of Environment.	Various	Various	4,722
FINANCE	HST	Campaign informing British Columbians about HST. Spots focused on how HST works, HST rebates and effects on the economy. Mediums: Print, Radio, Television and Online.	DDB Canada (creative and production services) Vizeum Canada Inc. (advertising purchasing)	RSO	1,426,256
FINANCE	ALL	To inform British Columbia's about the programs, services and career opportunities provided by the Ministry of Finance.	Various	RFP Various	3,564,186 15,066
FORESTS, LANDS & NATURAL RESOURCE OPERATIONS	ALL	To inform British Columbians about programs, services and career opportunities provided by the Ministry of Forests, Lands & Natural Resource Operations.	Various	Various	11,720
HEALTH	Healthy Families BC	Public information campaign focussed on reducing sodium intake and building awareness around sodium consumption. Sodium counting/consumption tools also created to help consumers make informed eating choices. In addition, the campaign promoted the dietitian services available through HealthlinkBC. Mediums: Print, Television, Online, Cinema and Signage.	Traction Creative (creative and production services) Airmiles/Safeway Partnership Vizeum Canada Inc. (advertising purchasing) Various	RSO AGREEMENT RFP Various	1,821,709 600,000 2,582,109 7,267
HEALTH	ThinkHealthBC	Multi-faceted initiative to communicate the Ministry of Health's strategy for sustainable health care to British Columbians, using an interactive multi-media approach. This includes the creation of several videos and a website that supports an online forum in which BC citizens can engage with Ministry subject matter experts and each other in a direct, open and meaningful dialogue. Mediums: Online, Video.	DDB Canada (creative and production services)	RSO	1,170,421

**PROVINCE OF BRITISH COLUMBIA**  
**Information and Publication Expenditures for 2011/12**  
**(includes expenses from all ministries and Government Communications and Public Engagement)**

MINISTRY/AGENCY	TOPIC/CATEGORY	DESCRIPTION	CONTRACTOR/SUPPLIER	METHOD OF AWARD	AMOUNT Total (\$)
HEALTH	ALL	To inform British Columbian's about the programs, services and career opportunities provided by the Ministry of Health.	Various	Various	17,830
JOB, TOURISM AND INNOVATION	BC Jobs Plan	This campaign consists of two parts: Domestic campaign: A broad-based information campaign to communicate the government's renewed focus and comprehensive plan to protect jobs and grow the economy in British Columbia. International campaign: Informs foreign investors of the unique advantages that B.C. has to offer them. Campaign raised awareness about the Government's Plan and invited the public to share their ideas online. Mediums: Radio, Print, Television and Online.	Cossette Communications (creative and production services) DDB Canada (creative and production services) Vizeum Canada Inc. (advertising purchasing) Queens Printer (printing services) Various	RSO RSO RFP QP Req Various	1,497,118 32,642 2,408,126 15,711 9,044
JOB, TOURISM AND INNOVATION	Tourism Partnerships-Visitor Centres & Community Partnerships	Advertising and signage to direct traffic towards Visitor's Centres; YVR RFP print advertisement and fees paid to produce Tourism Business Essentials Guidebooks.	Dare Digital Various	RFP Various	2,521 10,856
JOB, TOURISM AND INNOVATION	Tourism Marketing	To engage in ongoing 'one-to-one' dialogue with potential visitors to encourage destination visitation and to provide consumers with relevant destination, trip planning and tourism product information to assist and enable through travel planning guides and the consumer trip planning them to effectively plan and book travel to BC through travel planning guides and the consumer trip planning website, HelloBC.com. Specific activities include search engine marketing, websites trade co-ops, press trips and the driving routes campaign.	Canada Wide Media Cossette Communications Dare Digital Enquiro Search Solut Expedia Travel Grow Communications I Spy Marketing Metapeople GMBH Orbitz Worldwide Pixel Light Pty Ltd Think Social Media Ltd Travelocity.com Trip Advisor Various	RFP RFP RFP RFP Various RSO FSA FSA Various FSA Various Various Various Various	832,583 124,958 1,357,377 1,592,970 191,115 40,508 85,228 63,020 63,905 10,585 78,950 169,618 102,406 415,680
JOB, TOURISM AND INNOVATION	Tourism Division-Spring/Summer Campaign	To promote the diverse range of BC travel experiences in key North American Markets and encourage visitation to BC out-of-home, print, television.	Dare Digital Various	RFP Various	3,435,792 54,174
JOB, TOURISM AND INNOVATION	Tourism Division-Ski Campaign	To promote BC as a ski destination in key North American markets and encourage visitation to BC's ski resorts. Mediums: Online.	Dare Digital Various	RFP Various	1,292,522 82,531
JOB, TOURISM AND INNOVATION	Labour Market and Immigration	To inform British Columbians about the programs, services and career opportunities provided by the Ministry of Jobs, Tourism and Innovation.	Queens Printer (printing services) Cossette Communications Dare Digital Vizeum Canada Inc. (advertising purchasing) Various	Various RFP RFP RSO Various	205,582 97,679 48,169 1,295,528 119,985
JOB, TOURISM AND INNOVATION	Trade and Investment Attraction	To inform British Columbians about the programs, services and investment opportunities provided by the Ministry of Jobs, Tourism and Innovation.	Various	Various	17,182

**PROVINCE OF BRITISH COLUMBIA**  
**Information and Publication Expenditures for 2011/12**  
(includes expenses from all ministries and Government Communications and Public Engagement)

MINISTRY/AGENCY	TOPIC/CATEGORY	DESCRIPTION	CONTRACTOR/SUPPLIER	METHOD OF AWARD	AMOUNT
					Total (\$)
JOBS, TOURISM AND INNOVATION	Year of Science	To encourage youth to pursue science-based studies and careers. Campaign informs parents and students how science skills are used in most careers and how science can help prepare students for the new skills based economy. Medium: Print, Online and Partnerships with Global.	Vizeum Canada Inc. (advertising purchasing)	RFP	233,054
JUSTICE	ALL	To inform British Columbians about the program, services and career opportunities provided by the Ministry of Justice.	Various	Various	2,819
LABOUR, CITIZENS' SERVICES AND OPEN GOVERNMENT	ALL	To inform British Columbians about the program, services and career opportunities provided by the Ministry of Labour, Citizens' Services and Open Government.	Various	Various	12,010
SOCIAL DEVELOPMENT	ALL	To inform British Columbians about the program, services and career opportunities provided by the Ministry of Social Development.	Various	Various	8,394
TRANSPORTATION AND INFRASTRUCTURE	ALL	To inform British Columbians about the program, services and career opportunities provided by the Ministry of Transportation and Infrastructure.	Various	Various	12,132
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.	Various	Various	969,117
LEGISLATION	ALL	To inform British Columbians about the programs and services provided by Legislation.	Various	Various	45,936
<b>TOTAL STOB 67 INFORMATION AND PUBLICATIONS EXPENDITURES IN 2011/12</b>					<b>32,789,104</b>
<b>TOTAL STOB 68 STATUTORY ADVERTISING EXPENDITURES IN 2011/12</b>					<b>1,770,925</b>
<b>TOTAL INFORMATION AND PUBLICATION EXPENDITURES FOR 2011/12</b>					<b>34,560,029</b>

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

RFS = Request for Service

Various = Direct Purchase, low dollar value

# JOBS BC CAMPAIGN

JOBS BC CAMPAIGN	Budget	Committed	Budget Remaining	Invoiced to Date	Outstanding Invoices
Subtotal Production	2,902,750	1,143,435	1,759,315	557,939	585,495
Subtotal Ad Placement	8,030,250	3,025,919	5,004,331	67,731	2,958,188
Subtotal Other Costs	167,000	131,522	35,478	48,628	82,895
<b>TOTAL JOBS BC 2012/13</b>	<b>11,100,000</b>	<b>4,300,876</b>	<b>6,799,124</b>	<b>674,298</b>	<b>3,626,578</b>