

Government of British Columbia

Baseline Survey on Jobs

A survey of 1,200 adults in British Columbia

Methodology

From August 19 to August 22, 2011, Angus Reid Public Opinion conducted an online survey among 1,200 British Columbian adults who are Angus Reid Forum panellists.

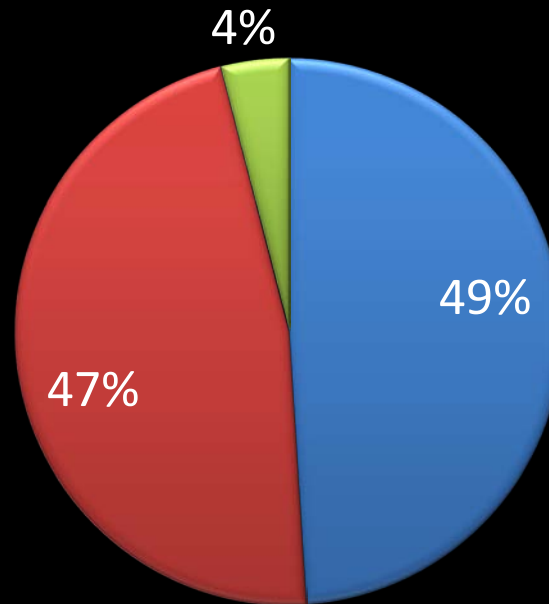
The margin of error—which measures sampling variability—is +/- 2.8%.

The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of British Columbia. Discrepancies in or between totals are due to rounding.

Satisfaction with Government

Are you satisfied or dissatisfied with the way things are going in British Columbia at this time?

■ Satisfied ■ Dissatisfied ■ Not sure



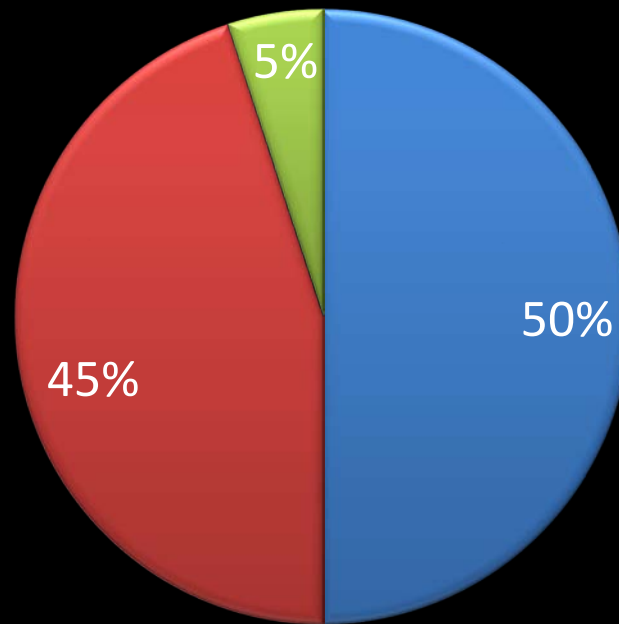
Satisfaction with Government

- The province is split, with 49% saying they are satisfied, and 47% saying they are dissatisfied.
- Strong satisfaction (5%) is definitely lower than strong dissatisfaction (17%).
- A gender gap is evident: 53% of men are satisfied, but just 45% of women concur.

Economic Conditions - Present

How would you rate the economic conditions in British Columbia today?

■ Very good / Good ■ Poor / Very poor ■ Not sure



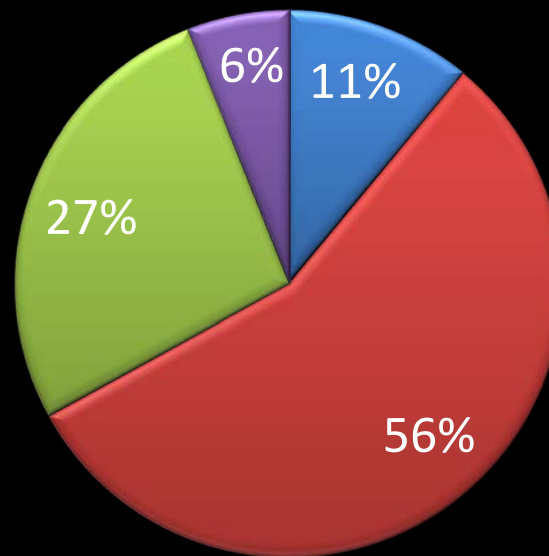
Economic Conditions - Present

- Half of respondents (50%) think the economic conditions are good, 45% say they are bad.
- Again, men are more likely to say that things are good than women (54% to 45%).
- Dissatisfaction among the lowest household income group (less than \$50k a year) is at 53%.

Economic Conditions - Future

Over the next six months, do you think British Columbia's economy will improve, remain the same, or decline?

■ Improve ■ Remain the same ■ Decline ■ Not sure

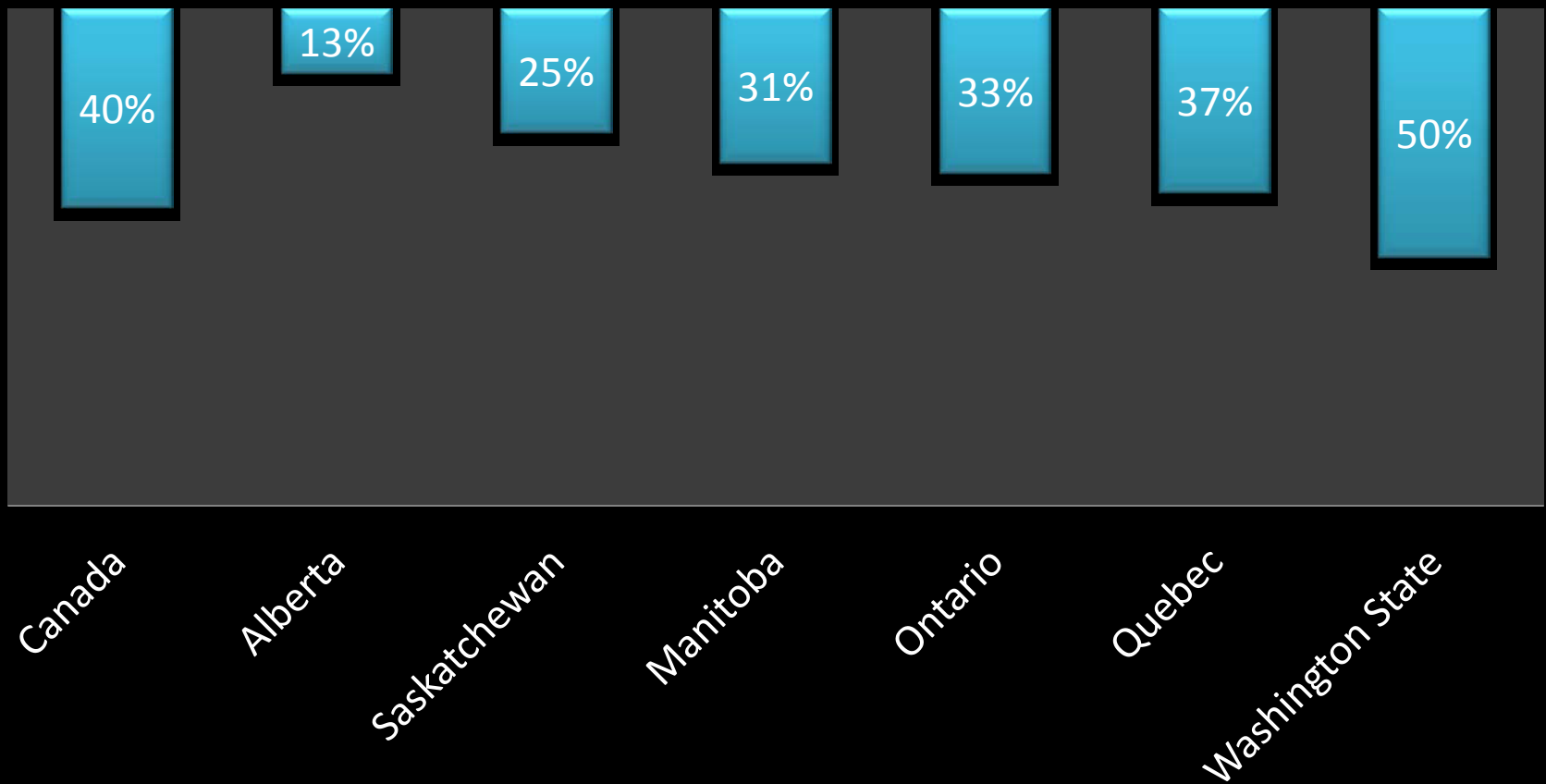


Economic Conditions - Future

- Most people (56%) expect stability (56%), but more than a quarter (27%) foresee a decline, and just 11% think the economy will improve.
- Highest proportion of respondents who expect an improvement comes with Men (14%) and people aged 18-to-34 (15%).

BC Compared to Other Places

■ Respondents who say the BC economy is doing better than the economy in these areas



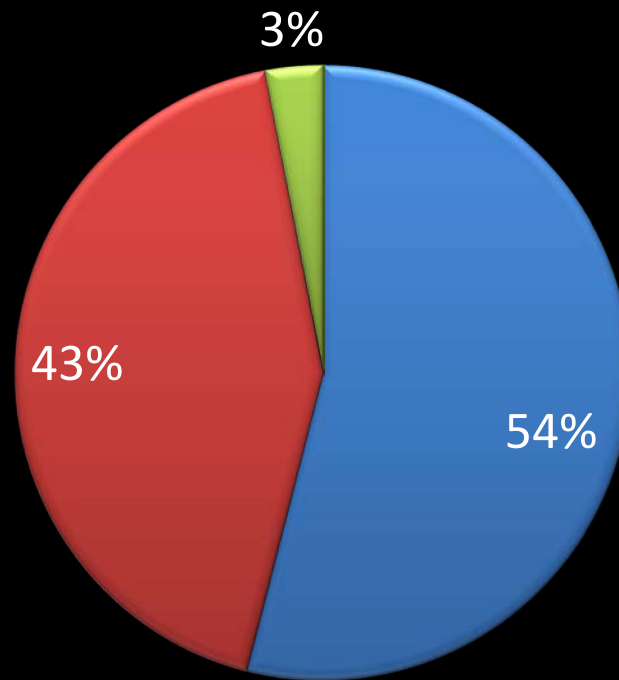
BC Compared to Other Places

- Half of respondents (50%) think BC is doing better than Washington State, and at least three-in-ten think BC is doing better than Manitoba (31%), Ontario (33%), Quebec (37%) and Canada overall (40%).
- The perception is that Alberta (50%)—and to a lesser extent Saskatchewan (28%)—are doing better than BC.

Personal Finances - Today

How would you rate your own personal finances today?

■ Very good / Good ■ Poor / Very poor ■ Not sure



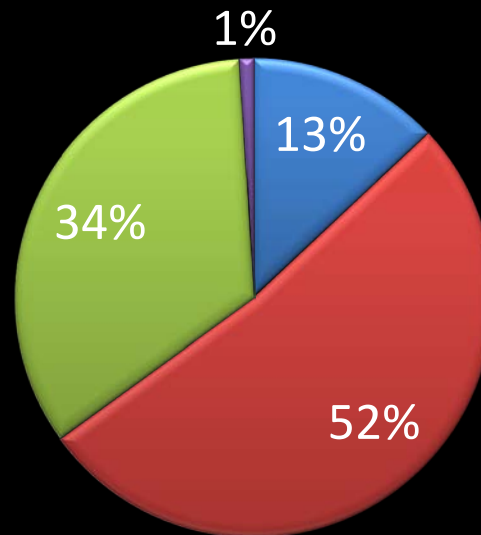
Personal Finances - Today

- A majority of respondents (54%) say they are doing well, including 60% of men and 66% of those over the age of 55.
- The groups that report suffering the most are respondents aged 18-to-34 (50%), and those in the lowest income bracket (56%).

Standard of Living - Today

All things considered, do you think your current standard of living is better or worse now than it was a year ago?

■ Better now ■ The same as a year ago ■ Worse now ■ Not sure



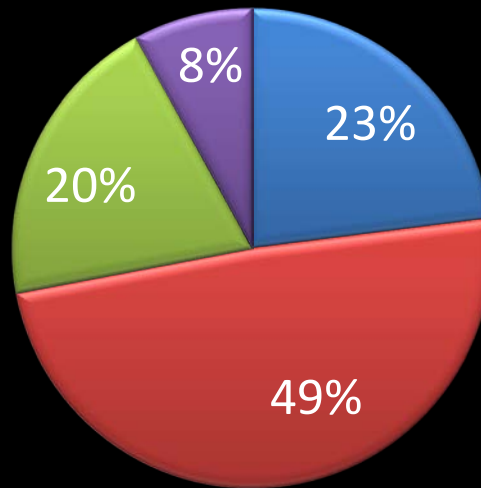
Standard of Living - Today

- A third of respondents (34%) say their standard of living is now worse than a year ago.
- Largest proportion of people who feel they are doing worse is in Vancouver Island (39%) and the Southern Interior (37%).
- Respondents aged 35-to-54 (37%) and those over the age of 55 (36%) are more likely to say they are worse off than younger respondents.

Standard of Living - Future

And a year from now, do you think your standard of living will be better or worse than now?

- Better a year from now
- The same a year from now
- Worse a year from now
- Not sure



Standard of Living - Future

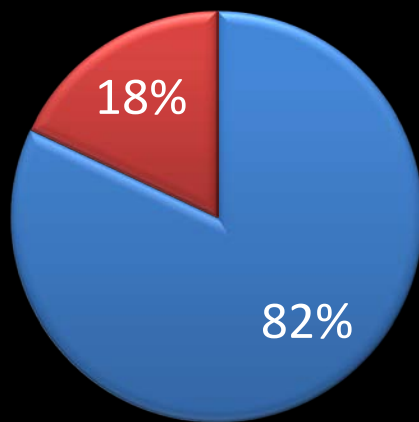
-Most people expect little to change, but there is a bit of a silver lining, as slightly more people (23%) expect an improvement next year than a decline (20%).

-However, the improvement comes mainly from younger respondents (34%), who are the least likely to report that their own standard of living has worsened in the past year.

Security/Opportunity - Personal

Which of these two statements comes closer to describing the way you feel about your own personal financial situation? Please select one answer.

- I am more interested in ensuring my financial security
- I am more interested in pursuing economic opportunity



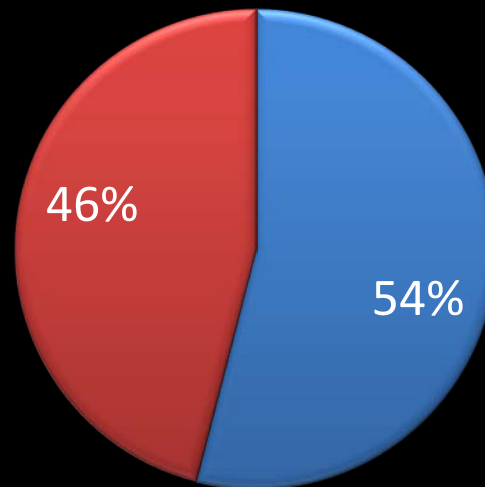
Security/Opportunity - Personal

- Financial security trumps economic opportunity by a 4-to-1 margin.
- Men (22%), respondents aged 18-to-34 (25%), and university graduates (24%) provide the highest numbers for “opportunity.”

Security/Opportunity - Provincial

Which of these two options should be a higher economic priority for the Government of British Columbia? Please select one answer.

- Ensuring financial security for British Columbians
- Pursuing economic opportunity for British Columbians



Security/Opportunity - Provincial

-Slight majority for financial security (54%) over economic opportunity (46%)—certainly not as pronounced as in the Personal question.

-Another big gender gap. Women are more likely to cite security as a priority (60%) than men (49%).

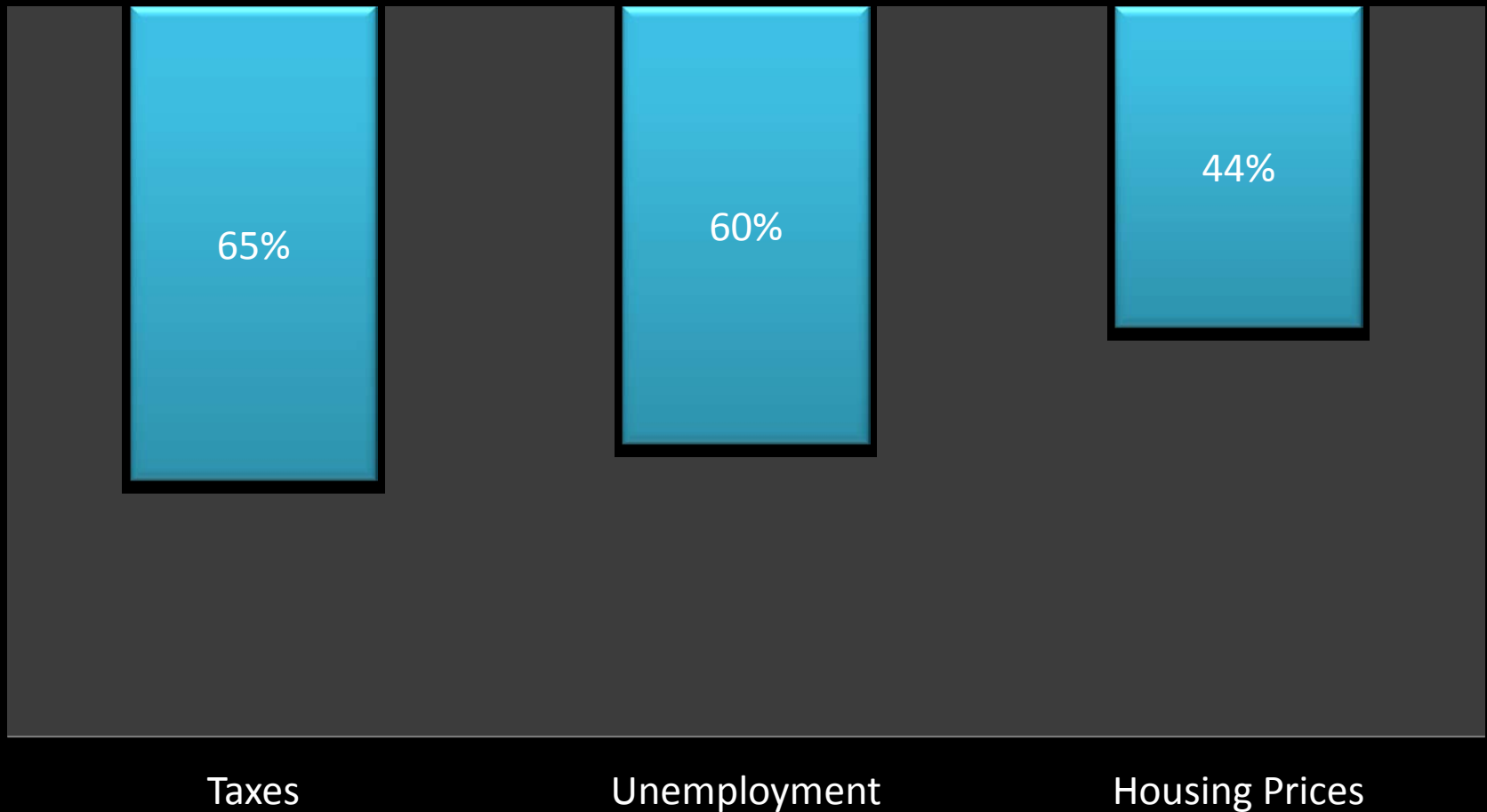
Economic Concerns – First Ranked

■ Respondents who chose issue as their "first ranked" issue



Economic Concerns – Ranking Average

■ Average of all issues that were ranked (from 1 to 3)



Economic Concerns

- Taxes and unemployment take precedence over every other concern, with at least three-in-five respondents across BC mentioning either as one of their three ranked issues.
- Housing prices are a major concern for Metro Vancouver respondents, but drop in Vancouver Island, the Southern Interior and the North.

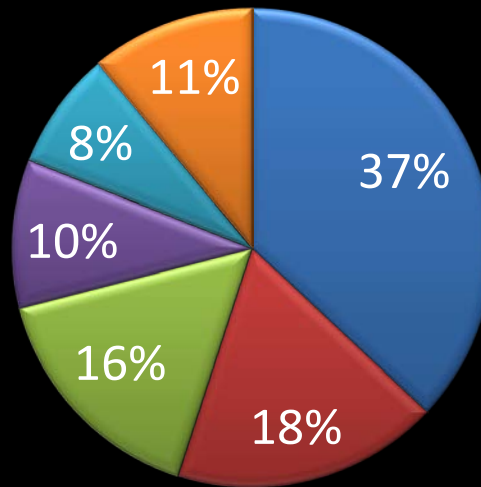
Economic Concerns

- The only region where unemployment trumps taxes is the North.
- Poverty gets its highest ranking in Vancouver Island.
- Unemployment is the main worry for respondents aged 18-to-34, while those aged 35-54 and those over the age of 55 are more concerned about taxes.

Economic Priority for BC Government

**Thinking about the British Columbia economy,
what do you think the provincial government's
biggest priority should be?**

- Job creation
- Infrastructure
- Balanced budget
- Social spending
- Exports to Asia
- Other / Not sure



Economic Priority for BC Government

- Introducing programs to protect and create jobs in the province is the main priority (37%) across all demographics. Invest in infrastructure like roads, schools and hospitals is a distant second (18%), followed by ensuring the provincial budget is balanced by 2013-14 (16%).
- Women are more likely to mention infrastructure, while men are more likely to choose to balance the budget.

Economic Priority for BC Government

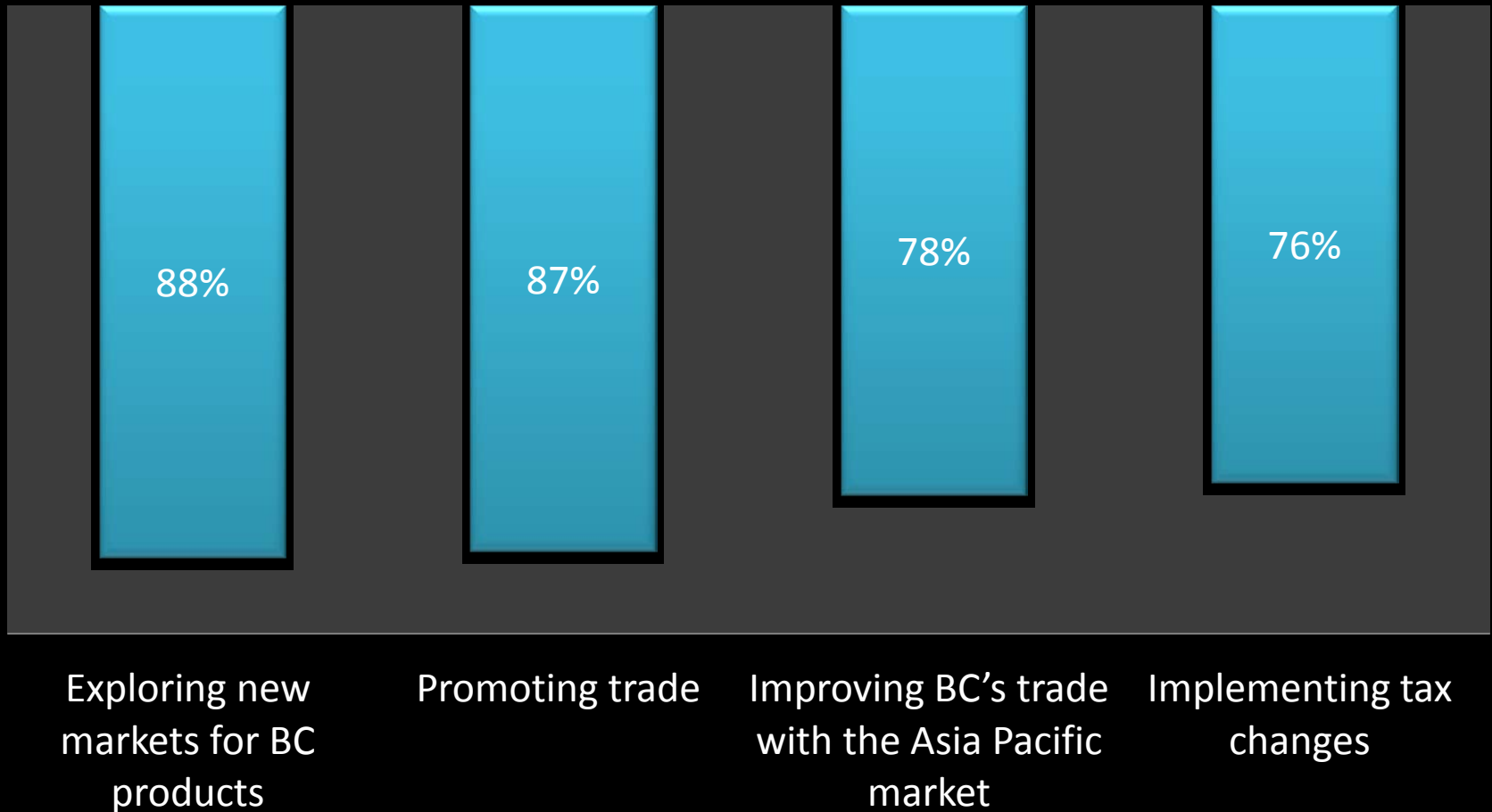
- Women are more likely to mention infrastructure, while men are more likely to choose to balance the budget.
- Respondents who are satisfied with the BC Government right now are more likely to choose a balanced budget.
- Respondents who are dissatisfied with the BC Government right now are more likely to focus on infrastructure.

Economic Priority for BC Government

- Job creation is especially important for people who rate their financial situation as poor (40%) and those who claim their current standard of living is worse than a year ago (40%).

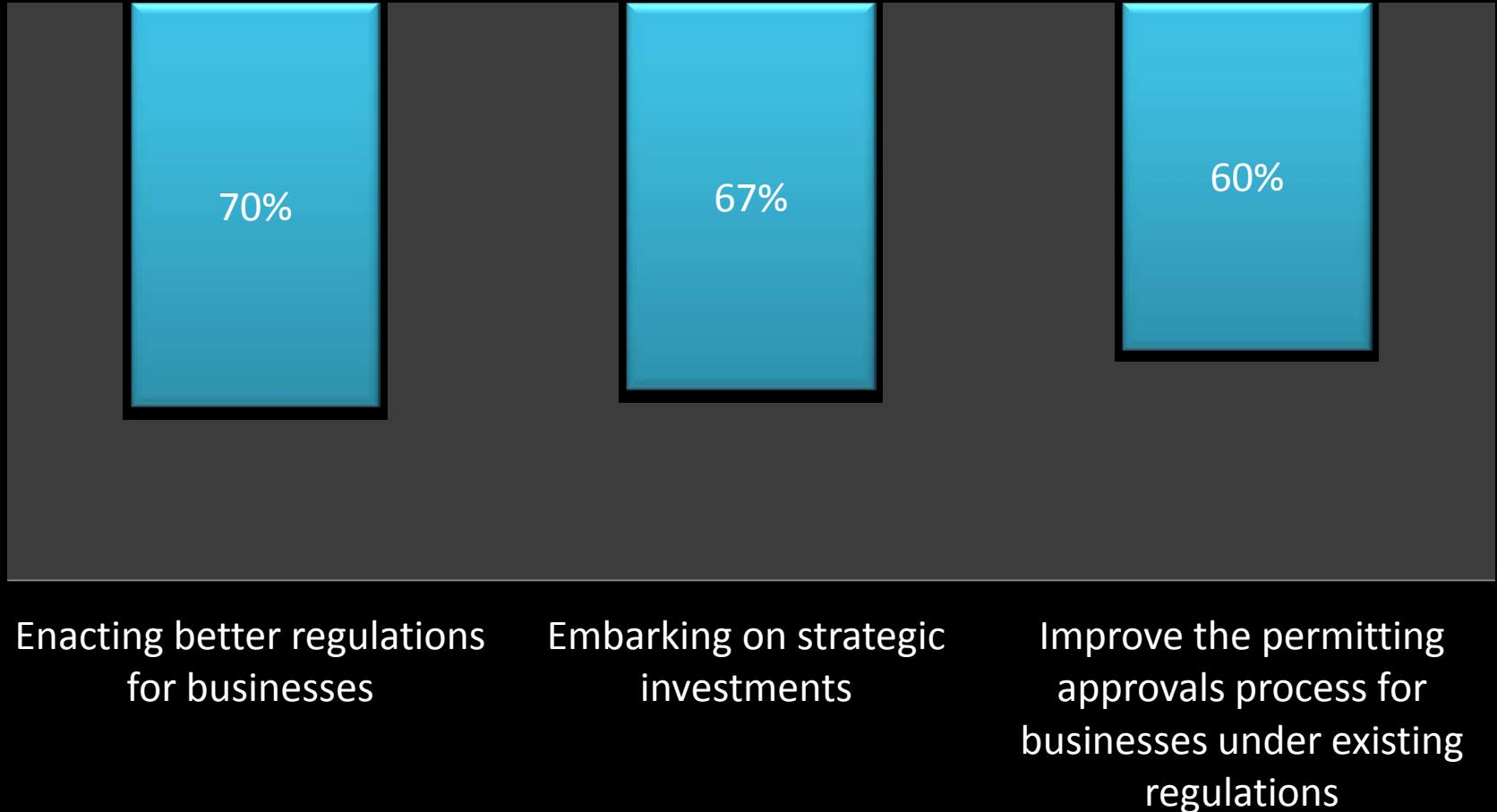
Importance of Economic Aspects

■ Important aspects to protecting the BC economy and fostering job creation



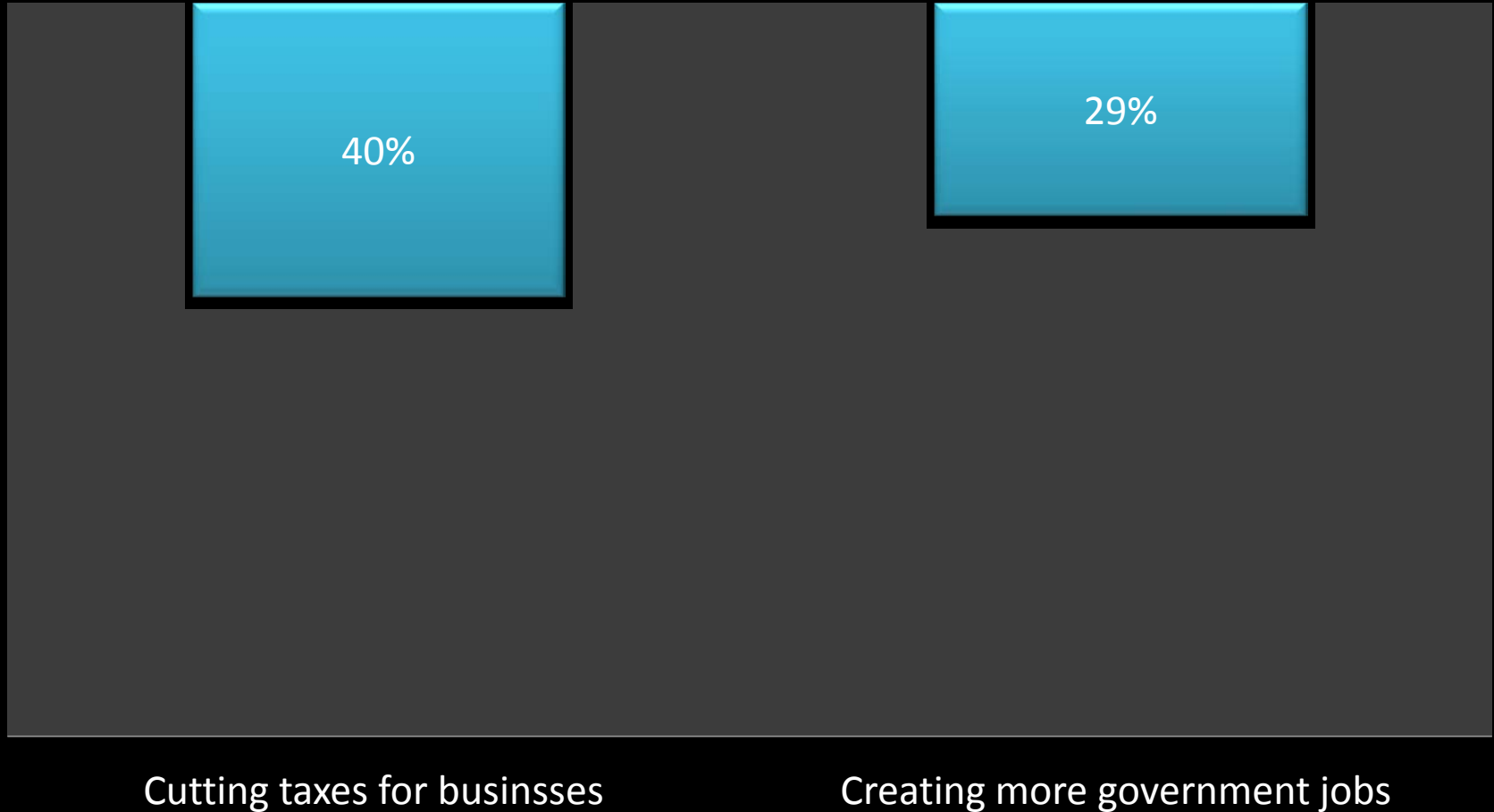
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Importance of Economic Aspects

■ Important aspects to protecting the BC economy and fostering job creation

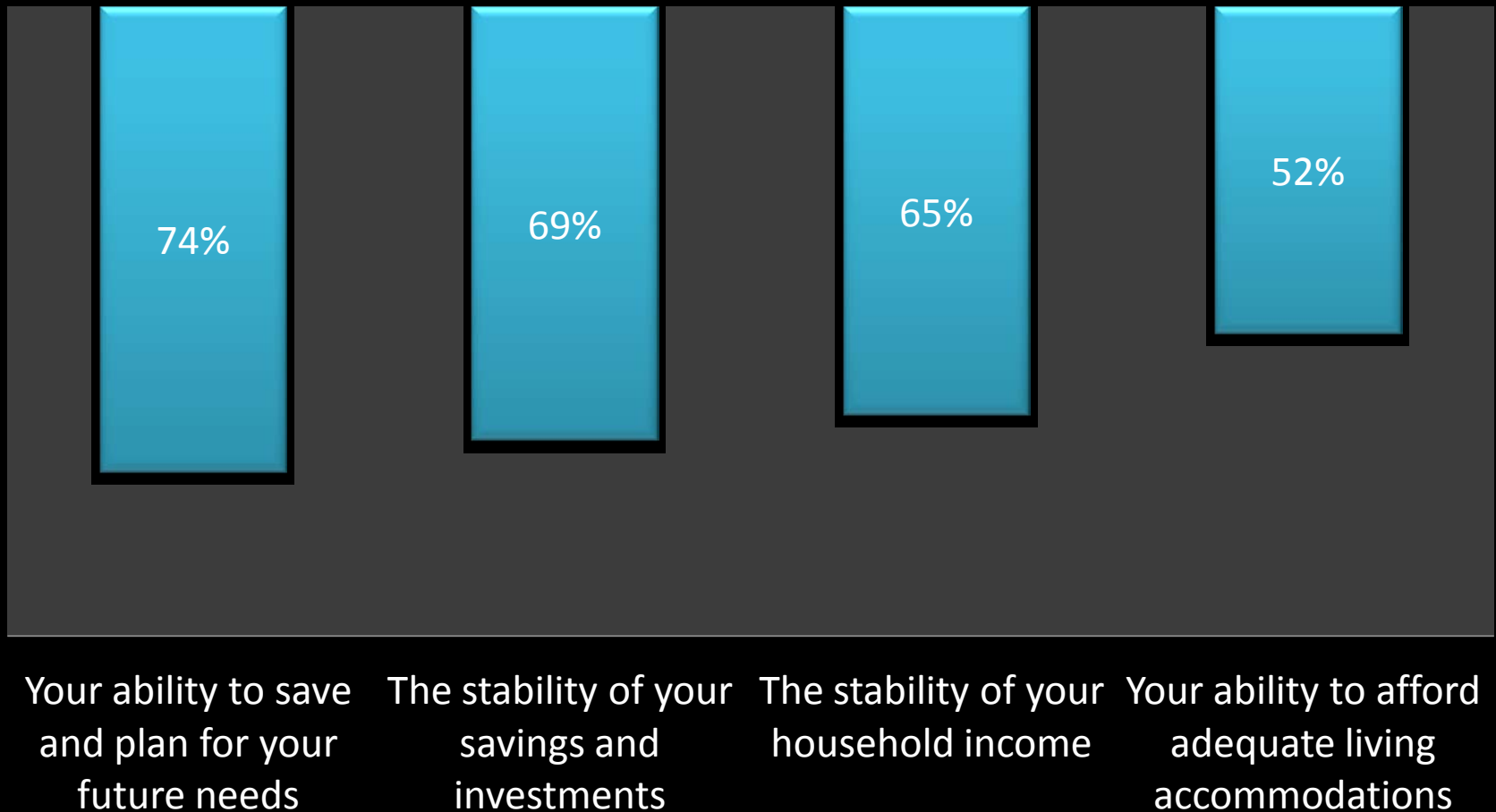


Importance of Economic Aspects

- Only four aspects are deemed important by at least three-in-four respondents, and three of them are related to trade.
- New markets for BC products and promoting trade are seen by far as the most important aspects.
- Regulation, strategic investments and permitting did not resonate as much; cutting business taxes and creating more government jobs are at the bottom.

Personal Financial Worries

■ Very worried / Moderately worried about the issue



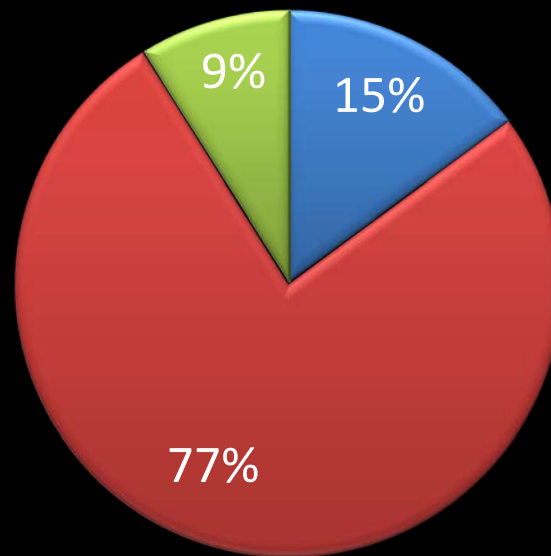
Personal Financial Worries

- The main worry for British Columbians is saving and planning for the future, followed by the stability of savings and investments, the stability of household income, and affording adequate living accommodations.
- The stability of household income and the ability to save are a worry for more than 90% of those who say their finances are poor.

Chances of Being Laid Off (Employed Only)

Thinking about your current job, what are the chances that you will be laid off in the next 12 months?

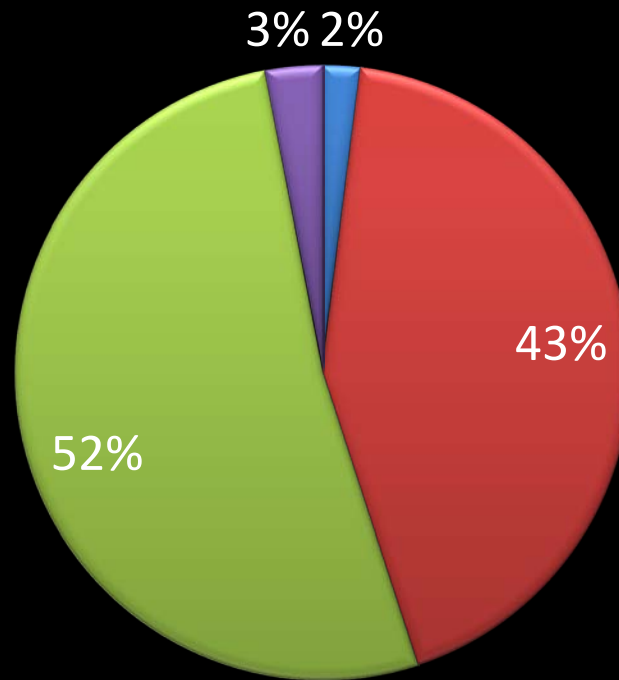
■ Very high / High ■ Low / Very low ■ Not sure



Level of Pay (Employed Only)

Thinking about your current job, how would you describe your current level of pay?

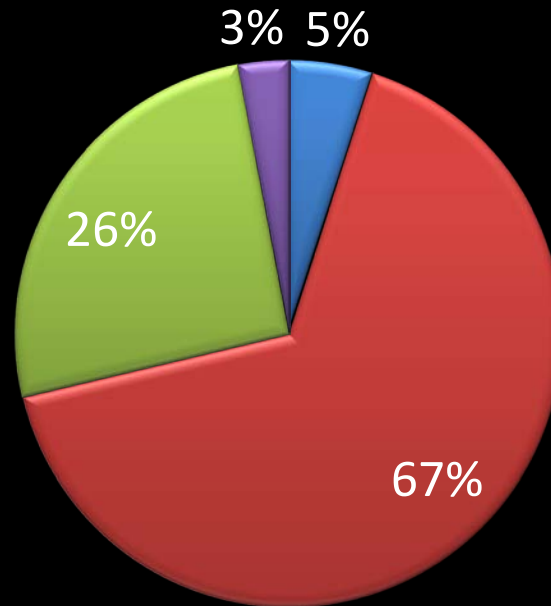
■ I'm overpaid ■ I'm paid the right amount ■ I'm underpaid ■ Not sure



Skills and Experience (Employed Only)

Thinking about your current job, how would you describe it when compared to your skills and experience?

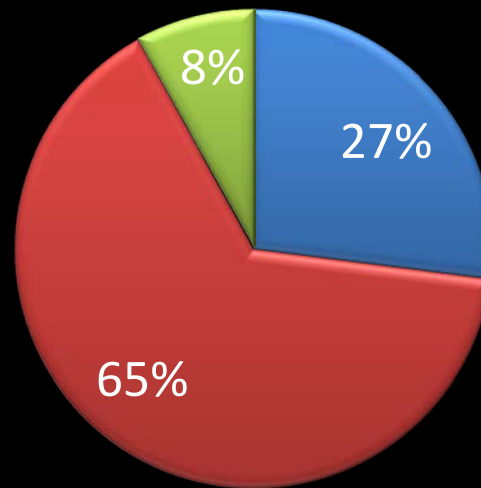
■ Too challenging ■ About right ■ Not challenging enough ■ Not sure



Finding Another Job (Employed Only)

All things considered, how easy or hard would it be to find another job that fits your skills, experience and salary expectations without having to move to another town or city?

■ Easy ■ Hard ■ Not sure



Questions for Employed Respondents

- Three-in-four employed respondents (77%) do not think they will be laid off in the next 12 months, but 15% do think this is a possibility.
- Half of employed respondents (52%) feel underpaid. The highest proportion who feel this way have some college education but not a university degree (59%).

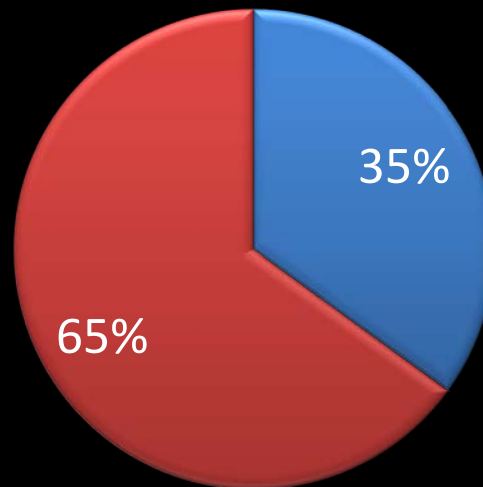
Questions for Employed Respondents

- Their current jobs are “about right” for two thirds of employed respondents, but one-in-four (26%) say the job is not challenging enough (including 29% of employed respondents aged 18-to-34)
- 65% of employed respondents say it would be hard to find a similar job to the one they currently have, including 67% of those aged 35-to-54, 67% of women, and 72% in the lowest income bracket.

Policy Focus on Job Creation

When the Government of British Columbia thinks about jobs and employment, which should be the main focus? Please select one answer.

- Focus mainly on protecting existing BC jobs
- Focus mainly on bringing new jobs to BC

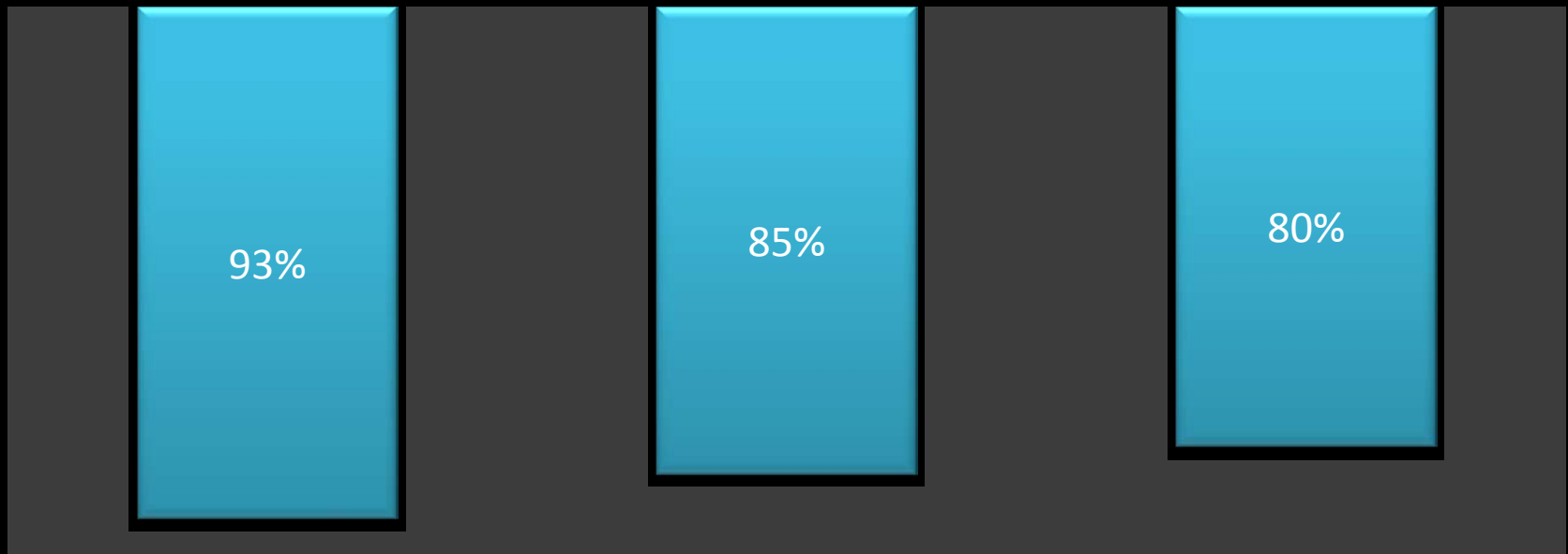


Policy Focus on Job Creation

- Bringing new jobs to BC is preferred (65%) over protecting existing BC jobs (35%).
- Job creation has a clear lead across all demographics over job preservation.

Ideas for a BC Jobs Plan – Best Rated Ideas

■ Very good / Good idea



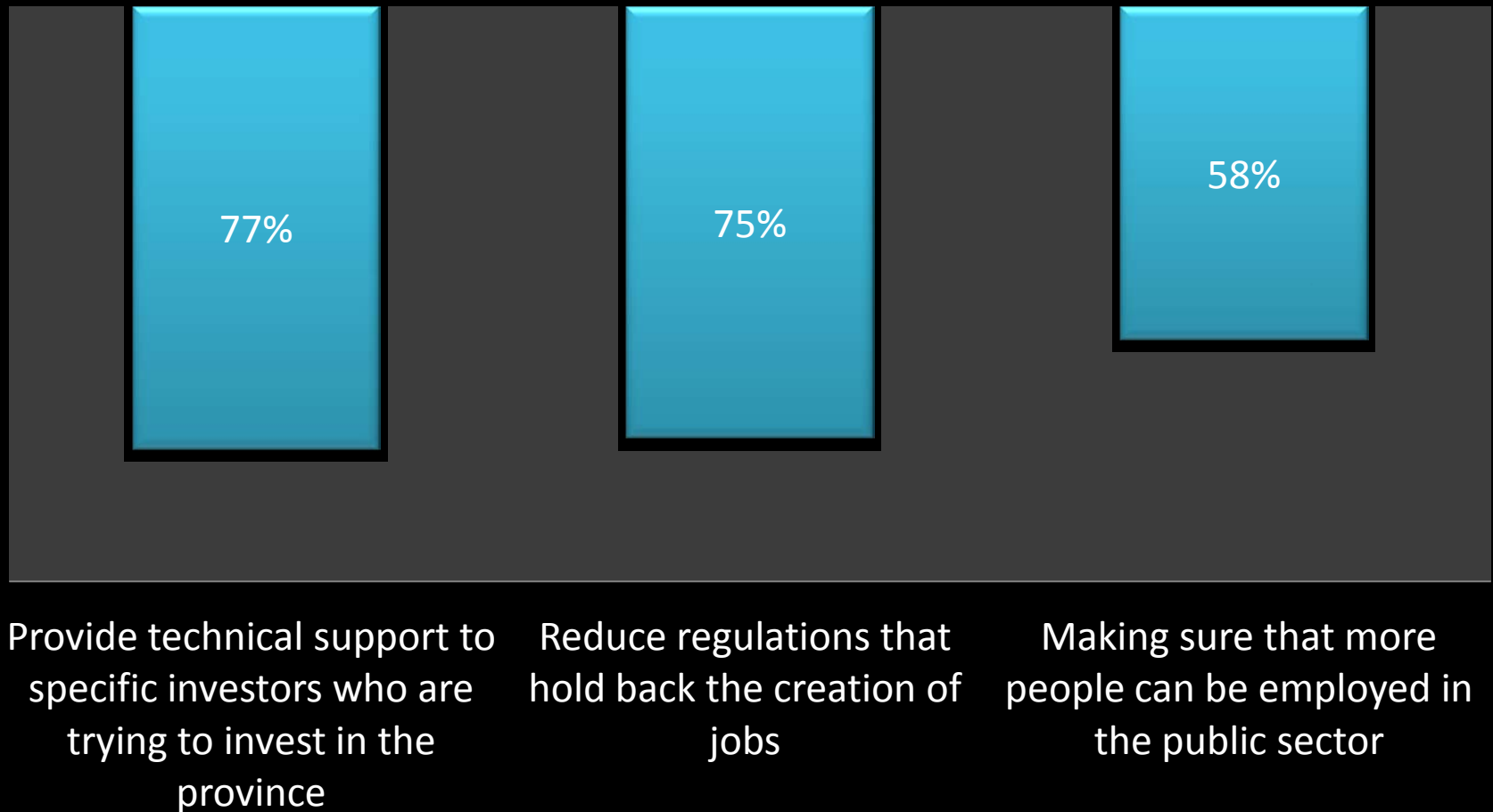
Taking steps to ensure that young people can enter the workforce

Conduct a focused marketing effort to attract new investment into industries where BC has an advantage

Establishing the conditions that allow more people to work in the private sector

Ideas for a BC Jobs Plan – Secondary Ideas

■ Very good / Good idea

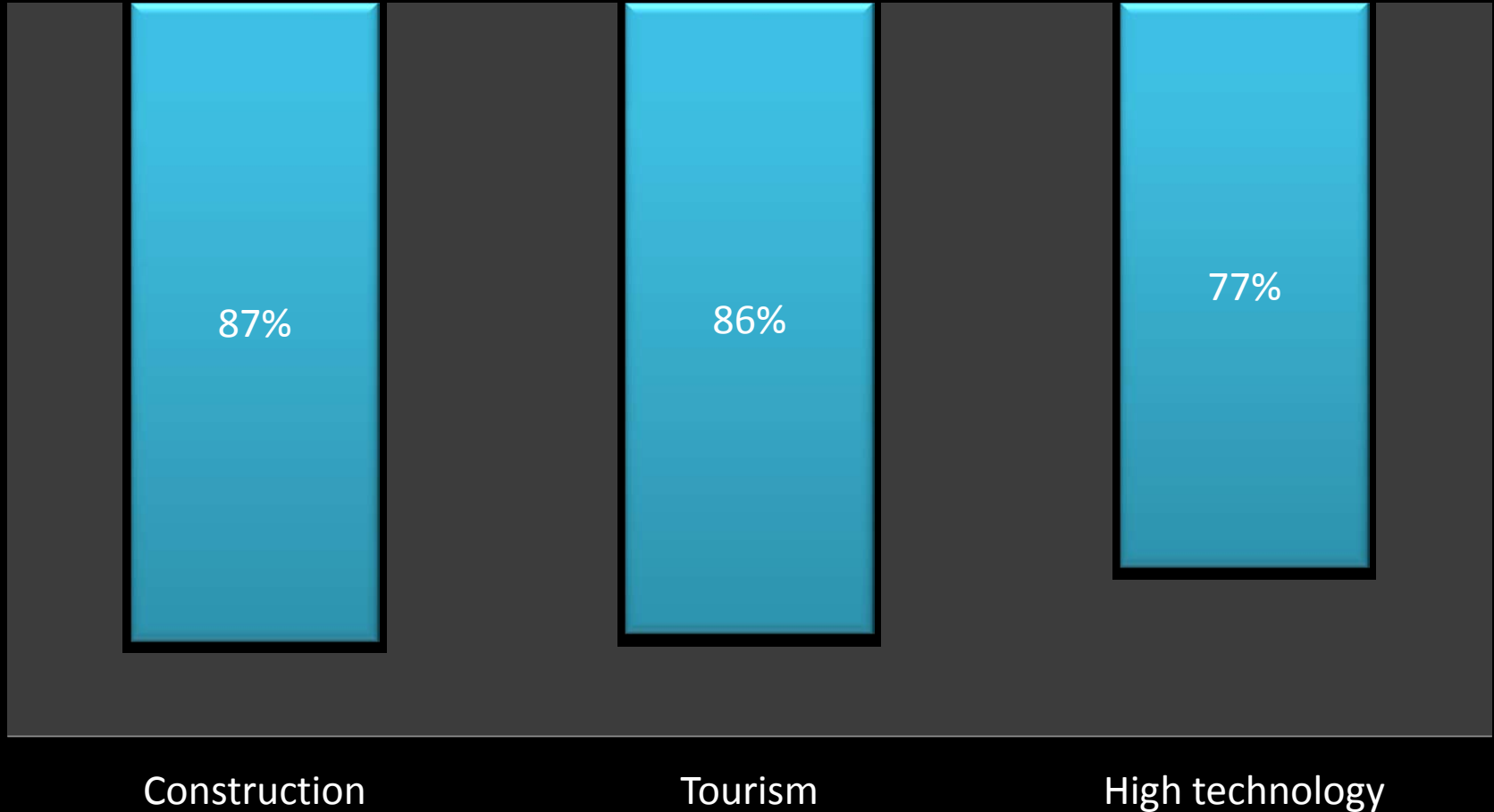


Ideas for a BC Jobs Plan

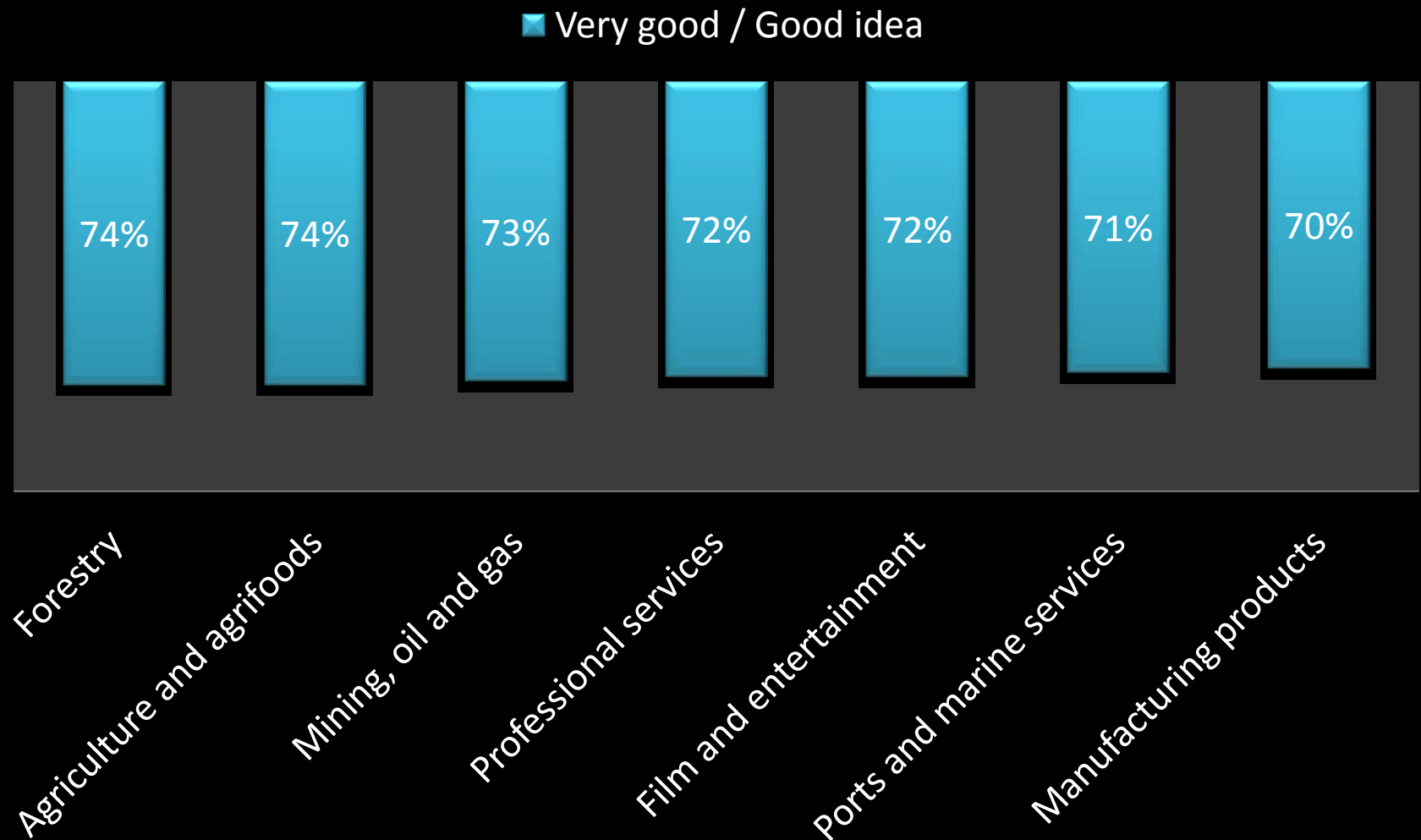
- Getting young people to work, attracting new investment and fostering more private sector openings get the highest level of support.
- Technical support to investors and reducing regulations that hold back job creation are popular, but not universal.
- Employing more people in the public sector is the lowest ranked of all six ideas tested.

Sectors for Job Creation – Top Ranked

■ Significant opportunity to create jobs in BC

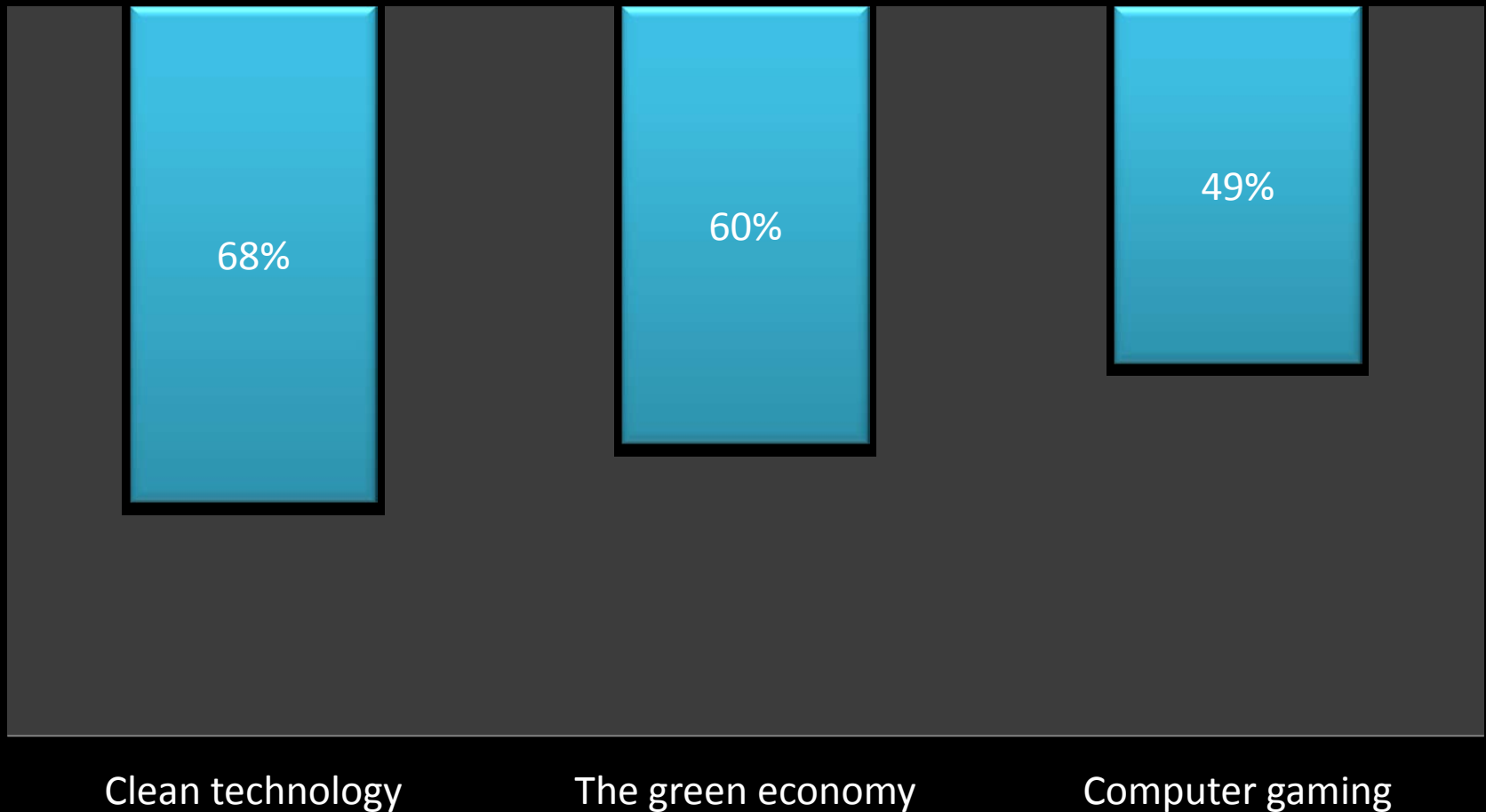


Sectors for Job Creation – Middle Ranked



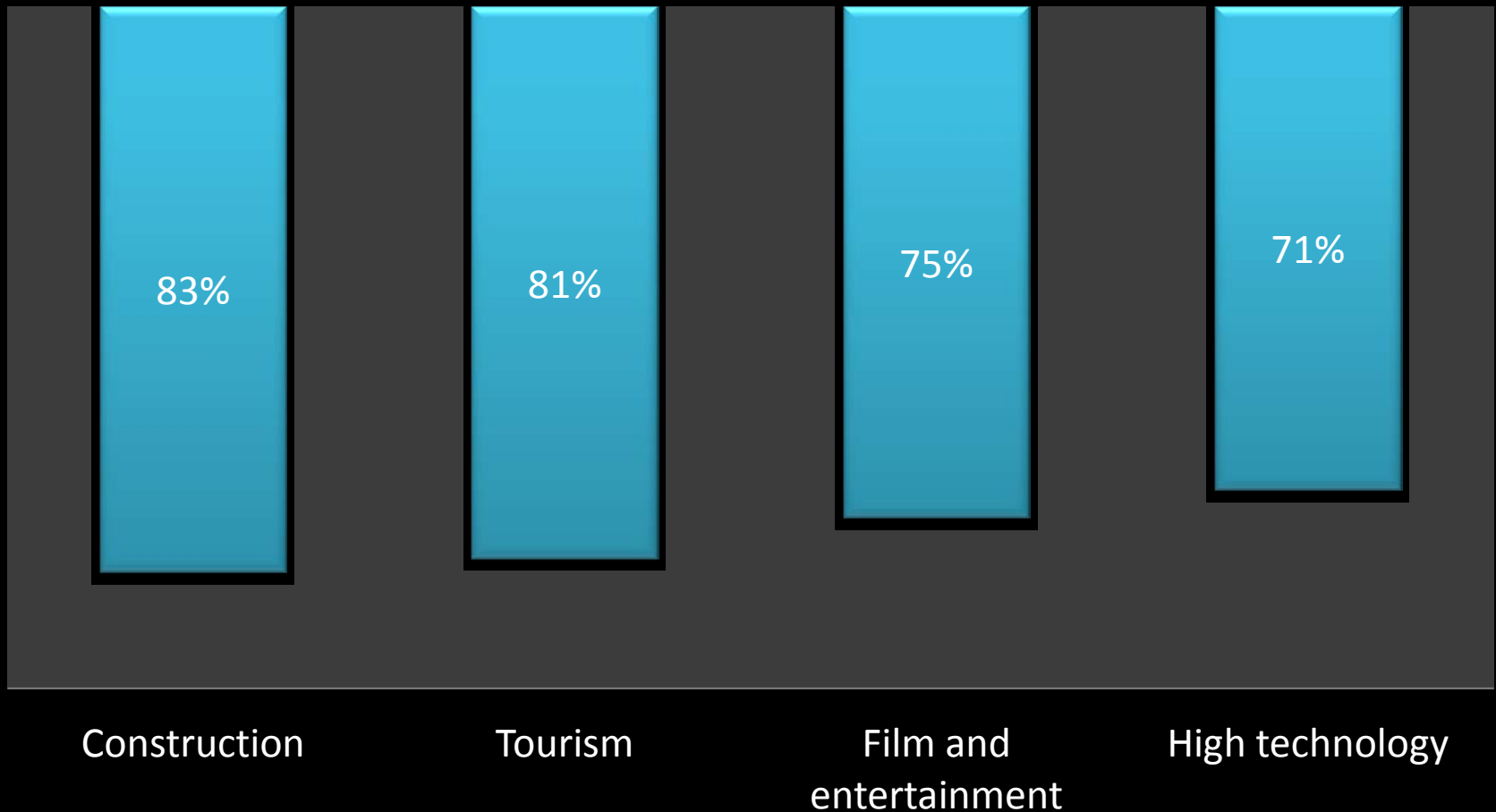
Sectors for Job Creation – Bottom Ranked

■ Very good / Good idea



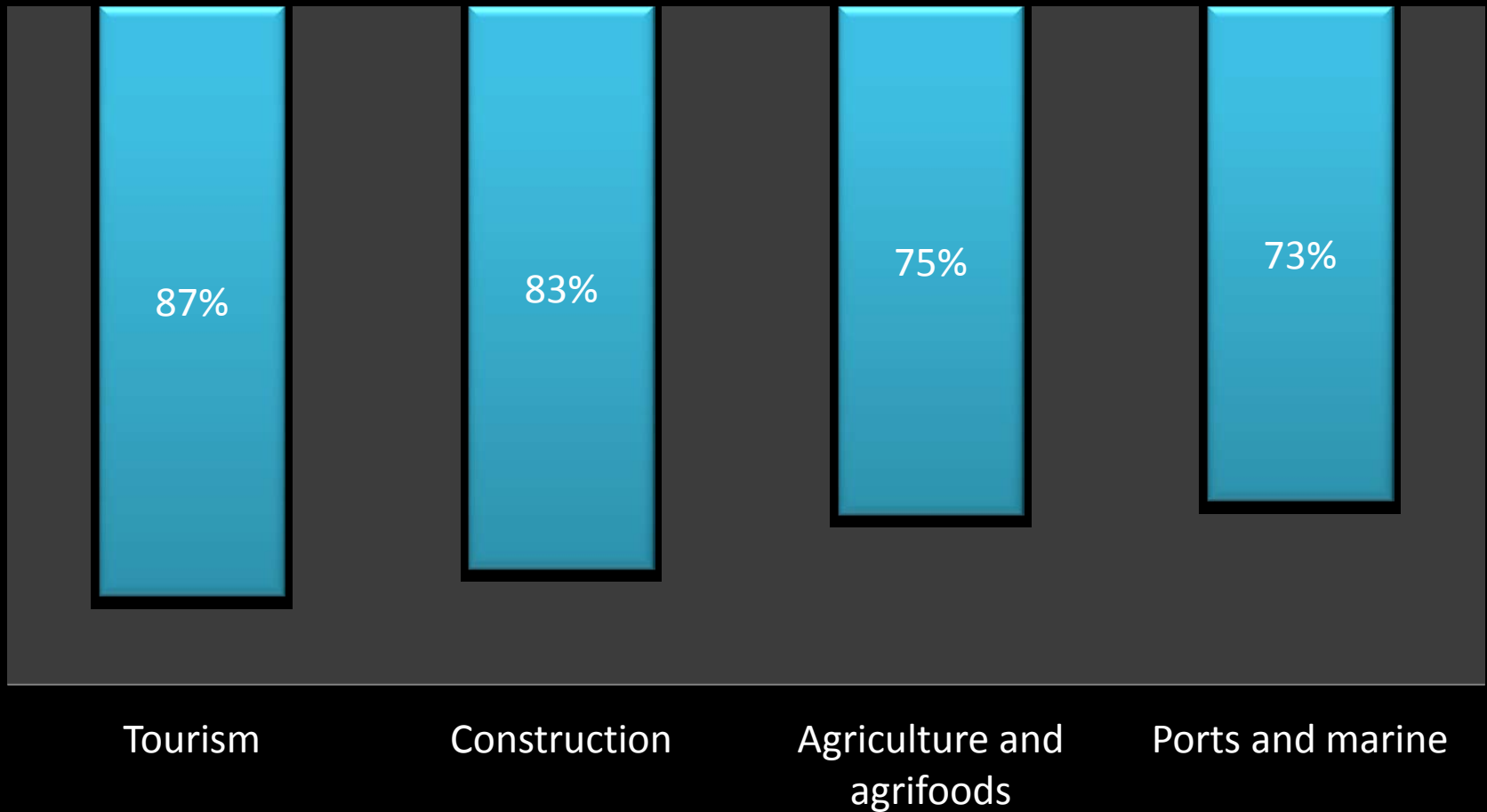
Sectors for Job Creation – Metro Vancouver

■ Significant opportunity to create jobs in Metro Vancouver



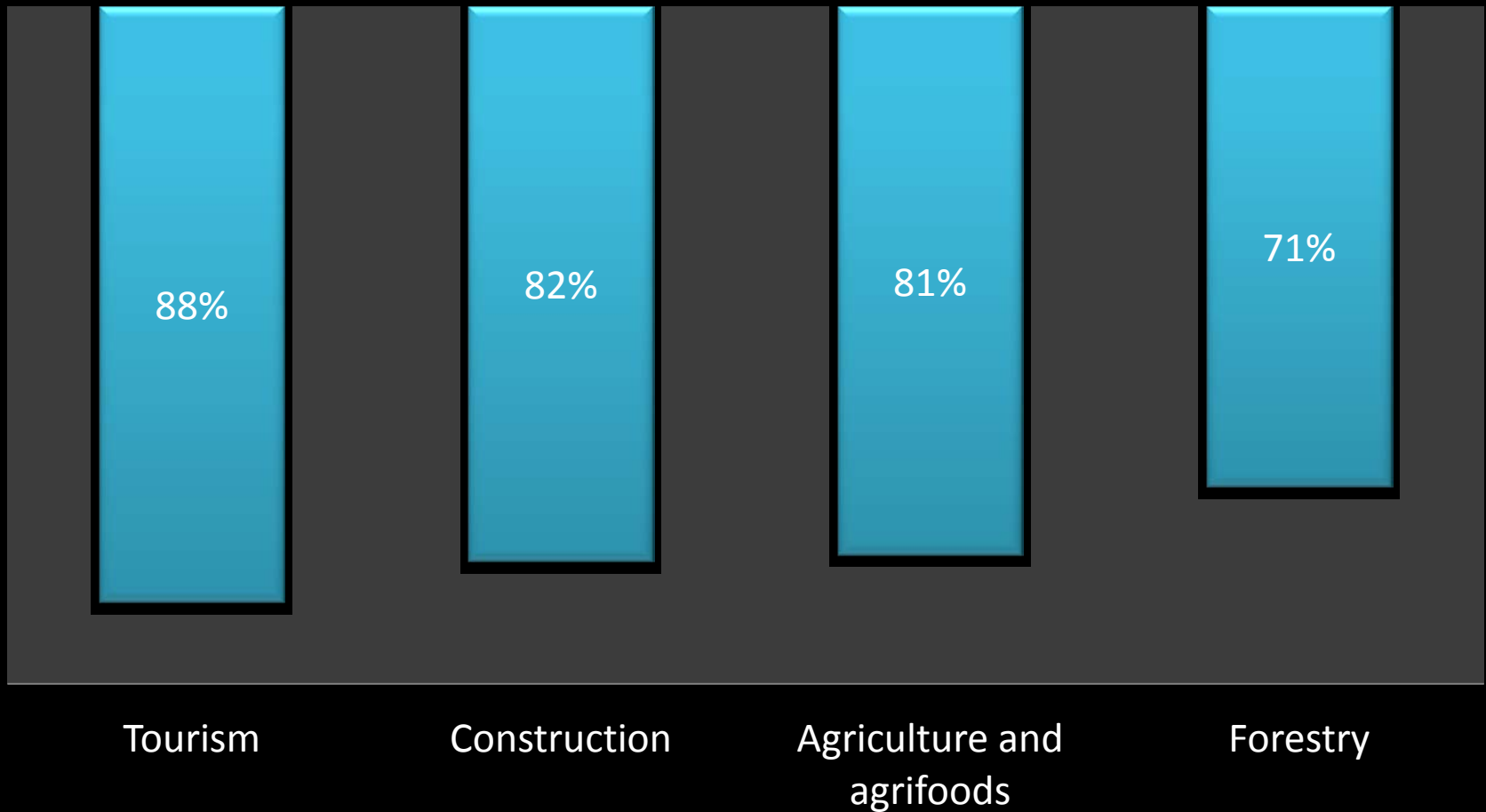
Sectors for Job Creation –Vancouver Island

■ Significant opportunity to create jobs in Vancouver Island



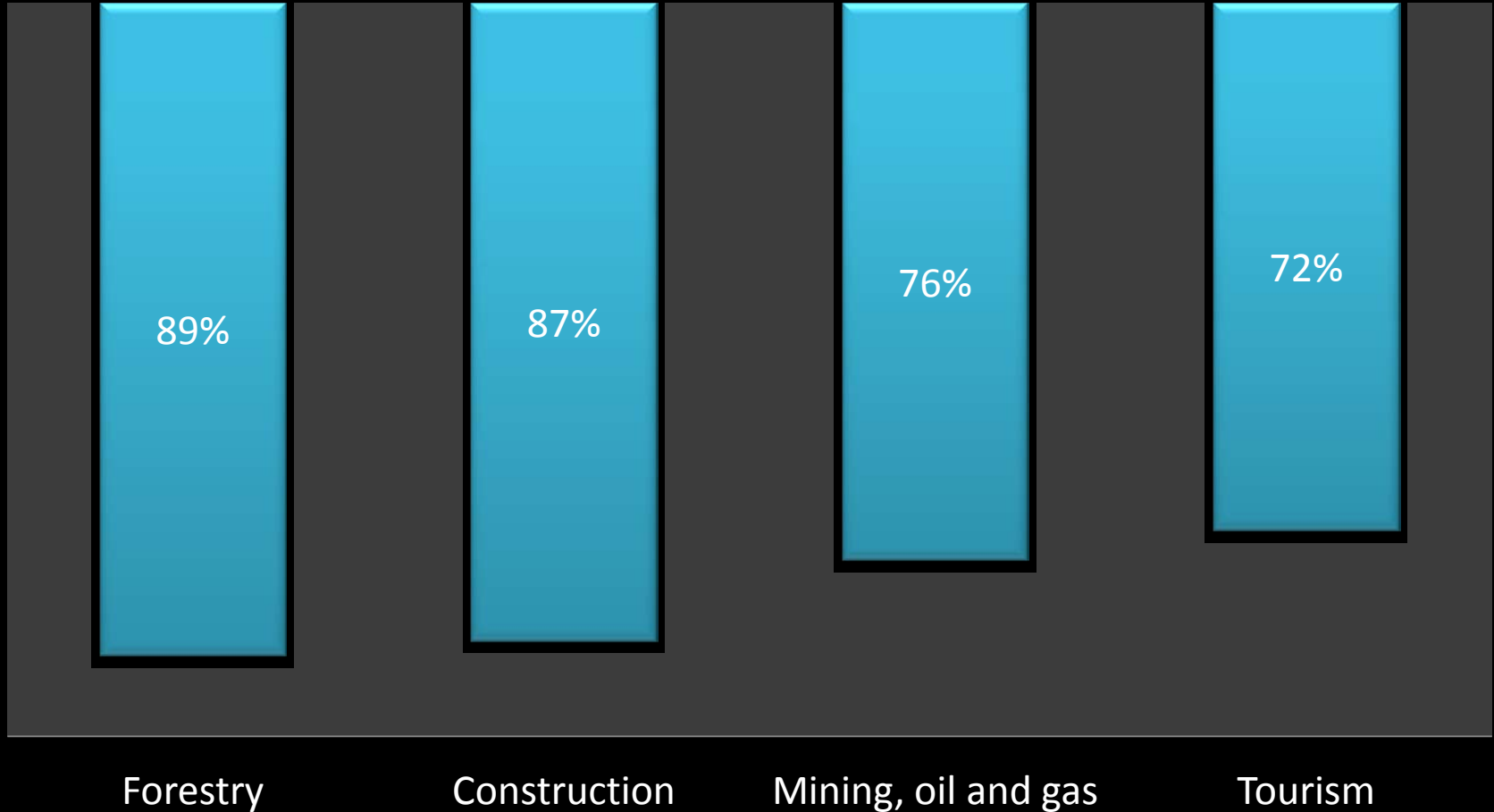
Sectors for Job Creation – Southern Interior

■ Significant opportunity to create jobs in the Southern Interior



Sectors for Job Creation – The North

■ Significant opportunity to create jobs in the North



Sectors for Job Creation

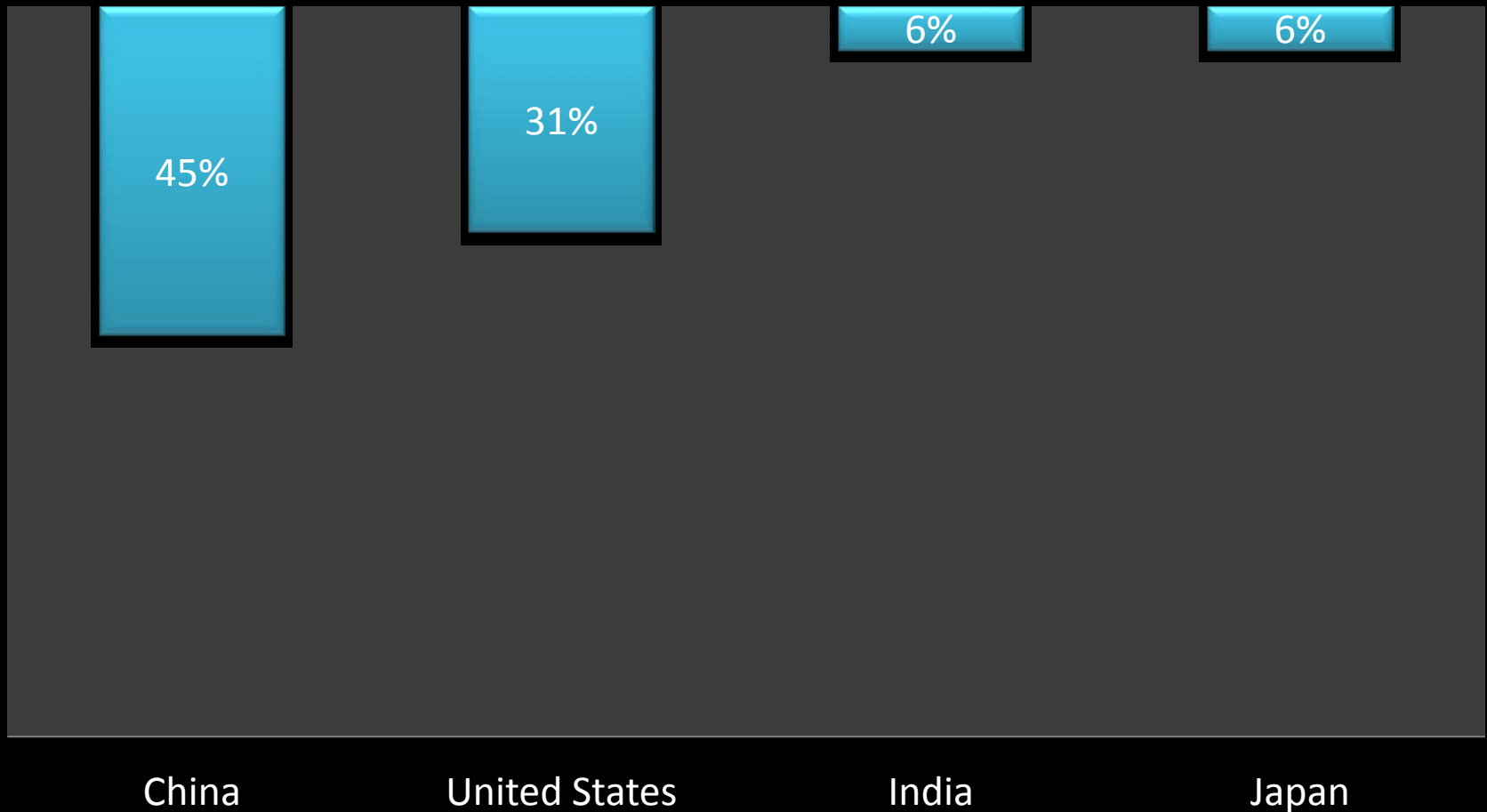
- Construction, tourism and high tech are the main sectors mentioned by respondents when they think of jobs throughout the province.
- Support was considerably lower for clean technology, the green economy and computer gaming.
- While tourism and construction do well in all four regions, there are specific fluctuations:

Sectors for Job Creation

- Metro Vancouver: Film and entertainment and high technology matter more.
- Vancouver Island and Southern Interior: Agriculture and agrifoods matter more.
- North and Southern Interior – Forestry matters more.
- Ports and marine a focus of Vancouver Island; mining, oil and gas a focus for the North.

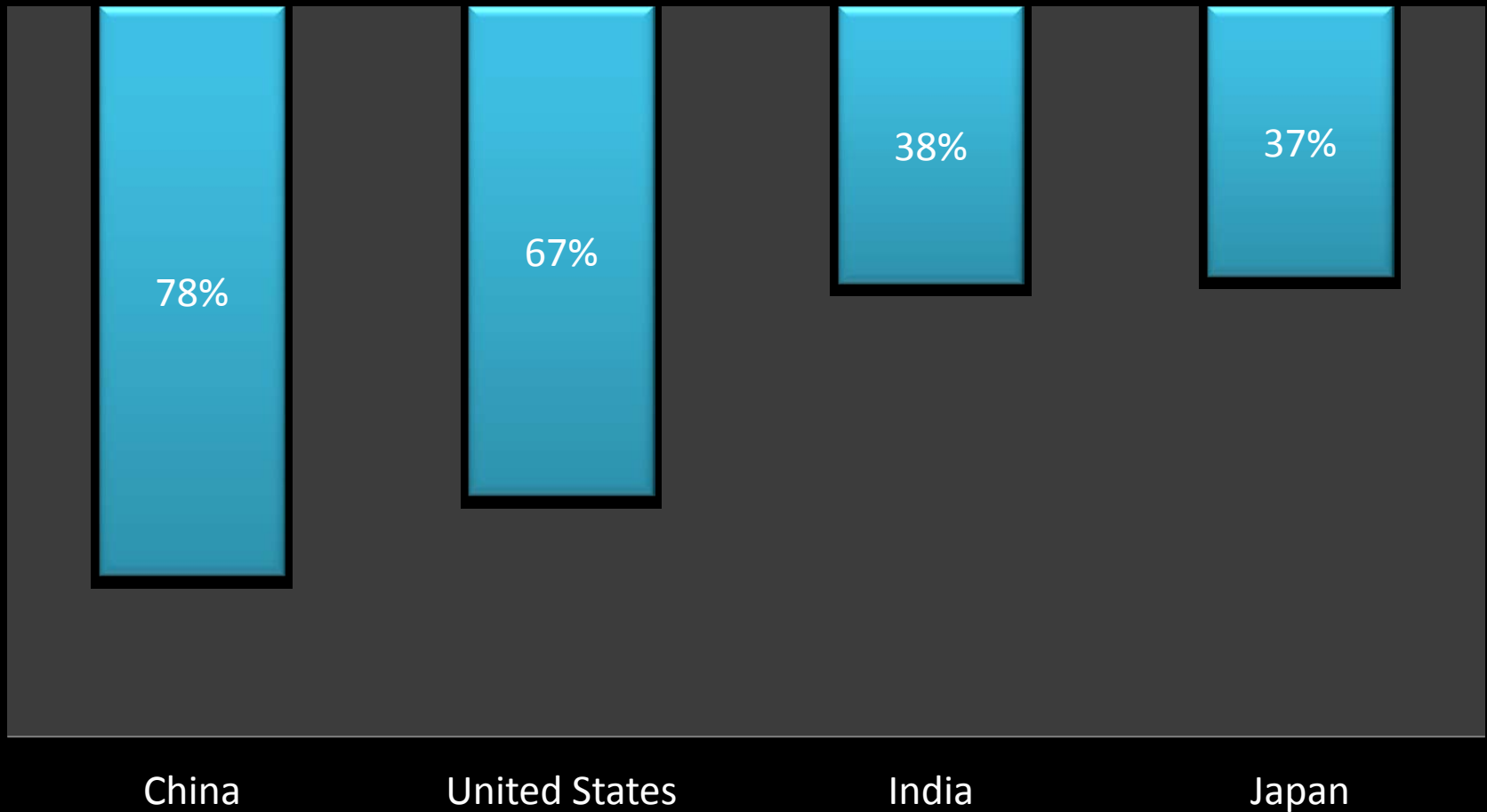
Trade Partners – First Ranked

■ Respondents who chose area as their "most important" for BC to focus on



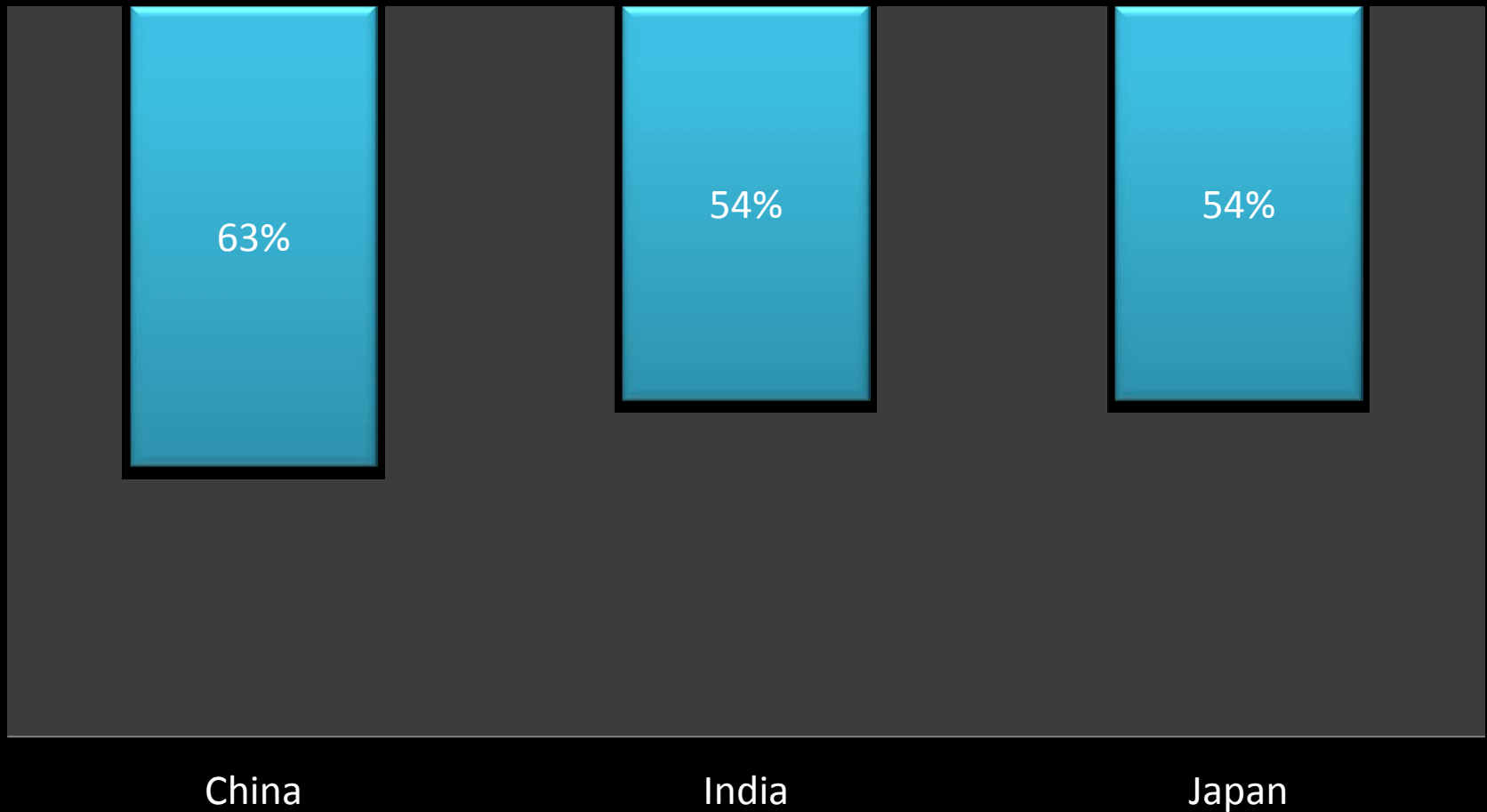
Trade Partners – Ranking Average

■ Average of all countries that were ranked (from 1 to 3)



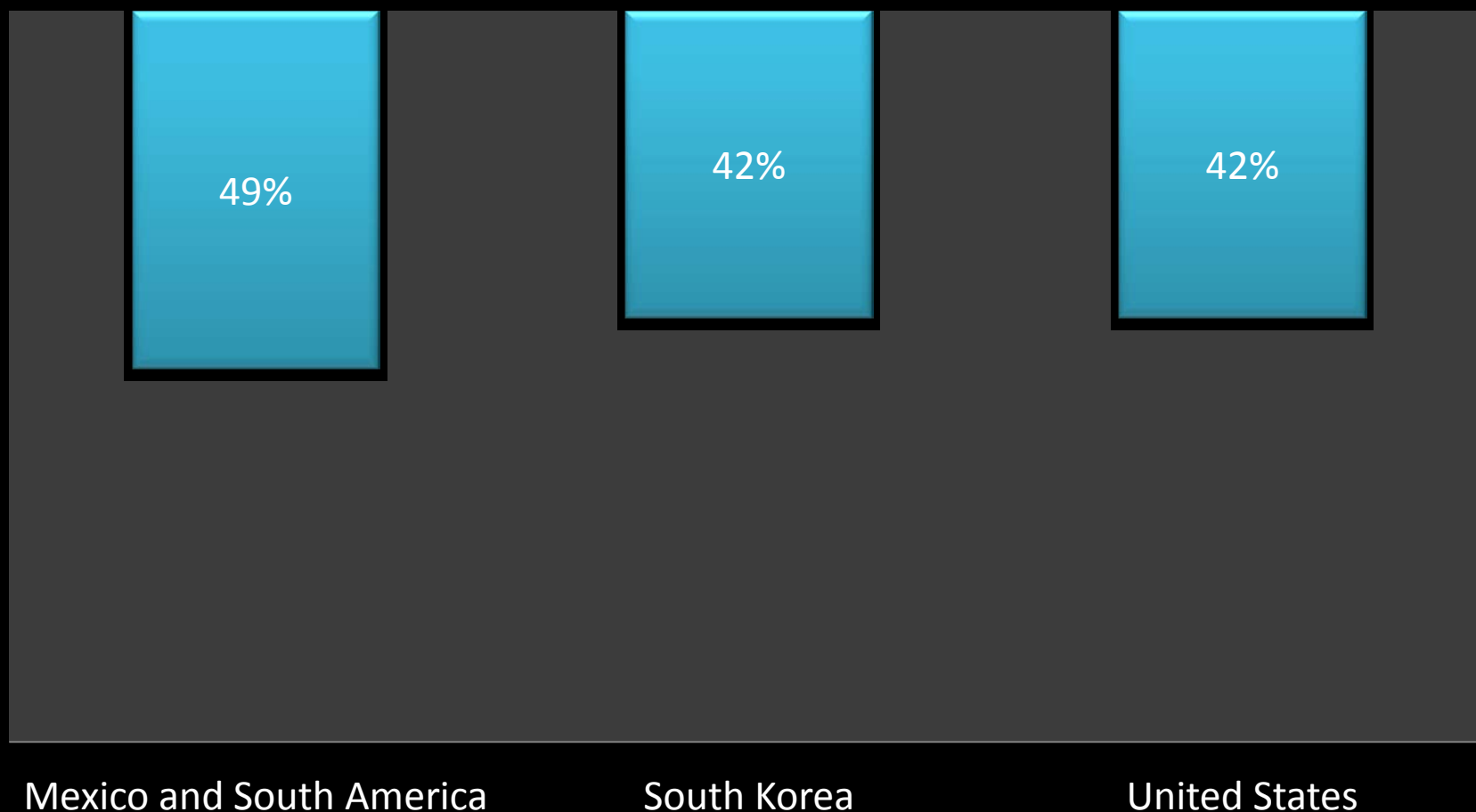
Regions to Trade With – Top Three

■ Proportion of respondents who want BC's trade with this region to increase



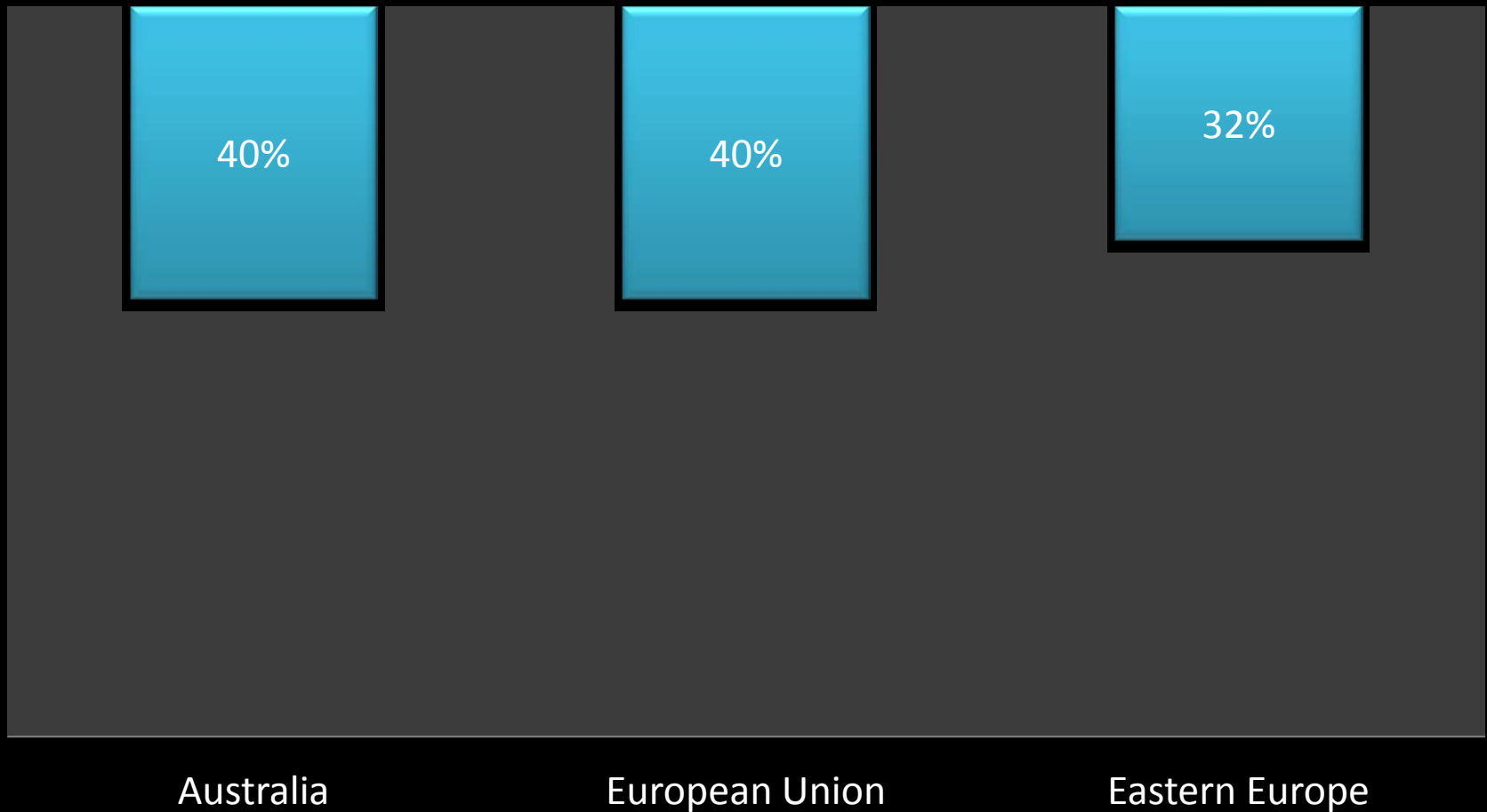
Regions to Trade With – Middle Three

■ Proportion of respondents who want BC's trade with this region to increase



Regions to Trade With – Bottom Three

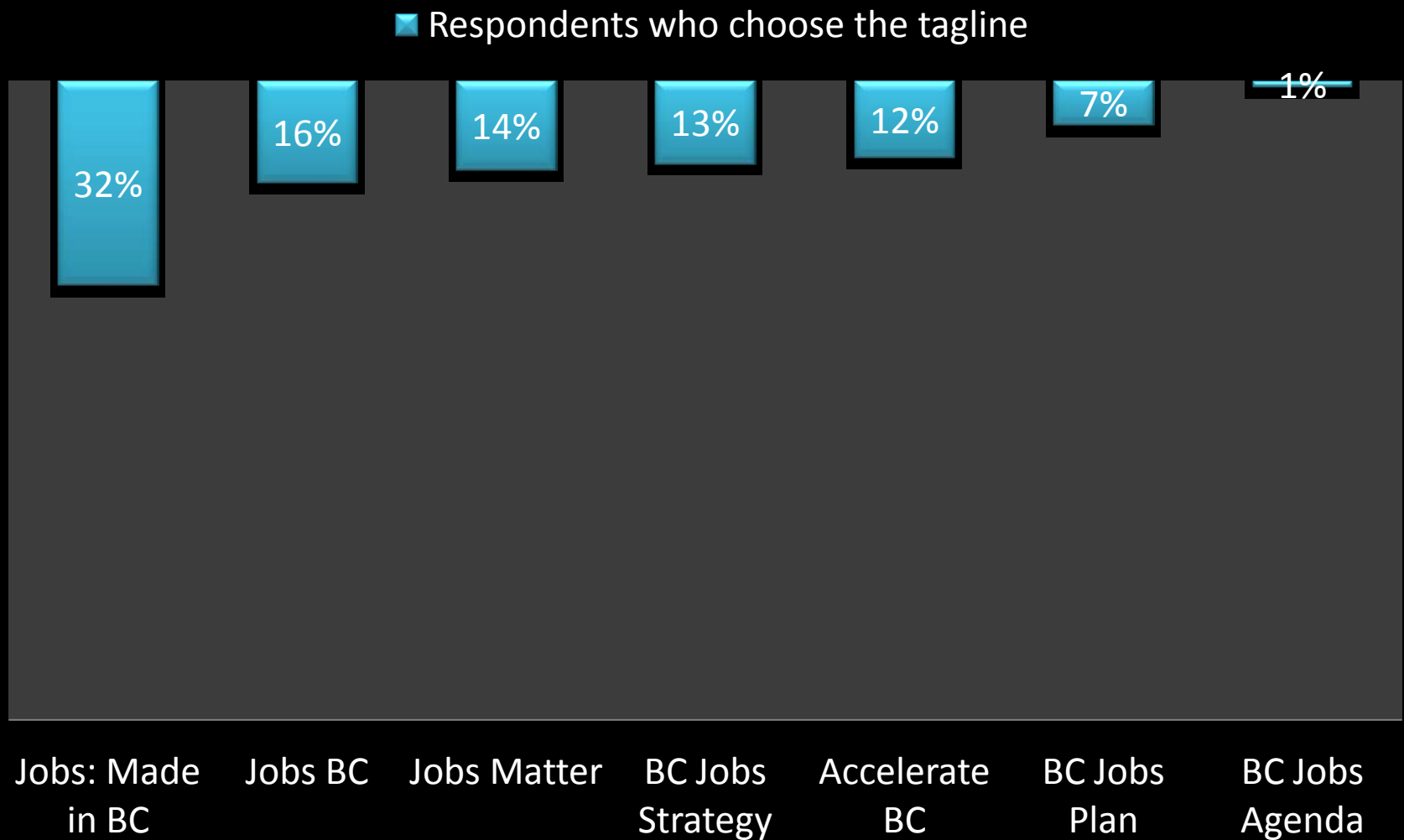
■ Proportion of respondents who want BC's trade with this region to increase



Trade Focus

- China is the most important region for BC to focus on when it comes to trade (45%) in every region.
- More than half of respondents want trade with China, India and Japan to increase.
- Three secondary regions are Mexico and South America, South Korea and the United States.
- Australia, the European Union and Eastern Europe are definitely not as important.

Tagline Test



Tagline Test

- **Jobs: Made in BC** is the clear winner, and gets 35% of women, 36% of respondents over the age of 55, and 37% of those in the middle-income bracket
- Also, **Jobs: Made in BC** is the first choice for those who are not satisfied with the government (35%), those who think the economic conditions are poor (34%), and those who expect to have a worse standard of living a year from now (36%).

Key Findings – Positive Aspects

Want to ensure that young people enter the workforce

93%

Would attract new investments to BC

85%

Want to explore new markets for BC products

88%

Say job creation should be the main priority for the BC Government

37%

Key Findings – Negative Aspects

Employed respondents who say it would be hard to get a similar job if they were laid off

65%

Expect BC's economy to decline in the next six months

27%

Say their own personal finances are poor

43%

Say their current standard of living is worse than a year ago

34%

Conclusions

a) The level of satisfaction with the way things are going in the province stands at 49%, considerably higher than both one and two years ago. The animosity towards the provincial government is definitely not as high as it was under the previous premier.

b) While the economic conditions are rated positively—and deemed superior to those in other Canadian provinces—one-in-four respondents expect a decline.

Conclusions

c) While a majority of respondents acknowledge that their own personal finances are good, a third report that their standard of living has worsened over the past year. Also, the level of concern on the personal financial worries question is definitely high. Not everybody is feeling that the worst is behind us.

d) Taxes are still one of the main economic concerns, but this high result may be exacerbated by the impending decision on the HST. Unemployment was ranked as one of the three priorities by three-in-five respondents, suggesting that the public is clamouring for action on this file.

Conclusions

e) When asked about the biggest economic priority, more than a third of respondents select job creation.

Infrastructure, balancing the budget and social spending lag in comparison.

f) Trade is still a very important aspect for British Columbians, both when exploring new markets and expanding into the Asia Pacific markets.

g) China is definitely seen as the preferred partner for trade, way ahead of the United States, and with no significant drawbacks. India and Japan also factor in highly.

Conclusions

h) While most respondents who are currently employed do not think they are going to be laid off, they are definitely saying that it would be hard to get a job similar to the one they currently have were they to lose it.

i) Getting young people to enter the workforce is, by far, the most appealing idea, along with attracting new investment and creating more jobs in the private sector. The notion of creating more jobs in government is not resonating with British Columbians.

Conclusions

j) The regional disparities on which sectors are best for job creation are particularly important when assessing the impact of specific policies and ideas, although construction and tourism are generally safe bets (both as provincial and regional priorities).

k) Protecting jobs is more attractive to respondents than preserving existing jobs. This is why "Jobs: Made in BC" is the best liked tagline.



Thank You

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BC Jobs Campaign Qualitative Research

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Presented to:

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Vancouver, BC

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Executive Overview

The following reflects the findings of eight focus groups conducted amongst British Columbians in October 2011.

Six groups consisted of members of the general population and were conducted in Metro Vancouver, Kamloops and Prince George. One group consisted of individuals of Chinese origin, and one group consisted of Indo Canadians and Filipinos who were born in their mother countries.

The primary objective of the research was to gain feedback on an advertising campaign that has been developed for the BC Jobs Plan.

BC Jobs Situation

When asked about the current job situation in BC, older respondents were somewhat positive, while their younger counterparts, especially those currently seeking employment, were less so.

When compared to other provinces, BC is seen in a positive light. However, respondents reminded that some provinces, like Alberta, are doing better than BC, while the job situation is worse in others.

There was agreement that, while jobs may be available in BC, they are often low paying and, hence, not particularly desirable.

No-one was aware of the BC Jobs Plan.

TV Spots

All three TV spots have merit for the respondents in these groups. However, they are seen as particularly focussed on resource and infrastructure-based jobs and, hence, leave some of these individuals feeling that the BC Jobs Plan does not include them.

The main message of these spots, according to the individuals in these groups, is that the BC Government has a Jobs Plan. Most recognized the additional message that the Jobs Plan is focussed primarily on developing strong trading relationships with Asian countries.

For the most part, these ads do not provide enough detail for many respondents. They want clear evidence of how such trade will result in jobs in BC and the specific types of jobs that will result.

Outside of the above, some liked the images of BC that were used in spot #1, while others felt that the BC imagery is irrelevant to a jobs plan. Some liked the graphic in spot #3, while others felt that they create an impersonal feel.

Spot #3 was the least positively received. While many felt that it was a warm and personal ad, it delivered the least about the BC Jobs Plan to these individuals.

Radio Spots

The radio spots were consistently well received, with the exception of spot #2, which was disliked by many because of its reference to foreign students attending BC universities. It was difficult for some individuals to understand the relationship between that and the BC Jobs Plan; it also caused some to fear that BC students might not be able to attend university, because the seats available will be taken up by foreign students.

The third radio spot, which referred to the export of knowledge-based assistance to countries like India, was applauded. Most liked the idea of creating and marketing knowledge-based jobs, and appreciated that this spot delivered very specific information about the types of jobs that are being created.

Print Ads

All of the print ads were fairly well received. However, they were seen as too labour and resource focussed; thus some respondents felt they lacked the scope that the BC Jobs Plan should encompass.

These ads did not offer sufficient detail for many of these respondents. The exception was the Princeton ad, which had a local focus. Many disliked the image on that ad, because it looked environmentally inappropriate, and some were wary of the Japanese/BC partnership. However, all agreed that, from a local point of view, the ad provides a positive sense of the potential effects of the BC Jobs Plan.

Overall Campaign

Some were sceptical of the campaign overall, especially those of Chinese origin, who are not very trusting of governments in general and, hence, are not sure of the government motives behind this series of ads.

The invitation that was most effective in getting respondents to consider going to website was “To learn more about how the BC Jobs Plan works for you and your family, or to share your ideas with us, visit www.BCJobsPlan.ca.” The suggestion of sharing their ideas appealed to many respondents.

The tagline “Canada Starts Here” was appreciated by most respondents, who suggested that it makes them feel proud both as British Columbians and as Canadians.

Other comments regarding the campaign included:

- ▶ Too much emphasis on resource industry jobs, leaving those who work outside of those areas feeling that the plan has nothing for them.
- ▶ Too much emphasis on jobs for men, leaving females feeling left out and creating a sense that the plan is not well balanced.
- ▶ The emphasis on families feels manipulative for some. The plan is implicitly good for families, and so some feel this emphasis is unnecessary. Some feel that the government is using this emphasis on families to stir the emotions of British Columbians. It also leaves some single people feeling that the plan does not include them.
- ▶ The lack of emphasis on small business and entrepreneurship was problematic for many, who feel that any jobs plan should include those areas. Many were unable to recognize the value to small business in having a strong working population.
- ▶ Chinese respondents indicated that they do not like the idea of being addressed directly in advertising. They are in the process of integrating into Canadian society and dislike being singled out because of their background.

Addressing the above in this advertising, and providing more specific evidence of how the jobs are being created and the type of jobs, will result in a larger number of British Columbians seeing the BC Jobs Plan in a positive light.

Foreword

Background

The BC Jobs Plan is designed to attract investment to British Columbia and to open new markets for BC's products and services. An advertising campaign has been developed to highlight aspects of the plan.

At the request of Optimum Public Relations, Mustel Group conducted a qualitative research project to test a series of television, radio and print ads that have been developed on behalf of the BC Government regarding the BC Jobs Plan. The objectives of this research were:

- To gain feedback on the ads that have been created
- To determine if the advertising message is clear
- To determine general response to the BC Jobs Plan

Methodology

A series of eight focus groups were conducted amongst members of the general population. The groups were broken down as follows:

Kamloops

- 1 group of younger respondents
- 1 group of older respondents

Prince George

- 1 group of younger respondents
- 1 group of older respondents

Vancouver

- 1 group of younger respondents drawn from throughout Metro Vancouver
- 1 group of older respondents drawn from throughout Metro Vancouver
- 1 group of first generation Chinese Canadians
- 1 group of South Asian Canadians

All groups were:

- ▶ A mix of male and female
- ▶ A mix of work status
- ▶ Range of incomes
- ▶ Younger group were 18-35 years of age
- ▶ Older group were 36-65 years of age

All groups ran for approximately 1.5 hours in duration and were moderated by Ms. Kathleen Roach of Mustel Group. The groups were conducted in a facility or hotel with viewing capability and were videotaped.

Detailed Findings

1.0 Current Job Situation in BC

Respondents were asked about the current job situation in BC. Responses varied depending on age and job status. Some feel that BC's job situation is comfortable, and a couple of respondents even suggested it is buoyant; but many feel that the job market in BC is not particularly good.

Younger respondents overall perceive the job situation in a less positive light than their older counterparts. This was particularly true of young respondents in Kamloops and the Lower Mainland. Many of those respondents are frustrated at not finding jobs for which they are suited.

The majority of respondents in all groups agreed that many of the jobs that are available in BC today are lower paying and, hence, less desirable. Some suggested that the available jobs are focussed in only a few areas, and that there are not broad enough opportunities available.

When asked how BC compares to other provinces in the area of jobs, most agreed that BC is in better shape than some provinces and not as good as others.

Does the BC government have a jobs plan? When asked this question, these participants suggested that there is likely a jobs plan, but they have not heard about it. While no one was able to offer details of such a plan, in most groups, the question drew reference to the recent shipbuilding contract that BC was awarded; the provincial government was thought to have had an involvement in securing that contract.

2.0 TV Spots

The groups were asked for their reaction to a series of TV spots.

TV Spot #1 – BC Imagery

Some participants liked this ad, feeling that it offered specific information about what the government is doing in its job creation program. Others felt that this spot was vague and offered little information about the BC jobs creation program.

The ad was considered short and fast; and hence it was not easy to grasp the information being presented. Others simply saw it as lacking in detail, which left them feeling ambivalent about the ad overall.

The reference to families in the ad also met with mixed reviews. Some appreciated the reference to families, believing that the BC government has a well-focussed jobs plan, which will help BC families. Others felt that the ad placed too much emphasis on families; they were unable to make the connection between BC families and a job creation program.

For most, the ad's main message was that BC has a jobs plan; however, some felt that there was a particular emphasis on the rejuvenation of infrastructure. While there was a sense that rebuilding BC's infrastructure is important, jobs that result from that are considered short-term and thus do not really qualify as part of a jobs plan.

The use of footage of British Columbia left some feeling good about the province's beauty; they saw the ad as focussed on appealing to people outside of the province. They felt that it was designed to attract workers to BC, rather than creating jobs in BC. And a few participants felt that they had seen this ad before.

TV Spot #2 – Graphics

This spot received mixed reactions.

Many participants liked the ad's graphics; however, the lack of humans in the spot caused some to describe it as cold and, hence, unappealing.

According to a few individuals referring to the handshake at the beginning of the ad, "the handshake suggests togetherness." A number of respondents appreciated "the way it (the graphic showing BC emerging above the rest of the country) differentiates us from the rest of Canada."

The message that "the BC Jobs Plan is there to strengthen international trade while keeping jobs in BC" was clear to many individuals, but some participants did not understand how the jobs created through international trade would be jobs for British Columbians. They feared that many of the jobs that might result from such trade would be manufacturing jobs for countries like China, since countries like China have taken over many manufacturing jobs from US companies over the past years.

This spot lacks specifics for many participants, who want some tangible evidence of how trade with Asian countries will result in BC jobs.

This ad elicited a variety of feelings amongst respondents. Some suggested that they were left feeling "confused and angry," while others felt "curious and hopeful."

TV Spot #3 – Learning to Speak another Language

One positive aspect of this spot was the human interaction, which created a feeling of warmth that many found appealing.

Some respondents also liked the fact that an English speaking person was learning to speak Chinese. This was seen as a reversal of the past trend in which Chinese people have strived to learn English in order to do business with English-speaking countries.

Some Chinese respondents, however, objected to the fact that this ad was focussed on the relationship between BC and China and admitted feeling some discomfort with having so much focus on them. The Indo Canadians and Filipino respondents felt otherwise, suggesting that they would be comfortable if the focus were on them.

Some Chinese respondents also felt that the translation used in the ad was inaccurate, thus diminishing the ad's impact.

Another common reaction was that this ad was too short and lacked details or specific content that would help them to understand the thrust of the jobs program.

The main message of this ad was not clear for many respondents. A few recognized that trade with Asian countries is important, but most felt that the spot lacked details, and thus lacked clarity. A couple of respondents were left feeling that the "BC government is hiring people to learn Chinese," but others recognized that it is possible to "participate in the Jobs Plan through learning another language."

For most, though, the spot does not say enough about the Jobs Plan to be effective.

Those who appreciated the spot suggested that the "BC government might be interested in me," and the "personal aspect of it makes me want to go to the website and see what is there for me."

3.0 Radio Spots

The groups were asked to react to a series of radio spots.

Radio Spot #1

Those who felt positively about this ad appreciated the reference to "keeping jobs in BC and, therefore, keeping families together and working in BC." They suggested, "It makes me feel that there will be a variety of future jobs available. "

But others found this ad “evasive” because it does not offer enough specifics. “It says it will create jobs, but does not give specific examples as to how.”

The reference to families in this ad raised questions. Single individuals felt less important, because of the strong emphasis on families. Also, a few respondents felt that the reference to families was manipulative – an attempt to create a “warm and fuzzy feeling” amongst the population. They saw the jobs program as being about jobs and communities, rather than having a family focus.

Some liked the ad’s reference to small business, but others felt that more emphasis should have been placed on small business and entrepreneurial opportunities, rather than trades and resources.

The ad’s main message was thought to be “creating a variety of job opportunities in BC that keep BC residents working in BC,” a message that makes some feel “more secure in that the government is trying to help all of BC” while, for others, it raises questions about how this would be done and whether it is even possible.

One or two respondents suggested scepticism about why the government would be claiming this as part of their jobs plan, when it is something that has been done for some time. “Don’t we already do that?”

Radio Spot #2

Some individuals liked the “concrete examples of things that are being done” to boost the economy and create jobs. There was a sense that, as a greater number of people come into BC, the economy of the province will benefit. For a few, this ad created a feeling of “excitement about the future of the province.”

But, for most respondents, this ad resulted in unanswered questions and fears about where it will lead, if BC keeps trying to attract international students to BC. Some fear that, if international students take up too many seats at BC universities, fewer and fewer seats will be available to BC residents. Others are concerned that, if universities get such high tuitions from foreign students, they will raise the cost of tuition for BC students, thus making it impossible for many to attend university here.

A few participants wondered if international students are being subsidized and what it actually costs the province to have that number of international students living in BC.

A few mentioned that the voice in the ad was speaking too quickly, making it difficult to grasp the information being presented.

For some, the ad's main message was "the job plan is generating spin-off employment through immigration/students and other international visitors." However, for most, the implied benefits were not clear. "How does this benefit me?" was a question raised by most groups. For them, the main message was simply one of encouraging tourism and foreign students.

Some respondents saw this as evidence that the BC Government is "doing something about the job situation." Others wondered, "What is new about this approach?" They suggested that these things are already being done and, hence, are not really part of a newly devised jobs plan.

Radio Spot #3

This ad was described as "direct" and "strong." Most respondents appreciated that the ad uses specific examples of how new jobs are being created.

Mention of Burnaby in this ad had a positive effect for many, who felt that it even provided a specific location for some of the jobs being created.

Others liked the fact that this ad suggests that the government is "promoting us doing something for them". They appreciated that the BC Government is not promoting something that might result in outsourcing and, hence, is promoting job creation in BC, rather than creating jobs for India or China. This feels "more on our terms," again suggesting that BC is in control in this scenario, which will result in benefits to British Columbians.

Most applauded "selling our expertise" to countries like India and China.

The main message of this spot was thought to be "BC is building connections with overseas countries in order to create jobs for families here." While most appreciated this message, the Chinese group responded with some cynicism, believing it to be "propaganda" and suggesting that "BC does not have enough innovative companies to produce a significant number of jobs like those mentioned."

Most felt that the BC Government is being innovative in promoting the sale of "our knowledge and expertise" and appreciated that.

Radio Spot # 4

Many respondents liked this spot, because it offered tangible, specific information and linked the jobs program to specific communities. They felt that this ad suggests that the government is "opening up opportunity" and "getting people back to work." Many respondents claimed to feel "encouraged" after hearing this ad, feeling that the focus on BC communities provides a tangible element that leaves individuals feeling involved in the overall program.

Some respondents thought that this spot is “too focussed on industry,” and a few felt the ad is really about country to country trade and “not really about jobs in BC.”

The main message of this spot was seen as “encouraging business and employment opportunities through trade with Asian countries.”

Although some expressed skepticism about the overall positive effect of such a program, others expressed a sense that the “government has a handle on things.”

Some respondents said they might go to the website after seeing this ad, expecting that they might find job postings for specific industries or trades, or information on how to get jobs through the BC Jobs Plan.

4.0 Print Ads

Print Ad #1 – “By Expanding Trade”

Some respondents liked this ad because “It’s here at home. It targets us.” But others felt the ad is vague and would prefer more specific information in such a spot.

Respondents in Prince George pointed out that the infrastructures mentioned in this ad are focused in the Lower Mainland, so they do not necessarily relate to it.

The ad’s main message suggested that, by expanding trade and developing infrastructure projects within BC, more jobs will be created. While most feel that it is true, there was a question about the BC Government claiming infrastructure projects as part of its Jobs Plan, as those projects are necessary, regardless of whether the province needs jobs. It also was mentioned that infrastructure jobs are temporary, so they do not add to the permanent job opportunities within BC.

Some found this ad to be “logical and easy to understand.” Others found the ad to be vague and the layout to be confusing; they were left wondering, “How does this create more permanent jobs?”

Some felt the reference to families, as well as infrastructures, is a pre-election ad, leaving them feeling that it “says nothing.”

Some were uncomfortable with the use of the term “defending” in reference to jobs. “It sounds aggressive.” However, others thought the term suggests that the BC government is taking a strong stance in ensuring that BC jobs stay in BC.

Some respondents felt hopeful and optimistic as a result of this ad, while others felt confused, because “there are too many messages.”

Print Ad #2 – (2 versions) BC Has What the World Wants

Respondents in Prince George and Kamloops particularly appreciated this ad, because of the use of wood in the image. “We have the best lumber in the world.” But the image of lumber is not at all enticing for some, who felt it was boring or somewhat irrelevant when thinking of their own job search.

The reference to lumber had mixed reactions from other groups. Some were concerned that we are selling natural resources and want to be sure that the government is acting responsibly when doing so. A few also wondered, “How many trees were cut down to produce that much lumber?”

For some, the main message of this spot was “we have something to trade.” For others, it suggests “the future of BC labour lies in trade with Asia.”

The writing on the lumber was in white on one ad and in black on the other version. Some felt the white printing stood out more; other felt the black did so. Most preferred the darker printing on the wood, although only by a small margin.

Also the wording was different between one ad and the other (“we have what the world wants” versus “BC has what the world wants”). The majority preferred the former, feeling that use of the word “we” makes the statement more inclusive.

A few respondents felt that the BC Jobs Plan, as depicted in this ad, “will not help most people of BC – only a small percentage.” It will only provide jobs in forestry and lumber industries,” according to some; and, while it may be good for the BC economy, “what about me?”

Print Ad #3 – Copper Mountain Mine

Most respondents appreciated the ad’s local thrust, imagining that, if jobs were created in their communities, they would enjoy being reminded of their community’s good fortune.

They applauded the reference to the number of jobs being created, and most were glad to see that specific information in the spot. Most recognize the importance of that number of jobs in such a small community.

Many participants perceived the image used in this ad as negative. It is a mining image and, with the workers wearing masks and a billow of smoke in the background, most are reminded that mines pollute – something that many British Columbians object to.

Some were skeptical about the relationship between Mitsubishi Minerals of Japan and BC's Copper Mountain Mining Corporation, wondering how many of the jobs associated with the mine will go to Japan, how balanced the partnership actually is, and "who will derive the greatest benefit from it?"

So, while the idea of creating jobs through such a partnership is valued by some, it leaves others wondering "at what cost to British Columbians?"

5.0 Canada Starts Here

The majority of respondents liked this tag line. "It is geographically correct and makes me feel proud to live here." For a few, though, this tag line does not have appeal.

6.0 Campaign Summary

As a whole, the campaign worked for many of these respondents. They suggested feeling optimistic and encouraged by the idea that the government has a plan that appears already to have some positive effects.

Others feel cautiously hopeful, in part because much of what was presented has to do with selling BC resources to other countries. Many see those resources as finite and, hence, the jobs associated with those resources will not be permanent.

The television spots all have merit for these individuals, although they are so strongly focussed on resources and infrastructure that they leave out a large part of the population. More emphasis on small business, knowledge-based jobs versus industry jobs, and jobs for women were all mentioned as important. Additionally, most want more detail in terms of how jobs are being created.

Radio spots, for the most part, were well received. The exception was spot #2, which focussed on tourism and the influx of foreign students into the province's universities. Most do not understand how jobs for British Columbians will result, and the ad stirs resentment about the high cost of university and the possible lack of spaces in universities for BC students.

Radio spot #3 was the most effective, as it gave specifics about the type of jobs that are being created and placed emphasis on knowledge-based, rather than industry-based, jobs.

The print ads worked fairly well, although, for the most part, the emphasis is on resource or industry-based jobs, with little focus on small business and no reference to knowledge-based jobs.

The print ad that focuses on local communities worked well for most, who understood the value in knowing that the government has helped to revive the community through working with trading partners. The ad's image, though, reminded some that there might be an environmental trade-off in revitalising some industries.

The invitation to the web site was presented in a variety of ways. The most effective one suggested: "To learn more about how the BC Jobs Plan works for you and your family, or to share your ideas with us, visit www.BCJobsPlan.ca." This was effective, because it invites ideas from the community and, hence, appears to be open and flexible.

What did you learn about the BC Jobs Plan?

The groups were asked to list what they learned about the BC Jobs Plan as a result of this advertising. The following sums up the responses.

1) Increase of trade with China, India and Korea

Most found this to be positive, as it decreases BC's reliance on the US, whose economy is on the decline. While most found this to be positive, some respondents were unable to understand how an increase in trade will result in BC jobs.

2) Improving infrastructures within BC

While everyone recognized the need to improve BC's infrastructure, and all recognize that infrastructure improvements will create jobs, some felt that those jobs are temporary, and thus does not necessarily contribute to the BC Jobs Plan in a significant way.

3) Revival of resource-based industries like mining and lumber

This is important for some, but there is not enough emphasis on small business in this campaign. There was also a comment that this may result in a "jobs over environment" attitude which is not satisfactory to many respondents.

4) Education, business and government working together to increase trade and stimulate the economy

This relationship will ensure that jobs and skills will be matched, and training will be available where necessary.

5) Looking out for BC families

While this was considered valuable and important for some, the family aspect of this plan is implicit, and some feel that, by placing emphasis on it, the government is being manipulative, trying to create a "warm and fuzzy feeling" in its citizens. This emphasis on families also ignores the importance of jobs to single people.

Other comments about the BC Jobs Plan were:

- ▶ Emphasis on jobs for men – There is nothing that reflects the female work force that also needs jobs.
- ▶ No emphasis on trade with other provinces in Canada – Some feel this should also be part of the Jobs Plan.

How do you feel about being a British Columbian as a result of this campaign?

When asked this question, the majority of respondents agreed that, overall, this advertising campaign leaves them feeling good about being British Columbians. Many said they feel proud, and others suggested they feel proud, but also this campaign leaves them feeling hopeful about the future. After all, said a few, “BC is the best place on earth.”

Appendices

Moderator Guide
Screeners





MODERATOR GUIDE – BC JOBS Campaign

INTRODUCTIONS

Moderator will explain the process, viewing, videotaping, etc. Respondents will then be asked to introduce themselves indicating first name, employment and family status, and a couple of personality descriptors.

OPENING DISCUSSION

The groups will be asked to indicate how they feel about the current job situation in BC.

How is BC faring relative to other provinces?

Heard or read anything about BC having a jobs plan?

What know about jobs plan? Where have seen or heard about it?

ADVERTISING

Respondents will be told that they are going to be discussing advertising. They will be asked to think about an ad they have seen on television recently and asked to discuss as follows:

- What do you like about the ad?
- What do you dislike about it?
- What is the main message of that ad?
- Is it believable?
- What does it say about the sponsor?

After discussing the ad, the groups will be told that they will now see/hear some advertising that has not yet been aired. The previous exercise was simply an example of what will be expected of them when viewing/hearing/reading the following ads.

TELEVISION SPOTS

The television spots will be shown first. After showing each of them the groups will be given a thought bubble and asked to complete it indicating:

- Main message of the spot
- What thoughts arose when watching it?
- What feelings were stirred as a result of this ad?

After completing the thought bubble, a discussion will follow.

- Likes of the ad
- Dislikes
- Main message
- Is the message believable? Why/why not?
- What do you think the program will do?
- What does it say about the BC Government?
- Does it motivate you to go to the website? Why/why not?

After both tv spots are presented and discussed, the radio spots will be presented.

RADIO SPOTS

The radio spots will be presented one at a time. After the first one is presented the groups will be asked to complete a thought bubble again indicating:

- Main message of the spot
- What thoughts arose when listening to it?
- What feelings were stirred as a result of this ad?

A discussion of each will follow with the groups being asked the same questions as they were after the above tv spots.

PRINT ADS

Finally the print ads will be presented and discussed as follows:

- What do you like about the ad?
- What do you dislike about it?
- What is the main message of that ad?
- Is it believable?
- What does it say about the BC Government?

CAMPAIGN

The campaign as a whole will then be discussed with the groups being asked:

- How does the campaign make you feel as a British Columbian?
- How does it leave you feeling about the government of BC?
- Is government on the right track with the Jobs campaign?
- Is Asia Pacific where best opportunities lie?
- What do you think you can do to be a part of this? What is the best way to learn about the BC Jobs Plan (what they would like to see by way of engagement)

Write down their description of the BC Jobs Plan.

FOR KAMLOOPS AND PRINCE GEORGE

Respondents will be asked how they feel about having local businesses profiled in the ads.

FOR CHINESE/SOUTH ASIAN GROUPS

These respondents will be asked how they would feel about these ads if they were shown in their language in their mother countries.

CLOSE

Respondents will be asked for any additional thoughts on this program.



Cossette Focus Groups (QB279)

INTRODUCTION:

Hello, this is _____, I am calling on behalf of Mustel Group about a series of focus groups we are holding regarding advertising.

READ IF NECESSARY:

Do you know what a focus group is (if doesn't know) – A focus group is a round table discussion with 8-10 individuals who have common interests and lasts usually 1 and a half to 2 hours. The discussion is led by a skilled moderator from our company and light refreshments are served. You receive a cash honorarium at the end of the discussion to thank you for your time and opinions, and most people find these discussions very enjoyable.(at this point – and NEVER until respondent is fully qualified – DO NOT tell the respondent exact amount of \$)

Would you be available the evening of October 20 or 25 (Vancouver) / Oct 22 (Kamloops) / October 24 (Prince George) – the time and exact date depends on what group you would be best suited for, it only takes a few minutes to go through some questions to determine that. Lets begin....(at this point – and NEVER until respondent is fully qualified – DO NOT tell the respondent exact location or time)

RECORD GENDER: DO NOT ASK. GET A MIX.

- ☐ Male
- ☐ Female

Q1. Do you or does any member of your household work for, or is retired from, any of the following industries...? **READ OUT LIST, IF "YES" TO ANY, THANK & TERMINATE**

- ☐ Advertising
- ☐ Media
- ☐ Public relations
- ☐ Market Research firm

Q2. Within the past 6 months have you participated in any market research such as a focus group, consumer group discussion?

- ☐ Yes **THANK & TERMINATE**
- ☐ No **CONTINUE**

Q3. Please tell me which of the following categories includes your age? Just stop me when I read the correct category.

- ☐ 19 and under **THANK & TERMINATE**
- ☐ 20 - 29 **CONTINUE for groups 1,3,5,7,8**
- ☐ 30 - 34 **CONTINUE for groups 1,3,5,7,8**
- ☐ 35 - 49 **CONTINUE for groups 2,4,6,7,8**
- ☐ 50 - 64 **CONTINUE for groups 2,4,6,7,8**
- ☐ 65 + **THANK & TERMINATE**

GET A SPREAD OF AGES.

Q4. Are you; **READ LIST**

EMPLOYED.... Full time ☐

Part time ☐

- ☐ Student
- ☐ Home-maker (no kids living at home)
- ☐ Stay at home parent
- ☐ Retired
- ☐ Currently unemployed

GET A MIX OF EMPLOYED/NOT EMPLOYED.

Q5a. How would you describe your ethnic background? **DO NOT READ OUT LIST.**

- ☐ Aboriginal
- ☐ Indo-Canadian **GO TO Q5b**
- ☐ Chinese **GO TO Q5b**
- ☐ Caucasian
- ☐ African/Caribbean
- ☐ Other_____ **ASK RESPONDENT TO SPECIFY & RECORD ANSWER**

BOOK ALL BUT CHINESE/SOUTH ASIAN FOR GROUP 1.

b. **IF CHINESE/SOUTH ASIAN:** Are you first generation Chinese/South Asian (not born in Canada)?

- ☐ Yes **IF CHINESE BOOK FOR GROUP 7**
- ☐ No **IF SOUTH ASIAN BOOK FOR GROUP 8**

Q6. Which of the following categories best describes the total annual income, before taxes, of all the members of your household? **[READ LIST]**

- ☐ Under \$20,000 **THANK & TERMINATE**
- ☐ \$20,000 to \$39,000 **CONTINUE**
- ☐ \$40,000 to \$59,000 **CONTINUE**
- ☐ \$60,000 to \$75,000 **CONTINUE**
- ☐ \$75,000 to \$89,000 **CONTINUE**
- ☐ \$90,000 to \$99,000 **CONTINUE**
- ☐ \$100,000 or over **CONTINUE**
- ☐ REFUSED **THANK & TERMINATE**

GET A MIX.

Q7. **Metro Vancouver:** In which of the following areas do you currently reside?

- ☐ New Westminster/ Surrey/Langley
- ☐ Delta/Ladner/Tsawwassen
- ☐ Coquitlam/Port Moody/Pitt Meadows/Maple Ridge
- ☐ Vancouver/Burnaby
- ☐ North Vancouver/West Vancouver
- ☐ Richmond/White Rock
- ☐ Other (RECORD) _____

GET A MIX.

The next question deals with your imagination. Have a little fun with it and feel free to answer in any way there are no incorrect answers.

Q8. If you were a tree, what type of tree would you be, and why? **DO NOT PROMPT**

LOOK FOR CREATIVITY, ENTHUSIASM AND SPONTANEOUS ANSWERS. THANK AND TERMINATE IF RESPONDENT IS UNABLE TO ANSWER OR REQUIRES PROBING.

Q9. In a group discussion, how would you describe your comfort level with voicing your opinions in front of others? Are you...

- ☐ Very comfortable **MINIMUM 3 PER GROUP**
- ☐ Fairly comfortable
- ☐ Comfortable
- ☐ NOT very comfortable **THANK & TERMINATE**

Thank you for your time and cooperation. We would like to invite you to attend a discussion group which we are holding on (date: _____) at (time: _____). It will be conducted by a professional moderator and will last approximately 1 ½ hours. There will be gourmet refreshments served and you will be given \$60 as a token of our thanks for your time and to help defer traveling expenses.

Would you be able to attend?

RECRUITER: If yes confirm the following points

- importance of their attendance, as we can only invite a limited and select amount of people
- importance of arriving 10-15 minutes early to check in
- they will be asked for photo ID so we can verify that they are the person we spoke to over the phone
- if they need reading glasses they should bring them as they may be asked to look at some materials
- we will be sending a confirmation email with details of the group as discussed
- they will be getting a reminder call the day before the groups take place.

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.



□



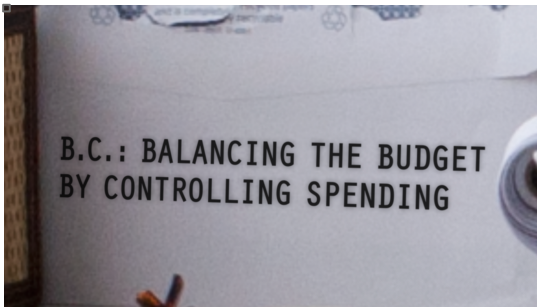
VO: The BC Jobs Plan... Canada Starts Here.

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.



□



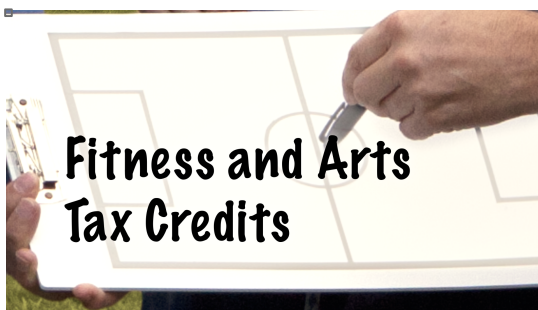
VO: The BC Jobs Plan... Canada Starts Here.

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.



□



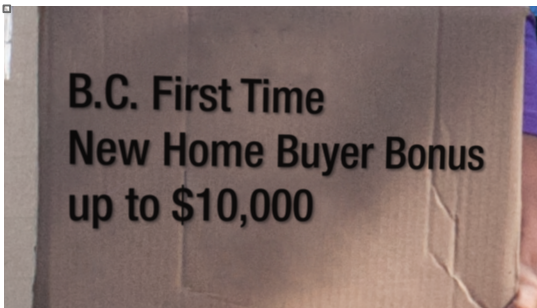
VO: British Columbia... Canada Starts Here.

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.



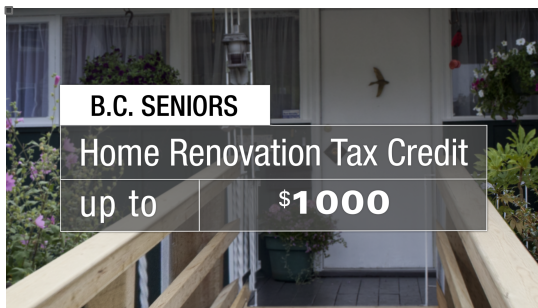
VO: British Columbia... Canada Starts Here.

Sr. Reno Health



SFX: Positive, uplifting music throughout.

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



B.C. SENIORS

Home Renovation Tax Credit

up to

\$1000

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



□



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



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



□



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



□



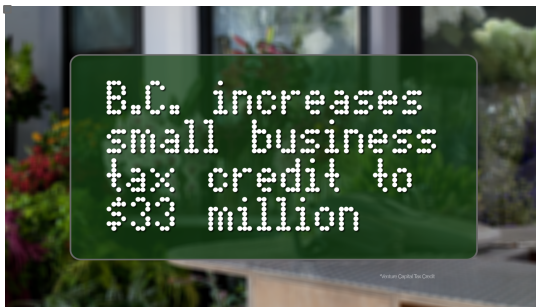
VO: The BC Jobs Plan... Canada Starts Here.

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



□



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

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.

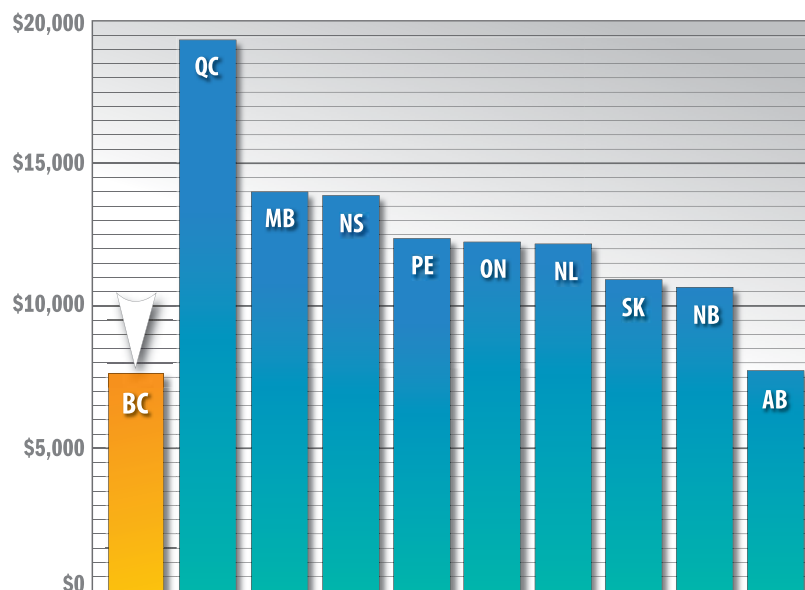
Keeping life affordable for B.C. families means keeping taxes low. Since 2001, most of us have benefited from a significant decrease in provincial income taxes:

- 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



Interprovincial Comparisons of Provincial Personal Income Taxes Payable 2012

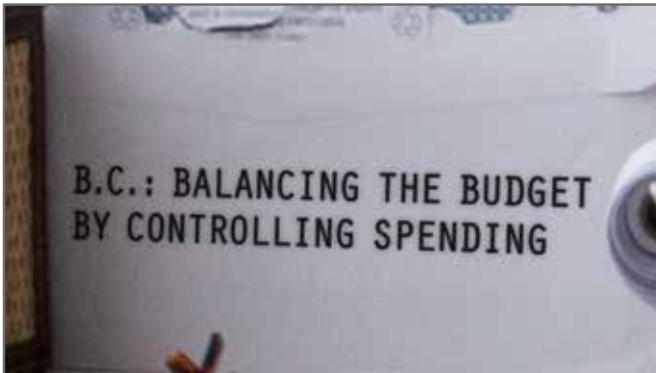
*B.C. has the **lowest** provincial personal taxes in the country for individuals earning up to \$120,000.*

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.fin.gov.bc.ca/mybcbudget/

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

www.gov.bc.ca/fin/ (Ministry of Finance home page)

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:

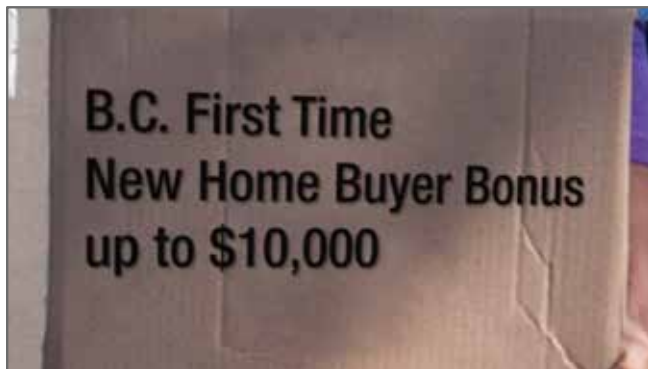
www.sbr.gov.bc.ca/individuals/Income_Taxes/Personal_Income_Tax/non_refundable_credit-blocks/2012.htm.

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

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

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.

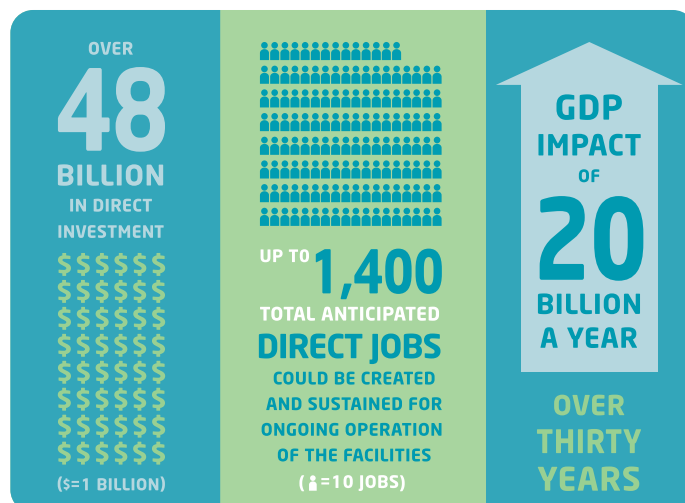
Environmentally-responsible liquefied natural gas can create over \$1 trillion of economic activity in the next 30 years – and generate thousands of jobs and billions of dollars in investment for B.C. businesses.

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/



***Investments in
LNG by 2022***

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



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.

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



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.

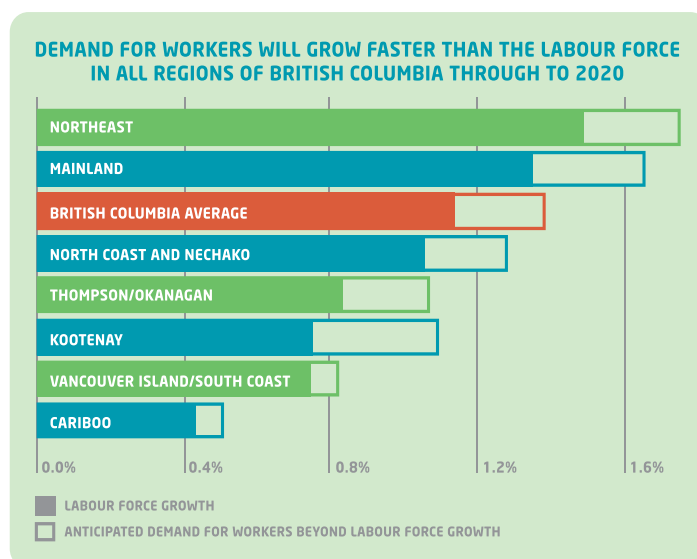
For example, we've committed nearly \$2 million to increase skills in the mining sector; developed a workforce strategy for labour needs in the developing liquefied natural gas sector; and invested more than \$2 million to enhance and advance the skills of British Columbians working in the forestry sector.

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/



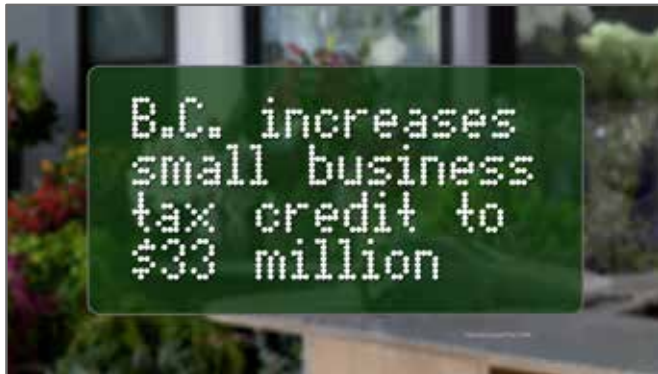
Increased demand for workers through to 2020

Small Business



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



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/

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 Director, Corporate Services, GCPE	953-4685 O S17
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File Created: February 25, 2010

File Updated: October 23, 2012

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)

S17

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)	RSO	37,493
			DDB Canada Inc (creative and production services)	RSO	587,151
			Innovative Research (research services)	RSO	27,455
			Vizeum Canada Inc. (advertising purchasing)	RFP	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)	RSO	4,012
			Vizeum Canada Inc. (advertising purchasing)	RFP	1,040,316
			Various	Various	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)	CSA	584
			Vizeum Canada Inc. (advertising purchasing)	RFP	388,611
			Various	Various	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
			Various	Various	17,000
ADVANCED EDUCATION	ALL	To inform British Columbians about the programs, services and career opportunities provided by the Ministry of Advanced Education.	Various	Various	11,828
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)	RSO	1,426,256
			Vizeum Canada Inc. (advertising purchasing)	RFP	3,564,186
FINANCE	ALL	To inform British Columbian's about the programs, services and career opportunities provided by the Ministry of Finance.	Various	Various	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 dietician services available through HealthlinkBC. Mediums: Print, Television, Online, Cinema and Signage.	Traction Creative (creative and production services)	RSO	1,821,709
			Airmiles/Safeway Partnership	AGREEMENT	600,000
			Vizeum Canada Inc. (advertising purchasing)	RFP	2,582,109
			Various	Various	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
JOBS, 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
JOBS, 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
JOBS, 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 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
JOBS, 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
JOBS, 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
JOBS, 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
JOBS, 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 (\$)
JOB, 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
TOTAL STOB 67 INFORMATION AND PUBLICATIONS EXPENDITURES IN 2011/12					32,789,104
TOTAL STOB 68 STATUTORY ADVERTISING EXPENDITURES IN 2011/12					1,770,925
TOTAL INFORMATION AND PUBLICATION EXPENDITURES FOR 2011/12					34,560,029

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
TOTAL JOBS BC 2012/13	11,100,000	4,300,876	6,799,124	674,298	3,626,578

JOBS BC CAMPAIGN

	JOBS BC CAMPAIGN	Budget	Committed	Budget Remaining	Invoiced to Date	Outstanding Invoices
Production		2,902,750	1,478,664	1,424,086	656,003	822,661
Ad Placement		8,030,250	5,799,245	2,231,005	975,099	4,824,146
Other Costs		167,000	131,522	35,478	48,628	82,895
TOTAL JOBS BC 2012/13		11,100,000	7,409,432	3,690,568	1,679,730	5,729,702