

Ringma, Shalegh FIN:EX

From: Feulgen, Sabine FIN:EX
Sent: Tuesday, October 9, 2012 2:29 PM
To: Freeman, Lisa FIN:EX
Cc: MacLean, Shelley FIN:EX
Subject: JTST - 2013 Times of India Film Awards in Vancouver - Eyes Note (2)

Categories: Printed



JTST - 2013 Times
of India Fil...

Ok, this one has info. Please send along. Thanks.

**MINISTRY OF FINANCE
FINANCIAL IMPACT ASSESSMENT
ADVICE TO THE MINISTER**

Subject: 2013 Times of India Film Awards (TOIFA) in Vancouver

Submission Date: October 10, 2012

Cabinet Message: This request has financial impacts and is subject to Treasury Board review.

Issue Summary:

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- This request originated from the Premier's announcement in November 2011 that "BC bids to host 2013 'Oscar' of Indian film".

Key Points:

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Financial Impact:

s.12

Prepared by:

Analyst: Huan Ngo, Treasury Board Staff
Phone: 250-387-9067
Date: October 9, 2012



TB Minor Meeting Date: November 27, 2012
266428

Confidential

Honourable Pat Bell
Minister of Jobs, Tourism and Skills Training
Room 138 Parliament Buildings
Victoria BC V8V 1X4

Dear Colleague:

Re: India Market Outreach Strategy

I am writing to inform you that Treasury Board has approved up to s.12 from 2012/13 Contingencies for the India Market Outreach Strategy which includes hosting the Times of India (TOI) Film Awards in Vancouver in April 2013, subject to:

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Sincerely,

A handwritten signature in black ink, appearing to read "M. de Jong".

Michael de Jong, Q.C.
Chair

cc: Dave Byng, Deputy Minister
Ministry of Jobs, Tourism and Skills Training

George Farkas, Assistant Deputy Minister and Executive Financial Officer
Ministry of Jobs, Tourism and Skills Training

TREASURY BOARD STAFF BRIEFING NOTE

REQUEST NO.: 13-13

MINOR MEETING DATE: NOVEMBER 27, 2012

TITLE: INDIA MARKET OUTREACH STRATEGY

ISSUE SUMMARY:

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RECOMMENDATION:

s.12

CONTEXT:

Ministry proposal

- In November 2011, the Premier announced during a trade mission in India that BC would bid to host the 2013 International Indian Film Academy (IIFA) awards in Vancouver. IIFA is an event that has been organized by Wizcraft International Entertainment (Wizcraft) since 2000 to showcase Indian Cinema outside of India.

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- TOI is the organizer of Filmfare Awards, one of India's oldest and most prominent motion picture awards in India since 1954 which is comparable to the Oscars. TOI is the brand name of Bennett, Coleman and Company Limited (BCCL) a privately owned Indian company.

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- Note that the 2011 International Indian Film Awards in Toronto cost Ontario \$14.5 million (\$10.5 million paid to Wizcraft and \$4 million for government promotion).

DISCUSSION:

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Pages 6 through 7 redacted for the following reasons:

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OPTIONS:

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TBS Contact: Huan Ngo / Gord Enemark, 250-387-9067

Date: November 27, 2012

Draft sub. 1 st received: Oct 16, 2012	Final draft received: Nov. 27, 2012	Signed sub. received: Nov 27, 2012
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TB briefing note provided to the Ministry:

Draft sent: Nov. 27, 2012	Final sent: Nov 27, 2012	Min. DM fact sign-off:
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Treasury Board Submission – Request for Decision

Minister: Honourable Pat Bell

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

Date: 23/11/2012

Ministry Document #: 16-13

Title: India Market Outreach Strategy

Issue:

As part of the India market outreach strategy, the Province has entered into discussion with the Times Group for BC to host the 2013 Times of India Film Awards (2013 TOIFA) in April 2013.

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s.12 A decision is required soon as there is limited time to prepare for the event.

Request:

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Implications and Considerations:

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Background

In 2011 Premier Clark on her trade mission to India announced BC's intention to host the 2013 International Indian Film Academy Awards (IIFA). The IIFA's owner's (Wizcraft) proposal requested \$15 million support from the Province.

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In May 2012, BC submitted a bid of s.12 to Wizcraft, who rejected the bid.

Wizcraft has not shown any willingness to alter its original proposal

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In June 2012, Bennett Coleman and Company Limited, also known as the Times Group (Times), the largest mass media company in India, approached the Province with a proposal for Vancouver to be the host for the inaugural Times of India Film Awards (TOIFA), a new Indian film awards created by Times. The awards will celebrate Indian films and music and the awards will be chosen using a global on-line voting process. Ministry of Jobs, Tourism, and Skills Training has engaged in several rounds of discussions with Times.

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Benefits of Hosting the Times of India Film Awards Event in British Columbia

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

A handwritten signature in cursive script, appearing to read "Pat Bell".

Honourable Pat Bell

November 26, 2012

Date Signed

Appendices:

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