

PROVINCE OF BRITISH COLUMBIA
Information and Publication Expenditures for 2014/15
(includes expenses from all ministries and Government Communications and Public Engagement)

MINISTRY/AGENCY	TOPIC/CATEGORY	DESCRIPTION	SOURCE OF FUNDING	CONTRACTOR/SUPPLIER	METHOD OF AWARD	AMOUNT
						Total (\$)
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	Forest Fire Prevention	Annual forest fire campaign that promotes behaviour that helps reduce the incidence of human caused forest fires. The messages are tailored to conditions and run largely on an as needed basis. Mediums: Radio, Television, Print, Online and Outdoor.	Stob 67 TB Approved Access to Frozen Funds	Traction Creative (creative and production services)	RSO	64,370
				Vizeum Canada Inc. (advertising purchasing)	RFP	668,993
				Kimbo Design Inc. (online advertising purchased)	RSO	217,370
				Various (Facebook, SEM, QP)	Various	35,803
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	Temporary Education Support	Outreach to all British Columbians to inform about the Education Support Payment program. Mediums: Online.	Stob 67 TB Approved Access to Frozen Funds	Kimbo Design Inc. (online advertising purchased)	RSO	423,145
				Vizeum Canada Inc. (advertising purchasing)	RFP	7,500
				Innovative Research (research services)	RSO	60,390
				Response Advertising (translation services)	RSO	22,850
				Transfer to Ministry of Education		-50,911
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	LNG Awareness	Campaign to support the 2014 LNG Seminars. Mediums: Print, Radio, Online.	Stob 67 TB Approved Access to Frozen Funds	Kimbo Design Inc. (online advertising purchased)	RSO	32,599
				Vizeum Canada Inc. (advertising purchasing)	RFP	81,581
				Innovative Research (research services)	RSO	43,530
				Various (Facebook, SEM, QP)	Various	91,677
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	Domestic Violence	Campaign to educate and encourage British Columbians to share the responsibility of stopping violence against women. Mediums: Radio, Online.	Stob 67 TB Approved Access to Frozen Funds	Vizeum Canada Inc. (advertising purchasing)	RFP	18,458
				MacLaren, McCann (online advertising purchased)	RSO	49,755
				St. Bernadine (creative and production services)	RSO	29,612
				Response Advertising (creative, production, and translation services)	RSO	4,000
GOVERNMENT COMMUNICATIONS & PUBLIC ENGAGEMENT	Various Operational Communications Projects	Creative, production, marketing and advertising purchasing services for operational communications projects (such as Remembrance Day messages, Family Day, Adoption Awareness) Mediums: Various.	Stob 67 TB Approved Access to Frozen Funds	DDB Canada (creative and production services)	RSO	170
				Kimbo Design Inc. (online advertising purchased)	RSO	109,495
				Queens Printing (Printing Services)	QP Req	3,647
				St. Bernadine (creative and production services)	RSO	22,518
				Vizeum Canada Inc. (advertising purchasing)	RFP	146,201
BC PUBLIC SERVICE AGENCY	Recruitment Advertising	To inform British Columbians about career opportunities in the BC Public Service.	Stob 67 TB Approved Access to Frozen Funds	Various external recruitment advertising services including placement and purchasing of media advertisements.	CSA	99,244
EDUCATION	Learn Magazine	The BC Ministry of Education communicates with its certificate holders through a variety of means. Along with the website, the magazine is a major communications tool.	Stob 67 TB Approved Access to Frozen Funds	Ronda Bazillay and Associates	RFP	179,582
ENVIRONMENT	ALL	To inform British Columbians about the programs and services provided by the Ministry of Environment.	TB Approved internal reallocation of funds	Jack Steumpel and Associates (writing services) Queens Printing (Printing Services)	RFQ QP Req	2,656 3,702
JOBS, TOURISM AND SKILLS TRAINING	Welcome BC	To promote the settlement services for adult newcomers to British Columbia. Mediums: Radio and Online.	Federal Government Labour Market Development Agreement	Response Advertising (creative, production, and translation services)	RSO	100,000
				Vizeum Canada Inc. (advertising purchasing)	RFP	175,769
				Kimbo Design Inc. (online advertising purchased &	RSO	184,551
JOBS, TOURISM AND SKILLS TRAINING	WorkBC	A province-wide campaign to inform British Columbians of the new WorkBC website and promote the use of labour market information tools on the site (Career Trek, Labour Market Navigator. WorkBC.ca provides information to support job seekers, students, and other career explorers, employers and service providers. Mediums: Radio, Print, Outdoor and Online.	Federal Government Labour Market Development Agreement	McLaren McCann (creative and production services)	RSO	66,008
				Kimbo Design Inc. (online advertising purchased &	RSO	1,271,331
				Vizeum Canada Inc. (advertising purchasing)	RFP	369,208
				Ipsos Reid (research services)	RSO	6,400
JOBS, TOURISM AND SKILLS TRAINING	ALL	To inform British Columbians about the programs and services provided by the Ministry of Jobs, Tourism and Innovation.	TB Approved internal reallocation of funds	Various	Various	2,683

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TRANSPORTATION AND INFRASTRUCTURE	ALL	To inform British Columbians about the programs and services provided by the Ministry of Transportation & Infrastructure.	TB Approved internal reallocation of funds	Vizeum Canada Inc. (advertising purchasing)	RFP	82,971
				Response Advertising (creative, production, and translation services)	RSO	27,000
				Kimbo Design Inc. (online advertising purchased)	RSO	34,999
ELECTORAL BOUNDARIES COMMISSION	ALL	To inform British Columbians about the programs and services provided by Electoral Boundaries Commission.	Stob 67 Allocated Budget	Various	Various	433,510
OFFICES OF THE LEGISLATURE	ALL	To inform British Columbians about the programs, services and career opportunities provided by the Officers of the Legislature, includes: Ombudsperson, Info & Privacy Commissioner, Elections BC, Police Complaints Commissioner and Merit Commissioner	Stob 67 Allocated Budget	Various	Various	522,294
LEGISLATION	ALL	To inform British Columbians about the programs and services provided by Legislation.	Stob 67 Allocated Budget	Various	Various	29,394
TOTAL STOB 67 INFORMATION AND PUBLICATIONS EXPENDITURES IN 2014/15						5,674,055
TOTAL STOB 68 STATUTORY ADVERTISING EXPENDITURES IN 2014/15						1,571,176
TOTAL INFORMATION AND PUBLICATION EXPENDITURES FOR 2014/15						7,245,231

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

GCPE FORECASTED BUDGET FOR ADVERTISING

Generated April 18, 2016

Ministry	STOB	2015/16	2016/17	2017/18
JA000 Legislative Assembly	67EA	8,000	5,000	5,000
JA030 Officers of the Legislature	67EA	159,000	150,000	127,000
JA300 Ministry of Advanced Education	67EA	4,537,000	4,537,000	4,537,000
JAA00 Ministry of Education	67EA	863,000	863,000	863,000
JAF00 Ministry of Finance	67EA	1,053,000	1,057,000	1,057,000
JAK00 Ministry of Jobs, Tourism and Skills Training	67EA	1,870,000	1,870,000	1,870,000
Grand Total		8,490,000	8,482,000	8,459,000