Supplier	Description	Start Date	End Date	Estimated Budget	Award Method
St Bernadine Mission	Services Campaign Budget Materials	2016-01-13	2016-01-27	19,240	Standing Offer
St Bernadine Mission	Services Campaign Creative Production Phase 2	2016-02-05	2016-02-24	123,949	Standing Offer
St Bernadine Mission	Services Campaign Creative Production Phase 3	2016-03-01	2016-03-31	33,650	Standing Offer
St Bernadine Mission	Services Campaign Digital Campaign	2016-03-01	2016-03-31	49,900	Standing Offer
St Bernadine Mission	Services Campaign Creative Concept Development	2016-03-01	2016-03-31	30,000	Standing Offer
Kimbo Design	Services Campaign - Online	2015-11-19	2015-12-31	335,220	Standing Offer
Kimbo Design	Services Campaign - Online Sponsored Content	2015-11-20	2016-03-31	26,605	Standing Offer
Kimbo Design	Services Campaign - Online Sponsored Content Phase 2	2016-02-03	2016-03-31	23,355	Standing Offer
Kimbo Design	Services Campaign - Online Phase 2	2016-02-03	2016-03-31	470,000	Standing Offer
Kimbo Design	Services Campaign - Multicultural Online Ads	2016-02-16	2016-03-31	101,999	Standing Offer
Kimbo Design	Services Campaign - Online Heavy Up	2016-03-11	2016-03-31	249,775	Standing Offer
Kimbo Design	Services Campaign - Online Heavy Up	2016-03-24	2016-03-31	40,000	Standing Offer
Vizeum Canada Inc	Phase 1 Television	2015-11-16	2015-12-06	596,321	Request for Proposal
Vizeum Canada Inc	Phase 1 Ethnic Television	2015-11-20	2015-12-23	93,608	Request for Proposal
Vizeum Canada Inc	Phase 1 Ethnic Radio	2015-11-27	2015-12-22	38,800	Request for Proposal
Vizeum Canada Inc	Phase 2 Television	2016-02-03	2016-03-27	1,483,560	Request for Proposal
Vizeum Canada Inc	Phase 2 Radio	2016-02-29	2016-03-31	220,497	Request for Proposal
Vizeum Canada Inc	Phase 2 Ethnic Television	2016-02-03	2016-03-27	171,820	Request for Proposal
Vizeum Canada Inc	Phase 2 Ethnic Print	2016-02-04	2016-03-31	27,190	Request for Proposal
Vizeum Canada Inc	Phase 2 Ethnic Radio	2016-02-03	2016-03-31	80,878	Request for Proposal
Vizeum Canada Inc	March Television Heavy Up	2016-03-23	2016-03-31	99,993	Request for Proposal
Response Advertising	Creative and Production and Translation Phase 2 Services Campaign	2015-12-01	2016-03-31	184,375	Standing Offer
Response Advertising	Creative and Production and Translation Phase 2 Services Campaign	2016-03-22	2016-03-31	4,975	Standing Offer

GCPE MARKETING BRIEF

ADVANCED EDUCATION (GCPE)
SERVICES CAMPAIGN
December 1, 2015

OBJECTIVES: Drive awareness and registration of government services and programs.

BACKGROUND: The Government of B.C. is focused on efficiently delivering effective and meaningful services to keep life affordable for British Columbians. British Columbians, from seniors to job seekers and parents, lack awareness and information about many of the programs and services available to them. GCPE has worked with ministry program areas to identify some of the services and programs that are most underused and/or most popular with citizens.

The information campaign will ensure British Columbians are aware of useful information and services that can help with a range of economic decisions, whether it's information about programs, tax credits, s.13

FEATURED SERVICES:

- **B.C. Early Childhood Tax Benefit** – The tax benefit provides up $660/year per child under age 6. Benefits are based on the number of children in the family and the family's net income.
- **B.C. Training and Education Savings Grant** – The grant is a contribution of $1,200 to Registered Education Savings Plan of eligible B.C. children born in 2007 or later.
- **B.C. Seniors Home Renovation Tax Credit** – The tax credit of up to $1000 assists individuals 65 and over with the cost of certain permanent home renovations to improve accessibility or help a senior be more functional or mobile at home.

s.13

STRATEGIC APPROACH: Inform British Columbians about specific programs and services available to their families – the benefit of each – and how they can be accessed.

FOUNDATIONAL NARRATIVE:
The Government of B.C. delivers programs and services so British Columbians can benefit from our diverse, strong and growing economy. Find out if you qualify for programs and services that could benefit you or your family. Our opportunity is here.

PRIMARY TARGET AUDIENCE:

- Seniors (Seniors' Home Renovation Tax Credit)
- Families (BC Early Childhood Tax Benefit)
- Parents and influencers s.13

s.13

SECONDARY TARGET AUDIENCE:

- All British Columbians 18-65+

CREATIVE APPROACH:

- Slow pan – life moments

RECOMMENDED CAMPAIGN TACTICS:

- Traditional: Television (province wide) / Radio (rural focus)
- Online: Preroll / desktop and mobile display / SEM / sponsored content
- Social: FB / Twitter / Instagram

SCHEDULE: November 18, 2015 – March 31, 2016

BUDGET:

- The total costs will be reported as part of public accounts once all expenditures are finalized.
- The budget for this campaign is $5 million in fiscal 2015/2016.
- Over 80% of the cost of a campaign goes towards purchasing ad space on the internet, radio or television, etc.

Activity	Creative & Production	Media Buy	Total
Creative Development	$25,000	$	$
Creative Production	$825,000	$	$
Media Buy (tv, radio, print, out of home)	$	$2,600,000	$
New Media Buy (online, mobile, social media)	$	$1,550,000	$
Promotional Items	$	$	$
Printing & Distribution	$	$	$
Translation	$	$	$
Total	$850,000	$4,150,000	$5,000,000

CORE POLICY AND PROCEDURES MANUAL: CHAPTER 22.3

Government Communications & Public Engagement (GCPE) may set standards to mandate the use of specific communications and public engagement services or practices (i.e. advertising, research, online development, etc.). Ministries must follow these standards in the execution of all activities listed on GCPE's website, unless an exemption has been approved by GCPE. Exemptions will be time-bound and reviewed regularly.

All advertising initiatives must meet the following criteria before project approval. Advertisements must:

- Be fact-based
- Point to, or provide information on, government priorities, programs, services or policies
- Engage the public, providing an opportunity to interact or comment.

Public funds must not be used to purchase advertising in support of a political party.
Any materials prepared for public consumption, regardless of the medium used, must be approved by GCPE, through the Communications Director assigned to the ministry.

CAMPAIGN CRITERIA:

- **What government program/service/policy/priority does this campaign promote?**

    1. B.C. Early Childhood Tax Benefit
    2. B.C. Training and Education Savings Grant
    3. B.C. Seniors Home Renovation Tax Credit
    4. s.13
    5.

    And 70+ other Government of B.C. featured programs and services.

- **What public engagement mechanisms are in place to support the campaign?**
    - Facebook
    - Twitter
    - YouTube

Approvals: (Please email approvals to the Project Manager at GCPE Advertising and Marketing Services)

X _____ _____

Ministry GCPE Communications Director Date

X _____ _____

Marketing and Communications Support Services Executive Director Date

BRITISH COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: *Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over $10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.*

MINISTRY	BRANCH	DATE YYYY-MM-DD
Advanced Education	GCPE	2015-07-15

PROJECT CONTACT NAME	CONTACT TEL.	CONTACT FAX
Hide Ozawa / Mike Wilson	(778) 677-1958	

PROJECT

TITLE	START DATE	COMPLETION DATE
Services Campaign	2015-07-23	2015-03-31

DESCRIPTION: Connect British Columbians to services and programs

SCOPE: (•) Campaign ( ) Series ( ) Single

THEME / MESSAGE: Connect at gov.bc.ca. Our opportunity is here.

AUDIENCE: British Columbians

REGION: (•) B.C. ( ) Canada ( ) Internat'l

OBJECTIVE: Increase awareness and registration in government services and progra

IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? (•) Yes ( ) No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- [ ] Strategic Planning
- [x] Marketing Planning
- [x] Media Planning / Media Purchasing
- [ ] Website Development / Hosting
- [x] Social Media Development
- [ ] Audio / Video / Photography
- [ ] Translation Services
- [ ] Other *(explain)*

ADVERTISING & MARKETING MATERIALS

- [x] Paid Advertising
- [ ] Print Materials
- [ ] Promotional Items
- [x] Display *(static or digital)*
- [x] Online Content & Advertising
- [ ] Other *(explain)*
- [ ] Public Service Announcement *(no funding required)*

GRAPHIC COMMUNICATION SERVICES

- [ ] Graphic Design Services *(advertising, etc)*
- [ ] Print Publication *(reports, poster, etc)*
- [ ] Digital Publication *(PDF, DVD, e-pub, etc)*
- [ ] Display *(static or digital)*
- [ ] Information Graphics
- [ ] Web Design and Online Graphics
- [ ] Promotional Items
- [ ] Presentation *(PowerPoint, PDF)*
- [ ] Video / Motion Graphics
- [ ] Stock Photography
- [ ] Branding, New Mark Development
- [ ] Signage
- [ ] Other *(explain)*

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum/KIMBO	67	$ 4,150,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	St.Bernadine/Response	67	$ 850,000.00
Distribution			
Other			
		TOTAL COST $	**$ 5,000,000.00**

GCPE / MINISTRY - *Discretionary* **STOB 67** MINISTRY - *Statutory* **STOB 68**

CONTENT: [ ] *New* [ ] *Update / Reprint* [ ] *Draft* [ ] *Final / Approved*

PRODUCTION: [ ] *Online* [ ] *Print (STOB required)*

DISTRIBUTION: [ ] *Ministry* [ ] *BC Mail Plus (STOB required)*

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD

MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE YYYY-MM-DD
Mary Dila	Mary Dila	July 23. 2015.

GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD
Denise Champion	Denise Champion	July 23. 2015.

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSSIGNED

PRINT FORM CLEAR FORM

Date:	March 7, 2016	Title:	BCTESG_REV2
Media:	**Radio**	Campaign:	Budget 2016 Scripts
Client:	BC Gov (Services)	Version:	3

BCTESG_REV2	
	AUDIO
	ANNCR (VO): BC's plan to protect Canada's strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families. ANNCR (VO): That means saving for your children's education. ANNCR (VO): BC children will be able to get a $1200 grant to start or boost their RESP. ANNCR: (VO): Find out if you qualify for this program and many others at gov.bc.ca. ANNCR (VO): Our opportunity is here. SOUND: "Our Opportunity is here" Mnemonic

Date:	March 7, 2016	Title:	MSP_Seniors_REV1
Media:	**Radio**	Campaign:	Budget 2016 Scripts
Client:	BC Gov (Services)	Version:	2

MSP Seniors_REV1	
	AUDIO
	ANNCR (VO): BC's plan to protect Canada's strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families. ANNCR (VO): If you're a senior, you could be eligible for MSP premium assistance today. You could be saving money. And starting in 2017, even more seniors will be eligible. ANNCR (VO): Find out if you qualify for this program and many others at gov.bc.ca. Or call 1-800-663-7100. ANNCR (VO): Our opportunity is here. SOUND: "Our Opportunity is here" Mnemonic

Date:	March 7, 2016	Title:	PTT_REV1
Media:	**Radio**	Campaign:	Budget 2016 Scripts
Client:	BC Gov (Services)	Version:	2

PTT_REV1	
	AUDIO
	ANNCR (VO): BC's plan to protect Canada's strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families. ANNCR (VO): That means important changes to the Property Transfer Tax, which helps families buying a newly built home. Save up to $13,000 dollars. ANNCR (VO): Find out if you qualify for this program and many others at gov.bc.ca. ANNCR (VO): Our opportunity is here. SOUND: "Our Opportunity is here" Mnemonic

Medical Services Plan (MSP) premium assistance changes

will help families, individuals and seniors with the cost of living.

Eligible British Columbians may save up to **$1,224*** per year.

**Premium assistance is based on net income, family composition and age.*



TO FIND OUT IF YOU QUALIFY FOR PREMIUM ASSISTANCE, USE THE ELIGIBILITY CALCULATOR AT: *www.gov.bc.ca/msp*

BRITISH COLUMBIA



EFFECTIVE JAN. 1, 2017, two million British Columbians will pay no MSP premiums and 335,000 will have their premiums reduced.

To be eligible for premium assistance, you must:

- ☑ *Be a resident of British Columbia.*
- ☑ *File an income tax return each year.*
- ☑ *Have a net family income within the eligible range.**
- ☑ *Complete, sign and return application for regular premium assistance.*

Note: B.C. residents can apply for temporary premium assistance. Individuals on premium assistance are also eligible for select supplementary benefits.

*FOR MORE INFORMATION, including an online eligibility calculator, visit: ***www.gov.bc.ca/msp***
OR CALL TOLL-FREE **1-800-663-7100**

The BC SERVICES CARD replaces the CareCard. Find out more at ***www.bcservicescard.ca.***

BRITISH COLUMBIA

機遇倍增。
申請
卑詩培訓及教育儲蓄津貼
(B.C. Training and Education Savings Grant)

$1,200 津貼給予出生於以下年份的兒童：
2007 年或以後－*現在即可申請*
2006 年－*可於 2016 年底申請*



6 歲時的 **$1,200**，到了 18 歲時
可能變成 **$12,000***

想取得參與計劃的金融機構名單，請瀏覽：
www.gov.bc.ca/TrainingandEducationSavingsGrant
想了解詳情，請致電：1-888-276-3624

[Chinese Traditional]

BRITISH COLUMBIA

T50891ChineseTraditional_3754_ServicesCampaign_RackCard_BCTESG.indd 1 3/23/2016 2:22:38 PM



立即參加
註冊教育儲蓄計劃 (RESP)，
申請卑詩省政府提供的 **$1,200** 津貼

如果您現在開始為孩子將來的教育進行儲蓄，卑詩省政府將為您提供幫助。

孩子必須是：

- ☑ *提供津貼的金融機構所設的 RESP 指定受益人。*
- ☑ *卑詩省的居民。*
  (家長也必須是卑詩省的居民。)
- ☑ *出生於 2007 年或以後**。*

想取得參與計劃的金融機構名單，請瀏覽：
www.gov.bc.ca/TrainingandEducationSavingsGrant
想了解詳情，請致電：

1-888-276-3624

**假設家庭每月供款 $50，加上加拿大政府教育儲蓄計劃津貼，以及平均每年增長率為 3.5%。實際增長取決於家庭供款額及投資期內的投資回報。*
***2006 年出生的兒童可於 2016 年底申請。*

BRITISH COLUMBIA

T50891ChineseTraditional_3754_ServicesCampaign_RackCard_BCTESG.indd 2 3/23/2016 2:22:38 PM

BRITISH COLUMBIA

2016 GCPE
Multicultural Services Champaign

Seniors Home Renovation Tax Credit

TRADITIONAL CHINESE

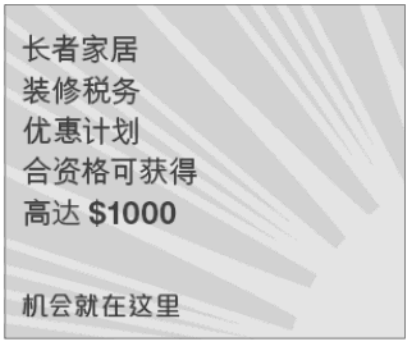






SIMPLIFY CHINESE







HINDI







TRADITIONAL CHINESE







SIMPLIFY CHINESE







HINDI







RESP Phase I

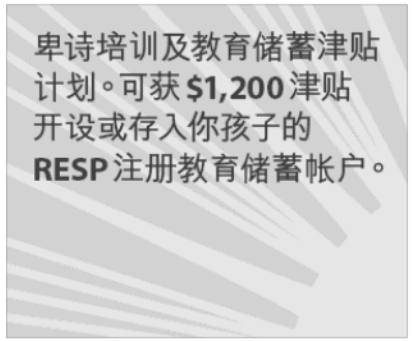
TRADITIONAL CHINESE







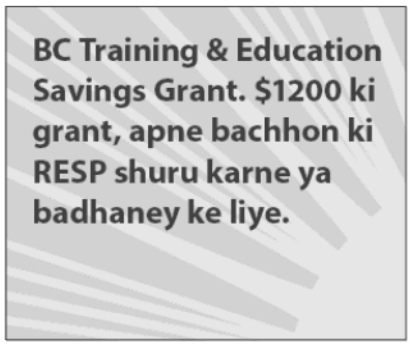
SIMPLIFY CHINESE

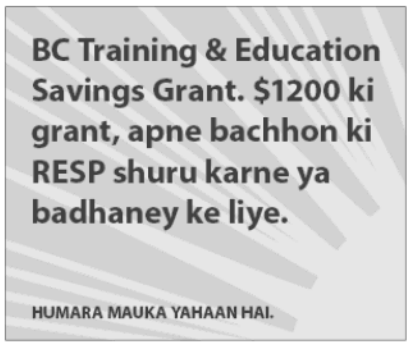


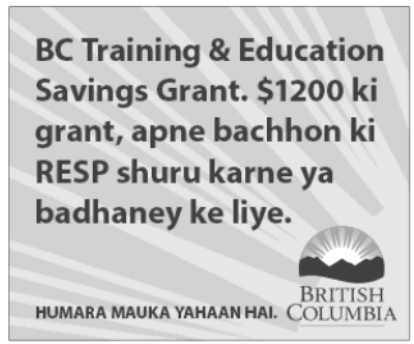




HINDI







CANTONESE



1. VO: Parents dream about seeing their kids succeed and work hard to save for their education.



2. That's why the Government of British Columbia has introduced the BC Training and Education Savings Grant.



3. Every child born in 2007 or later is eligible for a $1200 grant to start or boost their RESP.



4. Connect at gov.bc.ca to learn about this program and many others.



5. Our opportunity is here.



3. Mnemonic

MANDARIN



1. VO: Parents dream about seeing their kids succeed and work hard to save for their education.



2. That's why the Government of British Columbia has introduced the BC Training and Education Savings Grant.



3. Every child born in 2007 or later is eligible for a $1200 grant to start or boost their RESP.



4. Connect at gov.bc.ca to learn about this program and many others.



5. Our opportunity is here.



3. Mnemonic

PUNJABI



1. VO: Parents dream about seeing their kids succeed and work hard to save for their education.



2. That's why the Government of British Columbia has introduced the BC Training and Education Savings Grant.



3. Every child born in 2007 or later is eligible for a $1200 grant to start or boost their RESP.



4. Connect at gov.bc.ca to learn about this program and many others.



5. Our opportunity is here.



3. Mnemonic

FILIPINO



1. VO: Parents dream about seeing their kids succeed and work hard to save for their education.



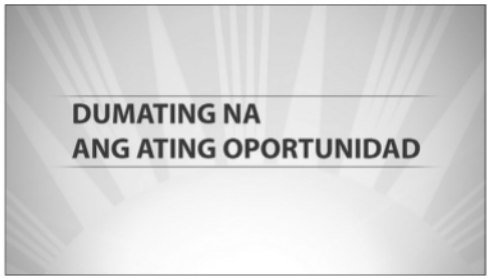
2. That's why the Government of British Columbia has introduced the BC Training and Education Savings Grant.



3. Every child born in 2007 or later is eligible for a $1200 grant to start or boost their RESP.



4. Connect at gov.bc.ca to learn about this program and many others.



5. Our opportunity is here.



3. Mnemonic

RESP Phase II

TRADITIONAL CHINESE







SIMPLIFY CHINESE







HINDI







FILIPINO







CANTONESE



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. That means saving for your children's education. BC children will be able to get a $1200 grant to start or boost their RESP.



3. Find out if you qualify for this program and many others at gov.bc.ca.



4. Our opportunity is here.



5. Mnemonic

MANDARIN



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. That means saving for your children's education. BC children will be able to get a $1200 grant to start or boost their RESP.



3. Find out if you qualify for this program and many others at gov.bc.ca.



4. Our opportunity is here.



5. Mnemonic

PUNJABI



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. That means saving for your children's education. BC children will be able to get a $1200 grant to start or boost their RESP.



3. Find out if you qualify for this program and many others at gov.bc.ca.



4. Our opportunity is here.



5. Mnemonic

FILIPINO



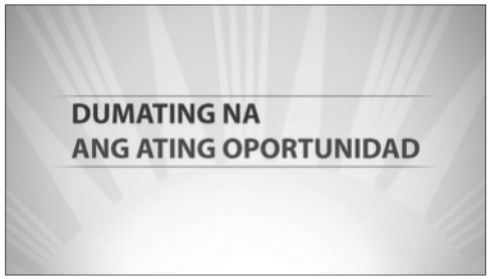
1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. That means saving for your children's education. BC children will be able to get a $1200 grant to start or boost their RESP.



3. Find out if you qualify for this program and many others at gov.bc.ca.



4. Our opportunity is here.



5. Mnemonic

MEDICAL SERVICES PLAN FOR SENIOR

TRADITIONAL CHINESE







SIMPLIFY CHINESE







HINDI







CANTONESE



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. If you're a senior, you could be eligible for MSP premium assistance today. You could be saving money. And starting in 2017 even more seniors will be eligible.



3. Find out if you qualify for this program or many others at gov.bc.ca.



4. Our opportunity is here.



5. Mnemonic

MANDARIN



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. If you're a senior, you could be eligible for MSP premium assistance today. You could be saving money. And starting in 2017 even more seniors will be eligible.



3. Find out if you qualify for this program or many others at gov.bc.ca.



4. Our opportunity is here.



5. Mnemonic

PUNJABI



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. If you're a senior, you could be eligible for MSP premium assistance today. You could be saving money. And starting in 2017 even more seniors will be eligible.



3. Find out if you qualify for this program or many others at gov.bc.ca.



4. Our opportunity is here.



5. Mnemonic

Property Transfer Tax

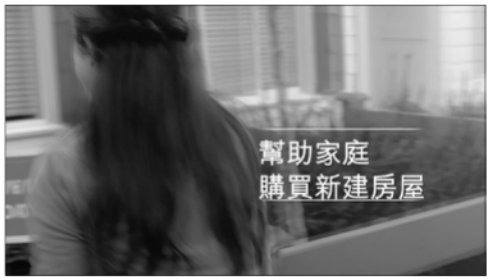
CANTONESE



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. That means important changes to the Property Transfer Tax, which helps families buying a newly built home.



3. On newly build homes up to $750,000



4. Save up to $13,000 dollars.



5. Find out if you qualify for this program or many others at gov.bc.ca.



6. Our opportunity is here.



7. Mnemonic

MANDARIN



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. That means important changes to the Property Transfer Tax, which helps families buying a newly built home.



3. On newly build homes up to $750,000



4. Save up to $13,000 dollars.



5. Find out if you qualify for this program or many others at gov.bc.ca.



6. Our opportunity is here.



7. Mnemonic

PUNJABI



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. That means important changes to the Property Transfer Tax, which helps families buying a newly built home.



3. On newly build homes up to $750,000



4. Save up to $13,000 dollars.



5. Find out if you qualify for this program or many others at gov.bc.ca.



6. Our opportunity is here.



7. Mnemonic

FILIPINO



1. VO: BC's plan to protect Canada' strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.



2. That means important changes to the Property Transfer Tax, which helps families buying a newly built home.



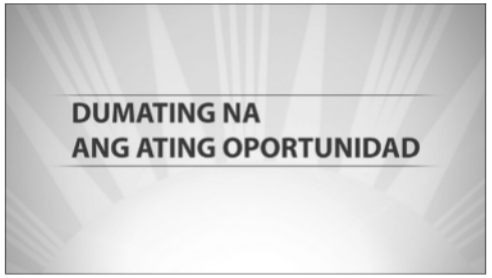
3. On newly build homes up to $750,000



4. Save up to $13,000 dollars.



5. Find out if you qualify for this program or many others at gov.bc.ca.



6. Our opportunity is here.



7. Mnemonic

SERVICES

BC TESG

PROVINCE WIDE TELEVISION

THE BC TRAINING AND EDUCATION SAVINGS GRANT









VIDEO

1. OPEN ON A SPORTS FIELD, AS WE SEE KIDS RUNNING TOWARDS US. THE KIDS ARE ABOUT 8/9 AND ARE PARTICIPATING IN THEIR SCHOOL'S SPORTS DAY RACES. THEY'RE NEARING THE END OF THE RACE, STRIVING TO CROSS THE FINISH LINE.
2. TEXT BUBBLE APPEARS ONSCREEN: "BC TRAINING AND EDUCATION SAVINGS GRANT."
3. TEXT BUBBLE APPEARS ONSCREEN: "CHILDREN BORN IN 2007 OR LATER"
4. TEXT BUBBLE APPEARS ONSCREEN: "$1,200 GRANT"
5. WE THE KIDS STRETCH TO CROSS THE FINISH LINE, THEN EXPRESS A TRIUMPHANT LOOK.

5. SUPER: GOV.BC.CA
6. SUPER: OUR OPPORTUNITY IS HERE
7. GRAPHIC PULLS BACK AND TRANSITIONS TO BC GOVERNMENT LOGO

AUDIO

ANNCR: (VO) Parents dream about seeing their kids succeed and work hard to save for their education.

ANNCR: (VO) That's why the Government of British Columbia has introduced the BC Training and Education Savings Grant.

ANNCR: (VO) Every child born in 2007 or later is eligible for a $1200 grant to start or boost their RESP.

ANNCR: (VO) Connect at gov.bc.ca to learn about this program and many others.

ANNCR: (VO) Our Opportunity is here.

SOUND: "OUR OPPORTUNITY IS HERE" MNEMONIC

DIGITAL PRE-ROLL



DIGITAL CATPCHA

BC TRAINING & EDUCATION SAVINGS GRANT – VERSION 1



DIGITAL STATIC DISPLAY

BC TRAINING & EDUCATION SAVINGS GRANT – VERSION 1













DIGITAL

HTML5 DISPLAY

BC TRAINING & EDUCATION SAVINGS GRANT – VERSION 1







DIGITAL STATIC DISPLAY

BC TRAINING & EDUCATION SAVINGS GRANT – VERSION 2













DIGITAL

HTML5 DISPLAY

BC TRAINING & EDUCATION SAVINGS GRANT – VERSION 2







DIGITAL

SPONSORED CONTENT

Tips for Preparing for Your First Daycare Drop-Off



The first day of daycare is exciting, but it can also be stressful. Helping your child adjust to a new environment, preparing for unforeseen emergencies, saying good-bye, and the new ongoing costs are all things you need to plan for. Luckily, there are ways to ease this transition, including applying for BC Early Childhood Tax Benefit.

To help parents like you with the cost of daycare and other expenses associated with raising a child, with the BC Early Childhood Tax Credit you can qualify to receive up to $660 annually—tax free. Now that you can focus less on costs, you can focus on what's really important: preparing for your first daycare drop-off.

DIGITAL

SPONSORED CONTENT



4. Take Advantage of the B.C. Early Childhood Tax Benefit



The B.C. Early Childhood Tax Benefit is just one of the many provincial and federal supports for families. The B.C. Early Childhood Tax Benefit is designed to make child care and other costs associated with having young children more affordable. The benefit is a tax-free payment of up to $660 per year per child under the age of six. Visit the website to find out if your family is eligible.

SOCIAL MEDIA

FACEBOOK



Facebook

Senior's Home Reno

PROVINCE WIDE TELEVISION

SENIORS' HOME RENOVATION TAX CREDIT











VIDEO

1. WE SEE AN ELDERLY LADY WALKING DOWN HER HALLWAY. SHE IS DRESSED NICELY, BUT MOVES VERY CAREFULLY AND DELIBERATELY. LEANING ON A HALLWAY HANDRAIL. WE SEE THAT SHE'S REJOINING A PARTY. HER GRANDDAUGHTER WELCOMES HER TO THE PARTY AND THEY SHARE A WARM EMBRACE. THE WALK THROUGH THE PARTY TO JOIN THE WOMEN'S HUSBAND WHO IS SITTING DOWN.
2. TEXT BUBBLE APPEARS ONSCREEN: "SENIORS' HOME RENOVATION TAX CREDIT"
3. TEXT BUBBLE APPEARS ONSCREEN: "UP TO $1,000 IN ANNUAL TAX CREDITS"
4. SURROUNDED BY FRIENDS AND FAMILY, SHE HOLDS HANDS WITH HER HUSBAND AS THEY APPRECIATE THE SPECIAL MOMENT.
5. SUPER: GOV.BC.CA
6. SUPER: OUR OPPORTUNITY IS HERE
7. GRAPHIC PULLS BACK AND TRANSITIONS TO BC GOVERNMENT LOGO

AUDIO

ANNCR: (VO) If you're a senior it can be challenging just getting around in your home.

ANNCR: (VO) That's why the Government of British Columbia offers the Seniors' Home Renovation Tax Credit.

ANNCR: (VO) If you're 65 or older, living on your own or with family members, you can qualify for up to $1,000, for improvements that help make your home safer and easier to live in.

ANNCR: (VO) Connect at gov.bc.ca to learn about this program and many others.

ANNCR: (VO) Our Opportunity is here.

SOUND: "OUR OPPORTUNITY IS HERE" MNEMONIC

DIGITAL PRE-ROLL



DIGITAL CATPCHA

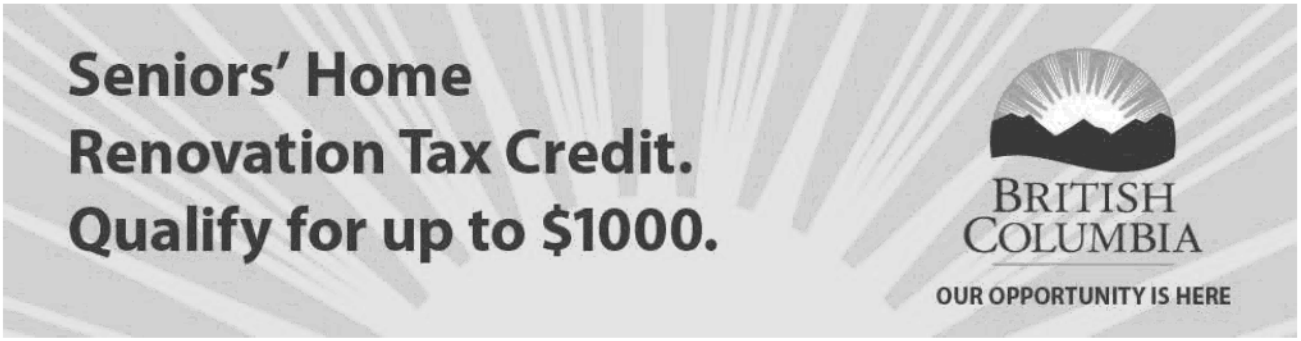
SENIOR HOME RENO



DIGITAL STATIC DISPLAY

SENIORÆS HOME RENO - VERSION 1













DIGITAL

HTML5 DISPLAY

SENIORÆS HOME RENO – VERSION 1







DIGITAL STATIC DISPLAY

SENIOR'S HOME RENO – VERSION 2













DIGITAL

HTML5 DISPLAY

SENIORÆS HOME RENO – VERSION 2







DIGITAL

SPONSORED CONTENT

PREVIEWING

7 Easy Ways to Help Your Parents or Grandparents Save Money on Home Renos



Renovations can be expensive—especially with a big project where costs of labour and materials can really add up fast. In BC, there are simple ways your parents or grandparents can save money when upgrading their homes with features to help keep them safe. Find out what services you may qualify for, like the BC Seniors' Home Renovation Tax Credit, at gov.bc.ca.

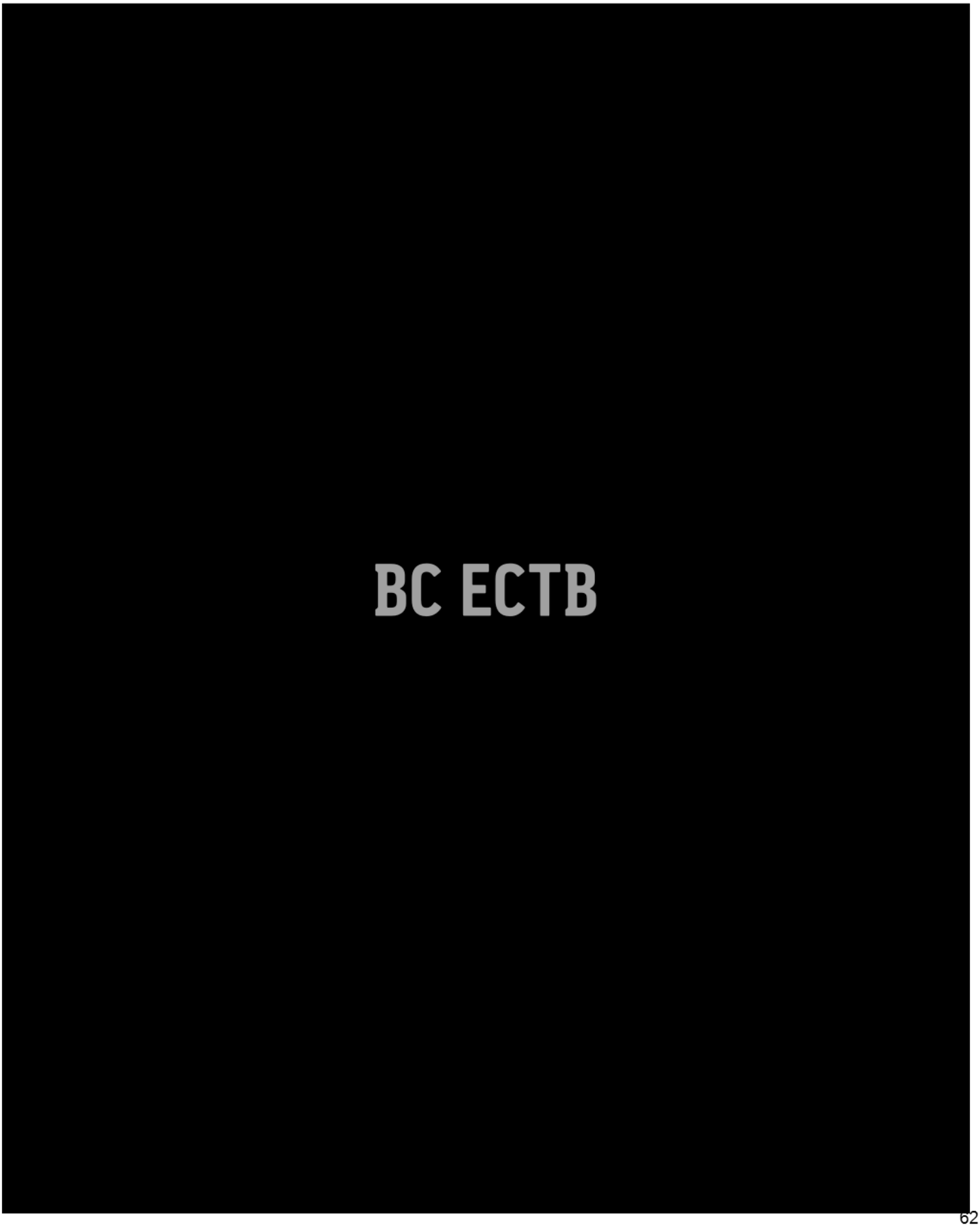
1. Apply for the B.C. Seniors' Home Renovation Tax

SOCIAL MEDIA

FACEBOOK



Facebook


BC ECTB

PROVINCE WIDE TELEVISION

THE BC EARLY CHILDHOOD TAX BENEFIT











VIDEO

1. WE'RE IN A DAYCARE LATE IN THE AFTERNOON AS WE SEE KIDS WORKING ON ART PROJECTS WITH A VERY ENGAGED TEACHER.
2. TEXT BUBBLE APPEARS ONSCREEN: "BC EARLY CHILDHOOD TAX BENEFIT"
3. TEXT BUBBLE "KIDS UNDER 6".
4. TEXT BUBBLE APPEARS ONSCREEN: "UP TO $660 PER YEAR."
5. WE SEE PARENTS PICK UP THEIR KIDS - VARIOUS KIDS SHOWING THEIR PARENTS WHAT CRAFTS THEY'VE MADE FOR THEM THAT DAY.
6. SUPER: GOV.BC.CA
7. SUPER: OUR OPPORTUNITY IS HERE
8. GRAPHIC PULLS BACK AND TRANSITIONS TO BC GOVERNMENT LOGO

AUDIO

ANNCR: (VO) They're your whole world. And making sure they have what they need is always your first priority.

ANNCR: (VO) That's why the Government of British Columbia offers the BC Early Childhood Tax Benefit.

ANNCR: (VO) If you have kids younger than 6, find out if you qualify for up to $660 per year per child tax-free.

ANNCR: (VO) Connect at gov.bc.ca to learn about this program and many others.

ANNCR: (VO) Our Opportunity is here.

SOUND: "OUR OPPORTUNITY IS HERE" MNEMONIC

DIGITAL PRE-ROLL



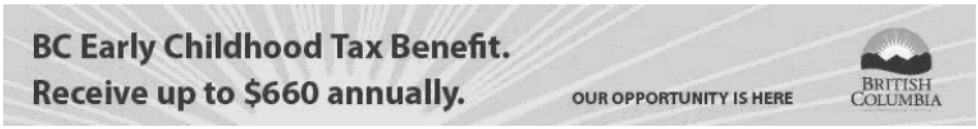
DIGITAL CATPCHA

BC EARLY CHILDHOOD TAX BENEFIT

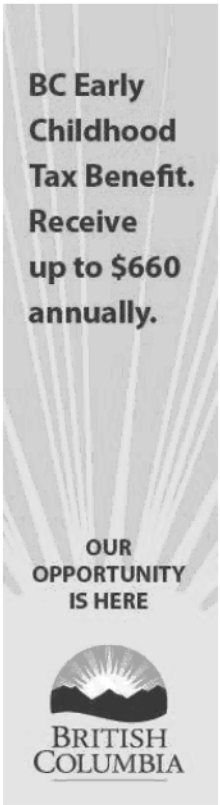


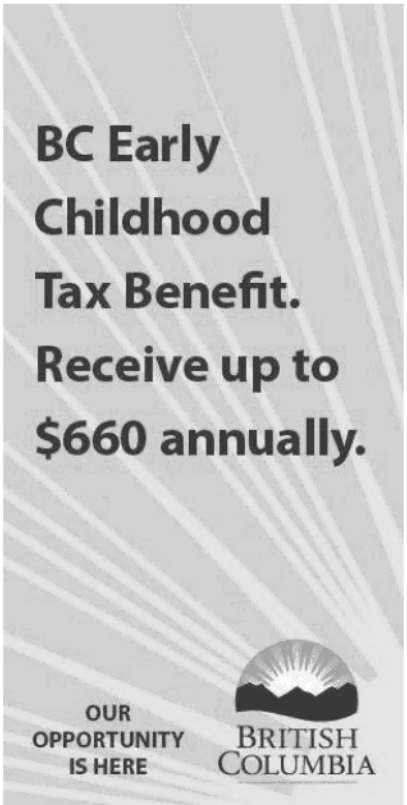
DIGITAL STATIC DISPLAY

BC EARLY CHILDHOOD TAX BENEFIT – VERSION 1









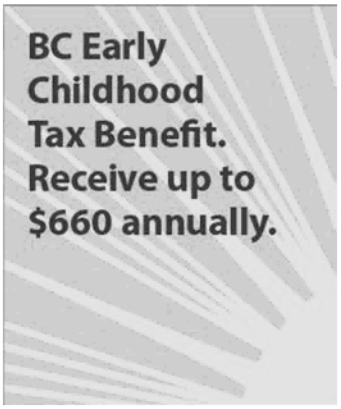




DIGITAL

HTML5 DISPLAY

BC EARLY CHILDHOOD TAX BENEFIT – VERSION 1



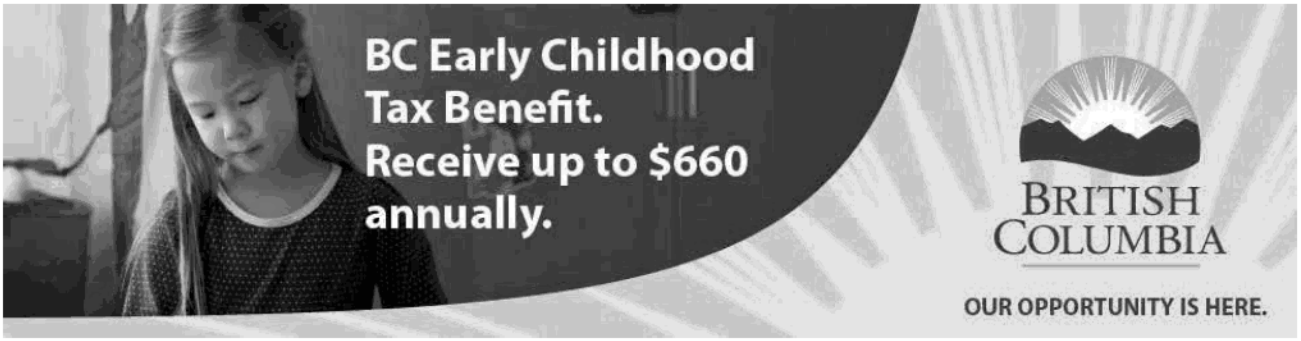




DIGITAL STATIC DISPLAY

BC EARLY CHILDHOOD TAX BENEFIT – VERSION 2











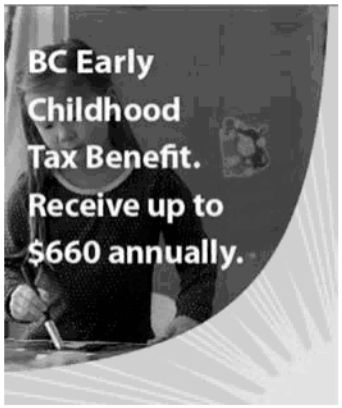


DIGITAL

HTML5 DISPLAY

BC EARLY CHILDHOOD TAX BENEFIT – VERSION 2



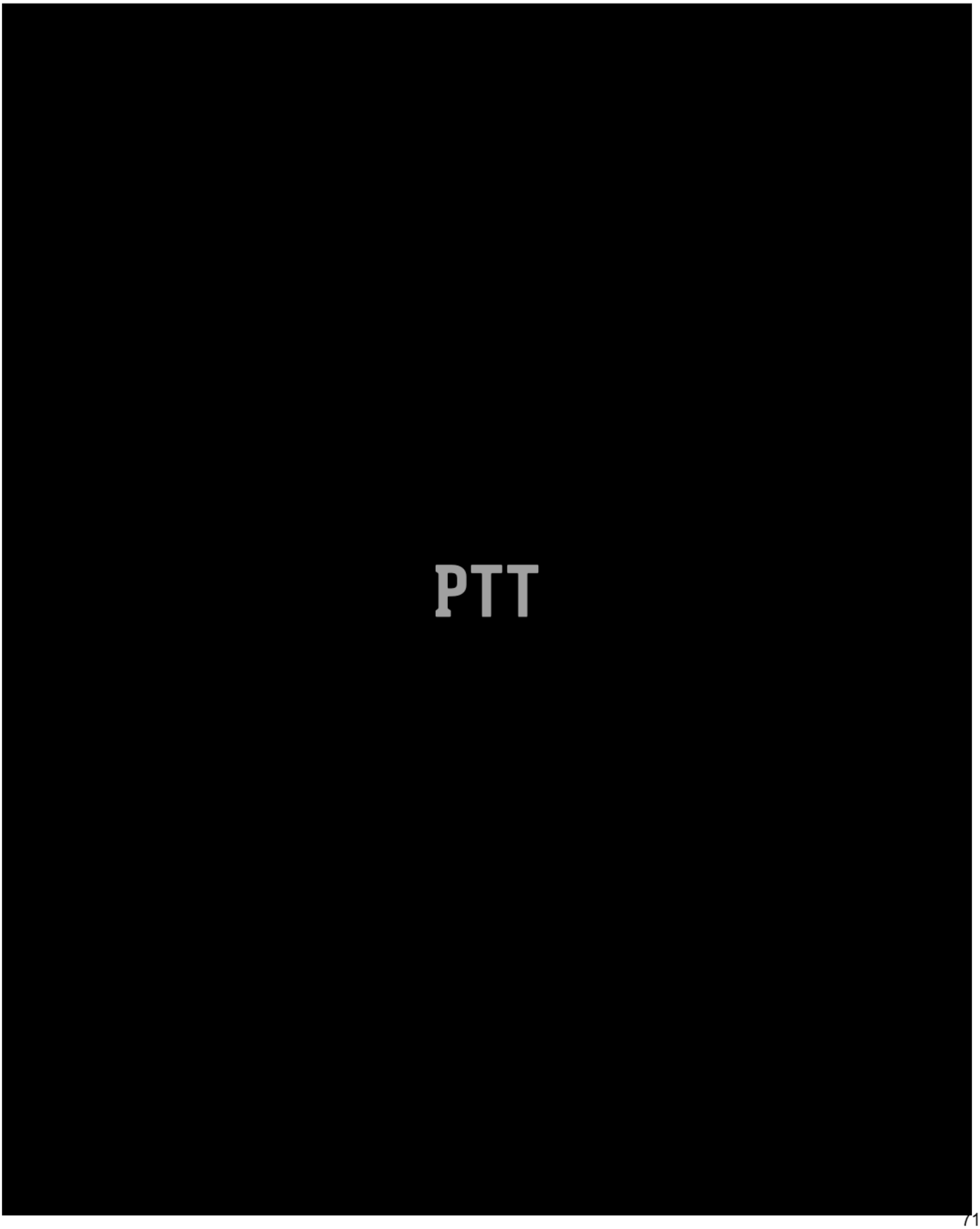




SOCIAL MEDIA

FACBOOK




PTT

PROVINCE WIDE TELEVISION

THE PROPERTY TRANSFER TAX











VIDEO

1. A FATHER AND HIS EARLY TEEN DAUGHTER ARE PAINTING A WALL IN THEIR NEW HOME.
2. TEXT OVERLAY 1: HELPS FAMILIES BUYING NEWLY BUILT HOMES
3. TEXT OVERLAY 2: FAMILIES CAN SAVE UP TO $13,000.
4. ON NEWLY BUILT HOMES UP TO $750,000
5. THE FATHER AND DAUGHTER SHARE A MOMENT AS THEY'RE PROUD OF THEIR PROJECT AND THEIR NEW HOME.
6. SUPER: GOV.BC.CA
7. SUPER: OUR OPPORTUNITY IS HERE
8. GRAPHIC PULLS BACK AND TRANSITIONS TO BC GOVERNMENT LOGO

AUDIO

ANNCR: (VO) BC's plan to protect Canada's strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.

ANNCR: (VO) That means important changes to the Property Transfer Tax, which helps families buying a newly built home.

Save up to $13,000 dollars.

ANNCR: (VO) Find out if you qualify for this program and many others at gov.bc.ca.

ANNCR: (VO) Our Opportunity is here.

SOUND: "OUR OPPORTUNITY IS HERE" MNEMONIC

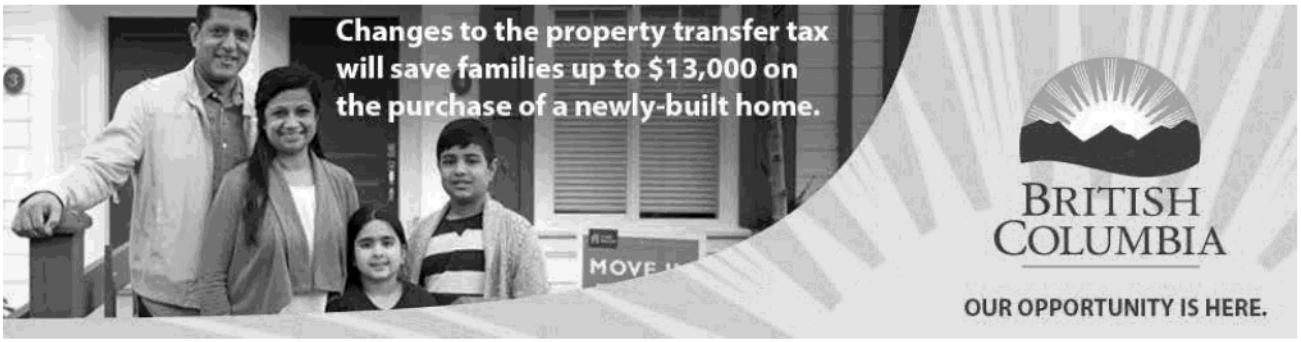
DIGITAL PRE-ROLL

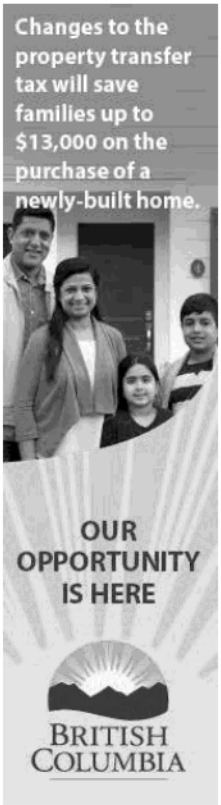


DIGITAL STATIC DISPLAY

PROPERTY TRANSFER TAX











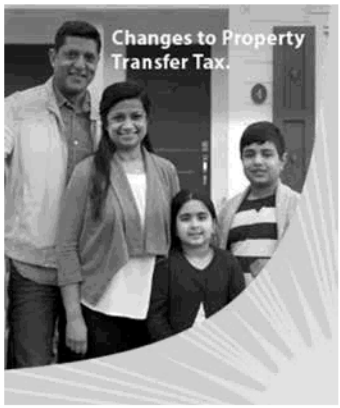


DIGITAL

HTML5 DISPLAY

PROPERTY TRANSFER TAX











SOCIAL

FACEBOOK AND TWITTER



Facebook



Twitter

MSP Seniors

PROVINCE WIDE TELEVISION

MSP SENIORS











VIDEO

1. A MAN IS PUSHING HIS MOTHER IN A WHEELCHAIR AS THEY SPEND SOME TIME IN A PARK. THE MAN'S YOUNG SON, IS ON HIS GRANDMOTHER'S LAP.
2. WE SEE THE YOUNG BOY PLAYING ON THE TEETER TOTTER
3. TEXT OVERLAY 1: (THROUGHOUT): CALL FOR MORE INFORMATION: 1-800-663-7100
4. TEXT OVERLAY 2: EXPANDED ELIGIBILITY WILL HELP MORE BC SENIORS
5. FIND OUT IF YOU QUALIFY.
6. SUPER: GOV.BC.CA
7. SUPER: OUR OPPORTUNITY IS HERE
8. GRAPHIC PULLS BACK AND TRANSITIONS TO BC GOVERNMENT LOGO

AUDIO

ANNCR: (VO) BC's plan to protect Canada's strongest economy is working. Balanced budget 2016 means we can keeps taxes low, and invest in BC families.

ANNCR: (VO) If you're a senior, you could be eligible for MSP premium assistance today. You could be saving money.

ANNCR: (VO) And starting in 2017, even more seniors will be eligible.

ANNCR: (VO) Find out if you qualify for this program and many others at gov.bc.ca. Or call 1-800-663-7100.

ANNCR: (VO) Our Opportunity is here.

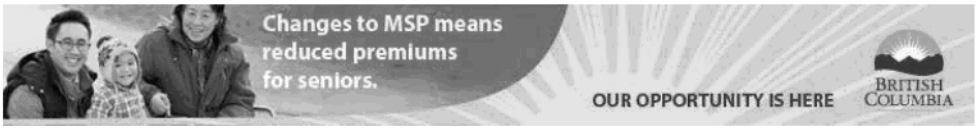
SOUND: "OUR OPPORTUNITY IS HERE" MNEMONIC

DIGITAL PRE-ROLL



DIGITAL STATIC DISPLAY

MSP SENIORS













DIGITAL

HTML5 DISPLAY

MSP SENIORS











SOCIAL MEDIA

FACEBOOK & TWITTER



Facebook

Dumarami ang mga Pagkakataon. Mag-aplay para sa **B.C. Training and Education Savings Grant**

$1,200 para sa mga batang ipinanganak noong:
2007 o pagkatapos noon - *Available ngayon*
2006 – *available bandang katapusan ng 2016*



Ang **$1,200** sa edad na 6 na taong gulang ay maaaring maging **$12,000*** pagdating ng 18 taong gulang.

PARA SA LISTAHAN NG MGA KALAHOK NA BANGKO, BISITAHIN ANG:
www.gov.bc.ca/TrainingandEducationSavingsGrant
O PARA SA KARAGDAGANG IMPORMASYON, TUMAWAG SA: 1-888-276-3624

[Filipino]

BRITISH COLUMBIA

T50891Filipino_3754_ServicesCampaign_RackCard_BCTESG.indd 1 3/23/2016 2:01:29 PM



Mag-sign up na ngayon para sa isang RESP at mag-aplay para sa isang **$1,200** grant mula sa Pamahalaan ng British Columbia

MAGSIMULA NANG MAG-IPON para sa hinaharap na edukasyon ng iyong anak at tutulong ang Pamahalaan ng B.C..

Ang iyong anak ay dapat:

- ☑ *Binanggit bilang beneficiary ng isang RESP sa isang bangko na nag-aalok ng grant.*
- ☑ *Isang resident ng B.C.*
  (Ang magulang ay dapat din isang B.C. resident.)
- ☑ *Ipinanganak noong 2007 o pagkatapos noon.***

PARA SA LISTAHAN ng mga kalahok na bangko, bisitahin ang:
www.gov.bc.ca/TrainingandEducationSavingsGrant
O PARA SA KARAGDAGANG IMPORMASYON, TUMAWAG SA: **1-888-276-3624**

**Inaasahan ang $50 bawat buwan na kontribusyon ng pamilya, na kasama ng grant mula sa Government of Canada Education Savings Program, at 3.5% na average growth rate bawat taon. Ang aktwal na growth ay depende sa halaga ng mga kontribusyon ng pamilya at investment returns sa panahon ng investment.*

***Ang mga batang ipinanganak noong 2006 ay maaaring mag-aplay sa bandang huli ng 2016.*

BRITISH COLUMBIA

T50891Filipino_3754_ServicesCampaign_RackCard_BCTESG.indd 2 3/23/2016 2:01:29 PM

机遇倍增。
申请
BC省培训及教育储蓄津贴
(B.C. Training and Education Savings Grant)

2007 年或以后出生的儿童，
现在即可申请津贴 **$1,200**
2006 年出生的儿童可于 *2016 年底申请*



6 岁时的 **$1,200**，到了 18 岁时
可能变成 **$12,000***

要获得参与的金融机构名单，请浏览：
www.gov.bc.ca/TrainingandEducationSavingsGrant
或若了解详情，请致电：1-888-276-3624

[Chinese Simplified]

BRITISH COLUMBIA

T50891ChineseSimplified_3754_ServicesCampaign_RackCard_BCTESG.indd 1 3/23/2016 2:21:02 PM



立即参加
注册教育储蓄计划（RESP），
申请 BC 省政府提供的津贴 **$1,200**

如果您现在开始为孩子将来的教育进行储蓄，BC 省政府将为您提供帮助。

您的孩子必须是：

- ☑ *在提供津贴的金融机构被指定为所设 RESP 的受益人。*
- ☑ *BC 省的居民。*
  （家长也必须是 BC 省居民。）
- ☑ *出生于 2007 年或以后**。*

要获得参与的金融机构名单，请浏览：
www.gov.bc.ca/TrainingandEducationSavingsGrant
或若了解详情，请致电：
1-888-276-3624

**假设家庭每月供款 $50，加上加拿大政府教育储蓄计划津贴，以及平均每年增长 3.5%。实际增长取决于家庭供款额及投资期内的投资回报。*
***2006 年出生的儿童可于 2016 年底申请。*

BRITISH COLUMBIA

T50891ChineseSimplified_3754_ServicesCampaign_RackCard_BCTESG.indd 2 3/23/2016 2:21:03 PM

Les possibilités se multiplient.
Demandez une
Subvention pour l'épargne-études et l'épargne-formation de la Colombie-Britannique.

1 200 $ pour les enfants nés en :
2007 ou après - *Disponible maintenant*
2006 - *Offerte à la fin de 2016*



Un montant de **1 200 $** à l'âge de 6 ans pourrait devenir **12 000 $*** à l'âge de 18 ans.

POUR OBTENIR UNE LISTE DES INSTITUTIONS FINANCIÈRES PARTICIPANTES, CONSULTEZ : *www.gov.bc.ca/TrainingandEducationSavingsGrant*
OU POUR DE PLUS AMPLES RENSEIGNEMENTS, APPELEZ AU 1-888-276-3624

[French]

BRITISH COLUMBIA

T50891French_3754_ServicesCampaign_RackCard_BCTESG.indd 1 3/23/2016 2:00:33 PM



Ouvrez un compte de REEE dès aujourd'hui et demandez une subvention de **1 200 $** du gouvernement de la Colombie-Britannique.

COMMENCEZ À ÉPARGNER en prévision des études futures de votre enfant et le gouvernement de la Colombie-Britannique vous aidera.

Votre enfant doit respecter les conditions suivantes :

- ☑ Être désigné comme bénéficiaire d'un REEE auprès d'une institution financière qui offre la *subvention*.
- ☑ *Être un résident de la Colombie-Britannique. (Le parent doit également être un résident de la Colombie-Britannique)*
- ☑ *Être né en 2007 ou après.***

POUR OBTENIR UNE LISTE des institutions financières participantes, consultez :
www.gov.bc.ca/TrainingandEducationSavingsGrant
OU POUR DE PLUS AMPLES RENSEIGNEMENTS, APPELEZ AU **1-888-276-3624**

**Suppose une cotisation familiale de 50 $ par mois combinée à la Subvention pour l'épargne-études du gouvernement du Canada et un taux de croissance annuel moyen de 3,5 %. La croissance réelle dépend du montant des cotisations familiales et des rendements du capital investi au cours de la période d'investissement.*
***Les enfants nés en 2006 peuvent présenter une demande à la fin de 2016.*

BRITISH COLUMBIA

T50891French_3754_ServicesCampaign_RackCard_BCTESG.indd 2 3/23/2016 2:00:34 PM

Las oportunidades crecen. Solicite la subvención *B.C. Training and Education Savings Grant*

$1,200 para niños nacidos en:
2007 ó después – *disponibles de inmediato*
2006 – *disponibles a finales de 2016*



$1,200 a los 6 años de edad podrían convertirse en **$12,000*** para la edad de 18 años

OBTENGA UNA LISTA DE LAS INSTITUCIONES FINANCIERAS PARTICIPANTES EN:
www.gov.bc.ca/TrainingandEducationSavingsGrant
O PARA MÁS INFORMACIÓN LLAME AL: 1-888-276-3624

[Spanish]

BRITISH COLUMBIA

T50891Spanish_3754_ServicesCampaign_RackCard_BCTESG.indd 1 3/23/2016 2:16:25 PM



Regístrese para un RESP hoy mismo y solicite su subvención de **$1,200** del Gobierno de B.C.

EMPIECE A AHORRAR para la educación futura de su hijo y el Gobierno de B.C. le ayudará.

Su hijo debe:

- ☑ *Estar declarado como beneficiario de un RESP con una institución financiera que ofrece la subvención.*
- ☑ *Ser residente en B.C. (el padre/madre también debe serlo.)*
- ☑ *Haber nacido en 2007 ó después.***

OBTENGA UNA LISTA de las instituciones financieras participantes en:

www.gov.bc.ca/TrainingandEducationSavingsGrant

O PARA MÁS INFORMACIÓN LLAME AL:

1-888-276-3624

**Supone una contribución mensual familiar de $50, combinada con la subvención del Education Savings Program del gobierno de Canadá, y una tasa anual de crecimiento de 3.5%. El crecimiento real depende del monto de contribuciones de la familia y el rendimiento de inversiones durante el periodo de inversión.*

***Los niños nacidos en 2006 pueden solicitar la subvención a finales de 2016.*

BRITISH COLUMBIA

T50891Spanish_3754_ServicesCampaign_RackCard_BCTESG.indd 2 3/23/2016 2:16:26 PM

ਮੌਕੇ ਵਧਦੇ ਹਨ।
ਬੀ.ਸੀ. ਟਰੇਨਿੰਗ ਐਂਡ ਐਜੂਕੇਸ਼ਨ ਸੇਵਿੰਗਜ਼ ਗਰਾਂਟ ਲਈ ਅਪਲਾਈ ਕਰੋ

1,200 ਡਾਲਰ ਇਨ੍ਹਾਂ ਸਾਲਾਂ ਵਿਚ ਪੈਦਾ ਹੋਏ ਬੱਚਿਆਂ ਲਈ:

2007 ਜਾਂ ਬਾਅਦ ਵਿਚ – *ਹੁਣ ਉਪਲਬਧ*

2006 – 2016 ਵਿਚ ਬਾਅਦ ਵਿਚ ਆ ਰਹੇ ਹਨ



6 ਸਾਲ ਦੀ ਉਮਰ 'ਤੇ **1,200** ਡਾਲਰ
18 ਸਾਲ ਦੀ ਉਮਰ ਤੱਕ **12,000*** ਬਣ ਸਕਦੇ ਹਨ

ਹਿੱਸਾ ਲੈ ਰਹੀਆਂ ਵਿੱਤੀ ਸੰਸਥਾਵਾਂ ਦੀ ਲਿਸਟ ਲਈ ਦੇਖੋ:
www.gov.bc.ca/TrainingandEducationSavingsGrant
ਜਾਂ ਜ਼ਿਆਦਾ ਜਾਣਕਾਰੀ ਲਈ ਫੋਨ ਕਰੋ: 1-888-276-3624

[Punjabi]

BRITISH COLUMBIA

T50891Punjabi_3754_ServicesCampaign_RackCard_BCTESG.indd 1 3/23/2016 2:13:46 PM



ਅੱਜ ਹੀ ਆਰ ਈ ਐੱਸ ਪੀ ਲਈ ਸਾਈਨ ਅੱਪ ਕਰੋ ਅਤੇ ਬੀ.ਸੀ. ਸਰਕਾਰ ਤੋਂ **1,200** ਡਾਲਰ ਦੀ ਗਰਾਂਟ ਲਈ ਅਪਲਾਈ ਕਰੋ।

ਆਪਣੇ ਬੱਚੇ ਦੇ ਭਵਿੱਖ ਦੀ ਪੜ੍ਹਾਈ ਲਈ ਬੱਚਤ ਕਰਨਾ ਸ਼ੁਰੂ ਕਰੋ ਅਤੇ ਬੀ.ਸੀ. ਦੀ ਸਰਕਾਰ ਮਦਦ ਕਰੇਗੀ।

ਜ਼ਰੂਰੀ ਹੈ ਕਿ:

- ☑ *ਤੁਹਾਡੇ ਬੱਚੇ ਦਾ ਨਾਂ ਗਰਾਂਟ ਦੇਣ ਵਾਲੀ ਸੰਸਥਾ ਨਾਲ ਆਰ ਈ ਐੱਸ ਪੀ ਦੇ ਲਾਭਪਾਤਰ ਵਜੋਂ ਦਰਜ ਹੋਵੇ।*
- ☑ *ਤੁਹਾਡਾ ਬੱਚਾ ਬੀ.ਸੀ. ਦਾ ਵਸਨੀਕ ਹੋਵੇ। (ਮਾਪੇ ਦਾ ਵੀ ਬੀ.ਸੀ. ਦਾ ਵਸਨੀਕ ਹੋਣਾ ਜ਼ਰੂਰੀ ਹੈ।)*
- ☑ *ਤੁਹਾਡੇ ਬੱਚੇ ਦਾ ਜਨਮ 2007 ਦਾ ਜਾਂ ਬਾਅਦ ਦਾ ਹੋਵੇ।***

ਹਿੱਸਾ ਲੈ ਰਹੀਆਂ ਵਿੱਤੀ ਸੰਸਥਾਵਾਂ ਦੀ ਲਿਸਟ ਲਈ ਦੇਖੋ:

www.gov.bc.ca/TrainingandEducationSavingsGrant

ਜਾਂ ਜ਼ਿਆਦਾ ਜਾਣਕਾਰੀ ਲਈ ਫੋਨ ਕਰੋ:

1-888-276-3624

**ਪਰਿਵਾਰ ਦੇ ਪ੍ਰਤੀ ਮਹੀਨਾ 50 ਡਾਲਰ ਦੇ ਯੋਗਦਾਨ ਨੂੰ ਕੈਨੇਡਾ ਸਰਕਾਰ ਦੀ ਐਜੂਕੇਸ਼ਨ ਸੇਵਿੰਗਜ਼ ਪ੍ਰੋਗਰਾਮ ਗਰਾਂਟ ਨਾਲ ਰਲਾ ਕੇ, ਅਤੇ ਔਸਤ 3.5% ਦੀ ਸਲਾਨਾ ਵਾਧੇ ਦੀ ਦਰ ਨਾਲ। ਅਸਲੀ ਵਾਧਾ ਪਰਿਵਾਰ ਦੇ ਯੋਗਦਾਨ ਦੀ ਰਕਮ ਅਤੇ ਇਨਵੈਸਟਮੈਂਟ ਦੇ ਸਮੇਂ ਦੌਰਾਨ ਇਨਵੈਸਟਮੈਂਟ ਰੀਟਰਨਾਂ 'ਤੇ ਨਿਰਭਰ ਕਰਦਾ ਹੈ।*

***ਸਾਲ 2006 ਵਿਚ ਪੈਦਾ ਹੋਏ ਬੱਚੇ 2016 ਵਿਚ ਬਾਅਦ ਵਿਚ ਅਪਲਾਈ ਕਰ ਸਕਦੇ ਹਨ।*

BRITISH COLUMBIA

T50891Punjabi_3754_ServicesCampaign_RackCard_BCTESG.indd 2 3/23/2016 2:13:47 PM

기회가 많아집니다.
BC 교육 훈련 저축 보조금을 신청하세요

$1,200

2007년 이후 출생 아동 – *현재 신청 가능*

2006년 출생 아동 – *2016년 말에 신청 가능*



만 6세에 받은 **$1,200**가 만 18세에는 **$12,000***가 될 수 있습니다.

참여 금융 기관 목록은 다음을 보십시오:
www.gov.bc.ca/TrainingandEducationSavingsGrant
또는 자세한 정보 문의 전화: 1-888-276-3624

[Korean]

BRITISH COLUMBIA

T50891Korean_3754_ServicesCampaign_RackCard_BCTESG.indd 1 3/23/2016 2:04:10 PM



오늘 RESP에 가입하고 BC 주 정부 보조금 $1,200를 신청하세요

자녀의 미래 교육을 위한 저축을 시작하시면 BC 주 정부가 도와드립니다.

아동 수혜 자격:

- ☑ *보조금을 제공하는 금융 기관 RESP의 수혜자로 지명되어 있어야 함.*
- ☑ *BC 주민이어야 함. (부모도 BC 주민이어야 함.)*
- ☑ *2007년 이후 출생했어야 함.***

참여 금융 기관 목록은 다음을 보십시오:
www.gov.bc.ca/TrainingandEducationSavingsGrant
또는 자세한 정보 문의 전화:
1-888-276-3624

**매달 가족 기여금 $50과 캐나다 연방 정부 교육 저축 프로그램 보조금이 합쳐진 금액에 연평균 성장률 3.5%를 가정해보십시오. 실질 성장액은 투자 기간 동안의 가족 기여금과 투자 수익에 달려 있습니다.*

***2006년 출생 아동은 2016년 말에 신청 가능.*

BRITISH COLUMBIA

T50891Korean_3754_ServicesCampaign_RackCard_BCTESG.indd 2 3/23/2016 2:04:10 PM

The **B.C. Early Childhood Tax Benefit** can help you with the costs of raising young children.

Receive up to **$55*** per month (**$660** per year) for each child under the age of six.

**Benefits are based on the number of children in the family and the family's net income.*



FOR MORE INFORMATION, INCLUDING AN ONLINE BENEFIT CALCULATOR, VISIT: *www.gov.bc.ca/EarlyChildhoodTaxBenefit*
OR CALL TOLL-FREE: 1-877-387-3332

BRITISH COLUMBIA



THE B.C. EARLY CHILDHOOD TAX BENEFIT is combined with the federal Canada Child Tax Benefit and the B.C. family bonus program into a single monthly payment.

To be eligible to receive the benefit, you must:

- ☑ *File your personal income tax returns for British Columbia even if you have no income to report, and apply for the Canada Child Tax Benefit.*
- ☑ *Be primarily responsible for the care and upbringing of a child under six years of age.*
- ☑ *Earn a net family income under $100,000 to receive the maximum benefit or under $150,000 for a partial benefit.*
- ☑ *Be a resident of British Columbia.*

FOR MORE INFORMATION, including an online benefit calculator, visit:
www.gov.bc.ca/EarlyChildhoodTaxBenefit

OR CALL TOLL-FREE **1-877-387-3332**

BRITISH COLUMBIA

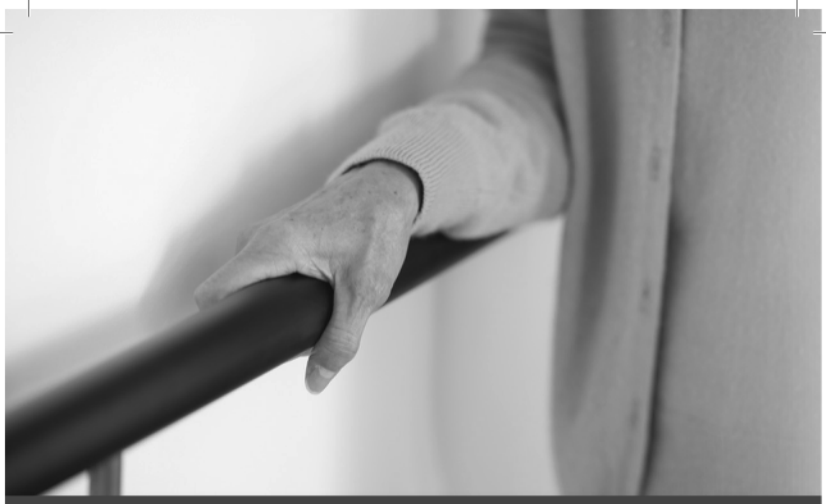
The **Home Renovation Tax Credit** for Seniors and Persons with Disabilities can help make your home safer and easier to live in.



Receive up to **$1,000** to help with renovations that improve your mobility at home.

FOR MORE INFORMATION AND A LIST OF QUALIFYING RENOVATIONS VISIT: *www.gov.bc.ca/HomeRenovationTaxCredit*
OR CALL THE CANADA REVENUE AGENCY: 1-800-959-8281

BRITISH COLUMBIA



Receive up to **$1,000** in a refundable tax credit*

QUALIFYING RENOVATIONS help seniors age 65+ and individuals who may be eligible to claim the disability tax credit at home by:

- ☑ *Improving access*
- ☑ *Improving mobility*
- ☑ *Reducing the risk of harm*

FOR MORE INFORMATION *and a list of qualifying renovations visit:*
www.gov.bc.ca/HomeRenovationTaxCredit

OR CALL *the Canada Revenue Agency:*
1-800-959-8281

**The maximum amount of the credit is $1,000 per tax year and is calculated as 10% of the qualifying renovation expense (maximum $10,000 in expenses). This is a refundable tax credit, which means if the credit is higher than the taxes you owe, you'll receive the difference as a refund.*

BRITISH COLUMBIA

Opportunities Grow. Apply for the **B.C. Training and Education Savings Grant**

$1,200 for children born in:
2007 or later – *Available now*
2006 – *Coming late 2016*



$1,200 at age 6 could become
$12,000* by age 18

FOR A LIST OF PARTICIPATING FINANCIAL INSTITUTIONS VISIT:
www.gov.bc.ca/TrainingandEducationSavingsGrant
OR FOR MORE INFORMATION CALL: 1-888-276-3624

BRITISH COLUMBIA



Sign up for a RESP today and apply for a **$1,200** grant from the Government of B.C.

START SAVING for your child's future education and the Government of B.C. will help.

Your child must be:

- ☑ *Named as a beneficiary of a RESP with a financial institution that offers the grant.*
- ☑ *A resident of B.C.*
  (Parent must also be a B.C. resident.)
- ☑ *Born in 2007 or later.***

FOR A LIST of participating financial institutions visit:
www.gov.bc.ca/TrainingandEducationSavingsGrant
OR FOR MORE INFORMATION CALL:
1-888-276-3624

**Assumes a $50 per month family contribution combined with the Government of Canada Education Savings Program grant, and a 3.5% average annual growth rate. Actual growth depends on amount of family contributions and investment returns over the investment period.*

***Children born in 2006 can apply in late 2016.*

BRITISH COLUMBIA

Opportunities Grow.

Sign up for a RESP today and apply for a **$1,200**
B.C. Training and Education Savings Grant
from the Government of British Columbia



$1,200 for children born in 2007 or later *available now*
Children born in 2006 *coming late 2016*

Start saving for your child's future education and the Government of B.C. will help. **$1,200** at age 6 could become **$12,000*** by age 18.

**Assumes a $50 per month family contribution combined with the Government of Canada Education Savings Program grant, and a 3.5% average annual growth rate. Actual growth depends on amount of family contributions and investment returns over the investment period.*

FOR A LIST OF PARTICIPATING FINANCIAL INSTITUTIONS VISIT:
www.gov.bc.ca/TrainingandEducationSavingsGrant
OR FOR MORE INFORMATION CALL: 1-888-276-3624

BRITISH COLUMBIA

The **Home Renovation Tax Credit** for Seniors and Persons with Disabilities can help make your home safer and easier to live in.



Receive up to **$1,000*** to help with renovations that improve your mobility at home.

** The maximum amount of the credit is $1,000 per tax year and is calculated as 10% of the qualifying renovation expense (maximum $10,000 in expenses). This is a refundable tax credit, which means if the credit is higher than the taxes you owe, you'll receive the difference as a refund.*

FOR MORE INFO AND A LIST OF QUALIFYING RENOVATIONS VISIT:
www.gov.bc.ca/HomeRenovationTaxCredit
OR CALL THE CANADA REVENUE AGENCY: 1-800-959-8281

BRITISH COLUMBIA

The **B.C. Early Childhood Tax Benefit** can help you with the costs of raising young children.



Receive up to **$55*** per month (**$660** per year) for each child under the age of six.

The *B.C. Early Childhood Tax Benefit* is combined with the federal Canada Child Tax Benefit and the B.C. family bonus program into a single monthly payment.

**Benefits are based on the number of children in the family and the family's net income.*

FOR MORE INFO, INCLUDING AN ONLINE BENEFIT CALCULATOR,
VISIT: *www.gov.bc.ca/EarlyChildhoodTaxBenefit*
OR CALL TOLL-FREE: 1-877-387-3332

BRITISH COLUMBIA

Medical Services Plan (MSP) premium assistance changes will help families, individuals and seniors with the cost of living.



Eligible British Columbians may save up to **$1,224*** per year.

**Premium assistance is based on net income, family composition and age.*

TO FIND OUT IF YOU QUALIFY FOR PREMIUM ASSISTANCE, USE THE ELIGIBILITY CALCULATOR AT: *www.gov.bc.ca/msp*

BRITISH COLUMBIA

機遇倍增。

立即參加註冊教育儲蓄計劃(RESP)，
申請卑詩省政府提供的 **$1,200**
卑詩培訓及教育儲蓄津貼
(B.C. Training and Education Savings Grant)



2007年或以後出生的兒童*現在即可申請* **$1,200** 津貼
2006年出生的兒童*可於* 2016 *年底申請*

如果您現在開始為孩子將來的教育進行儲蓄，卑詩省政府將為您提供幫助。6 歲時的 **$1,200**，到了18 歲時可能變成 **$12,000***。

**假設家庭每月供款 $50，加上加拿大政府教育儲蓄計劃津貼，以及*
平均每年增長率為 3.5%。實際增長取決於家庭供款額及投資期內的投資回報。

想取得參與計劃的金融機構名單，請瀏覽：
www.gov.bc.ca/TrainingandEducationSavingsGrant
想了解詳情，請致電：1-888-276-3624

[Chinese Traditional]

BRITISH COLUMBIA

机遇倍增。

立即参加注册教育储蓄计划（RESP），
申请由BC省政府提供的津贴 **$1,200**

BC省培训及教育储蓄津贴
（B.C. Training and Education Savings Grant）



2007年或以后出生的儿童，*现在即可申请津贴* **$1,200**
2006年出生的儿童*可于*2016年*底申请*

如果您现在开始为孩子将来的教育进行储蓄，BC省政府将为您提供帮助。6岁时的**$1,200**，到了18岁时可能变成**$12,000***。

**假设家庭每月供款$50，加上加拿大政府教育储蓄计划津贴，以及平均每年增长3.5%。实际增长取决于家庭供款额及投资期内的投资回报。*

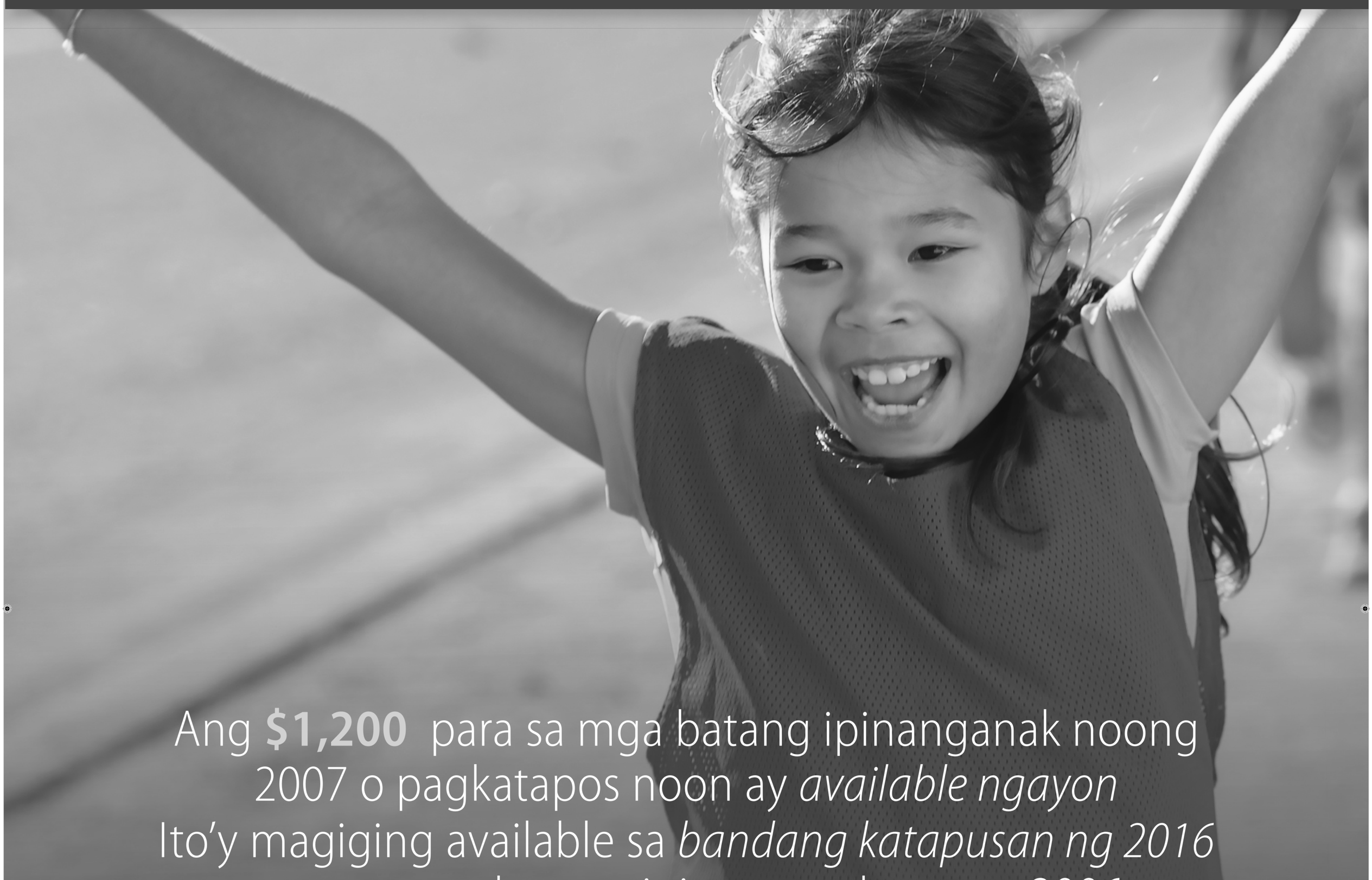
要获得参与的金融机构名单，请浏览：
www.gov.bc.ca/TrainingandEducationSavingsGrant
或若了解详情，请致电：1-888-276-3624

[Chinese Simplified]

BRITISH COLUMBIA

Dumarami ang mga Pagkakataon.

Mag-sign up na ngayon para sa isang
RESP at mag-aplay para sa isang **$1,200**
B.C. Training and Education Savings Grant
mula sa Pamahalaan ng British Columbia



Ang **$1,200** para sa mga batang ipinanganak noong 2007 o pagkatapos noon ay *available ngayon*
Ito'y magiging available sa *bandang katapusan ng 2016*
para sa mga batang ipinanganak noong 2006

Magsimula nang mag-ipon para sa hinaharap na edukasyon ng iyong anak at tutulong ang Pamahalaan ng B.C. Ang **$1,200** sa edad na 6 na taong gulang ay maaaring maging **$12,000*** pagdating ng 18 taong gulang.

**Inaasahan ang $50 bawat buwan na kontribusyon ng pamilya, na kasama ng grant mula sa Government of Canada Education Savings Program, at 3.5% na average growth rate bawat taon. Ang aktwal na growth ay depende sa halaga ng mga kontribusyon ng pamilya at investment returns sa panahon ng investment.*

PARA SA LISTAHAN NG MGA KALAHOK NA BANGKO, BISITAHIN ANG:
www.gov.bc.ca/TrainingandEducationSavingsGrant
O PARA SA KARAGDAGANG IMPORMASYON, TUMAWAG SA: 1-888-276-3624

[Filipino]

BRITISH COLUMBIA

Les possibilités se multiplient.

Ouvrez un compte de REEE dès aujourd'hui et demandez une **Subvention pour l'épargne-études et l'épargne-formation de 1 200 $** du gouvernement de la Colombie-Britannique



1 200 $ pour les enfants nés en 2007 ou après *disponible maintenant*
Pour les enfants nés en 2006, *offerte à la fin de 2016*

Commencez à épargner en prévision des études futures de votre enfant et le gouvernement de la Colombie-Britannique vous aidera. Un montant de **1 200 $** à l'âge de 6 ans pourrait devenir **12 000 $*** à l'âge de 18 ans.

**Suppose une cotisation familiale de 50 $ par mois combinée à la Subvention pour l'épargne-études du gouvernement du Canada et un taux de croissance annuel moyen de 3,5 %. La croissance réelle dépend du montant des cotisations familiales et des rendements du capital investi au cours de la période d'investissement.*

POUR OBTENIR UNE LISTE DES INSTITUTIONS FINANCIÈRES PARTICIPANTES, CONSULTEZ :
www.gov.bc.ca/TrainingandEducationSavingsGrant
OU POUR DE PLUS AMPLES RENSEIGNEMENTS, APPELEZ AU 1-888-276-3624

[French]

BRITISH COLUMBIA

기회가 많아집니다.

오늘 RESP에 가입하고 **$1,200**를 신청하세요
브리티시 컬럼비아 주 정부에서 지급하는
BC 교육 훈련 저축 보조금



2007년 이후 출생 아동은 *지금* **$1,200** *신청 가능*
2006년 출생 아동은 *2016년 말에 신청 가능*

자녀의미래교육을위한저축을시작하시면BC주정부가도와드립니다.
만 6세에 받은 **$1,200**가 만 18세에는 **$12,000***가 될 수 있습니다.

**매달 가족 기여금 $50과 캐나다 연방 정부 교육 저축 프로그램 보조금이 합쳐진 금액에 연평균 성장률 3.5%를 가정해보십시오. 실질 성장액은 투자 기간 동안의 가족 기여금과 투자 수익에 달려 있습니다.*

참여 금융 기관 목록은 다음을 보십시오:
www.gov.bc.ca/TrainingandEducationSavingsGrant
또는 자세한 정보 문의 전화: 1-888-276-3624

[Korean]

BRITISH COLUMBIA

ਮੌਕੇ ਵਧਦੇ ਹਨ।

ਅੱਜ ਹੀ ਆਰ ਈ ਐੱਸ ਪੀ ਲਈ ਸਾਈਨ ਅੱਪ ਕਰੋ ਅਤੇ ਬ੍ਰਿਟਿਸ਼ ਕੋਲੰਬੀਆ ਦੀ ਸਰਕਾਰ ਤੋਂ **1,200 ਡਾਲਰ ਦੀ ਬੀ.ਸੀ. ਟਰੇਨਿੰਗ ਐਂਡ ਐਜੂਕੇਸ਼ਨ ਸੇਵਿੰਗਜ਼ ਗਰਾਂਟ** ਲਈ ਅਪਲਾਈ ਕਰੋ।



ਸਾਲ 2007 ਜਾਂ ਬਾਅਦ ਵਿਚ ਪੈਦਾ ਹੋਏ ਬੱਚਿਆਂ ਲਈ **1,200 ਡਾਲਰ** ਹੁਣ ਉਪਲਬਧ ਹਨ

2006 ਵਿਚ ਪੈਦਾ ਹੋਏ ਬੱਚਿਆਂ ਲਈ 2016 *ਵਿਚ ਬਾਅਦ ਵਿਚ ਆ ਰਹੇ ਹਨ*

ਆਪਣੇ ਬੱਚੇ ਦੇ ਭਵਿੱਖ ਦੀ ਪੜ੍ਹਾਈ ਲਈ ਬੱਚਤ ਕਰਨਾ ਸ਼ੁਰੂ ਕਰੋ ਅਤੇ ਬੀ.ਸੀ. ਦੀ ਸਰਕਾਰ 6 ਸਾਲ ਦੀ ਉਮਰ ’ਤੇ **1,200** ਡਾਲਰ ਦੀ ਮਦਦ ਕਰੇਗੀ ਅਤੇ ਇਹ 18 ਸਾਲ ਦੀ ਉਮਰ ਤੱਕ **12,000*** ਡਾਲਰ ਬਣ ਸਕਦੇ ਹਨ।

ਪਰਿਵਾਰ ਦੇ ਪ੍ਰਤੀ ਮਹੀਨਾ **50 ਡਾਲਰ ਦੇ ਯੋਗਦਾਨ ਨੂੰ ਕੈਨੇਡਾ ਸਰਕਾਰ ਦੀ ਐਜੂਕੇਸ਼ਨ ਸੇਵਿੰਗਜ਼ ਪ੍ਰੋਗਰਾਮ ਗਰਾਂਟ ਨਾਲ ਰਲਾ ਕੇ, ਅਤੇ ਔਸਤ **3.5%** ਦੀ ਸਲਾਨਾ ਵਾਧੇ ਦੀ ਦਰ ਨਾਲ। ਅਸਲੀ ਵਾਧਾ ਪਰਿਵਾਰ ਦੇ ਯੋਗਦਾਨ ਦੀ ਰਕਮ ਅਤੇ ਇਨਵੈਸਟਮੈਂਟ ਦੇ ਸਮੇਂ ਦੌਰਾਨ ਇਨਵੈਸਟਮੈਂਟ ਰੀਟਰਨਾਂ ’ਤੇ ਨਿਰਭਰ ਕਰਦਾ ਹੈ।*

ਹਿੱਸਾ ਲੈ ਰਹੀਆਂ ਵਿੱਤੀ ਸੰਸਥਾਵਾਂ ਦੀ ਲਿਸਟ ਲਈ ਦੇਖੋ:

www.gov.bc.ca/TrainingandEducationSavingsGrant

ਜਾਂ ਜ਼ਿਆਦਾ ਜਾਣਕਾਰੀ ਲਈ ਫੋਨ ਕਰੋ: 1-888-276-3624

[Punjabi]

BRITISH COLUMBIA

Las oportunidades crecen.

Regístrese para un RESP hoy mismo y solicite su subvención
B.C. Training and Education Savings Grant **de $1,200**
del Gobierno de Columbia Británica.



$1,200 para niños nacidos en 2007 ó después están *disponibles de inmediato*
Disponibles a finales de 2016 para niños nacidos en 2006

Empiece a ahorrar para la educación futura de su hijo y el Gobierno de B.C. le ayudará.
$1,200 a los 6 años de edad podrían convertirse en **$12,000*** para la edad de 18 años.

**Supone una contribución mensual familiar de $50, combinada con la subvención del Education Savings Program del gobierno de Canadá, y una tasa anual de crecimiento de 3.5%. El crecimiento real depende del monto de contribuciones de la familia y el rendimiento de inversiones durante el periodo de inversión.*

OBTENGA UNA LISTA DE LAS INSTITUCIONES FINANCIERAS PARTICIPANTES EN:
www.gov.bc.ca/TrainingandEducationSavingsGrant
O PARA MÁS INFORMACIÓN LLAME AL: 1-888-276-3624

[Spanish]

BRITISH COLUMBIA