



## COMMUNICATIONS PROJECT APPROVAL

CPA NO.

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

MINISTRY Ministry of Education	BRANCH	DATE 2016-08-19
PROJECT CONTACT NAME Hide Ozawa / Mike Wilson	CONTACT TEL (778) 677-1958	CONTACT FAX

PROJECT	
TITLE Services Campaign - Education - New Curriculum	START DATE 2016-09-05
COMPLETION DATE 2016-10-16	
DESCRIPTION Connect British Columbians to services and programs	
SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single	
THEME / MESSAGE Connect at gov.bc.ca. Our opportunity is here.	AUDIENCE British Columbians
REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internal	
OBJECTIVE Increase awareness and registration in government services and programs	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES <input type="checkbox"/> Strategic Planning <input checked="" type="checkbox"/> Marketing Planning <input checked="" type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input checked="" type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input checked="" type="checkbox"/> Paid Advertising <input type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input checked="" type="checkbox"/> Display (static or digital) <input checked="" type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain) <input type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum/KIMBO	67	\$ 673,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	St. Bernadine/Response	67	\$ 100,000.00
Distribution			
Other			
GCPE (MINISTRY) - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 773,000.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME Brian Fraser	SIGNATURE	DATE 2016/08/26
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Jason Keenan	SIGNATURE	DATE 2016-08-23
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE	DATE AUG 25 2016
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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

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PRINT FORM

CLEAR FORM



# 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 <b>Advanced Education</b>	BRANCH <b>GCPE</b>	DATE <b>2016-04-04</b>
PROJECT CONTACT NAME <b>Hide Ozawa/Mike Wilson</b>		CONTACT TEL. <b>(778) 677-1958</b>
		CONTACT FAX

<b>PROJECT</b>		
TITLE <b>Services Campaign</b>	START DATE <b>2016-04-04</b>	COMPLETION DATE <b>2016-03-31</b>
DESCRIPTION <b>Connect British Columbians to services and programs</b>		SCOPE <input checked="" type="radio"/> Campaign <input type="radio"/> Series <input type="radio"/> Single
THEME / MESSAGE <b>Connect at gov.bc.ca. Our Opportunity is Here</b>	AUDIENCE <b>British Columbians</b>	REGION <input checked="" type="radio"/> B.C. <input type="radio"/> Canada <input type="radio"/> Internat'l
OBJECTIVE <b>Increase awareness and registration in government services and program</b>		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? <input checked="" type="radio"/> Yes <input type="radio"/> No

<b>SERVICES &amp; MATERIALS REQUIRED</b>		
ADVERTISING & MARKETING SERVICES <input type="checkbox"/> Strategic Planning <input checked="" type="checkbox"/> Marketing Planning <input checked="" type="checkbox"/> Media Planning / Media Purchasing <input type="checkbox"/> Website Development / Hosting <input checked="" type="checkbox"/> Social Media Development <input type="checkbox"/> Audio / Video / Photography <input type="checkbox"/> Translation Services <input type="checkbox"/> Other (explain)	ADVERTISING & MARKETING MATERIALS <input checked="" type="checkbox"/> Paid Advertising <input type="checkbox"/> Print Materials <input type="checkbox"/> Promotional Items <input checked="" type="checkbox"/> Display (static or digital) <input checked="" type="checkbox"/> Online Content & Advertising <input type="checkbox"/> Other (explain)  <input type="checkbox"/> Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES <input type="checkbox"/> Graphic Design Services (advertising, etc) <input type="checkbox"/> Print Publication (reports, poster, etc) <input type="checkbox"/> Digital Publication (PDF, DVD, e-pub, etc) <input type="checkbox"/> Display (static or digital) <input type="checkbox"/> Information Graphics <input type="checkbox"/> Web Design and Online Graphics <input type="checkbox"/> Promotional Items <input type="checkbox"/> Presentation (PowerPoint, PDF) <input type="checkbox"/> Video / Motion Graphics <input type="checkbox"/> Stock Photography <input type="checkbox"/> Branding, New Mark Development <input type="checkbox"/> Signage <input type="checkbox"/> Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum/KIMBO	67	\$ 1,495,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Response	67	\$ 5,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$ <b>\$ 1,500,000.00</b>

CONTENT <input type="checkbox"/> New <input type="checkbox"/> Update / Reprint <input type="checkbox"/> Draft <input type="checkbox"/> Final / Approved	
PRODUCTION <input type="checkbox"/> Online <input type="checkbox"/> Print (STOB required)	
DISTRIBUTION <input type="checkbox"/> Ministry <input type="checkbox"/> BC Mail Plus (STOB required)	
OTHER	

<b>MINISTRY APPROVALS</b>		
PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

<b>GCPE APPROVALS</b>		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME <b>Mary Dila</b>	SIGNATURE	DATE YYYY-MM-DD
GCPE EXPENSE AUTHORITY NAME <b>Jason Butler</b>	SIGNATURE	DATE YYYY-MM-DD

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## SERVICES CAMPAIGN SEPTEMBER 2016

**OBJECTIVES:** Increase awareness, interest and uptake of underused, popular and new government services and programs. Service and program materials will be fact-based, point to, or provide information on, government priorities, programs, services or policies as well as providing an opportunity for public engagement.

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

The BC Services information campaign will increase awareness of a range of services and programs that could benefit British Columbians and their families. Examples include connecting parents with information about grants such as the BC Training and Education Savings Grant or ensuring families are aware of the benefit of the Property Tax Exemption for Newly Built Homes.

The BC Services information campaign directs British Columbians to [gov.bc.ca](http://gov.bc.ca), which features a “Services Hub,” a mobile-first platform that assists British Columbians in finding close to 100 underused, popular or new services and programs (see appendix).

The Services Hub has three distinct features that help British Columbians access services or programs:

1. **Search:** Two core search functions make up search on the platform. The first is a custom keyword-based crawling system – which matches search terms against a custom database. The second is a theme-based search which categorizes information under broad service based themes like Family or Employment.
2. **E-subscription Service:** A notification based system that sends service and program information directly to British Columbians via mobile or desktop.
3. **In-language:** Citizens can request a call-back to speak with a Service BC representative in Cantonese, Mandarin, Punjabi, Korean or French regarding any service or program.

As per Core Policy:

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

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

### FEATURED SERVICES GUIDE:

- **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.
- **New Education Curriculum** – The B.C. Ministry of Education and stakeholders throughout the province are implementing B.C.’s Education Plan to help transform education to better meet the needs of all learners.

- **Property Tax Exemption for Newly Built Homes** - A new full exemption for newly built homes up to \$750,000, saving buyers up to \$13,000 on the purchase of a new home, with a partial exemption for homes valued up to \$800,000.
- **MSP Premium Assistance Changes** - In January 2017, MSP Premium Assistance rates and the Regular Premium Assistance program are changing. For more information, see Medical Services Plan of B.C. In B.C., premiums are payable for MSP coverage and are based on family size and income.

**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. is delivering 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.

**TARGET AUDIENCE:**

- All British Columbians including families, seniors, parents, job seekers, employers and career changers.

**CREATIVE APPROACH:**

- Animated vector / real people, real stories

**RECOMMENDED CAMPAIGN TACTICS:**

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

**SCHEDULE:** April 1, 2016 – March 31, 2017

**ESTIMATED COSTS:**

***Subject to change***

- The total costs will be reported as part of public accounts once all expenditures are finalized.
- The estimated budget for this campaign is \$4,046,000 in fiscal 2016/2017.
- 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			\$300,000
Creative Production			\$
Media Buy (tv, radio, print, out of home)			\$2,746,000
New Media Buy (online, mobile, social media)			\$1,000,000
Promotional Items			\$
Printing & Distribution			\$
Translation			\$
<b>Total</b>			<b>\$4,046,000</b>

### 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:

1. Be fact-based
2. Point to, or provide information on, government priorities, programs, services or policies
3. 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:

**1. Ensure the Services campaign fact-based.**

- Services and program descriptions and advertising materials are reviewed by GCPE staff and Ministry program staff for accuracy.

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

- **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.
- **New Education Curriculum** – The B.C. Ministry of Education and stakeholders throughout the province are implementing B.C.'s Education Plan to help transform education to better meet the needs of all learners.
- **Property Transfer Tax Exemptions** - A new full exemption for newly built homes up to \$750,000, saving buyers up to \$13,000 on the purchase of a new home, with a partial exemption for homes valued up to \$800,000.
- **MSP Premium Assistance Changes** - In January 2017, MSP Premium Assistance rates and the Regular Premium Assistance program are changing. For more information, see Medical Services Plan of B.C. In B.C., premiums are payable for MSP coverage and are based on family size and income.

And 100 services and programs featured on the Services Hub (see appendix below).

**3. What public engagement mechanisms are in place to support the campaign?**

- a. Facebook
- b. Twitter
- c. 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

## **APPENDIX:**

### **Featured Programs and Services**

#### **100 Featured Services**

<http://www2.gov.bc.ca/gov/content/home/featured-services/services>

#### Aboriginal Business & Entrepreneurship Skills Training

Aboriginal Business and Entrepreneurship Skills Training (BEST) provides a 12-part training series at no charge to participants in Aboriginal communities across B.C.

#### Aboriginal Business Advisory Centres

Business advisory centres in Cranbrook, Fort St. John and Prince George help Aboriginal entrepreneurs with business startup or expansion, partnerships, and planning

#### Aboriginal Friendship Centre Program

The Friendship Centre Program supports 25 friendship centres around the province through funding from the First Citizens Fund.

#### Adoption Services

The Adoptive Families Association of BC (AFABC) has been dedicated to finding families for children and to providing ground breaking programs that support the entire adoption community.

#### Adult Literacy

A key component of B.C.'s adult literacy strategy is support for community-based programs. For over 20 years non-profit organizations, in partnership with post-secondary education institutions, have been supported by the province to provide programs to adults wishing to improve their literacy.

#### Adult Upgrading Grant

This program helps adults demonstrating financial need who are enrolled in skills upgrading, education and training courses.

#### Alcohol Sense

This resource will provide you with tips, tools and videos for starting those types of conversations that will help guide kids towards healthy decisions

when it comes to alcohol.

#### Attract Investors or Sell a B.C. Business

[BritishColumbia.ca](http://BritishColumbia.ca) is an online, searchable database of business and project opportunities throughout British Columbia suitable for foreign investment.

#### BC Housing

BC Housing develops, manages and administers a wide range of subsidized housing options across the province.

#### BC Mental Health & Substance Use Services

BC Mental Health & Substance Use Services provides a diverse range of specialized and one-of-a-kind tertiary mental health and substance use services for children, adolescents and adults across the province.

#### B.C. Access Grant

The B.C. Access Grant for labour market priorities provides grant funding to encourage students with financial need to attend targeted high priority programs at eligible B.C. public post-secondary institutions.

#### B.C. Apprentice Program

An apprentice is someone who is registered in an Industry Training Authority (ITA) approved training program. Apprentices who meet Employment Insurance (EI) client eligibility requirements are eligible for financial supports through the program while participating in the classroom technical training components of their apprenticeship training.

#### B.C. Completion Grant for Graduates

The B.C. Completion Grant for Graduates is designed to help reduce your British Columbia student loan debt upon graduation.

#### B.C. Early Childhood Tax Benefit

Effective April 1, 2015, the B.C. Early Childhood Tax Benefit (BCECTB) is a tax-free monthly payment made to eligible families to help with the cost of raising young children under age 6. Benefits from this program are combined with the federal [Canada Child Benefit](#) (CCB) and the [B.C. family bonus program](#) (BCFB) into a single monthly payment.

#### B.C. Back-to-School Tax Credit

The B.C. Back-to-School Tax Credit is a new, non-refundable tax credit of \$250 per child that will be included in Budget 2017, providing a benefit of up to \$12.65 per child.

#### B.C. Children's Arts Credit

The B.C. Children's Arts Credit is a non-refundable tax credit for eligible expenses up to \$500 per child, providing a benefit of up to \$25.30 per child.

#### B.C. Children's Fitness Credit

The B.C. Children's Fitness Credit is a non-refundable tax credit of up to \$500 per child, providing a benefit of up to \$25.30 per child.

#### B.C. Children's Fitness Equipment Credit

The B.C. Children's Fitness Equipment Credit is a non-refundable credit of 50% of the amount claimed for the B.C. Children's Fitness Credit.

#### B.C. Employment and Assistance Program

The B.C. Employment and Assistance program assists British Columbians by helping people move from income assistance to sustainable employment, and by providing income assistance to those who are unable to fully participate in the workforce.

#### B.C. Family Bonus Program

The B.C. family bonus program provides non-taxable monthly payments to help low and modest income families with the cost of raising children under age 18. Benefits are combined with the [Canada Child Tax Benefit](#) and, effective April 2015, the [B.C. Early Childhood Tax Benefit](#), into a single monthly payment.

#### B.C. Loan Forgiveness Program

Recent graduates in select in-demand professions can have their B.C. student loans forgiven by agreeing to work at publicly funded health care facilities in underserved communities in B.C., or working with children in areas where there is an identified shortage in B.C.

#### B.C. Low Income Climate Action Tax Credit

The B.C. Low Income Climate Action Tax Credit helps offset the impact of the



carbon taxes paid by low income individuals or families.

#### B.C. Repayment Assistance Plan

The B.C. Repayment Assistance Plan (RAP) helps you manage your Canada Student Loan and B.C. Student Loan debt by reducing your monthly payment and allowing you to pay back what you can reasonably afford.

#### B.C. Responsible & Problem Gambling Program

The Government of B.C. provides British Columbians with free information and resources to support informed choices and healthy behaviours with respect to gambling participation.

#### B.C. School Fruit and Vegetable Nutritional Program

The B.C. School Fruit and Vegetable Nutritional Program provides fresh fruit and vegetable snacks to public and First Nations schools throughout British Columbia.

#### B.C. Services Card

The BC Services Card is designed to make it easier for B.C. residents to access provincial government services.

#### Blueprint Builder

Blueprint Builder is an online career tool kit allowing users to personalize a skills-training plan and build their own personal online Blueprint profile including ideas on where to go for training and what kind of financial aid might be available.

#### British Columbia Training and Education Savings Grant

Families in British Columbia are encouraged to start planning and saving early for their children's post-secondary education or training programs. To help, the Government of B.C. will contribute \$1,200 to eligible children through the B.C. Training and Education Savings Grant (BCTESG).

#### Bus Pass Program

The B.C. Bus Pass Program offers a reduced cost, annual bus pass for low income seniors and individuals receiving disability assistance from the Government of B.C.

#### Business Expansion Loans

Community Futures helps shift B.C. business into the next gear. Whether you're looking to expand into new markets, respond to increased demand, or update your technology or processes, Community Futures has the knowledge and resources to help small and medium enterprises open doors.

#### Buy Local Program

The program supports food security in B.C. and helps B.C. farmers and food processors promote their local agrifood and seafood products through buy local initiatives.

#### Canada - B.C. Job Grant

The Canada-B.C. Job Grant (CJG) is an employer-driven, cost-sharing program that helps employers invest in training for their current or future employees.

#### Child Care Map

The new Child Care Map provides busy parents quick, at-a-glance information that shows – for each facility in a parent's desired location – what programs are offered, if there are any available spaces, contact information, hours of operation and more.

#### Child Care Resource & Referral Program

The Child Care Resource and Referral (CCRR) Program provides support, resources and referral services for parents and child care providers in communities across BC.

#### Child Care Subsidy

Child Care Subsidy is a monthly payment to assist eligible British Columbia families with the cost of child care.

#### Coaching Tax Credit

The B.C. Education Coaching Tax Credit is a non-refundable tax credit for teachers and teaching assistants who carry out at least 10 unpaid hours of extracurricular coaching activity in the tax year.

#### CommunityLINK

CommunityLINK (Learning Includes Nutrition and Knowledge) funding is designed to support the academic achievement and social functioning of

vulnerable students. Programs and services can include breakfast, lunch and snack programs, academic supports, counseling, youth workers and after-school programs.

#### Confident Parents: Thriving Kids

Confident Parents: Thriving Kids is a family-focused coaching service effective in reducing mild to moderate behavioural problems and promoting healthy child development in children ages 3-12.

#### Dental Coverage

Depending on what kind of assistance you receive, you may be able to have basic dental costs covered.

#### Disability Services

Resources and services for people with disabilities are delivered by ministries across government.

#### Do Business with Government

BCBid—a service that lets B.C. businesses access, create, browse and compete on public sector opportunities—is an important tool in making this happen.

#### DriveBC

DriveBC is the British Columbia Ministry of Transportation and Infrastructure's traveller information system.

#### Early Childhood Development

To support parents and caregivers of young children, Early Childhood Development (ECD) provides a range of programs and services designed to ensure children get the best possible start in life.

#### Early Years Centres

BC Early Years Centres are about communities working together to ensure that families have access to early years services that foster the health, well-being and development of children

#### EducationPlannerBC

EducationPlannerBC (EPBC) helps learners make well informed decisions

about their education and career options.

#### Education Curriculum

Personalized learning is at the heart of the new curriculum and makes it easy for kids to engage, connect and succeed. Students will get hands-on experience in collaboration, critical thinking and communications – skills they'll need to succeed in college, university, and the workforce.

#### Emergency Info BC

Emergency Info BC is the Government of B.C.'s official channel for natural disaster alerts.

#### Farmers' Food Donation Tax Credit

Effective for the 2016 to 2018 tax years, the Government of B.C. proposes to introduce a Farmers' Food Donation Tax Credit. The credit will be a new non-refundable income tax credit to encourage farmers and farming corporations to donate certain agricultural products that they produce in B.C. to registered charities, such as food banks or school meal programs.

#### Farmers' Market Nutrition Coupon Program

The BC Farmers' Market Nutrition Coupon Program (FMNCP) is a healthy eating initiative that supports farmers' markets and strengthens food security across British Columbia.

#### First Citizen Elders Transportation Program

The B.C. Association for Aboriginal Friendship Centres administers the transportation program to provide partial funding to enable seniors and Elders to attend the Annual Elders Gathering.

#### First Citizens Fund Business Loan Program

Business loans are available to Aboriginal entrepreneurs in British Columbia.

#### First Citizens Fund Student Bursary Program

The First Citizens Fund Student Bursary Program provides funding to students of Aboriginal ancestry to help support their post-secondary education.

#### First Nations Clean Energy Business Fund

The First Nations Clean Energy Business Fund (FNCEBF) promotes increased

Aboriginal community participation in the clean energy sector within their asserted traditional territories and treaty areas.

#### First Time Home Buyers' Program

The First Time Home Buyers' Program reduces or eliminates the amount of property transfer tax you pay when you purchase your first home.

#### HealthLink BC

At HealthLink BC, you will find medically-approved information on more than 5,000 health topics, symptoms, medications, and tips for maintaining a healthy lifestyle.

#### Premium Assistance

Assistance with Medical Services Plan payment of premiums is available to Canadian citizens or holders of permanent resident status (landed immigrants) who have held that status and been resident in Canada for the past 12 consecutive months.

#### Medical Services Plan of B.C.

The Medical Services Plan insures medically-required services provided by physicians and supplementary health care practitioners, laboratory services and diagnostic procedures.

#### PharmaCare

PharmaCare provides coverage of eligible prescription drugs and medical supplies through several drug plans. The largest is the income-based Fair PharmaCare plan.

#### Health Connections

Health Connections is a health authority based regional travel assistance program that offers subsidized transportation options to help with costs for rural residents who must travel to obtain non-emergency, physician-referred medical care outside their home communities.

#### HealthyFamilies BC

HealthyFamilies BC is your family's one-stop online resource for health and wellness information.

#### Healthy Kids Program

The B.C. Healthy Kids Program helps low income families with the costs of

basic dental care and prescription eyewear for their children.

#### Helpline for Children

It is your duty to report child abuse. Call the Helpline for Children when you have a concern about the safety and well-being of a child at 310-1234.

#### Home Adaptations for Independence

The Home Adaptations for Independence (HAFI) program provides financial assistance to help eligible low-income seniors and people with disabilities with home modifications for accessible, safe and independent living in British Columbia.

#### Home Owner Grant

The home owner grant reduces the amount of property tax you pay for your principal residence.

#### Home Owner Property Tax Deferment Program

The tax deferment program allows eligible British Columbians to apply for a low interest loan to pay current year property taxes on their principal residence

#### Home Renovation Tax Credit for Seniors and Persons with Disabilities

The Home Renovation Tax Credit for Seniors and Persons with Disabilities assists eligible individuals 65 and over and persons with disabilities with the cost of certain permanent home renovations to improve accessibility or be more functional or mobile at home.

#### ImmunizeBC

ImmunizeBC's mission is to improve the health of British Columbians by continuing to reduce the number of infections by vaccine-preventable diseases, along with the illness, disability and death that they cause.

#### Job Creation Partnerships

Job Creation Partnerships provide funding to organizations to assist with local projects that provide useful work experience and skill enhancement opportunities to eligible job seekers to help them obtain sustainable employment.

#### LearnNowBC

LearnNowBC enhances the world class education system within the Province

of British Columbia, that offers flexibility and choice for learners of all ages, parents and educators.

#### Low Income Grant Supplement for Seniors

The low income grant supplement allows low income seniors to supplement their home owner grant if it's been reduced or eliminated because of the high assessed value of their principal residence.

#### Lowest Personal Taxes

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.

#### Property Tax Exemption for Newly Built Homes

The Newly Built Home Exemption reduces or eliminates the amount of property transfer tax you pay when you purchase a newly built home.

#### Open Textbooks

The goal of the project is to make higher education more accessible by reducing student cost through the use of openly licensed textbooks.

#### Organ Donor Registrations

BC Transplant provides oversight for all aspects of organ donation and transplantation across British Columbia.

#### Pathways to Technology Project

Reliable high-speed Internet access for all First Nations in B.C. is the goal. This goal has been recognized as a high priority by a number of organizations in recent years including the First Nations Leadership Council, the Premier's Technology Council and the Government of B.C. in the Transformative Change Accord, which recognizes connectivity as foundational to closing the socio-economic gap between First Nations and other British Columbians.

#### Power Smart Program

The Government of B.C., in partnership with BC Hydro and FortisBC, offers programs that can help British Columbians – particularly low income families – find energy savings and reduce their electricity and gas bills.

#### PreparedBC

PreparedBC is British Columbia's one-stop shop for disaster readiness

information.

#### Registered Disability Savings Plan (RDSP) Support

The Registered Disability Savings Plan (RDSP) is a long-term savings plan designed by the Government of Canada to help people with disabilities and their families save money for the future.

#### Report All Poachers and Polluters

The Report All Poachers and Polluters (RAPP) hotline should be used to report wildlife-human interactions where public safety may be at risk.

#### SeniorsBC

SeniorsBC provides information about government programs and services for older adults.

#### Senior's Supplement Program

The Senior's Supplement is a monthly payment provided by the Government of B.C. through the *Employment and Assistance Act*.

#### Service BC

Service BC provides front line support for many of the hundreds of programs and services the Government of B.C. offers to residents, businesses and visitors.

#### Single Parent Employment Initiative

The Single Parent Employment Initiative helps eligible single parents receive income and disability assistance to secure sustainable employment. In addition to the current services and supports available through the Employment Program of BC.

#### Skills Connect for Immigrants Program

The Skills Connect for Immigrants program (Skills Connect) is an individualized employment bridging program that helps skilled immigrants connect to jobs in B.C. that build on their pre-arrival skills, training, knowledge, and experience.

#### Small Business Services

Small Business BC is British Columbia's premiere resource centre for knowledge-based business products and services.



## Smoking Cessation Program

The Government of B.C.'s Smoking Cessation program helps eligible B.C. residents who wish to stop smoking or stop using other tobacco products by helping with the cost of smoking cessation prescription drugs or nicotine replacement therapy products (nicotine gum or patches).

## StrongStart BC

Participate with your young child (aged birth to five) in play-based early learning activities – including stories, music and art. At no cost to families, this early learning drop-in program helps prepare children for success in Kindergarten.

## StudentAid BC

StudentAid BC helps eligible students with the cost of their post-secondary education through loans, grants, scholarships, and other programs.

## Syrian Refugee Readiness Fund

The Government of B.C. has committed \$1 million to organizations, communities, churches and private sponsors who are working to support Syrian refugees destined to British Columbia.

## Tax Credits for Hiring Apprentices

The Training Tax Credit is for employers and apprentices who take part in eligible apprenticeship programs administered through the Industry Training Authority (ITA).

## Travel Assistance Program

The Travel Assistance Program (TAP) helps alleviate some of the transportation costs for eligible B.C. residents who must travel within the province for non-emergency medical specialist services not available in their own community.

## VictimLinkBC

VictimLinkBC provides information and referral services to all victims of crime and immediate crisis support to victims of family and sexual violence, including victims of human trafficking exploited for labour or sexual services.

## Weigh2GoBC

Weigh2GoBC is a network of Weigh-in-Motion (WIM) and Automatic Vehicle

Identification (AVI) technologies designed to enable more efficient movement of commercial vehicles through the province.

#### Welcome BC

WelcomeBC.ca helps ensure new British Columbians are able to settle, gain employment, become active members of their communities, and contribute fully to the social and economic prosperity of B.C.

#### WorkBC Employer Job Posting

WorkBC provides B.C. employers with a comprehensive website that includes information to help support and grow their business, as well as access to a job board that helps employers find quality talent through free job postings.

#### WorkBC Employment Services Centres

The Employment Program of British Columbia (EPBC) is available to all unemployed British Columbians who are seeking employment and are legally eligible to work in British Columbia

#### WorkBC Job Search

WorkBC is committed to help British Columbians successfully navigate B.C.'s labour market. Search the comprehensive job board or use up-to-date labour market information to help guide your education and career path.

#### Youth in Care Transition Services

AgedOut.com is for young adults who were in government care in B.C. It's an up-to-date warehouse of information on resources and services available to young adults and a learning tool to help people feel empowered as they leave care.

#### Youth Educational Assistance Fund

This program provides educational grants of up to \$5,500 to former B.C. youth in care students between 19 and 24 years of age.

#### Youth Services

The Ministry of Children and Family Development provides a wide range of services to help young people and their families when they are having difficulties, when youth are sexually exploited, have an addiction to drugs or alcohol, are living on the street, have mental health problems, or a

combination of issues.