



Communications Project Approval

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

Date: 2017-01-01	Ministry Environment	Branch BC Parks - Visitor Experience and Business De	CPA Number A2914
Contact: Sarah Fennell	Contact Phone Number 250 387-4318	Contact Fax Number	Project Start Date
Project Title North Sunshine Coast Recreation Service Opportunity			Project Completion Date

Is this included in your annual marketing plan? ☒ Yes ☐ No Objective: **Increase competition for Park Operator Agreement tenders. Fulfill requirement of Park Act.**

Theme / Message: **Operating parks represents a unique nature-based business opportunity** Audience: **Provincially service vendors**

Communications Services Required ☐ Strategic Planning ☐ Issues Management ☐ Media / Public Relations ☒ Marketing ☐ Video / Audio ☒ Graphic Design ☐ Website Development ☐ Translation ☐ Other (explain)	Communications Materials Required ☒ Publication / Newsletter ☐ Brochure / Fact Sheet ☐ Poster ☐ Video ☐ Display ☐ Promotional Items ☐ Web Hosting ☐ Public Service Announcement (no funding required) ☐ Other (explain)	Paid Advertising Required ☐ Radio ☒ Newspaper ☐ Television ☐ Householder ☐ Other (explain) Explanation of "Other"	Purpose of Product ☐ GCPE Informational ☐ Ministry Informational ☒ Statutory
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Estimated Costs	Service Provider (Agency, Contractor, Ministry Branch f.e.: GCPE Graphic Design, GCPE Writing, Ministry Branch Name)	STOB	Cost Estimate
Service			
Creative Design			
Production			
Writing			
Consultation / Research			
Photography			
Audio / Video			
Website Development			
Distribution			
Other (explain)	Advertising Rates		

Approval Authority	Pre-Approval (Signature)	Final Approval (Signature)	Total Cost \$	
Ministry Program Director			(Print Name)	(Date)
Ministry Expense Authority				
Government Communications Ministry Communications Director			DANE CREBO	JAN 10/16
GCPE Advertising and Marketing Services Unit				
Government Communications Expense Authority				

GCPE - CPA - 2012 v



COMMUNICATIONS PROJECT APPROVAL

GPA NO. **B2 Priorities**

AZ915

Note: This form is to be completed by the project manager or a designated representative of the project manager. It is to be submitted to the Communications Manager for approval. The form is to be completed for all projects that require a budget of \$10,000 or more. The form is to be completed for all projects that require a budget of \$10,000 or more. The form is to be completed for all projects that require a budget of \$10,000 or more.

MINISTRY Ministry of Children and Family Development		BRANCH North Fraser Resource Team	DATE 2016-11-29
PROJECT CONTACT NAME Paula Miller		CONTACT TEL (604) 520-2915	CONTACT FAX (604) 520-2904
PROJECT Advertisement in Parks and Recreation Guides Spring 2017			
DESCRIPTION For Maple Ridge Arts and Recreation Guide		START DATE	COMPLETION DATE
THEME/MESSAGE Promotion of Fostering Information Session		AUDIENCE Individuals/families	
OBJECTIVE To recruit foster parents		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
SERVICES & MATERIALS REQUIRED		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, posters, etc) ☐ Digital Publication (PDF, ePD, ePub, 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)
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	DIST ESTIMATE
Campaign			
Media Purchase	Maple Ridge Parks & Leisure		\$231.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCP (MINISTRY - Departmental STOB 67)		MINISTRY - Statutory STOB 68	
		TOTAL COST \$ \$231.00	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME George Phillips	SIGNATURE <i>George Phillips</i>	DATE 2016-11-28
MINISTRY EXPENSE AUTHORITY NAME George Phillips	SIGNATURE <i>George Phillips</i>	DATE 2016-11-28
GCP APPROVALS		
GCP MINISTRY COMMUNICATIONS DIRECTOR NAME H. Louisaas	SIGNATURE <i>H. Louisaas</i>	DATE 2016/11/29
GCP MARKETING & SUPPORT SERVICES NAME Mary Dile	SIGNATURE <i>Mary Dile</i>	DATE 2017/01/06
GCP EXPENSE AUTHORITY NAME Jason Bruce	SIGNATURE <i>Jason Bruce</i>	DATE 2017/01/09

GCP MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 887-3957 Fax: 250 387-1436

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

GRAND: **Big Priorities** V42915

Note: Form must be completed and approved before proceeding with a Marketing Program. Be submitted first for project approval, then sample if applicable. Please refer to the B.C. Government Communications, External and Services Policy and Procedures.

MINISTRY Ministry of Children and Family Development		BRANCH North Fraser Resource Team	DATE 2016-11-29
PROJECT CONTACT NAME Paula Miller		CONTACT TEL. (604) 520-2915	CONTACT FAX (604) 520-2904
PROJECT			
TITLE Advertisement in Parks and Recreation Guides Spring 2017		START DATE	COMPLETION DATE
DESCRIPTION For Burnaby Parks and Recreation Guide		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Promotion of Fostering Information Session	AUDIENCE Individuals/families	REGION ☒ B.C. ☐ Canada ☐ Internal	
OBJECTIVE To recruit foster parents		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ 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, PDS) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOP	COST ESTIMATE
Campaign			
Media Purchase	Maple Ridge Parks & Leisure		\$ 346.50
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCP / MINISTRY - Discretionary STOP 07 MINISTRY - Statutory STOP 08			TOTAL COST \$ \$ 346.50

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME George Phillips	SIGNATURE <i>George Phillips</i>	DATE 2016-11-28
MINISTRY EXPENSE AUTHORITY NAME George Phillips	SIGNATURE <i>George Phillips</i>	DATE 2016-11-28

GCP APPROVALS		
GCP MINISTRY COMMUNICATIONS DIRECTOR NAME K. Lauvaas	SIGNATURE <i>K. Lauvaas</i>	DATE 2016/11/29
GCP MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE <i>Mary Dila</i>	DATE 2017/01/06
GCP EXPENSE AUTHORITY NAME JASON BUTLER	SIGNATURE <i>Jason Butler</i>	DATE 2017/01/09

GCP MARKETING & SUPPORT SERVICES | PO BOX 9405 STN. PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

GRAND

BZ Priorities 1A2915

Note: For this to be completed and approved, all project costs must be submitted for approval of \$10,000 or less. For projects over \$10,000, please refer to the B.C. Government Communications Materials and Services Policy and Procedures.

MINISTRY: Ministry of Children and Family Development
BRANCH: North Fraser Resource Team
DATE: 2016-11-29

PROJECT CONTACT NAME: Paula Miller
CONTACT TEL: (604) 520-2915
CONTACT FAX: (604) 520-2904

PROJECT

TITLE: Advertisement in Parks and Recreation Guides Spring 2017
START DATE:
COMPLETION DATE:

DESCRIPTION: For Coquitlam Parks, Recreation and Culture Program Guide
SCOPE: ☒ Campaign ☐ Series ☐ Single

THEME/MESSAGE: Promotion of Fostering Information Session
AUDIENCE: Individuals/families
REGION: ☒ B.C. ☐ Canada ☐ International

OBJECTIVE: To recruit foster parents
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning	☒ Paid Advertising	☐ Graphic Design Services (advertising, etc)
☐ Marketing Planning	☐ Print Materials	☐ Print Publication (reports, poster, etc)
☒ Media Planning / Media Purchasing	☐ Promotional Items	☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Website Development / Hosting	☐ Display (static or digital)	☐ Display (static or digital)
☐ Social Media Development	☐ Online Content & Advertising	☐ Information Graphics
☐ Audio / Video / Photography	☐ Other (explain)	☐ Web Design and Online Graphics
☐ Translation Services	☐ Public Service Announcement (no funding required)	☐ Promotional Items
☐ Other (explain)		☐ 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	Tri-City News		\$ 418.95
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCP/ MINISTRY - Discretionary STOB \$0 MINISTRY - Discretionary STOB \$0			TOTAL COST \$ 418.95

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: George Phillips
SIGNATURE: [Signature]
DATE: 2016-11-28

MINISTRY EXPENSE AUTHORITY NAME: George Phillips
SIGNATURE: [Signature]
DATE: 2016-11-28

GCP APPROVALS

GCP/ MINISTRY COMMUNICATIONS DIRECTOR NAME: K. Lauvaas
SIGNATURE: [Signature]
DATE: 2016/11/29

GCP/ MARKETING & SUPPORT SERVICES NAME: Susan Burton
SIGNATURE: [Signature]
DATE: 2017/01/09

GCP/ EXPENSE AUTHORITY NAME: Mary Dila
SIGNATURE: [Signature]
DATE: 2017/01/06

GCP/ MARKETING & SUPPORT SERVICES | PO BOX 9408 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-8857 Fax: 250 387-1435

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COMMUNICATIONS PROJECT APPROVAL

SPAN NO:
A2908

NOTE: This form is to be completed by the project manager and submitted to the Communications Services Unit for review and approval. It is not to be used for the purpose of requesting funding for a project.

MINISTRY Technology, Innovation and Citizens' Services		BRANCH Real Property Division-Leasing	DATE 11/17/2016
PROJECT CONTACT NAME Michèle Evans - Leasing Assistant		CONTACT TEL (250) 952-4858	CONTACT FAX (250) 952-8288
PROJECT TITLE Project Title 100018235 - Office Space Victoria, Community Living BC		START DATE	COMPLETION DATE
DESCRIPTION Request for Proposal		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME/MESSAGE		REGION ☒ B.C. ☐ Canada ☐ International	
OBJECTIVE Times Colonist & Journal of Commerce; see attached email for details		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ 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)
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ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOR	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCP/MINISTRY - Discreetly STOR 67 MINISTRY - Discreetly STOR 66			TOTAL COSTS \$ 0.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (style required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (style required)	
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME John Marsh	SIGNATURE <i>John Marsh</i>	DATE 2016-12-02
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCP/ APPROVALS

GCP/MINISTRY COMMUNICATIONS DIRECTOR NAME <i>James Walker</i>	SIGNATURE <i>James Walker</i>	DATE 2016-12-28
GCP/MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE <i>Mary Dila</i>	DATE 2017-01-04
GCP/EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCP/ MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3867 Fax: 250 387-1435

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

MINISTRY			
Health		BRANCH	
Health Engagement		DATE	
PROJECT CONTACT NAME		2017-02-06	
Eric Berndt		CONTACT TEL	
		(250) 893-1245	
CONTACT FAX			
PROJECT			
TITLE		START DATE	
Public Engagement Task Group; Phase II		2017-02-06	
COMPLETION DATE		2017-03-31	
DESCRIPTION		SCOPE	
Extension of 2016-2017 overdose prevention campaign		☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE		REGION	
What's Your Plan/ Don't Use Alone/ Know ODs		☒ B.C. ☐ Canada ☐ Internal	
AUDIENCE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?	
People who use drugs		☒ Yes ☐ No	
OBJECTIVE			
Improve knowledge and understanding of overdose prevention & response			

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning	☒ Paid Advertising	☐ Graphic Design Services (advertising, etc)
☐ Marketing Planning	☐ Print Materials	☐ Print Publication (reports, poster, etc)
☒ Media Planning / Media Purchasing	☐ Promotional items	☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Website Development / Hosting	☒ Display (static or digital)	☐ Display (static or digital)
☐ Social Media Development	☒ Online Content & Advertising	☐ Information Graphics
☐ Audio / Video / Photography	☐ Other (explain)	☐ Web Design and Online Graphics
☐ Translation Services		☐ Promotional items
☐ Other (explain)	☒ Public Service Announcement (no funding required)	☐ 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/ Jungle		\$ 1,000,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67			MINISTRY - Summary STOB 65
TOTAL COSTS			\$ 1,000,000.00

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
Regan Hansen		<i>[Signature]</i>	2017/02/07
MINISTRY EXPENSE AUTHORITY NAME		SIGNATURE	DATE
Arlene Paton		<i>[Signature]</i>	2017/02/07
GCPE APPROVALS			
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME		SIGNATURE	DATE
Sarah Plank		<i>[Signature]</i>	2017/02/08
GCPE MARKETING & SUPPORT SERVICES NAME		SIGNATURE	DATE
Mary Dila		<i>[Signature]</i>	2017/02/14
GCPE EXPENSE AUTHORITY NAME		SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3857 Fax: 250 387-1435

ASSIGNED





COMMUNICATIONS PROJECT APPROVAL

CBA NO.

MINISTRY JTST		BRANCH	DATE 2017-01-19
PROJECT CONTACT NAME NICHOLAS JOHNSON		CONTACT TEL. (250) 508-9159	CONTACT FAX
PROJECT TITLE BC JOB MAKERS			
DESCRIPTION Contact British Columbians to services of WorkBC/BC Jobs Plan		START DATE 2017-01-19	COMPLETION DATE 2017-03-31
THEME/MESSAGE Find your opportunity	AUDIENCE British Columbians	SCOPE ☒ Campaign ☐ Series ☐ Single	
OBJECTIVE Awareness campaign about economic and employment opportunities		REGION ☒ B.C. ☐ Canada ☐ International	
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☒ Website Development / Hosting ☒ Social Media Development ☒ Audio / Video / Photography ☒ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Field Advertising ☒ Print Materials ☐ Promotional Items ☒ Display (static or digital) ☒ 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, PPT) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)
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ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	VIZU/MXMBD	67	\$ 1,420,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	St. Bernardine / RESPONSE	67	\$ 80,000.00
Distribution			
Other			
GOPE / MINISTRY - Marketing STOB 67		MINISTRY - Marketing STOB 67	TOTAL COST \$
			\$ 1,500,000.00

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
MINISTRY EXPENSE AUTHORITY NAME David Morinier		2017-01-25
GOPE APPROVALS		
GOPE MARKETING & SUPPORT SERVICES NAME Meghan McRae	SIGNATURE 	DATE 2017-01-23
GOPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE 2017-01-23
GOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GOPE MARKETING & SUPPORT SERVICES | PO BOX 9401 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-2957 Fax: 250 387-1435

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

MINISTRY				BRANCH		DATE YYYY-MM-DD	
Finance						2017-02-20	
PROJECT CONTACT NAME				CONTACT TEL		CONTACT FAX	
Hide Ozawa / Mike Wilson				(778) 677-1958			
PROJECT							
TITLE				START DATE		COMPLETION DATE	
Services Campaign - Finance				2017-02-22		2017-03-31	
DESCRIPTION				SCOPE			
Connect British Columbians to services and programs				☒ Campaign ☐ Series ☐ Single			
THEME / MESSAGE				AUDIENCE		REGION	
Connect at gov.bc.ca. Our opportunity is here.				British Columbians		☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE				IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?			
Increase awareness and registration in government services and programs				☒ Yes ☐ No			
SERVICES & MATERIALS REQUIRED							
ADVERTISING & MARKETING SERVICES			ADVERTISING & MARKETING MATERIALS			GRAPHIC COMMUNICATION SERVICES	
Strategic Planning Marketing Planning ☒ Media Planning / Media Purchasing Website Development / Hosting ☒ Social Media Development Audio / Video / Photography Translation Services Other (explain):			☒ Paid Advertising Print Materials Promotional Items ☒ Display (static or digital) ☒ Online Content & Advertising Other (explain): Public Service Announcement (no funding required)			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	Various	67	\$ 773,000.00				
Consultation / Research							
Website Development							
Social Media Development							
Audio / Video / Photography							
Production							
Distribution							
Other							
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 65		TOTAL COST \$ \$ 773,000.00			
MINISTRY APPROVALS							
PROGRAM DIRECTOR NAME			SIGNATURE			DATE YYYY-MM-DD	
MINISTRY EXPENSE AUTHORITY NAME			SIGNATURE			DATE YYYY-MM-DD	
Steve Klak			See attached e-mail			2017-02-20	
GCPE APPROVALS							
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME			SIGNATURE			DATE YYYY-MM-DD	
Jamie Edwardson							
GCPE MARKETING & SUPPORT SERVICES NAME			SIGNATURE			DATE YYYY-MM-DD	
Mary Dita						2017-02-20	
GCPE EXPENSE AUTHORITY NAME			SIGNATURE			DATE YYYY-MM-DD	

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ASSIGNED

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Kelch, Kyla GCPE:EX

From: Klak, Steve M FIN:EX
Sent: Monday, February 20, 2017 3:15 PM
To: Kelch, Kyla GCPE:EX
Cc: Mulloy, Eleanor FIN:EX; Butler, Jason GCPE:EX; Ozawa, Hide GCPE:EX; Landry, Dara M FIN:EX
Subject: FW: For Signature: Ministry of Finance - BC Services Campaign Cost Estimates
Attachments: Ministry of Finance_Online Cost Estimate.pdf; MoF_CPA.pdf; Ministry of Finance_TV Cost Estimate.pdf
Importance: High

Approved

Steve Klak, CPA, CA
Chief Financial Officer and Executive Director
Ministry of Finance and Office of the Premier
Province of British Columbia
(250) 356-1387

Corporate
Services Division
Ministry of
Finance



From: Kelch, Kyla GCPE:EX
Sent: Monday, February 20, 2017 3:07 PM
To: Klak, Steve M FIN:EX
Cc: Mulloy, Eleanor FIN:EX; Butler, Jason GCPE:EX; Ozawa, Hide GCPE:EX
Subject: For Signature: Ministry of Finance - BC Services Campaign Cost Estimates
Importance: High

Hi Steve,

I'm hoping you can help us get EA approval on the attached cost estimates and communications project approval (CPA). The costings have been budgeted out of the Ministry of Finance's STOB 67 \$773K Bluebook allocation.

We are hoping to have these signed off by EOD today so please give Jason, Hide or I a call if you have any questions.

Thank you,

Kyla Kelch

Marketing Coordinator | Advertising and Marketing Services
Government Communications and Public Engagement
Phone: (250) 896-6348 | E-mail: Kyla.Kelch@gov.bc.ca



COMMUNICATIONS PROJECT APPROVAL

CPR NO.

MINISTRY Natural Gas Development		BRANCH BC Housing		DATE 2016-12-01	
PROJECT CONTACT NAME Hide Ozawa/Mike Wilson		CONTACT TEL. (778) 677-1958		CONTACT FAX	
PROJECT Services Campaign		START DATE 2016-12-16		COMPLETION DATE 2017-03-31	
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 ☐ Internal?	
OBJECTIVE Increase awareness and registration in government services and programs		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No			
SERVICES & MATERIALS REQUIRED					
ADVERTISING & MARKETING SERVICES ☒ Strategic Planning ☒ Marketing Planning ☒ Media Planning / Media Purchasing ☒ Website Development / Hosting ☒ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)		ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☒ Display (static or digital) ☒ 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	Vizium/Kimbo	67	\$ 2,258,000.00		
Media Purchase					
Consultation / Research					
Website Development					
Social Media Development					
Audio / Video / Photography					
Production	St. Bernadine/Response	67	\$ 242,000.00		
Distribution					
Other					
GCOPE/MINISTRY - Discretionary STOB ST		MINISTRY - Statutory STOB ST		TOTAL COST \$ \$ 2,500,000.00	
MINISTRY APPROVALS					
PROGRAM DIRECTOR NAME		SIGNATURE		DATE YYYY-MM-DD	
MINISTRY EXPENSE AUTHORITY NAME Ranbir Parmar		SIGNATURE		DATE 2017-01-31	
GCOPE APPROVALS					
GCOPE/MINISTRY COMMUNICATIONS DIRECTOR NAME Paul Woolley		SIGNATURE		DATE 2017-01-31	
GCOPE MARKETING & SUPPORT SERVICES NAME Mary Dila		SIGNATURE		DATE 2017-01-31	
GCOPE EXPENSE AUTHORITY NAME		SIGNATURE		DATE YYYY-MM-DD	

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PRINT FORM

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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 (MSPS).

MINISTRY

Advanced Education

BRANCH

GCPE

DATE YYYY-MM-DD

2016-10-01

PROJECT CONTACT NAME

Hide Ozawa / Mike Wilson

CONTACT TEL

(778) 677-1958

CONTACT FAX

PROJECT

TITLE

Services Campaign - Phase 2

START DATE

2016-10-25

COMPLETION DATE

2017-03-31

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 programs

IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?

☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

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

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- Print Materials
- Promotional Items
- ☒ Display (static or digital)
- ☒ 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	Various	67	\$ 1,600,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Various	67	\$ 400,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$
			\$ 2,000,000.00

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

Rodney Porter

SIGNATURE

DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES NAME

Mary Dila

SIGNATURE

DATE YYYY-MM-DD

GCPE EXPENSE AUTHORITY NAME

Jason Butler

SIGNATURE

DATE YYYY-MM-DD

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

MINISTRY Aboriginal Relations and Reconciliation		BRANCH Negotiations and Regional Operations	DATE 2016-12-23
PROJECT CONTACT NAME Sharon Pocock		CONTACT TEL. (250) 387-1253	CONTACT FAX
PROJECT			
TITLE Tsilhqot'in Accord Open Houses		START DATE	COMPLETION DATE
DESCRIPTION Paid print advertising in Williams Lake Tribune		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Information sharing - Why the Accord was necessary		AUDIENCE Local communities, B.C.	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Highlight Open Houses to interested members of the public in the Cariboo		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES Strategic Planning Marketing Planning Media Planning / Media Purchasing Website Development / Hosting Social Media Development Audio / Video / Photography Translation Services Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising Print Materials Promotional Items Display (static or digital) 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	Williams Lake Tribune	67	655.20
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ 655.20

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Neilane Mayhew	SIGNATURE	DATE 2017-01-06
MINISTRY EXPENSE AUTHORITY NAME Neilane Mayhew	SIGNATURE	DATE 2017-01-06
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Lisa Leslie	SIGNATURE	DATE 2017-01-05
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE	DATE 2017-01-17
GCPE EXPENSE AUTHORITY NAME Susan Bruce	SIGNATURE	DATE 2017-01-17

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COMMUNICATIONS PROJECT APPROVAL

CRAN
CRA-CEU-1617-018

NOTE: Form must be completed and approved before project. A project must be approved by the Communications Services Policy and Procedures Manual.

MINISTRY Jobs, Tourism & Skills Training	BRANCH Trades Training, Strategic Planning & En	DATE YYMM-DD 2017-02-01
PROJECT CONTACT NAME Adam Skulsky		CONTACT TEL. (250) 356-5391
CONTACT FAX		

PROJECT TITLE WorkBC Aboriginal Rack Cards		START DATE 2017-02-01	COMPLETION DATE 2017-02-20
DESCRIPTION 1000 WorkBC Aboriginal Rack Cards		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE WorkBC Aboriginal Resources	AUDIENCE Aboriginal Youth	REGION ☒ B.C. ☐ Canada ☐ Internet	
OBJECTIVE Disseminate Labour Information		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☒ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ 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			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production		55	\$ 135.00
Distribution			\$ 0.00
Other			
GORE / MINISTRY - Distribution STOB 57. MINISTRY - Strategy STOB 58			TOTAL COSTS \$ 135.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Renee Derksen	SIGNATURE 	DATE YYMM-DD 2017-02-01
MINISTRY EXPENSE AUTHORITY NAME Renee Derksen	SIGNATURE 	DATE YYMM-DD 2017-02-01

GOPE APPROVALS		
GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME Meghan McRae	SIGNATURE 	DATE YYMM-DD 2017/02/02
GOPE MARKETING & SUPPORT SERVICES NAME Mary Dils	SIGNATURE 	DATE YYMM-DD 2017/02/02
GOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYMM-DD

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COMMUNICATIONS PROJECT APPROVAL

GPA NO.

MINISTRY Jobs Tourism and Skills Training		BRANCH Cross Sector Initiatives		DATE YYYY-MM-DD 2017-01-16	
PROJECT CONTACT NAME Greg Booth			CONTACT TEL (250) 355-1845		CONTACT FAX
PROJECT					
TITLE Video Production- AME Roundup			START DATE 2016-07-19		COMPLETION DATE 2017-03-15
DESCRIPTION Video production			SCOPE ☒ Campaign ☒ Series ☒ Single		
THEME / MESSAGE Working with First Nations, developing partnerships			AUDIENCE First Nations/Industry		
OBJECTIVE Promotion of successful partnerships between First Nations and industry			REGION ☒ B.C. ☒ Canada ☒ International		
			IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☒ No		
SERVICES & MATERIALS REQUIRED					
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☒ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)		ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ 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					
Consultation / Research					
Website Development					
Social Media Development					
Audio / Video / Photography	TBD - Video Stories	60	\$ 9,500.00		
Production					
Distribution					
Other					
GCP/ MINISTRY - Discretionary STOB 67		MINISTRY - Secondary STOB 68		TOTAL COST \$ \$ 9,500.00	
MINISTRY APPROVALS					
PROGRAM DIRECTOR NAME Greg Booth		SIGNATURE 		DATE YYYY-MM-DD 2017-01-16	
MINISTRY EXPENSE AUTHORITY NAME Chris Gilmore		SIGNATURE 		DATE YYYY-MM-DD 2017-01-16	
GCP APPROVALS					
GCP/ MINISTRY COMMUNICATIONS DIRECTOR NAME Meghan McRae		SIGNATURE 		DATE YYYY-MM-DD 2017-01-16	
GCP/ MARKETING & SUPPORT SERVICES NAME Mary Dila		SIGNATURE 		DATE YYYY-MM-DD 2017-01-23	
GCP/ EXPENSE AUTHORITY NAME		SIGNATURE		DATE YYYY-MM-DD	

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BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

A2920

Note: Form must be completed and approved before proceeding. This form is for projects over \$10,000. The project must be approved by the BC Government Communications and Information Services (GCIS) and the project must be approved by the project sponsor.

MINISTRY FLNRO		BRANCH Recreation Sites & Trails BC	DATE 2017-01-16
PROJECT CONTACT NAME Erin Gunoff		CONTACT TEL (250) 558-1754	CONTACT FAX
PROJECT TITLE Blanket APO #			
DESCRIPTION		START DATE 2017-01-16	COMPLETION DATE 2017-03-31
THEME / MESSAGE		SCOPE ☐ Campaign ☐ Series ☐ Single	
AUDIENCE		REGION ☐ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Blanket APO for statutory ads		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

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

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ 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		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

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

TOTAL COST \$
\$ 0.00

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 A Dir/John Crooks	SIGNATURE <i>gll</i>	DATE 2017-01-17
MINISTRY EXPENSE AUTHORITY NAME John Crooks	SIGNATURE <i>gll</i>	DATE 2017-01-17

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME <i>Simon Dean</i>	SIGNATURE <i>Simon Dean</i>	DATE 2017-01-17
GCPE MARKETING & SUPPORT SERVICES NAME <i>Kyle Keld</i>	SIGNATURE <i>Kyle Keld</i>	DATE 2017-01-17
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE 2017-01-17

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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 samples if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Advanced Education		BRANCH GDX	DATE YYYY-MM-DD 2017-01-19
PROJECT CONTACT NAME Kyla Kelch		CONTACT TEL. (250) 896-6348	CONTACT FAX
PROJECT			
TITLE Post-Secondary Career Fair		START DATE	COMPLETION DATE
DESCRIPTION Recruitment materials for post-secondary career fairs		SCOPE ☐ Campaign ☐ Series ☒ Single	
THEME / MESSAGE Recruitment	AUDIENCE	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

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

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☒ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ 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			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Queen's Printer	65	\$ 100.00
GCPE / MINISTRY - Discretionary STOB 67			TOTAL COST \$
MINISTRY - Statutory STOB 68			\$ 100.00

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 Mary Dila	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2017/01/19
GCPE EXPENSE AUTHORITY NAME Denise Champion	SIGNATURE <i>[Signature]</i>	DATE YYYY-MM-DD 2017/01/23

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

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MINISTRY Technology, Innovation & Citizens' Services	BRANCH Technology & Innovation	DATE 2017-02-07
PROJECT CONTACT NAME Tammi Carter		CONTACT TEL (250) 387-4069
		CONTACT FAX

PROJECT TITLE Stickers to apply on BCKDF-funded equipment for recognition of Province		START DATE	COMPLETION DATE
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DESCRIPTION Stickers with provincial logo and recognition	SCOPE ☒ Campaign ☐ Series ☐ Single
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THEME/MESSAGE	AUDIENCE post-secondary and res	REGION ☒ B.C. ☐ Canada ☐ Internat'l
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OBJECTIVE To recognize the Province's commitment to research and innovation in B	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No
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SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, posters, 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) Stickers to be printed at QP
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	QIP - Stob 6509		\$ 1,000.00
Distribution			
Other			
TOTAL COST \$			\$ 1,000.00

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 Kevin Butterworth	SIGNATURE	DATE
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MINISTRY OFFICE AUTHORITY NAME	SIGNATURE	DATE
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GOVERNMENT AUTHORITY NAME	SIGNATURE	DATE
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GOVERNMENT AUTHORITY NAME	SIGNATURE	DATE
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GOVERNMENT AUTHORITY NAME	SIGNATURE	DATE
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GOVERNMENT AUTHORITY NAME	SIGNATURE	DATE
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COMMUNICATIONS PROJECT APPROVAL

CPA NO.
CPA-CEU-1617-017

Notes: Project must be completed and approved by the end of the fiscal year. All projects must be submitted to the Communications Unit by the end of the fiscal year.

MINISTRY: Jobs, Tourism and Skills Training
BRANCH: Trades Training, Strategic Planning and
DATE: 2017-01-20

PROJECT CONTACT NAME: Leslie Page
CONTACT TEL: (250) 952-6393
CONTACT FAX:

PROJECT TITLE: WorkBC Parents' Guide (Translations - 7 languages)
START DATE: 2017-01-20
COMPLETION DATE: 2017-03-23

DESCRIPTION: French/Punjabi/Simplified Chinese/Trad. Chinese/Tagalog/Arabic/Korean
SCOPE: ☒ Campaign ☐ Series ☐ Single

THEME / MESSAGE: Supporting parents to support their teens
AUDIENCE: Parents and teens
REGION: ☒ B.C. ☐ Canada ☐ International

OBJECTIVE: Provide parents w career resources to help teens access training & work
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☒ Translation Services ☐ Other (explain)	☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	☐ Graphic Design Services (advertising, etc.) ☐ Print Publication (reports, posters, 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	STEPS	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	RESPONSE	60	\$ 75,000.00
Distribution			
Other			
GOPE / MINISTRY - Discretionary STDS 07 MINISTRY - Standard STDS 08			TOTAL COSTS \$ 75,000.00

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: Renee Derksen
SIGNATURE: *Renee Derksen*
DATE: 2017 01 20
MINISTRY EXPENSE AUTHORITY NAME: Renee Derksen
SIGNATURE: *Renee Derksen*
DATE: 2017 01 20

GOPE APPROVALS

GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME: Meghan McRae
SIGNATURE: *Meghan McRae*
DATE: 2017 02 06
GOPE MARKETING & SUPPORT SERVICES NAME: Mary Dila
SIGNATURE: *Mary Dila*
DATE: 2017 02 07
GOPE EXPENSE AUTHORITY NAME:
SIGNATURE:
DATE:

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ASSIGNED:

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COMMUNICATIONS PROJECT APPROVAL

GRAND
AZ936

Note: Form must be completed and approved before proceeding with marketing and 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 (range).

MINISTRY Ministry of Children and Family Development		BRANCH Child Protection	DATE YYYY-MM-DD 2017-02-09
PROJECT CONTACT NAME Reed Eurchuk, assigned social worker		CONTACT TEL. (604) 775-0096	CONTACT FAX (604) 660-0847
PROJECT TITLE Court order subservice for upcoming court date (Feb 22/2017)			
DESCRIPTION Place one advertisement in the '24 Hours' free paper		START DATE 2017-02-09	COMPLETION DATE 2017-02-15
THEME / MESSAGE Make parents aware of upcoming court date	AUDIENCE Parents	SCOPE ☒ Campaign ☐ Series ☐ Single	
OBJECTIVE		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ 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			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GORE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Balwant Kang	SIGNATURE <i>email approval</i>	DATE YYYY-MM-DD 2017 02 09
MINISTRY EXPENSE AUTHORITY NAME Balwant Kang	SIGNATURE <i>email approval</i>	DATE YYYY-MM-DD 2017 02 09

GCOPE APPROVALS		
GCOPE MINISTRY COMMUNICATIONS DIRECTOR NAME K. Lauvaas	SIGNATURE <i>Kristen Lauvaas</i>	DATE YYYY-MM-DD 2017 02 09
GCOPE MARKETING & SUPPORT SERVICES NAME Kyla Kelch	SIGNATURE <i>Kyla Kelch</i>	DATE YYYY-MM-DD 2017 02 09
GCOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCOPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-8957 Fax: 250 387-1435

ASSIGNED

PRINT FORM CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

GPA NO.

A2939

Note: Form must be completed and approved before proceeding. A marketing plan must be submitted if the project is a new initiative or if the project is a continuation of a previous project. Please refer to the B.C. Government Communications Materials and Services Fee Schedule for more information.

MINISTRY Ministry of Children and Family Development		BRANCH Child Protection	DATE YYYY-MM-DD 2017-02-15
PROJECT CONTACT NAME Reed Eurchuk, assigned social worker		CONTACT TEL. (604) 775-0096	CONTACT FAX (604) 660-0647
PROJECT			
TITLE Court order subservice for upcoming court date (Feb xx/2017)		START DATE 2017-02-18	COMPLETION DATE 2017-02-20
DESCRIPTION Place one advertisement in the '24 Hours' free paper		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Make parents aware of upcoming court date	AUDIENCE Parents	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

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

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
☐ Print Materials
☐ Promotional Items
☐ Display (static or digital)
☐ 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			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

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 Balwant Kang	SIGNATURE email approval	DATE YYYY-MM-DD 2017/2/15
MINISTRY EXPENSE AUTHORITY NAME Balwant Kang	SIGNATURE email approval	DATE YYYY-MM-DD 2017/2/15

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME K. Lauvaas	SIGNATURE Kim Lauvaas	DATE YYYY-MM-DD 2017/2/15
GCPE MARKETING & SUPPORT SERVICES NAME Kyla Velch	SIGNATURE Kyla Velch	DATE YYYY-MM-DD 17/2/16
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-2957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Notes: This form is to be completed by the project manager before submission. It is a requirement that the project manager must be a member of the BC Government Communications Council. Please refer to the BC Government Communications Council website for more information.

MINISTRY M.C.F.D.	BRANCH RFJ- Downtown East Side	DATE 2017 Feb 17
PROJECT CONTACT NAME Deborah Cooley or Jean Gálvez	CONTACT TEL 604-725-1300	CONTACT FAX 604-660-5191
PROJECT		
TITLE Court Order Ad.	START DATE Feb 18/17	COMPLETION DATE Feb 18/17
DESCRIPTION Notice of C.C.O. Hearing	SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Notify Parent	AUDIENCE The Province	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

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

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
 - ☐ Print Materials
 - ☐ Promotional Items
 - ☐ Display (static or digital)
 - ☐ Online Content & Advertising
 - ☐ Other (explain)
 - ☐ Public Service Announcement (no funding required)
- The Province**

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, posters, 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		UB	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67			MINISTRY - Statutory STOB 68
TOTAL COSTS			\$

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
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE
Louise Mac Donald	Louise Mac Donald	2017 Feb 16
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE
B. Lauvaas	B. Lauvaas	2017 02 17
GCPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE
Kate Kelch	K. Kelch	2017-02-17
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

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ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPANO

INSTITUTION International Trade		BRANCH SB/IM	DATE 2016-11-24		
PROJECT CONTACT NAME Theresa Wittstock		CONTACT TEL (250) 216-6086	CONTACT FAX		
PROJECT TITLE BC Image Project - Messaging					
DESCRIPTION Research/Dvlp/ Validate of key msgs for the BC Image project.		SCOPE ☒ Campaign ☐ Series ☐ Single	COMPLETION DATE 2017-03-31		
THEME / MESSAGE BC is a attractive destination for business	AUDIENCE International influencers	REGION ☒ B.C. ☐ Canada ☐ Internat'l			
OBJECTIVE Increase awareness of BC as a preferred business destination globally.		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No			
ADVERTISING & MARKETING SERVICES ☒ Strategic Planning ☒ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☒ Other (explain) Message development				ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, posters, 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	STOPS	COST ESTIMATE		
Campaign					
Media Purchase					
Consultation / Research					
Website Development					
Social Media Development					
Audio / Video / Photography					
Production					
Distribution					
Other	Cossette	80	\$ 74,600.00		
GOPE / MINISTRY - Discretionary STOPS \$		MINISTRY - Statutory STOPS \$			
		TOTAL COST \$			
		\$ 74,600.00			
MINISTRY APPROVALS					
PROGRAM DIRECTOR NAME Sue Wheatley		SIGNATURE 	DATE 2016/11/30		
MINISTRY EXPENSE AUTHORITY NAME NICHOLA WADE		SIGNATURE 	DATE 2016/12/1		
GOPE APPROVALS					
GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME GILLIAN RHODES		SIGNATURE 	DATE 2016-11-30		
GOPE MARKETING & SUPPORT SERVICES NAME MARY DILL		SIGNATURE 	DATE 2016-02-16		
GOPE EXPENSE AUTHORITY NAME		SIGNATURE	DATE		

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ASSIGNED

PRINT

CLEAR



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

MINISTRY Ministry of International Trade		BRANCH International Marketing		DATE YYYY-MM-DD 2017-02-01	
PROJECT CONTACT NAME Amrinder Sandhar			CONTACT TEL (604) 512-3613		CONTACT FAX
PROJECT					
TITLE Collateral Audit Project			START DATE 2017-02-01		COMPLETION DATE 2017-03-31
DESCRIPTION Providing recommendations on ways to improve our current suite of mark			SCOPE ☒ Campaign ☐ Series ☐ Single		
THEME / MESSAGE B.C. is an attractive destination for business		AUDIENCE International investors/c		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Enrich BCs intl. image as destination for business and investment \$			IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No		
SERVICES & MATERIALS REQUIRED					
ADVERTISING & MARKETING SERVICES		ADVERTISING & MARKETING MATERIALS		GRAPHIC COMMUNICATION SERVICES	
☐ Strategic Planning ☒ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)		☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)		☐ 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					
Consultation / Research	Cossette	60	\$ 24,980.00		
Website Development					
Social Media Development					
Audio / Video / Photography					
Production					
Distribution					
Other					
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68		TOTAL COST \$ \$ 24,980.00	
MINISTRY APPROVALS					
PROGRAM DIRECTOR NAME <i>[Signature]</i>		SIGNATURE <i>Regan Macdonald</i>		DATE YYYY-MM-DD 2016-02-01	
MINISTRY EXPENSE AUTHORITY NAME <i>Regan Macdonald</i>		SIGNATURE <i>[Signature]</i>		DATE YYYY-MM-DD 2016-02-01	
GCPE APPROVALS					
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME GILLIAN RHODES		SIGNATURE <i>Gillian Rhodes</i>		DATE YYYY-MM-DD 2017-02-08	
GCPE MARKETING & SUPPORT SERVICES NAME HIDE OZAWA		SIGNATURE <i>[Signature]</i>		DATE YYYY-MM-DD 2017-02-14	
GCPE EXPENSE AUTHORITY NAME		SIGNATURE		DATE YYYY-MM-DD	

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ASSIGNED

PRINT FORM

CHECK FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO:
CPA-CEU-1617-019

Note: Form must be completed and submitted to the Communications Unit for projects over \$10,000. This form is for projects over \$10,000. Please refer to the Communications Unit for more information and the Communications Policy and Procedures Manual.

MINISTRY Jobs, Tourism and Skills Training	BRANCH Client Engagement Unit	DATE 2017-02-01
PROJECT CONTACT NAME Davin Greenwell	CONTACT TEL (778) 676-2540	CONTACT FAX
PROJECT TITLE 5 WorkBC.ca Pullup Banners - Digital Tools Update		
DESCRIPTION WorkBC.ca, Career Compass, Blueprint Builder, Career Trek		
SCOPE ☒ Campaign ☐ Series ☐ Single		
THEME / MESSAGE WorkBC.ca can help you with your career	AUDIENCE Job Seekers	REGION ☒ B.C. ☐ Canada ☐ International
OBJECTIVE Help job seekers understand the different ways they can utilize WorkBC		
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No		

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☒ Print Materials ☐ Promotional Items ☒ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (first funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, posters, etc) ☐ Digital Publication (PDF, DVD, e-plus, 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			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Queen's Printer	6501	\$ 1,473.39
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB OF MINISTRY - Statutory STOB OF			TOTAL COSTS \$ 1,473.39

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 Renee Derksen	SIGNATURE <i>Renee Derksen</i>	DATE 2017-02-03
MINISTRY EXPENSE AUTHORITY NAME Renee Derksen	SIGNATURE <i>Renee Derksen</i>	DATE 2017-02-03
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Meaghan McRae	SIGNATURE <i>Meaghan McRae</i>	DATE 2017-02-03
GCPE MARKETING & SUPPORT SERVICES NAME HIDE OZAWA	SIGNATURE <i>HIDE OZAWA</i>	DATE 2017-02-22
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 367-3957 Fax: 250 367-1435

ASSIGNED 125.51531.11855.6509.511WBME

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPANO.

A2943

Note: Form must be submitted to the appropriate ministry or agency. The form must be submitted to the appropriate ministry or agency. The form must be submitted to the appropriate ministry or agency.

MINISTRY
FLNRO

BRANCH
Thompson Okanagan NRD

DATE
2017-02-15

PROJECT CONTACT NAME
Lorraine E. MacLachlan

CONTACT TEL.
(250) 828-4179

CONTACT FAX

PROJECT
TITLE
PMP for south area 2017-2021-4

START DATE
2017-02-15

COMPLETION DATE
2017-03-31

DESCRIPTION
Pest Management Plan for pesticide use

SCOPE
☒ Campaign ☒ Series ☒ Single

THEME / MESSAGE
5 year plan on pesticide use

AUDIENCE
public

REGION
☒ B.C. ☒ Canada ☒ Internat'l

OBJECTIVE
Blanket APO for statutory ads

IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?
☒ Yes ☒ No

SERVICES & MATERIALS REQUIRED

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

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STQB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GOPE / MINISTRY - Discretionary STQB 07 MINISTRY - Statutory STQB 68			TOTAL COST \$ \$ 0.00

CONTENT	
☒ New	☒ Update / Reprints
☒ Draft	☒ Final / Approved

PRODUCTION	
☒ Online	☒ Print (STQB required)

DISTRIBUTION	
☒ Ministry	☒ BC Mail Plus (STQB required)

OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE
Ted Zimmerman		2017/02/15

MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE
Leith McKenzie		

GOPE APPROVALS

GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE
Sharon Dean		2017/02/17

GOPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE
Karla Kelch		2017/02/17

GOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GOPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1436

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

APP: A2941

OPANO

Notwithstanding to whomsoever, the project approval is a public document and shall be made available to the public upon request. The project approval is a public document and shall be made available to the public upon request.

MINISTRY: Finance
BRANCH: FIGOM
DATE: 2017-02-22

PROJECT CONTACT NAME: Angela Frattaroli
CONTACT TEL: (250) 387-3514
CONTACT FAX:

PROJECT TITLE: Coast Capital Savings call for public comment

START DATE: 2017-03-01
COMPLETION DATE: 2017-03-30

DESCRIPTION: ad in print media for feedback from public re: credit union nationalization
SCOPE: ☒ Campaign ☐ Series ☐ Single

THEME / MESSAGE: Call for comments
AUDIENCE: British Columbians
REGION: ☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE: get feedback on nationalization of the credit union
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning	☒ Paid Advertising	☒ Graphic Design Services (advertising, etc)
☐ Marketing Planning	☐ Print Materials	☐ Print Publication (reports, posters, etc)
☒ Media Planning / Media Purchasing	☐ Promotional Items	☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Website Development / Hosting	☐ Display (static or digital)	☐ Display (static or digital)
☐ Social Media Development	☐ Online Content & Advertising	☐ Information Graphics
☐ Audio / Video / Photography	☐ Other (explain)	☐ Web Design and Online Graphics
☐ Translation Services		☐ Promotional Items
☐ Other (explain)	☐ Public Service Announcement (no funding required)	☐ 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		68	\$55,000
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GOPE / MINISTRY - Discretionary STOB of		MINISTRY - Statutory STOB of	TOTAL COST \$ 0.00 (\$55,000)

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: Tara Richards
SIGNATURE: [Signature]
DATE: 2017-02-23

GOPE APPROVALS

GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME: Jamie Edwardson
SIGNATURE: [Signature]
DATE: 2017-02-22

GOPE MARKETING & SUPPORT SERVICES NAME: Mary Dila
SIGNATURE: [Signature]
DATE: 2017-02-21

GOPE EXPENSE AUTHORITY NAME: [Signature]
SIGNATURE: [Signature]
DATE: [Signature]

GOPE MARKETING & SUPPORT SERVICES | PO BOX 9400 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3357 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CREATE FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A tracking letter must be submitted with the project costs (over \$10,000) attach sample in the back of the form. Please refer to the BC Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Health	BRANCH Corporate Engagement	DATE YYYY-MM-DD 2017-02-21
PROJECT CONTACT NAME Eric Berndt		CONTACT TEL. (250) 952-3010
PROJECT TITLE Public Engagement Task Group; Strategic Planning & Print Advertising		COMPLETION DATE 2017-03-31
DESCRIPTION Engaging Stakeholders for Strategic Planning- Developing Print Ads		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Public Health Emergency	AUDIENCE People who use drugs	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Strat Plan for 2017-2018/ Print Ads		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☒ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ 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)
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ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Traction	60	\$ 12,000.00
Distribution			
Other	Traction	60	\$ 20,000.00
TOTAL COSTS			\$ 32,000.00

GOPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Regan Hasen	SIGNATURE 	DATE YYYY-MM-DD 2017-02-21
MINISTRY EXPENSE AUTHORITY NAME Matthew Herman	SIGNATURE 	DATE YYYY-MM-DD 2017-2-27

GOPE APPROVALS

GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME Sarah Plank	SIGNATURE 	DATE YYYY-MM-DD 2017-02-21
GOPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE 	DATE YYYY-MM-DD 2017-02-23
GOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GOPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1455

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COMMUNICATIONS PROJECT APPROVAL

CPANO.



MINISTRY Transportation & Infrastructure	BRANCH Emergency Management BC	DATE YYYY-MM-DD 2017-02-08
PROJECT CONTACT NAME Lisa Barrett		CONTACT TEL. (250) 213-8075
CONTACT FAX		

PROJECT TITLE High Ground Hike 2017 - Tsunami Awareness Week		START DATE 2017-03-31	COMPLETION DATE 2017-03-31
DESCRIPTION High Ground Hike is a community-led event that takes place during BC's		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE tsunami preparedness/awareness	AUDIENCE schools/LAs/public	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Increase understanding of tsunami risk and appropriate response activity		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES Strategic Planning Marketing Planning Media Planning / Media Purchasing Website Development / Hosting Social Media Development Audio / Video / Photography Translation Services Other (explain)	ADVERTISING & MARKETING MATERIALS Paid Advertising Print Materials Promotional Items Display (static or digital) 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			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Passion sports	65	\$ 1,600.00
Distribution			
Other			
GOPE / MINISTRY - Discretionary STOB \$7 MINISTRY - Statutory STOB \$8			TOTAL COST \$ \$ 1,600.00

CONTENT New Draft Update / Reprint Final / Approved	
PRODUCTION Online ☒ Print (STOB required) 6509	
DISTRIBUTION Ministry BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Carol McClintock	SIGNATURE <i>Carol McClintock</i>	DATE YYYY-MM-DD 2017-02-08
MINISTRY EXPENSE AUTHORITY NAME Carol McClintock	SIGNATURE <i>Carol McClintock</i>	DATE YYYY-MM-DD 2017-02-08
GOPE APPROVALS		
GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME <i>mccaffrey Jules</i>	SIGNATURE <i>Jules McCaffrey</i>	DATE YYYY-MM-DD 2017 03 13
GOPE MARKETING & SUPPORT SERVICES NAME HIDE OZAWA	SIGNATURE <i>HIDE OZAWA</i>	DATE YYYY-MM-DD 2017-02-15
GOPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved by the Communications Project Approval Committee (CPAC) before the project can be approved. The project must be approved by the CPAC before the project can be approved. The project must be approved by the CPAC before the project can be approved.

MINISTRY International Trade	BRANCH SBIIM	DATE 2016-11-24
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PROJECT CONTACT NAME Theresa Wittstock	CONTACT TEL. (250) 216-6066	CONTACT FAX
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PROJECT TITLE BC Image Project - Message Validation		START DATE 2016-12-19	COMPLETION DATE 2017-03-31
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DESCRIPTION Validation of key msgs for the BC Image project.	SCOPE ☒ Campaign ☐ Series ☐ Single
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THEME / MESSAGE BC is a attractive destination for business	AUDIENCE International influencers	REGION ☒ B.C. ☐ Canada ☐ Internat'l
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OBJECTIVE Increase awareness of BC as a preferred business destination globally.	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No
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SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☒ Strategic Planning ☒ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☒ Other (explain) Message Validation + Research	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ 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)
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ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Cossette	60	\$ 50,765.00
GCPE / MINISTRY - Discretionary STOB 67			TOTAL COSTS
MINISTRY - Statutory STOB 68			\$ 50,765.00

MINISTRY APPROVALS	
PROGRAM DIRECTOR NAME Sue Wheatley	SIGNATURE
MINISTRY EXPENSE AUTHORITY NAME S Wheatley	SIGNATURE

GCPE APPROVALS	
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Gillian Rhodes	SIGNATURE
GCPE MARKETING & SUPPORT SERVICES NAME Mary Dila	SIGNATURE
GCPE EXPENSE AUTHORITY NAME	SIGNATURE

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COMMUNICATIONS PROJECT APPROVAL

CPA NO. _____

Note: This must be completed and submitted to the Ministry of Transportation and Infrastructure for approval before the project is approved. The project must be approved by the B.C. Government and the Ministry of Transportation and Infrastructure before the project is approved.

MINISTRY Transportation & Infrastructure		BRANCH	DATE 2017-03-07
PROJECT CONTACT NAME Mike Wilson		CONTACT TEL (604) 775-1030	CONTACT FAX
PROJECT TITLE Transportation Modernization Information Campaign			
DESCRIPTION BC is modernizing its transportation system to meet the needs of a growing		START DATE 2017-03-07	COMPLETION DATE 2017-03-31
SCOPE ☒ Campaign ☐ Series ☐ Single		REGION ☒ B.C. ☐ Canada ☐ International	
THEME / MESSAGE		AUDIENCE British Columbians	
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	☐ 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	67	\$ 75,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Response	67	\$ 25,000.00
Distribution			
Other			
SCOPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 67	
		TOTAL COST \$	
		\$ 100,000.00	

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 Patricia Marsh	SIGNATURE	DATE 2017-03-22
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Ryan Jabs	SIGNATURE	DATE 2017-03-20
GCPE MARKETING & SUPPORT SERVICES NAME HIDE OZAWA	SIGNATURE	DATE 2017-03-22
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9408 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

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COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A3001



MINISTRY **FLNRO** BRANCH **Forest Analysis and Inventory Branch** DATE **2017-03-10**

PROJECT CONTACT NAME **Megan Loeb** CONTACT TEL. **(250) 356-5167** CONTACT FAX **(250) 953-3838**

PROJECT TITLE **Blanket APO for statutory ads** START DATE **2017-04-01** COMPLETION DATE **2018-03-31**

DESCRIPTION **Blanket APO for statutory ads** SCOPE ☐ Campaign ☐ Series ☐ Single

THEME / MESSAGE **Timber Supply Review** AUDIENCE **General Public** REGION ☐ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE **Blanket APO for statutory ads** IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
- Strategic Planning - Marketing Planning ☒ Media Planning / Media Purchasing - Website Development / Hosting - Social Media Development - Audio / Video / Photography - Translation Services - Other (explain)	☒ Paid Advertising - Print Materials - Promotional Items - Display (static or digital) - Online Content & Advertising - Other (explain) - Public Service Announcement (no funding required)	- 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	CONTENT	
Campaign				New	Update / Reprint
Media Purchase		68		Draft	Final / Approved
Consultation / Research					
Website Development					
Social Media Development					
Audio / Video / Photography				PRODUCTION	
Production				Online	Print (STOB required)
Distribution				DISTRIBUTION	
Other	Newspaper advertisements	68	\$ 10,000.00	Ministry	BC Mail Plus (STOB required)
GCPE / MINISTRY - Discretionary STOB \$7			TOTAL COST \$	OTHER	
MINISTRY - Statutory STOB \$8			\$ 10,000.00		

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME **Albert Nussbaum** SIGNATURE *Albert Nussbaum* DATE **2017/03/13**

MINISTRY EXPENSE AUTHORITY NAME **Albert Nussbaum** SIGNATURE *Albert Nussbaum* DATE **2017/03/13**

GCPE APPROVALS

GCPE / MINISTRY COMMUNICATIONS DIRECTOR NAME **Sharon Bean** SIGNATURE *Sharon Bean* DATE **2017 03 27**

GCPE MARKETING & SUPPORT SERVICES NAME **Kyla Kelch** SIGNATURE *Kyla Kelch* DATE **2017-03-27**

GCPE EXPENSE AUTHORITY NAME SIGNATURE DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9400 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3857 Fax: 250 387-1435

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COMMUNICATIONS PROJECT APPROVAL

CPANO.

A3000

MINISTRY FLNRO		BRANCH Resource Practices Branch		DATE 2017-03-22	
PROJECT CONTACT NAME Tim Ebata		CONTACT TEL (250) 387-8739		CONTACT FAX (250) 387-1467	
PROJECT TITLE Gypsy Moth eradication project		START DATE 2017-04-01		COMPLETION DATE 2018-03-31	
DESCRIPTION		SCOPE ☒ Campaign ☒ Series ☐ Single			
THEME / MESSAGE		AUDIENCE		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Blanket APO for statutory ads		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No			
SERVICES & MATERIALS REQUIRED					
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)		ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ 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		68			
Consultation / Research					
Website Development					
Social Media Development					
Audio / Video / Photography					
Production					
Distribution					
Other					
GCPE / MINISTRY - discretionary STOB 67		MINISTRY - Statutory STOB 68		TOTAL COST \$ \$ 0.00	
MINISTRY APPROVALS					
PROGRAM DIRECTOR NAME Jennifer Davis		SIGNATURE 		DATE 2017-03-23	
MINISTRY EXPENSE AUTHORITY NAME Neil Hughes		SIGNATURE 		DATE 2017-03-23	
GCPE APPROVALS					
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Sharon Dean		SIGNATURE 		DATE 2017-03-27	
GCPE MARKETING & SUPPORT SERVICES NAME Kyla Kelch		SIGNATURE 		DATE 2017-03-27	
GCPE EXPENSE AUTHORITY NAME		SIGNATURE		DATE	

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