

Barry Cahill - FOIPOP Form 1 Application for Access to a Record : DECISION LETTER

From: Barry Cahill
To: klacey@taxpayer.com
Date: 11/7/2011 9:13 AM
Subject: FOIPOP Form 1 Application for Access to a Record : DECISION LETTER

2011 November 07

Kevin Lacey
Canadian Taxpayers Federation
Suite 1302, 2000 Barrington Street
Cogswell Tower
Halifax NS
B3J 3K1
By E-mail to: klacey@taxpayer.com

Dear Mr Lacey

Re Notification letter - Access granted in part - Our File Number ECD-11-13

Nova Scotia Economic and Rural Development and Tourism received your application for access under the Freedom of Information and Protection of Privacy Act (FOIPOP) on 22 August 2011.

In your application (subsequently clarified) you requested:

"A copy of the ShipsStartHere marketing and communications plan including all media buy information, professional fees and overall strategy. All costs should be included, or the total cost of the campaign, cost to government and/or other agencies like Greater Halifax Business Partnership and Nova Scotia Business Inc."

Some of the information in the responsive records has been removed in line with subsection 5(2) of the Act ("The right of access to a record does not extend to information exempted from disclosure pursuant to this Act, but if that information can reasonably be severed from the record an applicant has the right of access to the remainder of the record").

The responsive records and the exemptions from disclosure applied to them are as follows:

Reference: CNS-1

Pages: 2

Type: Email

Description: ERDT to CNS et al. 14 June 2011

Exemptions: ss. 17(1) Financial or economic interests, 20(1) disclosure harmful to personal privacy, 21(1) Third party confidential business information

(external partners) and 14(1) Advice to public body

Decision: Applicant entitled to access to part of the record

Reference: CNS-2

Pages: 7

Type: Spreadsheets, etc.

Description: National Shipbuilding Procurement Strategy / Media - paid and partner / Summer-Fall 2011, with attachments

Exemptions: ss. 17(1) Financial or economic interests, 21(1) Third party confidential business information (external partners/clients), 20(1) Disclosure harmful to personal privacy and 14(1) Advice to a public body

Decision: Applicant entitled to access to part of the record

Reference: NSBI-1

Pages: 10

Type: Letter and attachments

Description: Treasury Board letter with attachments

Exemptions: ss. 20(1) Disclosure harmful to personal privacy, 21(1) Third party confidential business information (external partners), 17(1) Financial or economic interests, 13(1) Deliberations of Executive Council, 14(1) Advice to public body or minister and 12(1) Intergovernmental affairs

Decision: Applicant entitled to access to part of the record

Copies of these records as redacted and annotated are being hand-delivered to your office. Please note that the response to your request also includes, as an item of interest, material that is a matter of public record, to which the Act does not apply: "Ships Start Here Campaign Costs" (released to the media, 19 October 2011).

You have the right to ask for a review of this decision by the Review Officer under the FOIPOP Act. You have 60 days from the date of this letter to exercise this right. If you wish to ask for a review, you may do so on Form 7

(http://gov.ns.ca/just/IAP/forms/FOIPOP_Form_7.pdf). You may send the completed form to Review Officer, PO Box 181, Halifax NS B3J 2M4 (fax 424-8303; please note that the Review Officer does not accept requests for review by email).

If you have any questions about this decision, please contact me at the address or telephone number below.

Please acknowledge receipt of this email.

Yours sincerely

[Original signed by BARRY CAHILL]

Barry Cahill, CIAPP

Information Access and Privacy Officer

Nova Scotia Economic and Rural Development and Tourism

Centennial Bldg, Suite 600

National Shipbuilding Procurement Strategy (c/o MT&L)

Nova Scotia Summer/Fall 2011

Paid Media

August 23, 2011

Market	Media	Details	Format	June				July				August				September				October				Estimated Cost	%			
				30	1	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24			
Nova Scotia																												
PROVINCIAL (HRM & Rural)	Online	Standard Ads	Leaderboard & Big Box - 725,000 imp.																							\$ 19,390	12%	
		Google*	AdWords																									
	Social	Facebook	Engagement Ads																								\$ 13,700	8%
		Facebook	Text Ads																									
	LinkedIn	Text Ads																										
	OOH	Pattison	Posters, Bus Headliners, Ferry Terminal Domination																								\$ 35,706	22%
	Newspaper	Chronicle Herald	1/2 & 1/3 Page, Full Colour - 1 insertion/week																								\$ 33,513	20%
RURAL (Heavy Up)		Metro Halifax	1/2 Page, Full Colour - 1 insertion/week																									
Radio	Radio (F/E)	30" - 18 spots or 150 GRPs/week																								\$ 14,773	9%	
Newspaper	Community Newspapers (F/E)	1/2 Page, 1 FC/2 B&W - all community newspapers (1/week)																								\$ 41,515	25%	
	Daily Newspapers	1/2 Page, Full Colour - all Transcontinental dailies (1/week)																								\$ 7,230	4%	
	Sub-Total Estimated Media:																										\$ 165,828	100%
	New Brunswick & PEI																											
NB & PEI	Newspaper	Daily Newspaper (E)	1/2 & 1/3 Page, Full Colour - 1 insertion/week																								\$ 5,872	100%
Sub-Total Estimated Media: Total Estimated Media:																										\$ 5,872	100%	
Supply Chain																												
HRM	Outdoor	Horizontal Posters	10' x 20'																								\$ 4,425	62%
	Newspaper	Indent News	Outside Back Cover - 1 insertion/week																								\$ 2,700	38%
Sub-Total Estimated Media:																										\$ 7,125	100%	
Grand Total Estimated Media:																										\$ 178,824	100%	

* Google is media only - excludes any setup fees or optimization fees

ERDT - 11-13

National Shipbuilding Procurement Strategy (c/o MT&L)

Nova Scotia Summer/Fall 2011

Partner Media

time space

CNS - pg 2

August 23, 2011

Market	Media	Details	Format	June				July				August				September				October				Estimated Cost	%		
				30	1	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24		
Partner Media																											
SNBI	Magazine	Progress	Jounior Double Page Spread, Full Colour																							\$ 6,617	8%
		Open To The World	Full Page, Full Colour																							\$ 3,472	4%
HRM	Out-of-Home	Exterior Bus Kings (Side Boards)	20 Faces																							\$ 25,200	31%
		Interior Bus Cards	250 Cards																							\$ 15,000	19%
HIAA	Out-of-Home	Digital Billboard	5-Second (1 of 6 rotating ads)																							\$ 6,000	7%
GHP	Magazine	Atlantic Business	Full Page, Full Colour																							\$ 5,250	7%
		Progress	Full Page, Full Colour																							\$ 5,514	7%
		Ocean Resources	1/2 Page, Full Colour																							\$ 1,715	2%
		Halifax Magazine	Full Page, Full Colour																							\$ 2,300	3%
Chamber	Magazine	Progress	Full Page, Full Colour																							\$ 5,514	7%
ISI	Magazine	Business Voice	Full Page, Full Colour																							\$ 1,695	2%
		DEFSEC Atlantic Show Guide	Full Page, IFC, Full Colour																							\$ 2,000	2%
Total Estimated Media:																									\$ 80,277	100%	

ERDT- 11-13

Ships Start Here Invoicing by partner (BU jobs)	Pre tax invoicing for April 2011	Pre tax invoicing for May 2011	Pre tax invoicing June 2011	Pre tax invoicing July 2011	Pre tax invoicing Aug 2011	Pre tax invoicing Sept 2011	Total per partner
Ships Start Here Campaign							
EDRT/ NSBI	\$80,295.81	\$91,098.33	\$30,587.44	\$21,036.94			\$259,370.80
CNS (production and collateral development)	\$0.00	\$0.00					\$81,417.29
Totals	\$80,295.81	\$91,098.33	\$67,107.28	\$47,351.89	\$37,009.37	\$17,925.41	\$340,788.09
Canadian Ships Start Here Invoicing by partner							
Canadian Ships Start Here	Pre tax invoicing for April 2011	Pre tax invoicing for May 2011	Pre tax invoicing June 2011	Pre tax invoicing July 2011			Total per partner
HRM	\$0.00	\$0.00					\$5,000.00
Chamber of Comm			\$5,000.00				\$5,000.00
NS Fed of Labour			\$5,000.00				\$5,000.00
GHP			\$5,000.00				\$5,000.00
EDRT/ NSBI			\$5,000.00				\$5,000.00
Irving			\$5,000.00				\$5,000.00
CNS							\$38,000.00
EDRT							\$38,000.00
Totals	\$0.00	\$0.00	\$30,000.00	0.00			\$106,000.00
Total							\$446,788.09

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CNS - 2 Pg. 4

Ships Start Here Campaign Investment Breakdown

Provincial Investment - combined ERDT and CNS

Websites, campaign creative development, collateral development and production	\$421,789
Media buy	\$198,373
Total Spend	\$620,162
	\$1,433,335
Irving Investment	\$552,000

Ships Partner Investment

HRM - Cdn Ships + bus advertising	\$45,200
HIAA - digital billboard	\$6,000
GHP - Cdn Ships + Magazine ad + Economic	\$19,779
Chamber - Cdn Ships + Progress mag ad	\$10,514
NS Fed of Labour	\$5,000
Total Partner Investment	\$86,493

Media Partner Investment

Total Media Investment \$174,680

21..1

Ships Start Here - Nova Scotia/NB/PEI

Paid Media Value Analysis

time - space
Marketing Research

July 25, 2011

Geography	Channel	Budget	COST	Savings	+/- %	VALUE	Added Value	+/- %
Nova Scotia	Online*	\$20,125	\$19,390	(\$735)	-4%	\$48,535	\$29,145	150%
	Social	\$11,400	\$13,700	\$2,300	20%	\$12,100	-\$1,600	-12%
	OOH	\$47,200	\$40,131	(\$7,069)	-15%	\$99,463	\$59,331	148%
	Print**	\$120,587	\$84,958	(\$35,629)	-30%	\$155,612	\$70,654	83%
	Radio***	\$25,745	\$14,773	(\$10,972)	-43%	\$28,985	\$14,212	96%
Total NS		\$225,057	\$172,953	(\$52,104)	-23%	\$344,695	\$171,742	99%
NB/PEI	Print	\$8,968	\$5,872	(\$3,096)	-35%	\$8,810	\$2,938	50%
Total NB/PEI		\$8,968	\$5,872	(\$3,096)	-35%	\$8,810	\$2,938	50%
Total Campaign		\$234,025	\$178,825		-24%	\$353,505	\$174,680	98%

S. 21.1

ERDT-11-13

CNS-2-pg.6. time-space
communications

National Shipbuilding Procurement Strategy (c/o MT&L)
Nova Scotia Summer/Fall 2011
Media List

Newspaper

Nova Scotia Weeklies

Liverpool Queens County Advance
Kentville Kings County Advertiser
Annapolis County Spectator
Shelburne Coast Guard
Windsor Hants Journal
Kentville Kings County Register
Digby Courier
Yarmouth Vanguard
Amherst/Springhill Citizen Record
Sou' Wester
Pictou Advocate
Port Hawkesbury Reporter
Enfield Weekly Press
The Light
Lunenburg County Progress Bulletin
Lunenburg/Queens Lighthouse Log
Guysborough Journal
Inverness Oran
Oxford Journal
Antigonish Casket
The Aurora
Le Courier De La Nouvelle Ecosse
New Waterford Community Press
Victoria Standard
Masthead News
The Shoreline Journal
Trident

Nova Scotia Dailies

Amherst Daily News
New Glasgow Daily News
Truro Daily News
Sydney Cape Breton News

HRM Newspapers

Chronicle Herald
Metro Halifax
The Coast

NB & PEI Newspapers

Saint John Telegraph Journal
Charlottetown Guardian

Radio

CJFX-FM/ Antigonish
CKBW-FM/CJHK Bridgewater
CIJK-FM/ Kentville
CKEC-FM/ New Glasgow
CHRK-FM/ Sydney
CKCH-FM/Sydney
CJLS-FM/ Yarmouth
CKPE-FM/ Sydney
CHER-FM/ Sydney
CJCB/ Sydney
CKDH-FM/ Amherst
CKEN-FM / Kentville
AVR/ Kentville
CKWM-FM / Kentville
CIFA-FM /Saulnierville
CKJM-FM / Cheticamp
CIGO-FM/ Port Hawkesbury
CKTY-FM / Truro
CKTO-FM/ Truro

Websites

Chronicle Herald
Transcon - Nova Scotia Newspaper Sites
CTV.ca
CTV Atlantic
CBC.ca
The Weather Network

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Ships Start Here
Partner Media - Status

Draft - version 1.3 - July 26 2011

CNS - 2 pg.7.

Partner	Medium	Details	Other	Timing	Status	Materials	F/U Resp.	Partner Contacts
NSBI	Magazine	Progress	Jr. DPSAC	Sept/DEFSEC Issue	Complete	Delivered		
		Open To The World	FPAC	Fall	Complete	Delivered		
		Atlantic Business	FPAC	Sept/Oct	TBC	due Aug 11	MT&L	
		Business Voice	FPAC	September	TBC	due Aug 5	MT&L	
	Database							
		Support kit	targeted list	tbc	TBC		MT&L	

HRM	Bus - Exterior	Kings (Side boards)	20 faces total	w/o July 11 x 12 weeks	Complete	Delivered		S.20.1
	Bus - Interior	Cards	250 cards	w/o July 11 x 12 weeks	Complete	Delivered		
	Posters				TBC		CNS/KT	

HIAA	Digital Billboards	.05	every sixth ad	Jul-Sept	Complete	Delivered		S.20.1
	Departure area/top escalator	tbd			TBC		MT&L	
	Window decals	bulkhead			TBC		MT&L	

S.14; S.21

GHP	Magazine	Atlantic Business Magazine	FPAC	Jul/Aug	Complete	Delivered		S.20.1
		Progress	FPAC	Jul/Aug	Complete	Delivered		
		Ocean Resources	1/2PAC	August	Complete	Delivered		
		Halifax Magazine	FPAC	Jul/Aug	Complete	Delivered		
	Online	Haligonia	Big Box	Jul/Aug	TBC	Delivered	MT&L	

S.14

S.14
S.17

Chamber	Magazine	Progress	FPAC	Jul/Aug	Complete	Delivered		
	Magazine	Business Voice	FPAC	Jul/Aug	Complete	Delivered		
		Canadian Defence Review	FPAC		Complete	Delivered	MT&L	
		DEFSEC Atlantic Show Guide	IFC4C		Complete	Delivered	MT&L	
	Newspaper	Chronicle Herald - Oceans Week Insert	FPAC		Complete	Delivered	MT&L	
		Chronicle Herald - Trident DND	1/2PB&W		Complete	Delivered	MT&L	

NOTE
MT&L
to follow up and advise T+S of details/status for inclusion in chart

S.20.1

ERDT- 11-13

From: Sandra A McKenzie

To: Ian Thompson; Tracey L Tawee; Paul Black; Dan O'Connor; Matt Hebb

CC: Jennifer Gavin; Toby G Koffman; Roland Mccaffrey; Kathleen M Trott;

Date: Tuesday, June 14, 2011 6:17 PM

Subject:

S.20
↑

CNS- 1 - Pg. 1

@mtlpr.ca; lbugden@nsbi.ca

Sect. 21.1

S. 17.1; S.14.1; S.21

Sandra McKenzie
Associate Deputy Minister
Economic and Rural Development & Tourism
424-2912 (o)
mckenza@gov.ns.ca



We build ships - check it out: <http://www.shipsstarthere.ca>



NSBI-1

1700 Granville Street
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Halifax, Nova Scotia
Canada B3J 2Y3

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902 424-7638 F
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S. 13(1)
S. 14(1)
S. 17(1)

Professional Services Approval

1. Purpose for completing form (select one):

<i>Professional Services</i>	<i>Advertising or Communication Services</i>
Pre-approval of RFP: \$250,000 or more	Pre-approval of RFP: \$100,000 or more
Approval to renew or award (non-RFP) contract: \$250,000 or more	Approval to renew or award (non-RFP) contract: \$100,000 or more
* Approval to award RFP: 10% or more over pre-approved estimate	* Approval to award RFP: 10% or more over pre-approved estimate
Approval to award RFP that was not pre-approved: \$250,000 or more	Approval to award RFP that was not pre-approved: \$100,000 or more
<i>Note: all figures exclusive of applicable taxes.</i>	<i>Note: all figures exclusive of applicable taxes.</i>

2. Project Name:

Ships Start Here

— * —

3. Project Description

— * —

4. Is this project necessary to implement a core priority or platform commitment?

- Better Health for You and Your Family
- Creating Good Jobs and Growing the Economy
- * Making Life More Affordable
- Getting Back to Balance and Ensuring Government Lives Within Its Means
- or platform commitment
- or none of the above

5. 13(1)
5. 14(1)

5. Is this project co-funded?

* No

* Yes (indicate co-funders and percentages paid by each)

— * —

6. How has this project been approved?

- Current year budget process
- * Submission to Executive Council
- TCA process
- * Not explicitly approved

7a. What is the cumulative amount paid to this vendor over the past 12 months?

— * —

Professional Services Approval

Supporting Documentation

3. Project Description

S. 13(1)
S. 14(1)
S. 17(1)

Context: In June 2010, the federal government initiated the National Shipbuilding Procurement Strategy (NSPS) - a formal process to select two Canadian shipyards for construction of large vessels. One yard will build combat vessels, such as frigates. The other yard will bid non-combat vessels, such as icebreakers and supply ships. These contracts represent an investment of almost \$35 billion over a 30-year period.

S. 21(1) Shipyards in BC, Ontario and Quebec are also bidding on the NSPS.

S. 13(1)
S. 14(1)
S. 17(1)
S. 12(1)(a)(i)

According to a study by the Conference Board of Canada, this contract could create and sustain up to 11,500 direct, indirect and induced jobs across Nova Scotia during peak years, and average 8,500 jobs per year. GDP would also rise by 2.4 percent, and tax revenues for all three levels of government would increase by an average of \$266 million per year.

S. 13(1)
S. 14(1)
S. 17(1)
S. 12(1)(a)(i)
S. 21(1)

S. 20(1)
S. 13(1)
S. 14(1)
S. 17(1)
S. 12(1)(a)(i)
S. 21(1)

15. What would be the impact if this request is not approved

According to a study by the Conference Board of Canada, this contract could create and sustain up to 11,500 direct, indirect and induced jobs across Nova Scotia during peak years, and average 8,500 jobs per year. GDP would also rise by 2.4 percent, and tax revenues for all three levels of government would increase by an average of \$266 million per year.

S. 13(1)
S. 14(1)
S. 17(1)
S. 12(1)(a)(i)

DRAFT Communications

Title: Ships Start Here: S.13(1), S.14(1), S.17(1)
Department: Economic and Rural Development and Tourism
Accompanying: None
Date: June 17, 2011
Prepared by: Toby Koffman, communications advisor, 424-4482

Communications/Program Overview: In June 2010, the federal government started the National Shipbuilding Procurement Strategy (NSPS) - a formal process to select two Canadian shipyards for construction of large vessels. One yard will build combat vessels, such as frigates. The other yard will bid non-combat vessels, such as icebreakers and supply ships. These contracts represent almost \$35 billion.

S.21(1)

Three other shipyards in BC, Ontario and Quebec are bidding for the NSPS.

S.13(1)
 S.14(1)
 S.17(1)
 S.12(1)(a)(i)

Context:

According to a study by the Conference Board of Canada, this contract could create and sustain up to 11,500 direct, indirect and induced jobs across Nova Scotia during peak years, and average 8,500 jobs per year. GDP would also rise by 2.4 percent, and tax revenues for all three levels of government would increase by an average of \$266 million per year.

S.13(1)
 S.14(1)
 S.17(1)
 S.21(1)
 S.12(1)(a)(i)

S.13(1)
S.14(1)
S.17(1)
S.12(1)(a)(i)
S.21(1)

Currently the Ships Start Here Partnership consists of:

- The Province of Nova Scotia
- NSCC
- Dalhousie University
- Greater Halifax Partnership
- Halifax Chamber of Commerce
- Halifax Regional Municipality
- NSBI
- Nova Scotia Federation of Labour
- Irving Shipbuilding
- Halifax Marine Research Institute
- Aerospace and Defence Industries Association of Nova Scotia

Research: S.13(1), S.14(1)

All economic impact data has been provided by a report authored economists at the Conference Board of Canada.

S.13(1)
S.14(1)
S.17(1)
S.12(1)(a)(i)
S.21(1)

S.13(1)
S.14(1)
S.17(1)
S.12(1)(a)(i)
S.21(1)

Ships Start Here Campaign Costs

From the beginning, 'Ships Start Here' has been an unprecedented partnership of public, private, non-profit and academic sectors. This cooperation and collaboration between more than 70 organizations represents the way to do business on a global scale. It will serve as an important model for future endeavours.

The campaign websites received almost one million views. More than 10,000 people pinned messages of encouragement on the canadianshipsstarthere.ca map, and thousands of lawns were marked with 'Ships Start Here' signs.

'Ships Start Here' not only built support, but created awareness locally. The province needed students to start thinking about shipbuilding as a career, we need skilled workers to think about coming home, and we needed businesses to think about ramping up the supply chain.

This campaign achieved those goals.

All partners have contributed to this effort by giving freely of their time and expertise, and in many cases through financial or in-kind donations. Overall, the partnership's investment represents a small percentage of the potential value of the shipbuilding contracts.

Here are the costs associated with the Ships Start Here Campaign:

- The overall cost associated with the campaign is roughly \$1.4 million.
- The province's contribution was less than half of that - \$620,000. This includes expenses associated with marketing within Nova Scotia, New Brunswick and PEI.
- Irving Shipbuilding contributed \$552,000. This includes expenses associated with the [shipsstarthere](http://shipsstarthere.ca) website, national marketing efforts, lawn signs, pins, and other campaign materials.
- Ships Start Here Partners contributed \$86,000 (Chamber of Commerce; Halifax Regional Municipality; Greater Halifax Partnership; Halifax International Airport Authority; and Nova Scotia Federation of Labour) - this included such things as [canadianshipsstarthere](http://canadianshipsstarthere.ca) website, billboards at the airport, and metro transit advertising.
- Other media partners donated \$175,000 in advertising space.

Above and beyond paid media, organizations, businesses, universities and unions promoted the campaign on their websites and within their own communication vehicles - newsletters, e-mails, posters, etc.