

**VIA EMAIL**

April 18, 2017

Jordan Bateman  
6951 208A St.  
Langley, BC V2Y 0G1  
[ibateman@taxpayer.com](mailto:ibateman@taxpayer.com)

Dear Jordan Bateman,

**Re: BCLC File 17-016 Request for Records**

British Columbia Lottery Corporation (BCLC) writes further to your March 30, 2017 request under B.C.'s *Freedom of Information and Protection of Privacy Act* (FIPPA) and BCLC's letter dated March 31, 2017.

You requested:

“A document outlining BCLC marketing and advertising spending, by year, from 2010/11 through 2016/17.”

The information you have requested is publicly available. In accordance with section 6(2) of FIPPA, and for your convenience, BCLC has created a record, enclosed in the body of this letter, in response to your request. The record represents BCLC marketing and advertising spending by year, for fiscal years 2010/11 through 2015/16 inclusive.

<b>Fiscal Year</b>	<b>Advertising, Marketing and Promotions</b>
2010/11	\$29,493,000
2011/12	\$31,573,000
2012/13	\$28,279,000
2013/14	\$24,687,000
2014/15	\$18,814,000
2015/16	\$25,932,000

You may also access the information in BCLC's Annual Reports, for fiscal years 2010/11 through 2013/14 inclusive, and in BCLC's Annual Service Plan Reports for fiscal years 2014/15 and 2015/16, at the following link:

<http://corporate.bclc.com/who-we-are/corporate-reports/corporate-reports-search.html>



74 West Seymour Street  
Kamloops, BC V2C 1E2

T 250.828.5500  
F 250.828.5631  
[bclc.com](http://bclc.com)

BCLC's 2016/17 fiscal year recently completed on March 31, 2017 and BCLC has not completed its final year-end financial statements. The 2016/17 audited, consolidated financial statements will be publicly available in BCLC's Annual Service Plan Report when it is posted online at [www.bclc.com](http://www.bclc.com); these statements will contain the advertising, marketing and promotions expense for the 2016/17 fiscal year.

If you have any questions or concerns regarding BCLC's processing of your request, please contact me at [ksimcoe@bclc.com](mailto:ksimcoe@bclc.com), via mail or at (250) 852-5228.

Additionally, under section 52 of FIPPA, you may ask the Information and Privacy Commissioner to review this reply to your request for information. You have 30 business days from the receipt of this notice to request a review by writing to:

Office of the Information and Privacy Commissioner for British Columbia  
P.O. Box 9038, Station Provincial Government  
Victoria, BC V8W 9A4  
T (250) 387-5629 F (250) 387-1696  
Email [info@oipc.bc.ca](mailto:info@oipc.bc.ca) Online [www.oipc.bc.ca](http://www.oipc.bc.ca)

Sincerely,



Kevin Simcoe  
Senior Freedom of Information Analyst