

2016-2017 Auditor General Submission Responses

Government Advertising Campaigns – Funded by Bulk Media Fund

As of: September 15, 2017

Ministry	Campaign	Notes from AG Response – “Other Matter”
Energy	Fair Hydro Phase I & II	Ads could suggest that higher hydro bills are only a result of investment in hydro infrastructure. Potential change of government could result commitment to not raise costs for four years.
Education	Education Lifecycle Phase I & II	No new initiatives are being announced and therefor campaign is congratulatory for existing programs. Featured programs have been previously included in past campaigns. General objective of the campaign is to foster positive impressions of the governing party.
OSAP	Spring 2017	No comments
Foundational Healthcare	Phase I & II	Ads are self-congratulatory and ensure the governing party receives credit for increased health care spending. General objective of the campaign is to foster positive impressions of the governing party.
Environment and Climate Change	Phase I	Aims to foster a positive impression of government and offers the public no new information.
	Green Ontario Fund	Possibly overstates total value of potential savings “\$1,000s in rebates” based on information in submission
Culture, Sport and Tourism	Ontario 150	No comments
Finance	Budget	Use of vague language could lead the listener to believe the ads are intended to foster a positive impression of the government. Language also indicates proposed spending is approved to proceed when it has not yet passed by the Legislature when the ads are in market. Four cities specifically mentioned in the ad are opposition-held ridings and suggest it could be targeted towards them.
	ORPP	Stated gap between employer-provided pension and savings may be overstated and not factual or misleading. Could be considered partisan in the context of the federal election and the overlap between its flight and the liberal party’s.
Infrastructure	BuildON	Ads are self-congratulatory aimed at garnishing credit in certain areas of the province for its actions.