

Treasury Board Secretariat

Deputy Minister, Treasury Board
Secretary of Treasury Board and
Management Board of Cabinet

Room 5320, Whitney Block
99 Wellesley Street West
Toronto ON M7A 1A1
Tel.: 416-325-1607
Fax.: 416-325-1612

Secrétariat du Conseil du Trésor

Sous-ministre, Conseil du Trésor
Secrétaire du Conseil du Trésor et du
Conseil de gestion du gouvernement

Édifice Whitney, bureau 5320
99, rue Wellesley Ouest
Toronto (Ontario) M7A 1A1
Tél. : 416 325-1607
Téléc. : 416 325-1612

April 10, 2020

Memorandum to: Christopher Tyrell
Clerk of the Committee
Standing Committee on Public Accounts

**Subject: Response to the recommendation made in the report
tabled by the Standing Committee on Public Accounts
on December 12, 2019 on the “Review of Government
Advertising” from the 2018 Auditor General’s Annual
Report**

On behalf of the Treasury Board Secretariat (TBS) I want to thank you and members of the Standing Committee on Public Accounts (the Committee) for inviting TBS representatives to participate in the Committee’s study of Chapter 4: “Review of Government Advertising”, which appeared in the Auditor General’s 2018 Annual Report.

I also want to thank you and members of the Committee for the report tabled in the Legislative Assembly on December 12, 2019 on this chapter. Having taken time to review the report, and consider the recommendation made to government, TBS submits the following response:

“The government continues to explore options for the review of government advertising.

The government already reviews all advertising paid for by the province to ensure it is delivered in the most efficient and cost-effective manner, to maximize value for taxpayers.

As of the date this response was due to the Committee (April 10, 2020), the government’s priority is the health and safety of all Ontarians and the response to the COVID-19 pandemic.”

Please do not hesitate to contact me if I can be of any further assistance to the Committee.

Thank you,

Original signed by

Kevin French, Deputy Minister, Treasury Board Secretariat
Secretary of Treasury Board and Management Board of Cabinet

c: Bonnie Lysyk
Auditor General

Sofie DiMuzio
Assistant Deputy Minister, Central Agency Communications
Cabinet Office