

# 10 REASONS WHY B.C. IS THE BEST PLACE ON EARTH

1

**We give hope to the world.** Inspired by heroes such as Terry Fox and Rick Hansen, B.C. is home to some of the world's leading edge spinal cord, cancer and genome research, giving millions of people around the world a second chance at life.



2

**Our kids are smart.** B.C. students consistently rank among the top performers worldwide in areas like literacy and science.



3

**We like big stuff.** B.C. is home to some of the world's biggest roadside attractions such as the world's largest hockey stick, gold pan, cross-country skis, fly-fishing rod, and the tallest totem pole.

5

**We're clean, green and we love our environment.** B.C. has more protected land than any other province in Canada – an area equal to the size of Nova Scotia, New Brunswick and Prince Edward Island combined.



**We're welcoming, inclusive and diverse.** We speak 146 different languages from Chinese to Punjabi, German to Nisga'a.



4

**We live long.** B.C. has among the longest life expectancies in the world.



6

**We're cutting edge.** Our children will be the next generation of marine biologists, digital animators, green technologists, medical specialists, scientists and engineers. Even better, they can all be trained at home by our universities and colleges and work in leading B.C. based companies.



8

**We move people.** From "the last spike" that connected Canada by rail, to our modern day ports, airports and engineering transportation marvels, B.C. is North America's Pacific Gateway. We have one of the world's largest ferry fleets moving 20 million passengers and 8 million vehicles each year in 36 vessels.



**We're cool.** Here's a few British Columbians that prove it: Kim Cattral, Seth Rogen, Nelly Furtado, Ryan Reynolds, Bryan Adams, Steve Nash, Michael J. Fox, Joshua Jackson, Sarah McLaughlin, Eric McCormack, Michael Buble, almost 50 NHL players, 10 major league baseball players, 35 Olympians and 22 Paralympians.

10

**We're generous in spirit.** British Columbians volunteer nearly 300 million hours every year.

# 10 IDEAS TO CELEBRATE BRITISH COLUMBIA

1

**Explore:** Did you know B.C. has more than 850 parks and protected areas in every region? Perfect for hiking, camping, swimming, boating and fishing. For ideas near you: [www.env.gov.bc.ca/bcparks](http://www.env.gov.bc.ca/bcparks)

2

**Travel through time:** From Barkerville to Fort Langley, Fort Steefe to Fort Rodd Hill, B.C. has 91 National Historic Sites, 10 Provincial Historic Sites and three UNESCO World Heritage sites. [www.hellobc.com](http://www.hellobc.com)

3

**Lose yourself in a book:** There are more than 9,000 B.C. authors with books covering romance, mystery, history, poetry, science fiction, kids' fiction and non-fiction. And what's more, if you have a B.C. One Card, you can borrow the book at any library across the province for free. Find a library near you: [www.bclibraries.ca/home](http://www.bclibraries.ca/home)

4

**Go to a rodeo or fall fair:** Every year there are nearly 40 rodeos and 50 fall fairs across B.C. [www.rodeo.com](http://www.rodeo.com) or [www.bcfairs.ca](http://www.bcfairs.ca)



5

**Eat local and raise a glass:** There are more than 70 farmers' markets in B.C. featuring some of the freshest and best produce in the world. You can tour one of B.C.'s 207 wineries. Fine food or wine near you: [www.bcfarmersmarket.org](http://www.bcfarmersmarket.org) or [www.winebc.com](http://www.winebc.com)

7

**Be generous:** Volunteer your time with a local community organization or event. Find a short-term volunteer opportunity here: [www.volweb.ca](http://www.volweb.ca)



6

**Hit the links:** In 2007, B.C. was named the best golf destination in North America. There are more than 300 golf courses across B.C. and for families with young children, B.C. is also a hotbed for mini-golf. [www.golfinbritishcolumbia.com](http://www.golfinbritishcolumbia.com)

8

**Help B.C. find an official fossil:** British Columbia has an official flower, gemstone, bird, tree and mammal. But we're still looking for an official fossil and we need your help. [www.gov.bc.ca/af](http://www.gov.bc.ca/af)



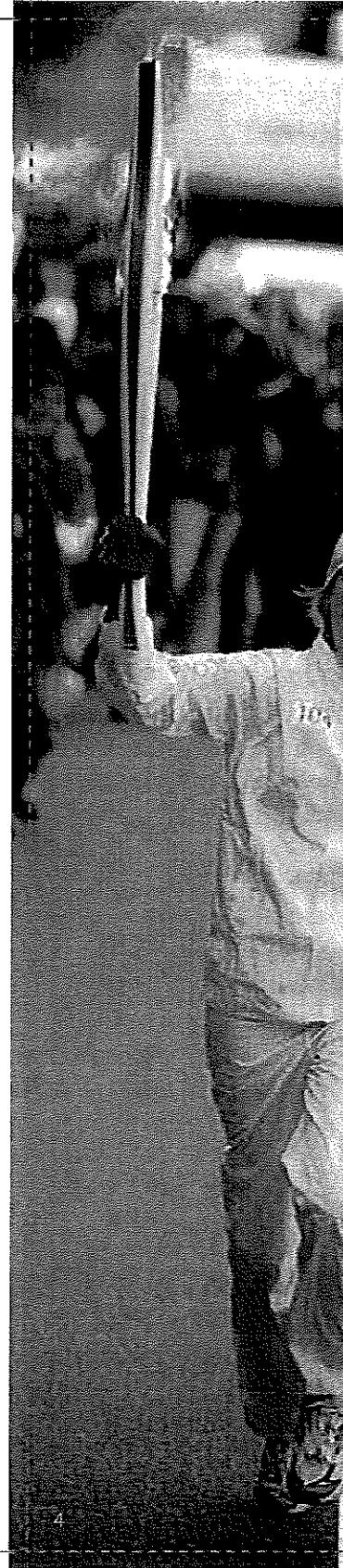
**Be curious:** B.C. has 535 museums and art galleries with collections to meet all passions. Learn about First Nations culture, local history and B.C. artists. [www.hellobc.com](http://www.hellobc.com)

10

**Ride a bike:** Since 2001, B.C. has built more than 200 kilometres of new bike lanes and trails for you to enjoy in over 50 communities. [www.th.gov.bc.ca/BikeBC/links.html](http://www.th.gov.bc.ca/BikeBC/links.html)



TEWA VANCOUVER	File: 2425_BC_Mailer	Date: June 1, 2010 -- Time: 9:29	Proof: <b>06</b>
	Folded: 7.1875" x 10.75" Flat 14.375" x 10.75" + 0.125" bleed	File Created: May 17, 2010 -- BB	
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Suite 300 - 455 Granville Street - Vancouver, BC, Canada V6C 1T1 • Tel: 604.681.4444 • Fax: 604.681.0093			



## SEIZING OUR OLYMPIC OPPORTUNITIES

The 2010 Olympic and Paralympic Winter Games gave British Columbia a foundation to build a stronger province and create new opportunities for workers and families.

Today we are seeing signs that B.C.'s economy is starting to turn around. The Conference Board of Canada expects B.C. to lead Canada in economic growth. Leading economic forecasters predict B.C.'s job growth will be the highest in the nation this year and our province is expected to lead Canada in housing starts.

We're seeing new growth in modern industries such as digital media, with two major studios recently opening in the Lower Mainland.

Our forest industry is selling more wood to China than ever before and new mines are under construction that will secure jobs for years to come.

Together, we can seize the opportunity of a generation, sell our products to the world, invite new business and secure jobs that will support families and communities for decades.

### INVESTING IN OUR FUTURE

We're undertaking record levels of construction on schools, hospitals, housing, roads, bridges and other critical projects across the province. \$5.3 billion is being invested in 850 projects throughout British Columbia, generating an estimated 34,000 jobs.

### OPENING CANADA'S PACIFIC GATEWAY

New and upgraded roads, bridges, ports, airports, public transit, ferries, border crossings, railways and other key transportation corridors are helping ensure we fully utilize B.C.'s geographic advantage as North America's closest connection to Asia to create jobs and growth. By 2020, trade with Asia could create as many as 255,000 jobs.

## CREATING MORE JOBS

It all starts with a more competitive economy that attracts new employers and encourages existing employers to expand and hire more workers. Budget 2010 provides that competitive foundation.

### LOWERING AND SIMPLIFYING TAXES

B.C. has the lowest personal provincial income taxes in Canada. Our province will soon have the lowest corporate tax rate of the G8 countries. In 2012 we will reduce B.C.'s small business corporate tax rate to zero. Targeted tax credits for film, television, digital media and incentives for oil and gas are encouraging new jobs in a diversifying economy.

### STRENGTHENING PARTNERSHIPS

Forging new partnerships and fostering existing relationships has made British Columbia stronger. We are building a new relationship with First Nations and working with local governments and the federal government to expand public transit, reduce crime and build new community infrastructure.

Agreements with neighbouring provinces are allowing people to work and do business in more than one province.

We have reached beyond our borders to build economic and educational ties across the Pacific and have partnered with our American neighbours to protect our environment and share new technology and knowledge that will protect the health of the Pacific Ocean and build our regional economy.

### CAPITALIZING ON OUR CLEAN ENERGY ADVANTAGE

B.C. is a clean energy powerhouse. The Clean Energy Act ensures British Columbia becomes electricity self-sufficient and that low rates are protected for B.C. ratepayers.

We're undertaking the largest investment in B.C.'s clean energy assets including the Site C Clean Energy Project that will create over 35,000 jobs and produce enough clean electricity to power more than 400,000 homes annually.

Renewable power producers will have the tools necessary to create jobs in every region. Competitively-priced, green power will support the growth of our communities and industries and reduce greenhouse gas emissions.

To learn more, visit [www.powerofbc.ca](http://www.powerofbc.ca)

### LEADING CLIMATE ACTION

British Columbia has taken aggressive action to tackle climate change, including setting greenhouse gas reduction targets in law; implementing North America's first revenue-neutral, carbon levy; becoming the first Canadian partner in the Western Climate Initiative that will design a cap and trade system; and working to become the first carbon neutral government in North America.

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## SUPPORTING YOUNG FAMILIES

Starting this September, full-day kindergarten for five-year-olds will help working families with child care costs. In addition, \$26 million over three years will be available to support child care costs for 28,000 B.C. families.

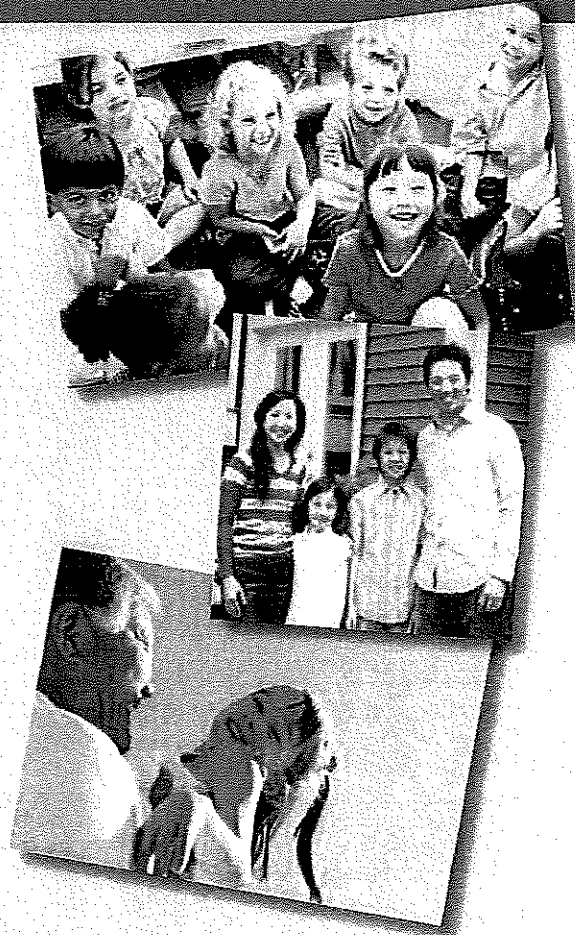
### LIVING WITHIN OUR MEANS

British Columbia has earned top marks from the world's leading credit rating agencies for developing a fiscal framework that ensures we get back to a balanced budget in 2013 while maintaining core services such as health care and education.

### RECORD FUNDING FOR HEALTH, EDUCATION AND SOCIAL SERVICES

Record funding is now being provided for health, education, child protection, day care, income assistance, housing, public safety, services for seniors, universities, colleges and other critical public services. In fact, 86% of all new spending is going towards health and education.

To find out more, visit [www.bcbudget.ca](http://www.bcbudget.ca)



## EXPERTS AGREE THE HST IS GOOD FOR B.C.

Dozens of economic experts and business associations have strongly advocated for the HST. For more information, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

### HOW IT WORKS

On July 1st, the Provincial Sales Tax (PST) was eliminated. A 7% B.C. rate has been combined with the 5% federal Goods and Services Tax (GST), forming a combined Harmonized Sales Tax (HST) of 12%, the lowest in Canada. The HST approach is far simpler, more transparent and fairer than the PST system.

While you won't pay HST on many of the items you use every day, HST will apply to junk food, restaurant meals, haircuts and some other services. 1.1 million British Columbians will get quarterly cheques of up to \$230 annually through a new HST credit. People also eligible for the federal GST credits may see a total of up to \$716 per year.

The HST is paid just once. The HST is simpler than the old provincial sales tax, which is paid multiple times, at every step of a product's development. This not only places an undue burden on businesses, but it increases the final cost of a product. When a consumer makes a purchase, they aren't just paying the 7% PST once, they are effectively paying tax on top of the tax paid at every step of a product's development.

### WHAT IS EXEMPT

You won't pay a penny more on many of the products and services you use every day. Here are just a few of those products:

- Basic groceries
- Most health, medical and dental services
- Child care services
- Prescription drugs
- Resale housing
- Fuel to power your vehicle
- Books
- Children-sized clothing and footwear
- Children's car seats and car booster seats
- Children's diapers

The rebates are set out in the new Consumption Tax Rebate and Transition Act. For a list of HST exemptions, zero-rated products and rebates, and a copy of the new Act, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

Local governments, health authorities, universities, colleges and school districts will receive a partial rebate on the provincial portion of the HST. Charities and eligible non-profit groups will also receive a rebate.

And that's good for B.C.



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## HOW THE HST LOWERS PRICES

- Business in B.C. will no longer have to pay PST on business inputs used to run their business. This includes: heat, power, office supplies, vehicles and other inputs necessary to do business.
- Businesses will save time and \$150 million annually in administrative costs because they will only remit one tax form, instead of two under the out-dated PST and GST system.
- In total, that's \$2 billion in savings that can be passed onto lower product prices. Lower costs for business mean lower prices as businesses strive to grow their customer base by being more competitive.

That's good for consumers.



### IT ELIMINATES HIDDEN, COMPOUNDING TAX

Businesses paid PST on almost everything they bought to run their businesses and that tax is included in the final price paid by the consumer.

For example, when a mechanic repairs your car, the repair shop previously paid PST on the tools, equipment and supplies it buys to repair your car and on the electricity it uses to run the machinery and heat the shop.

On top of that, the hidden PST had compounded many times over before your car even entered the shop.

PST was paid by the manufacturer who produced the part to fix the car, by the trucker who paid tax on the truck that delivered the part to the warehouse, by the warehouse that paid PST on almost everything it bought to store the parts, and by the retailer who paid

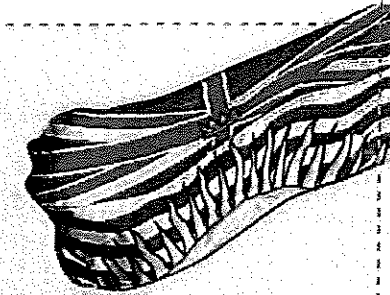
PST on almost everything it bought to run the store. All of that tax was compounded and passed on to the consumer in the final price. Then PST and GST was applied on top of that final bill.

Under the HST, most businesses don't pay that compounding tax on productivity. Therefore, hidden tax won't be added to the final price of their products.

**"These changes, in combination with federal reductions in corporate taxes, will make British Columbia one of the most tax-competitive regimes in the world."**

*Canadian Economist and Tax Expert, Dr. Jack Mintz*

## HOW THE HST CREATES JOBS AND INCREASES WAGES



The HST is expected to create an additional 113,000 jobs in British Columbia by reducing costs on employers looking to expand their business and pay higher wages.

Academic research and evidence from other jurisdictions have shown that under an HST tax structure wages go up, prices go down and more jobs are created. Here's how:

The vast majority of jobs in British Columbia are supported by major industries like mining, oil and gas, transportation, construction and manufacturing – all of which will benefit from eliminating taxes on productivity.

The HST will remove \$2 billion in costs for B.C. businesses, making them more competitive. Those savings can be reinvested into more jobs, higher wages and business expansions in every region of British Columbia.

Similarly, the HST will make our province more competitive with over 130 countries around the world that already have a value-added tax system.

An expert study says harmonization will increase capital investment by \$11.5 billion. It will reduce costs for taxpayers through the removal of an estimated \$30 million annually in government administration costs.

Moving to the HST eliminates duplication and overlap between the provincial and federal government. Every penny of the HST will be used for health care.

That's good for businesses and workers.

To find out more about how it will help B.C. businesses expand and create jobs, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

### ORGANIZATIONS REPRESENTING 1.3 MILLION WORKERS AGREE THE HST IS GOOD FOR B.C.

Retail Council of Canada • Canada West Foundation • Dr. Jack Mintz, University of Calgary • Conference Board of Canada • Lonsdale Energy Corporation • Greater Vancouver Gateway Council Initiatives • Prince George Development Corp. • Truck Loggers Association • BC Chamber of Commerce • BC Technology Industry Association • Jock Finlayson, Business Council of BC • BC Agriculture Council • New Car Dealers Association of BC • BC Road Builders and Heavy Construction Association • Institute of Chartered Accountants of BC • BC Progress Board • The Canadian Chamber of Commerce • Canadian Manufacturers and Exporters • Independent Contractors and Businesses Association of BC • Western Convenience Stores Association • Motion Picture Production Industry Association of British Columbia • Coast Forest Products Association • West Fraser Timber Co. • Mining Association of BC • TELUS • Association for Mineral Exploration British Columbia • Canadian Council of Chief Executives • Council of Forest Industries • Association of International Automobile Manufacturers of Canada • BC Grain Producers Association • Forest Products Association of Canada • Railway Association of Canada • CANFOR • Canada's Leading Economists • Canadian Association of Petroleum Producers

#### HERE'S WHY:

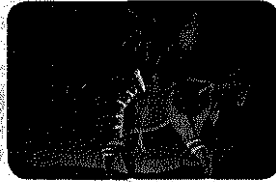
- Creates more jobs
- Passes savings on to consumers
- Lowers taxes on investments
- Saves time and lowers compliance costs
- Reduces operating expenses
- Gives B.C. a competitive international advantage
- Provides a more transparent, fairer tax system and eliminates hidden, compounding provincial sales tax.

For more information, visit [www.gov.bc.ca](http://www.gov.bc.ca)

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## CAN YOU NAME THESE 6 GOLD MEDAL B.C. EXPERIENCES?

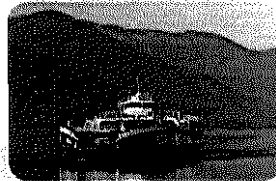
SUBMIT YOUR ANSWERS FOR A CHANCE  
TO WIN\* 1 OF 3 APPLE IPADS.



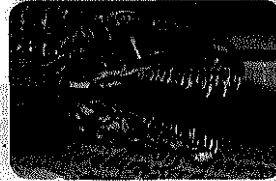
1 This attraction has an  
'Adopt-a-Rattlesnake' program.



2 Some trees in this 'church-like'  
grove are 800 years old.



3 The world's longest free ferry service.



4 This community is home to almost  
200 dinosaur footprints.



5 Its Aboriginal name means  
'turbulent water' or 'rapid torrent'.



6 The final destination of the  
Cariboo Wagon Road.

SIMPLY VISIT [WHEREINBC.COM](http://WHEREINBC.COM) TO SUBMIT YOUR ANSWERS.

You Gotta Be Here this year to explore  
all that British Columbia has to offer.



SUPER. NATURAL.  
**BRITISH COLUMBIA**  
CANADA

\* No purchase necessary. Must be a legal resident of British Columbia of the age of majority to enter. Three (3) prizes available to be won, each consisting of an Apple iPad valued at approximately \$750 CDN. Skill-testing question required. Odds depend on number of eligible entries. Official rules at [whereinbc.com](http://whereinbc.com). Contest closes at 11:59:59 p.m. PT September 30, 2010.

Apple and iPad are registered trademarks of Apple Inc. Apple is not a sponsor of, nor a participant in, this sweepstakes.

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Docket: 10-PAB-0912

Client: BC Gov

Job: NST Maller

Date: July 6 2010 11:00 am

File Created: May 17, 2010 - BB

Operator: BB/LG/HW/BB

Colour: 4C ■ ■ ■ ■

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## SPIRIT OF 2010 BUILDING ON B.C.'S OLYMPIC ADVANTAGE



Cover

*As printed*

## SEIZING OUR OLYMPIC OPPORTUNITIES

The 2010 Olympic and Paralympic Winter Games gave British Columbia a foundation to build a stronger province and create new opportunities for workers and families.

Today we are seeing positive signs that B.C.'s economy is starting to turn around. The Conference Board of Canada expects B.C. to lead the country in economic growth this year, and economic forecasters predict B.C.'s job growth will be the highest in the nation. We're seeing new growth in modern industries such as digital media; our forest industry is selling more wood to China than ever before; and new mines are under construction that will secure hundreds of jobs for years to come.

The most important thing about a strong economy is the job opportunities it creates and the stability it provides for families and investors. A strong, stable economy builds confidence, and confidence helps build a better quality of life for all British Columbians.

### INVESTING IN OUR FUTURE

Everyone has different priorities in an open society like Canada, but most people would agree with **record levels of construction on schools, hospitals, housing, roads, bridges and public transit** across the province. Because of the positive partnership the provincial government has established with the federal government, today there are **850 projects** throughout British Columbia **generating an estimated 34,000 jobs**.

### OPENING CANADA'S PACIFIC GATEWAY

B.C.'s strategic advantage means more opportunities for our children and for Canada's future. British Columbia is Canada's only Pacific province. We are Asia's front door to the continent. By 2020, **trade with Asia could create as many as 255,000 jobs**. Opportunities for expanding trade with Asia will require new investments and more jobs as we build Canada's Pacific Gateway. Tourism, digital media, life sciences, forestry, mining, energy, new building products, new green technologies and film create opportunities for our children and call on us to lead Canada into the 21st century.

## CREATING MORE JOBS

Creating more jobs starts with a more competitive and productive economy.

Higher productivity means higher paycheques, more jobs, increased investment and trade with international customers. That's what we have been doing in British Columbia for the last 10 years. It is one of the reasons there are **almost 400,000 more jobs in the province today** than there were in 2001.

### LOWERING TAXES

In B.C., we're creating a competitive tax regime that encourages others to join us as we shape our province's and country's future. If people work hard here they can get ahead. Since 2001, personal income taxes have been reduced by at least 37%. An individual earning \$50,000 a year pays \$2,012 less in provincial income taxes than they did in 2001. **B.C. has the lowest personal provincial income taxes in Canada** if you earn less than \$118,000.

By 2012 we will have the lowest corporate income tax rate of the G7 countries. That will make our traditional industries like forestry, mining, energy and agriculture more competitive. We will reduce B.C.'s small business tax rate to zero to encourage innovation and reward small business owners for their enormous contributions to our economy. Targeted tax credits for film, television, digital media and incentives for oil and gas, green technologies and clean energy projects continue to encourage our newest industries.

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## SUPPORTING YOUNG FAMILIES

Starting this September, full-day kindergarten for five-year-olds will help working families with child care. In addition, \$26 million over three years will be available to support child care for 28,000 B.C. families. And every newborn in British Columbia now receives \$1,000 invested towards their post-secondary education.

### LIVING WITHIN OUR MEANS

British Columbia has earned top marks from the world's leading credit-rating agencies for developing a fiscal framework that ensures we get back to a balanced budget in 2013 while maintaining core services such as health care and education.

### RECORD FUNDING FOR HEALTH, EDUCATION AND SOCIAL SERVICES

Record funding is now being provided for health, education, child protection, daycare, income assistance, housing, public safety, seniors' services, universities, colleges and other critical public services. In fact, 86% of all new spending is going towards health and education.

To find out more, visit [bcbudget.ca](http://bcbudget.ca)



## WHY THE HST?

Dozens of economic experts and business associations support the HST because it **creates jobs, increases wages, lowers prices, and it will help B.C. businesses compete with companies across Canada and around the world.**

### WHY NOW?

Ontario also moved to an HST on July 1st. Since B.C. competes with Ontario for jobs and investment, it's important to stay on a level playing field or B.C. could lose both.

The federal government has allowed B.C. to establish its own HST rate, and the Province has set the provincial portion at 7%, the lowest in the country.

The federal government is providing \$1.6 billion in transition funding, of which about \$1 billion has already been used. This money is supporting increased funding for health care and education and reducing debt that would otherwise be passed on to our children.

Economic experts agree that moving to an HST is an important step to build on the Province's economic record of success and to put British Columbia's economy ahead of the global competition.

Adopting the HST means B.C. is competitive with more than 140 other countries with a similar value-added tax, and it gives B.C. one of the most competitive tax regimes in the world.

### WHY DID GOVERNMENT BRING IN THE HST SO QUICKLY?

After the 2009 election, government was informed that provincial revenues were deteriorating. Government looked for a way to meet budget targets without cutting core services. Through discussions with the federal government, the Province learned that \$1.6 billion in transition funding, as well as new flexibility that would allow B.C. to set its own tax rate and create exemptions, was available for the first time. Because Ontario was moving to an HST on July 1, 2010, it was important that B.C. move quickly in order to compete for jobs and investment.

### HOW COULD THIS HAPPEN SO QUICKLY IF THE GOVERNMENT WASN'T PLANNING IT?

Ontario had decided to move to an HST earlier in 2009 and had negotiated for months with the federal government. In June 2009, it was clear that B.C. could piggyback on that negotiation and that the same agreement would be available if B.C. acted by mid-July. Otherwise, we would have had to wait for up to two years and the transition money would not be available when it was needed most.



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Proof: 19

## HOW DOES THE HST LOWER PRICES?

Companies in B.C. will no longer pay Provincial Sales Tax (PST) on things used to run their business, including heat, power, office supplies, vehicles and other inputs necessary to do business.

Businesses will also save time and \$150 million annually in administrative costs because they will now only remit one tax form instead of two.

In total, that's **\$2 billion in savings that can be passed on to consumers through lower prices.** Lower costs mean lower prices for consumers as businesses strive to be more competitive.



## HOW WILL THE HST IMPACT MY FAMILY BUDGET?

While the HST will apply to some items such as restaurant meals, junk food and haircuts, **80% of all goods and services are not impacted by the HST.**

Here are just a few of the products you won't pay a penny more on:

- Basic groceries
- Most medical services and all prescription drugs
- Child-care services
- Rent and insurance
- Resale housing – 1.6 million existing homes
- Fuel for vehicles
- Books
- Home heating and electricity
- New clothing and footwear
- Furniture and electronics
- New vehicles

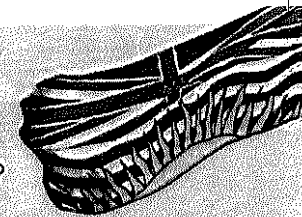
For a list of HST exemptions, zero-rated products, and rebates, visit [gov.bc.ca/hst](http://gov.bc.ca/hst)

**1.1 million low- to moderate-income British Columbians and their families will get up to \$230 annually per family member through a new HST credit.** Those who are also eligible for GST credits may see a total of up to \$716 per year.

**British Columbians pay among the lowest taxes in Canada.** Lower taxes have helped the average family take-home pay increase from \$51,000 to \$61,000 in the last few years. In fact, an individual earning \$60,000 is paying \$2,400 less in tax than in 2001.

The personal income tax exemption increased this year by over \$1,600, meaning people now pay no tax on the first \$11,000 they earn.

## HOW DOES THE HST CREATE JOBS AND INCREASE WAGES?



The HST is expected to create an additional 113,000 jobs in B.C. by reducing costs for employers so they can expand their business and pay higher wages.

Academic research and real-world evidence from other HST jurisdictions has shown that under an HST tax structure, wages go up, prices go down and more jobs are created.

### HERE'S HOW:

The vast majority of jobs in British Columbia are supported by industries like mining, oil and gas, transportation, construction and manufacturing – all of which will benefit from lower costs through the HST.

The HST will remove \$2 billion in costs for B.C. businesses, making them more globally competitive. Those savings can be reinvested into more jobs, higher wages and business expansion in every region of British Columbia.

An economic study says harmonization will increase capital investment by \$11.5 billion, resulting in new well-paying jobs.

### HOW DOES THE HST WORK?

On July 1, the 7% PST was combined with the 5% federal GST, forming a combined Harmonized Sales Tax (HST) of 12% – **the lowest in Canada.**

The HST approach is simpler, more transparent and fairer than the PST system because it is paid just once. Under the old sales tax system, PST was paid multiple times, at every step of a product's development, and businesses paid PST on almost everything they bought to run their business. All of that tax was compounded and passed on to the consumer in the final price.

Under the HST, businesses don't pay that compounding tax. Therefore, hidden tax won't be added to the final price of products, and businesses can **lower prices, hire more workers and increase wages.**

The HST is less costly to administer for businesses and government. Taxpayers will save \$30 million a year in administration costs that can be invested in public services.

"These changes, in combination with federal reductions in corporate taxes, will make British Columbia one of the most tax-competitive regimes in the world."

*Canadian Economist and Tax Expert, Dr. Jack Mintz*

### WHO SUPPORTS THE HST?

Organizations representing 1.3 million workers agree the HST is good for B.C.

### HERE'S WHY:

- Creates more jobs
- Passes savings on to consumers
- Lowers taxes on investment
- Saves time and lowers compliance costs
- Reduces operating expenses
- Gives B.C. a competitive international advantage
- Provides a more transparent, fairer tax system and eliminates hidden, compounding PST

For more information, visit [gov.bc.ca/hst](http://gov.bc.ca/hst)

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File: 2425\_BC\_Mailer\_06July

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Docket: 10-PAB-0912

Client: BC Gov

Job: HST Mailer

Date: July 6 2010 11:00 am

File Created: May 17, 2010 – BB

Operator: BB/LG/HW/BB

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AE: OP: BB/LG/HW/BB

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# 10 REASONS WHY B.C. IS THE BEST PLACE ON EARTH

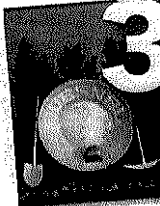
1

**We give hope to the world.** Inspired by heroes such as Terry Fox and Rick Hansen, B.C. is home to some of the world's leading-edge spinal cord, cancer and genome research, giving millions of people around the world a second chance at life.



2

**Our students excel.** B.C. students consistently rank among the top performers worldwide in areas like literacy and science.



3

**We like big stuff.** B.C. is home to some of the world's biggest roadside attractions such as the world's largest hockey stick, gold pan, cross-country skis, fly-fishing rod, and the tallest totem pole.

5

**We love the environment.** B.C. has more protected land than any other province in Canada – an area equal to the size of Nova Scotia, New Brunswick and Prince Edward Island combined.



4

**We live long.** B.C. has among the longest life expectancies in the world.



6

**We're leading edge.** Our children will be the next generation of marine biologists, digital animators, green technologists, medical specialists, scientists and engineers. Even better, they can all be trained at home by our universities and colleges and work in leading B.C.-based companies.



7

**We're welcoming.** We speak 146 different languages – from Chinese to Punjabi, German to Nlsga'a.



8

**We move people.** From "the last spike" that connected Canada by rail, to our modern-day ports, airports and engineering transportation marvels, B.C. is North America's Pacific Gateway. We have one of the world's largest ferry fleets, moving 20 million passengers and 8 million vehicles each year in 36 vessels.

9

**We're cool.** Here's a few British Columbians who prove it: Kim Cattrall, Seth Rogen, Nelly Furtado, Ryan Reynolds, Bryan Adams, Steve Nash, Michael J. Fox, Joshua Jackson, Sarah McLachlan, Eric McCormack, Michael Bublé, almost 50 NHL players, 10 major league baseball players, 35 Olympians and 22 Paralympians.

10

**We're generous.** British Columbians volunteer nearly 300 million hours every year.

# 10 IDEAS TO CELEBRATE BRITISH COLUMBIA

1

**Explore:** Did you know that B.C. has more than 850 parks and protected areas? Perfect for hiking, camping, swimming, cross-country skiing, boating and fishing. For ideas near you, visit [env.gov.bc.ca/bcparks](http://env.gov.bc.ca/bcparks)

2

**Travel through time:** From Barkerville to Fort Langley and Fort Steele to Fort Rodd Hill, B.C. has 91 national historic sites, 10 provincial historic sites and three UNESCO World Heritage sites. For more information, visit [HelloBC.com](http://HelloBC.com)

3

**Lose yourself in a book:** There are more than 9,000 B.C. authors with books covering romance, mystery, history, poetry, science fiction, kids' fiction and non-fiction. And what's more, if you have a BC OneCard, you can borrow a book at any library across the province for free. To find a library near you, visit [bclibraries.ca/home](http://bclibraries.ca/home)

4

**Go to a rodeo or fall fair:** Every year there are nearly 40 rodeos and 50 fall fairs across B.C. For more, visit [rodeo.com](http://rodeo.com) or [bcfairs.ca](http://bcfairs.ca)



5

**Eat local and raise a glass:** There are more than 70 farmers' markets in B.C. featuring some of the freshest and best produce in the world. Or you can tour one of B.C.'s 207 wineries. Visit [bcfarmersmarket.org](http://bcfarmersmarket.org) or [winebc.com](http://winebc.com)



6

**Hit the links and the slopes:** B.C. has some of the best skiing and golfing anywhere in the world. There are more than 300 golf courses across B.C. and nearly 40 ski hills, including world-class winter destinations. Visit [golfinbritishcolumbia.com](http://golfinbritishcolumbia.com) or [HelloBC.com/ski](http://HelloBC.com/ski)

7

**Volunteer:** Volunteer your time with a local community organization or event. Find a short-term volunteer opportunity at [volweb.ca](http://volweb.ca)

8

**Help B.C. find an official fossil:** British Columbia has an official flower, gemstone, bird, tree and mammal. But we're still looking for an official fossil and we need your help. Visit [gov.bc.ca/af](http://gov.bc.ca/af)



**Be curious:** B.C. has 535 museums and art galleries with collections to meet all passions. Learn about First Nations culture, local history and B.C. artists. Visit [HelloBC.com](http://HelloBC.com)



10

**Ride a bike:** Since 2001, B.C. has built more than 200 kilometres of new bike lanes and trails for you to enjoy in over 50 communities. Visit [th.gov.bc.ca/BikeBC/links.html](http://th.gov.bc.ca/BikeBC/links.html)

8

NEW SIZE: 7.125" x 10.75" Flat 14.25" x 10.75"

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 Client: BC Gov  
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 File Created: May 17, 2010 - BB  
 Operator: BB/LG/HW/BD  
 Colour: 4C  
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 AE: OP: BB/LG/HW/BD

19

THIS YEAR,  
**CELEBRATE**  
THE SPIRIT OF 2010

For information on these trips, or other trip ideas, visit [HelloBC.com](http://HelloBC.com)

3.5 billion people saw our province during the Olympics. These *Super, Natural*® places are right on your doorstep. Get ahead of the rush and visit some places close to home. Whether you're looking to drive, fly or take the train, we can offer hundreds of year-round suggestions at [HelloBC.com](http://HelloBC.com) or by dropping into your local Visitor Centre. Here's a few ideas to get you started:



**GREAT NORTHERN TRIP**  
8 to 14 days

Explore the magnificence of the northern wilderness. Drive across stunning mountain passes, through dense emerald-green forests, and past muskeg, and prairie fields of golden wheat and bright yellow canola.

Tour Aboriginal villages, visit historic sites and view engineering marvels like the W.A.C. Bennett Dam. Spot phenomenal wildlife such as grizzly and black bears, moose and beavers.

Here's a few of the "must-sees": The Exploration Place Museum and Science Centre in Prince George, Bijoux Falls, Liard River Hot Springs, and wildlife viewing platform at Fish Creek.

**COAST CARIBOO TRIP**  
7 to 10 days

Enjoy diverse landscapes and activities. Voyage along the beautiful and rugged West Coast, watching for whales or sea lions. Drive the "Freedom Road" past abundant fishing lakes, through cowboy country and arrive in the adventure playground of Whistler. Complete the trip with a world-class dining experience at one of Vancouver's award-winning restaurants.

Here's a few of the "must-sees": Sandstone cliff and caverns at Newcastle Island Marine Provincial Park, BC Ferries' Discover North Passage cruise to Bella Coola, volcanic "Rainbow Mountains" in Tweedsmuir Provincial Park, and glaciers at Joffre Lakes Provincial Park.

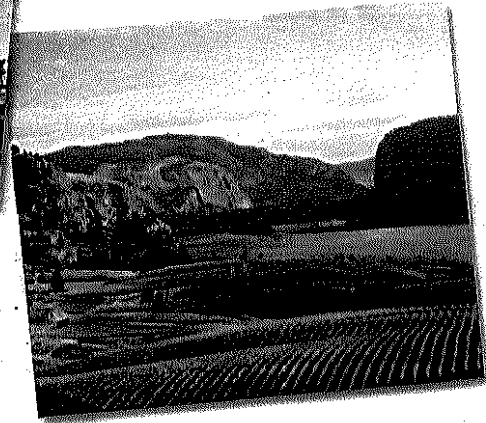


**PACIFIC MARINE TRIP**  
2 to 4 days

Journey "coast to coast" on Vancouver Island. See panoramic views of the Juan de Fuca, Haro and Georgia Straits as well as the Saanich Peninsula.

Visit the trailheads of the historic West Coast, spectacular provincial parks, pastoral landscapes and wineries.

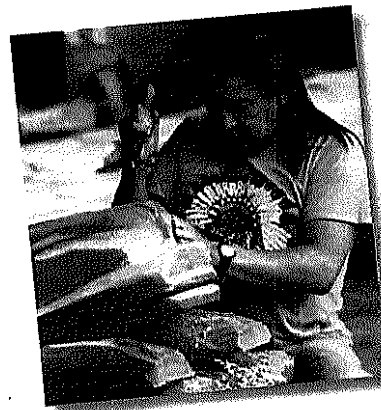
Here's a few of the "must-sees": Victoria's Inner Harbour and legislative buildings, dining at Sooke Harbour House, tidal pools on the Juan de Fuca Marine Trail in Port Renfrew, carvers at Quw'utsun' Cultural Centre, and Cowichan Valley's "Gourmet Trail" of wineries, fresh seafood docks, and holistic farms.



**MOUNTAINS & VINEYARDS TRIP**  
7 to 10 days

Be adventurous in the mountains and be leisurely in the countryside. Enjoy legendary views of majestic peaks, soothing hot springs and a mix of golf courses in the Kootenay Rockies region. Take refreshing dips in plentiful lakes and indulge in the numerous fruit stands, orchards and award-winning wineries in the Okanagan Valley.

Here's a few of the "must-sees": Yoho National Park's glacial lakes and Takakkaw Falls, Cominco Gardens of more than 48,000 flowers, golf a top-rated 18-hole championship course with dramatic mountain backdrops, and 350 restored heritage buildings in the charming city of Nelson.



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Job: HST Mailer

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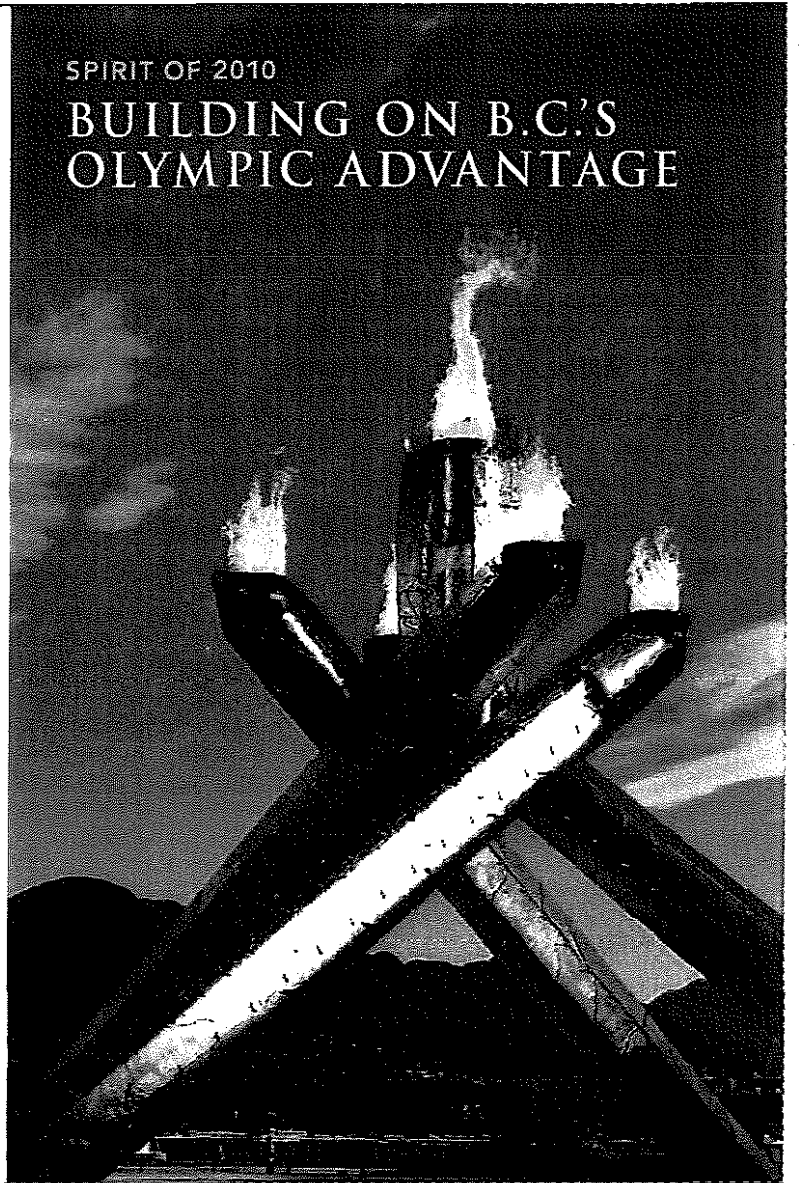
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SPRIT OF 2010

# BUILDING ON B.C.'S OLYMPIC ADVANTAGE



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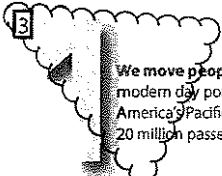


Summary of Comments on 2425\_BC\_Mailer\_C with  
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**3 Lose yourself in a book:** There are more than 9,000 B.C. authors with books covering romance, mystery, history, poetry, science fiction, kids' fiction and non-fiction. And what's more, if you have a B.C. One Card, you can borrow the book at any library across the province for free. Find a library near you: [www.bclibraries.ca/home](http://www.bclibraries.ca/home)



**4 Go to the rodeo:** Skip in a B.C. Day weekend rodeo in Nemah Valley, Abbotsford, or 100 Mile House. [www.rodeoabc.com](http://www.rodeoabc.com)



**5 Eat local and raise a glass:** There are more than 70 farmers markets in B.C. featuring some of the freshest and best produce in the world. You can tour one of B.C.'s 207 wineries. Fine food or wine near you: [www.bcfarmers.com](http://www.bcfarmers.com) [www.winebc.com](http://www.winebc.com)



**6 Hit the links:** In 2007, B.C. was named the best golf destination in North America. There are more than 300 golf courses across B.C. and for families with young children, B.C. is also a hotbed for mini-golf. [www.golfinbritishcolumbia.com](http://www.golfinbritishcolumbia.com)



**7 Be generous:** Volunteer your time with a local community organization or event. Find a short-term volunteer opportunity here: [www.volweb.ca](http://www.volweb.ca)



**8 Help B.C. find an official fossil:** British Columbia has an official flower, gemstone, bird, tree and mammal. But we're still looking for an official fossil and we need your help. [www.gov.bc.ca/af](http://www.gov.bc.ca/af)



**9 Be curious:** B.C. has 535 museums and art galleries with collections to meet all passions. Learn about First Nations culture, local history and B.C. artists. [www.hellobc.com](http://www.hellobc.com)



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## Page: 2

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## SEIZING OUR OLYMPIC OPPORTUNITIES

The 2010 Olympic and Paralympic Winter Games gave British Columbia a foundation to build a stronger province and create new opportunities for workers and families.

Today we are seeing **1** positive signs that B.C.'s economy is starting to turn around. The Conference Board of Canada expects B.C. to lead Canada in economic growth this year. Leading economic forecasters predict B.C.'s job growth will be the highest in the nation **2** this year and our province is expected to lead Canada in housing starts **3** in 2010.

We're seeing new growth in modern industries such as digital media, with two major studios recently opening in the Lower Mainland.

Our forest industry is selling more wood to China than ever before and new mines are under construction that will secure hundreds of jobs for years to come.

Together, we can seize the opportunity of a generation, sell our products to the world, invite new business and secure jobs that will support families and communities for decades.

### CREATING MORE JOBS

It all starts with a more **4** competitive economy that attracts new employers **5** **6** encourages existing employers to expand and hire more workers. Budget 2010 provides that competitive foundation.

### INVESTING IN OUR FUTURE

We're undertaking record levels of construction on schools, hospitals, housing, roads, bridges and other critical projects across the province. \$5.3 billion is being invested in 850 projects throughout British Columbia, generating an estimated 34,000 jobs.

## CAPITALIZING ON OUR CLEAN ENERGY ADVANTAGE

We're undertaking the largest investment in B.C.'s clean energy assets including the Site C Clean Energy Project that will create over 35,000 jobs and produce enough clean electricity to power more than 400,000 homes annually.

Renewable power producers will have the tools necessary to create jobs in every region. Competitively-priced, green power will support the growth of our communities and industries and reduce greenhouse gas emissions. To learn more, visit [www.powerofbc.ca](http://www.powerofbc.ca)

### OPENING CANADA'S PACIFIC GATEWAY

New and upgraded roads, bridges, ports, airports, public transit, ferries, border crossings, railways and other key transportation corridors are helping ensure we fully utilize B.C.'s geographic advantage as North America's closest connection to Asia to create jobs and growth. By 2020, trade with Asia could create as many as 255,000 jobs.

### LOWERING AND SIMPLIFYING TAXES

B.C. has the lowest personal provincial income taxes in Canada. Our province will soon have the lowest corporate tax rate of the G8 countries **9** and in **12** we will reduce B.C.'s small business corporate tax rate to zero. Targeted tax credits for film, television, digital media and incentives for oil and gas are encouraging **13** **14** new growth in these sectors.

### STRENGTHENING PARTNERSHIPS

Forging new partnerships and fostering existing relationships has made British Columbia stronger. We are building a new relationship with First Nations and working with local governments and the federal government to expand public transit, reduce crime and build new community infrastructure. Agreements with neighbouring provinces are allowing people to **5** their certifications to work and do business in more than one province. We have reached beyond our borders to build economic and educational ties across the Pacific and have partnered with our American **7** **11** to protect our environment and share new technology and knowledge that will protect the health of the Pacific Ocean and build our regional economy.

### LEADING CLIMATE ACTION

British Columbia has taken aggressive action to tackle climate change, including setting greenhouse gas reduction targets in law; implementing North America's first revenue-neutral **17** carbon levy; becoming the first Canadian partner in the Western Climate Initiative that will design a cap and trade system; and working to become the first carbon neutral government in North America.

B.C. is a clean energy powerhouse. The Clean Energy Act ensures British Columbia becomes electricity self-sufficient and that low rates are protected for B.C. ratepayers.



## Page: 3

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## SUPPORTING YOUNG FAMILIES

Starting this September, full-day kindergarten for five-year-olds will help working families with child care costs. In addition, \$25 million over three years will be available to support child care costs for 28,000 B.C. families.

### LIVING WITHIN OUR MEANS

British Columbia has earned top marks from the world's leading credit rating agencies for developing a fiscal framework that ensures we get back to a balanced budget in 2013 while maintaining core services such as health care and education.

### RECORD FUNDING FOR HEALTH, EDUCATION AND SOCIAL SERVICES

Record funding is now being provided for health, education, child protection, day care, income assistance, housing, public safety, services for seniors, universities colleges and other critical public services. In fact, 86% of all new spending is going towards health and education.

To find out more, visit [www.bcbudget.ca](http://www.bcbudget.ca)



## EXPERTS AGREE THE HST IS GOOD FOR B.C.

Dozens of economic experts and business associations have strongly advocated for the HST. For more information, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

### HOW IT WORKS

On July 1st, the Provincial Sales Tax (PST) was eliminated. A 7% B.C. rate has been combined with the 5% federal Goods and Services Tax (GST), forming a combined Harmonized Sales Tax (HST) of 12%. **1** The lowest in Canada. The HST approach is far simpler, more transparent and fairer than the PST system. **2**

While you won't pay HST on many of the items you use every day, **3** listed below, HST will apply to junk food, restaurant meals, haircuts and some other services. **4** million British Columbians will get quarterly cheques of up to \$230 annually through a new HST credit. **5** People also eligible for the federal GST credits may see a total of up to \$716 per year.

The HST is paid just once. The HST is simpler than the old provincial sales tax, which is paid multiple times, at every step of a product's development. This not only places an undue burden on businesses, but it increases the final cost of a product. When a consumer makes a purchase, they aren't just paying the 7% PST once, they are effectively paying tax on top of the tax paid at every step of a product's development.

### WHAT IS EXEMPT

You won't pay a penny more on many of the products and services you use every day. Here are just a few of those products:

- Basic groceries
- Most health, medical and dental services
- Child care services
- Prescription drugs
- Resale housing
- Fuel to power your vehicle
- Books
- Children-sized clothing and footwear
- Children's car seats and car booster seats
- Children's diapers

The rebates are set out in the new Consumption Tax Rebate and Transition Act. For a list of HST exemptions, zero-rated products and rebates, and a copy of the new Act, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

Local governments, health authorities, universities, colleges and school districts will receive a partial rebate on the provincial portion of the HST. Charities and eligible non-profit groups will also receive a rebate.

And that's good for B.C.



## Page: 4

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**T** Number: 1 Author: Vwwillia Subject: Highlight Date: 2010-05-28 12:56:34 PM

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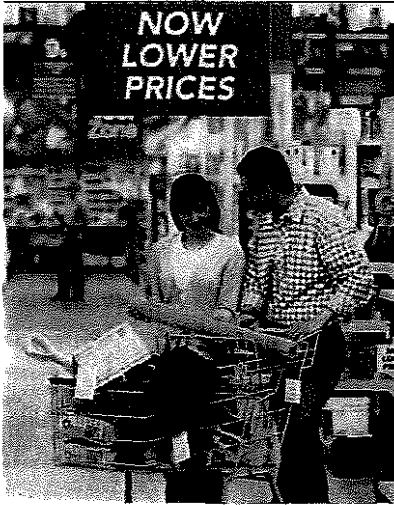
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**T** Number: 5 Author: Vwwillia Subject: Inserted Text Date: 2010-05-28 12:57:51 PM  
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## HOW THE HST LOWERS PRICES

- Business in B.C. will no longer have to pay PST on business inputs used to run their business. This includes: heat, power, office supplies, vehicles and other inputs necessary to do business.
- Businesses will save time and \$150 million annually in administrative costs because they will only remit one tax form, instead of two under the outdated PST and GST system.
- In total, that's \$2 billion in savings that can be passed onto lower product prices. Lower costs for business mean lower prices as businesses strive to grow their customer base by being more competitive.

It will lead to an \$11.5 billion increase in capital investment over 10 years.

That's good for **5** business.

## IT ELIMINATES HIDDEN, COMPOUNDING TAX

Businesses paid PST on almost everything they buy to run their businesses and that tax is included in the final price paid by the consumer.

For example, when a mechanic repairs your car, the repair shop previously paid PST on the tools, equipment and supplies it buys to repair your car and on the electricity it uses to run the machinery and heat the shop.

On top of that, the hidden PST had compounded many times over before your car even entered the shop.

PST was paid by the manufacturer who produced the part to fix the car, by the trucker who paid tax on the truck that delivered the part to the warehouse, by the warehouse that paid PST on almost everything it bought to store the parts, and by the retailer who paid PST on almost everything it bought to run the store. All of that tax was compounded and passed on to the consumer in the final price.

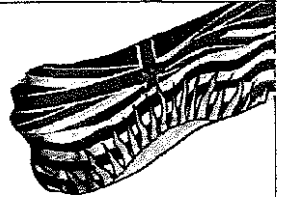
Then PST and GST was applied on top of that final bill.

Under the HST, most businesses don't pay that compounding tax on productivity. Therefore, hidden tax won't be added to the final price of their products.

**"These changes, in combination with federal reductions in corporate taxes, will make British Columbia one of the most tax-competitive regimes in the world."**

*Canadian Economist and Tax Expert, Dr. Jack Mintz*

## HOW THE HST CREATES JOBS AND INCREASES WAGES



The HST is expected to create an additional 113,000 jobs in British Columbia by reducing costs on employers looking to expand their business and pay higher wages.

Academic research and evidence from other jurisdictions have shown that under an HST tax structure wages go up, prices go down and more jobs are created. Here's how:

The vast majority of jobs in British Columbia are supported by major industries like mining, oil and gas, transportation, construction and manufacturing – all of which will benefit from eliminating taxes on productivity. The HST will remove \$2 billion in costs for B.C. businesses, making them more competitive. Those savings can be reinvested into more jobs, higher wages and business expansions in every region of British Columbia.

Similarly, the HST will make our province more competitive with over 130 countries around the world that already have a value-added tax system.

An expert study says harmonization will increase capital investment by \$11.5 billion. It will reduce costs for taxpayers through the removal of an estimated \$30 million annually in government administration costs. Moving to the HST eliminates duplication and overlap between the provincial and federal government. Every penny of the HST will be used for health care.

That's good for **7** British Columbians.

To find out more about how it will help B.C. businesses expand and create jobs, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

## BUILDING ON B.C.'S OLYMPIC MOMENTUM

Retail Council of Canada • Canada West Foundation • Michael Smart, University of Toronto • David Baxter, Urban Futures Institute • Dr. Jack Mintz, University of Calgary • Conference Board of Canada • John Almy, Alco Ventures Inc. • Duane Mahy, CEO, Spectrum Resource Group • John Schroeder, President, Volleybrook International Ventures Inc. • Ben Thomson, VP Finance and Corporate Affairs, Lonsdale Energy Corporation • Greater Vancouver Gateway Council Initiatives • Prince George Development Corp. • Truck Loggers Association • BC Chamber of Commerce • BC Technology Industry Association • Jack Finlayson, Business Council of BC • BC Agriculture Council • New Car Dealers Association of BC • BC Road Builders and Heavy Construction Association • Institute of Chartered Accountants of BC • BC Progress Board • The Canadian Chamber of Commerce • Canadian Manufacturers and Exporters • Independent Contractors and Businesses Association of BC • Western Convenience Stores Association • Motion Picture Production Industry Association of British Columbia • Coast Forest Products Association • West Fraser Timber Co. • Mining Association of BC • TELUS • Association for Mineral Exploration British Columbia • Canadian Council of Chief Executives • Council of Forest Industries • Association of International Automobile Manufacturers of Canada • BC Grain Producers Association • Forest Products Association of Canada • Railway Association of Canada • CANFOR • Canada's Leading Economists • Canadian Association of Petroleum Producers

## THEY ALL AGREE THE HST IS GOOD FOR B.C. HERE'S WHY:

- Creates more jobs
  - Passes savings on to consumers
  - Lowers taxes on investments
  - Saves time and lowers compliance costs
  - Reduces operating expenses
  - Gives B.C. a competitive international advantage
  - Provides a more transparent, fairer tax system
- Eliminates hidden, compounding provincial sales tax.

For more information, visit [www.gov.bc.ca](http://www.gov.bc.ca)

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businesses and workers.			

THIS SUMMER,  
**CELEBRATE**  
THE SPIRIT OF 2010

For information on these trips, or other trip ideas visit:  
[HelloBC.com/tripideas](http://HelloBC.com/tripideas)

Celebrate the spirit of 2010 this summer by exploring the best place on earth, British Columbia. Start by taking a road trip to take in B.C.'s: stunning vistas, vibrant cities, wildlife, history, and the great outdoors.



**GREAT NORTHERN TRIP**



**8 to 14 days**

Explore the magnificence of the northern wilderness. Drive across stunning mountain passes, through dense, emerald-green forests, and past muskeg and prairie fields of golden wheat and bright yellow canola. Tour Aboriginal villages, visit historic sites and view engineering marvels like the W.A.C. Bennett Dam. Spot phenomenal wildlife such as grizzly and black bears, moose, and beavers.

Here's a few of the 'must sees':  
Exploration Place Museum and Science Centre in Prince George, Bijoux Falls, Lard River Hot Springs, Wildlife viewing platform at Fish Creek

**COAST CARIBOO TRIP**



**7 to 10 days**

Encompass the diverse landscapes and activities. Voyage along the beautiful but rugged West Coast, watching for whales or sea lions. Drive the "Freedom Road" past abundant fishing lakes, through cowboy country and arrive in the adventure playground of Whistler. Complete the trip with a world-class dining experience at one of Vancouver's award-winning restaurants.

Here's a few of the 'must sees':  
Sandstone cliff and caverns at Newcastle Island Marine Provincial Park, BC Ferries' Discover North Passage cruise to Bella Coola, volcanic "Rainbow Mountains" in Tweedsmuir Provincial Park, and glaciers at Joffre Lakes Provincial Park.

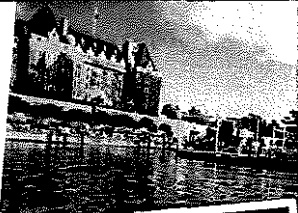


**PACIFIC MARINE TRIP**

**2 to 4 days**

Journey "coast to coast" on Vancouver Island. See panoramic views of the Juan de Fuca, Haro and Georgia straits as well as the Saanich Peninsula. Visit the trailheads of the historic West Coast, spectacular provincial parks, pastoral landscapes and wineries.

Here's a few of the 'must sees':  
Victoria's Inner Harbour and legislative buildings, dining at Sooke Harbour House, tidal pools Juan de Fuca Marine Trail in Port Renfrew, and Cowichan Valley's "Gourmet Trail" of wineries, fresh seafood docks and holistic farms.



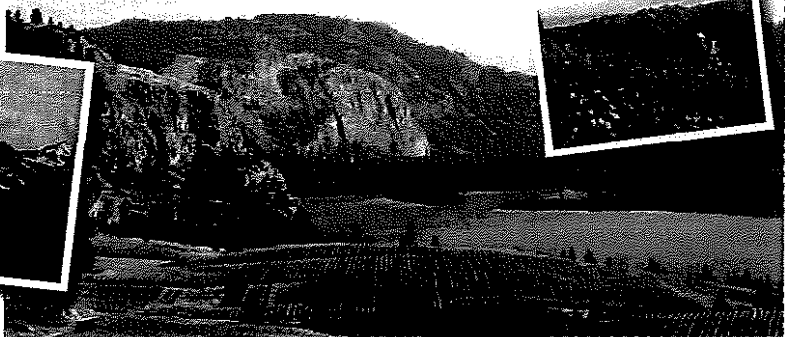
**MOUNTAINS & VINEYARDS TRIP**



**7 to 10 days**

Be adventurous in the mountains and be leisurely in the countryside. Enjoy legendary views of majestic peaks, soothing hot springs and a mix of golf courses in the Kootenay Rockies region. Take refreshing dips in plentiful lakes and indulge in the numerous fruit stands, orchards and award-winning wineries.

Here's a few of the 'must sees':  
Yoho National Park's glacial lakes and Takakkaw Falls, Cominco Gardens of more than 48,000 flowers, golf a top-rated 18-hole championship course with dramatic mountain backdrops, 350 restored heritage buildings in the charming city of Nelson, award-winning wines in the Okanagan Valley.



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# CAN YOU NAME THESE 6 GOLD MEDAL B.C. EXPERIENCES?

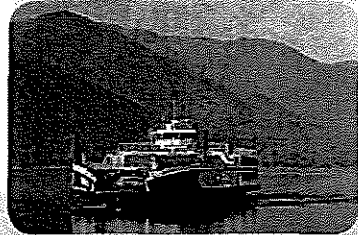
SUBMIT YOUR ANSWERS FOR A CHANCE  
TO WIN\* 1 OF 3 APPLE iPADS.



1 This attraction has an 'Adopt-a-Rattlesnake' program.



2 Some trees in this 'church-like' grove are 800 years old.



3 The world's longest free ferry service.



4 This community is home to almost 200 dinosaur footprints.



5 Its Aboriginal name means 'turbulent water' or 'rapid torrent'.



6 The final destination of the Cariboo Wagon Road.

SIMPLY VISIT [WHEREINBC.COM](http://WHEREINBC.COM) TO SUBMIT YOUR ANSWERS.

You Gotta Be Here this year to explore  
all that British Columbia has to offer.



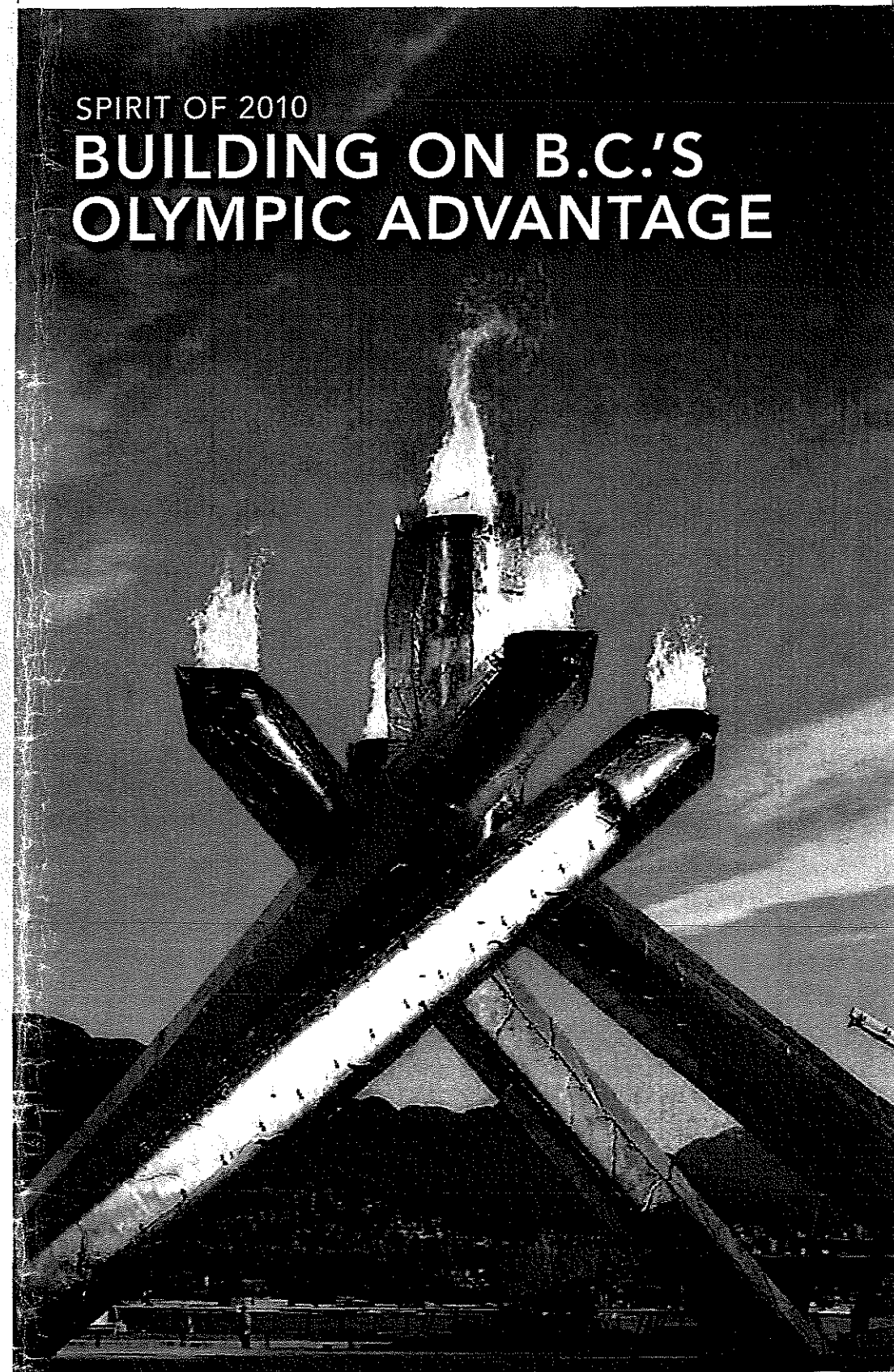
**SUPER, NATURAL**  
**BRITISH COLUMBIA**  
CANADA

\* No purchase necessary. Must be a legal resident of British Columbia of the age of majority to enter. Three (3) prizes available to be won, each consisting of an Apple iPad valued at approximately \$750 CDN. Skill-testing question required. Odds depend on number of eligible entries. Official rules at [whereinbc.com](http://whereinbc.com). Contest closes at 11:59:59 pm PT September 30, 2010. Apple and iPad are registered trademarks of Apple Inc. Apple is not a sponsor of, nor a participant in, this sweepstakes.

NEW SIZE: 7.125" x 10.75" Flat: 14.25" x 10.75"

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Cover



## SEIZING OUR OLYMPIC OPPORTUNITIES

The 2010 Olympic and Paralympic Winter Games gave British Columbia a foundation to build a stronger province and create new opportunities for workers and families.

Today we are seeing positive signs that B.C.'s economy is starting to turn around. The Conference Board of Canada expects B.C. to lead the country in economic growth this year, and economic forecasters predict B.C.'s job growth will be the highest in the nation. We're seeing new growth in modern industries such as digital media; our forest industry is selling more wood to China than ever before; and new mines are under construction that will secure hundreds of jobs for years to come.

The most important thing about a strong economy is the job opportunities it creates and the stability it provides for families and investors. A strong, stable economy builds confidence, and confidence helps build a better quality of life for all British Columbians.

### INVESTING IN OUR FUTURE

Everyone has different priorities in an open society like Canada, but most people would agree with **record levels of construction on schools, hospitals, housing, roads, bridges and public transit** across the province. Because of the positive partnership the provincial government has established with the federal government, today there are 850 projects throughout British Columbia **generating an estimated 34,000 jobs**.

### OPENING CANADA'S PACIFIC GATEWAY

B.C.'s strategic advantage means more opportunities for our children and for Canada's future. British Columbia is Canada's only Pacific province. We are Asia's front door to the continent. By 2020, **trade with Asia could create as many as 255,000 jobs**. Opportunities for expanding trade with Asia will require new investments and more jobs as we build Canada's Pacific Gateway. Tourism, digital media, life sciences, forestry, mining, energy, new building products, new green technologies and film create opportunities for our children and call on us to lead Canada into the 21st century.

## CREATING MORE JOBS

Creating more jobs starts with a more competitive and productive economy.

Higher productivity means higher paycheques, more jobs, increased investment and trade with international customers. That's what we have been doing in British Columbia for the last 10 years. It is one of the reasons there are almost 400,000 more jobs in the province today than there were in 2001.

### LOWERING TAXES

In B.C., we're creating a competitive tax regime that encourages others to join us as we shape our province's and country's future. If people work hard here they can get ahead. Since 2001, personal income taxes have been reduced by at least 37%. An individual earning \$50,000 a year pays \$2,012 less in provincial income taxes than they did in 2001. **B.C. has the lowest personal provincial income taxes in Canada** if you earn less than \$118,000.

By 2012 we will have the lowest corporate income tax rate of the G7 countries. That will make our traditional industries like forestry, mining, energy and agriculture more competitive. We will reduce B.C.'s small business tax rate to zero to encourage innovation and reward small business owners for their enormous contributions to our economy. Targeted tax credits for film, television, digital media and incentives for oil and gas, green technologies and clean energy projects continue to encourage our newest industries.

### CAPITALIZING ON OUR CLEAN ENERGY ADVANTAGE

B.C. is a clean-energy powerhouse. The *Clean Energy Act* ensures British Columbia will become electricity self-sufficient and that **low rates are protected for B.C. ratepayers**. We're undertaking the largest investment ever in B.C.'s

clean energy assets including the **Site C Clean Energy Project, that will create over 35,000 jobs** and produce enough clean electricity to power more than 400,000 homes. Renewable power producers will have the tools to create jobs in every region. Competitively priced green power will support the growth of our communities and industries and reduce greenhouse gas emissions.

To learn more, visit [powerofbc.ca](http://powerofbc.ca)

### STRENGTHENING PARTNERSHIPS

Forging new partnerships has made British Columbia stronger. We are building a New Relationship with First Nations and working with local governments and the federal government to expand public transit, reduce crime and build new community infrastructure. Agreements with neighbouring provinces are allowing people to work and do business in more than one province. We have reached beyond our borders to build economic and educational ties across the Pacific and have partnered with our American neighbours to protect our environment and the Pacific Ocean and build our regional economy.

### LEADING CLIMATE ACTION

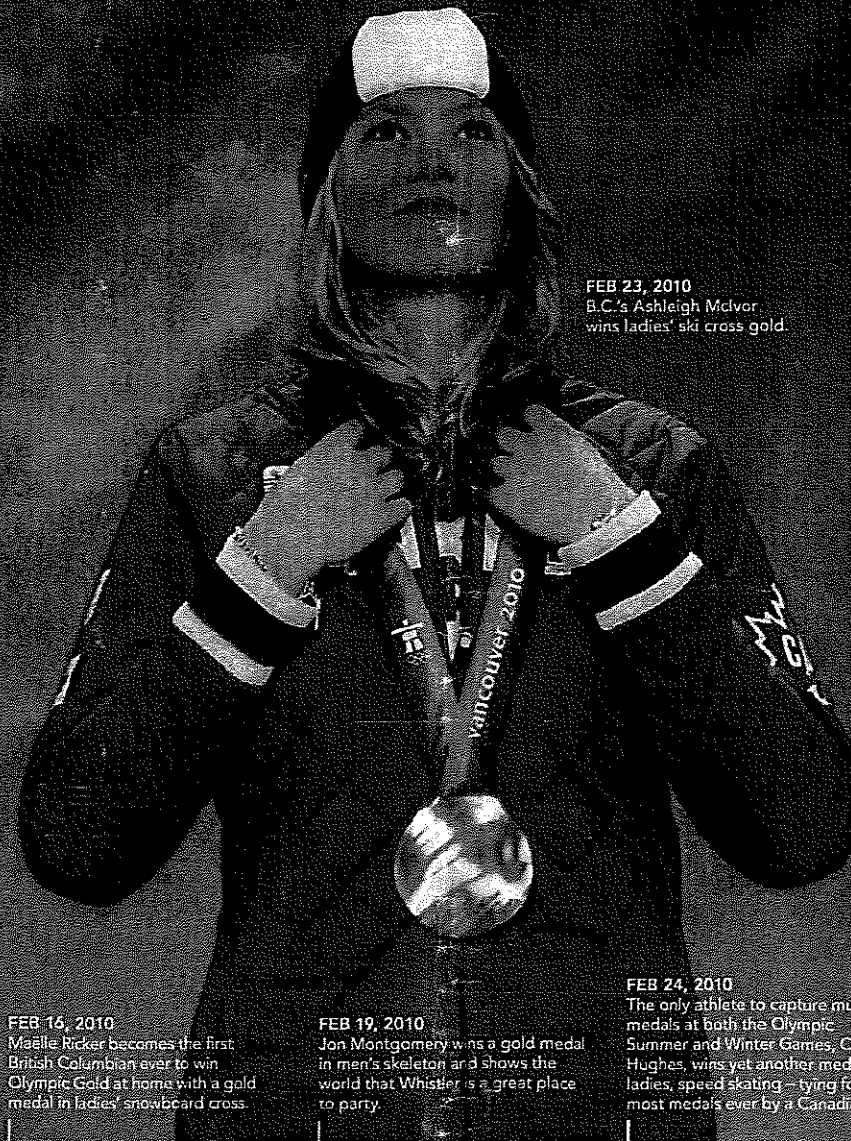
British Columbia has taken aggressive action to tackle climate change, including setting greenhouse gas reduction targets in law, implementing North America's first revenue-neutral carbon levy, becoming the first Canadian partner in the Western Climate Initiative to design a cap and trade system, and working to become the first carbon-neutral government in North America.

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	AE:    OP: BB/LG/HW/BB		

# SPIRIT OF 2010

THE MOST GOLD MEDALS OF ANY NATION IN WINTER OLYMPICS HISTORY



**JULY 2, 2003**  
Canada wins the bid to host the 2010 Olympic Winter Games – the first to have host First Nations as official partners: the Musqueam, the Squamish, the Lil'wat and the Tsleil-Waututh.

**OCT 30, 2009**  
The longest domestic torch relay in Olympic history begins in Victoria, British Columbia. It will travel 45,000 kilometres, be carried by 12,000 torchbearers and travel through over 1,000 communities before lighting the Olympic cauldron in BC Place.

**FEB 1, 2010**  
25,000 volunteers from across B.C. and across the country arrive to ensure athletes and visitors have the best Olympic experience possible. The volunteers become the face of the Games and show us what gold medal hospitality looks like.

**FEB 12, 2010**  
The most successful Olympic and Paralympic Winter Games in history began. The Games will become the most watched Winter Olympics in history and be the first Olympics ever where all venues were complete over a year before the competition began.

**FEB 13, 2010**  
Jennifer Heil wins Canada's first medal of the Games, a silver in freestyle ladies' moguls.

**FEB 14, 2010**  
Alex Bilodeau wins Canada's first ever gold medal on Canadian soil in men's moguls. His celebration with his brother Frédéric underlines the true spirit of the Olympics.

**FEB 16, 2010**  
Maëlle Ricker becomes the first British Columbian ever to win Olympic Gold at home with a gold medal in ladies' snowboard cross.

**FEB 19, 2010**  
Jon Montgomery wins a gold medal in men's skeleton and shows the world that Whistler is a great place to party.

**FEB 24, 2010**  
The only athlete to capture multiple medals at both the Olympic Summer and Winter Games, Clara Hughes, wins yet another medal in ladies, speed skating – tying for the most medals ever by a Canadian.

**FEB 25, 2010**  
Joannie Rochette takes the bronze in ladies' figure skating, days after the sudden death of her mother.



**MAR 20, 2010**  
B.C.'s Lauren Woolstencroft captures a record five gold medals, more gold medals than any other Canadian athlete at a single Paralympic Winter Games.

**MAR 12 – 21, 2010**  
The 2010 Paralympic Winter Games are the largest in history, with a record number of participating nations and athletes. Gold medal winner Brian McKeever, #37 of Canada, is led by his brother and guide Robin McKeever.

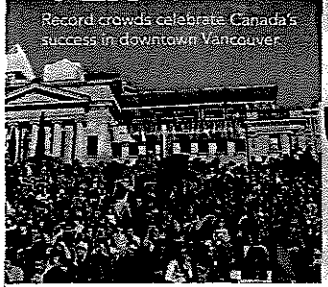
Canadian Olympians win 26 medals, the most medals won by Canada in any Olympic Winter Games.

**FEB 28, 2010**  
Sidney Crosby scores the "Golden Goal" as Canada defeats Team USA in the men's hockey final. Canadians across the nation join together to celebrate and sing O Canada.

**FEB 27, 2010**  
Fort St. John's Denny Morrison leads Canada's men's pursuit team to another gold medal for Canada.

**FEB 27, 2010**  
Kevin Martin leads Canada's men's curling team to an undefeated record in the curling tournament and a gold medal win.

**FEB 25, 2010**  
Canada's women's hockey team wins its third consecutive gold medal, leaving an indelible impression – Canada's women rock!



Record crowds celebrate Canada's success in downtown Vancouver



vancover 2010



NOTE: NEW SIZE: 23.875" x 17.875"

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back

*Pensive*



## SUPPORTING YOUNG FAMILIES

Starting this September, full-day kindergarten for five-year-olds will help working families with child care. In addition, \$26 million over three years will be available to support child-care for 28,000 B.C. families. And every newborn in British Columbia now receives \$1,000 invested towards their post-secondary education.

### LIVING WITHIN OUR MEANS

British Columbia has earned top marks from the world's leading credit-rating agencies for developing a fiscal framework that ensures we get back to a balanced budget in 2013 while maintaining core services such as health care and education.

### RECORD FUNDING FOR HEALTH, EDUCATION AND SOCIAL SERVICES

Record funding is now being provided for health, education, child protection, daycare, income assistance, housing, public safety, seniors' services, universities, colleges and other critical public services. In fact, 86% of all new spending is going towards health and education.

To find out more, visit [bcbudget.ca](http://bcbudget.ca)



## WHY THE HST?

Dozens of economic experts and business associations support the HST because it **creates jobs, increases wages, lowers prices, and it will help B.C. businesses compete with companies across Canada and around the world.**

### WHY NOW?

Ontario also moved to an HST on July 1st. Since B.C. competes with Ontario for jobs and investment, it's important to stay on a level playing field or B.C. could lose both.

The federal government has allowed B.C. to establish its own HST rate, and the Province has set the provincial portion at 7%, the lowest in the country.

The federal government is providing \$1.6 billion in transition funding, of which about \$1 billion has already been used. This money is supporting increased funding for health care and education and reducing debt that would otherwise be passed on to our children.

Economic experts agree that moving to an HST is an important step to build on the Province's economic record of success and to put British Columbia's economy ahead of the global competition.

Adopting the HST means B.C. is competitive with more than 140 other countries with a similar value-added tax, and it gives B.C. one of the most competitive tax regimes in the world.

### WHY DID GOVERNMENT BRING IN THE HST SO QUICKLY?

After the 2009 election, government was informed that provincial revenues were deteriorating. Government looked for a way to meet budget targets without cutting core services. Through discussions with the federal government, the Province learned that \$1.6 billion in transition funding, as well as new flexibility that would allow B.C. to set its own tax rate and create exemptions, was available for the first time. Because Ontario was moving to an HST on July 1, 2010, it was important that B.C. move quickly in order to compete for jobs and investment.

### HOW COULD THIS HAPPEN SO QUICKLY IF THE GOVERNMENT WASN'T PLANNING IT?

Ontario had decided to move to an HST earlier in 2009 and had negotiated for months with the federal government. In June 2009, it was clear that B.C. could piggyback on that negotiation and that the same agreement would be available if B.C. acted by mid-July. Otherwise, we would have had to wait for up to two years and the transition money would not be available when it was needed most.



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# 10 REASONS WHY B.C. IS THE BEST PLACE ON EARTH

1

**We give hope to the world.** Inspired by heroes such as Terry Fox and Rick Hansen, B.C. is home to some of the world's leading-edge spinal cord, cancer and genome research, giving millions of people around the world a second chance at life.



2

**Our students excel.** B.C. students consistently rank among the top performers worldwide in areas like literacy and science.

5

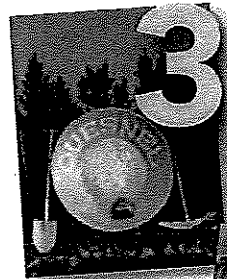
**We love the environment.** B.C. has more protected land than any other province in Canada – an area equal to the size of Nova Scotia, New Brunswick and Prince Edward Island combined.



**We're welcoming.** We speak 146 different languages – from Chinese to Punjabi, German to Nisga'a.



**We move people.** From "the last spike" that connected Canada by rail, to our modern-day ports, airports and engineering transportation marvels, B.C. is North America's Pacific Gateway. We have one of the world's largest ferry fleets, moving 20 million passengers and 8 million vehicles each year in 36 vessels.



3

**We like big stuff.** B.C. is home to some of the world's biggest roadside attractions such as the world's largest hockey stick, gold pan, cross-country skis, fly-fishing rod, and the tallest totem pole.



6

**We're leading edge.** Our children will be the next generation of marine biologists, digital animators, green technologists, medical specialists, scientists and engineers. Even better, they can all be trained at home by our universities and colleges and work in leading B.C.-based companies.

9

**We're cool.** Here's a few British Columbians who prove it: Kim Cattrall, Seth Rogen, Nelly Furtado, Ryan Reynolds, Bryan Adams, Steve Nash, Michael J. Fox, Joshua Jackson, Sarah McLachlan, Eric McCormack, Michael Bublé, almost 50 NHL players, 10 major league baseball players, 35 Olympians and 22 Paralympians.

10

**We're generous.** British Columbians volunteer nearly 300 million hours every year.

# 10 IDEAS TO CELEBRATE BRITISH COLUMBIA

1

**Explore:** Did you know that B.C. has more than 850 parks and protected areas? Perfect for hiking, camping, swimming, cross-country skiing, boating and fishing. For ideas near you, visit [env.gov.bc.ca/bcparks](http://env.gov.bc.ca/bcparks)

2

**Travel through time:** From Barkerville to Fort Langley and Fort Steele to Fort Rodd Hill, B.C. has 91 national historic sites, 10 provincial historic sites and three UNESCO World Heritage sites. For more information, visit [HelloBC.com](http://HelloBC.com)

3

**Lose yourself in a book:** There are more than 9,000 B.C. authors with books covering romance, mystery, history, poetry, science fiction, kids' fiction and non-fiction. And what's more, if you have a BC OneCard, you can borrow a book at any library across the province for free. To find a library near you, visit [bclibraries.ca/home](http://bclibraries.ca/home)

4

**Go to a rodeo or fall fair:** Every year there are nearly 40 rodeos and 50 fall fairs across B.C. For more, visit [rodeo.com](http://rodeo.com) or [bcfairs.ca](http://bcfairs.ca)

5

**Eat local and raise a glass:** There are more than 70 farmers' markets in B.C. featuring some of the freshest and best produce in the world. Or you can tour one of B.C.'s 207 wineries. Visit [bcfarmersmarket.org](http://bcfarmersmarket.org) or [winebc.com](http://winebc.com)



6

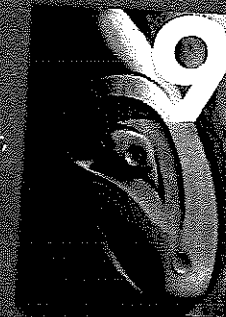
**Hit the links and the slopes:** B.C. has some of the best skiing and golfing anywhere in the world. There are more than 300 golf courses across B.C. and nearly 40 ski hills, including world-class winter destinations. Visit [golfinbritishcolumbia.com](http://golfinbritishcolumbia.com) or [HelloBC.com/ski](http://HelloBC.com/ski)

7

**Volunteer:** Volunteer your time with a local community organization or event. Find a short-term volunteer opportunity at [volweb.ca](http://volweb.ca)

8

**Help B.C. find an official fossil:** British Columbia has an official flower, gemstone, bird, tree and mammal. But we're still looking for an official fossil and we need your help. Visit [gov.bc.ca/af](http://gov.bc.ca/af)



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10

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Suite 300 - 455 Granville Street • Vancouver, BC, Canada V6C 1T1 • Tel: 604.669.4444 • Fax: 604.681.0093

THIS YEAR,  
**CELEBRATE**  
THE SPIRIT OF 2010

For information on these trips, or other trip ideas, visit [HelloBC.com](http://HelloBC.com)

3.5 billion people saw our province during the Olympics. These *Super, Natural*® places are right on your doorstep. Get ahead of the rush and visit some places close to home. Whether you're looking to drive, fly or take the train, we can offer hundreds of year-round suggestions at [HelloBC.com](http://HelloBC.com) or by dropping into your local Visitor Centre. Here's a few ideas to get you started:



**GREAT NORTHERN TRIP**  
8 to 14 days

Explore the magnificence of the northern wilderness. Drive across stunning mountain passes, through dense emerald-green forests, and past muskeg, and prairie fields of golden wheat and bright yellow canola.

Tour Aboriginal villages, visit historic sites and view engineering marvels like the W.A.C. Bennett Dam. Spot phenomenal wildlife such as grizzly and black bears, moose and beavers.

Here's a few of the "must-sees": The Exploration Place Museum and Science Centre in Prince George, Bijoux Falls, Liard River Hot Springs, and wildlife viewing platform at Fish Creek.

**COAST CARIBOO TRIP**  
7 to 10 days

Enjoy diverse landscapes and activities. Voyage along the beautiful and rugged West Coast, watching for whales or sea lions. Drive the "Freedom Road" past abundant fishing lakes, through cowboy country and arrive in the adventure playground of Whistler. Complete the trip with a world-class dining experience at one of Vancouver's award-winning restaurants.

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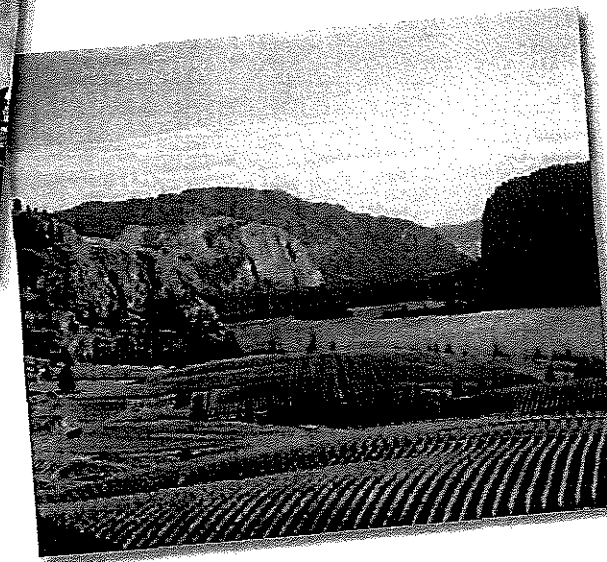


**PACIFIC MARINE TRIP**  
2 to 4 days

Journey "coast to coast" on Vancouver Island. See panoramic views of the Juan de Fuca, Haro and Georgia Straits as well as the Saanich Peninsula.

Visit the trailheads of the historic West Coast, spectacular provincial parks, pastoral landscapes and wineries.

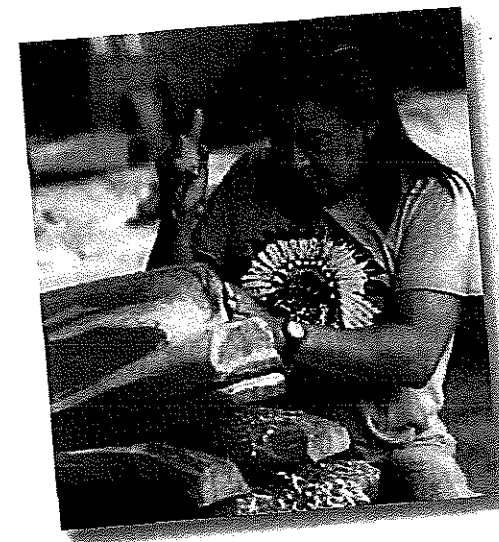
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**MOUNTAINS & VINEYARDS TRIP**  
7 to 10 days

Be adventurous in the mountains and be leisurely in the countryside. Enjoy legendary views of majestic peaks, soothing hot springs and a mix of golf courses in the Kootenay Rockies region. Take refreshing dips in plentiful lakes and indulge in the numerous fruit stands, orchards and award-winning wineries in the Okanagan Valley.

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Suite 300 - 455 Granville Street • Vancouver, BC, Canada V6C 1T1 • Tel: 604.669.4444 • Fax: 604.681.0093			

# 10 REASONS WHY B.C. IS THE BEST PLACE ON EARTH

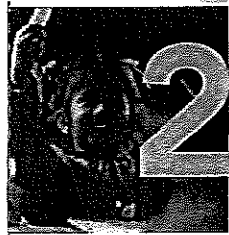
*Number Smaller*

*Keep order*

*1*

1

**We move people.** From "the last spike" that connected Canada by rail, to our modern day ports, airports and engineering transportation marvels, B.C. is North America's Pacific Gateway. We have one of the world's largest ferry fleets moving 20 million passengers and 8 million vehicles each year in 36 vessels.



2

**Our kids are smart.** B.C. students consistently rank among the top performers worldwide in areas like literacy and science.



5

**We're clean, green and we love our environment.** B.C. has more protected land than any other province in Canada – an area equal to the size of Nova Scotia, New Brunswick and Prince Edward Island combined.



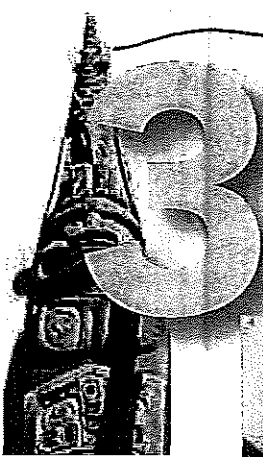
7

**We're welcoming, inclusive and diverse.** We speak 146 different languages from Chinese to Punjabi, German to Nisga'a.



8

**We give hope to the world.** Inspired by heroes such as Terry Fox and Rick Hansen, B.C. is home to some of the world's leading edge spinal cord, cancer and genome research, giving millions of people around the world a second chance at life.



3

**We like big stuff.** B.C. is home to some of the world's biggest roadside attractions such as the world's largest hockey stick, gold pan, cross-country skis, fly-fishing rod, and the tallest totem pole.

*better pic - with person holding*



4

**We live long.** B.C. has among longest life expectancies in the world.

6

**We're cutting edge.** Our children will be the next generation of marine biologists, digital animators, green technologists, medical specialists, scientists and engineers. Even better, they can all be trained at home by our universities and colleges and work in leading B.C. based companies.

9

**We're impressive.** And here's a few British Columbians that prove it: Kim Cattral, Seth Rogen, Nelly Furtado, Ryan Reynolds, Bryan Adams, Steve Nash, Michael J. Fox, Joshua Jackson, Sarah McLaughlin, Eric McCormack, Michael Buble, almost 50 NHL players, 10 major league baseball players, 35 Olympians and 22 Paralympians.

*cool*

10

**We're generous in spirit.** British Columbians volunteer nearly 300 million hours every year.

# 10 IDEAS TO CELEBRATE THE BRITISH COLUMBIA LONG WEEKEND



1

**Explore:** Did you know B.C. has more than 850 parks and protected areas in every region? Perfect for hiking, camping, swimming, boating and fishing. For ideas near you: [www.env.gov.bc.ca/bcparks](http://www.env.gov.bc.ca/bcparks)

3

**Lose yourself in a book:** There are more than 9,000 B.C. authors with books covering romance, mystery, history, poetry, science fiction, kids' fiction and non-fiction. And what's more, if you have a B.C. One Card, you can borrow the book at any library across the province for free. Find a library near you: [www.bclibraries.ca/home](http://www.bclibraries.ca/home)



4

**Go to the rodeo:** Take in a B.C. Day weekend rodeo in Nemiah Valley, Abbotsford, or 100 Mile House. [www.rodeobc.com](http://www.rodeobc.com)

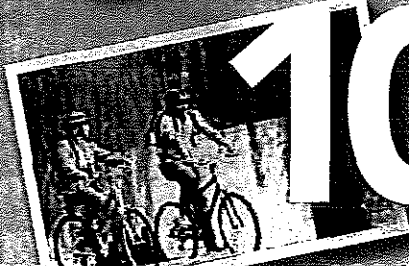


6

**Hit the links:** In 2007, B.C. was named the best golf destination in North America. There are more than 300 golf courses across B.C. and for families with young children, B.C. is also a hotbed for mini-golf. [www.golfinbritishcolumbia.com](http://www.golfinbritishcolumbia.com)

8

**Help B.C. find an official fossil:** British Columbia has an official flower, gemstone, bird, tree and mammal. But we're still looking for an official fossil and we need your help. [www.gov.bc.ca/al](http://www.gov.bc.ca/al)



10

**Ride a bike:** Since 2001, B.C. has built more than 200 kilometres of new bike lanes and trails for you to enjoy in over 50 communities. [www.th.gov.bc.ca/BikeBC/links.html](http://www.th.gov.bc.ca/BikeBC/links.html)

2

**Travel through time:** From Barkerville to Fort Langley, Fort Steele to Fort Rodd Hill, B.C. has 91 National Historic Sites, 10 Provincial Historic Sites and three UNESCO World Heritage sites. [www.hellobc.com](http://www.hellobc.com)

5

**Eat local and raise a glass:** There are more than 70 farmers markets in B.C. featuring some of the freshest and best produce in the world. You can tour one of B.C.'s 207 wineries. Fine food or wine near you: [www.bcfarmersmarket.org](http://www.bcfarmersmarket.org) or [www.winebc.com](http://www.winebc.com)

7

**Be generous:** Volunteer your time with a local community organization or event. Find a short-term volunteer opportunity here: [www.volweb.ca](http://www.volweb.ca)



9

**Be curious:** B.C. has 535 museums and art galleries with collections to meet all passions. Learn about First Nations culture, local history and B.C. artists. [www.hellobc.com](http://www.hellobc.com)



Stake on lot original PH  
Prefer

## SEIZING OUR OLYMPIC OPPORTUNITIES

The 2010 Olympic and Paralympic Winter Games gave British Columbia a foundation to build a stronger province and create new opportunities for workers and families.

Today we are seeing ~~positive~~ signs that B.C.'s economy is starting to turn around. The Conference Board of Canada expects B.C. to lead Canada in economic growth this year. Leading economic forecasters predict B.C.'s job growth will be the highest in the nation ~~this year~~ and our province is expected to lead Canada in housing starts in 2010.

We're seeing new growth in modern industries such as digital media, with two major studios recently opening in the Lower Mainland.

Our forest industry is selling more wood to China than ever before and new mines are under construction that will secure hundreds of jobs for years to come.

Together, we can seize the opportunity of a generation, sell our products to the world, invite new business and secure jobs that will support families and communities for decades.

### CREATING MORE JOBS

It all starts with a more competitive economy that attracts new employers and encourages existing employers to expand and hire more workers. Budget 2010 provides that competitive foundation.

### INVESTING IN OUR FUTURE

We're undertaking record levels of construction on schools, hospitals, housing, roads, bridges and other critical projects across the province. \$5.3 billion is being invested in 850 projects throughout British Columbia, generating an estimated 34,000 jobs.

## CAPITALIZING ON OUR CLEAN ENERGY ADVANTAGE

We're undertaking the largest investment in B.C.'s clean energy assets including the Site C Clean Energy Project that will create over 35,000 jobs and produce enough clean electricity to power more than 400,000 homes annually.

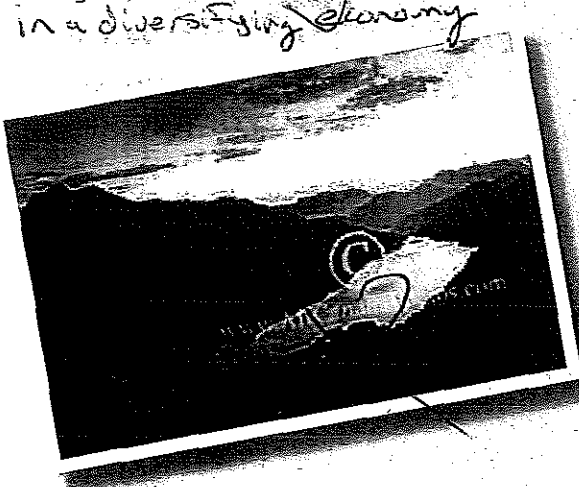
Renewable power producers will have the tools necessary to create jobs in every region. Competitively-priced, green power will support the growth of our communities and industries and reduce greenhouse gas emissions. To learn more, visit [www.powerofbc.ca](http://www.powerofbc.ca)

### OPENING CANADA'S PACIFIC GATEWAY

New and upgraded roads, bridges, ports, airports, public transit, ferries, border crossings, railways and other key transportation corridors are helping ensure we fully utilize B.C.'s geographic advantage as North America's closest connection to Asia to create jobs and growth. By 2020, trade with Asia could create as many as 255,000 jobs.

### LOWERING AND SIMPLIFYING TAXES

B.C. has the lowest personal provincial income taxes in Canada. Our province will soon have the lowest corporate tax rate of the G8 countries. In 2012 we will reduce B.C.'s small business corporate tax rate to zero. Targeted tax credits for film, television, digital media and incentives for oil and gas are encouraging new jobs and new growth in those sectors.



B.C. is a clean energy powerhouse. The Clean Energy Act ensures British Columbia becomes electricity self-sufficient and that low rates are protected for B.C. ratepayers.

pic clean energy water

pic to capital pic

### STRENGTHENING PARTNERSHIPS

Forging new partnerships and fostering existing relationships has made British Columbia stronger. We are building a new relationship with First Nations and working with local governments and the federal government to expand public transit, reduce crime and build new community infrastructure. Agreements with neighbouring provinces are allowing people to ~~use their certifications to~~ work and do business in more than one province. We have reached beyond our borders to build economic and educational ties across the Pacific and have partnered with our American neighbors to protect our environment and share new technology and knowledge that will protect the health of the Pacific Ocean and build our regional economy.

### LEADING CLIMATE ACTION

British Columbia has taken aggressive action to tackle climate change, including setting greenhouse gas reduction targets in law; implementing North America's first revenue-neutral carbon levy; becoming the first Canadian partner in the Western Climate Initiative that will design a cap and trade system; and working to become the first carbon neutral government in North America.

Treatment consistent

no green

create more jobs at site C



## SUPPORTING YOUNG FAMILIES

Starting this September, full-day kindergarten for five-year-olds will help working families with child care costs. In addition, \$26 million over three years will be available to support child care costs for 28,000 B.C. families.

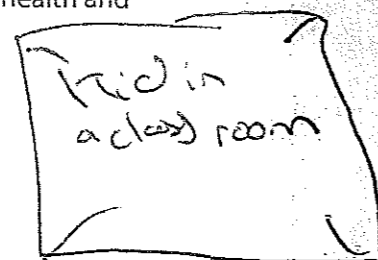
### LIVING WITHIN OUR MEANS

British Columbia has earned top marks from the world's leading credit rating agencies for developing a fiscal framework that ensures we get back to a balanced budget in 2013 while maintaining core services such as health care and education.

### RECORD FUNDING FOR HEALTH, EDUCATION AND SOCIAL SERVICES

Record funding is now being provided for health, education, child protection, day care, income assistance, housing, public safety, services for seniors, universities colleges and other critical public services. In fact, 86% of all new spending is going towards health and education.

To find out more, visit [www.bcbudget.ca](http://www.bcbudget.ca)



Fuzzy

## EXPERTS AGREE THE HST IS GOOD FOR B.C.

Dozens of economic experts and business associations have strongly advocated for the HST. For more information, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

### HOW IT WORKS

On July 1st, the Provincial Sales Tax (PST) was eliminated. A 7% B.C. rate has been combined with the 5% federal Goods and Services Tax (GST), forming a combined Harmonized Sales Tax (HST) of 12% (the lowest in Canada). The HST approach is simpler, more transparent and fairer than the PST system.

While you won't pay HST on many of the items you use every day, as listed below, HST will apply to junk food, restaurant meals, haircuts and some other services. 1.1 million British Columbians will get quarterly cheques of up to \$230 annually through a new HST credit. People also eligible for the federal GST credits may see a total of up to \$716 per year.

The HST is paid just once. The HST is simpler than the old provincial sales tax, which is paid multiple times, at every step of a product's development. This not only places an undue burden on businesses, but it increases the final cost of a product. When a consumer makes a purchase, they aren't just paying the 7% PST once, they are effectively paying tax on top of the tax paid at every step of a product's development.

### WHAT IS EXEMPT

You won't pay a penny more on many of the products and services you use every day. Here are just a few of those products:

- Basic groceries
- Most health, medical and dental services
- Child care services
- Prescription drugs
- Resale housing
- Fuel to power your vehicle
- Books
- Children-sized clothing and footwear
- Children's car seats and car booster seats
- Children's diapers

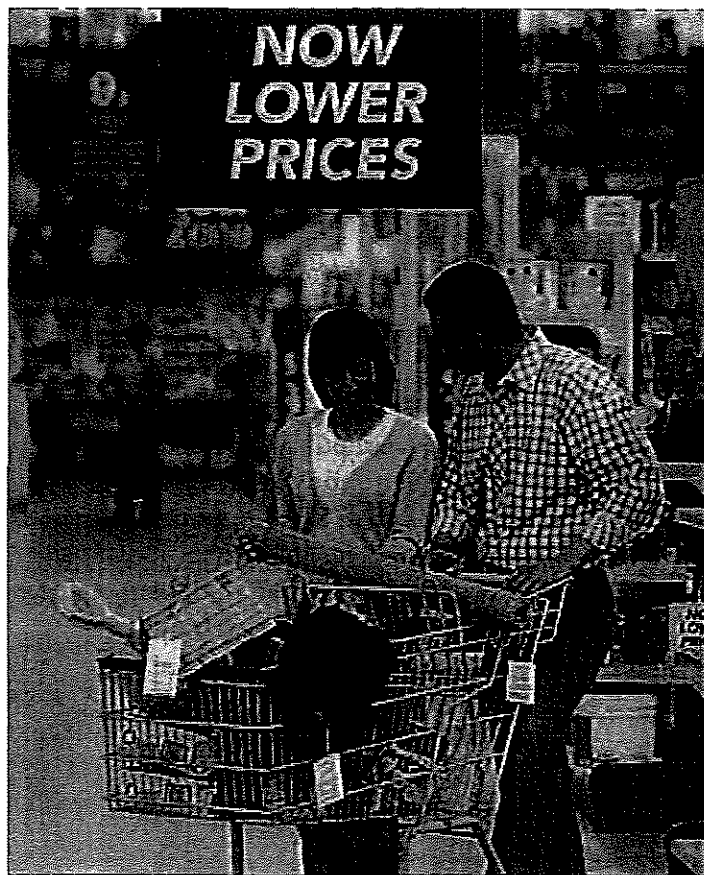
The rebates are set out in the new Consumption Tax Rebate and Transition Act. For a list of HST exemptions, zero-rated products and rebates, and a copy of the new Act, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

Local governments, health authorities, universities, colleges and school districts will receive a partial rebate on the provincial portion of the HST. Charities and eligible non-profit groups will also receive a rebate.

And that's good for B.C.



**NOW  
LOWER  
PRICES**



**IT ELIMINATES  
HIDDEN,  
COMPOUNDING TAX**

Businesses paid PST on almost everything they buy to run their businesses and that tax is included in the final price paid by the consumer.

For example, when a mechanic repairs your car, the repair shop previously paid PST on the tools, equipment and supplies it buys to repair your car and on the electricity it uses to run the machinery and heat the shop.

On top of that, the hidden PST had compounded many times over before your car even entered the shop.

PST was paid by the manufacturer who produced the part to fix the car, by the trucker who paid tax on the truck that delivered the part to the warehouse, by the warehouse that paid PST on almost everything it bought to store the parts, and by the retailer who paid PST on almost everything it bought to run the store. All of that tax was compounded and passed on to the consumer in the final price.

**HOW THE HST  
LOWERS  
PRICES**

- Business in B.C. will no longer have to pay PST on business inputs used to run their business. This includes: heat, power, office supplies, vehicles and other inputs necessary to do business.
- Businesses will save time and \$150 million annually in administrative costs because they will only remit one tax form, instead of two under the outdated PST and GST system.
- In total, that's \$2 billion in savings that can be passed onto lower product prices. Lower costs for business mean lower prices as businesses strive to grow their customer base by being more competitive.
- It will lead to an \$11.5 billion increase in capital investment over 10 years.

**That's good for business.**

*Consumer*

Then PST and GST was applied on top of that final bill.

Under the HST, most businesses don't pay that compounding tax on productivity. Therefore, hidden tax won't be added to the final price of their products.

**"These changes, in combination with federal reductions in corporate taxes, will make British Columbia one of the most tax-competitive regimes in the world."**

*Canadian Economist and Tax Expert, Dr. Jack Mintz*

**HOW THE HST  
CREATES JOBS  
AND INCREASES WAGES**

The HST is expected to create an additional 113,000 jobs in British Columbia by reducing costs on employers looking to expand their business and pay higher wages.

Academic research and evidence from other jurisdictions have shown that under an HST tax structure wages go up, prices go down and more jobs are created. Here's how:

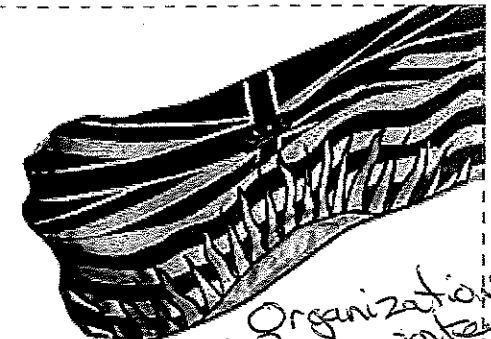
The vast majority of jobs in British Columbia are supported by major industries like mining, oil and gas, transportation, construction and manufacturing – all of which will benefit from eliminating taxes on productivity. The HST will remove \$2 billion in costs for B.C. businesses, making them more competitive. Those savings can be reinvested into more jobs, higher wages and business expansions in every region of British Columbia.

Similarly, the HST will make our province more competitive with over 130 countries around the world that already have a value-added tax system.

An expert study says harmonization will increase capital investment by \$11.5 billion. It will reduce costs for taxpayers through the removal of an estimated \$30 million annually in government administration costs. Moving to the HST eliminates duplication and overlap between the provincial and federal government. Every penny of the HST will be used for health care.

*business + workers*  
**That's good for British Columbians.**

To find out more about how it will help B.C. businesses expand and create jobs, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)



**BUILDING ON B.C.'S  
OLYMPIC MOMENTUM**

Retail Council of Canada • Canada West Foundation • Michael Smart, University of Toronto • David Baxter, Urban Futures Institute • Dr. Jack Mintz, University of Calgary • Conference Board of Canada • Hugh Alley, Alco Ventures Inc. • Duane Mack, GEO, Spectrum Resource Group • John Schroeder, President, Valleybrook International Ventures Inc. • Ben Themens, VP Finance and Corporate Affairs, Lonsdale Energy Corporation • Greater Vancouver Gateway Council Initiatives • Prince George Development Corp. • Truck Loggers Association • BC Chamber of Commerce • BC Technology Industry Association • Jock Finlayson, Business Council of BC • BC Agriculture Council • New Car Dealers Association of BC • BC Road Builders and Heavy Construction Association • Institute of Chartered Accountants of BC • BC Progress Board • The Canadian Chamber of Commerce • Canadian Manufacturers and Exporters • Independent Contractors and Businesses Association of BC • Western Convenience Stores Association • Motion Picture Production Industry Association of British Columbia • Coast Forest Products Association • West Fraser Timber Co. • Mining Association of BC • TELUS • Association for Mineral Exploration British Columbia • Canadian Council of Chief Executives • Council of Forest Industries • Association of International Automobile Manufacturers of Canada • BC Grain Producers Association • Forest Products Association of Canada • Railway Association of Canada • CANFOR • Canada's Leading Economists • Canadian Association of Petroleum Producers

*Organizations represent 1.3 m workers*

*Conference board of Canada*

*Please use text + delete name as specified*

*Add Bank*

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**THEY ALL AGREE THE  
HST IS GOOD FOR B.C.  
HERE'S WHY:**

- Creates more jobs
- Passes savings on to consumers
- Lowers taxes on investments
- Saves time and lowers compliance costs
- Reduces operating expenses
- Gives B.C. a competitive international advantage
- Provides a more transparent, fairer tax system Eliminates hidden, compounding provincial sales tax.

For more information, visit [www.gov.bc.ca](http://www.gov.bc.ca)

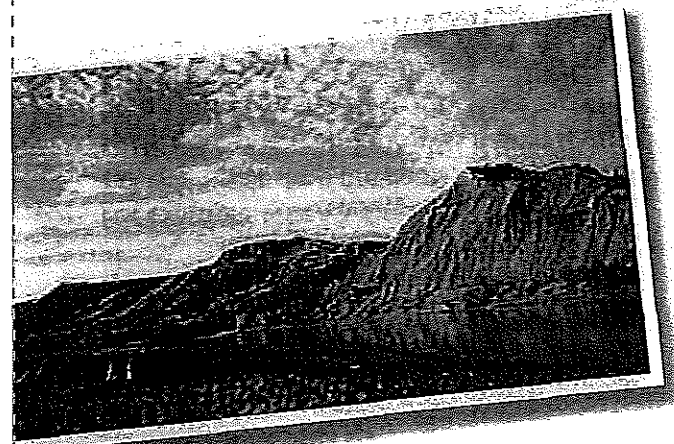
*Consistent trend*

*Prefer original treatment of original*

THIS SUMMER,  
**CELEBRATE**  
THE SPIRIT OF 2010

Celebrate the spirit of 2010 ~~this~~ summer by exploring the best place on earth, British Columbia. Start by taking a road trip to take in B.C.'s: stunning vistas, vibrant cities, wildlife, history, and the great outdoors.

For information on these trips, or other trip ideas visit:  
[HelloBC.com/tripideas](http://HelloBC.com/tripideas)



**GREAT NORTHERN TRIP**

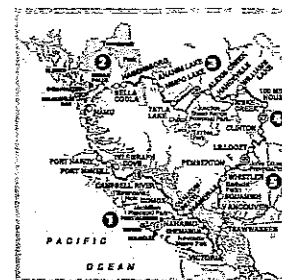


**8 to 14 days**

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**COAST CARIBOO TRIP**

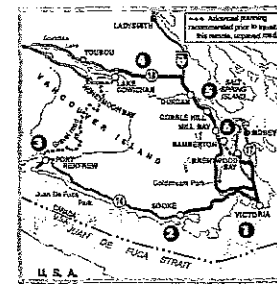


**7 to 10 days**

Encompass the diverse landscapes and activities. Voyage along the beautiful but rugged West Coast,

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Sandstone cliff and caverns at Newcastle Island Marine Provincial Park, BC Ferries' Discover North Passage cruise to Bella Coola, volcanic "Rainbow Mountains" in Tweedsmuir Provincial Park, and glaciers at Joffre Lakes Provincial Park.



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**2 to 4 days**

Journey "coast to coast" on Vancouver Island. See panoramic views of the Juan de Fuca, Haro and Georgia straits as well as the Saanich

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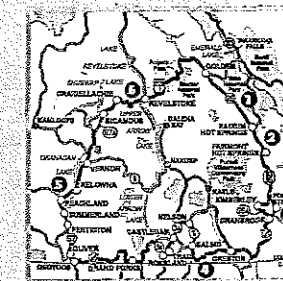
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Victoria's Inner Harbour and legislative buildings, dining at Sooke Harbour House, tidal pools Juan de Fuca Marine Trail in Port Renfrew, and Cowichan Valley's "Gourmet Trail" of wineries, fresh seafood docks and holistic farms.



**MOUNTAINS & VINEYARDS TRIP**

**7 to 10 days**

Be adventurous in the mountains and be leisurely in the countryside. Enjoy legendary views of majestic peaks, soothing hot springs and a mix of golf courses in the Kootenay Rockies region. Take refreshing dips in plentiful lakes and indulge in the numerous fruit stands, orchards and award-winning wineries.



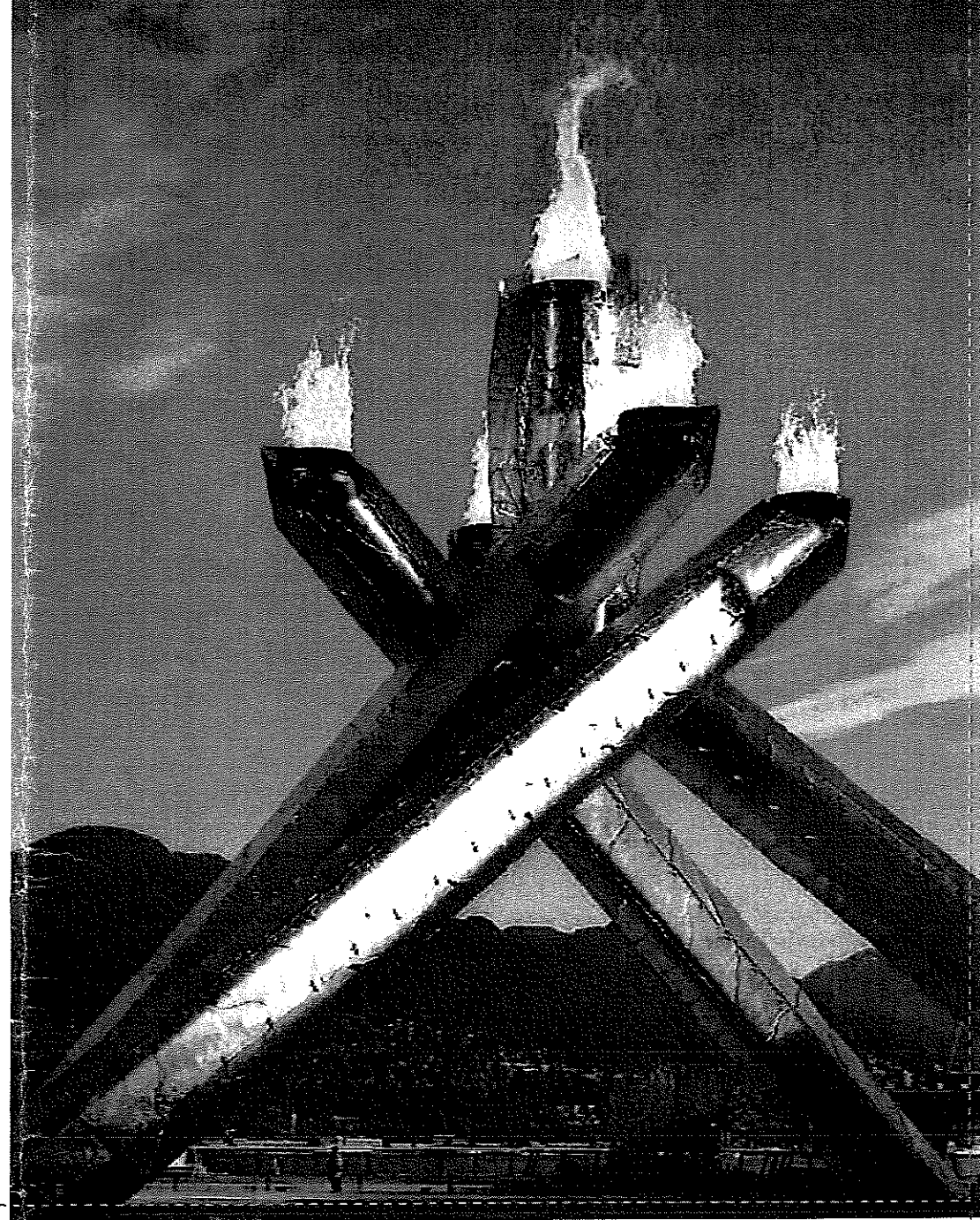
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Tourism Ad to be supplied

# SPIRIT OF 2010 BUILDING ON B.C.'S OLYMPIC ADVANTAGE



Cover

Back-page

04

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Tony Fox image

# 10 REASONS WHY B.C. IS THE BEST PLACE ON EARTH

1

**We give hope to the world.** Inspired by heroes such as Terry Fox and Rick Hansen, B.C. is home to some of the world's leading edge spinal cord, cancer and genome research, giving millions of people around the world a second chance at life.



2

**Our kids are smart.** B.C. students consistently rank among the top performers worldwide in areas like literacy and science.



3

**We like big stuff.** B.C. is home to some of the world's biggest roadside attractions such as the world's largest hockey stick, gold pan, cross-country skis, fly-fishing rod, and the tallest totem pole.

5

**We're clean, green and we love our environment.** B.C. has more protected land than any other province in Canada – an area equal to the size of Nova Scotia, New Brunswick and Prince Edward Island combined.



4

**We live long.** B.C. has among longest life expectancies in the world.

6

**We're cutting edge.** Our children will be the next generation of marine biologists, digital animators, green technologists, medical specialists, scientists and engineers. Even better, they can all be trained at home by our universities and colleges and work in leading B.C. based companies.



7

**We're welcoming, inclusive and diverse.** We speak 146 different languages from Chinese to Punjabi, German to Nisga'a.



8

**We move people.** From "the last spike" that connected Canada by rail, to our modern day ports, airports and engineering transportation marvels, B.C. is North America's Pacific Gateway. We have one of the world's largest ferry fleets moving 20 million passengers and 8 million vehicles each year in 36 vessels.

9

**We're cool.** Here's a few British Columbians that prove it: Kim Catral, Seth Rogen, Nelly Furtado, Ryan Reynolds, Bryan Adams, Steve Nash, Michael J. Fox, Joshua Jackson, Sarah McLaughlin, Eric McCormack, Michael Buble, almost 50 NHL players, 10 major league baseball players, 35 Olympians and 22 Paralympians.

10

**We're generous in spirit.** British Columbians volunteer nearly 300 million hours every year.

# 10 IDEAS TO CELEBRATE BRITISH COLUMBIA



1

**Explore:** Did you know B.C. has more than 850 parks and protected areas in every region? Perfect for hiking, camping, swimming, boating and fishing. For ideas near you: [www.env.gov.bc.ca/bcparks](http://www.env.gov.bc.ca/bcparks)

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**Travel through time:** From Barkerville to Fort Langley, Fort Steele to Fort Rodd Hill, B.C. has 91 National Historic Sites, 10 Provincial Historic Sites and three UNESCO World Heritage sites. [www.hellobc.com](http://www.hellobc.com)

3

**Lose yourself in a book:** There are more than 9,000 B.C. authors with books covering romance, mystery, history, poetry, science fiction, kids' fiction and non-fiction. And what's more, if you have a B.C. One Card, you can borrow the book at any library across the province for free. Find a library near you: [www.bclibraries.ca/home](http://www.bclibraries.ca/home)

4

**Go to the rodeo:** Take in a B.C. Day weekend rodeo in Nemiah Valley, Abbotsford, or 100 Mile House. [www.rodeobc.com](http://www.rodeobc.com)



5

**Eat local and raise a glass:** There are more than 70 farmers markets in B.C. featuring some of the freshest and best produce in the world. You can tour one of B.C.'s 207 wineries. Fine food or wine near you: [www.bcfarmersmarket.org](http://www.bcfarmersmarket.org) or [www.winebc.com](http://www.winebc.com)

7

**Be generous:** Volunteer your time with a local community organization or event. Find a short-term volunteer opportunity here: [www.volweb.ca](http://www.volweb.ca)



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**Hit the links:** In 2007, B.C. was named the best golf destination in North America. There are more than 300 golf courses across B.C. and for families with young children, B.C. is also a hotbed for mini-golf. [www.golfinbritishcolumbia.com](http://www.golfinbritishcolumbia.com)

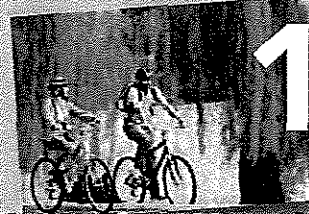
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**Help B.C. find an official fossil:** British Columbia has an official flower, gemstone, bird, tree and mammal. But we're still looking for an official fossil and we need your help. [www.gov.bc.ca/al](http://www.gov.bc.ca/al)



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**Be curious:** B.C. has 535 museums and art galleries with collections to meet all passions. Learn about First Nations culture, local history and B.C. artists. [www.hellobc.com](http://www.hellobc.com)



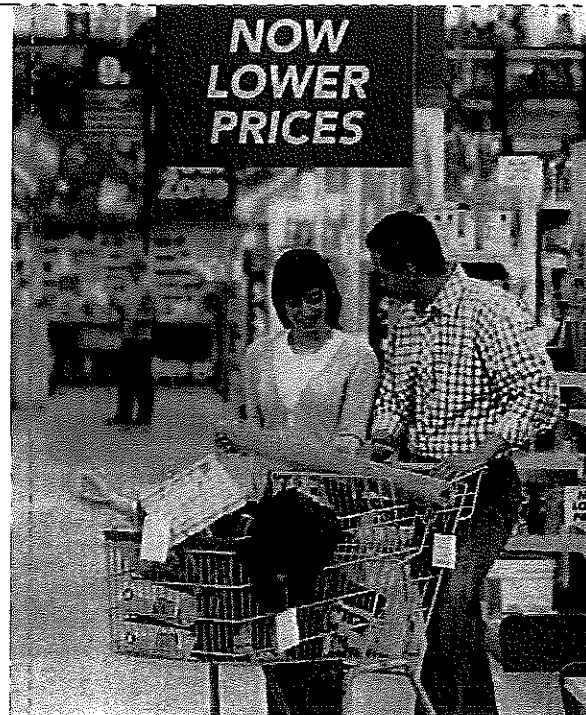
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### IT ELIMINATES HIDDEN, COMPOUNDING TAX

Businesses paid PST on almost everything they buy to run their businesses and that tax is included in the final price paid by the consumer.

For example, when a mechanic repairs your car, the repair shop previously paid PST on the tools, equipment and supplies it buys to repair your car and on the electricity it uses to run the machinery and heat the shop.

On top of that, the hidden PST had compounded many times over before your car even entered the shop.

PST was paid by the manufacturer who produced the part to fix the car, by the trucker who paid tax on the truck that delivered the part to the warehouse, by the warehouse that paid PST on almost everything it bought to store the parts, and by the retailer who paid PST on almost everything it bought to run the store. All of that tax was compounded and passed on to the consumer in the final price. Then PST and GST was applied on top of that final bill.

## HOW THE HST LOWERS PRICES

- Business in B.C. will no longer have to pay PST on business inputs used to run their business. This includes: heat, power, office supplies, vehicles and other inputs necessary to do business.
- Businesses will save time and \$150 million annually in administrative costs because they will only remit one tax form, instead of two under the outdated PST and GST system.
- In total, that's \$2 billion in savings that can be passed onto lower product prices. Lower costs for businesses mean lower prices as businesses strive to grow their customer base by being more competitive.

**That's good for consumers.**

Under the HST, most businesses don't pay that compounding tax on productivity. Therefore, hidden tax won't be added to the final price of their products.

**"These changes, in combination with federal reductions in corporate taxes, will make British Columbia one of the most tax-competitive regimes in the world."**

*Canadian Economist and Tax Expert, Dr. Jack Mintz*

## HOW THE HST CREATES JOBS AND INCREASES WAGES

The HST is expected to create an additional 113,000 jobs in British Columbia by reducing costs on employers looking to expand their business and pay higher wages.

Academic research and evidence from other jurisdictions have shown that under an HST tax structure wages go up, prices go down and more jobs are created. Here's how:

The vast majority of jobs in British Columbia are supported by major industries like mining, oil and gas, transportation, construction and manufacturing – all of which will benefit from eliminating taxes on productivity.

The HST will remove \$2 billion in costs for B.C. businesses, making them more competitive. Those savings can be reinvested into more jobs, higher wages and business expansions in every region of British Columbia.

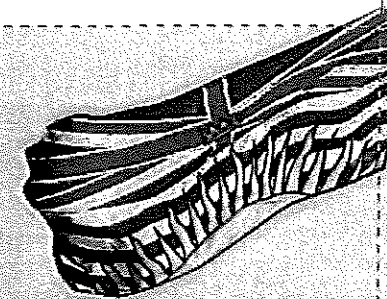
Similarly, the HST will make our province more competitive with over 130 countries around the world that already have a value-added tax system.

An expert study says harmonization will increase capital investment by \$11.5 billion. It will reduce costs for taxpayers through the removal of an estimated \$30 million annually in government administration costs.

Moving to the HST eliminates duplication and overlap between the provincial and federal government. Every penny of the HST will be used for health care.

**That's good for businesses and workers.**

To find out more about how it will help B.C. businesses expand and create jobs, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)



### BUILDING ON B.C.'S OLYMPIC MOMENTUM

Retail Council of Canada • Canada West Foundation • Dr. Jack Mintz, University of Calgary • Conference Board of Canada • Lonsdale Energy Corporation • Greater Vancouver Gateway Council Initiatives • Prince George Development Corp. • Truck Loggers Association • BC Chamber of Commerce • BC Technology Industry Association • Jock Finlayson, Business Council of BC • BC Agriculture Council • New Car Dealers Association of BC • BC Road Builders and Heavy Construction Association • Institute of Chartered Accountants of BC • BC Progress Board • The Canadian Chamber of Commerce • Canadian Manufacturers and Exporters • Independent Contractors and Businesses Association of BC • Western Convenience Stores Association • Motion Picture Production Industry Association of British Columbia • Coast Forest Products Association • West Fraser Timber Co. • Mining Association of BC • TELUS • Association for Mineral Exploration British Columbia • Canadian Council of Chief Executives • Council of Forest Industries • Association of International Automobile Manufacturers of Canada • BC Grain Producers Association • Forest Products Association of Canada • Railway Association of Canada • CANFOR • Canada's Leading Economists • Canadian Association of Petroleum Producers

### THEY ALL AGREE THE HST IS GOOD FOR B.C. HERE'S WHY:

- Creates more jobs
- Passes savings on to consumers
- Lowers taxes on investments
- Saves time and lowers compliance costs
- Reduces operating expenses
- Gives B.C. a competitive international advantage
- Provides a more transparent, fairer tax system and eliminates hidden, compounding provincial sales tax.

For more information, visit [www.gov.bc.ca](http://www.gov.bc.ca)

*Organizations representing 1.3 million workers.*

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Screen



## SUPPORTING YOUNG FAMILIES

Starting this September, full-day kindergarten for five-year-olds will help working families with child care costs. In addition, \$26 million over three years will be available to support child care costs for 28,000 B.C. families.

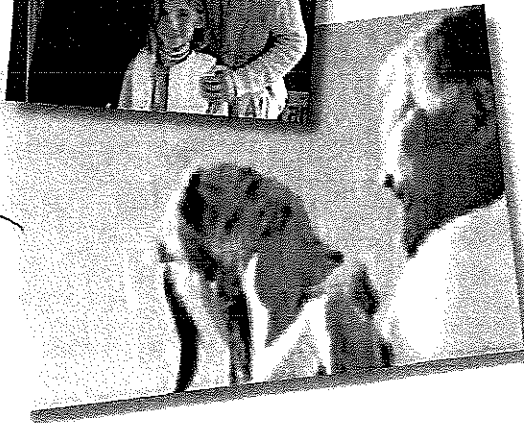
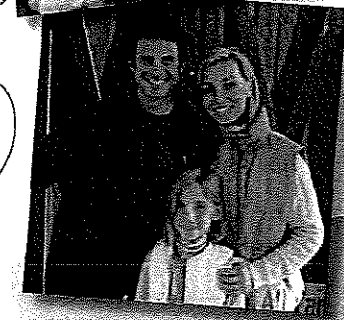
### LIVING WITHIN OUR MEANS

British Columbia has earned top marks from the world's leading credit rating agencies for developing a fiscal framework that ensures we get back to a balanced budget in 2013 while maintaining core services such as health care and education.

### RECORD FUNDING FOR HEALTH, EDUCATION AND SOCIAL SERVICES

Record funding is now being provided for health, education, child protection, day care, income assistance, housing, public safety, services for seniors, universities colleges and other critical public services. In fact, 86% of all new spending is going towards health and education.

To find out more, visit [www.bcbudget.ca](http://www.bcbudget.ca)



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## EXPERTS AGREE THE HST IS GOOD FOR B.C.

Dozens of economic experts and business associations have strongly advocated for the HST. For more information, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

### HOW IT WORKS

On July 1st, the Provincial Sales Tax (PST) was eliminated. A 7% B.C. rate has been combined with the 5% federal Goods and Services Tax (GST), forming a combined Harmonized Sales Tax (HST) of 12%, the lowest in Canada. The HST approach is far simpler, more transparent and fairer than the PST system.

While you won't pay HST on many of the items you use every day, HST will apply to junk food, restaurant meals, haircuts and some other services. 1.1 million British Columbians will get quarterly cheques of up to \$230 annually through a new HST credit. People also eligible for the federal GST credits may see a total of up to \$716 per year.

The HST is paid just once. The HST is simpler than the old provincial sales tax, which is paid multiple times, at every step of a product's development. This not only places an undue burden on businesses, but it increases the final cost of a product. When a consumer makes a purchase, they aren't just paying the 7% PST once, they are effectively paying tax on top of the tax paid at every step of a product's development.

### WHAT IS EXEMPT

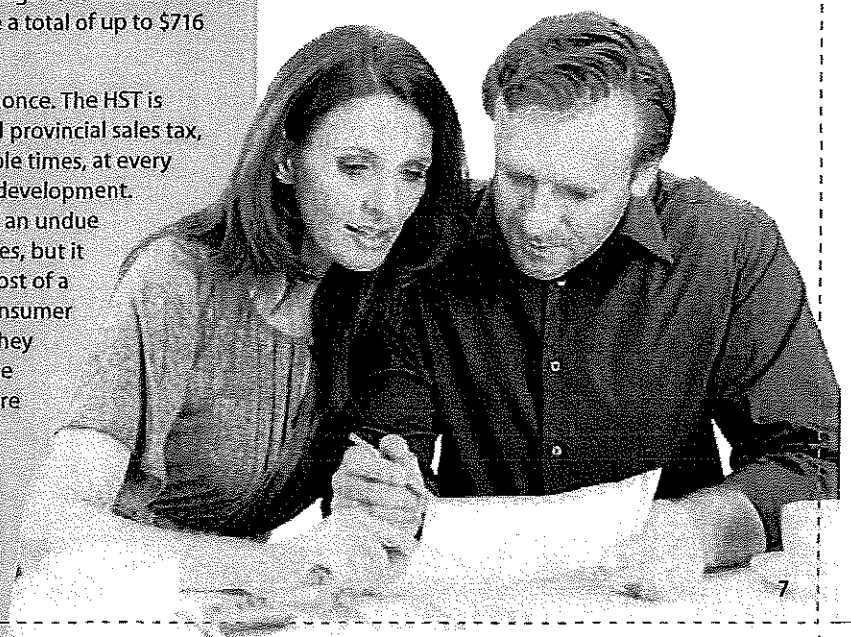
You won't pay a penny more on many of the products and services you use every day. Here are just a few of those products:

- Basic groceries
- Most health, medical and dental services
- Child care services
- Prescription drugs
- Resale housing
- Fuel to power your vehicle
- Books
- Children-sized clothing and footwear
- Children's car seats and car booster seats
- Children's diapers

The rebates are set out in the new Consumption Tax Rebate and Transition Act. For a list of HST exemptions, zero-rated products and rebates, and a copy of the new Act, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst)

Local governments, health authorities, universities, colleges and school districts will receive a partial rebate on the provincial portion of the HST. Charities and eligible non-profit groups will also receive a rebate.

And that's good for B.C.



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## SEIZING OUR OLYMPIC OPPORTUNITIES

The 2010 Olympic and Paralympic Winter Games gave British Columbia a foundation to build a stronger province and create new opportunities for workers and families.

Today we are seeing signs that B.C.'s economy is starting to turn around. The Conference Board of Canada expects B.C. to lead Canada in economic growth. Leading economic forecasters predict B.C.'s job growth will be the highest in the nation this year and our province is expected to lead Canada in housing starts.

We're seeing new growth in modern industries such as digital media, with two major studios recently opening in the Lower Mainland.

Our forest industry is selling more wood to China than ever before and new mines are under construction that will secure hundreds of jobs for years to come.

Together, we can seize the opportunity of a generation, sell our products to the world, invite new business and secure jobs that will support families and communities for decades.

### INVESTING IN OUR FUTURE

We're undertaking record levels of construction on schools, hospitals, housing, roads, bridges and other critical projects across the province. \$5.3 billion is being invested in 850 projects throughout British Columbia, generating an estimated 34,000 jobs.

### OPENING CANADA'S PACIFIC GATEWAY

New and upgraded roads, bridges, ports, airports, public transit, ferries, border crossings, railways and other key transportation corridors are helping ensure we fully utilize B.C.'s geographic advantage as North America's closest connection to Asia to create jobs and growth. By 2020, trade with Asia could create as many as 255,000 jobs.

## CREATING MORE JOBS

It all starts with a more competitive economy that attracts new employers and encourages existing employers to expand and hire more workers. Budget 2010 provides that competitive foundation.

### LOWERING AND SIMPLIFYING TAXES

B.C. has the lowest personal provincial income taxes in Canada. Our province will soon have the lowest corporate tax rate of the G8 countries. In 2012 we will reduce B.C.'s small business corporate tax rate to zero. Targeted tax credits for film, television, digital media and incentives for oil and gas are encouraging new jobs in a diversifying economy.

### STRENGTHENING PARTNERSHIPS

Forging new partnerships and fostering existing relationships has made British Columbia stronger. We are building a new relationship with First Nations and working with local governments and the federal government to expand public transit, reduce crime and build new community infrastructure.

Agreements with neighbouring provinces are allowing people to work and do business in more than one province. We have reached beyond our borders to build economic and educational ties across the Pacific and have partnered with our American neighbours to protect our environment and share new technology and knowledge that will protect the health of the Pacific Ocean and build our regional economy.

### CAPITALIZING ON OUR CLEAN ENERGY ADVANTAGE

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We're undertaking the largest investment in B.C.'s clean energy assets including the Site C Clean Energy Project that will create over 35,000 jobs and produce enough clean electricity to power more than 400,000 homes annually.

Renewable power producers will have the tools necessary to create jobs in every region. Competitively-priced, green power will support the growth of our communities and industries and reduce greenhouse gas emissions.

To learn more, visit [www.powerofbc.ca](http://www.powerofbc.ca)

### LEADING CLIMATE ACTION

British Columbia has taken aggressive action to tackle climate change, including setting greenhouse gas reduction targets in law; implementing North America's first revenue-neutral, carbon levy; becoming the first Canadian partner in the Western Climate Initiative that will design a cap and trade system; and working to become the first carbon neutral government in North America.

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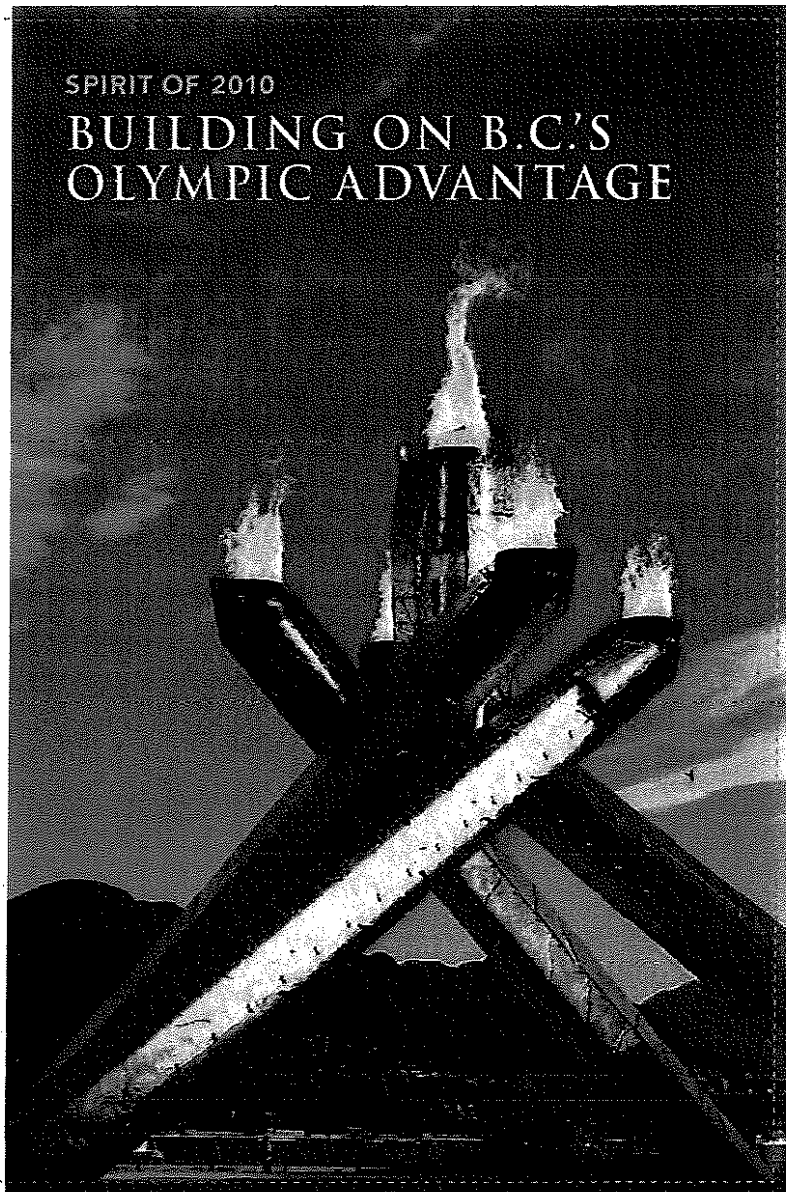
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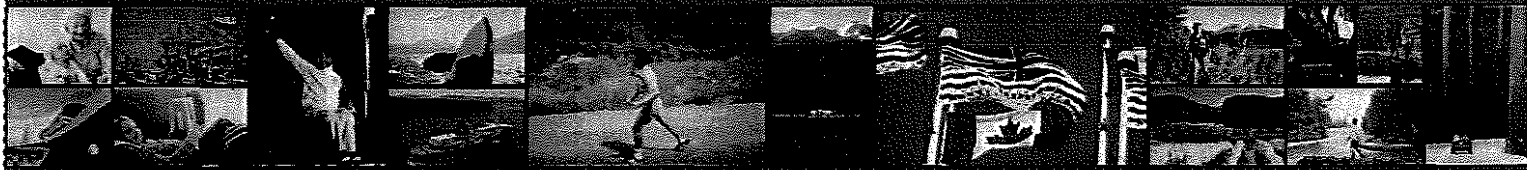
SPIRIT OF 2010

# BUILDING ON B.C.'S OLYMPIC ADVANTAGE



## 10 REASONS WHY B.C. IS THE BEST PLACE ON EARTH

## 10 IDEAS TO CELEBRATE THE BRITISH COLUMBIA LONG WEEKEND



**1. We give hope to the world.** Inspired by heroes such as Terry Fox and Rick Hansen, British Columbia is home to some of the world's leading edge spinal cord, cancer and genome research, giving millions of people around the world a second chance at life.

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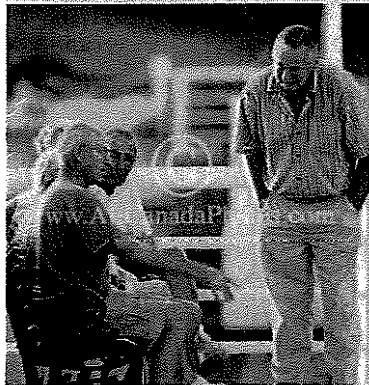
### SUPPORTING YOUNG FAMILIES

Starting this September, full-day kindergarten for five-year-olds will help working families with child care costs. In addition, \$26 million over three years will be available to support child care costs for 28,000 B.C. families.

### RECORD FUNDING FOR HEALTH, EDUCATION AND SOCIAL SERVICES

Record funding is now being provided for health, education, child protection, day care, income assistance, housing, public safety, services for seniors, universities colleges and other critical public services. In fact, 86% of all new spending is going towards health and education.

To find out more, visit [www.bcbudget.ca](http://www.bcbudget.ca).



## HOW IT WORKS

On July 1st, the Provincial Sales Tax (PST) was eliminated. A 7% B.C. rate has been combined with the 5% federal Goods and Services Tax (GST), forming a combined Harmonized Sales Tax (HST) of 12%, the lowest in Canada. The HST approach is far simpler, more transparent and fairer than the PST system.

While you won't pay HST on many of the items you use every day, as listed below, HST will apply to junk food, restaurant meals, haircuts and some other services. 1.1 million British Columbians will get quarterly cheques of up to \$230 annually through a new HST credit. People also eligible for the federal GST credits may see a total of up to \$716 per year.

The HST is paid just once. The HST is simpler than the old provincial sales tax, which is paid multiple times, at every step of a product's development. This not only places an undue burden on businesses, but it increases the final cost of a product. When a consumer makes a purchase, they weren't just paying the 7% PST once, they were effectively paying tax on top of the tax paid at every step of a product's development.

## WHAT IS EXEMPT

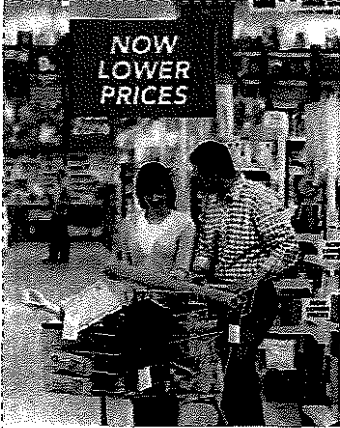
You won't pay a penny more on many of the products and services you use every day. Here are just a few of those products:

- Basic groceries
- Most health, medical and dental services
- Child care services
- Prescription drugs
- Resale housing
- Fuel to power your vehicle
- Books
- Children-sized clothing and footwear
- Children's car seats and car booster seats
- Children's diapers

The rebates are set out in the new Consumption Tax Rebate and Transition Act. For a list of HST exemptions, zero-rated products and rebates, and a copy of the new Act, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst).

Local governments, health authorities, universities, colleges and school districts will receive a partial rebate on the provincial portion of the HST. Charities and eligible non-profit groups will also receive a rebate.

And that's good for B.C.



## HOW THE HST CAN LOWER PRICES

- Business in B.C. will no longer have to pay PST on business inputs used to run their business. This includes: heat, power, office supplies, vehicles and other inputs necessary to do business.
  - Businesses will save time and \$150 million annually in administrative costs because they will only remit one tax form, instead of two under the out-dated PST and GST system.
  - In total, that's \$2 billion in savings that can be passed onto lower product prices. Lower costs for business mean lower prices as businesses strive to grow their customer base by being more competitive.
  - It will lead to an \$11.5 billion increase in capital investment over 10 years.
- That's good for business.

**"These changes, in combination with federal reductions in corporate taxes, will make British Columbia one of the most tax-competitive regimes in the world."**

*Canadian Economist and Tax Expert Dr. Jack Mintz*

## IT ELIMINATES HIDDEN, COMPOUNDING TAX

Businesses paid PST on almost everything they buy to run their businesses and that tax is included in the final price paid by the consumer.

For example, when a mechanic repairs your car, the repair shop previously paid PST on the tools, equipment and supplies it buys to repair your car and on the electricity it uses to run the machinery and heat the shop.

On top of that, the hidden PST had compounded many times over before your car even entered the shop.

PST was paid by the manufacturer who produced the part to fix the car, by the trucker who paid tax on the truck that delivered the part to the warehouse, by the warehouse that paid PST on almost everything it bought to store the parts, and by the retailer who paid PST on almost everything it bought to run the store. All of that tax was compounded and passed on to the consumer in the final price. Then PST and GST was applied on top of that final bill.

Under the HST, most businesses don't pay that compounding tax on productivity. Therefore, hidden tax won't be added to the final price of their products.

## HOW THE HST CREATES JOBS AND INCREASES WAGES

The HST is expected to create an additional 113,000 jobs in British Columbia by reducing costs on employers looking to expand their business and pay higher wages. Academic research and evidence from other jurisdictions

have shown that under an HST tax structure wages go up, prices go down and more jobs are created. Here's how:

The vast majority of jobs in British Columbia are supported by major industries like mining, oil and gas, transportation, construction and manufacturing – all of which will benefit from eliminating taxes on productivity. The HST will remove \$2 billion in costs for B.C. businesses, making them more competitive. Those savings can be reinvested into more jobs, higher wages and business expansions in every region of British Columbia. Similarly, the HST will make our province more competitive with over 130 countries around the world that already have a value-added tax system.

An expert study says harmonization will increase capital investment by \$11.5 billion. It will reduce costs for taxpayers through the removal of an estimated \$30 million annually in government administration costs. Moving to the HST eliminates duplication and overlap between the provincial and federal government. Every penny of the HST will be used for health care.

That's good for British Columbians.

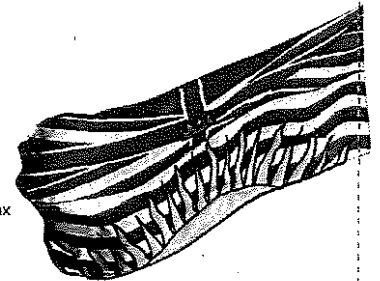
To find out more about how it will help B.C. businesses expand and create jobs, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst).

## BUILDING ON B.C.'S OLYMPIC MOMENTUM

Retail Council of Canada • Canada West Foundation • Michael Smart, University of Toronto • David Baxter, Urban Futures Institute • Dr. Jack Mintz, University of Calgary • Conference Board of Canada/Hugh Alley, Alco Ventures Inc. • Duane Maki, CEO, Spectrum Resource Group • John Schroeder, President, Valleybrook International Ventures Inc. • Ben Themens, VP Finance and Corporate Affairs, Lonsdale Energy Corporation • Greater Vancouver Gateway Council Initiatives • Prince George Development Corp. • Truck Loggers Association • BC Chamber of Commerce • BC Technology Industry Association • Jock Finlayson, Business Council of BC • BC Agriculture Council • New Car Dealers Association of BC • BC Road Builders and Heavy Construction Association • Institute of Chartered Accountants of BC • BC Progress Board • The Canadian Chamber of Commerce • Canadian Manufacturers and Exporters • Independent Contractors and Businesses Association of BC • Western Convenience Stores Association • Motion Picture Production Industry Association of British Columbia • Coast Forest Products Association • West Fraser Timber Co. • Mining Association of BC • TELUS • Association for Mineral Exploration British Columbia • Canadian Council of Chief Executives • Council of Forest Industries • Association of International Automobile Manufacturers of Canada • BC Grain Producers Association • Forest Products Association of Canada • Railway Association of Canada • CANFOR Canada's Leading Economists • Canadian Association of Petroleum Producers

They all agree the hst is good for b.c. Here's why:

- Creates more jobs
  - Passes savings on to consumers
  - Lowers taxes on investments
  - Saves time and lowers compliance costs
  - Reduces operating expenses
  - Gives B.C. a competitive international advantage
  - Provides a more transparent, fairer tax system
  - Eliminates hidden, compounding provincial sales tax
- For more information, visit [www.gov.bc.ca](http://www.gov.bc.ca).





Tourism (New)



Tourism (New)

CAN YOU NAME THESE  
6 GOLD MEDAL B.C. EXPERIENCES?

SUBMIT YOUR ANSWERS FOR A CHANCE  
TO WIN\* 1 OF 3 APPLE iPADS.



1 This attraction has an 'Adopt-a-Rattlesnake' program.



2 Some trees in this 'church-like' grove are 800 years old.



3 The world's longest free ferry service.



4 This community is home to almost 200 dinosaur footprints.



5 Its Aboriginal name means 'turbulent water' or 'rapid torrent'.



6 The final destination of the Cariboo Wagon Road.

SIMPLY VISIT WHEREINBC.COM TO SUBMIT YOUR ANSWERS.

You Gotta Be Here this year to explore  
all that British Columbia has to offer.



SUPER, NATURAL  
BRITISH COLUMBIA  
CANADA

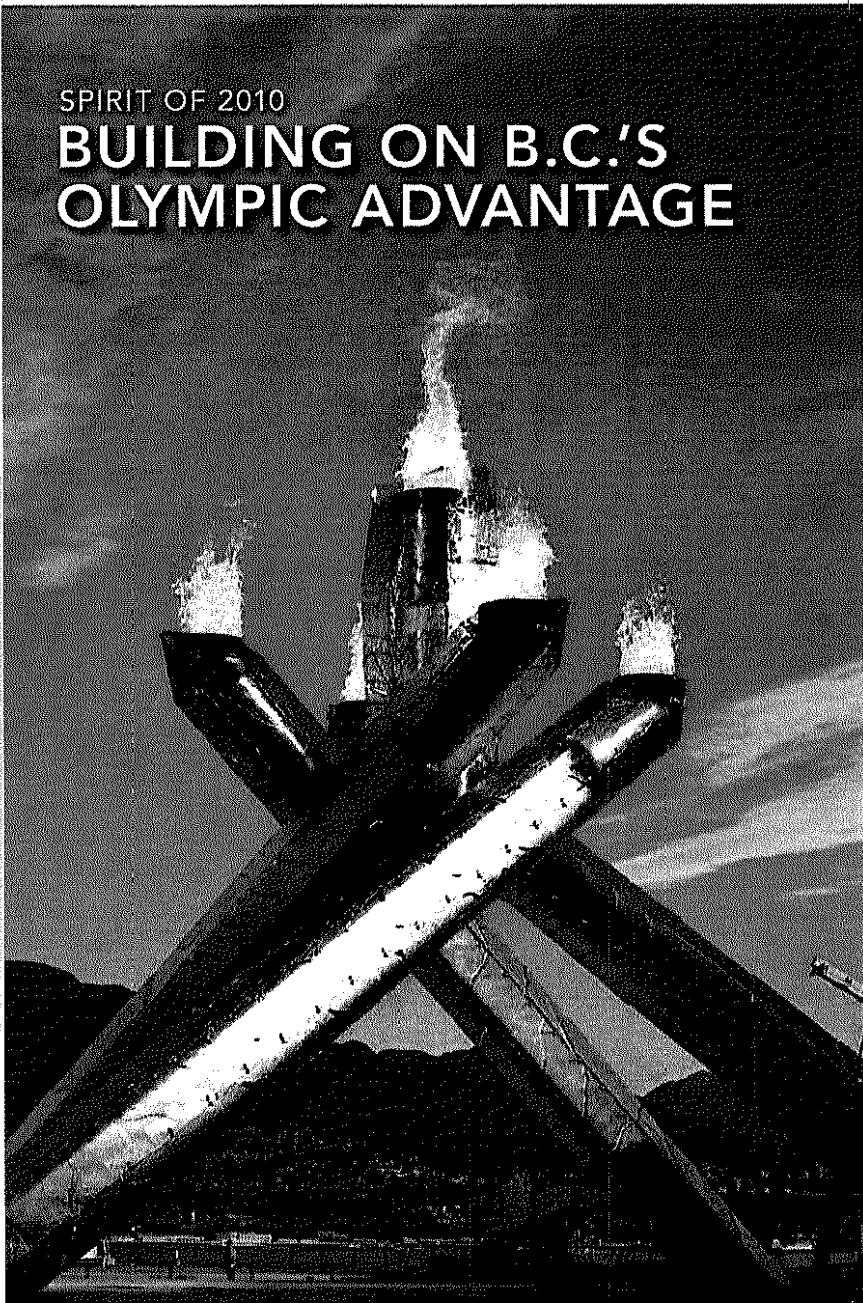
\*No purchase necessary. Must be a legal resident of British Columbia of the age of majority to enter. Three (3) prizes available to be won, each consisting of an Apple iPad valued at approximately \$750 CDN. Skill-testing question required. Odds depend on number of eligible entries. Official rules at whereinbc.com. Contest closes at 11:59:59 p.m. PT September 30, 2010.

Apple and iPad are registered trademarks of Apple Inc. Apple is not a sponsor of, nor a participant in, this sweepstakes.

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2010 BRITISH COLUMBIA GOVERNMENT	File: 2426_BC_Mailer_06.July	Date: July 6 2010 11:00 am	19
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	Client: BC Gov	Colour: 4C ■■■■	
	Job: HST Mailer	PR: SC AD: CD: CW: AE: OP: BB/LG/HW/BB	

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Cover

## SEIZING OUR OLYMPIC OPPORTUNITIES

The 2010 Olympic and Paralympic Winter Games gave British Columbia a foundation to build a stronger province and create new opportunities for workers and families.

Today we are seeing positive signs that B.C.'s economy is starting to turn around. The Conference Board of Canada expects B.C. to lead the country in economic growth this year, and economic forecasters predict B.C.'s job growth will be the highest in the nation. We're seeing new growth in modern industries such as digital media, our forest industry is selling more wood to China than ever before, and new mines are under construction that will secure hundreds of jobs for years to come.

The most important thing about a strong economy is the job opportunities it creates and the stability it provides for families and investors. A strong, stable economy builds confidence, and confidence helps build a better quality of life for all British Columbians.

### INVESTING IN OUR FUTURE

Everyone has different priorities in an open society like Canada, but most people would agree with **record levels of construction on schools, hospitals, housing, roads, bridges and public transit** across the province. Because of the positive partnership the provincial government has established with the federal government, today there are 850 projects throughout British Columbia **generating an estimated 34,000 jobs**.

### OPENING CANADA'S PACIFIC GATEWAY

B.C.'s strategic advantage means more opportunities for our children and for Canada's future. British Columbia is Canada's only Pacific province. We are Asia's front door to the continent. By 2020, **trade with Asia could create as many as 255,000 jobs**. Opportunities for expanding trade with Asia will require new investments and more jobs as we build Canada's Pacific Gateway. Tourism, digital media, life sciences, forestry, mining, energy, new building products, new green technologies and film create opportunities for our children and call on us to lead Canada into the 21st century.

## CREATING MORE JOBS

Creating more jobs starts with a more competitive and productive economy.

Higher productivity means higher paycheques, more jobs, increased investment and trade with international customers. That's what we have been doing in British Columbia for the last 10 years. It is one of the reasons there are almost **400,000 more jobs in the province today** than there were in 2001.

### LOWERING TAXES

In B.C., we're creating a competitive tax regime that encourages others to join us as we shape our province's and country's future. If people work hard here they can get ahead. Since 2001, personal income taxes have been reduced by at least 37%. **Individuals earning \$50,000 a year pays \$2,012 less in provincial income taxes than they did in 2001. B.C. has the lowest personal provincial income taxes in Canada** if you earn less than \$118,000.

By 2012 we will have the lowest corporate income tax rate of the G7 countries. That will make our traditional industries like forestry, mining, energy and agriculture more competitive. We will reduce B.C.'s small business tax rate to zero to encourage innovation and reward small business owners for their enormous contributions to our economy. Targeted tax credits for film, television, digital media and incentives for oil and gas, green technologies and clean energy projects continue to encourage our newest industries.

### CAPITALIZING ON OUR CLEAN ENERGY ADVANTAGE

B.C. is a clean-energy powerhouse. The *Clean Energy Act* ensures British Columbia will become electricity self-sufficient and that **low rates are protected for B.C. ratepayers**. We're undertaking the largest investment ever in B.C.'s

clean energy assets including the *Site C Clean Energy Project*, **that will create over 35,000 jobs** and produce enough clean electricity to power more than 400,000 homes. Renewable power producers will have the tools to create jobs in every region. Competitively priced green power will support the growth of our communities and industries and reduce greenhouse gas emissions.

To learn more, visit [powerofbc.ca](http://powerofbc.ca)

### STRENGTHENING PARTNERSHIPS

Forging new partnerships has made British Columbia stronger. We are building a New Relationship with First Nations and working with local governments and the federal government to **expand public transit, reduce crime and build new community infrastructure**. Agreements with neighbouring provinces are allowing people to work and do business in more than one province. We have reached beyond our borders to build economic and educational ties across the Pacific and have partnered with our American neighbours to protect our environment and the Pacific Ocean and build our regional economy.

### LEADING CLIMATE ACTION

British Columbia has taken aggressive action to tackle climate change, including setting greenhouse gas reduction targets in law, implementing North America's first revenue-neutral carbon levy, becoming the first Canadian partner in the Western Climate Initiative to design a cap and trade system, and working to become the first carbon-neutral government in North America.

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	AE: OP: BB/LG/HW/BB		

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## SUPPORTING YOUNG FAMILIES

Starting this September, full-day kindergarten for five-year-olds will help working families with child care. In addition, \$26 million over three years will be available to support child-care for 28,000 B.C. families. And every newborn in British Columbia now receives \$1,000 invested towards their post-secondary education.

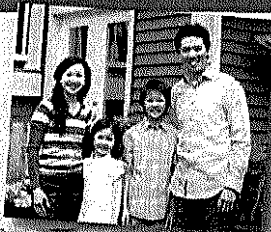
### LIVING WITHIN OUR MEANS

British Columbia has earned top marks from the world's leading credit-rating agencies for developing a fiscal framework that ensures we get back to a balanced budget in 2013 while maintaining core services such as health care and education.

### RECORD FUNDING FOR HEALTH, EDUCATION AND SOCIAL SERVICES

Record funding is now being provided for health, education, child protection, daycare, income assistance, housing, public safety, seniors' services, universities, colleges and other critical public services. In fact, 86% of all new spending is going towards health and education.

To find out more, visit [bcbudget.ca](http://bcbudget.ca)



## WHY THE HST?

Dozens of economic experts and business associations support the HST because it **creates jobs, increases wages, lowers prices,** and will help B.C. businesses compete with companies across Canada and around the world.

### WHY NOW?

Ontario also moved to an HST on July 1st. Since B.C. competes with Ontario for jobs and investment, it's important to stay on a level playing field or B.C. could lose both.

The federal government has allowed B.C. to establish its own HST rate, and the Province has set the provincial portion at 7%, **the lowest in the country.**

The federal government is providing \$1.6 billion in transition funding, of which about \$1 billion has already been used. This money is supporting increased funding for health care and education and reducing debt that would otherwise be passed on to our children.

Economic experts agree that moving to an HST is an important step to build on the Province's economic record of success and to put *British Columbia's economy ahead* of the global competition.

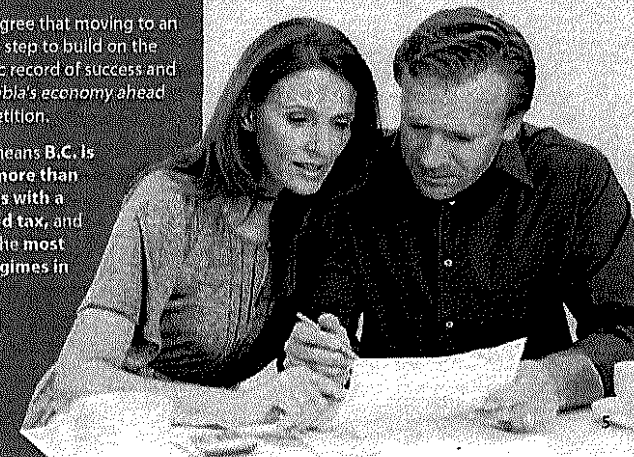
Adopting the HST means B.C. is competitive with more than 140 other countries with a similar value-added tax, and it gives B.C. one of the most competitive tax regimes in the world.

### WHY DID GOVERNMENT BRING IN THE HST SO QUICKLY?

After the 2009 election, government was informed that provincial revenues were deteriorating. Government looked for a way to meet budget targets without cutting core services. Through discussions with the federal government, the Province learned that \$1.6 billion in transition funding, as well as new flexibility that would allow B.C. to set its own tax rate and create exemptions, was available for the first time. Because Ontario was moving to an HST on July 1, 2010, it was important that B.C. move quickly in order to compete for jobs and investment.

### HOW COULD THIS HAPPEN SO QUICKLY IF THE GOVERNMENT WASN'T PLANNING IT?

Ontario had decided to move to an HST earlier in 2009 and had negotiated for months with the federal government. In June 2009, it was clear that B.C. could piggyback on that negotiation and that the same agreement would be available if B.C. acted by mid-July. Otherwise, we would have had to wait for up to two years and the transition money would not be available when it was needed most.



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## HOW DOES THE HST LOWER PRICES?

Companies in B.C. will no longer pay Provincial Sales Tax (PST) on things used to run their business, including heat, power, office supplies, vehicles and other inputs necessary to do business.

Businesses will also save time and \$150 million annually in administrative costs because they will now only remit one tax form instead of two.

In total, that's **\$2 billion in savings that can be passed on to consumers through lower prices.** Lower costs mean lower prices for consumers as businesses strive to be more competitive.



## HOW WILL THE HST IMPACT MY FAMILY BUDGET?

While the HST will apply to some items such as restaurant meals, junk food and haircuts, **80% of all goods and services are not impacted by the HST.**

Here are just a few of the products you won't pay a penny more on:

- Basic groceries
- Most medical services and all prescription drugs
- Child-care services
- Rent and insurance
- Resale housing – 1.6 million existing homes
- Fuel for vehicles
- Books
- Home heating and electricity
- New clothing and footwear
- Furniture and electronics
- New vehicles

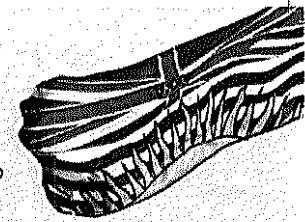
For a list of HST exemptions, zero-rated products, and rebates, visit [gov.bc.ca/hst](http://gov.bc.ca/hst)

**1.1 million low- to moderate-income British Columbians and their families will get up to \$230 annually per family member** through a new HST credit. Those who are also eligible for GST credits may see a total of up to \$716 per year.

**British Columbians pay among the lowest taxes in Canada.** Lower taxes have helped the average family take-home pay increase from \$51,000 to \$61,000 in the last few years. In fact, an individual earning \$60,000 is paying \$2,400 less in tax than in 2001.

The personal income tax exemption increased this year by over \$1,600, meaning people now pay no tax on the first \$11,000 they earn.

## HOW DOES THE HST CREATE JOBS AND INCREASE WAGES?



The HST is expected to create an additional 113,000 jobs in B.C. by reducing costs for employers so they can expand their business and pay higher wages.

Academic research and real-world evidence from other HST jurisdictions has shown that under an HST tax structure, wages go up, prices go down and more jobs are created.

### HERE'S HOW:

The vast majority of jobs in British Columbia are supported by industries like mining, oil and gas, transportation, construction and manufacturing – all of which will benefit from lower costs through the HST.

The HST will remove \$2 billion in costs for B.C. businesses, making them more globally competitive. Those savings can be reinvested into more jobs, higher wages and business expansion in every region of British Columbia.

An economic study says harmonization will increase capital investment by \$11.5 billion, resulting in new well-paying jobs.

### HOW DOES THE HST WORK?

On July 1, the 7% PST was combined with the 5% federal GST, forming a combined Harmonized Sales Tax (HST) of 12% – **the lowest in Canada.**

The HST approach is simpler, more transparent and fairer than the PST system because it is paid just once. Under the old sales tax system, PST was paid multiple times, at every step of a product's development, and businesses paid PST on almost everything they bought to run their business. All of that tax was compounded and passed on to the consumer in the final price.

Under the HST, businesses don't pay that compounding tax. Therefore, hidden tax won't be added to the final price of products, and businesses can **lower prices, hire more workers and increase wages.**

The HST is less costly to administer for businesses and government. Taxpayers will save \$30 million a year in administration costs that can be invested in public services.

"These changes, in combination with federal reductions in corporate taxes, will make British Columbia one of the most tax-competitive regimes in the world."

*Canadian Economist and Tax Expert, Dr. Jack Mintz*

### WHO SUPPORTS THE HST?

Organizations representing 1.3 million workers agree the HST is good for B.C.

### HERE'S WHY:

- Creates more jobs
- Passes savings on to consumers
- Lowers taxes on investment
- Saves time and lowers compliance costs
- Reduces operating expenses
- Gives B.C. a competitive international advantage
- Provides a more transparent, fairer tax system and eliminates hidden, compounding PST

**For more information, visit [gov.bc.ca/hst](http://gov.bc.ca/hst)**

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	AE: OP: BB/LG/HW/BB	

# 10 REASONS WHY B.C. IS THE BEST PLACE ON EARTH

1

**We give hope to the world.** Inspired by heroes such as Terry Fox and Rick Hansen, B.C. is home to some of the world's leading-edge spinal cord, cancer and genome research, giving millions of people around the world a second chance at life.



**2 Our students excel.** B.C. students consistently rank among the top performers worldwide in areas like literacy and science.



**3 We like big stuff.** B.C. is home to some of the world's biggest roadside attractions such as the world's largest hockey stick, gold pan, cross-country skis, fly-fishing rod, and the tallest totem pole.

5

**We love the environment.** B.C. has more protected land than any other province in Canada – an area equal to the size of Nova Scotia, New Brunswick and Prince Edward Island combined.



**4 We live long.** B.C. has among the longest life expectancies in the world.

6

**We're leading edge.** Our children will be the next generation of marine biologists, digital animators, green technologists, medical specialists, scientists and engineers. Even better, they can all be trained at home by our universities and colleges and work in leading B.C.-based companies.



**We're welcoming.** We speak 146 different languages – from Chinese to Punjabi, German to Nisga'a.



8

**We move people.** From "the last spike" that connected Canada by rail, to our modern-day ports, airports and engineering transportation marvels, B.C. is North America's Pacific Gateway. We have one of the world's largest ferry fleets, moving 20 million passengers and 8 million vehicles each year in 36 vessels.

9

**We're cool.** Here's a few British Columbians who prove it: Kim Cattrall, Seth Rogen, Nelly Furtado, Ryan Reynolds, Bryan Adams, Steve Nash, Michael J. Fox, Joshua Jackson, Sarah McLachlan, Eric McCormack, Michael Bublé, almost 50 NHL players, 10 major league baseball players, 35 Olympians and 22 Paralympians.

10

**We're generous.** British Columbians volunteer nearly 300 million hours every year.

1000 WAYS to

# 10 IDEAS TO CELEBRATE BRITISH COLUMBIA

1

**Explore:** Did you know that B.C. has more than 850 parks and protected areas? Perfect for hiking, camping, swimming, cross-country skiing, boating and fishing. For ideas near you, visit [env.gov.bc.ca/bcparks](http://env.gov.bc.ca/bcparks)

2

**Travel through time:** From Barkerville to Fort Langley and Fort Steele to Fort Rodd Hill, B.C. has 91 national historic sites, 10 provincial historic sites and three UNESCO World Heritage sites. For more information, visit [HelloBC.com](http://HelloBC.com)

3

**Lose yourself in a book:** There are more than 9,000 B.C. authors with books covering romance, mystery, history, poetry, science fiction, kids' fiction and non-fiction. And what's more, if you have a BC OneCard, you can borrow a book at any library across the province for free. To find a library near you, visit [bclibraries.ca/home](http://bclibraries.ca/home)

4

**Go to a rodeo or fall fair:** Every year there are nearly 40 rodeos and 50 fall fairs across B.C. For more, visit [rodeo.com](http://rodeo.com) or [bcfairs.ca](http://bcfairs.ca)



5

**Eat local and raise a glass:** There are more than 70 farmers markets in B.C. featuring some of the freshest and best produce in the world. Or you can tour one of B.C.'s 207 wineries. Visit [bcfarmersmarket.org](http://bcfarmersmarket.org) or [winebc.com](http://winebc.com)



6

**Hit the links and the slopes:** B.C. has some of the best skiing and golfing anywhere in the world. There are more than 300 golf courses across B.C. and nearly 40 ski hills, including world-class winter destinations. Visit [golfinbritishcolumbia.com](http://golfinbritishcolumbia.com) or [HelloBC.com/ski](http://HelloBC.com/ski)

7

**Volunteer:** Volunteer your time with a local community organization or event. Find a short-term volunteer opportunity at [volweb.ca](http://volweb.ca)

8

**Help B.C. find an official fossil:** British Columbia has an official flower, gemstone, bird, tree and mammal. But we're still looking for an official fossil and we need your help. Visit [gov.bc.ca/af](http://gov.bc.ca/af)



9

**Be curious:** B.C. has 535 museums and art galleries with collections to meet all passions. Learn about First Nations culture, local history and B.C. artists. Visit [HelloBC.com](http://HelloBC.com)



10

**Ride a bike:** Since 2001, B.C. has built more than 200 kilometres of new bike lanes and trails for you to enjoy in over 50 communities. Visit [th.gov.bc.ca/BikeBC/links.html](http://th.gov.bc.ca/BikeBC/links.html)

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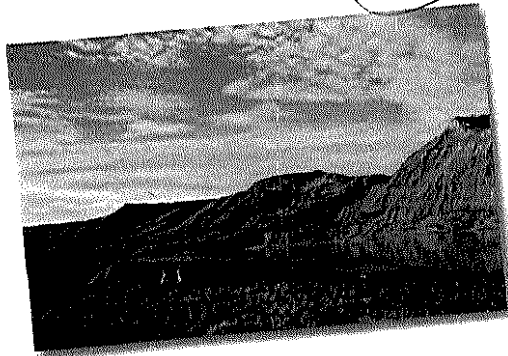
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THIS YEAR,  
**CELEBRATE**  
THE SPIRIT OF 2010

For information on these trips, or other trip ideas, visit [HelloBC.com](http://HelloBC.com)

3.5 billion people saw our province during the Olympics. These *Super, Natural* places are right on your doorstep. Get ahead of the rush and visit some places close to home. Whether you're looking to drive, fly or take the train, we can offer hundreds of year-round suggestions at [HelloBC.com](http://HelloBC.com) or by dropping into your local Visitor Centre. Here's a few ideas to get you started:

Here are



**GREAT NORTHERN TRIP**  
8 to 14 days

Explore the magnificence of the northern wilderness. Drive across stunning mountain passes, through dense emerald-green forests, and past muskeg and prairie fields of golden wheat and bright yellow canola.

Tour Aboriginal villages, visit historic sites and view engineering marvels like the W.A.C. Bennett Dam. Spot phenomenal wildlife such as grizzly and black bears, moose and beavers.

Here's a few of the "must-sees": The Exploration Place Museum and Science Centre in Prince George, Bijoux Falls, Liard River Hot Springs, and wildlife viewing platform at Fish Creek.

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**COAST CARIBOO TRIP**  
7 to 10 days

Enjoy diverse landscapes and activities. Voyage along the beautiful and rugged West Coast, watching for whales or sea lions. Drive the "Freedom Road" past abundant fishing lakes, through cowboy country and arrive in the adventure playground of Whistler. Complete the trip with a world-class dining experience at one of Vancouver's award-winning restaurants.

Here's a few of the "must-sees": Sandstone cliff and caverns at Newcastle Island Marine Provincial Park, BC Ferries' Discover North Passage cruise to Bella Coola, volcanic "Rainbow Mountains" in Tweedsmuir Provincial Park, and glaciers at Joffre Lakes Provincial Park.

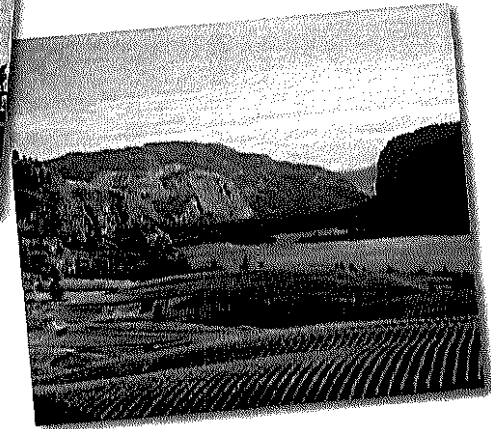


**PACIFIC MARINE TRIP**  
2 to 4 days

Journey "coast to coast" on Vancouver Island. See panoramic views of the Juan de Fuca, Haro and Georgia Straits as well as the Saanich Peninsula.

Visit the trailheads of the historic West Coast, spectacular provincial parks, pastoral landscapes and wineries.

Here's a few of the "must-sees": Victoria's Inner Harbour and legislative buildings, dining at Sooke Harbour House, tidal pools on the Juan de Fuca Marine Trail in Port Renfrew, carvers at Quw'utsun' Cultural Centre, and Cowichan Valley's "Gourmet Trail" of wineries, fresh seafood docks, and holistic farms.



**MOUNTAINS & VINEYARDS TRIP**  
7 to 10 days

Be adventurous in the mountains and be leisurely in the countryside. Enjoy legendary views of majestic peaks, soothing hot springs and a mix of golf courses in the Kootenay Rockies region. Take refreshing dips in plentiful lakes and indulge in the numerous fruit stands, orchards and award-winning wineries in the Okanagan Valley.

Here's a few of the "must-sees": Yoho National Park's glacial lakes and Takakkaw Falls, Cominco Gardens of more than 48,000 flowers, golf a top-rated 18-hole championship course with dramatic mountain backdrops, and 350 restored heritage buildings in the charming city of Nelson.



the 48,000 flowers at Cominco Gardens,

NEW SIZE: 7.125" x 10.75" Flat 14.25" x 10.75"

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SPIRIT OF 2010

# BUILDING ON B.C.'S OLYMPIC ADVANTAGE



Tourism Ad to be supplied



# 10 REASONS WHY B.C. IS THE BEST PLACE ON EARTH

1. Inspired by heroes such as Terry Fox and Rick Hansen, B.C. is home to some of the world's leading edge spinal cord, cancer and genome research, giving millions of people around the world a second chance at life.



2. And here's a few British Columbians that prove it: Kim Cattral, Seth Rogen, Nelly Furtado, Ryan Reynolds, Bryan Adams, Steve Nash, Michael J. Fox, Joshua Jackson, Sarah McLaughlin, Eric McCormack, Michael Buble, almost 50 NHL players, 10 major league baseball players, 35 Olympians and 22 Paralympians.

1. We give hope to the world.
2. We're impressive.
3. We're clean, green and we love our environment.
4. We're cutting edge.
5. We're welcoming, inclusive and diverse.
6. We like big stuff.
7. We live long.
8. Our kids are smart.
9. We're generous in spirit.
10. We move people.

3. B.C. has more protected land than any other province in Canada – an area equal to the size of Nova Scotia, New Brunswick and Prince Edward Island combined.

4. Our children will be the next generation of marine biologists, digital animators, green technologists, medical specialists, scientists and engineers. Even better, they can all be trained at home by our universities and colleges and work in leading B.C. based companies.

5. We speak 146 different languages from Chinese to Punjabi, German to Nisga'a.

6. B.C. is home to some of the world's biggest roadside attractions such as the world's largest hockey stick, gold pan, cross-country skis, fly-fishing rod, and the tallest totem pole.

7. B.C. as among longest life expectancies in the world.



8. B.C. students consistently rank among the top performers worldwide in areas like literacy and science.



9. British Columbians volunteer nearly 300 million hours every year.

10. From "the last spike" that connected Canada by rail, to our modern day ports, airports and engineering transportation marvels, B.C. is North America's Pacific Gateway. We have one of the world's largest ferry fleets moving 20 million passengers and 8 million vehicles each year in 36 vessels.



# 10 IDEAS TO CELEBRATE THE BRITISH COLUMBIA LONG WEEKEND

1. Did you know B.C. has more than 850 parks and protected areas in every region? Perfect for hiking, camping, swimming, boating and fishing. For ideas near you: [www.env.gov.bc.ca/bcparks](http://www.env.gov.bc.ca/bcparks)

2. From Barkerville to Fort Langley, Fort Steele to Fort Rodd Hill, B.C. has 91 National Historic Sites, 10 Provincial Historic Sites and three UNESCO World Heritage sites. [www.hellobc.com](http://www.hellobc.com)

3. B.C. has 535 museums and art galleries with collections to meet all passions. Learn about First Nations culture, local history and B.C. artists. [www.hellobc.com](http://www.hellobc.com)

4. In 2007, B.C. was named the best golf destination in North America. There are more than 300 golf courses across B.C. and for families with young children, B.C. is also a hotbed for mini-golf. [www.golfinbritishcolumbia.com](http://www.golfinbritishcolumbia.com)

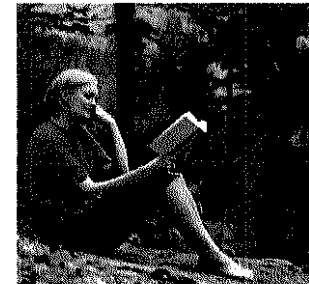
5. Take in a BC Day weekend rodeo in Nemiah Valley, Abbotsford, or 100 Mile House. [www.rodeobc.com](http://www.rodeobc.com)

1. Explore
2. Travel through time
3. Be curious
4. Hit the links
5. Go to the rodeo
6. Eat local and raise a glass
7. Lose yourself in a book
8. Be generous
9. Help B.C. find an official fossil
10. Ride a bike

6. There are more than 70 farmers markets in B.C. featuring some of the freshest and best produce in the world. You can tour one of BC's 207 wineries. Fine food or wine near you: [www.bcfarmersmarket.org](http://www.bcfarmersmarket.org). or [www.winebc.com](http://www.winebc.com)



7. There are more than 9,000 B.C. authors with books covering romance, mystery, history, poetry, science fiction, kids' fiction and non-fiction. And what's more, if you have a BC One Card, you can borrow the book at any library across the province for free. Find a library near you: [www.bclibraries.ca/home](http://www.bclibraries.ca/home)



8. Volunteer your time with a local community organization or event. Find a short-term volunteer opportunity here: [www.volweb.ca](http://www.volweb.ca)

9. British Columbia has an official flower, gemstone, bird, tree and mammal. But we're still looking for an official fossil and we need your help. [www.gov.bc.ca/al](http://www.gov.bc.ca/al)

10. Since 2001, BC has built more than 200 kilometres of new bike lanes and trails for you to enjoy in over 50 communities. [www.th.gov.bc.ca/BikeBC/links.html](http://www.th.gov.bc.ca/BikeBC/links.html)

## SEIZING OUR OLYMPIC OPPORTUNITIES

The 2010 Olympic and Paralympic Winter Games gave British Columbia a foundation to build a stronger province and create new opportunities for workers and families.

Today we are seeing positive signs that B.C.'s economy is starting to turn around. The Conference Board of Canada expects B.C. to lead Canada in economic growth this year. Leading economic forecasters predict B.C.'s job growth will be the highest in the nation this year and our province is expected to lead Canada in housing starts in 2010.

We're seeing new growth in modern industries such as digital media, with two major studios recently opening in the Lower Mainland. Our forest industry is selling more wood to China than ever before and new mines are under construction that will secure hundreds of jobs for years to come.

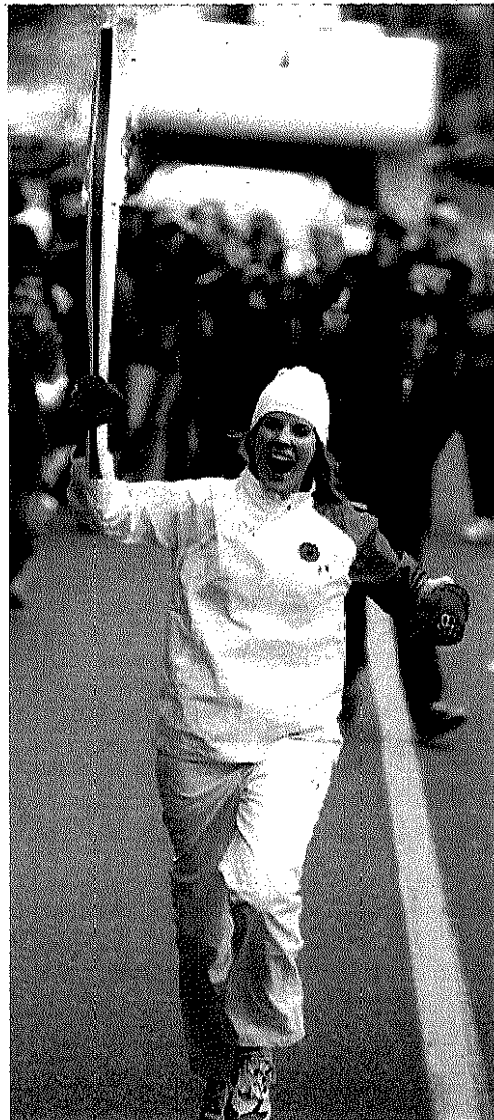
Together, we can seize the opportunity of a generation, sell our products to the world, invite new business and secure jobs that will support families and communities for decades.

### CREATING MORE JOBS

It all starts with a more competitive economy that attracts new employers and encourages existing employers to expand and hire more workers. Budget 2010 provides that competitive foundation.

### INVESTING IN OUR FUTURE

We're undertaking record levels of construction on schools, hospitals, housing, roads, bridges and other critical projects across the province. \$5.3 billion is being invested in 850 projects throughout British Columbia, generating an estimated 34,000 jobs.



### OPENING CANADA'S PACIFIC GATEWAY

New and upgraded roads, bridges, ports, airports, public transit, ferries, border crossings, railways and other key transportation corridors are helping ensure we fully utilize B.C.'s geographic advantage as North America's closest connection to Asia to create jobs and growth. By 2020, trade with Asia could create as many as 255,000 jobs.

## CAPITALIZING ON OUR CLEAN ENERGY ADVANTAGE

B.C. is a clean energy powerhouse. The Clean Energy Act ensures British Columbia becomes electricity self-sufficient and that low rates are protected for B.C. ratepayers. We're undertaking the largest investment in B.C.'s clean energy assets including the Site C Clean Energy Project that will create over 35,000 jobs and produce enough clean electricity to power more than 400,000 homes annually.

Renewable power producers will have the tools necessary to create jobs in every region. Competitively-priced, green power will support the growth of our communities and industries and reduce greenhouse gas emissions. To learn more, visit [www.powerofbc.ca](http://www.powerofbc.ca).

### LOWERING AND SIMPLIFYING TAXES

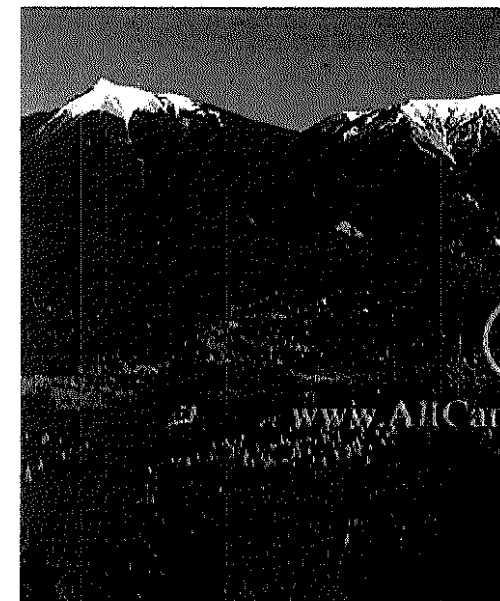
B.C. has the lowest personal provincial income taxes in Canada. Our province will soon have the lowest corporate tax rate of the G8 countries and in 2012 we will reduce B.C.'s small business corporate tax rate to zero. Targeted tax credits for film, television, digital media and incentives for oil and gas are encouraging new jobs and new growth in those sectors.

### STRENGTHENING PARTNERSHIPS

Forging new partnerships and fostering existing relationships has made British Columbia stronger. We are building a new relationship with First Nations and working with local governments and the federal government to expand public transit, reduce crime and build new community infrastructure. Agreements with neighbouring provinces are allowing people to use their certifications to work and do business in more than one province. We have reached beyond our borders to build economic and educational ties across the Pacific and have partnered with our American neighbors to protect our environment and share new technology and knowledge that will protect the health of the Pacific Ocean and build our regional economy.

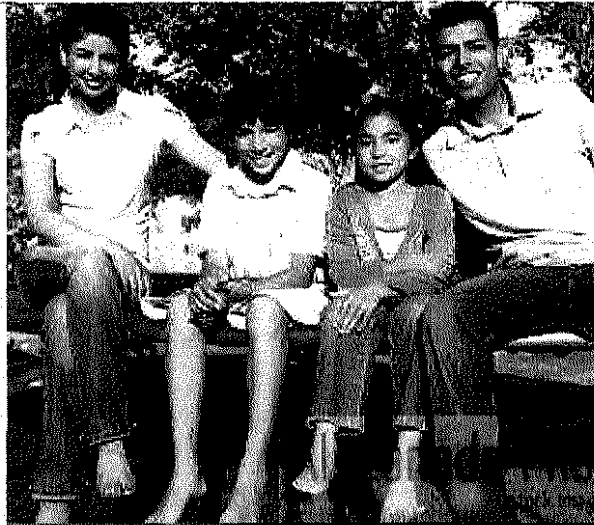
### LEADING CLIMATE ACTION

British Columbia has taken aggressive action to tackle climate change, including setting greenhouse gas reduction targets in law; implementing North America's first revenue-neutral, carbon levy; becoming the first Canadian partner in the Western Climate Initiative that will design a cap and trade system; and working to become the first carbon neutral government in North America.



## SUPPORTING YOUNG FAMILIES

Starting this September, full-day kindergarten for five-year-olds will help working families with child care costs. In addition, \$26 million over three years will be available to support child care costs for 28,000 B.C. families.



## LIVING WITHIN OUR MEANS

British Columbia has earned top marks from the world's leading credit rating agencies for developing a fiscal framework that ensures we get back to a balanced budget in 2013 while maintaining core services such as health care and education.

## RECORD FUNDING FOR HEALTH, EDUCATION AND SOCIAL SERVICES

Record funding is now being provided for health, education, child protection, day care, income assistance, housing, public safety, services for seniors, universities, colleges and other critical public services. In fact, 86% of all new spending is going towards health and education.

To find out more, visit  
[www.bcbudget.ca](http://www.bcbudget.ca).



## EXPERTS AGREE THE HST IS GOOD FOR B.C.

Dozens of economic experts and business associations have strongly advocated for the HST. For more information, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst).



## HOW IT WORKS

On July 1st, the Provincial Sales Tax (PST) was eliminated. A 7% B.C. rate has been combined with the 5% federal Goods and Services Tax (GST), forming a combined Harmonized Sales Tax (HST) of 12%, the lowest in Canada. The HST approach is far simpler, more transparent and fairer than the PST system.

While you won't pay HST on many of the items you use every day, as listed below, HST will apply to junk food, restaurant meals, haircuts and some other services. 1.1 million British Columbians will get quarterly cheques of up to \$230 annually through a new HST credit. People also eligible for the federal GST credits may see a total of up to \$716 per year.

The HST is paid just once. The HST is simpler than the old provincial sales tax, which is paid multiple times, at every step of a product's development. This not only places an undue burden on businesses, but it increases the final cost of a product. When a consumer makes a purchase, they aren't just paying the 7% PST once, they are effectively paying tax on top of the tax paid at every step of a product's development.

## WHAT IS EXEMPT

You won't pay a penny more on many of the products and services you use every day. Here are just a few of those products:

- Basic groceries
- Most health, medical and dental services
- Child care services
- Prescription drugs
- Resale housing
- Fuel to power your vehicle
- Books
- Children-sized clothing and footwear
- Children's car seats and car booster seats
- Children's diapers

The rebates are set out in the new Consumption Tax Rebate and Transition Act. For a list of HST exemptions, zero-rated products and rebates, and a copy of the new Act, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst).

Local governments, health authorities, universities, colleges and school districts will receive a partial rebate on the provincial portion of the HST. Charities and eligible non-profit groups will also receive a rebate.

**And that's good for B.C.**

## HOW THE HST LOWER PRICES

- Business in B.C. will no longer have to pay PST on business inputs used to run their business. This includes: heat, power, office supplies, vehicles and other inputs necessary to do business.
- Businesses will save time and \$150 million annually in administrative costs because they will only remit one tax form, instead of two under the out-dated PST and GST system.
- In total, that's \$2 billion in savings that can be passed onto lower product prices. Lower costs for business mean lower prices as businesses strive to grow their customer base by being more competitive.
- It will lead to an \$11.5 billion increase in capital investment over 10 years.

**That's good for business.**

## IT ELIMINATES HIDDEN, COMPOUNDING TAX

Businesses paid PST on almost everything they buy to run their businesses and that tax is included in the final price paid by the consumer.

For example, when a mechanic repairs your car, the repair shop previously paid PST on the tools, equipment and supplies it buys to repair your car and on the electricity it uses to run the machinery and heat the shop.

On top of that, the hidden PST had compounded many times over before your car even entered the shop.

**"These changes, in combination with federal reductions in corporate taxes, will make British Columbia one of the most tax-competitive regimes in the world."**

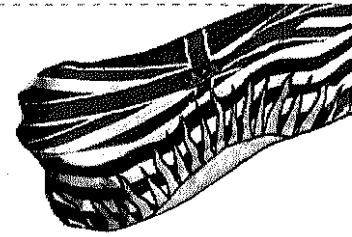
*Canadian Economist and Tax Expert, Dr. Jack Mintz*



PST was paid by the manufacturer who produced the part to fix the car, by the trucker who paid tax on the truck that delivered the part to the warehouse, by the warehouse that paid PST on almost everything it bought to store the parts, and by the retailer who paid PST on almost everything it bought to run the store. All of that tax was compounded and passed on to the consumer in the final price. Then PST and GST was applied on top of that final bill.

Under the HST, most businesses don't pay that compounding tax on productivity. Therefore, hidden tax won't be added to the final price of their products.

## HOW THE HST CREATES JOBS AND INCREASES WAGES



The HST is expected to create an additional 113,000 jobs in British Columbia by reducing costs on employers looking to expand their business and pay higher wages. Academic research and evidence from other jurisdictions have shown that under an HST tax structure wages go up, prices go down and more jobs are created. Here's how:

The vast majority of jobs in British Columbia are supported by major industries like mining, oil and gas, transportation, construction and manufacturing – all of which will benefit from eliminating taxes on productivity. The HST will remove \$2 billion in costs for B.C. businesses, making them more competitive. Those savings can be reinvested into more jobs, higher wages and business expansions in every region of British Columbia.

Similarly, the HST will make our province more competitive with over 130 countries around the world that already have a value-added tax system.

An expert study says harmonization will increase capital investment by \$11.5 billion. It will reduce costs for taxpayers through the removal of an estimated \$30 million annually in government administration costs. Moving to the HST eliminates duplication and overlap between the provincial and federal government. Every penny of the HST will be used for health care.

**That's good for British Columbians.**

To find out more about how it will help B.C. businesses expand and create jobs, visit [www.gov.bc.ca/hst](http://www.gov.bc.ca/hst).

## BUILDING ON B.C.'S OLYMPIC MOMENTUM

Retail Council of Canada • Canada West Foundation • Michael Smart, University of Toronto • David Baxter, Urban Futures Institute • Dr. Jack Mintz, University of Calgary • Conference Board of Canada • Hugh Alley, Alco Ventures Inc. • Duane Maki, CEO, Spectrum Resource Group • John Schroeder, President, Valleybrook International Ventures Inc • Ben Themens, VP Finance and Corporate Affairs, Lonsdale Energy Corporation • Greater Vancouver Gateway Council Initiatives • Prince George Development Corp. • Truck Loggers Association • BC Chamber of Commerce • BC Technology Industry Association • Jock Finlayson, Business Council of BC • BC Agriculture Council • New Car Dealers Association of BC • BC Road Builders and Heavy Construction Association • Institute of Chartered Accountants of BC • BC Progress Board • The Canadian Chamber of Commerce • Canadian Manufacturers and Exporters • Independent Contractors and Businesses Association of BC • Western Convenience Stores Association • Motion Picture Production Industry Association of British Columbia • Coast Forest Products Association • West Fraser Timber Co. • Mining Association of BC • TELUS • Association for Mineral Exploration British Columbia • Canadian Council of Chief Executives • Council of Forest Industries • Association of International Automobile Manufacturers of Canada • BC Grain Producers Association • Forest Products Association of Canada • Railway Association of Canada • CANFOR • Canada's Leading Economists • Canadian Association of Petroleum Producers

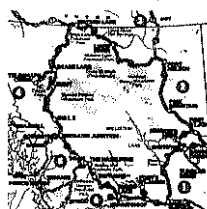
## THEY ALL AGREE THE HST IS GOOD FOR B.C. HERE'S WHY:

Creates more jobs • Passes savings on to consumers • Lowers taxes on investments • Saves time and lowers compliance costs • Reduces operating expenses • Gives B.C. a competitive international advantage • Provides a more transparent, fairer tax system • Eliminates hidden, compounding provincial sales tax. **For more information, visit [www.gov.bc.ca](http://www.gov.bc.ca).**

# THIS SUMMER, CELEBRATE THE SPIRIT OF 2010

What a better way to celebrate the spirit of 2010 than exploring British Columbia this summer. Driving routes are an exciting way to see all that BC has to offer: stunning vistas, vibrant cities, encounters with wildlife, a wealth of history, unforgettable adventures in the great outdoors and enough luxury to make it a true holiday. Get more information on these driving routes and other trip ideas at [HelloBC.com/tripideas](http://HelloBC.com/tripideas).

## GREAT NORTHERN ROUTE



Take a spectacular 8- to 14-day road odyssey exploring the magnificence of the vast northern wilderness. Drive across stunning mountain passes,

through dense, emerald-green forests, and past muskeg and prairie fields of golden wheat and bright yellow canola. Tour Aboriginal villages, visit historic sites and view engineering marvels like the W.A.C. Bennett Dam. Keep alert for phenomenal wildlife-spotting – grizzly and black bears, moose, beavers and caribou all inhabit the region. About 2,600 kilometres.

Highlights include:

- Discover The Exploration Place Museum and Science Centre in Prince George
- Picnic at breathtaking Bijoux Falls
- Enjoy the scenic Alaska Highway and soak in Liard River Hot Springs pools
- View black bears and grizzly bears from a viewing platform at Fish Creek
- Explore 'Ksan Historical Village
- Fish in one of 300 fishing havens in The Lakes District near Burns Lake

## COAST CARIBOO ROUTE

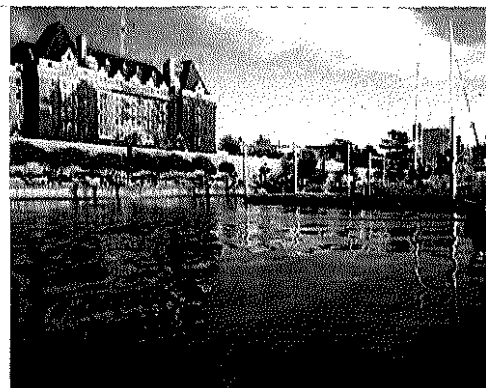


Take this 7- to 10-day trip encompassing diverse landscapes and activities. Voyage along the beautiful but rugged West Coast, watching for whales

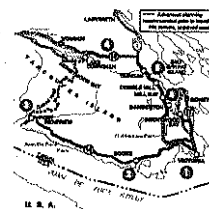
breaching or sea lions sunning themselves. On the mainland, drive the "Freedom Road" past abundant fishing lakes. Then meander, or canter, through cowboy country and arrive in the adventure playground of Whistler. Finally, round out the trip with a world-class dining experience at one of Vancouver's award-winning restaurants. About 1,400 kilometres, excluding ferry travel.

Highlights include:

- Explore the sandstone cliff and caverns at Newcastle Island Marine Provincial Park
- Relax while you enjoy the scenery during the BC Ferries Discover North Passage cruise to Bella Coola
- In Tweedsmuir Provincial Park see the volcanic "Rainbow Mountains"
- Williams Lake is a great spot for mountain biking or a launching point for rafting trips on the Chilcotin, Chilko and Fraser rivers
- Hike by the three turquoise-coloured lakes at Joffre Lakes Provincial Park to see glaciers that feel so close you can touch them
- Step into the city life at one of Vancouver's amazing shopping districts



## PACIFIC MARINE ROUTE



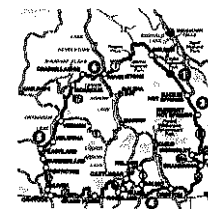
This 2- to 4-day "coast to coast" journey on Vancouver Island offers panoramic views of the Juan de Fuca, Haro and Georgia straits as

well as the Saanich Peninsula. Enjoy a quieter way of life visiting the trailheads of the historic West Coast, spectacular provincial parks, pastoral landscapes and wineries. About 250 kilometres.

Highlights include:

- Explore Victoria's Inner Harbour and tour the legislative buildings
- Take a quick dip at Sooke Potholes Provincial Park and plan to dine at Sooke Harbour House, where only local ingredients are used
- Take some time out to enjoy the tidal pools Juan de Fuca Marine Trail in Port Renfrew
- Follow Cowichan Valley's "Gourmet Trail" marked by wineries, fresh seafood docks and holistic farms
- Visit the traditional buildings at Quw'utsan' Cultural Centre where carvers practice their trade
- Board a BC Ferry at Mill Bay to Brentwood Bay – dubbed as "Vancouver Island's most beautiful shortcut"

## MOUNTAINS & VINEYARDS ROUTE



Pack your adventuresome spirit for the mountains and quench your thirst for leisure in the countryside on this 7- to 10-day

expedition. The Kootenay Rockies region offers legendary views of majestic peaks, soothing hot springs and an amazing mix of golf courses. As you meander through the sunny interior, take refreshing dips in plentiful lakes and indulge your taste buds at the numerous fruit stands, orchards and award-winning wineries. About 1,250 kilometres.

Highlights include:

- Take in Yoho National Park's astonishing views of glacial lakes and Takakkaw Falls
- Stroll through Cominco Gardens to take in scents from more than 48,000 flowers
- Play golf on a top-rated 18-hole championship course with dramatic mountain backdrops
- Take the free, self-guided tour of the 350 restored heritage buildings in the charming city of Nelson
- Savour award-winning wines in the Okanagan Valley and pick fresh fruit at one of the many road-side farms

