

The firm provided specific assistance in organizing public events and media relations for the Summit. The assistance provided by Groupe Columbia Inc. helped foster the positive image of Canada portrayed in the media. It was also instrumental in ensuring good relations with the people of Halifax.

The final cost of company's services is \$431,000.00. The total cost of the Halifax Summit was \$28 million, cheaper than both the Toronto Summit in 1988 and Naples Summit in 1994.

GRANTING OF PUBLIC RELATIONS CONTRACT FOR G-7 SUMMIT—
REQUEST FOR PARTICULARS ON ADVICE GIVEN TO RCMP

(Response to question raised by Hon. Marcel Prud'homme on June 27, 1995)

On March 9, 1995, the RCMP contracted a public relations firm from Halifax, Arlington Consultants, to conduct a media relations training course for 18 RCMP, local police, military and Ports Canada officers responsible for media relations during the Halifax G-7 Summit. This contract was financed through the Halifax Summit Office. Since the contract was for less than \$30,000, Treasury Board guidelines allowed for it to be signed without a formal tendering process.

The purpose of the course was to train the officers in media liaison functions and general public relations, particularly how to respond to media questions, how to present useful information and how to ensure that the people of Halifax were informed on security arrangements affecting access to downtown areas and Summit public events. The course took place on 1-8 May, 1995 in Halifax.

The final cost of the contract was \$13,200.

SOLICITOR GENERAL

RCMP MARKETING CONTRACT WITH DISNEY CORPORATION—
REQUEST FOR PARTICULARS

(Response to questions raised by Hon. David Tkachuk and Hon. Brenda M. Robertson on June 28, 1995)

The Mounted Police Foundation (MPF) was established to assist the Commissioner of the Royal Canadian Mounted Police (RCMP) in administering the commercial use of the intellectual properties which are the principal public identifiers of the RCMP. The Foundation was incorporated in June of 1994. Its Board of Directors is comprised of prominent members of the community who are volunteering their time, energy and experience in support of the RCMP and its community policing initiatives. As the Master

Licensee for the RCMP, the MPF will receive, maintain and manage funds generated from the Licensing Programs. These funds will be directed to support and to enhance RCMP community policing, public relations and crime prevention programs throughout Canada.

The RCMP Product Licensing Program was formally launched on January 27, 1995, in a press conference attended by the Solicitor General, the Commissioner of the RCMP and the President of the Mounted Police Foundation (MPF). The event generated national press coverage. In this regard, over 450 letters were sent out to known users of RCMP intellectual property, by the RCMP and the MPF, advising them of the licensing program and of the application requirements. In addition, pursuant to Section 9(1)(n)(iii) of the Trade Mark Act, the RCMP filed formal notices with the Registrar of Trade Marks. As a result, notice of the licensing program was published in various Trade Mark journals.

Following these communications initiatives, the MPF received unsolicited offers of service and/or proposals from a variety of companies, of both Canadian and American origin, specializing in licensing or in specific aspects of the licensing industry. Interest from solely American companies was not considered. The MPF reviewed applications from Canadian companies at length, focusing on company history and reputation in the licensing industry, established marketing and advertising capabilities, creative capabilities, revenue control systems, access to the Canadian manufacturing base, and access to international marketing and distribution networks. The MPF determined that the proposal from the Walt Disney Company (Canada) Ltd. was superior in many ways.

Under the terms of the contract, the Walt Disney Company (Canada) Ltd., will act in the capacity of agent for the Mounted Police Foundation, to develop and to administer the RCMP Product Licensing Program. Walt Disney (Canada) Ltd. will not be directly involved in the manufacturing of goods but rather will license Canadian companies to supply licensed goods for the program. The RCMP retains all ownership of its intellectual property and will have final approval over all use of its image by licensees to the program.

Royalties from the sale of licensed goods will be shared between the MPF and Walt Disney Canada (Ltd.) on a sliding, five-year scale. In the first year of the agreement, the MPF will retain 51 per cent, while Walt Disney Canada (Ltd.) will receive 49 per cent, sliding to 55 per cent (MPF) and 45 per cent (Walt Disney Canada Ltd.) by year five.