

Routine Proceedings

Hon. Benoît Bouchard (Minister of Transport): Procedures are now in place to evaluate the impact of the reverse onus provisions, among other things, of the Motor Vehicle Transport Act, 1987 (MVTA). Specific provisions in Canada's new transportation legislation ensure that an assessment of the effectiveness of the legislation be made on a continuing basis. For example, the National Transportation Act requires that annual reviews be completed by May 31 of each year. In addition, a comprehensive review will be completed in 1992.

The National Transportation Agency (NTA) has recently completed the review for 1988, including the sections on new entrants, expansion and consolidation. These of course reflect the effect of reverse onus procedures.

Furthermore, additional monitoring procedures, under the auspices of the Canadian Council of Motor Transport Administrators (CCMTA) and performed by Transport Canada, the NTA, Consumer and Corporate Affairs and provincial agencies are being put in place.

These procedures will examine the effect of "reverse onus" on a province by province basis to determine if, by 1992, sunseting of "reverse onus" is in the best interest of both shippers and carriers.

Sufficient time has not yet elapsed, nor sufficient data collected, to enable a substantial analysis of "reverse onus" to be accomplished. However, by 1990 some initial trends will have been established.

HIRE A STUDENT CAMPAIGN 1989

Question No. 99—Mr. Allmand:

1. On the occasion of the launching of the annual Hire a Student campaign by the federal minister for Youth in Ottawa, on Wednesday, May 10, 1989, were (a) T-shirts (b) buttons (c) balloons purchased and, if so (i) from what persons were they bought (ii) what person printed them (iii) what number were left over (iv) what price did the government pay, including the price of printing?

2. Were any other costs to the government involved and, if so (a) in what amounts (b) for what purposes?

3. Were any other promotions like this one (a) held anywhere in Canada during the Hire a Student Campaign (b) cancelled after May 11, 1989 (c) held for any other Job Development Program (d) planned for, and cancelled after May 11, 1989?

Hon. Jean J. Charest (Minister of State (Youth) and Minister of State (Fitness and Amateur Sport) and Deputy Leader of the Government in the House of Commons): 1. (a) Yes.

(b) Yes.

(c) Yes.

(i), (ii) & (iv)

—3,500 French first T-shirts were produced and printed by Dome Advertising Ltd., Regina, Sask. at a cost of \$15,653.45.

—6,500 English first T-shirts were produced and printed by Dome Advertising Ltd., Regina, Sask. at a cost of \$29,280.86.

—130,000 100,000 English and 30,000 French buttons were purchased from and produced by Maison Basilières Inc. of Montreal, Que. at a cost of \$13,712.00.

—10,000 Balloons were purchased from H.A.S. Novelties Ltd. in Ottawa, Ont. at a cost of \$1,330.03.

(iii) None.

All materials distributed at the national launch of the Hire-A-Student campaign were also produced for national promotion and distributed to all 450 Canada Employment Centres for Students across the country. The Centres used the T-shirts for staff identification and in their promotional activities. Cost savings were achieved by centralized ordering of national quantities.

2. (a) Yes.

There were other costs amounting to \$30,588.15 for a contract to Continental Golin/Harris Communications Ltd.

(b) To create national awareness for Hire-A-Student, Continental Golin/Harris Communications was retained to organize, produce and orchestrate a national launch in Ottawa. (M.P.s from all three political parties took part in the event, along with representatives of C.P. Hotels and the Ottawa Construction Association, the sponsor for the National Capital Region's Youth Action 89 program. In addition, Dave Smith, owner of the Place Next Door restaurant donated 1,500 hot dogs for the event. As a special part of the promotion 120 rugby shirts with the Hire-A-Student logo printed on the front were produced to be worn by M.P.s participating in the event.)