



Workplace Safety  
& Insurance Board

Commission de la sécurité  
professionnelle et de l'assurance  
contre les accidents du travail

VIA ELECTRONIC MAIL

[REDACTED]

June 20, 2022

Paul Taylor

[REDACTED]

Dear Paul:

Head Office:  
200 Front Street West  
Privacy Office, 21<sup>st</sup> Floor  
Toronto, Ontario  
Canada M5V 3J1

Siège social :  
200, rue Front Ouest  
Bureau de la protection de la vie privée,  
21<sup>ème</sup> étage  
Toronto, Ontario M5V 3J1

**Natasha Mohabir,**  
**Privacy, Access and Risk Manager**

☎ (416) 344-5751 📠 (416) 344-5560

TTY/ATS : 1-800-387-0050

1-800-387-0750 (ext. 5751)

[www.wsib.on.ca](http://www.wsib.on.ca)

**RE: FIPPA Access Request #22-113**

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I am writing to you in response to your *Freedom of Information and Protection of Privacy Act* (FIPPA) request which we received on March 22, 2022 for the following:

***Since the Ministry of Labour issued their press release that the WSIB is giving back \$1.3 in employer rebates there has been a considerable increase in advertising this rebate. How much has the WSIB spent on the advertising campaign to raise awareness of the \$1.3 Billion employer rebate?***

Access is partially granted, the WSIB is relying on section 17(1) ("third party information") of FIPPA to exempt portions of the records, as it includes financial information supplied in confidence.

Please note: The freedom of Information process does not **answer** specific questions, we provide records or documents that already exist.

I am responsible for the decision. You may ask for a review of this decision within thirty days of receiving this letter by writing to: Registrar, Information and Privacy Commissioner/Ontario, 2 Bloor Street East, Suite 1400, Toronto, ON M4W 1A8.

If you decide to request a review of this decision, please provide the Commissioner's office with a copy of this letter and your request. In addition, you must send an appeal fee of \$25.00 to the Commissioner's office. Please include the fee with your letter of appeal; appeal fees should be in the form of either a cheque or money order, payable to the Minister of Finance

Please feel free to contact me if you have any questions or would like to discuss this further.

Yours truly,

*Natasha Mohabir*

Natasha Mohabir

Encl.

**Index of Records**

<b>Doc. No.</b>	<b>General Description of Record</b>	<b>Page/Para No.</b>	<b>Release Yes/No</b>	<b>Section(s) Applied</b>	<b>Comments/Explanations</b>
1	SurplusAgencyFeeI0012553-CA07	1	Yes – Partial	s.17 Third Party Information	
2	SurplusAgencyFeeI0012555-CA07	2	Yes – Partial	s.17 Third Party Information	
3	SurplusDigitalFrNewspapersM325410	1	Yes – Partial	s.17 Third Party Information	
4	SurplusDigitalNewspapersM325409	1	Yes – Partial	s.17 Third Party Information	
5	SurplusLinkedInM325408	1	Yes – Partial	s.17 Third Party Information	
6	SurplusRadioR207255	7	Yes – Partial	s.17 Third Party Information	
7	SurplusRadioR207256	1	Yes – Partial	s.17 Third Party Information	
8	SurplusTradeBrandSafetyM325412	1	Yes – Partial	s.17 Third Party Information	
9	SurplusTradePubSitesM325411	1	Yes – Partial	s.17 Third Party Information	
10	ExecutionFees105101076_Redacted	1	Yes – Partial	s.17 Third Party Information	
11	ProductionFees105101041	1	Yes – Partial	s.17 Third Party Information	
12	CreativeDevFees105101075	1	Yes – Partial	s.17 Third Party Information	

Carat Canada  
1 University Avenue,  
6th Floor,  
Toronto (Ontario) M5J 2P1  
Canada



# Invoice

**WSIB**  
ATTN: Meagan Crichton  
200 Front Street West  
Toronto, ON M5J3V1  
Canada

**Page** 1 of 1  
**Invoice number** I0012553-CA07  
**Invoice date** 04/01/2022  
**Customer account**  
**Payment terms** 30 Days - Net  
**Due date** 05/01/2022  
**Invoice currency** CAD

**Attention**

**Project ID**  
**Campaign name** Surplus Announcement (Radio)  
**Product Group**  
**Product**

**Customer PO** 0

Type	Net amount
------	------------

Direct fee February 2022	
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Campaign Name  
Surplus Announcement (Radio)

Managing Director-Jeremy Graham  
Senior Broadcast Buyer-John Capozzi  
Finance/Administration-Michele Swan

<b>Subtotal</b>	
-----------------	--

Tax code	Tax amount	Net Amount
HST13%		

Subtotal	Sales tax	Net invoice
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**TOTAL PAYABLE (CAD): \*\*\***

Please make the payment to:

**Bank / branch ID**  
**Account Number**

Carat Canada  
1 University Avenue,  
6th Floor,  
Toronto (Ontario) M5J 2P1  
Canada



# Invoice

**WSIB**  
ATTN: Meagan Crichton  
200 Front Street West  
Toronto, ON M5J3V1  
Canada

**Page** 1 of 2  
**Invoice number** I0012555-CA07  
**Invoice date** 04/01/2022  
**Customer account**  
**Payment terms** 30 Days - Net  
**Due date** 05/01/2022  
**Invoice currency** CAD

**Attention**

**Project ID** **Customer PO** 0  
**Campaign name** Surplus Announcement (Digital)  
**Product Group**  
**Product**

**Type** **Net amount**

---

Direct fee  
February 2022

██████████

Campaign Name  
Surplus Announcement (Digital)

Managing Director-Jeremy Graham

██████████  
Digital Planner/Buyer-Aneesha Wells

██████████  
Senior Strategy Planner/Buyer-Brigitte Layfield

██████████  
Finance/Administration-Kirsten McOuat

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**Subtotal**

██████████

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<b>Tax code</b>	<b>Tax amount</b>	<b>Net Amount</b>
HST13%	██████████	██████████

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<b>Subtotal</b>	<b>Sales tax</b>	<b>Net invoice</b>
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██████████

██████████

██████████

**TOTAL PAYABLE (CAD): \*\*\* Four Thousand Fifty Three and 88/100**

Please make the payment to:

**Bank / branch ID**  
**Account Number**

██████████  
██████████

Carat Canada  
1 University Avenue,  
6th Floor,  
Toronto (Ontario) M5J 2P1  
Canada

# CARAT

## Invoice

**WSIB**  
ATTN: Meagan Crichton  
200 Front Street West  
Toronto, ON M5J3V1  
Canada

**Page** 2 of 2  
**Invoice number** I0012555-CA07  
**Invoice date** 04/01/2022  
**Customer account**  
**Payment terms** 30 Days - Net  
**Due date** 05/01/2022  
**Invoice currency** CAD

**Attention**

## Interactive - Invoice

**Client** (229009) WSIB  
**Address** ATTN: Meagan Crichton  
 200 Front Street West  
 Toronto ON M5J 3V1

**Page** 1  
**Invoice Number** M325410  
**Invoice Date** 04/01/22  
**Due Date** 05/01/22

**Product** (SUR) Surplus Announcement  
**MAF** (FY22\_Q1\_002) FY22\_Q1\_Surplus\_Digital  
**Campaign/PO** (22R13PRDF)  
 FY22\_Q1\_Surplus\_Digital\_PRD\_FR

Site	Activity Dates	Space Description	Net Amount
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**Publisher**

		<div style="border: 1px solid black; width: 100px; height: 15px; margin-bottom: 5px;"></div>
<b>Sub Total:</b>		<div style="border: 1px solid black; width: 100px; height: 15px; margin-bottom: 5px;"></div>
<b>HST TVH ONT Reg:</b>	on	<div style="border: 1px solid black; width: 100px; height: 15px; margin-bottom: 5px;"></div>
<b>Total Amount Due:</b>		<div style="border: 3px double black; width: 100px; height: 15px;"></div>



**Carat Canada Inc.**  
 1 University Avenue, 6th Floor,  
 Toronto (Ontario) M5J 2P1

## Interactive - Invoice

**Client** (229009) WSIB  
**Address** ATTN: Meagan Crichton  
 200 Front Street West  
 Toronto ON M5J 3V1

**Page** 1  
**Invoice Number** M325409  
**Invoice Date** 04/01/22  
**Due Date** 05/01/22

**Product** (SUR) Surplus Announcement  
**MAF** (FY22\_Q1\_002) FY22\_Q1\_Surplus\_Digital  
**Campaign/PO** (22R13PRDE)  
 FY22\_Q1\_Surplus\_Digital\_PRD\_EN

Site	Activity Dates	Space Description	Net Amount
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**Publisher**

)

\$ [REDACTED]

**Sub Total:**

\$ [REDACTED]

**HST TVH ONT Reg:**

on [REDACTED]

\$ [REDACTED]

**Total Amount Due:**

\$ [REDACTED]

## Interactive - Invoice

**Client** (229009) WSIB  
**Address** ATTN: Meagan Crichton  
 200 Front Street West  
 Toronto ON M5J 3V1

**Page** 1  
**Invoice Number** M325408  
**Invoice Date** 04/01/22  
**Due Date** 05/01/22

**Product** (SUR) Surplus Announcement  
**MAF** (FY22\_SUR\_001) FY22\_Q1\_Surplus\_Social  
**Campaign/PO** (22R15SOE)  
 FY22\_Q1\_Surplus\_Digital\_SO\_EN

Site	Activity Dates	Space Description	Net Amount
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**Publisher**

03/14/22 - 03/28/22

**Sub Total:**

**HST TVH ONT Reg:**

on [REDACTED]

**Total Amount Due:**

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]



# CARAT

# FACTURE INVOICE

**Carat Canada Inc.**

1 University Avenue, 6th Floor,  
Toronto (Ontario) M5J 2P1

WSIB  
200 Front Street West  
Toronto ON M5J 3V1

ATTN: Meagan Crichton

TERMS : NET 30

MAF NO : FY22SUR12  
PRODUCT : Surplus Announcement  
  
CAMPAIGN : FY22\_Q1\_Surplus\_RA\_EN  
REFERENCE : 229009/SUR/22R12RAE  
INVOICE NUMBER : R207255  
  
INVOICE DATE : April 1, 2022  
DUE DATE : May 1, 2022

PAGE : 1

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Market/Station	Month	Ordered	Station Total
----------------	-------	---------	---------------

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Ontario  
BARRIE

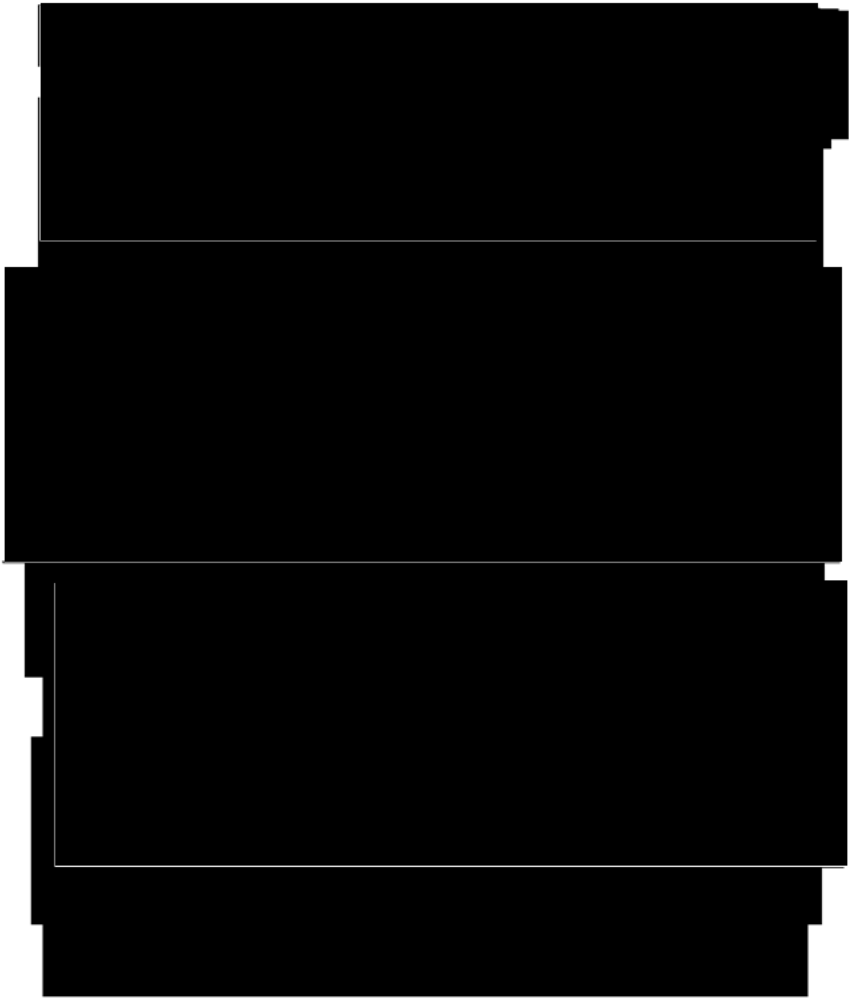
Market Total

HAMILTON

Market Total

KINGSTON

Market Total



---

Total ▶

# CARAT

# FACTURE INVOICE

**Carat Canada Inc.**

1 University Avenue, 6th Floor,  
Toronto (Ontario) M5J 2P1

WSIB  
200 Front Street West  
Toronto ON M5J 3V1

ATTN: Meagan Crichton

TERMS : NET 30

MAF NO : FY22SUR12  
PRODUCT : Surplus Announcement  
CAMPAIGN : FY22\_Q1\_Surplus\_RA\_EN  
REFERENCE : 229009/SUR/22R12RAE  
INVOICE NUMBER : R207255  
INVOICE DATE : April 1, 2022  
DUE DATE : May 1, 2022

PAGE : 2

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Market/Station	Month	Ordered	Station Total
----------------	-------	---------	---------------

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Ontario  
KITCHENER

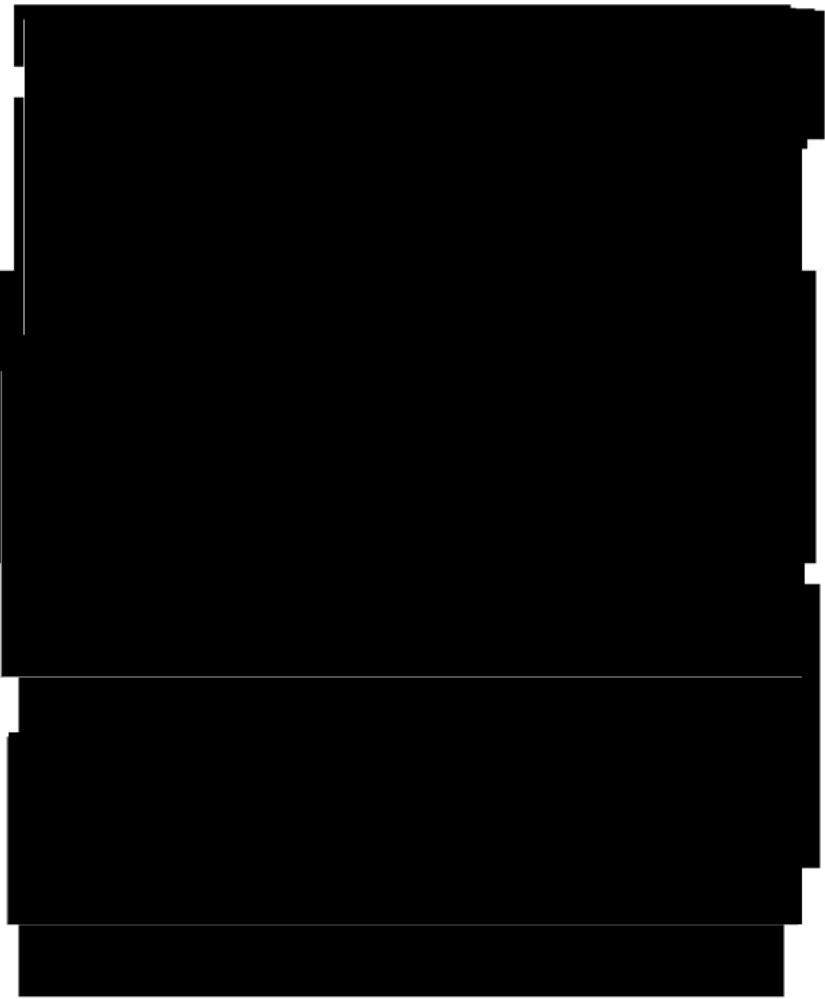
Market Total

LONDON

Market Total

NORTH BAY

Market Total



Total ▶



# CARAT

# FACTURE INVOICE

**Carat Canada Inc.**

1 University Avenue, 6th Floor,  
Toronto (Ontario) M5J 2P1

WSIB  
200 Front Street West  
Toronto ON M5J 3V1

ATTN: Meagan Crichton

TERMS : NET 30

MAF NO : FY22SUR12  
PRODUCT : Surplus Announcement  
  
CAMPAIGN : FY22\_Q1\_Surplus\_RA\_EN  
REFERENCE : 229009/SUR/22R12RAE  
INVOICE NUMBER : R207255  
  
INVOICE DATE : April 1, 2022  
DUE DATE : May 1, 2022

PAGE : 3

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Market/Station	Month	Ordered	Station Total
----------------	-------	---------	---------------

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Ontario  
ORILLIA

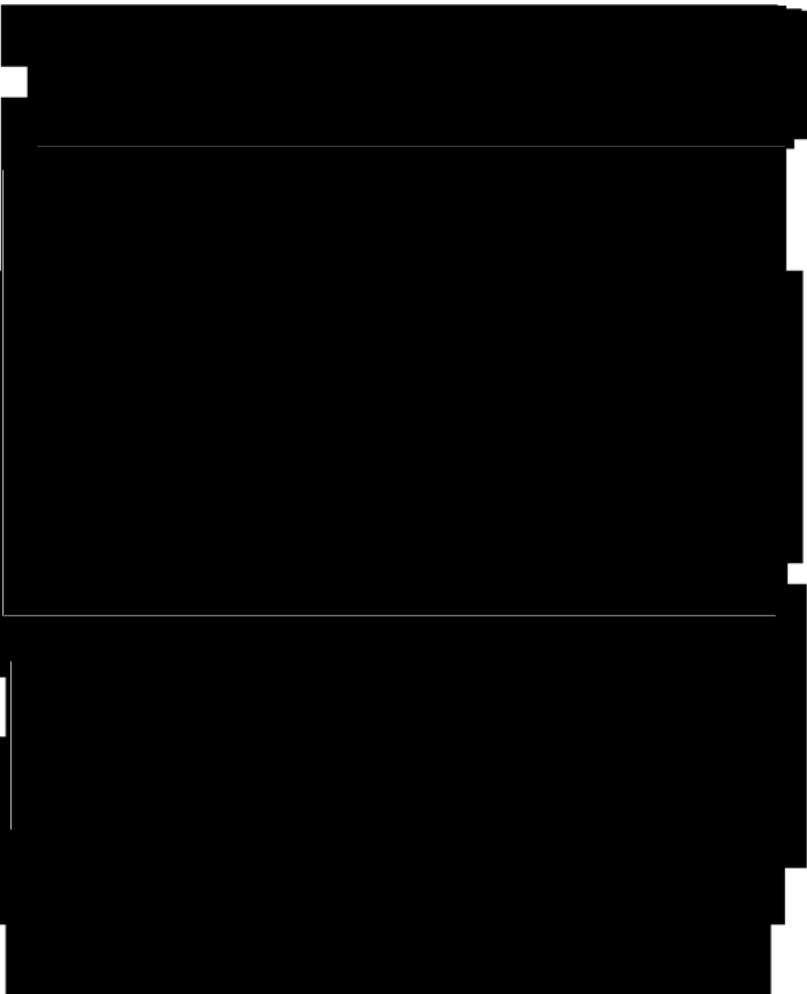
Market Total

OTTAWA ENGLISH

Market Total

OWEN SOUND

Market Total



Total ▶



# CARAT

# FACTURE INVOICE

**Carat Canada Inc.**

1 University Avenue, 6th Floor,  
Toronto (Ontario) M5J 2P1

WSIB  
200 Front Street West  
Toronto ON M5J 3V1

ATTN: Meagan Crichton

TERMS : NET 30

MAF NO : FY22SUR12  
PRODUCT : Surplus Announcement  
  
CAMPAIGN : FY22\_Q1\_Surplus\_RA\_EN  
REFERENCE : 229009/SUR/22R12RAE  
INVOICE NUMBER : R207255  
  
INVOICE DATE : April 1, 2022  
DUE DATE : May 1, 2022

PAGE : 4

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Market/Station	Month	Ordered	Station Total
----------------	-------	---------	---------------

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Ontario  
SAULT STE. MARIE

Market Total

SUDBURY

Market Total

THUNDER BAY

Market Total



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Total ▶ 

# CARAT

# FACTURE INVOICE

**Carat Canada Inc.**

1 University Avenue, 6th Floor,  
Toronto (Ontario) M5J 2P1

WSIB  
200 Front Street West  
Toronto ON M5J 3V1

ATTN: Meagan Crichton

TERMS : NET 30

MAF NO : FY22SUR12  
PRODUCT : Surplus Announcement  
  
CAMPAIGN : FY22\_Q1\_Surplus\_RA\_EN  
REFERENCE : 229009/SUR/22R12RAE  
INVOICE NUMBER : R207255  
  
INVOICE DATE : April 1, 2022  
DUE DATE : May 1, 2022

PAGE : 5

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Market/Station	Month	Ordered	Station Total
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Ontario

TILLSONBURG

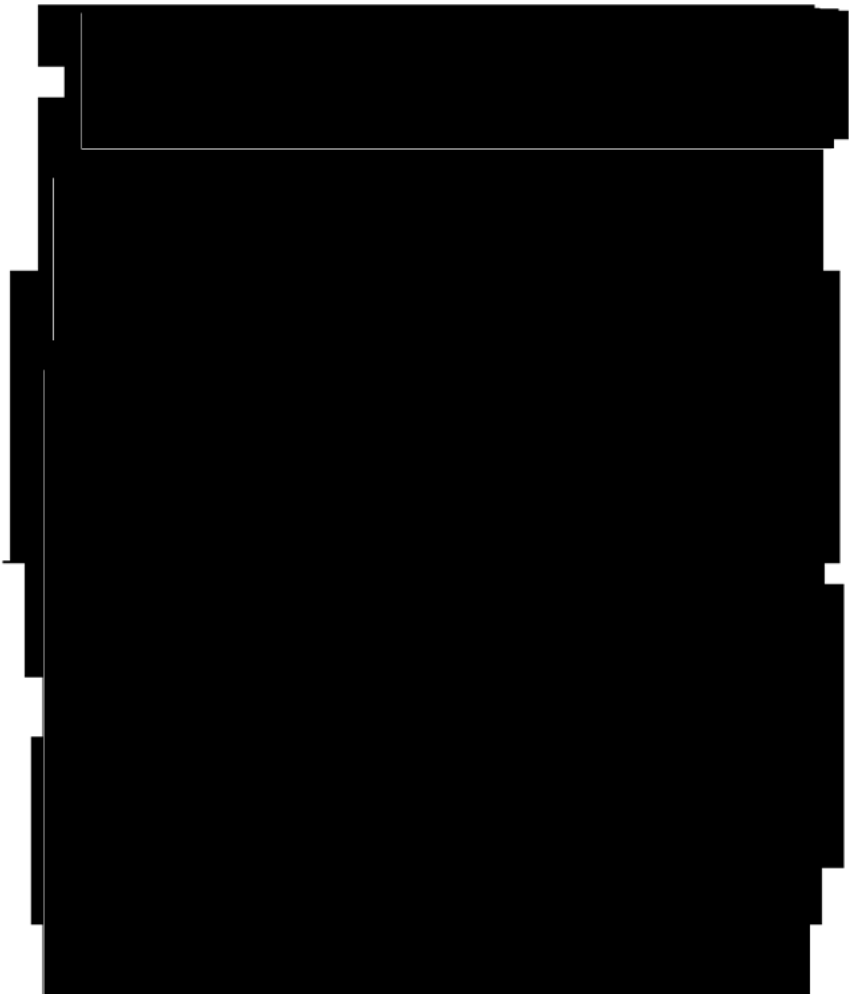
Market Total

TIMMINS

Market Total

TORONTO

Market Total1



Continued

Total ▶



# CARAT

# FACTURE INVOICE

**Carat Canada Inc.**

1 University Avenue, 6th Floor,  
Toronto (Ontario) M5J 2P1

WSIB  
200 Front Street West  
Toronto ON M5J 3V1

ATTN: Meagan Crichton

TERMS : NET 30

MAF NO : FY22SUR12  
PRODUCT : Surplus Announcement  
  
CAMPAIGN : FY22\_Q1\_Surplus\_RA\_EN  
REFERENCE : 229009/SUR/22R12RAE  
INVOICE NUMBER : R207255  
  
INVOICE DATE : April 1, 2022  
DUE DATE : May 1, 2022

PAGE : 6

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Market/Station	Month	Ordered	Station Total
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Ontario  
WINGHAM

Market Total

WINDSOR

Market Total

Total for Ontario

MONTHLY TOTALS

[REDACTED]

[REDACTED]

Total ▶

[REDACTED]

# CARAT

# FACTURE INVOICE

**Carat Canada Inc.**

1 University Avenue, 6th Floor,  
Toronto (Ontario) M5J 2P1

WSIB  
200 Front Street West  
Toronto ON M5J 3V1

ATTN: Meagan Crichton

TERMS : NET 30

MAF NO : FY22SUR12  
PRODUCT : Surplus Announcement  
  
CAMPAIGN : FY22\_Q1\_Surplus\_RA\_EN  
REFERENCE : 229009/SUR/22R12RAE  
INVOICE NUMBER : R207255  
  
INVOICE DATE : April 1, 2022  
DUE DATE : May 1, 2022

PAGE : 7

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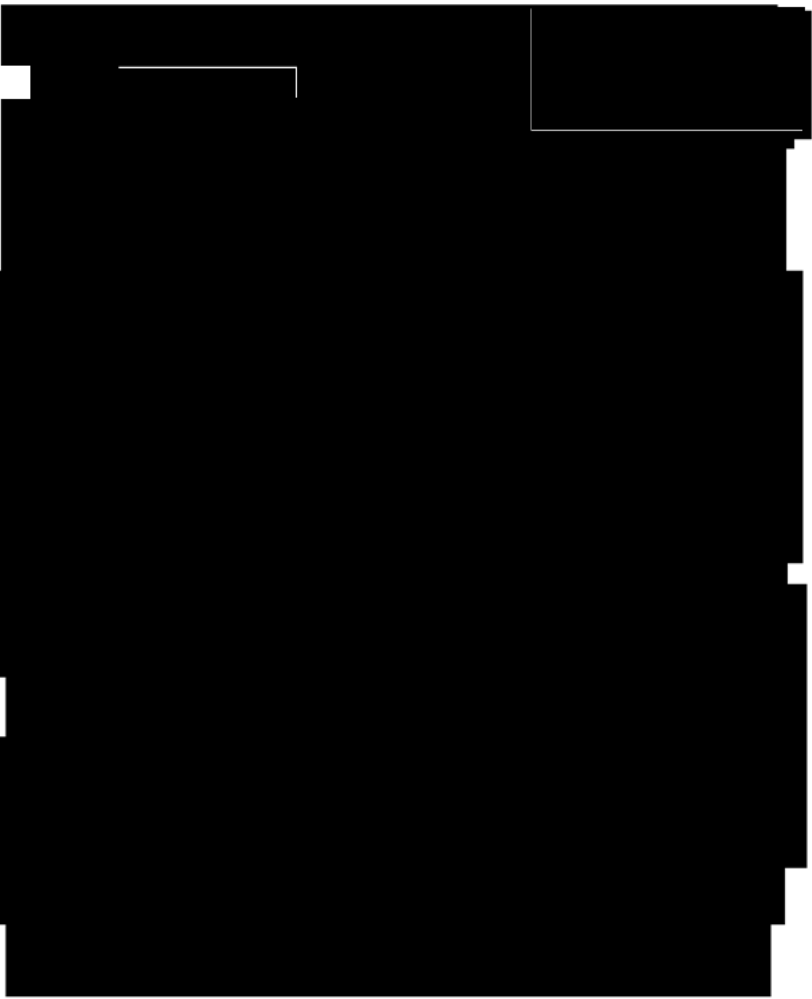
Market/Station	Month	Ordered	Station Total
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Invoice Totals

Net Total

HST ONTARIO Reg. No.



Total ▶



# CARAT

# FACTURE INVOICE

**Carat Canada Inc.**

1 University Avenue, 6th Floor,  
Toronto (Ontario) M5J 2P1

WSIB  
200 Front Street West  
Toronto ON M5J 3V1

ATTN: Meagan Crichton

TERMS : NET 30

MAF NO : FY22SUR12  
PRODUCT : Surplus Announcement

CAMPAIGN : FY22\_Q1\_Surplus\_RA\_FR  
REFERENCE : 229009/SUR/22R12RAF  
INVOICE NUMBER : R207256

INVOICE DATE : April 1, 2022  
DUE DATE : May 1, 2022

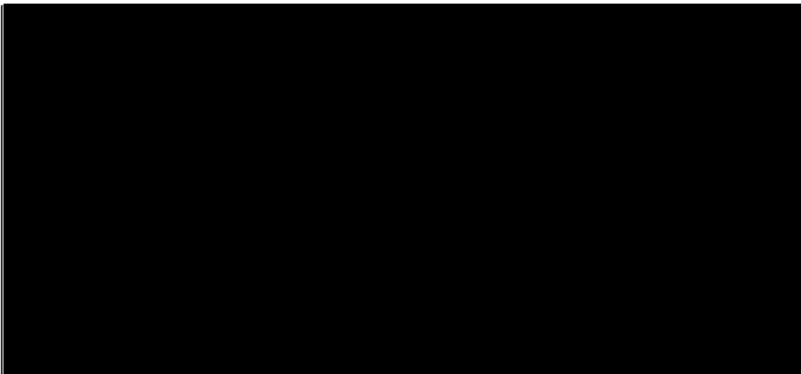
PAGE : 1

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Market/Station	Month	Ordered	Station Total
----------------	-------	---------	---------------

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Quebec  
OTTAWA FRANCAIS



Market Total

Total for Quebec

MONTHLY TOTALS



Invoice Totals  
Net Total  
HST ONTARIO Reg.

on



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Total ▶



## Interactive - Invoice

**Client** (229009) WSIB  
**Address** ATTN: Meagan Crichton  
200 Front Street West  
Toronto ON M5J 3V1

**Page** 1  
**Invoice Number** M325412  
**Invoice Date** 04/01/22  
**Due Date** 05/01/22

**Product** (SUR) Surplus Announcement  
**MAF** (FY22\_Q1\_002) FY22\_Q1\_Surplus\_Digital  
**Campaign/PO** (22R13IAS) FY22\_Q1\_Surplus\_Digital\_IAS

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Site	Activity Dates	Space Description	Net Amount
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**Publisher**

**Sub Total:**

**HST TVH ONT Reg:**

**Total Amount Due:**

on \$





**Carat Canada Inc.**  
 1 University Avenue, 6th Floor,  
 Toronto (Ontario) M5J 2P1

## Interactive - Invoice

**Client** (229009) WSIB  
**Address** ATTN: Meagan Crichton  
 200 Front Street West  
 Toronto ON M5J 3V1

**Page** 1  
**Invoice Number** M325411  
**Invoice Date** 04/01/22  
**Due Date** 05/01/22

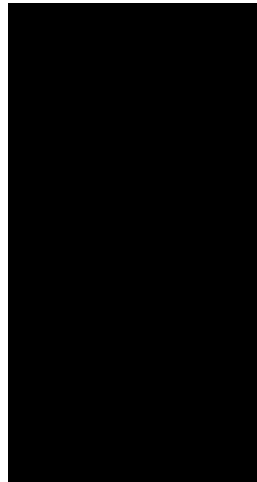
**Product** (SUR) Surplus Announcement  
**MAF** (FY22\_Q1\_002) FY22\_Q1\_Surplus\_Digital  
**Campaign/PO** (22R13DIE) FY22\_Q1\_Surplus\_Digital\_DI\_EN

Site	Activity Dates	Space Description	Net Amount
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Publisher

Publisher

Publisher



**Sub Total:**

**HST TVH ONT Reg:** on [redacted]

**Total Amount Due:**



300 - 121 Bloor St. E Toronto, ON M4W 3M5

# INVOICE

Workplace Safety and Insurance Board  
200 Front Street West  
Toronto, ON M5V 3J1

Invoice Date: 2022-03-14

Invoice No: [REDACTED]

Terms: Net 30

Job Number: [REDACTED]  
Job Name: Surplus Distribution Execution Fees

**Category** **Amount**

---

WSIBCA1052200018 Surplus Distribution Execution Fees  
Client PO No: 2021000191  
Client Contact: Meagan Crichton

Agency Fees for execution of WSIB Surplus Distribution Campaign. Includes studio briefing, creative reviews & managements, half-day radio session, in addition to trafficking/ administrative tasks associated with production.

[REDACTED]

[REDACTED]

**WSIBCA1052200018 Surplus Distribution Execution Fees Total**

**Total before Tax** [REDACTED]  
**Tax** [REDACTED]

**INVOICE AMOUNT**

**CAD**

[REDACTED]

**Make payments to:**

Remit To: DonerNorth  
Address: 300 - 121 Bloor St E., Toronto, ON M4W 3M5  
Attention: Accounts Receivable  
Tax ID: [REDACTED]



300 - 121 Bloor St. E Toronto, ON M4W 3M5

# INVOICE

Workplace Safety and Insurance Board  
200 Front Street West  
Toronto, ON M5V 3J1

Invoice Date: 2022-02-23

Invoice No: 105101041

Terms: Net 30

Job Number: [REDACTED]  
Job Name: Surplus Distribution Production

Category Amount

[REDACTED] Surplus Distribution Production

Client Contact: Meagan Crichton  
[REDACTED]

[REDACTED]

[REDACTED]

**WSIBCA1052200016 Surplus Distribution Production Total**

Total before Tax

Tax

**INVOICE AMOUNT**

**CAD**

**Make payments to:**

Remit To: DonerNorth  
Address: 300 - 121 Bloor St E., Toronto, ON M4W 3M5  
Attention: Accounts Receivable  
Tax ID: [REDACTED]



300 - 121 Bloor St. E Toronto, ON M4W 3M5

# INVOICE

Workplace Safety and Insurance Board  
200 Front Street West  
Toronto, ON M5V 3J1

Invoice Date: 2022-03-14  
Invoice No: 105101075  
Terms: Net 30

Job Number: [REDACTED]  
Job Name: Surplus Distribution Creative Dev Fees

**Category** **Amount**

---

WSIBCA1052200017 Surplus Distribution Creative Dev Fees  
Client PO No: [REDACTED]  
Client Contact: Meagan Crichton

Agency Fees for Creative Development regarding the Surplus Campaign consisting of radio and digital assets. Includes review of 3 radio scripts and copy revisions to agency's recommended script.

Development of digital banner options leveraging existing assets provided by client, and development of full suite of assets following media plan. Assumes 1 round of revisions. Includes minimal production consultation to ensure feasibility within budget and timeline.

[REDACTED]

**WSIBCA1052200017 Surplus Distribution Creative Dev Fees Total**

Total before Tax  
Tax

**INVOICE AMOUNT**

**CAD**

**Make payments to:**

Remit To: DonerNorth  
Address: 300 - 121 Bloor St E., Toronto, ON M4W 3M5  
Attention: Accounts Receivable  
Tax ID: [REDACTED]