



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, 21st Floor
Toronto, Ontario
Canada M5V 3J1

Siège social :
200, rue Front Ouest
Bureau de la protection de la vie privée,
21^{ème} 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

RE: FIPPA Access Request #22-113

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

Doc. No.	General Description of Record	Page/Para No.	Release Yes/No	Section(s) Applied	Comments/Explanations
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 **Customer PO** 0
Campaign name Surplus Announcement (Radio)
Product Group
Product

Type **Net amount**

Direct fee
February 2022

█

Campaign Name
Surplus Announcement (Radio)

Managing Director-Jeremy Graham

█
Senior Broadcast Buyer-John Capozzi

█
Finance/Administration-Michele Swan

█

Subtotal █

Tax code **Tax amount** **Net Amount**

HST13% █ █

Subtotal **Sales tax** **Net invoice**

█ █ █

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
██████████

Subtotal ██████████

Tax code	Tax amount	Net Amount
HST13%	██████████	██████████

Subtotal	Sales tax	Net invoice
██████████	██████████	██████████

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
------	----------------	-------------------	------------

Publisher

Sub Total:

HST TVH ONT Reg:

Total Amount Due:

on

██████████
██████████
██████████
██████████
██████████

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
------	----------------	-------------------	------------

Publisher

)

\$ [REDACTED]

Sub Total:

\$ [REDACTED]

HST TVH ONT Reg:

on [REDACTED]

\$ [REDACTED]

Total Amount Due:

\$ [REDACTED]



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 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
------	----------------	-------------------	------------

Publisher

03/14/22 - 03/28/22

Sub Total:

HST TVH ONT Reg:

on

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

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

Ontario
BARRIE

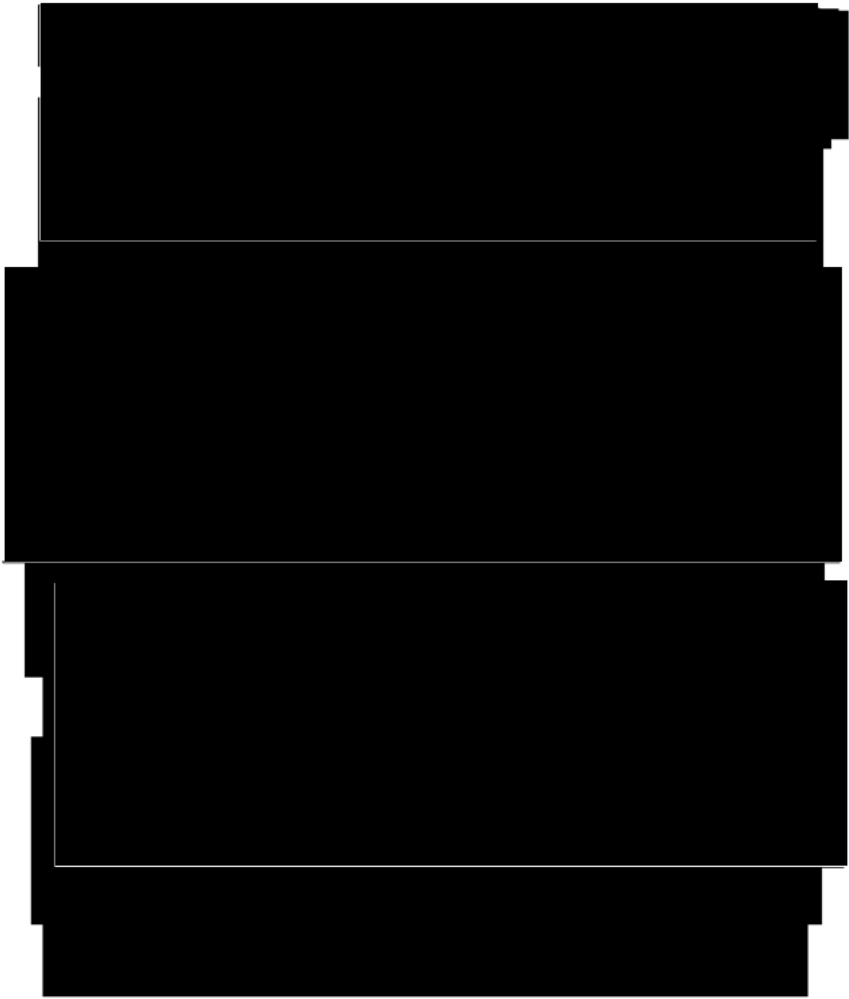
Market Total

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

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

Ontario
KITCHENER

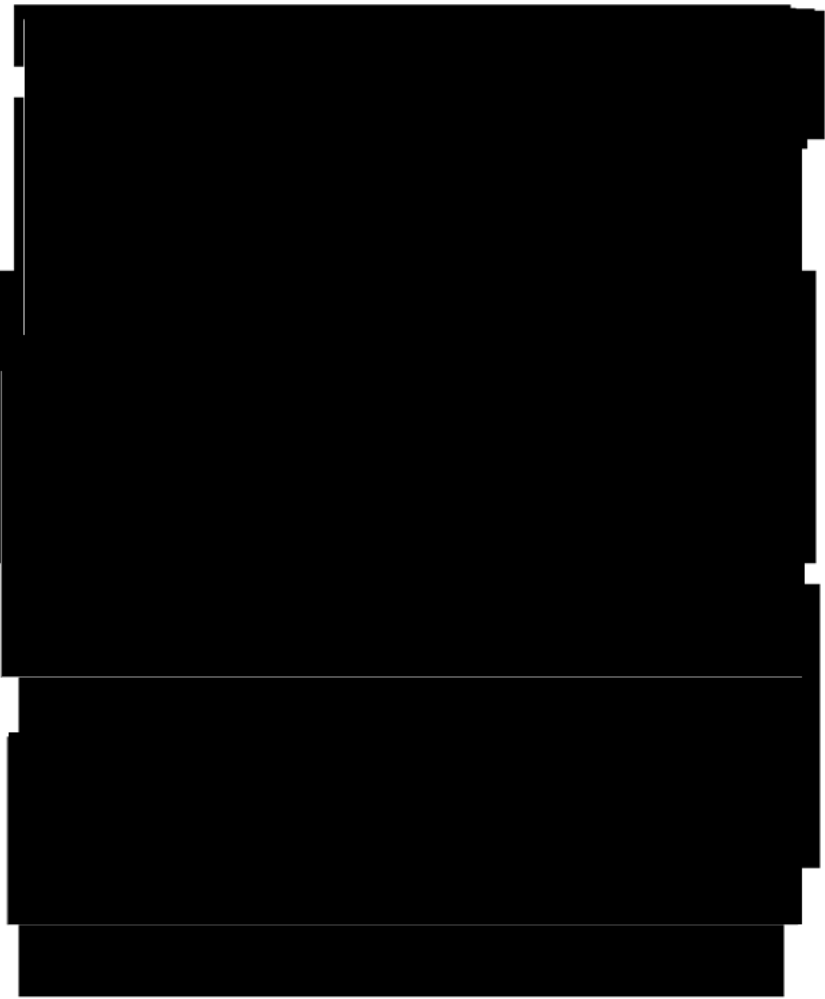
Market Total

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

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

Ontario
ORILLIA

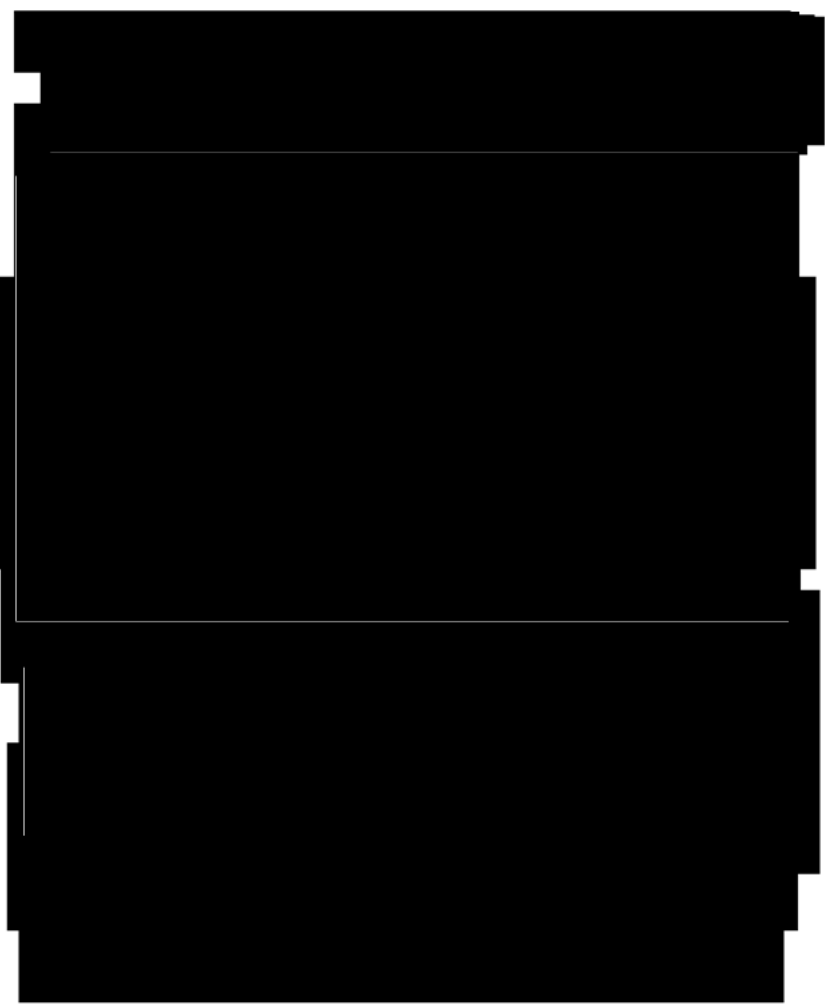
Market Total

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

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

Ontario

SAULT STE. MARIE

Market Total

SUDBURY

Market Total

THUNDER 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 : 5

Market/Station	Month	Ordered	Station Total
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Ontario
TILLSONBURG

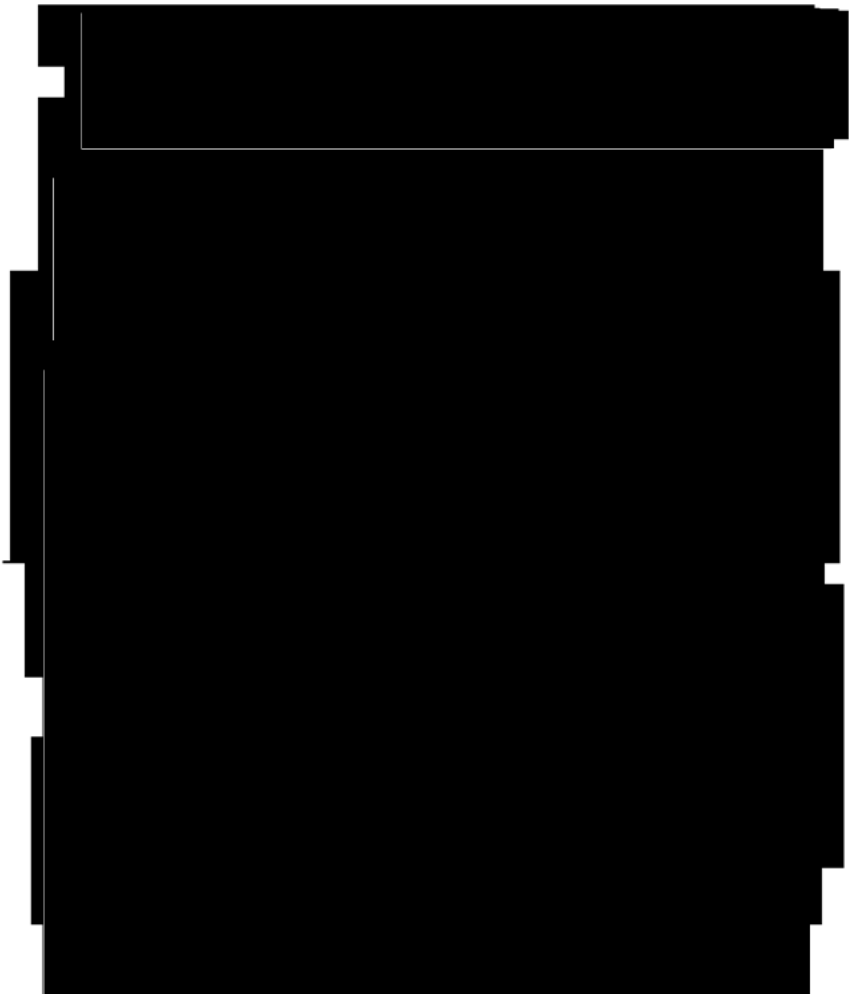
Market Total

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

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

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

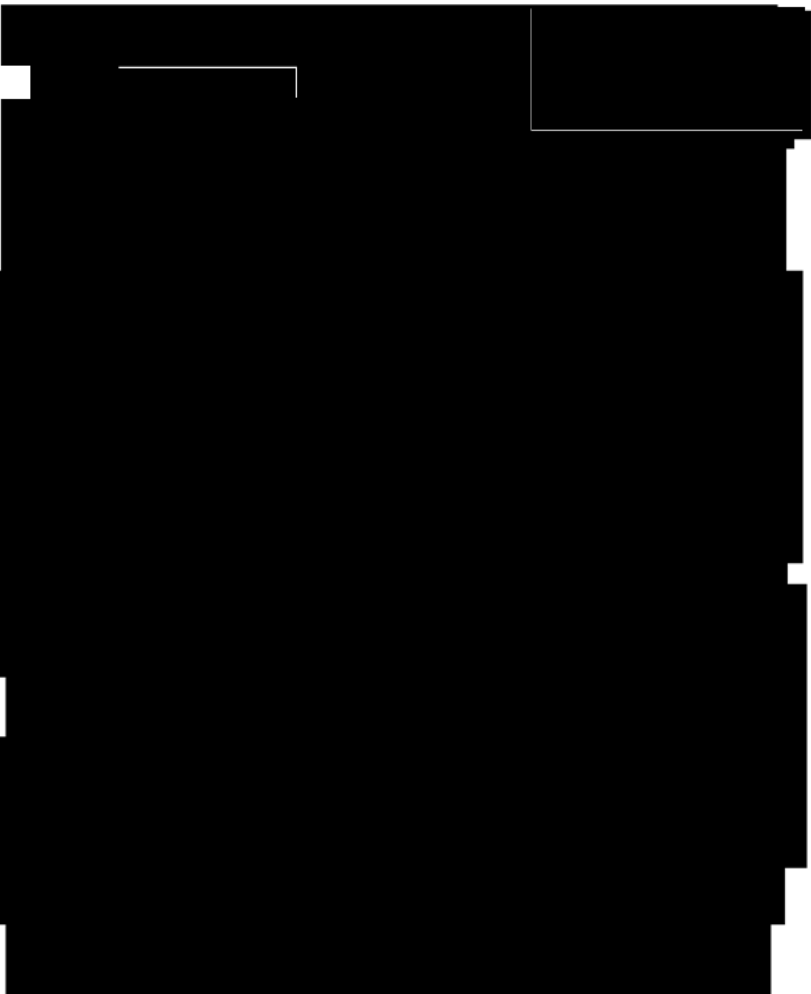
PAGE : 7

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

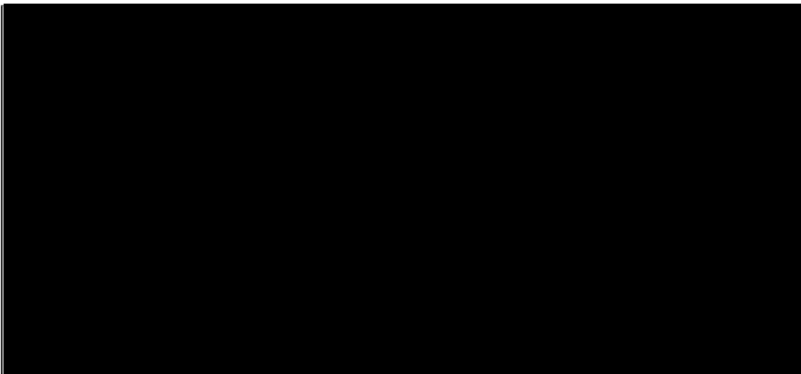
CAMPAIGN : FY22_Q1_Surplus_RA_FR
REFERENCE : 229009/SUR/22R12RAF
INVOICE NUMBER : R207256

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

PAGE : 1

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



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

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]

WSIBCA1052200016 Surplus Distribution Production Total

Total before Tax

Tax

INVOICE AMOUNT

CAD

[REDACTED]
[REDACTED]
[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: 2022-03-14
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	[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]