



# RESPONSE TO PETITION RÉPONSE À LA PÉTITION

PREPARE IN ENGLISH AND FRENCH MARKING "ORIGINAL TEXT" OR "TRANSLATION"  
PRÉPARER EN ANGLAIS ET EN FRANÇAIS EN INDIQUANT "TEXTE ORIGINAL" OU "TRADUCTION"

PETITION NO./N° DE LA PÉTITION 412-0324	BY / DE Mr. Hsu (Kingston and the Islands)	DATE November 4, 2013
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RESPONSE BY THE PRESIDENT OF THE TREASURY BOARD  
RÉPONSE DU PRÉSIDENT DU CONSEIL DU TRÉSOR

signed by the Honourable Tony Clement

PRINT NAME OF SIGNATORY  
INSCRIRE LE NOM DU SIGNATAIRE

SIGNATURE  
MINISTER OR PARLIAMENTARY SECRETARY  
MINISTRE OU SECRÉTAIRE PARLEMENTAIRE

SUBJECT / OBJET

Advertising

RESPONSE / RÉPONSE

ORIGINAL TEXT  
TEXTE ORIGINAL

TRANSLATION  
TRADUCTION

The objective of the *Communications Policy of the Government of Canada* is to ensure that communications across the government are well coordinated, effectively managed and responsive to the diverse information needs of the public.

Under the *Communications Policy of the Government of Canada*, the Government has a duty to explain its policies and decisions and to inform the public of its priorities for the country. Advertising is a communications activity that informs Canadians about their rights and responsibilities and dangers or risks to public health, safety or the environment as well as about government policies, programs, services and initiatives. The policy also ensures that government advertising is conducted in a transparent manner and managed in a way that provides value for money.

Deputy heads of departments are responsible for ensuring that advertising activities comply with requirements of the *Communications Policy of the Government of Canada*.