

B

ANNEX B

CHRONOLOGY OF EVENTS

Before November 1993, government advertising handled by Advertising Management Group (AMG)

At some point, AMG became known as Advertising and Public Opinion Research Directorate (APORD), later renamed Advertising and Public Opinion Research Sector (APORS), and then Advertising and Public Opinion Research Branch (APORB)

1993

- 1993, Rt. Hon. Jean Chrétien becomes PM, Paul Martin becomes Finance Minister, and David Dingwall becomes Minister of PWGSC; Ranald Quail is Deputy Minister of PWGSC

1994

- **April 14, 1994** Cabinet approves new advertising policy
- **July 6, 1994** Appendix Q of Treasury Board Contracting Policy with respect to advertising comes into effect
- **September 1994** Jacques Parizeau elected Premier of the Province of Quebec
- **November 21, 1994** J. C. (“Chuck”) Guité writes letter to ADM Richard Neville regarding slowness of contract processing by Public Relations and Print Contract Services Sector (PRPCSS)
- **December 1994** Allan Cutler and two others in PRPCSS transferred to APORS
- **December 6, 1994** Draft sovereignty legislation tabled in Quebec National Assembly

1995

- **January 25, 1995** Mr. Guité promoted to EX-02
- **February 2, 1995** Government makes policy decision that only 100% Canadian-owned and -controlled companies will be considered for advertising contracts
- Mr. Guité writes memo to Andrée LaRose advising that the five agencies declared qualified by Heritage Canada on February 3, 1995, would also be qualified to receive contracts from PWGSC-APORS
- **February 5, 1995** Mr. Cutler begins keeping computer log to record his concerns about contracting practices at APORS
- **February 1995** Lafleur Communication begins to receive contracts for advertising services from PWGSC (though not on qualified suppliers list)
- **March 20, 1995** Clerk of the Privy Council Jocelyne Bourgon advises

PM Chrétien on the disbursement of \$100,000 to two ad agencies (BCP and Groupe Everest) for pre-referendum strategy

- **March 25, 1995** PWGSC Audit and Ethics Branch (AEB) reports that audit of compliance to the Contracting Policy should be conducted
- **June 30, 1995** PWGSC selection committee issues final report recommending Lafleur Communication
- **July 6, 1995** Second group of agencies added to list of PWGSC qualified suppliers
- **July 19, 1995** Advice to Mr. Chrétien from Ms. Bourgon to approve purchase of billboard space for \$2,600,000 for Quebec Referendum strategy
- **September 1995** Jean Brault attends Molson Indy with Alain Renaud and learns from Mr. Guité that APORS subsidized the event
- **October 30, 1995** Quebec referendum
- **November 23, 1995** Warren Kinsella, Executive Assistant to PWGSC Minister David Dingwall, writes memo to DM Quail and ADM Jim Stobbe regarding internal administration of PWGSC

1996

- **January 1996** Hon. Diane Marleau becomes PWGSC Minister
- **February 1-2, 1996** Cabinet discusses Massé Committee Report on national unity which recommends initiatives to raise federal visibility
- **April 1996** PWGSC identifies need for \$17 million for sponsorships for national unity initiatives
- **April 1996** Mr. Cutler refuses to sign contracts; Mr. Guité threatens his position
- **April 16, 1996** first meeting between Mr. Guité and Jean Pelletier,

PM Chrétien's Chief of Staff

- **May 29, 1996** Eric Lafleur, VP of Lafleur Communication, sends Ms. LaRose detailed list of sponsored events to be managed by Lafleur Communication
- **June 1, 1996** Groupaction begins paying Investissements Alain Renaud Inc., for representation
- **June 10, 1996** Mr. Cutler provides AEB with documents supporting his allegations
- **June 11, 1996** Mr. Guité declares Mr. Cutler's position surplus
- **June 19, 1996** PM Chrétien authorizes provisional draw on Unity Reserve for communications-related activities of PWGSC
- **July 8, 1996** Mr. Renaud arranges for Mr. Brault to have dinner with the Hon. Alfonso Gagliano and his Executive Assistant (EA) Pierre Tremblay
- **July 1996** Ernst & Young engaged to perform audit of APORS

1997

- **March 1997** Mr. Guité decides new competition necessary to select ad agencies for APORS
- **April 22 & 23, 1997** Ad agencies make presentations before PWGSC selection committee; all 10 presenting agencies become qualified suppliers of advertising services to PWGSC
- **April 1997** Groupaction makes first unrecorded cash contributions to LPCQ
- **June 10, 1997** Hon. Alfonso Gagliano becomes PWGSC Minister
- **July 28, 1997** PWGSC Audit and Review Committee meets to discuss Ernst & Young Report
- **September 1997** Executive Summary of Ernst & Young Report forwarded to Treasury Board

- **September 30, 1997** Second memo to PM Chrétien from Ms. Bourgon regarding management of the Unity Reserve
- Mr. Guité promoted to EX-03
- **November 1997** APORS and PRPCSS consolidated to form Communication Coordination Services Branch (CCSB)

1998

- **February 1998** Mr. Brault approached by Mr. Renaud, saying LPCQ in financial straits (Groupaction remits \$63,500 to Renaud's company)
- **April 1, 1998** Agency of Record to be used for sponsorship contracts
- **April 1, 1998** Mr. Guité appointed Acting EX-04
- **Fall 1998** Third cash contribution from Groupaction to LPCQ
- **October 1, 1998** Groupaction acquires Gosselin agencies
- **1998-99** \$35 million from Unity Reserve allocated to PWGSC for Sponsorship Program

1999

- **January 1999** Draft sponsorship guidelines and criteria provided to Mr. Guité by CCSB staff
- **January 21, 1999** Mr. Guité sends list of seven proposed sponsorships to Messrs. Gagliano and Pelletier
- **February 1999** Min. Gagliano's EA, Pierre Tremblay, commences employment at CCSB
- **August 31, 1999** Mr. Guité retires from public service—Pierre Tremblay succeeds him
- **September 1999** first requests by *Globe and Mail* for information about Sponsorship Program

2000

- **2000** Treasury Board recommends that Ministers responsible for grants and contributions programs carry out audits of programs; PWGSC considers sponsorship as such a program
- **January 11, 2000** *Globe and Mail* requests all records detailing sponsorship budget with PWGSC since 1994 -95
- **February 2000** decision to order internal audit of the Sponsorship Program
- **April 2000** Sponsorship guidelines finalized but not formally adopted
- Draft guidelines forwarded to communication agencies working with CCSB on sponsorship files
- **July 26, 2000** Internal communication reveals Mr. Stobbe's wish to suppress references to 1996 audit in Ernst & Young Report of 2000
- **August 31, 2000** Internal Audit report prepared
- **September 2000** Groupaction terminates contract with Alain Renaud
- **September 20, 2000** Min. Gagliano briefed on results of audit and orders audit team to review remaining 10% of sponsorship contracts

2001

- **January 2001** Groupaction subsidiary purchases Lafleur Communication
- **April 2001** Janice Cochrane becomes DM of PWGSC
- **2001** PWGSC invites bids from agencies interested in providing sponsorship and advertising services
- **November 16, 2001** Pierre Tremblay resigns as interim Manager of Sponsorship Program

2002

- **January 2002** Hon. Don Boudria becomes Minister of PWGSC
- **January 25, 2002** Communication agencies convened to meet representatives from Communication Canada regarding requirements of new guidelines
- **February 25, 2002** Min. Boudria approves “action plan” for Sponsorship Program
- **March 2002** Min. Boudria asks Auditor General to investigate three PWGSC contracts
- **May 6, 2002** Auditor General advises Min. Boudria of complete audit of Sponsorship Program from 1997 to 2001
- **May 23, 2002** PM Chrétien announces eight-point action plan to restore confidence in government integrity
- **May 26, 2002** Hon. Ralph Goodale appointed Minister of PWGSC
- **May 27, 2002** Sponsorship Program suspended by Min. Goodale
- **September 2002** Sponsorship Program resumed after a trial period
- **October 2002** Kroll Lindquist Avey retained by Human Resources Branch of PWGSC to carry out administrative review of Sponsorship Program
- **December 17, 2002** First public announcement of Sponsorship Program

2003

- **February 4, 2003** Kroll produces report providing analysis of 136 files studied
- PWGSC retains lawyer Jacques Demers to head committee to recommend disciplinary action against certain employees
- **June 2003** David Marshall becomes Deputy Minister of PWGSC
- **December 2003** Rt. Hon. Paul Martin takes office as PM and cancels Sponsorship Program

2004

- **February 10, 2004** Report of the Auditor General made public
- **February 19, 2004** PCO appoints Justice John Gomery as Commissioner of the Inquiry into the Sponsorship Program and Advertising Activities
- **May 7, 2004** Commissioner makes public opening statement
- **September 7, 2004** Public hearings commence in Ottawa

2005

- **February 28, 2005** Phase I-B of public hearings commences in Montréal
- **May 18, 2005** Forensic report presented by Kroll Lindquist Avey to Commission
- **June 17, 2005** Hearings conclude