



June 2, 2025

Scott Fraser
Chair
Destination British Columbia
12th Floor – 510 Burrard Street
Vancouver, BC V6C 3A8

Dear Scott Fraser:

On behalf of Premier Eby and Executive Council, I would like to extend my thanks to you and your board members for your organization's leadership, dedication, and expertise in which you serve the people of British Columbia.

Public sector organizations—including Crown corporations, Health Authorities, and Post-Secondary Institutions—support British Columbians by delivering vital public services and are accountable to the public through their Minister responsible. Your continued leadership in advancing and preserving the public interest strengthens trust in public institutions.

This mandate letter, which I am sending in my capacity as Minister responsible for Destination British Columbia, communicates our government's priorities for the entire public sector and provides specific direction and expectations of your organization for the duration of Government's term.

Government's priority is to make a tangible difference in people's lives through growing the economy, creating good paying jobs, strengthening health care and making our communities and neighbourhoods safer for British Columbians. British Columbians expect public sector organizations to deliver responsible, quality services equitably in all regions across the province. This includes strategic stewardship in planning, operations, financial, risk, and human resource management including information security and privacy protection. Providing equitable service requires due consideration of the diverse needs of local communities with specific attention to the unique needs of rural, remote, and First Nation communities.

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In the current economic and fiscal context including the threat of U.S. tariffs and other global economic challenges affecting British Columbian families, your organization is to work with ministry staff to review all existing programs and initiatives to ensure programs remain relevant, efficient, sustainable, grow the economy, and help keep costs low for British Columbians. Public sector organizations are expected to adhere to the principles of: cost consciousness, accountability, appropriate compensation, service, and integrity. This includes following the spirit and intent of core government fiscal management practices to make all efforts to achieve administrative and operating efficiencies while delivering core programs and services.

Strategic stewardship requires public sector organizations keep up-to-date systems and implement effective cybersecurity practices, including maintaining information management and cybersecurity policies, guidelines, and standards; assessing enterprise risk for high-value information and services, including confidential and sensitive data; and continuously evaluating and updating security practices to align with industry standards. The [Office of the Chief Information Officer](#) within the Ministry of Citizens Services is available to support and offer guidance to your organization in any of these areas including communication protocols with core government.

As required by the *Climate Change Accountability Act*, you must ensure your organization implements plans and strategies for minimizing greenhouse gas emissions and managing climate risk. Your organization is expected to work with my ministry to report out on these plans and activities as required by legislation. Public sector organizations will continue to take action on climate change, a commitment that remains foundational and key to a healthy and prosperous BC for future generations.

Underlying all this work is our partnership with Indigenous peoples and our commitment to advancing reconciliation. I expect your organization to comply with the *Declaration on the Rights of Indigenous Peoples Act*, including implementing existing commitments made under it. I expect your organization to work in partnership with First Nations rights-holders to advance shared interests.

Public sector organizations must also adhere to government direction provided through the [Public Sector Employers' Council Secretariat](#) (PSEC) with respect to public sector compensation and bargaining mandates. Your organization's compensation decisions must be consistent with policy direction provided through PSEC.

Please coordinate closely with PSEC before finalizing compensation decisions for existing CEOs or Presidents and Vice Presidents and in the recruitment of new CEOs or Presidents. PSEC consultation is also encouraged prior to hiring for Vice President positions.

The Crown Agencies Secretariat (CAS) in the Ministry of Finance supports public sector organizations to operate effectively, in the public interest, and aligned with government's strategic direction and priorities. Within CAS, the [Crown Agencies and Board Resourcing Office](#) will continue to support your board on recruitment, appointments, and professional development by ensuring board composition and governance reflects the diversity of our province.

I expect you to ensure the important priorities and areas of focus listed in this letter are incorporated into the practices of your organization and as you develop plans to address the following priorities:

- Ensure Destination British Columbia's programs and investments are aligned with Government priorities, including leveraging the opportunities provided by the FIFA World Cup in 2026 and other marquee events, to maximize economic development and tourism impact across the province.
- Continue to support tourism as a strong pillar of the BC economy by working with the sector to enhance economic growth and community vibrancy, sustainably promoting BC's unmatched geography and diverse experiences, and continuing to support rural and Indigenous tourism opportunities.
- Continue to work with the Ministry of Tourism, Arts, Culture and Sport and the Regional and Community Destination Marketing Organizations to enable remarkable tourism products and experiences that are authentic, driven by visitor demand and data insights, and facilitate greater seasonal and geographic distribution of visitors across the province.
- Continue to help make B.C. a more inclusive and accessible tourism destination.

Each board member is asked to sign this letter to acknowledge this direction from government to your organization. The signed letter is to be posted publicly on your website by June 2025.

I look forward to continuing to work with you and your board colleagues to ensure the sustainable delivery of the services the public relies on.

Sincerely,



Spencer Chandra Herbert
Minister of Tourism, Arts, Culture and Sport
Date: June 2, 2025

cc: Honourable David Eby, KC
Premier

Shannon Salter
Deputy Minister to the Premier, Cabinet Secretary
and Head of the BC Public Service

Doug Scott
Deputy Minister and Secretary to Treasury Board
Ministry of Finance

Elenore Arend
Associate Deputy Minister, Crown Agencies Secretariat
Ministry of Finance

Silas Brownsey
Deputy Minister
Ministry of Tourism, Arts and Culture

Amy Blakeney
Board Member
Destination British Columbia

Mike Riediger
Board Member
Destination British Columbia

cc: Annita McPhee
Board Member
Destination British Columbia

Randy Wright
Board Member
Destination British Columbia

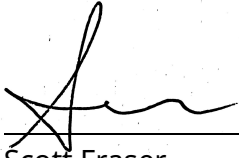
Lori Simcox
Board Member
Destination British Columbia

Robert Simpson
Board Member
Destination British Columbia

Brian Friesen
Board Member
Destination British Columbia

Rebecca Wilson-Mah
Board Member
Destination British Columbia

Richard Porges
President and Chief Executive Officer
Destination British Columbia



Scott Fraser
Chair, Board of Directors
Destination British Columbia
Date: June 11, 2025



Lori Simcox
Board Member
Destination British Columbia
Date: June 11, 2025



Amy Blakeney
Board Member
Destination British Columbia
Date: June 11, 2025



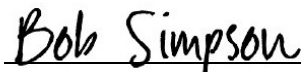
Mike Riediger
Board Member
Destination British Columbia
Date: June 11, 2025



Annita McPhee
Board Member
Destination British Columbia
Date: June 11, 2025



Randy Wright
Board Member
Destination British Columbia
Date: June 11, 2025



Robert Simpson
Board Member
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Rebecca Wilson-Mah
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