

## INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.  
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. <b>Miscellaneous</b> <b>Selected</b>      | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title: Economic Impact Report

Name of Port: Halifax Port Authority

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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- What are/were the entry's specific communications challenges or opportunities?**
  - Describe in specific & measurable terms the situation leading up to creation of this entry.
  - Analyze the major internal and external factors needing to be addressed.
- How does the communication used in this entry complement the organization's overall mission?**
  - Explain the organization's overall mission and how it influenced creation of this entry.
- What were the communications planning and programming components for this entry?**
  - Describe your overall goals or desired results.
  - Describe your objectives and list specific, measurable milestones needed to reach your goals.
  - Identify your primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were used in this entry?**
  - Explain what strategies were developed to achieve success and why these strategies were chosen.
  - Specify the tactics used (i.e., actions used to carry out your strategies).
  - Detail the implementation plan by including timeline, staffing and outsourcing used.
- What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
  - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
  - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

## AAPA 2015 Communications Awards Program

Halifax Port Authority

Category – Miscellaneous

Project – Economic Impact Report

In early 2015, the Halifax Port Authority released the results of the most recent economic impact report. In order to ensure those results reached key stakeholders and influencers, a communications plan was developed that incorporated traditional and social media, stakeholder letters and outreach, video, info graphics and an advertising component.

### 1. What are/were the entry's specific communication challenges or opportunities?

The Port of Halifax is a full service port offering a full complement of marine services including containerized cargo, project and special cargo, cruise, logistics and storage, ship servicing and repair, transportation, commercial and marine industrial real estate, and many others. Only some of these activities fall under the jurisdiction of Halifax Port Authority (HPA).

One of the challenges faced by HPA is the disconnect between HPA's financial position and operating revenues, which are solid, and the movement of containerized cargo through the Port of Halifax, which can fluctuate due to several external factors associated with global trade. Another challenge is the disproportionate amount of attention placed on the movement of cargo compared to the other core lines of business for HPA which include cruise and real estate.

This challenge also presents an opportunity to highlight some of the other aspects of the business which do not receive as much attention such as the value of the cruise industry in Halifax, the dramatic evolution and importance of the Halifax Seaport over the past 10 years, the economic impact associated with the Halifax Seaport Farmers' Market, and the overall economic contributions of the greater port community on the economies of Nova Scotia and Canada.

### 2. How does the communication used in this entry complement the organization's overall mission?

The Halifax Port Authority is committed to maintaining and growing the Port of Halifax for the benefit of Nova Scotia and the country. The HPA is a government business enterprise, managing strategic national assets for Canadians. The primary purpose is to grow trade, but part of prudent asset management involves utilizing all available holdings to their maximum potential. Revenues are reinvested back into the Port.

For the past several years the Halifax Port Authority has been pursuing a strategy of diversification through development of all core business areas – cargo, cruise and real estate – to protect against the cyclical nature of the international shipping industry. Cruise traffic has increased considerably over the past 10 years. The Halifax Seaport has undergone significant development.

As a result of this strategy there are now measurable overall increases to economic contributions associated with the Halifax Seaport and cruise activities in Halifax as evidenced by the updated Economic Impact Report. All key economic indicators are up since the last report was commissioned. The overall impact of Port-related activities is worth \$1.661 billion in economic benefit and is responsible for 11, 820 full-time equivalent jobs. Other highlights of the updated Economic Impact

Report for the Port of Halifax include the increased value placed on the cruise industry in Halifax which is now worth an estimated \$104.3 million in annual economic benefit. The goal of the communications strategy was to highlight the various aspects of the business in addition to the movement of containerized cargo and demonstrate the economic benefit associated with diversification.

3. What were the communications planning and programming components for this entry?

The overall goal associated with the release of the Economic Impact Report was to show the importance of diversification in terms of overall business development. Target audiences included:

- (1) key stakeholders such as partner organizations, tenants, importers and exporters, and elected officials (primary);
- (2) members of the media (secondary);
- (3) general public (secondary)

To reach each of these groups, a coordinated approach was developed. Initial results were measured in a variety of ways including traditional media uptake, web visits, social media interaction, and online advertising "clicks". The key findings from the Economic Impact Report are still being used in stakeholder sessions and meetings, presentations and as key messaging in news releases and ongoing promotional campaigns.

4. What actions were taken and what communication outputs were used in this entry?

The initial report was produced by Chris Lowe Planning and Management Group and was released February 3, 2015. To support the release of the report, a number of strategies were developed and implemented. A specific section of the Port of Halifax website was created specifically to act as a central location to house the contents of the report as well as supporting materials including an infographic and a video. The website can be found at <http://portofhalifax.ca/about-us/economic-report/>.

Once the website was live, a media release was issued to both traditional media and several of the primary stakeholders (partnership organizations and key influencers in the community). The news release can be found at <http://portofhalifax.ca/2015/02/03/halifax-port-authority-releases-economic-impact-report-findings/>. Elected officials and tenants received a personalized message from the President and CEO which outlined the findings and included an invitation to meet to further discuss the results.

A social media campaign focusing on Twitter, Facebook and LinkedIn was enacted at the same time the report was released to traditional media. This campaign included an online advertising component which started the day following the release of the report. This was to ensure key messages and findings were presented to a public audience at the same time the media reports appeared. A local online subscriber-based business publication, Allnovascotia.com, was the advertising vehicle. A simple slogan was used, "Diversification by Design" and readers were encouraged to "click" the banner which linked viewers back to the newly created section of the website. A similar one-day digital advertisement appeared in the "Metro" online newspapers following the initial launch.

In the days after the release of the Economic Impact Report, additional material was created and released including "Forward Focus," a yearly strategy overview which can be found at <http://portofhalifax.ca/wp-content/uploads/2014/12/Forward-Focus-2015-SR.pdf>. The findings of the

report also were featured in the spring edition of "Port of Halifax Magazine" which can be found here <http://digital.turn-page.com/i/486391-port-of-halifax-spring-2015>.

Moving forward, "Diversification by Design" will continue to be used as a slogan in upcoming reports, meetings and presentations, and will feature in future promotional campaigns as well.

- Video: creative done in house, shot and edited by outside company (In-Point Media)
  - Website page: creative done in house, executed by web hosting company (Nicom IT Solutions Inc.)
  - Media release: in house
  - Social media campaign: in house
  - Non-traditional advertising (Allnovascotia.com, a subscriber-based news service focusing on business news) / creative contracted to external company (NATIONAL Public Relations)
  - Infographic / creative contracted to external company (NATIONAL Public Relations)
  - Stakeholder / key influencer letter: in house
  - Moving forward newsletter: content created in house, layout contracted to freelance graphic designer
  - "Diversification by Design" presentation template: contracted to external company (NATIONAL Public Relations)
5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

One of the goals of this campaign was to get those in the primary and secondary audiences to understand that the Port of Halifax is about much more than just containerized cargo. As a collective group, the greater Port of Halifax community is a very large, diversified economic driver that supports a wide range of businesses across the entire economy of Atlantic Canada.

#### **Social Media and Advertising metrics:**

The social media campaign exceeded our expectations. Interest in the economic impact report gained more interest than many of our other social media updates. Immediately following the initial launch, the purpose-built economic impact web page was the second most-viewed page on the Port of Halifax website, slightly behind the daily status report. A "contact us" vehicle is include on the main page.

#### **Website and Social Media Summary:**

##### **Website Traffic ([www.portofhalifax.ca/aboutus/economicreport/](http://www.portofhalifax.ca/aboutus/economicreport/))**

- 748 page views; 510 unique page views

##### **LinkedIn**

- 1,910 Impressions
- 11 Interactions
- 4 Link Clicks

##### **YouTube**

- 290 Views

#### Facebook

- 1,495 Impressions
- 61 Likes
- 15 Shares
- 35 Post Clicks

#### Twitter

- 2,991 Impressions
- 15 Retweets
- 13 Favourite
- 14 Link Clicks

#### Advertising summary:

Allnovascotia.com:

Four day digital campaign starting February 3, 2015

- 45,400 visits from over 17,000 unique visitors
- 357,400 page views
- Average visit duration of 9 minutes, with the ad seen, on average, around 4 times per visit

Metro:

One day digital campaign starting February 14, 2015

- 40,032 impressions

The digital advertising with Allnovascotia.com exceeded our expectations. This was a direct and cost effective way to reach our secondary audience – business people and decision makers in Nova Scotia.

#### Media summary:

Initial media reports were favourable, focusing on key findings of the economic impact report. This met our expectations and we were happy with the result. Feedback was very positive with many expressing surprise at the economic importance of the cruise industry in Halifax. This continues to be a key talking point as we move forward with the cruise season.

<http://thechronicleherald.ca/business/1267110-halifax-port-put-1.6b-into-maritimes-in-2013>

<http://www.cbc.ca/news/canada/nova-scotia/cruise-ships-helping-halifax-port-weather-downturn-says-report-1.2945517>

#### Press Release:

## **Halifax Port Authority releases Economic Impact Report findings**

February 3, 2015, Halifax, Nova Scotia – The Port of Halifax is a regional economic engine, worth over \$1.6 billion to the economy of Atlantic Canada in 2013, according to the most recent economic impact report. This is an increase of \$82 million annually when compared to the previous economic impact report which looked at port-related output in 2007 before the recession took hold. “One of the most powerful features of the port is diversification,” said Karen Oldfield, President and CEO, Halifax Port Authority. “The fact that port users and stakeholders have been able to take the business and extend it into so many different aspects of the economy of Nova Scotia and Atlantic Canada means that the Port of Halifax is a huge engine for this part of the country.”

Containerized cargo performance through the Port of Halifax from 2008 to 2013 was solid, growing 14.2% as measured by twenty-foot equivalent units (TEUs). “Port partners and stakeholders are working aggressively to retain and grow cargo activity through the Port of Halifax,” says Oldfield. “The recent economic impact report for the Port of Halifax shows a strong recapture rate in containerized cargo and gross tonnage following the recession of 2008 and 2009. At the same time the Halifax Port Authority is developing the other core areas of business – real estate and cruise – for the benefit of all.”

The most recent economic impact report, produced by Chris Lowe Planning and Management Group, shows the importance of diversification in terms of overall business development. All key economic indicators are up since the last report was commissioned. For the past several years the Halifax Port Authority has been pursuing a strategy of diversification through development of all core business areas – cargo, cruise and real estate. As a result of this strategy there are now measurable overall increases to economic contributions associated with the Halifax Seaport and Halifax cruise activities.

### Overall Highlights:

- \$1.661 billion in economic output
- \$744 million in Gross Domestic Product (GDP)
- 11, 820 full-time equivalent (FTE) jobs
- \$552.1 million wages and salaries resulting from port activity
- 18 shipping lines connecting the port to more than 150 countries

### Halifax Seaport:

- The Halifax Seaport attracts between 1.2 and 1.3 million visitors annually
- In 2013 there were 1,285,401 visitors

### Halifax Cruise:

- In 2013, the total economic output for Halifax Cruise was \$104.3 million
- Cruise ship dockings have increased from 92 in 2007 to 134 dockings in 2013.
- In 2013 there were 252,121 cruise ship passengers

### Halifax Seaport Farmers’ Market:

- An estimated 898,170 people attended the Halifax Seaport Farmers’ Market in 2013, spending on average approximately \$25 per person at the Market and \$20 at surrounding businesses.
- Seaport Market customers generated over \$22 million in sales at the Seaport Market and \$18 million in sales in surrounding businesses resulting in over \$40 million in economic benefit.

“We’ve been building momentum year after year,” says Oldfield. “It’s interesting because we tend to talk about the same part of port-related activity whether it’s containers or cruise, but what this report shows is that the Port of Halifax is so much more than just one piece of business. As a collective group, we are a very large, diversified economic driver that supports a wide range of businesses across the entire economy of our province.”

The world’s largest shipping lines call on the Port of Halifax, connecting the port to more than 150 countries. The Halifax Seaport is a premier destination. Collaborating and working with strong partners and stakeholders, the Port community continues to deliver excellence.

To access the entire report as well as an infographic visual please visit <http://portofhalifax.ca/about-us/economic-report/>.

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**Social Media:**