

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6130

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

Please check the appropriate box:

- CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title PORT INFORMATION GUIDE
Name of Port PORT OF PRINCE RUPERT
Port Address 200-215 COW BAY ROAD, PRINCE RUPERT BC V8T 1A2
Contact Name/Title KRIS SCHUMACHER, COMMUNICATIONS COORDINATOR
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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.

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

- Describe in specific and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need to be addressed.

2. 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.

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

- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were employed 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 entry's implementation plan by including timeline, staffing and outsourcing used.

5. 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.



Port of Prince Rupert

Port Information Guide

DIRECTORIES/HANDBOOKS



PORT OF
PRINCE RUPERT

LINKING A WORLD OF OPPORTUNITY



PORT INFORMATION GUIDE

PRINCE RUPERT
OCTOBER 2015



PRINCE RUPERT
PORT AUTHORITY



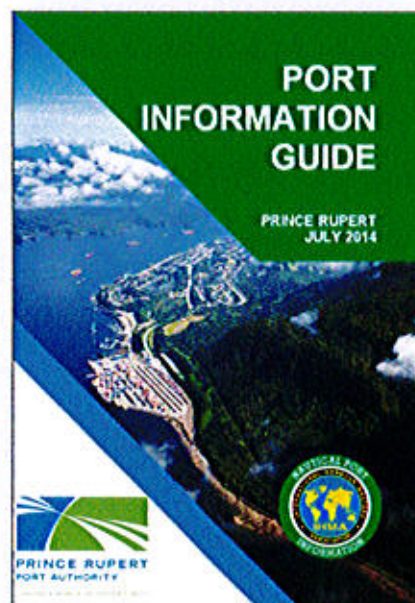
200-215 COWBAY ROAD
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PORT OF PRINCE RUPERT—PORT INFORMATION GUIDE

Summary:

The Port of Prince Rupert recognized that as a growing port, the importance of having neatly presented, accurate and accessible nautical port information available to mariners was essential. Following a navigational risk assessment study completed by De Norske Veritas, the Port of Prince Rupert decided to completely overhaul its practices and procedures to adhere to the International Harbour Masters Association's format, and introduced the Port Information Guide. The practices and procedures format divides port information into two sections; the Port Information Guide, which contains general port information for all users and includes contact information, a port description, as well as notifications, and the Port Sections Guide which encompasses specific information for commercial vessels including approaches, anchorages, berths, and tug requirements. With the introduction of the Port Information Guide, the Port of Prince Rupert is the first port in North America to adopt the Port Information Guide format. The guidebook took a year and a half to assemble, and is a key tool for shipmasters, captains, shipping agents, and other harbour users.

The Port Information Guide is available at <http://www.rupertport.com/operations/port-information-guide>



1. Communications Challenge/Opportunity:

The Prince Rupert Port Authority is constituted under the Canada Marine Act, and Letters Patent issued under the Act, to operate the Port in the Prince Rupert Harbour. The Port Authority is an autonomous and commercially viable agency, governed by an independent Board of Directors with full control over all Port decisions, with a mandate to facilitate and expand the movement of cargo and passengers through the Port of Prince Rupert.

The Port Authority is responsible for the overall planning, development, marketing and management of the commercial port facilities within Prince Rupert Harbour. This includes ensuring competitive, efficient and timely responses to customer needs and business opportunities. It also means ensuring we facilitate these opportunities in a manner that is safe, responsible, and sustainable.

As the fastest growing port in North America, the Port of Prince Rupert continues to see an increase in marine traffic as the Port develops and diversifies. It is a challenge to communicate nautical information, including practices and procedures, to harbour users in the most effective and efficient format. Simultaneously, ensuring that safety is at the forefront of harbour operations is of the utmost importance to the Port of Prince Rupert. Finding a way to communicate a vast amount of information to port users in a user-friendly format is not an easy task. The groups of port users seeking specific information about the Port of Prince Rupert is diverse, as it includes Masters of seagoing vessels, shipping lines, publishers of nautical information, and other parties that may require nautical information.

The Port of Prince Rupert Harbour Master's office recognized the opportunity to adopt the International Harbour Masters Association's Port Information Guide format for communicating practices and procedures for harbour users. The International Harbour Masters Association developed the Port Information Guide format in response to the lack of uniformly presented, complete, accurate and easily accessible nautical port information. The lack of availability of sound nautical port information stems from the fact that most of this information is typically published in printed documents, and given this approach, it is not easy for port users to get updates and amendments to nautical port information. As the Port of Prince Rupert's Port Information Guide is available in a digital format on its website, any amendments to the document can be made with ease and the most current information is easily available to port users.

2. The Port Information Guide and the Port's overall mission:

The port's vision is to be a leading trade corridor "gateway" between North American and Asian markets.

The port's mission is to develop and grow the Port of Prince Rupert in an economical, safe and environmentally sound manner.

The Port of Prince Rupert places a strong emphasis on safety and sustainability, and ensuring the safe movement of goods throughout the harbor is paramount. Working together internally and externally, the Port of Prince Rupert ensures that every vessel transiting our harbor and calling on our terminals does so in a safe, efficient, and sustainable manner.

With the deepest natural harbor in North America, the Port of Prince Rupert has gained a reputation for the inherent safety found in our ice-free waters, straightforward and open approaches to ocean shipping lanes, and our ability to accommodate a diversity of vessels that continue to grow every year.

Building upon those natural advantages, the Port of Prince Rupert is constantly innovating new best practices and procedures to ensure we are exceeding the expectations of the marine industry and the communities in which we operate. The Port Information guide encompasses the values of the Port and showcases these new best practices

and procedures by creating a document for Masters of seagoing vessels, shipping lines, and others to utilize one common practices and procedures manual for entering the Prince Rupert harbour.

The success of reconfiguring the Port's practices and procedures highlights how the Port of Prince Rupert is committed to ensuring pertinent information is communicated to harbour users in the most efficient way possible, guaranteeing that safety remains at the forefront of port operations.

3. Planning and programming:

The goal: To modernize nautical port information/practices and procedures and have the information available in an easily-navigable digital format for all port users.

The main objective of the Port Information Guide is to communicate nautical port information to all harbour users in a uniformly presented, complete, accurate, and easily accessible format to ensure safe marine operations at the Port of Prince Rupert. In order to achieve this, the Port of Prince Rupert chose to adopt International Harbour Masters Association's Port Information Guide format. With the format for the Port Information Guide already in place, the milestones for this project were measured by compiling all of the relevant information and inserting it into the Port Information Guide format. The audience for the Port Information Guide is diverse, and is comprised of Masters of seagoing vessels, shipping lines, publishers of nautical information, and other parties that may require nautical information.

The Port Information Guide is available on the Port of Prince Rupert's website. Recognizing that the port users may have varying degrees of access and connectivity to the internet, the Port of Prince Rupert wanted to ensure that the practices and procedures are easily accessible regardless of bandwidth. The Port Information Guide is available both in plain text for users with limited connectivity, as well as a downloadable PDF of the complete documents.

4. Actions taken and communication outputs:

Strategies:

To ensure all of the relevant nautical port information was included in the Port Information Guide the Port of Prince Rupert:

- Requested information from all partners who have direct involvement in port operations
- Had a vetting process in place where each draft was circulated to partners for input
- The initial draft was also sent to outlying communities outside of Prince Rupert for their input
- A 90-day public consultation period was instituted where individuals were encouraged to submit comments and feedback

Implementation:

The creation of the Port of Prince Rupert's Port Information Guide was coordinated and executed by the Operations Department at the Port of Prince Rupert, with support from the communications team. The entire process spanned over a year and half with the first version of the Port Information Guide uploaded the Port of Prince Rupert's website in July 2014.

Besides uploading the Port Information Guide to the Port of Prince Rupert's website, Port staff also circulated hard copies of the guide to all partners. Harbour users are encouraged to access the Port Information Guide

via the Port of Prince Rupert's website, however, hard copies are available upon request. Also, hard copies are distributed by Port staff during ship inspections.

5. Outcome and evaluation:

The Port Information Guide was completed and uploaded to the Port of Prince Rupert's website in July 2014. Since its creation, there have already been numerous occasions where the format of the Port Information Guide has demonstrated that the guide can be easily adapted and updated to ensure the most up-to-date information is available to all harbour users. Since its inception, the office of the Harbour Master at the Port of Prince Rupert has been able to easily communicate updates to anchorages, amendments to tugboat packages, added new ship's agent contact information, updated information about berths, and added information about new Port facilities, by simply updating the information in the guide and uploading the newest version to the website, with a record of the latest changes noted in the beginning of the guide.

The Port Information Guide has been well received amongst the marine community, with positive feedback from all harbour user groups including ship's Masters, ship's agents, harbour users, and shipping lines. As well, the Port of Prince Rupert was publicly acknowledged by the Port of Rotterdam for its adoption of the Port Information Guide format at the International Harbour Masters Association Congress.

As the Port of Prince Rupert continues to grow, communicating efficiently to an expanding group of harbour users will remain at the top of the priority list for the Port of Prince Rupert, as we recognize that having complete, accurate and easily accessible nautical information available to all harbour users will help keep the Port operating in a safe and secure manner. With the creation of the Port Information Guide, we now have a foundation in which we can continue keep all harbour users well-informed of the most current practices and procedures at the Port of Prince Rupert.