



Annual Report FY2016

AAPA Communications Awards Program



Summary

Georgia Ports Authority's Annual Report is the GPA's yearly business update to stakeholders including federal, state and local legislators, along with clients and community leaders.

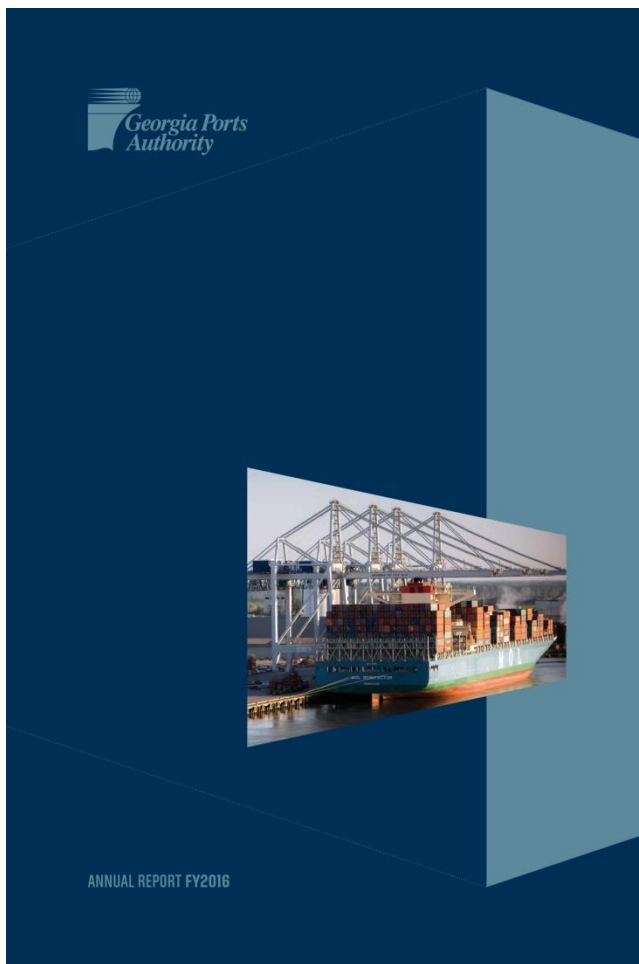
The report highlights GPA's year-over-year growth and its continued focus on customers. It provides GPA lobbyists and sales people with a visual tool that describes the strengths and opportunities represented at the GPA.

1. What are the specific communications challenges or opportunities?

The Georgia Ports Authority is one reason the state of Georgia was named the top state for business. Fostering international trade and industry for state and local communities, the Georgia Ports Authority operates deepwater ports in Savannah and Brunswick. In 2015, GPA moved 3.73 million twenty-foot equivalent container units, making the Port of Savannah the fourth busiest in the U.S. GPA's deepwater ports

support more than 369,000 jobs in Georgia and contribute \$20.4 billion in income.

Georgia Ports Authority's Annual Report is a yearly opportunity for the GPA to reach out to stakeholders including federal, state and local legislative officials, along with clients and community leaders and share success stories while showcasing transparency in business operations.



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

The mission of Georgia's Deepwater Ports is to support economic development in Georgia.

Highlighting GPA's successes helps to share the message of GPA as a state-wide economic engine with an eye toward new business.

Another facet of GPA's mission is to move goods efficiently

in order to support trade. Sufficient infrastructure is necessary to ensure capacity exceeds demand and cargo flows freely. The Savannah Harbor Expansion Project is an infrastructure project of national significance. It is vital to share this message with stakeholders so they have

confidence that GPA is evolving with an industry that is shifting to larger and larger vessels.

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

OVERALL GOAL: To grow the movement of cargo through Georgia's Ports and support economic development.

ANNUAL REPORT OBJECTIVES:

- Provide lobbyists and sales people with a visual tool that describes GPA's strengths and opportunities.
- Report on the authority's financial performance.

Target audiences: federal, state and local legislators, along with clients and community leaders. Secondary audiences include port visitors, industry professionals and those attending GPA-sponsored events.

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

The 2016 GPA Annual Report's contemporary, minimalistic look and feel was inspired by the ever-evolving, progressive maritime industry. A light and futuristic layout conveys a message that is clean and concise. Sophisticated colors complemented by metallic highlights symbolize the technology and cutting-edge concepts driving the GPA to the forefront of international trade. Design elements, including traditional shapes, evoking the

container that forms the basis of modern global trade, textured paper and die cut treatments strike the perfect balance, illustrating a continued positive future founded on solid business and principles of excellence.

The Annual report is about a three-month long project beginning June and rolling out at the State of the Port event in September.

Business statistics and year-end numbers are compiled by GPA's marketing department for use within articles as well as in the concluding financial statement.

Communications staff members produce content by reviewing the year's headlines, speaking with internal stakeholders to mold the message, writing articles and compiling visuals.

Photos are shot by both staff and contract photographers and are a mix of those shot over the last year and those assigned specifically for this publication.

A contracted design firm handled the publication design with constant creative direction from the communications team.



5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

RESULTS: GPA's Annual Report is one tool that helped to bring 3,480 new jobs to Georgia and support the second straight year that GPA moved more than 3.6 million twenty-foot container units. A focus group of Annual Report users, including people in government relations, sales and economic development were surveyed about the use and effectiveness of this Annual Report. Feedback indicated the report is an important tool for many audiences, including policy makers, potential clients and economic development partners. A selection of responses is below:

- "One reason the GPA is so successful and popular among my colleagues in the Georgia General Assembly is that the Authority communicates effectively. The materials they share, including the

Annual Report, connect us here in Atlanta to the major economic drivers at the Ports of Savannah and Brunswick," said state Rep. Bill Hitchens. "This tool allows us as elected representatives to make well-informed decisions on behalf of the state in regard to infrastructure and economic development."

- "The annual report is an important tool for me," said Mark Troughton, global account executive. "It shows my clients, top U.S. exporters, the stability and reliability of trade through Georgia's ports. It illustrates our longtime commitment to investing in the infrastructure that helps us avoid congestion and cargo delays. The report also illustrates our operational efficiency for a complete picture of our ability to take on business for customers considering moving new or additional cargo across our terminals.