

Belledune Port Authority Annual Report 2019

AAPA Communications Awards Program Annual Reports

2020

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Reporting effectively through challenging times - Summary

The Port of Belledune has increasingly become the regional leader for economic development in Northern New Brunswick. Innovation, partnerships, and dedicated team efforts have helped position the BPA as a rallying point for our communities and a catalyst for our economy. The Port has also adapted its communication tools to better reach its audiences in innovative new ways through social media. As such, awareness of the BPA's activity has seen significant growth on both online platforms, and through in person interactions. This submission outlines these efforts and the results.

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

2019 was an exciting year of activities for the Port of Belledune across all aspects of operations and community impact. The BPA organization was eager to share these successes with our community and stakeholders in a way that was clear, concise, and representative of our leadership role in our region. Our goal was to give leadership a chance to address our successes throughout 2019, while highlighting the exciting developments across the many aspects of the BPA presence (Community involvement, Business development, Indigenous relationships, Environmental leadership).



Internal and external challenges

- **External**
 - Adapting to the current Covid situation (March 2020) which resulted in the BPA staff working remotely from home. This complicated all aspects of the annual report including content, photography, approvals, etc.
- **Internal**
 - The annual report was produced while adapting to a remote workflow
 - Communicating technical information in a way that the audience can understand
 - Using the pieces to compliment virtual AGA
 - Effectively showcasing the port's role as regional catalyst

- Reporting effectively to a wide variety of stakeholders (community, government, partners)
- Operating in a fully bilingual province, the BPA reports in both English and french, therefore all content had to be written, approved, translated, then layout completed for 2 versions.

2. How does the communication used in this entry map back to the organization’s overall mission?

The mission of the Port of Belledune is to “Leverage commerce to drive prosperity in Northern New Brunswick.” Our annual report was structured and designed in a way that highlighted our leadership role throughout 2019 and the positive impacts we were able to bring to our communities. Strong messaging from leadership, solid reporting on financials, and a highlight section with attractive layouts help convey to the reader a sense of accomplishment, success, and prosperity.



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

Goals

- To complete the production of the annual report with an efficient and streamlined process.
- For the final product to fit within the branding guidelines of the BPA.
- To highlight the exciting developments in 2019 across the many aspects of the BPA presence (Community involvement, Business development, Indigenous relationships, Environmental leadership) in a clear and concise manner.

Measurable Milestones

- Publishing of both English and French versions in a timely manner (in time for the BPA virtual AGM)
- Access of the document online through the BPA website

Audiences

- *Stakeholders, potential and existing*
 - Includes any person or business entity that would have the potential to add value at the port.
- *Provincial and federal government officials*
 - Includes an elected or appointed official in office within the government who is involved or could potentially influence final decision makers in the distribution of government awarded grants.
- *Municipal officials*
 - Includes mayors, councillors, and regional service commissions who hold power to influence and support infrastructure projects.
- *Community members*
 - Includes residents of the region who have the potential to act as advocates for the port.
 - Includes members from all groups and communities who the port is able to reciprocate support.
- *Media* - Includes all outlets that have the ability to spread the word about the port.

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

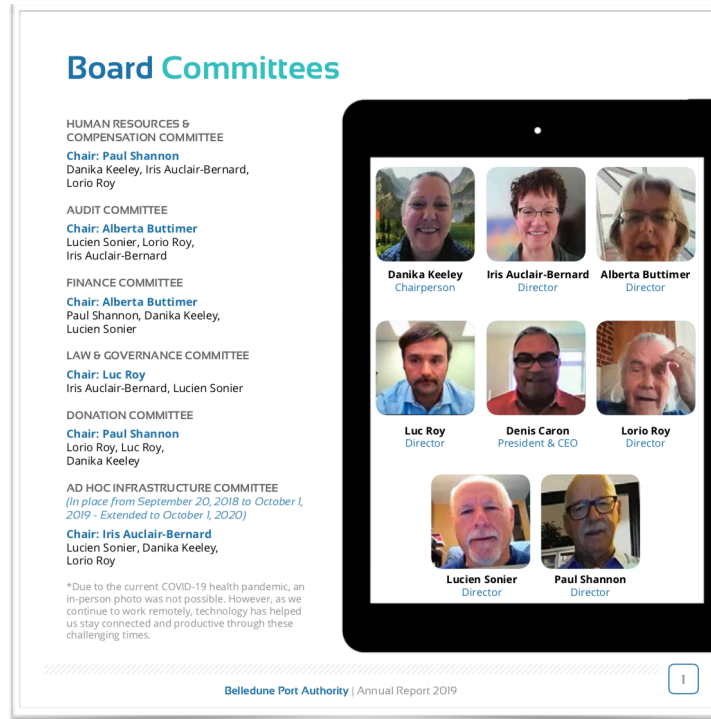
Strategies / Tactics / Implementation

a) Strategy: Less text, more visuals

To keep with current design and media trends, we opted for a visual approach that helped us create focused messaging, complimented with attractive visuals to help tell the story.

b) Tactic: Research and internal workflow

The Port reached out to various internal department leads and sta to gather vital information on the various sections of the Report.



c) Tactic: Production (Articles, Translation, Photography, and Design)

All written content was drafted, revised, approved, and translated within a short time frame. Photography was taken from our photo bank, and this year due to Covid we had to get creative in capturing photos of the board of directors. Since all of our board meetings are now held virtually via videoconference, we thought it may be interesting to present the board photos in this setting.

For design, all layout, photos, colors, and other branding elements were continuations of our current branding. These standards were communicated to the graphic design team in order to ensure the annual report fit well with the BPA's marketing mix.

d) Distribution

In normal times we would be printing a number of copies of our annual report, however this year our distribution is largely digital. The annual report is available on our website, and was promoted via our social media channels.

Certain pages and features of the report were presented via our first "Live Virtual AGM" which gathered an online audience of stakeholders, partners, and the general public.

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

The annual report was well received amongst viewers, with many positive comments regarding the clean, modern style. Effective and positive messaging draw the reader in, while attractive visuals for the highlights pages really stand out in showcasing a great year for the Port.

