

AAPA

# COMMUNITY/ EDUCATIONAL OUTREACH



ENTRY AAPA >> COMMUNITY/EDUCATIONAL OUTREACH  
CATEGORY 1

ENTRY

  
PORT DE / OF SAGUENAY



Canada

## » SUMMARY



Despite its role as a key regional economic growth lever, Port of Saguenay is not widely known by the public and business community. Apart from those that do business directly with the Port Authority, few are aware of its exact location, spheres of activity, role and, more importantly, its approach pertaining to development. Yet, the Port is actively working on developing one of the largest industrial port zones in Canada.

HENCE, IN 2019, THE PORT EMBARKED ON A CAMPAIGN TO ENHANCE ITS VISIBILITY AND SHOWCASE ITS IMPRESSIVE POTENTIAL.

AMONG ITS NUMEROUS INITIATIVES, THE PORT **REACHED OUT TO THE COMMUNITY** TO HIGHLIGHT THE EXTENT TO WHICH ITS ROLE IS ESSENTIAL IN THE GROWTH OF THE VAST SAGUENAY-LAC-SAINT-JEAN REGION.



The campaign “*Port of Saguenay: A regional economic development tool*”, was a resounding success and heightened the population’s awareness regarding the importance of the Port and the marine industry. In the same line, the Port also opened its doors to the general public and capitalised on the fact that it was host to the 2019 ACPA Conference to remind the entire community that it plays a strategic role in the transport chain.

# 1

## >> CHALLENGES & OPPORTUNITIES

### PORT OF SAGUENAY'S GEOGRAPHICAL LOCATION IS UNIQUE.

Originally located right at the heart of downtown Saguenay City, the Port was relocated 20 km east to Grande-Anse, in 1985, away from urban zones. The site is adjacent to 12 km<sup>2</sup> of land dedicated to industrial use and aims to foster large-scale industrial development in the vicinity of the seaport facilities.



Over and above the fact that this smart move has enabled Port of Saguenay to work on world-class projects, it distanced the community from the marine industry and, by the same occasion, weakened its sense of belonging. With the absence of cargo ships in the city centre, the community quickly forgot to which extent they play a vital role in the region's economy. Like the saying goes, **"OUT OF SIGHT, OUT OF MIND"**.

**HOWEVER, THE PORT IS A STRATEGIC PARTNER FOR LARGE-SCALE REGIONAL INDUSTRIES** WORKING IN A WIDE ARRAY OF FIELDS, INCLUDING ALUMINIUM, METALS, AND FORESTRY.

Moreover, the Port and region have reached a pivotal moment in terms of growth due to the sustained economic boom surrounding its IP zone (\$16G of private projects in the making). The mobilisation surrounding such growth is, thus, precious at a time when certain concerns regarding navigation are surfacing.



PORT OF SAGUENAY



# 2

## » PORT OF SAGUENAY MISSION



Port of Saguenay is a first class partner for every regional, national, and international organisation, regardless of their size. Its mission is to provide the services and infrastructures required to simplify and increase the movement of people and goods at competitive rates and in compliance with stringent security, safety, and environment protection standards. Its activities foster regional economic growth, as well as domestic and international trade, while contributing to **THE ACHIEVEMENT OF THE SOCIO-ECONOMIC TARGETS OF ITS COMMUNITIES.**



Saguenay-Lac-Saint-Jean is a vast region (95,761 km<sup>2</sup>) and is home to over 50 municipalities. Certain more remote communities, with little or no contact with the Port's facilities, may believe they have no direct connection with the organisation. However, the Port is a critical component of the regional logistics chain and plays a central role in its activities. It generates numerous indirect jobs, and organisations from the four corners of the region use the Port for their freight transportation needs. Hence, it is essential for the Port of Saguenay to make this important fact known and highlight the substantial capacity and potential of its industrial port zone. Indeed, with projects exceeding \$16G currently underway on the Port's lands, the region is at a major turning point. And even though they may be located far away from certain municipalities, these projects nonetheless can spark great opportunities and spin-offs for outlying complementary goods and services providers (manufacturing, freight transportation, SMEs).



# 3 >> PLANNING & PROGRAMMING

Located on the outskirts of urban centres, the facility has become less visible to stakeholders and citizens. Hence, with its campaign “PORT OF SAGUENAY: A REGIONAL ECONOMIC DEVELOPMENT TOOL”, the Port is determined to recover its position within the community by increasing its presence and bringing the marine industry directly at its heart.

THE PLAN  
CONTAINS  
**4 MAIN**  
OBJECTIVES:

- > Increase the Port’s prominence among the public.
- > Maintain and project a positive image of Port of Saguenay and its strategic economic role.
- > Preserve harmonious relations with the community and stakeholders and strengthen its sense of belonging.
- > Develop Port activities by fostering and promoting navigation on the Saguenay River.

## PORT OF SAGUENAY’S ACTION PLAN INVOLVES 3 TYPES OF ACTIVITIES :

1

THE PORT  
REACHES OUT  
ITS COMMUNITY.



2

THE PORT OPENS ITS DOORS  
TO THE COMMUNITY  
(TECHNICAL TOUR OF THE  
GRANDE-ANSE TERMINAL).



3

THE PORT HOSTS  
THE MARINE INDUSTRY  
(ACPA 2019) IN THE HEART  
OF SAGUENAY CITY.



A list was established to contact the principal groups and stakeholders (chambers of commerce, businesspeople clusters, elected officials, and environment groups). The Port devoted time to explain its initiative to the main elected officials, in an effort to rally them and probe the interest of their respective communities.

THE TOUR WAS SUCH A RESOUNDING SUCCESS THAT THE GROUPS THEMSELVES, OVER TIME, BEGAN TO CONTACT THE PORT TO EXPRESS THEIR INTEREST IN HOSTING THE CONFERENCE. Word of mouth really worked wonders in promoting the initiative.

This interactive “town hall-type” conference calls for various face-to-face conversations with feedback and includes a comprehensive presentation. The latter begins with a drone-filmed video presentation that gives participants an overview and provides a 360° sequence of the port facilities, which are largely unknown to the public. The topography of the area is unique, and the visual setting nothing less than enchanting, so the Port’s team thought it would be worthwhile to brief the participants before segueing into the topics to be discussed.



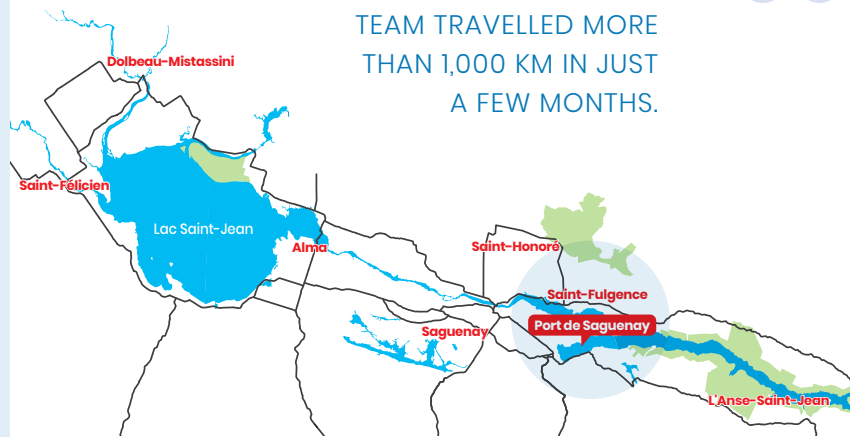
The conference follows with information about the Port’s history and relocation. Then, it details its activities and operations and supplies information about its industrial port zone and projects currently underway. An entire section is dedicated to highlighting the recognised advantages of marine transportation. It also marks the Saguenay River’s exceptional maritime corridor, which is renowned for its depth and safe navigation. The Port graphically compares certain key navigational aspects, which gives a new, much-appreciated perspective to participants. A question period with the CEO ends the conference, and the topics can range from economical to sustainable and community development.

# 4

## » ACTIONS & OUTPUTS

Over twenty conferences and meetings were held in 10 municipalities with the number of attendees ranging from 3 to 60.

TO THIS END, THE PORT’S TEAM TRAVELLED MORE THAN 1,000 KM IN JUST A FEW MONTHS.



### BELOW ARE A FEW EXAMPLES OF THE GROUPS AND AREAS VISITED:

- Sag-Lac Elected Officials Roundtable
- Maria Chapdelaine Regional County Municipality
- Du Fjord Regional County Municipality
- Dolbeau-Mistassini Chamber of Commerce
- Lac-Saint-Jean-Est Chamber of Commerce and Industry
- St-Félicien Chamber of Commerce
- Regional Environment & Sustainable Development Council
- ZIP Saguenay-Charlevoix Committee
- Economic Development Canada
- CMAX Committee
- Municipality of Dolbeau-Mistassini
- Cap Jaseux Adventure Park
- Municipality of Anse-St-Jean
- Club des 21, Businesspeople Clusters

**BASED ON THE TYPE OF EVENT AND PARTICIPANTS, A WIDE ARRAY OF POSITIONING TOOLS WAS USED TO INVITE CITIZENS TO TAKE PART IN THE MEETINGS:**

- Newsletters
- Social medias: Facebook, LinkedIn & Twitter
- Website
- Advertising in traditional medias
- Postings in local businesses

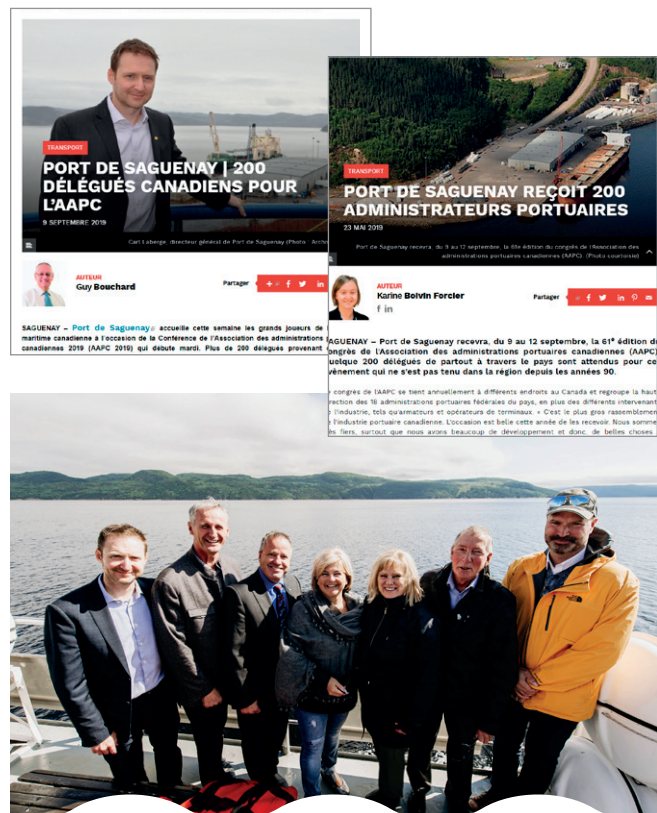
Over and above the Tour, the Port opened its doors to allow a number of groups to discover its facilities. From Centraide (philanthropic organisation) to the Youth Chamber of Commerce and certain environment groups, **THE PORT WELCOMED A RANGE OF REGIONAL STAKEHOLDERS TO SHOWCASE ITS ACTIVITIES AND GROWTH PROSPECTS. AS A FAMOUS QUEBEC STAND-UP COMIC ONCE SAID: “WE DON’T WANT TO KNOW ABOUT IT, WE WANT TO SEE IT!”** The Port thus went out of its way to offer each visitor an end-to-end experience. Furthermore, for each conference held at the Port, the team organised chartered transportation to bring attendees to its site and provide them with concrete explanations relative to its operations and development projects.

FINALLY, THE THIRD CORNERSTONE OF THIS INITIATIVE WAS TO HOST ACPA 2019, THE ANNUAL CONFERENCE OF THE ASSOCIATION OF CANADIAN PORT AUTHORITIES. Under the theme: *“Anchored in Development”*, over 200 Canadian port representatives, and their various partners, attended the conferences and its activities held from September 9 to 12, 2019, in Saguenay City. The event was a dream opportunity for the Port of Saguenay to showcase its achievements, numerous development projects, and Saguenay-Lac-Saint-Jean’s legendary hospitality. It is needless to mention that bringing the representatives and public together under one roof was a perfectly natural choice for some events, including the welcome cocktail and the technical visit of the facilities.



In this regard, the conference ended on a grand scale with a technical visit of the regional port facilities by tour boat on the Saguenay River. The Port’s team gladly made the event accessible to the public, thus providing an opportunity to learn about the Port and its facilities, as seen from the Fjord, and to open a dialogue with the major players of the Canadian maritime industry.

Covered by numerous medias, this renowned event was a key opportunity to confirm the Port’s prominence and its major role in the Canadian maritime industry.



# 5 » OUTCOME & EVALUATION

THE THREE-LINE “**PORT OF SAGUENAY: REGIONAL ECONOMIC DEVELOPMENT TOOL**” INITIATIVE WAS A TREMENDOUS SUCCESS, AND THE PORT’S TEAM, TO THIS DAY, STILL RECEIVES ECHOES ON A REGULAR BASIS. Indeed, Port of Saguenay was praised on numerous occasions following the implementation of its action plan.

To measure the spin-offs of the initiative, a survey was conducted to assess the relevance of the information provided and the quality of CEO Carl Laberge’s communication skills. The results revealed a 93% satisfaction rate for off-site conferences and a 100% satisfaction rate for conferences held on Port premises. Over 90% of attendees confirmed that the experience had changed the way they viewed Port of Saguenay.

When questioned about the aspects most appreciated, attendees revealed they had learned significantly about navigation and that certain myths pertaining to marine transport, including those regarding the environment, had been demystified.

In addition to being mentioned in the local medias some twenty times for its Tour and ACPA 2019, one of the conferences was broadcast on the regional MaTV channel. Since the commencement of the regional Tour, many requests have been made to host the event, and pride in Port of Saguenay has spread across the region.

