

3. ANNUAL REPORTS

Annual reports provide a summary of a particular port authority's major developments and management decisions during that year, and may include an annualized financial accounting (optional). ***You must complete the questions on this page for each entry and include a printed copy of the annual report submission (for judging and display purposes) and a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.***

CATEGORY 1 CATEGORY 2

Type of Entry: Annual Report

Entry Title: Connecting people, commerce and opportunity

Port Name: Halifax Port Authority

1) Was this entry produced in-house? by an agency? or a combination?

2) To what audience(s) was this entry directed?

The annual report is intended to inform our key stakeholders, business leaders, employees, board members, shipping lines, partners, and the general public about the Port of Halifax and what developments have occurred over the last year.

3) What was the goal or objective of producing this entry and what were the key messages this entry intended to communicate to its target audience(s)?

This annual report focused on the theme of connections. Our location makes us well positioned in terms of geography and infrastructure to serve as the point of connection between the heartland of Canada and the United States and the rest of the world. We emphasis our traditional trading partners such as Europe and the United States but we also highlighted new trading partners such as Asia and India. We wanted out audience to understand the true reach of Halifax and its potential as a port to grow and expand.

4) What was the overall budget and cost breakdown (research, creative, production, distribution, evaluation) of producing this entry? \$30,799.80USD

a) How many printed copies or data disks (e.g., CDs) were distributed, if any?
1,500

b) If created for the web, how did you assess readership or "visits"?
N/A

5) How did you evaluate the success of this entry and what were the results?

Through a mail-out of the report we solicited feedback from our customers and stakeholders asking for feedback on the report. We received many positive comments about the report's theme and unique concept, both written and verbally.