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# Anatomy of a Campaign



# Public Works and Government Services Canada

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[Services for Government](#)

*(accessible to federal government employees only)*

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[Index of Procurement Buyers](#)

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## National Shipbuilding Procurement Strategy (NSPS)

On June 3, 2010, the Government of Canada announced Canada's National Shipbuilding Procurement Strategy. Under the strategy,

- For large ship construction, Canada will establish a strategic relationship with two Canadian shipyards, selected through an open and fair national competition, and designate them as sources of supply, one for combat vessels and the other for non-combat vessels.
- For smaller ship construction, Canada will set aside the individual projects for competitive procurements amongst Canadian shipyards other than the shipyards selected to build the large ships and their affiliated companies.

### Highlights

- [Chronology of Events and Milestones](#)
- [Construction of Small Vessels](#)
- [Frequently Asked Questions](#)
- [NSPS Video](#)

### Related Information

- [National Defence](#)
- [Canadian Coast Guard](#)



Create a **groundswell** of  
community and industry  
support in a **precise** and  
**highly-targeted** way.

# WINNING THEMES

---

- Business case
- National benefit
- Economic impact
- Industry benefit
- Community support

Ottawa, Canada  
and Expats

Supply Chain

Partners

Atlantic Canada

Nova Scotia

Employees  
and Families

# TIMELINE

Now

Election

Submission

Decision

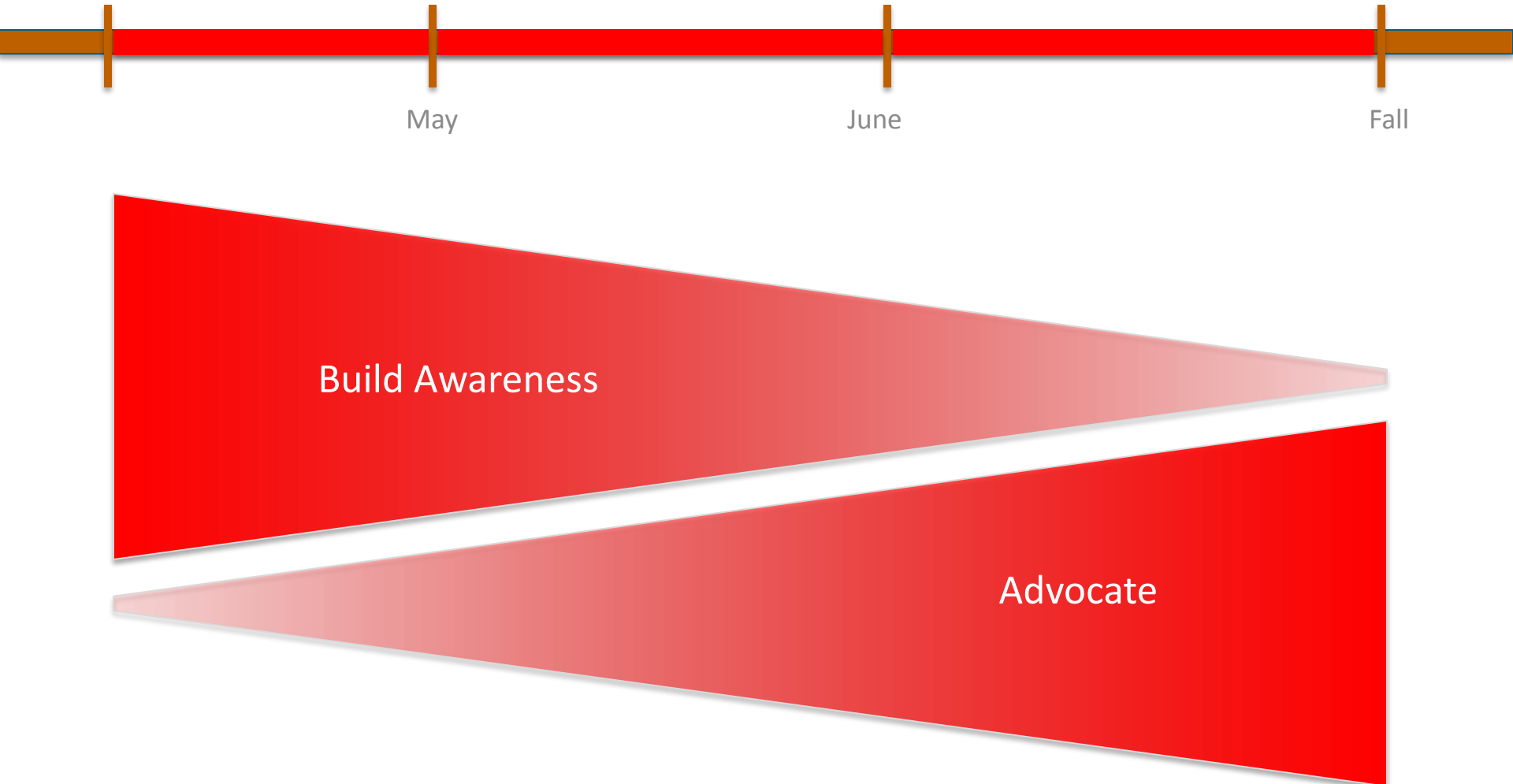
May

June

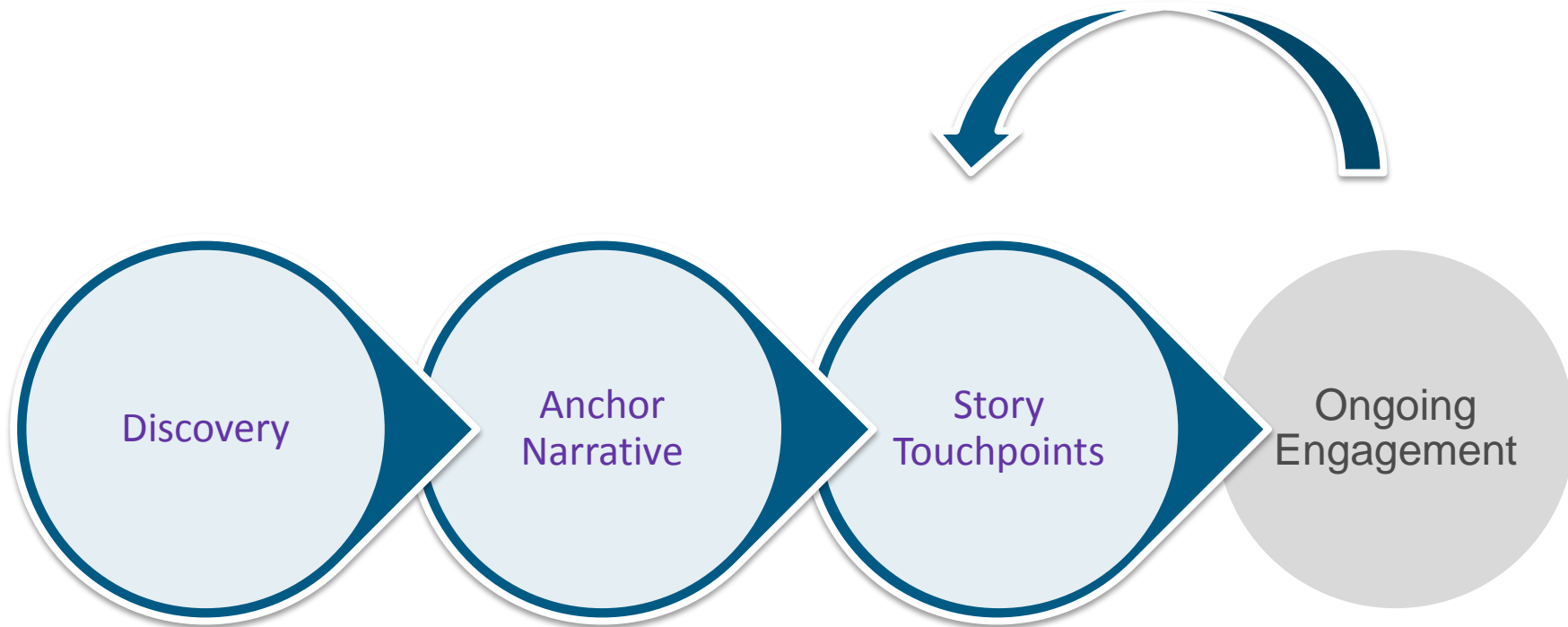
Fall

Build Awareness

Advocate



# Define the Narrative







A close-up photograph of a hand holding a 10-cent Canadian coin. The coin features a sailboat and the text "CANADA" and "10 CENTS". The background is a solid blue color.

SHIPS  
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HERE  
.ca

We don't just build ships.  
We build icons.

**Nova Scotia, Canada's federal fleet builder.**



SHIPS  
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# Nova Scotia. Built to Build.

For over 200 years, Nova Scotia's people have united to build ships. Across the province, engineers and manufacturers have worked with researchers, schools and trades people to develop an industry for our region, and a legacy for our children.

This is our time. Let's keep building, together.



Nova Scotia. Built to build.



# Nova Scotia. Built to build.

Nova Scotia's response to the Government of Canada's National Shipbuilding Procurement Strategy.

HOME

ABOUT

HISTORY

OUR MOMENTUM

NEXT 30

CANADIAN IMPACT

STORIES

## Next Generation Shipbuilders

Over 250 apprentices working in the trades at the shipyard preparing for high-value jobs. Currently offering diverse co-op and apprenticeship opportunities in engineering, planning, scheduling and accounting.



## Nova Scotia: Built to Build Ships

Halifax Shipyard is in the running to become one of two major suppliers of shipbuilding to the Canadian government as a result of the National Shipbuilding Procurement Strategy. No shipyard in Canada is better poised to meet this challenge and opportunity. We are part of an unmatched Canadian supply chain that impacts all regions of Canada. We have invested in technology, infrastructure, and workforce. We are ready. Shipbuilding is in our blood.

[Learn more »](#)

[Show your support »](#)

[Economic impact »](#)

SIGN UP FOR OUR NEWSLETTER AND STAY CONNECTED.

Enter email address

SUBSCRIBE

## LATEST NEWS

### Shelburne jumps on board Irving bid

"It is an opportunity that has the potential to secure and sustain up to 11,500 jobs in peak employment for people across the province."

[read more »](#)

[read previous news »](#)

### BUILT TO BUILD



Halifax Shipyard is the best Canadian-owned shipyard bidding on the National Shipbuilding Procurement Strategy. Show your support for Canadian shipbuilding. Canadian Ships Start Here.

[learn more »](#)

### CANADIAN IMPACT



Once in a generation, an opportunity emerges that has the potential to transform a region. The \$30 billion National Shipbuilding Procurement Strategy (NSPS) is an opportunity our city and province must seize.

[learn more »](#)

### THE NEXT 30 YEARS



Ava Czapalay — "EduNova celebrates the work of Nova Scotia's education and training providers in contributing to a highly skilled workforce."

[read more »](#)

# Shareable Social Objects

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**SHIPS START HERE .ca**   Shipbuilding is What We Do



5 tweets  
5 shares  
1 share


WordPress  
More

Analytics

Shipbuilding is in our blood, and has been for over a century. In September, 1889, The New York Times called the newly constructed Graving Dock "the largest on this side of the Atlantic."

⏪ ⏩

**ShipsStartHere.ca**   ShipsStartHere's Channel   Subscribe   All   Uploads   Favorites



0:00 / 3:05   360p

Info   Favorite   Share   Playlists   Flag

**Success and Opportunity: Irving Shipbuilding, Halifax Shipyard**   Like

From: ShipsStartHere | Jun 2, 2011 | 81 views





## Shareable Social Objects





# Hard-to-pin-down Hudak makes a slippery Liberal target



Adam Lamoie  
Politics and opinion columnist



Tim Hudak is a slippery target for the Liberal Party. He is a former Ontario Progressive Conservative leader who has spent the last few years of his life in the United States, where he has built a successful business. Hudak's political stance is often unclear, and he has been known to make statements that are difficult to pin down. This makes him a challenging target for the Liberal Party, which is looking for a strong opponent in the upcoming provincial election.

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Who needs the right job? A better, more optimal job is always yours! This is a chance to work for a company that is growing and expanding. We are looking for individuals who are passionate about their work and want to make a difference. Join our team and experience the joy of entrepreneurship.

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**News POLITICS**  
Breaking news and in-depth political coverage from The Globe.

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**We don't just build ships. We build icons.**

It takes a nation to build a national icon. Nova Scotia knows shipbuilding: we've been Canada's shipbuilder since the 1800s, and our success in building ships has built 80% of the country's merchant fleet. We use the best resources from over 1000 Canadian suppliers, from Newfoundland to British Columbia. We put the best of Canada into every ship we build.

Nova Scotia's response to the Government of Canada's National Shipbuilding Procurement Strategy will have economic impacts on the province, the region and the nation — over many years of impact, reaching Canadians from coast to coast to coast.

Nova Scotia. Built to build.

**SHIPS START HERE .CA**

**We don't just build ships. We build icons.**  
Nova Scotia, Canada's federal fleet builder.

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Breaking news and in-depth political coverage from The Globe.

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- Quebec blocks Abdelraoui's child benefits 11:57
- First went their colleagues, now the Grits are losing office space 11:24
- Ottawa warning on telecom restrictions 11:19
- Construction boss benefited from tax scheme, Quebec revenue agency alleges 11:07
- Hard-to-pin-down Hudak makes a slippery target for Liberals 10:28
- Ottawa's support for sports teams all over the map 10:17

**MUST READS**

- EFFREY SIMPSON**  
It's little wonder Canada has lost its stomach for the Afghan fight
- GLOBE EDITORIAL**  
Ottawa risks a lack of focus in Latin America
- GORDON GIBSON**  
No room for the Liberals in the middle of the road
- LETTER FROM ONTARIO**  
Why New Democrats welcome Rae's accession to Liberal throne

**VIDEO**

- NEWS**  
New Afghan mission Hill has risks, says Harper
- NEWS**  
Layton wades into Quebec flood debate

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Nova Scotia. Built to build.

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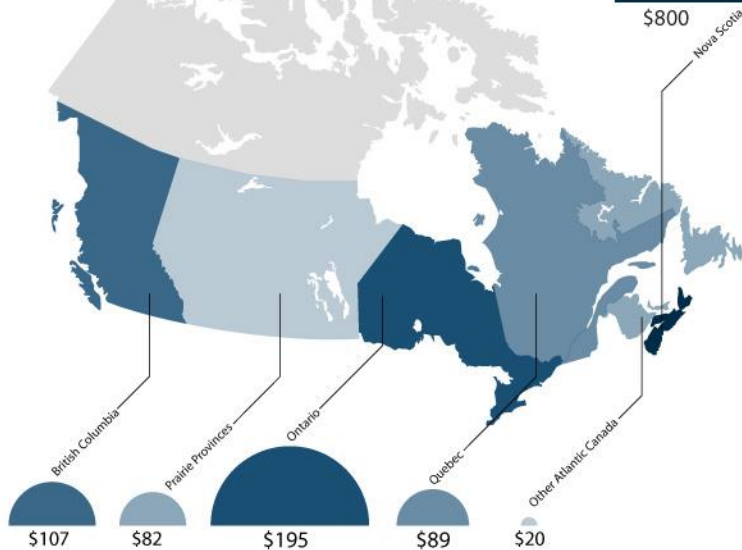
# IF HALIFAX WINS, EVERYONE WINS.

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.ca

Building Canada's next generation of naval vessels at Irving Shipbuilding's Halifax Shipyard is a once-in-a-generation opportunity to secure thousands of long-term jobs, bolster Nova Scotia's economy for a quarter-of-a-century and provide substantial economic benefits across Canada.

## NATIONAL IMPACT

INCREASE IN REAL GDP FOR EVERY \$1000 OF PROCUREMENT IN NOVA SCOTIA



BUILDING THESE VESSELS AT HALIFAX SHIPYARD WOULD DRIVE SUPERIOR BENEFITS TO THE REST OF CANADA.

IN A TYPICAL PEAK YEAR OF ACTIVITY, REAL GDP INCREASES BY **\$800 MILLION** IN NOVA SCOTIA

REAL GDP IN OTHER PROVINCES GOES UP BY **\$569 MILLION**

## PROVINCIAL IMPACT

### NATIONAL IMPACT

INCREASE IN REAL GDP FOR EVERY \$1000 OF PROCUREMENT IN NOVA SCOTIA



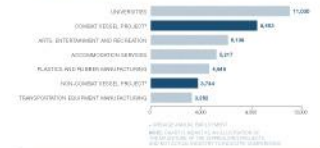
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REAL GDP IN OTHER PROVINCES GOES UP BY **\$569 MILLION**

BUILDING THESE VESSELS AT HALIFAX SHIPYARD WOULD DRIVE SUPERIOR BENEFITS TO THE REST OF CANADA.

### PROVINCIAL IMPACT

#### EMPLOYMENT BY INDUSTRY COMPARISON

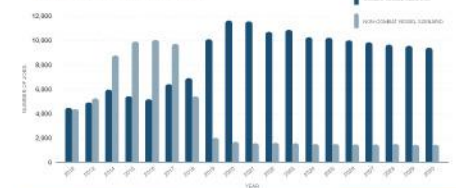


• PEAK OF 11,500 JOBS

• OVER \$400 MILLION IN PERSONAL DISPOSABLE INCOME

• OVER \$300 MILLION IN FEDERAL, PROVINCIAL AND LOCAL TAX REVENUE

#### INCREASE IN NOVA SCOTIA EMPLOYMENT



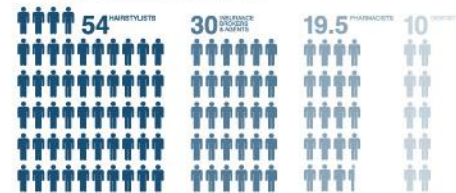
#### LOCAL YEARLY IMPACT



OTHER BENEFITS

A GENERATION OF STABLE EMPLOYMENT CAN BE SET TO REVERSE OUTWARD MIGRATION OF YOUNG PEOPLE AND ATTRACT OFFERS TO COME AND BLOW OUR POPULATION STABILITY FOR SMALL BUSINESSES, INCREASED CONFIDENCE IN THE COMMUNITY AND WITH BUSINESSES, HALIFAX BECOMES A HIGH-GROWTH CITY.

#### NEW JOBS AND NEW INCOME WILL DRIVE DEMAND FOR:



11,500 JOBS AT PEAK

\$250 MILLION IN PROPERTY TAX REVENUES

\$30 BILLION NATIONAL SHIPBUILDING PROCUREMENT STRATEGY

CANADIAN SHIPS START HERE .ca

DECLARE YOUR SUPPORT!

+1 28

Tweet 898

Like 7k

Share 6635

# I BELIEVE:

That Canada's next generation of naval ships should be built by the best Canadian-owned shipyard in Canada.

First Name	Last Name
Canadian Postal Code	Email (optional)

Enter a short message (optional)

Send me updates about jobs

**I Believe!**

[Skip — Just show me the map](#)

We don't just build ships. We build icons.

Coin image © 2011 Royal Canadian Mint — All Rights Reserved

**11032**  
posts to date



# CANADIAN SHIPS START HERE .ca

DECLARE YOUR SUPPORT!

+1

24

Tweet

850

Like

6K

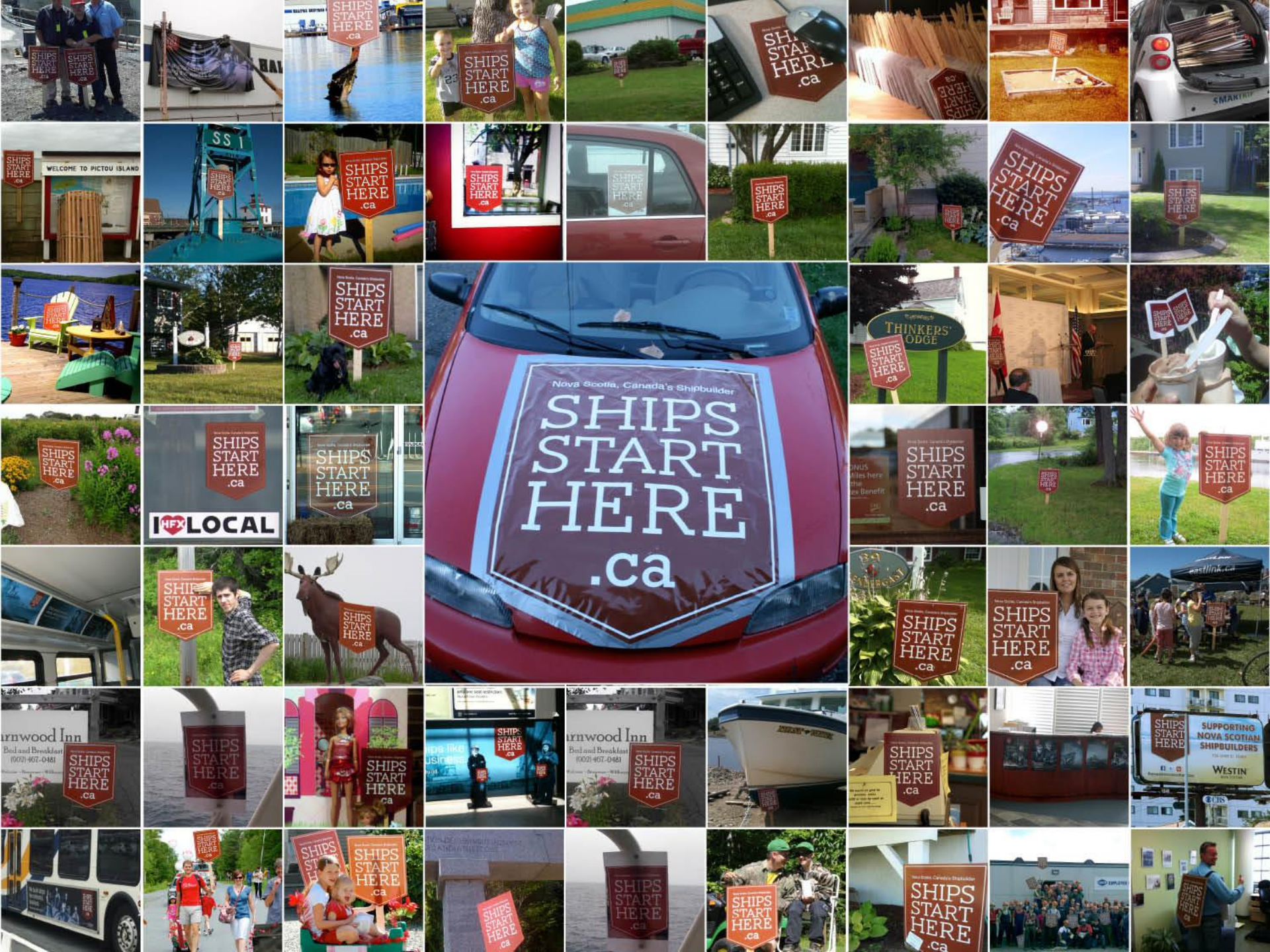


North Pacific Ocean

North Atlantic Ocean

**10571**  
posts to date







HALIFAX CHAMBER  
OF COMMERCE  
*stronger together*

GL  
CONVENT  
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**Ships Start Here**

**Business Voice**  
September

**Events**

**SHIPS START HERE**

May 10, 2011

Whether you work in the industry, are a his or just love ships - [show your support](#) for shipbuilding in Nova Scotia.

Nova Scotia  
Built to build

n | s | b | i  
Nova Scotia Business Inc.

Connect with NSBI



New Program available  
for Nova Scotia Companies

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Inspiring Minds

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News Community & Culture Sports Research Alumni Events Photos Notice Digest

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**Ships Start Here**  
President Tom Traves on Dalhousie's support for shipbuilding in Halifax

**News**

- Hard hats and heavy equipment
- In memoriam - Peter Auzon
- Consultation begins with NSOEI

**Community & Culture**

- Dalhousie shows its support for shipbuilding
- Evoking Inlostep
- Wining to the occasion

**Sports**

- Former Tiger named head coach of

**Research**

**What's the most event are you most looking forward to this summer?**

TS Halifax Jazz Festival, July 6-11

Halifax Public Festival, July 7-11

Rock the Hill with Hercules, July 13

Evolve Festival, Antigonish, Nova Scotia, July 20-24

Academy of Art at Dalhousie, Lunenburg, July 21

U2 at Magnox Hill, Miramichi, July 29

Blue Peter, TV, Aug 5

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**Show Your Support!**  
CAW members in Nova Scotia are campaigning to secure billions in new shipbuilding contracts. They need your help!  
Find out how you can get involved in the Canadian Ships Start Here campaign.  
[Click here for more details](#)

**Join CAW Connected**  
[CLICK HERE](#)

**Take Action**

**In the News**

Canadian Ships Start Here - Show Your Support!  
CAW members in Nova Scotia are taking part in the Canadian Ships Start Here campaign, aiming to secure long-term work at the Halifax shipyard... [Read more](#)

**Take Action Now!**  
Learn more about joining CAW

**CAW Inks New Deal at Spiritus Cheese**

**NORVA NETWORK**  
CCAA  
Restructuring  
[Read More](#)

**OHA**  
OHA



Irving Shipbuilding Bid  
Show Your Support  
<http://shipsstarthere.ca>

**Cindy James**

Manager, Fund Development & Marketing

Centre for Entrepreneurship Education & Development (CEED)  
Halifax Shopping Centre

7001 Mumford Road, Ste 107

Halifax, NS, B3L 2H8

Phone: (902) 421-2333 x109

Fax: (902) 482-0291

# HOW CAN YOU HELP FILL THE MAP?

CANADIANShipsStartHere.ca



## 1. TAKE ACTION

Every. Pin. Counts.

When you visit <http://CanadianShipsStartHere.ca> and declare your support, you will put a pin on a map of Canada. We will use this map to help spread the word that the best Canadian ships are built in Nova Scotia.

Then you'll be prompted to tell your contacts. Every pin counts – take the action and share <http://CanadianShipsStartHere.ca> with others.

## 2. EMAIL YOUR DATABASE

It is vital that we spread the word about <http://CanadianShipsStartHere.ca> across Canada.

Use the sample letter at right and send to your database.

Dear [Friend, or first name],

In 2010, the Government of Canada introduced a groundbreaking strategy that will have a profound impact on the Canadian economy. The National Shipbuilding Procurement Strategy could represent up to 30 billion dollars in military supply spending over 30 years.

I'm writing today to ask for you to support Nova Scotia's pursuit of this opportunity – and to tell your friends and contacts to show their support, too.

Visit <http://www.CanadianShipsStartHere.ca>

### Why should you care?

Good question. While all bidding shipyards have the ability to build ships, Irving Shipbuilding is the best Canadian-owned shipyard in the competition, and is unmatched in terms of experience and potential for economic benefit. Halifax Shipyard has been producing ships since 1889. Halifax is home to unmatched expertise with a team of more than 1,300 engaged, experienced and dedicated employees, many of whom helped build over 80 per cent of the combat surface fleet.

More than any competing shipyard, if Irving Shipbuilding is successful in its bid, it will have a profound economic impact on all of Canada. Due to Irving's coast-to-coast supply chain, it is estimated that for every \$1,000 spent in procurement from shipbuilding inside Nova Scotia, another \$491 in real GDP will be generated in other regions of Canada.

This is an unprecedented opportunity, and we want to demonstrate how our expert shipbuilders are ready to win this opportunity – for the good of Canada. Visit <http://www.CanadianShipsStartHere.ca> to learn more and show support. We're ready. Help us build the best ships in Canada.

Sincerely,

[your name]

PS. No really, visit <http://www.CanadianShipsStartHere.ca> now and declare your support. Then ask your friends, colleagues and contacts to do the same.

## 3. SHARE ON SOCIAL MEDIA

















# The Next 30

13,426 unique visitors

1.	 /	13,426
2.	 /karen-fumeaux/	1,200
3.	 /premier-dexter/	1,145
4.	 /ava-czapalay/	813
5.	 /bill-fisher/	771
6.	 /kevin-hamm/	691
7.	 /h-john-harker/	683
8.	 /fred-morley/	580
9.	 /valerie-payn-halifax-chamber-of-commerce/	566
10.	 /erika-beatty/	565





# Community Engagement

- Daily requests for lawn signs via the [info@shipsstarthere.ca](mailto:info@shipsstarthere.ca) email address and Facebook page
- Daily lawn sign photo submissions for Ships Start Here Facebook page





uncommon kids  nest play nurture  
GEAR

# SHIPS START SMALL

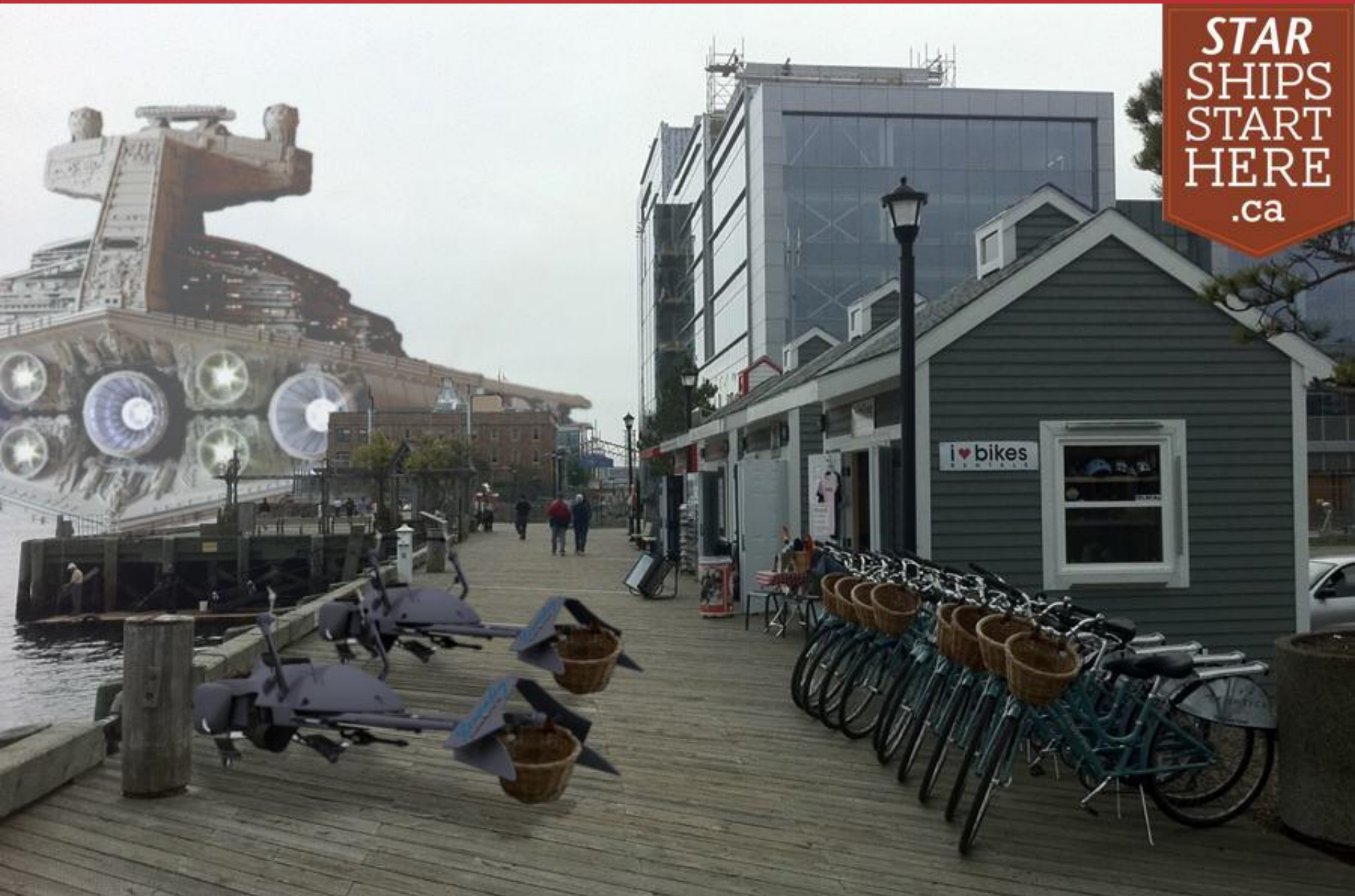
Novia Scotia, Canada's Shipbuilder  
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Community Engagement



Imitation is the sincerest form....



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We don't build ships



We build icons

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Jul 14

Support shipbuilding in Nova Scotia Nova Scotia is built to build ships. Show your support for building Canada's next fleet in Nova Scotia.

Archive \* Delete



## Support shipbuilding in Nova Scotia.

 [Go back to Home Page](#)

Hello Jeff Rockwell,

Nova Scotia is competing to win one of two major shipbuilding contracts for the federal government. As Canada's best Canadian-owned shipyard, Halifax Shipyard should be the home of Canada's next federal fleet.

Our shipbuilders have built most of the current naval fleet, and we've been building ships in Halifax for over a century. Now we're ready to build the next generation. We are built to build ships.

Moreover, when Nova Scotia builds ships, the entire country benefits. According to an analysis by [The Conference Board of Canada](#) for every \$1,000 in real GDP from shipbuilding inside Nova Scotia, another \$491 will be spent in other regions across Canada.

This is a huge opportunity. We're ready and we're the best at this work. Help us make it happen.

Go to [CanadianShipsStartHere.ca](#) and show your support. Remind Canada that Nova Scotia builds the best ships. And please tell your friends and colleagues to show their support, too.

Show Your Support!



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This partner message was sent to you based on non-personal information, such as the title of your current position, your primary industry, or your region. Per our privacy policy, your name and e-mail address have not been disclosed. [Edit your partner message contact settings.](#)

**Nova Scotia Built to Build: building economies, industries and legacies. Find out how.**



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QR Code on Tombstone  
Creates Dynamic Memorial

**NS Built to Build: economic impacts for the province, region and nation. Find out more.**



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People You May Know



**Chantal Smet**, Online strategy at Universal Communication

Connect



**Shari Reisman**, National/Regional Sales Manager at Gannett

Connect



**Shari Kroeker**, audiences

Connect

See more »

**Nova Scotia builds the world's best ships. See the future we're Built to Build, together.**



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6 days ago · is using Job Change Notifier · http://lnkd.in/NneZPJ · Like · Comment · More »

LinkedIn Today

See all headlines

QR Code on Tombstone  
Creates Dynamic Memorial  
[PHOTO]

via mashable.com

Google Kills The Quarter: \$9 Billion In Revenue

Google profits beat expectations

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**Divyesh Gurlani**, Team Lead – Global Deployment at Glam Media

Connect



**Bryan Ulrich**, Marketing Associate, Global Conferences & Events at

Connect



**Nicole Desplat**, Marketing Manager at NBC Universal

Connect

See more »



# Building Confidence & Momentum

- Facebook comments like “Where can I get a sign? I live in BC but I'm all for Halifax.”
- CSSH pin messages like “YES! WE can do it, right here in NS!”



**Branch Narrative for Halifax**  
 This is an economic game changer for generations to come.



facebook



The Halifax Shipyard is the best! All of my friends went to work there because I told them about all of the fun things that they do like the Halifax Party! I hope that the Halifax Shipyard wins because that means that me and my friends can work there when we grow up!  
 Rion Maccharles  
 Age 8

**Root Narrative:**  
 Nova Scotia builds ships better than anyone in Canada.

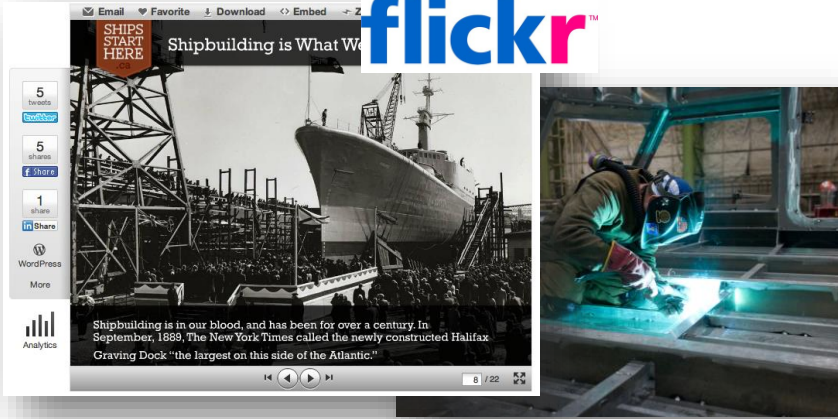
**Branch Narrative for Ottawa**  
 We don't just build ships. We build icons.



YouTube



flickr





# RESULTS

---


- 10,000 email addresses, with 46% open rate
- 218,000 page views and 74,300 unique views – ShipsStartHere.ca
- 12,000 “pins” placed on Canadian map; additional 33,000 visits
- 7,044 Facebook Likes; 2,200 interactions
- 9 YouTube videos with a combined view total of 27,000
- SlideShare presentation viewed 9,030 times
- LinkedIn campaign: 20% click thru rate – one of highest in Canada

# AWARENESS

---

Polling during the campaign yielded results of **87% recall rate** for SSH and **50%** could articulate campaign messages among Nova Scotians. Research team has not seen rates this high for a campaign.


# Global Reputation

Web Search Interest: **shipbuilding**. Worldwide, Jun 2011 - Oct 2012. 



## Interest over time

The number 100 represents the peak search volume

News headlines  Forecast 







“If you want to build a ship, don’t drum people together to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”

- Antoine de Saint-Exupéry

