



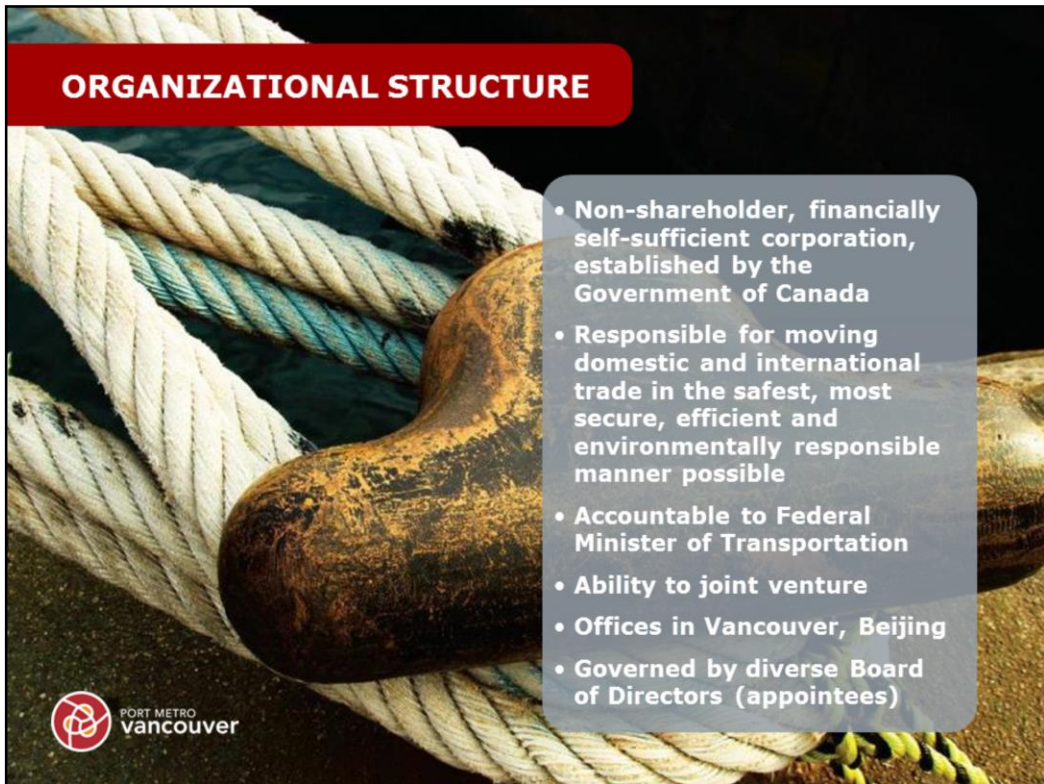
PORT METRO
vancouver

**PORT METRO
VANCOUVER:
Community
Awareness
Campaign**

March 24, 2014

Marko Dekovic,
*Manager, Government Affairs &
Strategic Communications*





ORGANIZATIONAL STRUCTURE

- Non-shareholder, financially self-sufficient corporation, established by the Government of Canada
- Responsible for moving domestic and international trade in the safest, most secure, efficient and environmentally responsible manner possible
- Accountable to Federal Minister of Transportation
- Ability to joint venture
- Offices in Vancouver, Beijing
- Governed by diverse Board of Directors (appointees)

11 directors are appointed by five appointing bodies as follows:

1. Federal appointee

Anne Bancroft-Jones

2. BC Provincial appointee

Satnam Johal

3. Prairie provinces of Alberta, Saskatchewan and Manitoba

Carmen Loberg – effective Sept 16, 2013

4. Municipal appointee

Penny Priddy

5. Federal appointees (seven) recommended by the Nominating Committee (port users)

Craig Neeser - Chair of the Board

Marcella Szel - Vice Chair of the Board

Tim Chapman

Eugene Kwan

Paul Landry

Tom Longworth

T. Richard Turner

NORTH AMERICA'S MOST DIVERSIFIED PORT

CRUISE

BULK

CONTAINER



BREAKBULK

AUTO



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As the most diversified port in North America, Port Metro Vancouver operates across five business sectors: **bulk, breakbulk, automobiles, container and cruise.**



Port Metro Vancouver is Canada's largest gateway...

Located on the southwest coast of British Columbia, Port Metro Vancouver benefits from a strategic location and diversity of infrastructure, services and supply chain.

We are Canada's busiest and North America's most diversified port, handling 124 million tonnes of cargo in 2012.

4th largest tonnage port in North America

Trading \$172.4 billion in goods with more than 160 trading economies annually.

Handle \$475 million in goods everyday

Closest major North American port to Asia, having a 1-2 day(s) sailing time advantage



2012 Economic Impact Study figures

98,800 total jobs across Canada

76,800 jobs in British Columbia

\$9.7 billion in GDP

\$20.3 billion in economic output

\$6.1 billion in wages

\$172.4 billion in cargo value handled annually

19% of Canada's total goods trade

Business Sectors	2013	2014 Forecast
Autos	-1%	↑
Lumber - Breakbulk	-34%	↓
Lumber - Containerized	6%	↑
Pulp - Breakbulk	-10%	↑
Pulp - Containerized	3%	↑
Metal - Breakbulk	30%	↑
Coal - Bulk	17%	↑
Grain, Specialty Crops - Bulk	2%	↑
Potash - Bulk	20%	↑
Sulphur - Bulk	-5%	↓
Containers - TEU	4%	↑
Cruise - Passengers	22%	↑

I am very pleased to report that in 2013, Port Metro Vancouver had another successful year. Volumes reflect continuing demand for high quality Canadian commodities by Asian economies, as well as strength in the Canadian economy.

In particular, our 2013 bulk commodity volumes also include **new records:**

- 1.Coal – up 17 per cent (38 million tonnes)**
- 2.Container – up 4% 2.8 million TEUs**

Grain – Close to record year 2010– but record containerized grain volumes

Potash – not a record year but up 20 per cent (2nd highest year after 2011)

Background information:

Lumber: Containerized lumber very likely will be a record year, but breakbulk lumber actually had a very bad year. Total lumber volume (combined container and breakbulk) could be a record, exceeding 2011 by a very small margin.

Pulp: Increases in containerized movements(both lumber and pulp) is because the dominant backhaul market is Asia, whose preference is containerized movement of these breakbulk products.

Metal: Increases in steel imports because of demand from local infrastructure projects (ie) Oil sands

Coal: Record year - up 17 per cent (38 million tonnes). Approximate split is **70% Metallurgical coal, 30% thermal coal**

Potash: large increase in 2013 due to a low volume year in 2012, coming off a record year in 2011. Strong start to 2013 volumes, slowing in June/July with market reaction to Russian price reductions

Sulphur: Sulphur is a by-product of sour natural gas and oil refining. Canada’s gas sourced production is declining as China’s domestic production increases. China has historically been the largest importer of Canadian sulphur (62% in 2005), however in 2012 it was only 37% and in 2013 Australia became PMV’s primary sulphur importer. We will be seeing flat volumes in the future.

Container: Forecasting increases of approximately 6%.

Cruise: Forecasting similar volumes approximately 810,000 passengers.



PMV is committed to working hard to ensure we **adapt effectively to new realities** (in all sectors), **improve efficiency and meet your needs** – connecting your products to the global marketplace.

So what is driving the changes that we see? What pressures cause them?

New realities:

Bulk: unprecedented sector growth and demand

Sustained growth – this is the new reality

Land rationalization

Public Awareness and social considerations

Where we are going and how PMV is adapting to these new realities:

- 1) **building the infrastructure** needed to improve efficiencies and ease congestion and
- 2) Further leveraging that infrastructure investment through our leading **Reliability Strategies**

LONG-TERM OUTLOOK

- Growing interest by shippers across British Columbia, Canada and US to increase exports of natural resource commodities:
 - Oil
 - Natural gas
 - Coal – US thermal
- Container traffic is growing
- Strong growth in the Asian markets will require new facilities to meet both needs
- Must be done responsibly and sustainably



vision

CONTEXT

Port Metro Vancouver and region square off over farmland

Regional officials decry the port's move to amass agricultural land for industrial use

BY KELLY SINOSKI AND LARRY PYNN, VANCOUVER SUN FEBRUARY 6, 2013

Port Metro Vancouver cited for 'greenwashing' in contentious habitat restoration works on Boundary Bay

BY LARRY PYNN, VANCOUVER SUN SEPTEMBER 2, 2013

NEWS

Government MLAs caution port on coal health risk review

Barbara Yaffe: Don't blame ports for growth in coal shipments

BY BARBARA YAFFE, VANCOUVER SUN COLUMNIST MARCH 3, 2014



Kids and coal dust: New Westminster trustees concerned

Richmond calls for land use clarification from Port Metro

RICHMOND NEWS
MARCH 18, 2014 01:29 PM

Delta moving ahead with coal review committee



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JESSICA KERR / DELTA OPTIMIST
MARCH 21, 2014 12:00 AM

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PROTECTING OUR REPUTATION

- In 2013, Port Metro Vancouver initiated a Community Awareness Campaign with the goal of:
 - Increasing understanding of Port Metro Vancouver
 - Creating meaningful and creative ways for stakeholders to engage and support us
 - Managing reputation as PMV works to expand trade of containers and natural resources throughout the region to Asia
 - Build support for project approvals for future expansion

An aerial photograph of a port area with a city skyline in the background. The port features several large orange gantry cranes and a dock with various structures. The city skyline includes numerous high-rise buildings. The water is a deep blue, and the sky is clear.

TAKING A TWO-PRONGED APPROACH

- The campaign relies on two primary approaches:
 - **Promote:** Leverage public relations and advertising to create an engaging campaign that cuts across multiple media channels, driven by content that balances the rational argument with the *emotional* appeal
 - **Advocate:** Develop a public affairs rapid response system that takes a *24/7*, always-on approach to *respond* and *proactively inform* media, stakeholders and influencers so the Port's story is accurately shared and heard

AT A GLANCE: PROMOTE

- The Promote approach utilizes traditional public relations and advertising strategies and tactics to build awareness of the port throughout the community and to shape its image
- The Promote campaign uses a fully integrated approach involving:
 - Paid Media
 - TV, Multicultural Radio, Print, Cinema, Paid Digital
 - Social Media
 - Facebook, Twitter, YouTube
 - Content Creation
 - Video series
 - Social media graphics and postcards
 - Webisodes to tell stories of the port and engage the community



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By Reach: **51,424**



Port Metro Vancouver
 Our team of more than 500 is the story of who we are and how we're able to make the world's fresh fruits, grains and vegetables that arrive in Vancouver via the Port.
 It's more than just a job, it's a passion. Share in our stories, international updates.
 1500 Columbia Street, 5000, Vancouver, B.C. V6C 3K8

By Engaged User: **36,048**



AT A GLANCE: ADVOCATE

Vancouverites not so opposed to coal exports, industry poll shows

BY DERRICK PENNER, VANCOUVER SUN FEBRUARY 26, 2014

- The Advocate approach developed by Port Metro Vancouver relies on a rapid response system to get the message out, as well as to correct inaccurate stories or misinformation
- Divided into two teams:
 - Monitoring
 - Media and social media monitoring to catch stories or trends as they break
 - Provide proactive recommendations / insight
 - Issues Management
 - Once an opportunity is identified the writing team crafts the necessary messaging, LTE' s, Op Eds, Q+A' s, or fact sheets
 - This team also works with stakeholders and coalition partners to ensure messaging is shared with appropriate third-parties



Barbara Yaffe: Public relations a key ingredient for Port Metro Vancouver

By VANCOUVERNEWS - Mon Nov 18, 6:43 pm

Infographic: Port Metro Vancouver cargo statistics

The Globe and Mail
Published Tuesday, Nov 18 2014, 7:21 PM EDT
Last updated Tuesday, Nov 18 2014, 7:21 PM EDT

Barbara Yaffe: Port Metro Vancouver tries to play nice with its neighbours – Vancouver Sun



news / straight talk

Port authority responds to Burnaby mayor

By VANCOUVERNEWS - Mon Nov 18, 2014 at 5:49 PM

VIDEOS

PortMetroVan

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Port Stories: Colleen

8,247 views 3 months ago

Colleen Goto and Fresh Point Produce work to ensure Vancouver has access to a wide variety of global products. She has been with the company for 20 years, importing and exporting fresh produce, servicing many local and international businesses including the cruise ship industry in Vancouver. Colleen knows there is a wide variety of products available to our community ...

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Q&A
THANK YOU

