PORT METRO VANCOUVER: Community Awareness Campaign

March 24, 2014

Marko Dekovic, Manager, Government Affairs & Strategic Communications
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
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
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 (2\textsuperscript{nd} 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
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 SINGH AND LARRY PYN, VANCOUVER SUN   FEBRUARY 6, 2013
Port Metro Vancouver cited for ‘greenwashing’ in contentious habitat restoration works on Boundary Bay
BY LARRY PYN, VANCOUVER SUN   SEPTEMBER 2, 2013
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
 Delta moving ahead with coal review committee
BY JESSICA KERR / DELTA OPTIMIST   MARCH 21, 2014 12:00 AM
Kids and coal dust: New Westminster trustees concerned
Richmond calls for land use clarification from Port Metro
RICHMOND NEWS   MARCH 16, 2014 01:29 PM
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
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

PORT METRO VANCOUVER

portmetrovanouver.com
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 - Mar 18, 6:40 pm