## Appendix II

## **Communications Plan**

| Activity  | Benefits  |          |                     |                 |          |                  |              | Target A            | udienc        | е                  |                                |                                  |                               |                      |           |
|---|---|----------|---------------------|-----------------|----------|------------------|--------------|---------------------|---------------|--------------------|--------------------------------|----------------------------------|-------------------------------|----------------------|-----------|
|   |   | Gov't    | Private<br>Industry | Youth<br>Groups | Families | School<br>Groups | Seniors      | Community<br>Groups | Park<br>Users | Nature<br>Tourists | Environ.<br>Interest<br>Groups | Individuals & Sports Enthusiasts | Organized<br>Sports<br>Groups | Tourism<br>Operators | Cost      |
| Interpretive Signage -<br>Shubie Park                               | Long-term marketing opportunity & good corporate citizenry  | V        | <b>V</b>            |                 |          |                  |              |                     |               |                    |                                |                                  |                               |                      |           |
|   | Interesting/educational panels explaining the cultural and historical significance of canal features within Shubie Park |          |                     | V               | V        | V                | V            | V                   | V             |                    |                                |                                  |                               | V                    | \$40,000  |
| Upgrade Website   | Post interpretation of sites<br>& promotial material; maps;<br>create linkages; post<br>current news & What's New       |          | <b>V</b>            | √<br>√          | √<br>√   | √<br>√           | √            | √                   | √<br>√        | V                  | <b>V</b>                       | V                                | V                             | √<br>√               | \$5,000   |
| Develop a 'Friends of the<br>Canal/Waterway'<br>recognition program | Publically recognizes those individuals/ groups/ organizations supporting the development of the canal/waterway         | V        | V                   | $\checkmark$    | V        | V                | V            | V                   | V             | V                  | V                              | V                                | V                             | V                    | \$5,000   |
| Co-publishing   | Share the cost of publishing articles, newsletters, brochures, etc. with partner organizations                          | <b>V</b> | √                   |                 |          |                  |              | V                   |               |                    |                                |                                  | √                             | V                    | \$5,000   |
| Merchandising   | Sponsor events & raise awareness of SCC with crested merchandise  |          | <b>V</b>            | <b>√</b>        |          | V                |              |                     |               |                    |                                |                                  | V                             |                      | \$20,000  |
| Update Video  | Make current 11 minute video up-to-date for website & requested group presentations                                     | V        | <b>V</b>            | <b>√</b>        |          | V                |              | $\checkmark$        |               |                    |                                |                                  | $\checkmark$                  | $\checkmark$         | \$30,000  |
| SCC Signage at Waterway<br>Crossings                                | SCC 'branded' signage at<br>all waterway crossings<br>from Hfx. Harbour to<br>Maitland                                  |          | <b>V</b>            | <b>√</b>        | <b>√</b> | V                | $\checkmark$ | $\checkmark$        | V             | V                  | <b>√</b>                       | V                                | V                             | √                    | \$3,500   |
| Projected Cost  |   |          |                     |                 |          |                  |              |                     |               |                    |                                |                                  |                               |                      | \$108,500 |