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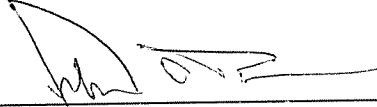


PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Halifax Regional Council
May 15, 2007

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:


John O'Brien, Manager, Corporate Communications

DATE:

May 15, 2007

SUBJECT:

Come to Life-- Request to Sign the Nova Scotia Brand Charter

INFORMATION REPORT

ORIGIN

The Province of Nova Scotia, in cooperation with the private sector, has undertaken a branding initiative designed to project a consistent, focussed message in its marketing efforts to ensure that the image of Nova Scotia is portrayed in a progressive manner, and that the branding campaign will assist in the continuing development of its economy, culture, and way of life.

The "*Come to Life*" Brand Charter (Attachment 1) has been developed by the province to formalize the involvement of public and private sector organizations in the brand initiative. HRM, among others, will sign the Brand Charter at a ceremony in Halifax on May 17, 2007.

BACKGROUND

According to the Charter document, the "*Come to Life*" branding is rooted in a series of attributes: coastal, accessible, safe, genuine, dependable, creative, innovative and resourceful, all of which make Nova Scotia a wonderful place to work, play and visit. In combination, it is believed, "these attributes contribute to a wonderful quality of life that offers the opportunity for a variety and balance unrivalled anywhere. As a result, Nova Scotia is a wonderful place to live, work, play, and visit."

The intent of this branding is to market the province in a positive, professional and consistent manner, and will require a dedicated effort over an extended period of time to be successful. During the past few years, the province has asked the private and public sectors to endorse the branding effort by signing the Nova Scotia Brand Charter.

The Charter itself, asks that those who sign it agree to the following:

1. *The parties agree to work cooperatively to advance the agenda for the further development of the Brand Nova Scotia Initiative.*
2. *The signatories agree to use the "Come to Life" logo, wordmark and any other elements of the Brand identity in accordance with the established standards.*
3. *The parties agree to make best efforts to undertake joint marketing and communications efforts and to promote the Nova Scotia brand at all possible times.*
4. *The parties agree to work cooperatively to defend the brand when it is unfairly and inappropriately portrayed.*

DISCUSSION

The attributes which the Brand initiative for the province promotes, are ones that HRM, as a corporation, also promotes. In successful marketing, it is important that the message be consistent and powerful. In order to achieve this, there has to be cooperation among all those interests represent. It is understood the intent of the province's branding initiative is to combine the resources of the public and private sectors to effectively market and communicate the positive attributes of Nova Scotia to the world, and to enhance investment, trade and economic development opportunities as a result. Taking into consideration that four out of 10 Nova Scotians reside within HRM, a successful branding campaign would also be of benefit to this municipality. HRM is the Capital City of Nova Scotia and the province's major financial, medical, educational and transportation centre. Therefore, any marketing and promotional effort that would attract business to invest here, tourists to visit, or encourage other Canadians and those from other countries to come to live, work play and learn here, would be a definite benefit to HRM, and the province as a whole. Although HRM's tourism and economic development efforts are led by arms length organizations, i.e., Destination Halifax (scheduled to sign Charter on May 17) and the Greater Halifax Partnership (signed Charter previously), endorsement of the branding effort by HRM would convey a sign of support of the province's effort and send a signal to others in the public and private sectors that HRM, as the largest municipality in Nova Scotia, supports this effort to market and promote Nova Scotia to the world. The opportunity to become a partner in this initiative would give HRM more exposure through the promotions that the province will be undertaking as part of this program. Such strong, positive messaging will help us in promoting HRM and its excellent quality of life.

BUDGET IMPLICATIONS

There are no direct budget implications as a result of signing the Nova Scotia Brand Charter as it does not ask for financial contributions in the Agreement as stated in the Charter.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

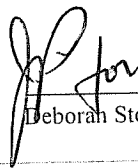
This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ATTACHMENTS

- Nova Scotia Brand Charter
- Charter Membership - Terms of Reference
- Members and Members-To-Be

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by :



Deborah Story, Manager, Marketing, Design and Print Service

NOVA SCOTIA BRAND CHARTER

Preamble

The Government of Nova Scotia in cooperation with the private sector has undertaken the initiative to develop a Brand for the Province designed to project a consistent, focused message to the market. The purpose of the branding program is to enable the public and private sector to market Nova Scotia in a progressive manner and assist in the development of our economy, our culture and our way of life.

The brand is rooted in a series of attributes of the Province, that taken as a whole, describe a place and a people that is quite rare and special. These attributes are *coastal, accessible, safe, genuine, dependable, creative, innovative, and resourceful*. In combination, these attributes contribute to a wonderful quality of life that offers the opportunity for a variety and balance unrivalled anywhere. As a result, Nova Scotia is a wonderful place to live, work, play, and visit.

While the overall management of the Brand will reside with the government, it is owned by all Nova Scotians and having it embraced by many sectors within the Province is vital to the success of this initiative.

The Charter is designed to formalize the involvement of public and private sector organizations in the Brand initiative. As a signatory each organization agrees to foster the development of the Brand through marketing and communications efforts and to embrace the meaning and intent of the Brand through the development of policies, programs and organizational governance.

Undertakings

Whereas, the Government of Nova Scotia in cooperation with the private sector has developed a new brand and associated positioning for the Province and, Whereas, the intent of this branding is to market the province in a positive, professional and consistent manner and, Whereas, cooperation between the public and private sector in this regard are key factors for success and, Whereas, success for the Brand initiative will require a dedicated effort over an extended period of time.

Therefore

1. The parties agree to work cooperatively to advance the agenda for the further development of the Brand Nova Scotia Initiative.
2. The "party of the second Part" agrees to use the logo, wordmark and any other elements of the Brand identity in accordance with the established standards.
3. The parties agree to make best efforts to undertake joint marketing and communications efforts and to promote the Nova Scotia brand at all possible times.
4. The parties agree to work cooperatively to defend the brand when it is unfairly and inappropriately portrayed.

IN WITNESS WHEREOF the parties hereto have executed this Agreement this day of , 2007.

Per: _____
Province of Nova Scotia

& Per: _____

NOVA SCOTIA COME TO LIFE CHARTER

Taking Nova Scotia's Story to the World

Global competition for investment capital, job creation and tourism is at an all-time high and will only increase in the coming years. In the midst of this competition, Nova Scotia needs to differentiate itself through a powerful and consistent marketing and communications effort. Consistent messaging about Nova Scotia is positive for everyone with a vested interest in the province - businesses, citizens, expatriates, immigrants, students and visitors.

Nova Scotia is known for many things - its beauty, its coastline, its talented people. It is also a place that is innovative, creative, accessible, safe, genuine, resourceful and dependable. Nova Scotia provides people with a feeling of balance and variety that is rare in this world.

Communicating one vision, one perception, one brand - and taking Nova Scotia's story to the world - is the goal of the Nova Scotia *Come to life* initiative.

"As soon as we heard about the effort to promote our province, we wanted to get involved. Nova Scotia is a great place to live and run a business, and we will help deliver that message to the rest of the world." - Debra Donovan, president and CEO of Scotia Slate

A Partnership Approach

The Government of Nova Scotia initiated a destination branding initiative, Nova Scotia *Come to life*, in March 2005. The intent of the initiative is to combine the resources of the public and private sectors to effectively market and communicate the positive attributes of Nova Scotia to the world and to enhance investment, trade and economic development opportunities as a result.

An essential element of the initiative is the partnership between the public and private sectors, which helps to extend the reach of the new brand. Key to this partnership is the Nova Scotia *Come to life* Charter.

The Nova Scotia *Come to life* Charter is a way to engage private-sector organizations in fulfilling the objectives of the brand initiative. Nova Scotia's many attributes need to be communicated. The charter program is intended to ensure that consistent messages are communicated to key audiences, including investors, employers, visitors, students, immigrants and the media.

"From our perspective, this is the right time for us to organize our efforts to promote Nova Scotia, and it's a great fit with the work our group is doing. Our members are committed to being ambassadors for the program, communicating the attributes of Nova Scotia to markets and organizations across the country and beyond." - Dela Erith, executive director, Nova Scotia Fruit Growers Association

Embracing Nova Scotia's Brand

Several Nova Scotia companies and organizations have become charter members. They have signed an official charter document, which formalizes their involvement in telling Nova Scotia's story. As a charter member, each organization agrees to help develop and support the *Come to life* initiative through marketing and communications efforts and to embrace the meaning and intent of the brand through the development of policies, programs and organizational governance.

Becoming a charter member means working with other Nova Scotia leaders to:

- help promote *Come to life* activities as they are launched
- participate in a variety of advisory opportunities that help guide the evolution of the initiative
- promote the key attributes of Nova Scotia at every opportunity through marketing and communications activities
- act as an ambassador of Nova Scotia when called upon to participate in *Come to life* activities
- share initiative communications with business colleagues and associates, including customers and employees whenever possible
- encourage other businesses and private groups to support the *Come to life* initiative

"Each year, we welcome more than three-million passengers and deal with international clients. We see the benefits of working with the province to get Nova Scotia's story out to the world." - Jerry Staples, director of marketing and business development for
Halifax International Airport Authority.

A Unique Advantage

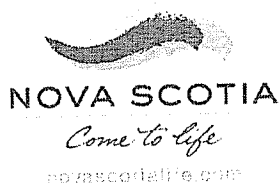
To be successful, the Nova Scotia *Come to life* initiative must be a partnership with leadership from both the public and private sectors. No one sector alone can redefine Nova Scotia and change perceptions about the province. It must be a combined effort with active partners.

Additional benefits of becoming a charter member include:

- access to, and participation in *Come to life* activities, seminars, workshops, missions, etc.
- opportunities to provide input on development of the initiative
- inclusion in *Come to life* communications activities
- access to the network of *Come to life* charter members
- opportunities to consult with government officials on *Come to life* activities

It's our people, our products and our quality of life that give us a unique advantage - that makes Nova Scotia a rare and special place. Let's work together to share our strengths, and our pride, with the world.

**For more information on becoming a *Come to life* charter member, please contact
NovaScotialife@gov.ns.ca**



***Come to life* - Charter Membership Terms of Reference**

Vision: One Nova Scotia - one vision, one perception, one brand. That is the goal of the Nova Scotia *Come to life* initiative. By promoting the province as the best place in which to do business, live, work, invest, play, receive an education and visit, we are helping to build a stronger Nova Scotia.

Preamble: Nova Scotia *Come to life* is a public-private sector place branding initiative, lead by Communications Nova Scotia. The purpose of the initiative is to increase Nova Scotia's economic performance by attracting more business, immigrants, students and visitors to the province.

To help spread the "Nova Scotia" message, the initiative must have broad support, including involvement from the public and private sectors. Nova Scotia businesses, associations and organizations are among our best ambassadors. They can help tell the Nova Scotia story to the world. By working together to promote Nova Scotia as a place to learn, visit, prosper and live, we can fulfill the Nova Scotia *Come to life* vision.

Purpose: Charter Members are responsible for communicating and embracing goals and messages of the Nova Scotia *Come to life* initiative. The mandate of the charter member group is to:

1. deliver the Nova Scotia *Come to life* vision to internal and external audiences
2. incorporate Nova Scotia *Come to life* promotional tools and messaging into current communications, i.e. advertising, public relations, news releases, speeches, websites, packaging, signage, etc.
3. act as ambassadors for the Nova Scotia *Come to life* brand, promoting and defending our province and our "brand" when necessary
4. raise awareness about Nova Scotia and help to educate the world about the benefits of doing business, living, and working, learning and playing in Nova Scotia

Composition: Nova Scotia *Come to life* charter membership will be comprised of organizations, associations, universities and businesses in Nova Scotia that represent our successes and strengths.

Decision-Making Mechanisms: Charter members will advise the Nova Scotia *Come to life* project team about anything that may impact the Nova Scotia brand. In addition, the Nova Scotia *Come to life* project team will consult with charter members on brand activities (seeking input, direction, advice, and/or providing information).

Charter Member Roles and Responsibilities:

To the greatest extent possible, Nova Scotia *Come to life* charter members will:

5. include Nova Scotia *Come to life* brand messaging and attributes when communicating with clients and partners
6. use, when appropriate, Nova Scotia *Come to life* promotional items and logo in conjunction with existing and/or new communications/promotional tools
7. identify opportunities to help spread the Nova Scotia *Come to life* message
8. embrace the meaning of the brand through development of policies and programs
9. participate in Nova Scotia trade shows and other business opportunities aimed at promoting the province
10. defend the brand, when appropriate

Project Team Roles and Responsibilities:

The Nova Scotia *Come to life* project team will provide charter members with:

1. access to logo and brand marketing materials
2. access to brand photo and video library
3. support in their efforts to act in a brand-consistent manner
4. opportunities to share their stories of success
5. opportunities to participate in brand activities and events

Come to Life-- Request to Sign the Nova Scotia Brand Charter

May 15, 2007

Current members of the "Come to Life" charter group:

Brain Repair Centre
Credit Union Atlantic
Acadian Seaplants
Saint Mary's University
Eassons Transport Ltd.
Michelin
Oxford Frozen Foods
Canadian Manufacturers and Exporters (Nova Scotia division)
Glenora Inn and Distillery
Cape Breton Partnership
C-Vision
EastLink Television
Halifax International Airport Authority
Greater Halifax Partnership
EduNova
International Language Institute
High Liner Foods Incorporated
Scotia Slate
Nova Scotia Fruit Growers Association
Credit Union Central
Atlantic Superstore
Heritage Gas
Alexander Keith's
RCR Hospitality Group

List of members scheduled to sign on Thursday May 17, 2007:

Acadia University
Antigonish Regional Development Authority
Antigonish Chamber of Commerce
Black Business Initiative
Bluenose Coast
BioNova
Nova Scotia Community Business Development Corporations
Coastal Communities Network
Colchester Regional Development Agency
Dalhousie University
Destination Halifax
Forest Products Association of Nova Scotia
Grand Pre Winery
Halifax Regional Municipality
Halifax Farmers' Market
The Hawk 101.5
HB Studios
Isle Madame Confections Inc
MedMira
Oak Island Resort
Strait Area Chamber of Commerce
WearWell Garments
Taste of Nova Scotia
xwave
ZedEvents.