



11^{TO}
12

A Gateway to Regional Job Opportunities

In this business and career lesson, students explore the impact of the growth at the Port of Prince Rupert on economic activity in the region in general. Students learn about the concepts of direct, indirect, and induced employment. In small groups, students select a local business and research its past, present and anticipated future as well as its economic connections to the Port of Prince Rupert. The lesson is informed by the big idea of Interdependence.

CLASSROOM TIME REQUIRED

2 teacher-led sessions of 50 – 60 minutes; 3 or 4 sessions for the student-led research project; 1 session for student presentations

LEARNING OBJECTIVES AND OUTCOMES

Students will:

- Examine the impact of the Port of Prince Rupert on economic activity in the wider community
- Research a regional business and evaluate its direct and indirect economic relationship with the Port of Prince Rupert
- Understand and use accurately the terms: direct, indirect and induced employment

MATERIALS REQUIRED

- Blackboard, whiteboard or flip chart
- YouTube video, *Port of Prince Rupert* (4 minutes, 44 seconds long):
- Scott Farwell (Manager, Crest Hotel) quotation from *The Northern View* article (see *Attachments* below)
- Port of Prince Rupert: *Economic Impact Study Update (Final Report)*
- Sufficient copies of the following newspaper articles (enough to give a copy of each article to one third of the class):
 - *The Northern View*, April 12th 2012: *Prince Rupert Port Authority CEO discusses economic impact study and growth*
 - *Vancouver Sun*, June 25th 2012: *Port is an economic driver for B.C.*
 - *Vancouver Sun*, September 22nd, 2012: *Port's growth returns prosperity to Prince Rupert*
- List of Employers Attending the 2013 Prince Rupert Job Fair (see *Attachments* below)
- List of 2012 Business Excellence Awards, Prince Rupert Chamber of Commerce (see *Attachments* below)

TECHNOLOGY RESOURCES REQUIRED

- Computer and projector or Smart Board for playing online videos and displaying print resources
- Computer and Internet access for student research

TEACHER PREPARATION

- Set up the computer and projector or Smart Board to display video and text resources for the lesson
- Print copies of the newspaper articles listed under *Material Required* above

CRITICAL VOCABULARY (see Glossary for definitions)

Direct employment

Indirect employment

Induced employment

LESSON DEVELOPMENT

Activity 1

- Show students the short video, *Port of Prince Rupert*. (This video sets the context for the growing activity at the Port.)
- Write or project the following quotation on the board:
“I truly believe Prince Rupert is on the edge of very exciting times with the increase in traffic through the port facilities... I also believe there are good...opportunities out there in Prince Rupert for people to start a business and fill a need. If you are hard working and committed, you can make it happen.”
(Crest Hotel manager Scott Farwell, quoted in *The Northern View*, January 19, 2011)
- Give students two minutes to read the quotation, reflect, and write a response.
- Give students three minutes to share their response with a partner, and to reflect and write a response to their partner’s statement.
- Have pairs combine to form into groups of 4 – 6. Ask students to share their responses within the group and choose one response to share with the whole class.
- Lead and record a discussion about the shared responses, summarizing students’ perspectives, and noting positive and negative perspectives.

Activity 2

- Using a computer and projector or Smart Board, display the list of Port of Prince Rupert Growth and Development Activities that are already underway or are planned. (See *Attachments* below.)
- Ask students what advantages they think this expansion is likely to have for their community:
 - Will there be more jobs as a result?
 - What impact does having more job opportunities have on an area?
 - What are the benefits to the community of higher levels of employment?
 - If more people are paying tax, how will that benefit the community?

Activity 3

- Write the following terms on the board: direct employment; indirect employment; induced employment.
- Give students two minutes to consider the terms and write down what they think the terms mean.
- Pair students with a partner and give them two or three minutes to compare their written notes and

identify the answers that they think are best or most appropriate.

- Ask pairs to share their thinking with the rest of the class. Record responses on the board.
- Using a computer and projector or Smart Board, display the definitions of direct, indirect and induced employment found in Section 1.1 of the *Port of Prince Rupert: Economic Impact Study Update* (Final Report) (p. 1). Discuss the definitions in relation to the suggestions that the students provided.

Activity 4

- Display from the same *Economic Impact Study Update* report the *Figure ES-1 On-Going Total Economic Impacts of Port of Prince Rupert in British Columbia* (on p. i of the report's Executive Summary).
- Briefly discuss the figures provided in the table, focusing particularly on the figures for indirect and induced employment.
- Ask students what such figures mean in real, concrete terms for Prince Rupert:
 - Can they speak to the indirect economic impacts from their own experience or observations?
 - What examples of economic activities in Prince Rupert have they noticed?
 - Do they think that this is connected to growth at the Port or to some other cause?

Activity 5

- Put students into groups of three and give each group a copy of the following newspaper articles:
 - The Northern View, April 12th 2012: *Prince Rupert Port Authority CEO discusses economic impact study and growth*
 - Vancouver Sun, June 25th 2012: *Port is an economic driver for B.C.*
 - Vancouver Sun, September 22nd, 2012: *Port's growth returns prosperity to Prince Rupert*
- Ask students to assign one article to each group member. Have students read their article and note down or highlight with a highlighter pen 5 key points. Then ask students to share their 5 key points with the others in their group.
- Have students provide feedback to the whole class by asking them to share one of their 5 key points. Record students' responses and then as a class make connections between them. Draw the lines of connection on the board.

Activity 6

- Put students into groups of 3-5. Explain that they are going to investigate some aspects of the indirect benefits of the Port of Prince Rupert's growth on the local economy through a research project on a local business.
- In their groups, students select a local business to research. Ensure that each group selects a different business. You may also wish to ensure that businesses that serve the Port are included (in addition to some that do not). Refer to the list of *Employers Attending the 2013 Prince Rupert Job Fair* and the list of *2012 Business Excellence Awards Winners* (see *Attachments* below) for some ideas about businesses to research.
- Lead the class in the collaborative development of assessment criteria for the research project, including the type of content/information to be incorporated. In addition to accessing online and print-based sources of information, students will need to interview the business owners and/or appropriate members of staff. Suggestions for content include:
 - Details of who owns the business and the number of employees

- The focus/purpose of the business and who its main customers are
- A history of the business, including when it was established and how it has changed over time
- Any particular challenges and successes that the business has experienced
- Details of business activities/relationship with the Port of Prince Rupert (as appropriate)
- Evidence (anecdotal or otherwise) of the impact of the Port's growth on the business
- Vision, plans and/or hopes for the future
- Illustrative photographs (if the business is an old one, include archival photos)
- Give students the option of presenting their research as a poster, booklet, PowerPoint or Prezi presentation)

ASSESSMENT

Students share their work with the class, outlining their research process and presenting their findings. Their final presentations are submitted for assessment and grading.

MODIFICATIONS

If less time is available, the class as a whole could pick just two local businesses to research – one that serves the Port and one that does not. Responsibility for sourcing the different kinds of information required can be shared across the class.

EXTENSIONS

Invite the owner of a local business that serves the Port to give a talk to the class on the history of his/her business and its present and future prospects.

LESSON PLAN RESOURCES

- YouTube video, *Port of Prince Rupert* (4 minutes, 44 seconds long)
- Port of Prince Rupert: *Economic Impact Study Update (Final Report)*
- Sufficient copies of the following newspaper articles (enough to give a copy of each article to one third of the class):
 - The Northern View, April 12th 2012: *Prince Rupert Port Authority CEO discusses economic impact study and growth*
 - Vancouver Sun, June 25th 2012: *Port is an economic driver for B.C.*
 - Vancouver Sun, September 22nd, 2012: *Port's growth returns prosperity to Prince Rupert*

ATTACHMENTS (below)

- Scott Farwell (Manager, Crest Hotel) quotation from The Northern View article
- List of Employers Attending the 2013 Prince Rupert Job Fair
- List of 2012 Business Excellence Awards Winners

“I truly believe Prince Rupert is on the edge of very exciting times with the increase in traffic through the port facilities...I also believe there are good...opportunities out there in Prince Rupert for people to start a business and fill a need. If you are hard working and committed, you can make it happen.”

(Crest Hotel manager Scott Farwell, quoted in The Northern View, January 19, 2011)



Port of Prince Rupert Growth and Development: Activities Underway or Under Consideration

- Ridley Terminals is undergoing a \$200-million expansion that will double its coal-handling capacity from 12 million to 24 million tonnes a year.
- A \$90-million road and rail infrastructure project for Ridley Island is already funded. An environmental assessment decision is expected in October. Construction could begin by the end of the year.
- Maher Terminals' \$600-million expansion proposal, which will bring the Fairview Terminal's container capacity up to 1.2 million TEUs.
- Two of the world's major liquefied natural gas players, U.K.-based BG Group and Malaysia's Petronas, have options on properties on Ridley Island and the adjacent Lelu Island to build LNG plants and export terminals.
- Spectra Energy and partner BG Group are proposing a \$6-billion pipeline to bring gas from northeastern B.C. to Ridley Island to feed the proposed LNG boom.
- Potash producer Canpotex is considering a \$400-million export terminal in partnership with CN Rail.

(Source: Vancouver Sun, September 21, 2012)

List of Employers attending the 2013 Prince Rupert Job Fair

(Source: <http://www.bcjobsplan.ca/prince-rupert-job-fair/>)

- **Aecon:** Aecon Group Inc. is Canada's largest, publicly traded construction and infrastructure development company. Aecon and its subsidiaries provide services to private and public sector clients throughout Canada and on a selected basis internationally.
- **Bantrel Co.:** Since 1983, Bantrel has designed and built some of the largest and most complex energy related projects in Canada. Our wholly owned subsidiary Bantrel Constructors Co. has executed over \$1 billion in construction work since 2003.
- **Bear Creek Contracting:** Bear Creek Contracting Ltd. is a North Western BC based company that provides construction, transportation and support services. Our Team prides itself on a job well done in a safe and efficient manner, which in turn has established Bear Creek Contracting as a "go to company" in the region.
- **Canadian Fishing Company:** We are a fish processing and canning facility. The bulk of our processing is during the salmon season, which occurs in July and August so we are an ideal job opportunity for students.
- **CityWest Cable & Telephone Corp:** We are a telecommunications company serving the Northwest from Prince Rupert to Houston with telephone, Internet and cable television.
- **Investors Group:** Investors Group is a part of IGM Financial, and a member of the Power Financial Corporation group of companies, one of Canada's largest and most respected companies.
- **Maple Leaf Loading LTD:** Maple Leaf Loading Ltd is a growing transportation and mining support company. We currently have operations in Stewart, BC/Watson Lake, Yukon, Chetwynd, BC and Grande Cache, BC.
- **National Car Rental:** We are a car rental specific company. Dealing in the rental and leasing of fleet to all types of groups in BC. We have 9 cities we operate in, and our home office is located in Terrace, BC.
- **Northern Health:** Northern Health provides health services to 300,000 people over an area of 600,000 square kilometers in the province of British Columbia.
- **Pacific Pilotage Authority:** The Pacific Pilotage Authority (PPA) administers pilotage throughout the British Columbia. The PPA hires, trains and oversees the BC Coast Pilots that get on board internationally registered ships and safely navigate them to and from our BC ports.
- **Pile Drivers, Divers, Bridge, Dock and Wharf Builders Local 2404:** We are a trade union that has been building BC since 1920. We are very busy in Northwest BC and would like to start apprentices and qualified local residents.
- **Prince Rupert Port Authority:** With expanding trade capacity, the Port of Prince Rupert is creating quality jobs and economic opportunities in Prince Rupert and neighbouring communities along the Northwest Transportation Corridor in northern BC.
- **Quickload CEF Inc.:** Quickload provides high quality cargo handling services to customers transiting the Port of Prince Rupert. The company combines deep experience operating in the Pacific Northwest, modern facilities, and up-to-date equipment with innovative approaches.

**Prince Rupert & District Chamber of Commerce
2012 Business Excellence Awards**

(<http://princerupertchamber.ca/calendar-events/business-excellence/>)

Rookie Business of the Year: **The Fresh Onion**

Child-Friendly Business of the Year: **Cowpuccino's**

Green Award: **Metlakatla Wilderness Trail**

Aboriginal Business of the Year: **PAC 10 Tutoring**

Small Business of the Year, Industry, Manufacturing and Transportation: **Stuck On Designs**

Small Business of the Year, Hospitality, Tourism and Service: **Cow Bay Café**

Small Business of the Year, Retail: **Eddie's News**

Excellence in Customer Service: **The Crest Hotel**

Newsmaker of the Year: **Rupert Square Mall**

Community Involvement Award: **Prince Rupert Rampage**

Volunteer Organization of the Year: **Prince Rupert Special Events Society**

Business of the Year: **Ridley Terminals**