



Greater Victoria Harbour Authority
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For Immediate Release
Thursday, April 14, 2011

GVHA'S STRENGTH IS IN PROPERTY MANAGEMENT **SURVEY HIGHLIGHTS CUSTOMER SERVICE GAINS**

Victoria, British Columbia: Victoria Harbour is home to more satisfied customers dockside after high levels of satisfaction were polled among residents and users of the marine properties run by [Greater Victoria Harbour Authority \(GVHA\)](#).

In fall of 2010, GVHA commissioned a survey from market research company R.A. Malatest & Associates to assess GVHA's reputation among stakeholders, clients and residents of the Capital region.

The survey found that residents and harbour property users are enjoying the activities and amenities provided in the harbour. Each year, GVHA sponsors events like the international Swiftsure yacht race. Dock staff tackles the complex task of rearranging long-term moorage customers to make room on the docks for an influx of boats during marine events such as the Victoria Dragon Boat Festival and the Classic Boat Festival.

Approval of the way properties are managed and the quality of marina services was found to be generally high, both among area residents and clients.

GVHA still has work to do to meet the expectations of the clients of [Fisherman's Wharf](#). Ratings are lower in all areas of the survey from these clients. GVHA attributes this in part to the upgrades being conducted in the mid-section of the facility at the time.

"The Fisherman's Wharf clients have seen a lot of change in the past five years," said Sonterra Ross, Acting CEO. "Significant upgrades to the facility have also been matched with increases in rates to achieve market rates. We're optimistic that now that the renovations are finished, the clients will be able to settle back in and the approval ratings will increase."

Respondents that agreed GVHA is fulfilling its mandate were 68% of clients, 59% of residents, 54% of legal influencers and 51% of community groups. Each sector identified service quality (how GVHA acts as

an advocate of the Victoria harbour and a leader in stakeholder/community engagement) as the biggest challenge facing GVHA in fulfilling that mandate.

Commercial development was viewed as an almost equally significant challenge by 36% of residents and 44% of community group respondents.

GVHA also needs to address the general lack of awareness among Greater Victoria residents. The market research firm concluded there is a misperception among the public on what the society does and the scope of its responsibilities. GVHA is a non-profit society that owns and operates several marinas in Victoria Harbour, as well as a deep sea terminal at Ogden Point. Currently, the cruise industry is the largest single user of the deep sea facility. Cruise ships brought more than 570,000 visitors and an economic impact of more than \$164 million to the region last year.

The survey polled regulatory bodies, member agencies and community groups, commercial and guest moorage clients, and residents of Greater Victoria. All groups rated GVHA low in its commitment to act in the best interest of Victoria harbour and effectiveness of the society's responses to public concerns. The report notes that addressing these issues could provide the greatest positive results.

"Reporting to the member agencies and community groups is a high priority for GVHA," continued Ross. "We will be increasing our efforts to engage with all stakeholders over the next year."

Further Reading:

[2010 GVHA Reputational Survey Final Report](#)

Greater Victoria Harbour Authority (GVHA), a not-for-profit society, owns and operates deep water, marina and upland holdings throughout Victoria's harbour including the large vessel Ogden Point port facility, Victoria's renowned Fisherman's Wharf, and the inner harbour's luxury yacht and marine tourism facility at Ship Point. GVHA's vision is a harbour where people live, learn, work and play; a spectacular gateway into Victoria's past and into its future, monumental in look and feel, linking communities and all people together. GVHA is governed by a board of directors representing key stakeholders and the community at large.

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