

HOPA Ports and Brock University

2023 PARTNERSHIP UPDATE



A project by Brock University students encourages people to think about Great Lakes ports as more than just industrial spaces. The PortCities website explores the port of Hamilton (pictured) and its connections to geography, transportation, recreation, environment, health, industry, and culture.

Brock University and HOPA Ports (Hamilton Oshawa Port Authority) formalized their partnership by signing a Memorandum of Understanding in January 2021 to solidify their collaborative partnership to enhance the life and vitality of the region. Both organizations are committed to working together to produce mutually beneficial outcomes that will strengthen the future of Niagara's economy. The agreement will see Brock and HOPA Ports work together to provide experiential learning opportunities, including co-op placements, and to pursue research collaborations that support marine and industry needs.

Projects and Initiatives in 2023

Brock and HOPA Ports have worked on several successful collaborations over 2023, including experiential learning opportunities and co-op placements that support marine and industry needs. This partnership continues to strengthen the connections between academia and the sectors HOPA Ports supports in the marine and shipping industries.

Research

HOPA Ports and Brock University's Goodman Group collaborated on research in 2023 by providing consultation support for a HOPA Ports project. Goodman Group developed a project proposal for the Marina Slip Expansion Feasibility Study that resulted in progression with this project for HOPA Ports.

HOPA Ports supports the Shickluna Shipyard Archaeology project, lead by Dr. Kimberly Monk, as it focuses on reengaging Niagara's maritime cultural landscape.

Student Experiential Learning

Student experiential learning provides unique opportunities for students to gain real world experience as part of their studies. The partnership between HOPA Ports and Brock University provides opportunities for students to apply their skills in an industry that plays a critically important role in Niagara's economy.

Below is a summary of Brock student experiential learning opportunities in 2023 with HOPA Ports:

- Brock MBA and Tourism Management students engaged in two co-op work terms with HOPA Ports in the roles of Digital Marketing Project Coordinator (Winter 2023) and Marina Events & Operations Co-op (Spring 2023), totally 840 hours of support.
- Through these roles, the students provided customer service support, planned special events and opportunities, conducted research and implemented various engagement strategies that supported HOPA Port's brand and customer experience.

"This work-term experience has impacted my career plans by confirming that I enjoy providing services and I am on track to becoming competent in the necessary skills. I enjoy talking to customers, memorizing their names, and checking in regularly. The most important thing I have learned is to be confident in myself." – Brock Co-op Student

Other

- HOPA Ports' Ian Hamilton and Larissa Fenn completed a presentation to Brock Senior Administration Leadership Team (SALT) in June 2023, sharing information about HOPA Ports, their partnership experience, and future opportunities with Brock University.
- Brock Alum Gina Delle Rose-Ash (BA '06), HOPA Ports' Supply Chain and Strategic Innovation Lead, was recognized as a recipient of the 40 Under 40 Business Achievement Awards 2023 in Niagara.

Next Steps

Brock and HOPA Ports will continue to explore mutually beneficial partnership opportunities for the 2024-2025 year, as they relate to furthering research, service, and experiential learning.