



JANE MCIVOR

Publisher of *BC Shipping News*

Nanaimo add to this total. It's such a vital part of BC's industrial might that Jane McIvor launched the trade magazine, *BC Shipping News*, in April 2011. Over the next nine years, Jane and her contributors chronicled the issues preoccupying our maritime industry on Canada's West Coast.

Unless you are part of that industry, it's tough to know about the complexities and logistics of freight handling, navigation, port management and the environment.

Jane has reported on all aspects of maritime-related concerns for our province. "First," she says, "we must recognize the fragility of the marine transportation industry." She explains that political events like sudden tariffs, the US trade war with China, the Huawei executive extradition case and the coronavirus crisis all impact global shipping. She adds that, "ports, ships and the

For the past 30 years, I've been privileged to have views of Juan de Fuca Strait and Haro Strait. Every day, multiple freighters steam through these waterways, usually on their way to the Port of Vancouver. Every day, multiple freighters sail through Boundary Pass to return to Asia. As Rose George reports in her book, *Ninety Percent of Everything*, 90 percent of the stuff that feeds us, clothes us, warms us and supplies us with unending manufactured goods is delivered by ship. International shipping is the lifeblood of world trade, transporting 10 billion metric tons of cargo in 2018.

IN BRITISH COLUMBIA, 147 million metric tons of goods moved through the Port of Vancouver in 2018. The ports of Prince Rupert, Port Alberni and

entire supply chain continue to face stricter regulations to decrease the industry's carbon footprint, lessen the impact of ship noise on marine life and improve water quality." Even seemingly mundane stuff like anti-fouling hull paint triggers vigorous debates.

She outlines other maritime issues: Confrontations around the marine transportation of oil, LNG and potentially hydrogen continue to erupt; rapid pollution response is a serious challenge; harbour safety is an ever-present concern. Cyber security wasn't needed in the tall ship era, but today's ships' engines, GPS, AIS and other equipment are all connected through the internet and vulnerable to hacking. "For every



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security upgrade, there's a new way to get around it," she says.

To upgrade port infrastructure is a long, often contentious process, but every port is facing the need. Downstream, boat yards, marinas and yacht clubs face similar issues; often they struggle with the upfront costs.

MANY COASTAL CHARACTERS I've interviewed gained their marine interests on their family sailboat, fishboat or tug. Others signed up for Sea Cadets or the Royal Canadian Navy. But Jane McIvor is an outlier. Born in Toronto but brought up in Vancouver, boating was not part of her life. She earned a diploma in communications from the Columbia School of Broadcasting, followed by a bachelor's degree in International

Relations from the University of British Columbia. Her first job was at Robertson-Rozenhart, a company offering a full range of communication and management services to a wide range of industries and marine-related not-for-profit organizations.

It was Jane's introduction to marine-related societies, including such groups as the BC Bareboat Charter Association, the Cruise Industry Association of BC, the Pacific Rim Cruise Association and the Pacific Salmon Endowment Fund Society. In the '90s, one of the most

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important clients was the BC Marine Trades Association (now Boating BC), which Jane managed for a decade. For her, it was a never-ending learning experience about the breadth of BC's maritime industries. She wrote about them, managed their events, dealt with conflicts and ran public consultations.

"At one point, I became the managing editor of the *CBC Radio Guide*," she says. "It was my first introduction to publishing and I loved it."

Another role she took on was to assist OP Publishing, the publisher of *Pacific Yachting* and *BC Outdoors*. She helped with the production of monthly publications, and developed the first website for the company and its magazines at the time when firms were trying to figure out how to use the internet.

MCIVOR COMMUNICATIONS WAS born in 1998. By this time, Jane

had the experience and connections to launch her own company whose services included project management and communications for several associations serving the fishing, boating and marine trade industries. Jane had become so thoroughly marinated in marine-related subjects, her company successfully competed to manage about 12 associations, including the BC Marine Trades, BC Yacht Brokers, Cruise BC, Cruise Industry Association and the Fraser River Sturgeon Conservation Society.

IN 2011, JANE took another leap. She launched *BC Shipping News*, a print and online magazine reporting on all aspects of commercial shipping in our province. Jane's name, already well known in the marine trade association world, jumped into greater prominence. It was an intrepid move—many printed newspapers

and magazines all over North America have been dying a slow death ever since low-cost internet sites became the prime purveyor of news. Numerous print publications have reduced their print runs, published less frequently, gone digital only or ceased altogether.

Despite those trends, *BC Shipping News* grew rapidly. No other publication covered shipping specifically, and Jane and her contributors provided in-depth information on a wide variety of topics. A random sampling shows the breadth of issues covered: the Trans Mountain pipeline, changes in the marine insurance industry, challenges of shipping in the Arctic, managing marine traffic (also applicable to pleasure craft), relationships with Indigenous groups, handling ballast water, port and terminal upgrades and some fascinating tales of marine history. I always looked forward to receiving the magazine,

Martin Marine



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published 10 times a year.

Jane also published *BC Shipping News* online, and supplemented it with breaking news. I sometimes analyzed the magazine from a production viewpoint—Jane wrote many articles while also working with contributors and advertisers, designing each issue, and managing layout and printing. It was a yeowoman's job; An amazing job.

THE INTENSE AMOUNT of work led Jane to publish the last issue of her magazine in September 2019. "The publication had begun to interfere with personal and family life," she said in a lecture. "Although I loved publishing it. The people I met and the things I learned have been so rewarding. *BC Shipping News* allowed me to be a part of an industry that's going through a transformation. I felt proud to provide a voice for the industry. And a highlight of my

career was to receive the Beaver Medal of Maritime Excellence for my role as *BC Shipping News*' publisher—the youngest and first female to receive the award."



NEVER SITTING STILL, Jane has moved on to the next challenge. She's the newly appointed executive director of the Association of Pacific Ports, with its 27 members and 46 associate members from Canada, the US and ports in places like Tonga, Taiwan, Hawaii, Micronesia and the Marshall Islands. She'll be headquartered in Vancouver—which will allow her to continue her volunteer positions at the Vancouver Maritime Museum, the Royal Canadian Marine Search & Rescue and the Mission to Seafarers. Her new position will combine knowledge garnered from her international relations degree, her shipping industry background and non-profit management. 

All of *BC Shipping News*' issues can be found at issuu.com/janemci/docs/.

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