

PARKS CANADA AGENCY

*Accountability, Consultation
and Celebration*



Response to Recommendations of the
First Minister's Round Table on Parks Canada
Held April 1-4, 2001

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A MESSAGE FROM THE MINISTER OF CANADIAN HERITAGE



I would like to thank and congratulate all the participants who gave so generously of their time and energy to attend the inaugural Minister's Round Table on Parks Canada this past spring. Canada is known world-wide for the protection and presentation of its natural and cultural heritage, but we recognize there are always ways to refocus priorities and to improve service to Canadians. This meeting was an important step in working together to better protect Canada's irreplaceable national parks, national historic sites and national marine conservation areas.

The Round Table was an affirmation of the strategic priorities and directions that we have taken in the last five years to ensure that the natural and cultural heritage of Canada's special places remains healthy and whole. There was a convergence of culture and nature, an affirmation of Aboriginal values, not just for our history but for our common future. Many of the Round Table recommendations are in line with the strategic thrusts of Parks Canada and will be implemented to the extent possible. Some are subject to the availability of new funding while others require further work - they will be fully considered once new funding is made available and the studies are completed. Finally, a few are a lower priority at this time but will be further evaluated as opportunities to pursue these approaches arise at a later date.

The Round Table provided valuable insight and input to the work of the Parks Canada Agency, and put forward a long term work plan of worthwhile initiatives. I am committed to pursue the resources that are needed to continue to build a parks system that is without parallel in the world, and to commemorate and protect Canada's precious cultural heritage. I am convinced that by continuing to work together, we can continue to build the legacy for future generations - the protection and commemoration of those special places that are truly unique in the world and a source of pride for all Canadians.

A handwritten signature in dark ink, reading "Sheila Copps". The signature is fluid and cursive.

Sheila Copps
Minister of Canadian Heritage

EXECUTIVE SUMMARY

Canada's national parks, national historic sites and national marine conservation areas are places of great pride for all Canadians. The Minister's Round Table on Parks Canada held on April 1-4, 2001 provided an opportunity for Parks Canada to increase awareness of Canada's systems of national parks, national historic sites and national marine conservation areas, to celebrate these special places and to explore strategic directions for the future. Round Table participants expressed strong support for the strategic priorities of the Agency, and presented the Minister with 45 specific recommendations to improve accountability, consultation and celebration of Canada's special places.

To advance priorities, the Round Table emphasized that new funding is needed. As set out in "Opportunity for All: The Liberal Plan for the Future of Canada", the Government of Canada plans to commit \$130 million in additional funding over the next four years to establish new national parks and national marine conservation areas, and to restore the ecological health of Canada's existing national parks. On May 2nd, the Government further announced \$24 million in new funding over the next three years to create a Canadian Register of Heritage Places and related conservation and certification processes. Parks Canada has also received \$115 million in new funding over five years to address deteriorating conditions at our parks and sites. Additional funding will be required to complete the systems of national parks, national historic sites and national marine conservation areas. Additional funding will also be required for expansion of the National Historic Sites of Canada Cost-Sharing Program, a key element in the Agency's efforts to work with others to commemorate and protect Canada's precious cultural heritage.

Many of the Round Table recommendations represent the logical extension of Parks Canada's course of action. The Agency will continue to promote best practices to ensure that the natural and cultural heritage of Canada's special places remains healthy and whole. With the Department of Canadian Heritage, it will pursue the introduction of financial incentives and other means to encourage and sustain the conservation of historic places. The National Historic Sites of Canada System Plan will continue to reflect the range and diversity of Canada's history, and Parks Canada will further encourage new voices to be heard, telling new and existing stories from a range of perspectives. It will also reinforce interpretation and education activities to allow for an effective learning experience, building on Canadians' interest and attachment to heighten the sense of local and regional connectedness and to engage the communities surrounding parks and sites. The Agency will also ensure a set of consistent messages across the country to better inform, influence and involve Canadians, and it will pursue outreach activities targeted especially at youth and ethnocultural communities.

In many cases, achieving success requires the close involvement of partners. Parks Canada has a strong history of collaboration and partnership with various stakeholders and is committed to enhance partnership efforts in support of mutual goals. It will make explicit efforts to engage a broader range of the Canadian public in participation processes. It will work closely with tourism and marketing

organizations to influence and involve the tourism industry in fostering sensitive and responsible use of national parks by visitors. And it will pursue efforts to build strategic alliances with a variety of organizations that are communicating with Canadians to broaden the reach of Parks Canada messages, and to advance public understanding of and support for Parks Canada's mandate.

Recognizing and increasing awareness of the contributions and achievements of Aboriginal peoples to the culture and history of Canada is a priority. The Parks Canada Charter has been revised to recognize the rich traditions of Aboriginal peoples as a foundation for partnership. Through consultation with an Aboriginal working group, Parks Canada will examine mechanisms to strengthen its Aboriginal relationships. It will also seek further opportunities for Aboriginal youth to learn more about Canada's national parks, national historic sites and national marine conservation areas.

Some of the recommendations clearly have merit but require further study. Parks Canada will examine with other government departments the concept of a national heritage infrastructure program, a national heritage conservation trust and a "heritage first" policy in federal space procurement, and will investigate the potential for an external panel to review and report on the health and wholeness of Canada's national historic sites.

Finally, a few recommendations are a lower priority at this time but will be further evaluated as opportunities to pursue these approaches arise at a later date. Parks Canada will consider opportunities for advancing regional partnerships and for pursuing an integrated federal-provincial-territorial network of protected areas as various partnerships are developed across the national parks system over the next four years.

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FOREWORD

The Minister's Round Table allowed for a useful reflection on how Parks Canada, as an Agency, has done in its first two years — and where it is going. The Round Table model was chosen for its ability to be community based, flexible and inclusive. I believe it will continue to serve as a productive means to allow Canadians to actively participate in setting directions for Parks Canada.

The past few years have seen an intensive focus on three fundamental elements of the Parks Canada mandate. First, we have undertaken vigorous legislative, policy and program initiatives to restore our capacity to protect the ecological integrity of the national parks and to work towards the completion of the national parks system. Second, with the release of the National Historic Sites of Canada System Plan in 2000, we have renewed our direction with respect to the commemoration of our national heritage places. Finally, we are progressively strengthening our outreach and communications capacity to enrich, involve and inform Canadians as never before on the heritage which is such a fundamental part of our identity. While we have achieved many important milestones, there is still much work to be done.

The recommendations that emerged from the Round Table, in many ways, reconfirm the course that Parks Canada has been taking and the work that has already begun, including our commitment to the recommendations of the Panel on the Ecological Integrity of Canada's National Parks. I appreciate the deep support expressed for the priorities that have been established. Parks Canada will move ahead to implement the recommendations of the Round Table to the greatest extent that we can. This report sets out the response for each of the recommendations from the Round Table.

The Round Table provided an opportunity for a frank and open dialogue on the future of Canada's national parks, national historic sites and national marine conservation areas. It highlighted the importance of partnerships and alliances so necessary to achieve our common vision. Parks Canada is committed to recruit a competent and diverse workforce to enable us to do our job right, and we will ensure succession plans are in place to meet the challenges of tomorrow. Through ongoing consultations with all Canadians, we will continue to strive to be effective and accountable guardians of these special places for present and future generations.



Tom Lee

*Chief Executive Officer
Parks Canada Agency*

INTRODUCTION

The Honourable Sheila Copps, Minister of Canadian Heritage, hosted the first ever Minister's Round Table on Parks Canada in Hamilton, Ontario, on April 1-4, 2001. The Round Table, a requirement of the *Parks Canada Agency Act*, is intended to advise the Minister of Canadian Heritage on the performance of Parks Canada and matters related to the Agency's responsibilities.

Approximately 90 selected Canadian stakeholders from across Canada were invited to discuss matters relating to the natural and cultural heritage of Canada in a future oriented, think-tank environment on the themes of **Accountability**, **Consultation** and **Celebration**. The Round Table provided an opportunity for Parks Canada to increase awareness of Canada's systems of national parks, national historic sites and national marine conservation areas, to celebrate these special places and to explore strategic directions for the future.

Overall, strong support was expressed for the strategic priorities of the Agency. The Round Table participants presented the Minister with 45 specific recommendations to improve accountability, consultation and celebration of Canada's special places. The specific recommendations include 18 to improve ecological integrity, 17 to strengthen commemorative integrity, and 10 to enhance our shared sense of Canada.

The report is organized around three main topics: ecological integrity, commemorative integrity and a sense of Canada. A short introduction for each topic highlights the work begun by Parks Canada, the key messages from the Round Table and the direction taken in response to the recommendations. Each introduction is followed by a response to each of the recommendations under a header synthesizing the essence of the recommendation. A section on 'Next Steps' highlights the key activities involved in implementing the response, and the accountability instruments at the disposal of the Agency. The full text of the Round Table recommendations is listed in the appendix.

The Round Table put forward a long term work plan of worthwhile initiatives. While the full implementation of the response must also be considered over the longer term, the response identifies expected outcomes over the two-year cycle of the Minister's Round Table.

ECOLOGICAL INTEGRITY

The remarkable landscape and the vital significance of the national parks of Canada are of profound importance to Canadians. However, Parks Canada's own State of the Parks/Protected Heritage Areas reports and the Panel on the Ecological Integrity of Canada's National Parks found that Canada's national parks are under significant stress from forces both within and outside the parks. There was strong support at the Round Table for the general direction that has been set by Parks Canada in response to these concerns - many of the Round Table recommendations confirm the direction and intent of the March 2000 Action Plan on Ecological Integrity. The Round Table gave an opportunity to review progress on the implementation of the Action Plan as outlined in the First Priority progress report, to have constructive discussion and dialogue, and to provide advice about how to meet the challenges that Parks Canada will face in achieving the commitments of the Action Plan. With new funding, Parks Canada plans to move forward to implement the majority of the recommendations from the Round Table.

Overarching Recommendations

Develop a Parks Canada Succession Plan

Parks Canada recognizes the need for succession planning. Demographic information indicates priorities for action over the next five years in Parks Canada's management and scientific communities. Accordingly, senior managers of the Agency have been tasked with developing succession strategies in critical functional areas, aligned with Agency needs.

A

Seek New Funding for New Parks/NMCAs and EI Panel Recommendations

In "Opportunity for All: The Liberal Plan for the Future of Canada", the Government of Canada identified \$130 million in additional funding over the next four years to establish new national parks and national marine conservation areas, and to restore the ecological health of Canada's existing national parks. Parks Canada is seeking access to and approval of this funding, and has a prioritized plan in place to ensure substantial progress is made to create new parks and to maintain/restore ecological integrity in national parks. The Agency plans to complete negotiations and initiate development and operation of new national parks and national marine conservation areas (NMCAs), and to allocate new ecological integrity funding strategically in line with the following priorities: (1) to achieve better park management through enhanced capacity, strengthened monitoring and focused research; (2) to strengthen partnerships with Aboriginal peoples, and with stakeholders in greater park ecosystems; (3) to undertake specific actions in support of ecological integrity such as restoring fire regimes and disturbed sites; and (4) to strengthen programs to inform, influence and engage Canadians.

B & C

Completing the National Parks System

1 Secure Additional Funding to Advance Completion of the National Parks and National Marine Conservation Areas Systems

As mentioned above, with the anticipated new park/NMCA funding, Parks Canada would proceed with efforts to establish new national parks and national marine conservation areas. Immediate priorities for new national parks include the Gulf Islands in British Columbia, and Ukkusiksalik in Nunavut. Parks Canada would also seek to add an area of Lake Superior to the National Marine Conservation Areas system.

If additional funding was received, Parks Canada would seek to establish new national parks in the Interlake region in Manitoba, the Torngat Mountains in Labrador, Bathurst Island in the North and other park proposals. It would also continue planning and negotiations to establish additional NMCAs, focusing on the Southern Strait of Georgia and Queen Charlotte Islands adjacent to Gwaii Haanas National Park Reserve in British Columbia.

2 Develop Legislation and a Strategy for Establishing New National Marine Conservation Areas

Passage of Bill C-10, *An Act respecting the national marine conservation areas of Canada*, will provide the legislative framework for the establishment and management of the National Marine Conservation Areas (NMCA) system. This important Bill is now moving through Parliament. The foundation for Parks Canada's strategy consists of the proposed Act, the National Marine Conservation Areas Policy, and the NMCA system plan, *Sea to Sea to Sea*. With the anticipated new funding, and the lessons learned with working models of national marine conservation areas representing key marine and freshwater environments, Parks Canada will be in a position to further expand the NMCA network.

3 Invest in High Leverage Partnerships to Advance Completion of the National Parks and National Marine Conservation Areas Systems

In working to complete the systems of national parks/NMCAs, Parks Canada works closely with other levels of government, Aboriginal peoples, the private and voluntary sectors, local communities and individual citizens. Parks Canada also has a small two-year agreement with the Nature Conservancy of Canada aimed at helping to secure lands for proposed new national parks, and to acquire lands or conservation easements adjacent to existing national parks. Parks Canada will seek to expand this partnership and will continue to work with its many partners as appropriate.

Managing Science

4 Develop a Natural and Social Science Research Agenda for Every National Park

Clear strategies, work plans and external reviews are cornerstones of excellence and relevance in science. With new ecological integrity funding, Parks Canada would build on existing park science advisory bodies and establish new ones as required, and would work with the Canadian research community to establish cooperative study units that would assist with science guidance and review. A broad national strategy – the Parks Canada Science Strategy – is currently under development and will set the national framework within which parks will develop their individual science programs. These programs will be reflected in park management plans and their results will be evaluated every five years through the preparation of a State of the Park Report.

Ensure Internal Science Capacity and Create Research Partnerships

5

With new ecological integrity funding, internal science capacity would be strengthened over three to five years, involving the creation of new science and technology positions and supporting facilities at the parks, service centres and national office. Science research partnerships with federal departments, universities and other stakeholders, including cooperative study units with the Canadian research community, would also be developed under the guidance of the Parks Canada Science Strategy, currently under development.

Managing Human Use

Develop a Human Use Management Strategy

6

Parks Canada currently has considerable policy direction and guidelines for managing human use in national parks, which all recognize that visitor use is fundamental to national parks. Human use management strategies are park specific and are best addressed through park management plans. All park management plans are prepared with public input as required by the revised guide to management planning. Parks Canada recognizes that improved social science is an important element to support strategic thinking and policy direction on human use management. Social science research needs will be addressed through the Parks Canada Science Strategy, currently under development, and through ongoing initiatives at the national and local levels, such as implementing a collaborative research funding arrangement with the Social Sciences and Humanities Research Council (SSHRC), and convening workshops on specific topics in various parks.

Develop and Implement Best Practices for Ecological Activities

7

The Parks Canada Agency already identifies best practices in some areas, e.g., Parks Canada Trails, Pesticide Management. The Agency also uses some of the examples of best practices developed by other organizations such as the Audubon Society, the Canadian Tourism Commission and the Ecotourism Society. Parks Canada will continue to identify and promote awareness of best practices in stewardship through existing mechanisms such as its internal Human Use Management Newsletter (Quest) and through interaction with the Tourism Industry Association of Canada and others as appropriate. Parks Canada will also provide the opportunity for staff to continue to develop their expertise and knowledge in the use of best practices through participation in workshops, conferences, seminars and other similar opportunities.

Consultation, Decision-Making and Feedback

Clarify the Public Participation Process

8

Public involvement is one of Parks Canada's Guiding Principles, and is emphasized in all elements of the Agency's work. In any public participation process, Parks Canada will clearly state the purpose of the participation, the terms of public involvement, the framework for decision making and the feedback mechanism.

9 Engage the Canadian Public in Participation Processes

Parks Canada will strengthen its efforts to inform Canadians about Canada's national parks, national historic sites and NMCAs systems, their management issues and ecological/commemorative integrity challenges, and to seek their support in achieving the organization's mandate. These efforts will include initiatives to engage the communities surrounding our parks and sites, in order to advance the protection of the natural and cultural resources and the presentation of these heritage places, and to build on relationships with national organizations such as the Tourism Industry Association of Canada, the Canadian Museum Association and the Heritage Canada Foundation to advance public understanding of and support for Parks Canada's mandate. Parks Canada will build on these efforts to ensure that all stakeholders are involved in participation processes.

Relations with Aboriginal Peoples

10 & 11 Expand the Aboriginal Affairs Secretariat and Establish an Aboriginal Working Group

The Chief Executive Officer (CEO) of the Parks Canada Agency will establish an Aboriginal working group representing those groups most closely associated with the delivery of the Parks Canada program. The group will be asked to advise the CEO on ways to strengthen key initiatives relating to community relations, employment, economic initiative, heritage presentation, and commemorations. The group will report in 2002.

12 Reflect Aboriginal Values in the Parks Canada Charter

The text of the draft Parks Canada Charter has been improved by recognizing the rich traditions of Aboriginal peoples as a foundation for partnership. The revised Charter will be approved and distributed by the Parks Canada Chief Executive Officer within the next six months. Translations into Aboriginal languages will be done in the following year.

Partnerships in Regional Ecosystems

13 Secure New Funding to Support Greater Ecosystem Management

Parks Canada has long recognized that many of the ecological stresses affecting national parks come from sources external to the parks, and that partnership efforts in the regional ecosystem are and will be necessary to address the impacts of the stresses. With new ecological integrity funding, Parks Canada would enhance its partnership efforts.

14 Concentrate Resources to Advance Regional Partnerships in at Least Three National Parks

Should new resources for ecological integrity be very limited, Parks Canada will concentrate its partnership efforts on limited, focused implementation. Given sufficient resources, Parks Canada's goal is to implement partnerships broadly across the national parks system and to select and develop the best partnerships as models following the initial 3-4 year period.

Advance a Strategy to Manage at Least One Contiguous Network of Protected Areas

15

Parks Canada will discuss this recommendation with its provincial and territorial partners in the Federal Provincial Parks Council (FPPC) to determine the feasibility of developing a strategy for managing a contiguous network of protected areas. As partnerships are enhanced across the system over a series of 3-4 years, opportunities for pursuing this kind of approach will become evident and will be evaluated.

Interpretation and Outreach

Establish and Fund a National Ambassador Youth Program

16

Youth are one of the key audiences for Parks Canada educational activities. They are an important audience to reach in terms of building existing and future support for ecological integrity.

Parks Canada will investigate the development of a National Ambassador Youth Program over the coming two years jointly with Human Resources Development Canada and Canadian Heritage, linked to an enhancement of the existing Young Canada Works (YCW) Program. Subject to new funding, the initiative would consider both an on-site experience component and national summit component for youth between 16 and 18 working in national parks. The on-site experience would focus part of the young ambassadors' activities on tasks related to ecological integrity measures as well as cultural resources. Also, as a condition of employment, participants could be responsible to undertake at least one activity in their community to create greater awareness of and support for ecological integrity and the national parks system. (See also response to recommendation 39.)

Develop Public Awareness Programs in Partnership with the Tourism Industry

17

Parks Canada will work closely with the Tourism Industry Association of Canada (TIAC) to influence and involve the tourism industry in fostering greater understanding of ecological and commemorative integrity, and sensitive and responsible use of national parks by visitors. Alliances will be formed with the tourism industry and other stakeholders to develop public awareness programs.

A national message framework will support communications of Parks Canada and the tourism industry, and ecological integrity messages will be integrated into communication products.

Fund and Hire More Interpreters

18

Public education is crucial to the on-going protection of the ecological integrity of national parks. New ecological integrity funding would be directed towards the hiring of new heritage presentation staff for national parks and, within certain field units or regions of the country, strategically to address greater needs. New education programming would be based on common learning objectives linked to ecological integrity. Depending on the park, these activities could be done either on-site or through outreach activities, or through a combination of both.

COMMEMORATIVE INTEGRITY

Canada's national historic sites bear testimony to thousands of years of human ingenuity, industry, innovation, inquisitiveness, insight and indomitable spirit. However, many of Canada's historic sites are under severe threat, and there is grave risk they will be lost forever if actions are not taken to preserve them. Key strategic priorities of the renewed National Historic Sites of Canada System Plan (2000) are to increase and improve the number of designations related to Aboriginal history, to be more inclusive in the recognition of the contribution of women in history, and to recognize the contributions of various ethnocultural communities. The Round Table focused discussion on improving and enhancing the national historic sites system, on developing ways of building opportunities to enhance commemoration of under-represented groups in our country, and ways to successfully meet the challenges related to the protection of Canada's built history. Parks Canada will move forward to implement many of the Commemorative Integrity recommendations from the Round Table.

Protecting Canada's Cultural Heritage

19

Acquire New Funds to Protect and Maintain Existing Cultural Assets

Parks Canada has received \$115 million in new funding over five years to address deteriorating conditions at our parks and sites, a portion of which is being invested to conserve cultural assets under its jurisdiction. The protection and maintenance of the most threatened cultural assets is a priority. Additional funding will be required in the future to address the remaining backlog of work to be done.

20

Expand the National Historic Sites of Canada Cost-Sharing Program

Parks Canada currently has a budget of \$2 million per year for the National Historic Sites of Canada Cost-Sharing Program. New funding will be sought to expand the Cost-Sharing Program. If additional funding is received, a new version of the Cost-Sharing Program would be implemented focused on a yearly call for applications with all national historic sites.

21

Encourage the Government of Canada to Fund a National Heritage Infrastructure Program

The concept of a national heritage infrastructure program will be examined through the appropriate federal departments over the next two years.

22

Focus Interpretation Efforts on Content, Longevity and Authenticity

Content, longevity and authenticity of experience will be included in the focus of Parks Canada's efforts to renew heritage presentation over the next few years.

Establish a Panel on the Commemorative Integrity of Canada's National Historic Sites

23

The concept of a blue-ribbon, external panel to investigate and report on the health and wholeness of Canada's national historic sites will be studied further, and various alternatives will be examined taking into consideration sites managed by Parks Canada and sites managed by other owners. The objective could be to raise the profile of national historic sites, sensitize Canadians to the threats and challenges that are faced by national historic sites, establish a solid basis for site monitoring and reporting, and contribute to the development of a knowledgeable and engaged professional stakeholder-group.

Study the Impacts of Built Heritage on Communities

24

A study to assess the impacts of built heritage on the social, cultural and economic life of communities would fill a significant knowledge gap - while there is information on specific impacts, there is currently no comprehensive account of the value/impact of built heritage on community life. Parks Canada will examine with the Department of Canadian Heritage the possibility of a study to gather and analyze this information.

Partner with DIAND and Aboriginal Communities to Fund School Trips for Aboriginal Children and Youth

25

Parks Canada will approach DIAND to create opportunities for Aboriginal youth to learn about the systems of national parks and national historic sites in Canada as part of the two school trips funded by DIAND each year.

Establish a "Heritage First" Policy for Federal Government Space Procurement

26

Consultations with federal government departments and agencies will take place to develop proposals. Parks Canada will be an integral part of the consultations, as a result of its responsibilities for the national historic sites program and the Federal Heritage Buildings Review Office.

Provide Professional and Technical Assistance to the Family of National Historic Sites

27

New funding for the National Historic Sites of Canada Cost-Sharing Program will be sought. If new funding is received, a modest portion would be allocated to improve Parks Canada's capacity to assist the non-federal members of the family of national historic sites. In the interim, Parks Canada will continue to support national historic site owners as its available expertise and resources permit and where there are no other options. Parks Canada will also develop a policy on provision of professional and technical support to non-federally owned sites, and will continue to work with other owners of national historic sites to develop alliances in support of information sharing, networking, and joint marketing.

Ensure the Continued Evolution of the National Historic Sites of Canada System Plan

28

The renewed National Historic Sites of Canada System Plan is a long range plan. Using the thematic framework in the System Plan, Parks Canada will continue to monitor the range of commemorations and progress on the three strategic priorities set out in the plan: the history of Aboriginal peoples, ethnocultural communities and women. As well as annual progress reports, Parks Canada will undertake a review of the System Plan, with stakeholders, in the medium term (5-10 years). Based on information drawn from both monitoring and consultations, Parks Canada will be in a position to ensure that future iterations of the System Plan continue to reflect the range and diversity of Canada's history.

29 Partner to Ensure Communities Are Aware of and Able to Participate in the Commemoration of National Historic Sites

Parks Canada will continue its efforts to build awareness of the national commemorations program, and encourage participation in the process of designation of places, people and events of national significance. In particular, Parks Canada will work with existing organizations (governmental and non-governmental) to seek opportunities to further dialogue with ethnocultural communities leading to greater participation in the commemorative process and potential new designations in the area of ethnocultural history.

30 Reflect the Composition of Canada in Parks Canada's Senior Personnel and in the Membership of the Historic Sites and Monuments Board of Canada

Parks Canada will continue to recruit a competent and diverse workforce. Special efforts will be made for recruitment and retention of diverse and competent employees in senior management positions. In making future appointments to the Historic Sites and Monuments Board of Canada, every consideration will be given to identifying qualified candidates from diverse cultural backgrounds.

31 Tell Canada's Stories From A Range of Perspectives

Parks Canada will continue its on-going efforts to present Canada's stories at its sites through many voices. This involves the presentation of different contemporary views and perspectives linked to the commemorative intent of the site. Heritage presentation renewal activities will support these efforts by focusing on the significance of sites and by presenting a range of view points.

32 Encourage the Government of Canada to Establish a National Heritage Conservation Trust

The concept of a national heritage conservation trust will be studied further. Parks Canada will continue to work with the Department of Canadian Heritage to examine policy and legal ramifications. Consultations have taken place with the Heritage Canada Foundation and consultations are ongoing to avoid overlap and duplication, should a national trust be established.

33 Encourage the Government of Canada to Introduce Tax Incentives for Heritage Buildings

Tax incentives are widely regarded by the heritage community as one of the most effective instruments to encourage and sustain the conservation of historic places. In May 2001, the Government of Canada approved \$24 million over the next three years to support the conservation of Canada's historic places. This funding will enable the creation of a Canadian Register of Historic Places, the establishment of conservation standards and guidelines, and the development of a certification process. Once these tools are in place, the Government of Canada will be in a position to implement new financial incentives with the specific objective of preserving our built heritage. These incentives will be targeted to the private sector and they will be designed to tip the balance in the decision-making process to favour the conservation of heritage property over its demolition.

Develop Legislation to Protect Canada's Cultural Heritage on Federal Lands

34

On June 8th, the Minister announced the Historic Places Conservation Initiative — a broad strategy aimed at safeguarding our historic places and encouraging the rehabilitation of historic buildings to protect our built heritage. Parks Canada is working closely with the Department of Canadian Heritage, which has the policy lead in this matter. Issues under federal jurisdiction include (1) the commemorative integrity of national historic sites; (2) the protection of federal heritage buildings and archaeological resources on federal lands, including federal lands under water; and (3) the designation and marking of national historic persons and national historic events.

Encourage Other Levels of Government to Adopt Similar Heritage Policies and Programs

35

Along with the Department of Canadian Heritage, Parks Canada will work with provinces and territories to create the Canadian Register of Historic Places, to develop and promote the general use of Canadian conservation standards and guidelines, and to establish a certification process that engages other levels of government. These initiatives will materially contribute to a national set of interlocking and mutually supporting heritage policies and programs. Full program delivery is expected to take two to three years.

A SENSE OF CANADA

Canada's heritage places contribute to our sense of attachment to Canada and offer opportunities for our stories to be told. The focus of Parks Canada's efforts includes ensuring a consistent use of corporate identifiers and common messages, building mutually beneficial relations with our many audiences through coordinated external communications, and renewing interpretive infrastructure, education and outreach to interpret the multiple voices of Canada in a more inclusive way and better represent the cultural mosaic of Canada. The Round Table provided an opportunity to discuss and share views about the role of national parks and national historic sites in shaping our sense of Canada and how Canadians can be better informed about them and involved in their protection and presentation. The Round Table recommendations are in line with the strategic thrusts of Parks Canada and the Agency will move forward to implement all of the Sense of Canada recommendations from the Round Table.

Contribute to Creating A Sense of Canada

36 Apply a Consistent Set of Messages and Storylines Across Canada

In order to better inform, influence and involve Canadians in the protection and presentation of Canada's national parks, national historic sites and national marine conservation areas and to strengthen the role of these heritage places in creating a sense of Canada, a comprehensive framework of Parks Canada messages has been developed in both official languages. These messages are intended to be included in every external communication activity and program undertaken by Parks Canada staff. Tool kits and training will be provided to staff to support use of the messages.

37 Relate a Sense of Local and Regional Connectedness in Parks Canada Messages

In order to gain understanding and support for the national systems, Parks Canada will build on Canadians' interest and attachment to individual national parks, national historic sites and national marine conservation areas through use of Parks Canada messages in interpretation and other communications programs. Communications activities provide context to these programs by integrating larger ecosystem and historical realities such as those presented in natural areas and historical areas that are managed by other national, provincial and municipal organizations and by situating all heritage places in the relevant Parks Canada System Plan. Increasingly, Parks Canada will work closely with partners in the education and tourism areas to heighten the Canadian context for our parks and sites.

Create On-Line Linkages Between Parks and Sites Across Canada

38

In order to enhance “virtual visitors” sense of Canada, and to encourage discovery of the diversity of national parks and national historic sites, Parks Canada is investigating ways of connecting Canadians to their heritage through the web site. With new funding, Parks Canada will explore with business partners opportunities to develop Internet programs that will allow Canadians from across the country to connect on-line with thematically linked national parks and national historic sites. Parks Canada’s proposed Discovery Centres initiative will also offer the possibility to connect national parks, national historic sites and national marine conservation areas in theme-based presentations through interactive and Internet connections.

Focus on Youth - The Next Generation of Storytellers

39

Youth are one of the key audiences for Parks Canada educational activities and reaching out to youth is a current priority for Parks Canada. A strategic initiative underway will develop a national framework for Parks Canada messages for school curricula to be implemented across the country by school boards and teachers. New, modern media to reach youth will be considered during the renewal exercise for heritage presentation assets. Parks Canada will also examine whether some of its outreach education initiatives can target guides and scouts, and will look at the possibility of establishing a National Youth Ambassador Program in cooperation with others. (See also response to recommendation 16.)

Commemorate Canada’s Social History

40

The thematic framework set out in the renewed National Historic Sites of Canada System Plan puts an emphasis on social history, through such broad categories as “Building Social and Community Life” and “Expressing Intellectual and Cultural Life”. Parks Canada will use the System Plan, and in particular be guided by its three strategic priorities, to ensure the commemoration of Canada’s social history. Parks Canada will also continue to seek ways to present history from a range of perspectives at its national historic sites, and, in that way, find opportunities to interpret the social aspect of commemorations.

Focus on Experiential Interpretation

41

“Tell me, I forget. Show me, I remember. Involve me, I understand.” In its efforts to renew its heritage presentation programs, Parks Canada will endeavour to make its parks and sites more relevant through participatory and experiential interpretive activities that make connections between natural and cultural resources, their significance and the visitors. An emphasis will be put on the development of learning travel programs and on Aboriginal involvement in heritage presentation programs.

Connect Historic Events with their Location in National Parks

42

In its efforts to renew heritage presentation programs and assets, and to integrate Parks Canada messages in its program delivery, Parks Canada will endeavour to create greater awareness among its staff and targeted stakeholders regarding the need for greater linkages between historic events that shaped or happened in national parks and the stories that we tell in them.

43 Interpret the Multiple Voices of Canada

Over the coming two years, efforts will focus on research/polling to determine the current level of awareness and understanding of national parks, national historic sites and national marine conservation areas in various ethnocultural communities, their interests in Canada's heritage and to identify their preferred approach to learning and becoming involved. Parks Canada will also explore with ethnocultural associations and media ways to inform, influence and involve these audiences. Similarly, Parks Canada will ensure in its recruitment approach that its staff better represents the diversity of Canada's population.

Build Strategic Alliances with a Variety of Organizations

44 Build on Existing Communication Approaches with Partners

Parks Canada has sought in recent years to develop new communications products with outside partners who are already successful in reaching target audiences. The new coordinated communications approach being adopted by Parks Canada will set clear direction for communication and identify opportunities for collaborative action with others. Over the next year, Parks Canada will actively seek opportunities to capitalize on its footage and image collections as well as the Parks Canada locations to enter into partnerships with national initiatives that showcase Canada's heritage.

45 Create and Reinforce Linkages with Partners

Parks Canada is aware that reaching new audiences will require new approaches to connect with Canadians in their communities. Linkages with other departments and initiatives that are communicating with Canadians will broaden the reach of its messages.

- *Citizenship ceremonies* - Parks Canada will investigate with Citizenship and Immigration Canada opportunities for Parks Canada to extend greater support and involvement to this area as part of a plan to raise awareness of parks and sites by new Canadians.
- *Working closely with the tourism industry* - Parks Canada will seek with the Canadian Tourism Commission (CTC) and other marketing bodies to position national parks and national historic sites as Canadian heritage appreciation opportunities, promoting awareness and encouraging levels and types of visitation consistent with service and resource carrying capacities; and Parks Canada will, in collaboration with tour operators, encourage visitors with the right expectations and interest to participate in heritage presentation programming and learning travel.
- *Editorial boards* - A strategic course of action will be established to build stronger relations with editorial boards and the news and travel media in general - ideas and information will be provided to support balanced coverage of Parks Canada issues and opportunities and to generate greater understanding of Parks Canada and its systems of parks and sites.
- *Government alliances* - Parks Canada will share its message framework with other government agencies and encourage complementary communications - specific alliances will be sought with other Canadian Heritage agencies and CTC programs as well as with similar interest departments such as Environment Canada.
- *Multi-lateral partnerships to deliver a consistent message* - Parks Canada will share its messages framework with other agencies and partners and facilitate complementary communications.

NEXT STEPS

Over the next two years, Parks Canada will take the necessary steps to begin implementing the response to the recommendations of the Round Table, and will reconsider its priorities to ensure that the efforts of the organization are focused on the key activities necessary to achieve our commitments. We will meet at the next Minister's Round Table to review progress in meeting our goals and to further consider issues of concern to the safeguard and well-being of Canada's natural and cultural heritage.

The implementation of the response will be reflected in the various plans, reports and other significant documents that detail our public accountabilities, including the Corporate Plan, the Report on Plans and Priorities, the Annual Report, the Performance Report, the Field Unit Business Plans and the park/site management plans. These documents are available via the Parks Canada web site (<http://www.parkscanada.gc.ca/>) or by contacting your local park or site office.

APPENDIX - LIST OF RECOMMENDATIONS

ECOLOGICAL INTEGRITY

A

Develop a succession plan for vacancies created by retirements (at all levels)

B

Federal Government must provide new funding! Specifically, \$240/5years for new Parks/NMCAs; plus \$327M/5years for EI Panel recommendations.

C

BUT PCA needs a Plan B: how to move ahead if no new money, or if less than requested.

1

Recognizing that Parks Canada's partners have lobbied for additional funding to advance completion of the national parks and NMCA systems, and that Red Book III proposes additional funding for this purpose, secure additional funding from the Government (in the order of \$240 million over 5 years, as referenced in the Parks Canada Corporate Plan) to advance completion of a truly representative national parks system and NMCA system, and to add additional lands to existing national parks where needed.

2

Move the NMCA bill through Parliament in 2001, develop a strategy for advancing completion of the NMCA system, and set a clear goal of establishing 4 new NMCAs in the next 5 years.

3

Recognizing that all Canadians have a responsibility to help complete the national parks system, build on the Government's financial commitment by investing in creative, high leverage partnerships to help advance the completion of the national parks and NMCA systems.

4

Require that every national park develop over the next 2 years a peer-reviewed (natural and social) science research agenda, with clear goals and actionable targets, integrated into subsequent park management plans. This agenda should be developed in consultation with a Parks Canada Science Advisory Committee.

5

Over the next two years:

- a. ensure internal science capacity; and,
- b. create at least four major science research partnerships to better engage universities, stakeholders and partners in addressing regional terrestrial and marine ecosystem issues.

6

Develop, with the involvement of partners, a strategy to manage human use in national parks and NMCAs within the context of E.I. Human use includes visitor use, transportation and access, and communities; and incorporates both physical and virtual use of parks.

The strategy would address issues involving:

- Access and transportation use;
- Visitor use; and
- Communities.

The strategy would:

- a. help define who uses parks (and who doesn't) and how they use them
- b. guide the investigation of impacts of different types of human use; and
- c. help define how to achieve a quality visitor experience in parks.

Partners would include (but not to be limited to): fed/prov agencies, Aboriginal peoples, communities, industry groups (e.g., TIAC, the transportation sector), NGOs, universities, user groups and visitors.

7

Develop and implement best practices for activities that are ecologically sensitive, and for activities that promote and include stewardship and volunteer components.

8

For each park or NMCA engaged in any public participation process, clarify the purpose of public participation, define the possible options, the terms of the participation process, and the framework for decision-making, provide and explain feedback mechanism and transparency of the process.

9

Define and make explicit efforts to engage a broader range of the Canadian public in participative processes.

10

Expand the Aboriginal Affairs Secretariat. Make it grow.

- a. Expand the mandate: develop a mission statement
- b. Expand resources (money and people. Staff to be First Nation Peoples.)
- c. Build a strong link between the Secretariat and Canadian Heritage

11

Establish an Aboriginal Working Group:

- a. to do strategic planning and work closely with the Secretariat
- b. comprised of First Nations Peoples with close associations to Parks
- c. well funded
- d. tasked with planning how the recommendations and ideas put forth by the Aboriginal Working Group could be implemented

12

Create a balanced partnership with First Nations Peoples, making sure the Charter is more inclusive of the goodwill and partnership being forged with First Nations and reflective of Aboriginal peoples values.

13

Secure significant funds from the Government of Canada over the next 2 years to advance:

- a. strategic partnership initiatives; and
- b. adequate Parks Canada internal staff and program capacity for greater ecosystem management.

14

Concentrate resources over the next two years to advance regional partnerships focused on at least three national parks facing major ecological stresses.

These prototypes would serve as models to deliver real on-the-ground results that:

- Respect existing rights
- Have measurable performance indicators
- Are opportunities for learning with transferable results
- Can be advanced quickly, building on existing partnerships and mechanisms
- Focus on terrestrial as well as marine ecosystems
- Are models of both inclusive partnership excellence, and making a difference for ecological integrity

15

Commit resources over the next 2 years to advance a strategy to manage at least one contiguous network of federal, provincial and/or territorial protected areas in order to maintain the ecological integrity of the entire region.

16

Establish and fund a National Ambassador Youth Program which reaches a cross-section of Canadian youth (both urban and rural) and that has an on-site experience component and national summit component. Ambassadors would be responsible to help deliver messages to their communities and involve youth in achieving ecological integrity in both national parks and national marine conservation areas.

17

Develop public awareness programs in partnership with the tourism industry and other stakeholders, that deliver updated EI messages and foster responsible use of parks. Such programs must be park-specific, use effective means to reach audiences, be targeted to specific audiences, and be measurable.

18

Fund and hire more interpreters to deliver on-site, up-dated programming.

COMMEMORATIVE INTEGRITY

19

Enhance the resource base of Parks Canada, and, within that context, ensure an equitable balance between the cultural and the natural components of its mandate. Within the cultural envelope, priority for these enhanced resources should be the protection and maintenance of existing cultural assets.

20

There should be a significant increase to the national cost-sharing program in direct support of national historic sites not administered by the federal government. Priority should be given to sites administered by public and non-profit sectors.

21

The Government of Canada should establish and fund a national heritage infrastructure program. This new program should be designed to leverage contributions from other levels of government, non-profit organizations and the private sector, in a similar fashion to the current national infrastructure program and the federal housing and homelessness initiative.

This program should include funding for capital programs as well as funds for education to close the skills gap by addressing the shortage of education, apprenticeship and training programs and a national standard for heritage/historic restoration work be established and be a condition of funding.

22

With regard to the question of renewing interpretation and assets, the focus should be on content and less on new technological tools, which break and date quickly. Interpretive elements should be designed with longevity in mind, and authenticity of experience should be paramount, rather than the virtual.

23

Establish a blue ribbon, external panel to investigate and report on the health and wholeness of Canada's national historic sites (both federally and non-federally owned), and make recommendations. This panel would play a key, public advocacy role in raising awareness of the need for enhanced and sustained funding of these irreplaceable resources.

24

Carry out a study to assess the impacts of built heritage on the social, cultural and economic life of communities.

25

Work with DIAND and Aboriginal communities to set priorities for visits to national parks and national historic sites as part of the two school trips funded by DIAND each year.

26

Establish a "heritage first" policy for the federal government in all space procurement. Existing heritage assets should be used where at all feasible and, where new construction seems to be indicated, ensure a persuasive justification for not using existing federal heritage buildings.

27

The Government should provide an adequate increase in funding to Parks Canada to enable it to provide professional and technical assistance to non-federal members of the family of national historic sites.

28

Ensure that the NHS System Plan continues to evolve to reflect a changing and expanding understanding of our national story.

29

Parks Canada should work with existing associations, alliances and organizations to ensure that communities are aware of the commemoration of national historic sites and how they might participate in the process.

30

The leadership and governance of Parks Canada should broadly reflect the composition of Canada and the Historic Sites and Monuments Board membership should broadly reflect the composition of Canada, while recognizing the need to provide expert advice to the Minister.

31

Look at existing national historic sites for ways to ensure that the stories told are presented from a range of perspectives. Enhance and expand the messages at these sites to do so.

32

The Government of Canada should give consideration to developing a National Trust in support of heritage conservation.

33

The Government of Canada should introduce tax incentives based on the need to ensure that the funding of restoration / rehabilitation and recycling of heritage buildings is competitive with the cost of new construction.

The effectiveness of this tax incentive regime must be linked to funding of accreditation training in the core competencies required to do appropriate, quality restoration work.

Federal tax incentives should be oriented towards compatibility with provincial and municipal heritage incentive programs (e.g., grant / loan programs - front end loaded)

Create a register and conservation standards as tools to support and act as conditions for a tax incentive program.

34

Develop legislation to protect national historic sites, heritage buildings and archaeological resources on federal lands.

35

Encourage other levels of government to adopt policies and programs of a similar nature so that Canada develops a truly national set of interlocking and mutually supporting heritage responses to what is a truly national problem.

A SENSE OF CANADA

36

Have a consistent set of messages and story lines that can be applied across Canada.

37

Relate a sense of local place to the regional area and to national messages - linking national, provincial and local parks and sites.

38

Create on-line linkages between parks and sites across Canada.

39

Focus on youth:

- School curriculum development across the country with the same message
- Modernizing and updating the media for the message (e.g., SIMPARC like SIMCITY & ECOSIM)
- Via guides and scouts
- Via youth exchange and programs such as Rotary and Kiwanis
- Summer work programs for students
- Student internships

40

Bring our history into the future - social history commemoration.

41

Focus on experiential interpretations which tell stories of real people to bring life to these places.

42

Make better linkages in national parks between historic events and the places in which they occur.

43

Interpret the multiple voices of Canada in a more inclusive way and better represent the cultural mosaic of Canada in parks.

44

Find ways to build on current initiatives in collaboration with

- CBC special programming, Much Music, Industry Canada, and specialty cable channels
- IMAX films and interpretation programs

45

Create and reinforce linkages

- By hosting citizenship ceremonies at significant Canadian sites
- With tourism industry, creating a balance between enticing new visitors and enhancing the quality of the message
- Be part of editorial boards, both mainstream and specialized
- Build alliances across all levels of government to assure a collective message delivery
- Multilateral partnerships to deliver a consistent message, e.g., the year of Great Bear in Banff National Park