



Parks
Canada

Parcs
Canada

Canada

Welcome

CIPMM

2017-06-07



CANADA 150





Parks
Canada

Parcs
Canada

Canada

Canada 150 at Parks Canada Places



CANADA 150



Parks Canada

- **Raison d'être, mandate and role:**
 - Protects and presents nationally significant examples of Canada's natural and cultural heritage
 - Fosters public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations.
- **Vision:**
 - Canada's treasured natural and historic places will be a living legacy, connecting hearts and minds to a stronger, deeper understanding of the very essence of Canada.
- **Priorities:**
 - Conservation Gains
 - Asset Investments
 - Connecting Canadians and Visitors to Heritage Places
 - **Canada 150**



Parks Canada

46

National Parks

171

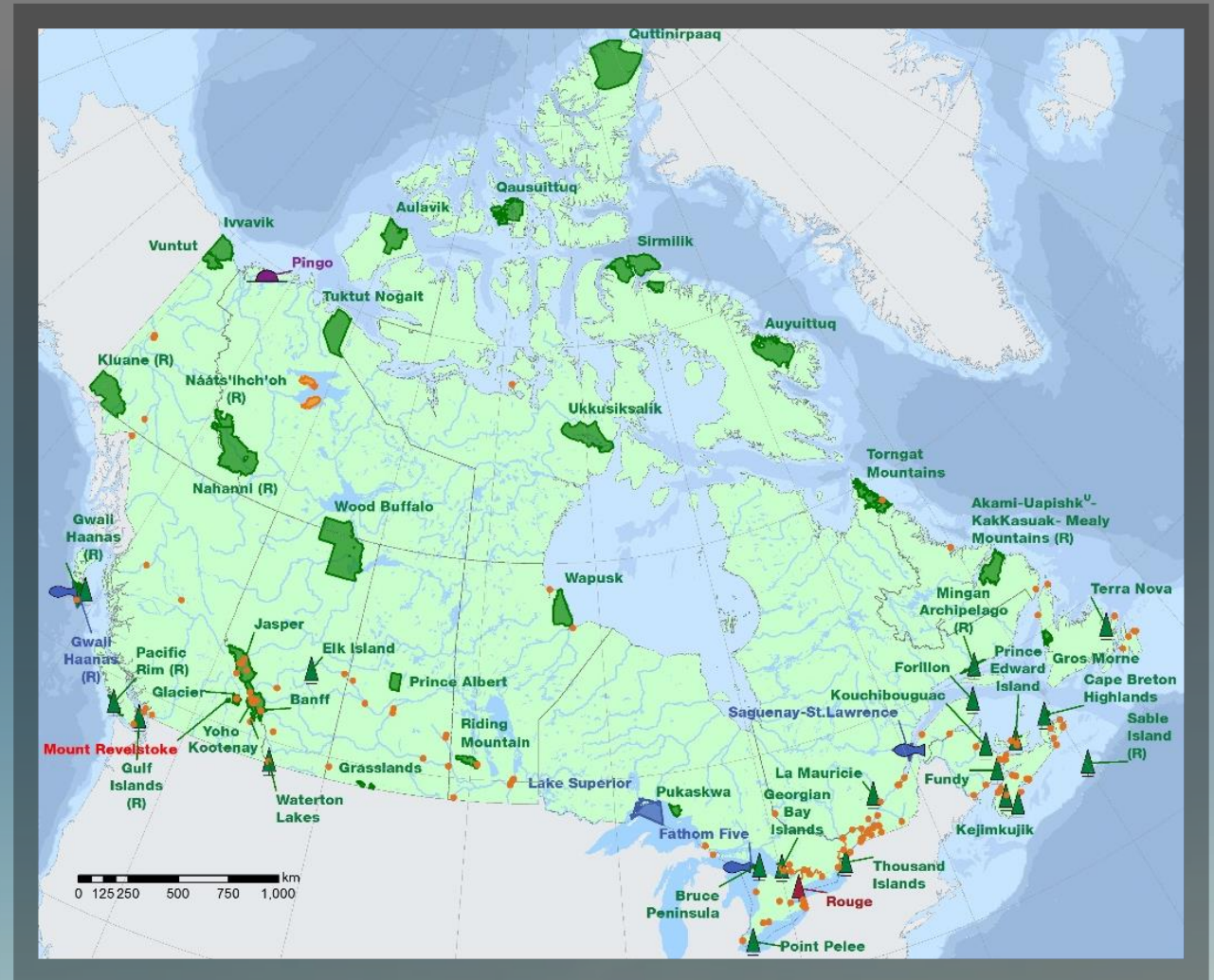
National Historic
Sites

4

National Marine
Conservation Areas

1

National Urban
Park





Parks Canada



343,200 km²

Land and waters managed in
the name of all Canadians

20+ millions

Number of visitors that we
welcome each year

4,224

Employees during
peak season

96%

Visitors Appreciation

8%

Of our employees
are aboriginal

\$17B

Value of managed assets

Rank 4th

National Parks being
Symbols of Canada





Parks Canada

Visitors in numbers

Most visited PC Places:

- NP Banff (3.9 M)
- NP Jasper (2.3 M)
- NHS Fortifications-de-Québec (1.9 M)

Motivations of our visitors



**Weddings and
Anniversaries**



**Family
Traditions**



Bucket List



**Transmit
traditions**



**Personnal
Connections**



**National
Pride**





CANADA 150 AND BEYOND

Goals at Parks Canada Agency:

- Diversify our audiences and the places they visit
- Continue to deliver amazing experiences and achieve high visitor satisfaction
- Parks Canada will do this by inspiring Canadians to **discover**, **connect** with and **protect** their national heritage places





AUDIENCES

**NEW
CANADIANS**



**FAMILIES
WITH
CHILDREN**



**BABY
BOOMERS**



**INTERNATIONAL
TOURISTS**



**MILLENNIALS
& YOUTH**

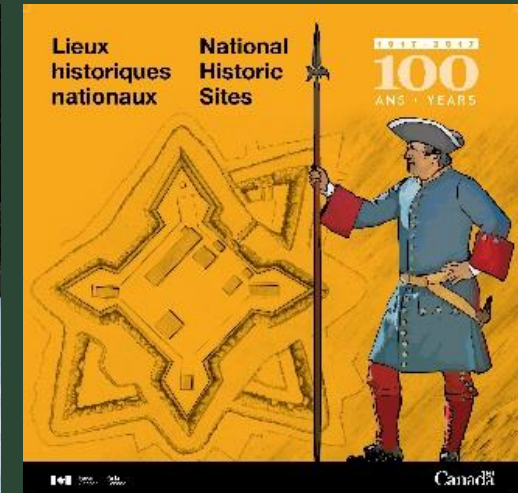




STRATEGIES: DISCOVER

INVITE CANADA AND THE WORLD

- Reach more Canadians
- Honourary Guide
- Centennial of National Historic Sites (NHS 100)

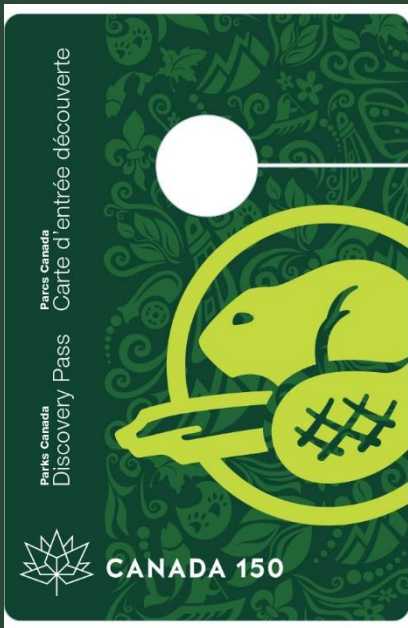




STRATEGIES: CONNECT

CONNECT WITH AMAZING PLACES

- Free Admission in 2017
- Expanded Learn-to-Camp Program
- Building Connections





STRATEGIES: PROTECT

Reconciliation: Parks Canada will host local activities of reconciliation across Canada

Citizen Engagement: More Canadians than ever before will be directly involved in science and conservation at Parks Canada places

Advanced Protected Areas and biodiversity and work with international and domestic partners on *#NatureForAll*





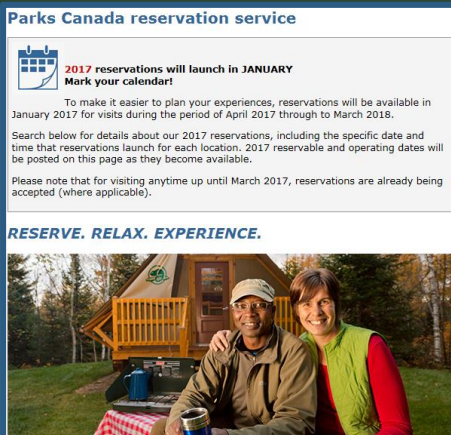
CHALLENGES

- Anticipated increased levels of visitation
- Concerns regarding potential conservation impacts
- Increased traffic, limited accommodation and potential for lower visitor satisfaction

Parks Canada is preparing for these challenges and has developed *local* and *national* responses

Starting
January 2017

Reservations



Trip Planning



Hidden Gems



Shoulder Season





DISCOVERY PASS

The Discovery Pass has been very well received

As of June 1, 2017:

- More than 3.5M orders
- 6.1M passes requested
- 1.5M in person
- 1.3M contest entries





The Beaver is Circling the Globe...



Green = online orders

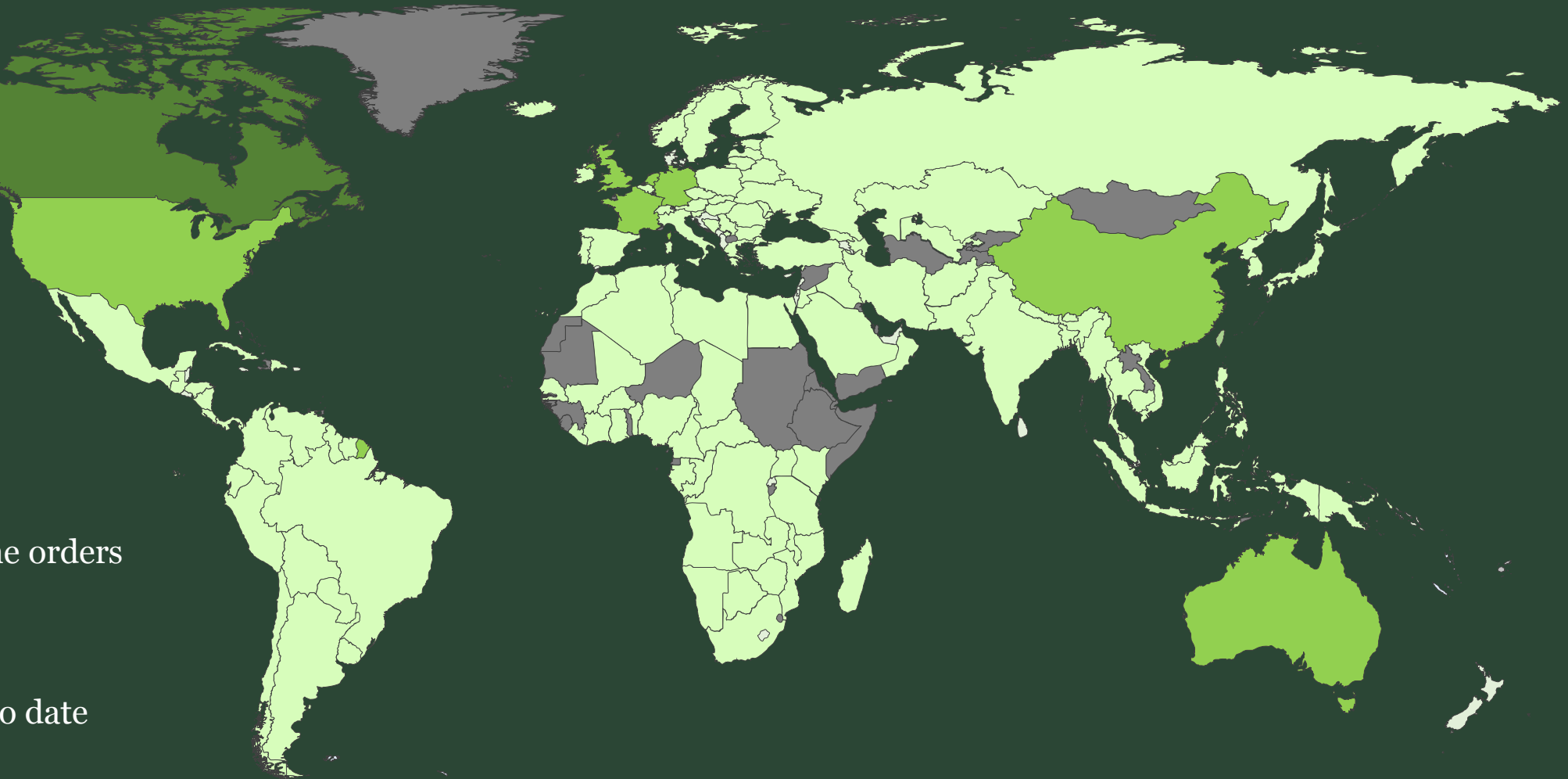
■ High

■ Average

■ Low

■ No orders to date

194 places





Free Admission Yes.. But..



Free Admission to all PC Places only

- Interpretation programs
- Accommodations
- Special programming or events
- Guided tours





PROMOTIONAL CAMPAIGN



7 week campaign
Target: **Canadian families**
111 Million impressions





#ParksChallenge

Engage with followers and encourage visitors to:

- Plan ahead
- Discover hidden gems
- Visit during shoulder seasons



Launch March 2 at La Mauricie National Park



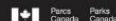


#ShowUsYourPass



Parcs Canada @ParcsCanada · Mar 4

Nous sommes heureux de célébrer
#Canada150 🍁! Avez-vous votre carte
d'entrée Découverte #gratuite?
#MontrezVotreCarte!



Parcs
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Canada





TRY OUR FREE APP!



Check out Passport 2017 app. It's the best way to experience Canada's 150th anniversary everywhere

Discover.
Experience.
Celebrate.
Canada.



Passport 2017

Our country turns 150 in 2017. If there's something great going on you'll know about it. Passport 2017 is now available on [Google Play](#) and the [Apple Store](#)



Learn-to-camp Expansion Program

Activities to get familiar to camping:

- How to assemble a tent
- Everything important about camping
- How to prepare coffee and hot chocolate at the campsite
- Animal tracks
- Stand-up paddle board challenge
- How to prepare a fire
- Opportunity for paddling canoe rabaska



CANADA 150





National Historic Canals

Free Lockage...

..although not free mooring



CANADA 150





Signature Projects

CANADA 150 

- 1) 38 large-scale projects that are national in scope
- 2) A total of \$80m in federal funding through the Canada 150 fund, managed by the Canada 150 Federal Secretariat
- 3) Create opportunities for Canadians to participate in local, regional, and national celebrations
- 4) Building a sense of pride and attachment to Canada
- 5) Parks Canada is involved in more than 18 Signature Projects



LandMarks2017: Canada's artistic nature

- Large scale contemporary fine art project
- Team of international-calibre Canadian curators, established professional artists, and teachers and students associated with 16 fine arts faculties at Canadian universities
- Create new artworks inspired by iconic places and natural treasures
- Explore how Canadians relate to nature and to each other through communities and histories within Canada
- Taking place at 20 Parks Canada Places





SESQUI

- Revolutionary 360° cinematic experience marking Canada's 150th anniversary of Confederation
- Powered by cutting-edge technology
- The film HORIZON celebrates people, landscapes, and freedoms that make Canada home





Canada C3

- Epic 150-day marine journey of celebration, research, and reconciliation
- From Toronto to Victoria via the Northwest Passage divided in 15 segments of 10 days
- Journey to explore our three coasts and the past, present and future of our country
- Explore the four key themes of C150 Diversity and Inclusion, Reconciliation, Youth Engagement, and the Environment





Rendez-vous 2017

- June 30 until August 20, 2017
- More than 40 Tall Ships will be sailing Canadian waters to honour the 150th anniversary of the Canadian Confederation
- Scheduled to stop at host ports in Ontario, Québec and the Maritimes, giving thousands of people the opportunity to admire the majestic beauty of these cathedrals of the seas
- Québec City and Lévis will be the main rallying point
- PC will be animating outreach program on Home Port Heroes and Franklin Expedition at some of the stops to promote PC places and share Canada's history:
 - Hamilton, ON
 - HMCS *Haida*
 - Quebec City, QC
 - Saguenay, QC
 - Archipel de Mingan, QC
 - Pictou, NS
 - Halifax, NS
 - Annapolis Royal, NS
 - Saint John, NB





Behind the scenes....

- None of these wonderful activities would be possible if it wasn't for our procurement and material management team.
- 45 PG positions - 24 PG-02, 12 PG-04, 6 PG-05 and 3 PG-06 spread out at strategic hubs across the country.
- Working behind the scenes our procurement staff have a rare and fortunate opportunity to not only SEE the fruits of their labour but also the EXPERIENCE it along with Canadians and visitors to Canada at the Parks Canada Places across the nation.
- Each PG procures a wide range of goods, services and construction, making their work more interesting.



Behind the scenes.... In numbers

In 2016/17 Parks Canada team

- issued 18,988 contracts (including 5,107 amendments)
- total value of \$713,684,960 not including PSPC or SSC managed contracts
- Delegated authorities of up to:
 - \$1M in emergency contracting
 - \$25K for goods and printing services
 - \$2M in services
 - \$400K in architectural & engineering services (\$2.5M special authority for FII projects)
 - \$5M construction (\$10M special authority for FII projects)



Let's celebrate together



Join the Parks Canada Team today!