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Gros Morne National Park World Heritage Site

A model in heritage protection and presentation
thanks to the collaborative actions of
stakeholders and park management

Appendix to the Sustainable Development Award Nomination
March 2012



Woody Point is one of eight communities that shares a municipal boundary with Gros Morne National Park World Heritage Site.

In 2005, National Geographic ranked the park second in North America for its sustainable management saying it is a model of the collaborative actions of local communities and park management.

Gros Morne National Park was designated a UNESCO World Heritage site on the basis of its internationally significant geological features and for its outstanding natural beauty.





Despite the decline in the commercial North Atlantic cod fishery, tourism is helping the park's communities to sustain a level of prosperity and retain many characteristics of its fishery culture. The communities are highly representative of the type of coastal society that evolved with the fishery in this Canadian province.



Gros Morne has become known for the collaborative working group approach it uses in all stakeholder relationships.



Together, we seek to resolve common issues and pursue mutual opportunities.



The Gros Morne Co-operating Association is an outstanding community-based “friends group” that has been directly and indirectly responsible for an investment of CDN \$20 million in the park region. One example of its work is the management contract it took on to develop Memorial University of Newfoundland’s Bonne Bay Marine Research Station.



The Western Brook Pond boat tour is an iconic attraction in the park. After successfully registering an environmental management system, it was the first such operation in Canada to receive an ISO-14001 designation. This level of care is a requirement under the license agreement with the operator.

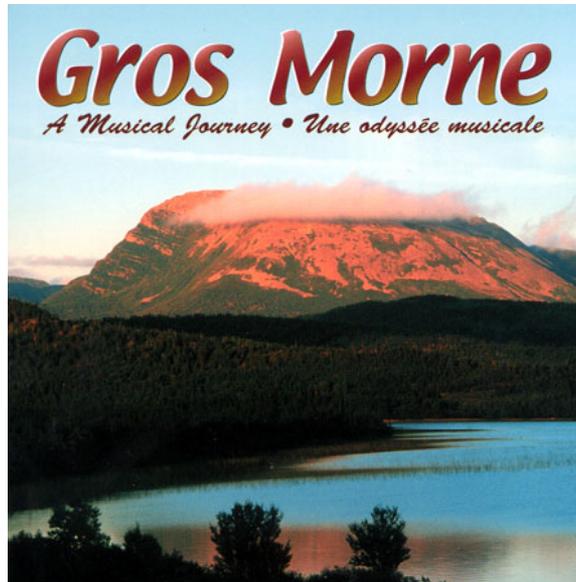
Gros Morne National Park regularly provides professional and technical expertise to support community projects. Examples include the Cow Head Botanical Garden and the Trout River Fishery Museum.

Projects like this contribute to a higher quality of life for residents and employees and are enjoyed by visitors.





There is a cultural clustering effect happening in the Gros Morne region .



Through Gros Morne's Art-in-the-Park program and through a number of high quality, local cultural festivals, residents and visitors have access to the best this province offers in fine art, music, theatre, literature, dance and much more.



The Gros Morne Institute for Sustainable Tourism helps tourism operators from across Atlantic Canada adopt the principles and practices of sustainable tourism.



Courses stress high quality products and services, including how best to use community resources to add value to tourism experiences.

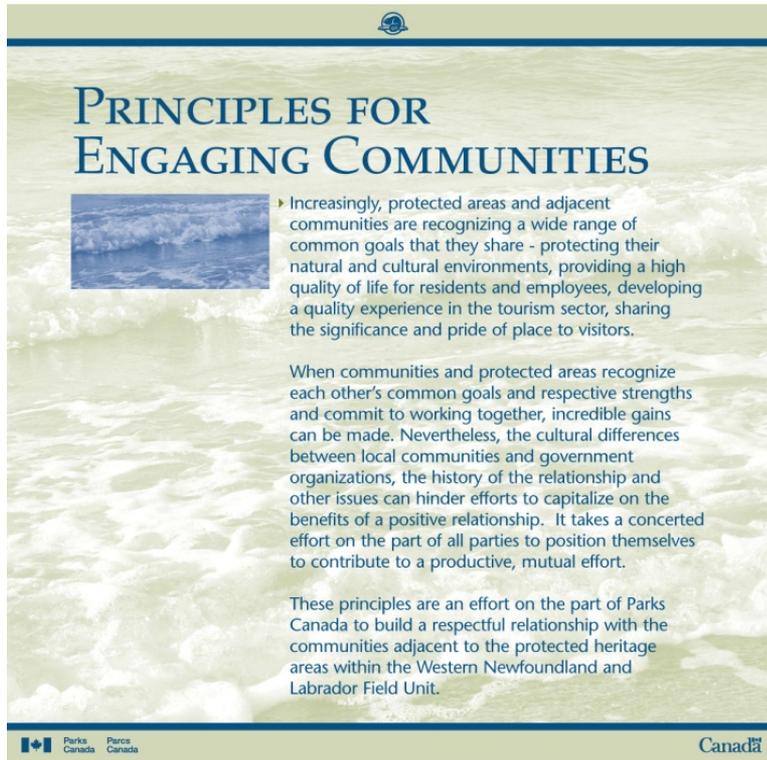




The stories of the coast are told by local people at park facilities like the Lobster Cove Head Lighthouse.

Economic Impact of GMNP Tourism – 2009

	NL Residents	Non-Residents	Total
In GMNP Area:			
Number of Visitors to GMNP	48,720	125,280	174,000
Total Expenditures	\$10.7M	\$26.9M	\$37.6M
Expenditures per person	\$219	\$214	\$216
Average Length of Stay	3.5 days	3.5 days	3.5 days
Expenditure per person per day	\$63	\$62	\$62
Incremental Expenditures	\$10.7M	\$26.9M	\$37.6M





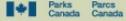
PRINCIPLES FOR ENGAGING COMMUNITIES



▶ Increasingly, protected areas and adjacent communities are recognizing a wide range of common goals that they share - protecting their natural and cultural environments, providing a high quality of life for residents and employees, developing a quality experience in the tourism sector, sharing the significance and pride of place to visitors.

When communities and protected areas recognize each other's common goals and respective strengths and commit to working together, incredible gains can be made. Nevertheless, the cultural differences between local communities and government organizations, the history of the relationship and other issues can hinder efforts to capitalize on the benefits of a positive relationship. It takes a concerted effort on the part of all parties to position themselves to contribute to a productive, mutual effort.

These principles are an effort on the part of Parks Canada to build a respectful relationship with the communities adjacent to the protected heritage areas within the Western Newfoundland and Labrador Field Unit.




The working group approach has also been used internally.

The Principles for Engaging Communities were developed with the help of a multi-disciplinary staff team. All staff are expected to consider the impact of their work on communities.



SEEK FIRST TO UNDERSTAND THE LOCAL COMMUNITIES

The existence of a protected heritage area on their doorstep has a significant impact on people living in nearby communities. Take time to understand this, and to appreciate where people are coming from.

- ▶ People in communities have a view of their own heritage and how it should be presented.
- ▶ Respect local peoples' connection to the land, their home.
- ▶ Understand the history of park establishment and changes to communities since - this history influences our relationships today.
- ▶ Understand that each community is unique and has different needs.
- ▶ Listen to what people say where they say it.

BE A GOOD CITIZEN AND NEIGHBOUR

As the largest federal presence in the region, Parks Canada is committed to the well-being of communities. As a good citizen, we are conscious of our place in the community, and consider how we see ourselves in its service. As neighbours, we must ask: "How do we fit into the surrounding culture?"

- ▶ Be a member of the community: support community events; participate in community meetings; and visibly make a contribution to community life.
- ▶ Find ways to say "yes" when asked for support. At the very least, try to suggest modifications or alternatives.
- ▶ Lead by example. Be a model for high environmental standards.
- ▶ Foster relationships built on mutual respect.
- ▶ Be leaders for youth by supporting and involving them.



CELEBRATE WHO WE ARE

Knowledge of who we are, an understanding of what we do and why we do it is critical to building support from communities.

- ▶ Create awareness of what we do right; communicate our contributions to the communities and to the region.
- ▶ Stand up and show/explain what we do.
- ▶ Take pride in our shared accomplishments.
- ▶ Not everyone will appreciate our decisions all the time. Don't be put off by criticism.

GOOD COMMUNITY RELATIONS INVOLVE ALL STAFF

To many people in the community, the staff are Parks Canada.

- ▶ Recognize that each one of us has a role to play in improving relations with our neighbours.
- ▶ When asked by members of the community: "What's going on?" take time to share information that explains what Parks Canada is doing and why.
- ▶ Be a part of communications efforts; share information that others could use, and seek answers to questions you're asked about.
- ▶ When working on projects that put you in direct contact with the community, talk to people about what you're doing.

KEEP PROMISES, COME THROUGH ON COMMITMENTS

- ▶ First, create reasonable expectations around what Parks Canada can deliver.
- ▶ Follow-up on past promises.
- ▶ Remember, actions speak louder than words.

BE PROACTIVE - DON'T WAIT TO BE ASKED

- ▶ Anticipate that our actions prompt people to ask: "What's the park/site doing now?" Get the answer out there before the question is asked.
- ▶ Keep communities informed about our operations.
- ▶ Be proactive in talking to communities to let them know what we're planning.
- ▶ "Test drive" some approaches before making final decisions.
- ▶ Take quick corrective action if there is something we can improve on.
- ▶ Get involved in community initiatives early on.

BUILD A STRONG PARTNERSHIP WITH COMMUNITIES

Our job is too big to do without engaging the help and support of others. Strong partnerships cannot be built overnight. We are here for the long term, and are working to continually strengthen our partnership with communities one positive action at a time.

- ▶ Recognize common goals and develop a mutual understanding around them.
- ▶ Deal with all communities fairly.
- ▶ Contribute our professional and technical expertise to help build the capacities of communities.
- ▶ Engage communities in protecting and presenting resources.
- ▶ Get communities involved early and often.
- ▶ It's better to include too many people than risk leaving someone out.



“...I've never felt more welcome anywhere in North America,” and it is “a model of the collaborative actions of local communities and park management.”

Destinations Scorecard: National Parks
National Geographic Traveler
July/August 2005

Slide #	Image description	Credit
1	Title slide	N/A
2	Community of Woody Point/Tablelands background	Parks Canada/Sheldon Stone
3	Norris Point/Gros Morne Mountain background	Parks Canada Collection
4	Woody Point wharf	Parks Canada/Sheldon Stone
5	Top: Bottom:	Parks Canada/Sheldon Stone Parks Canada/ Jane Brewer
6	Memorial University Bonne Bay Marine Station	Parks Canada/Sheldon Stone
7	Western Brook Pond boat tour	Parks Canada/Scott Taylor
8	Top: Cow Head Botanical Garden Bottom: Trout River Interpretation Centre Inlay: Fishermen	Parks Canada/Sheldon Stone “ “
9	Top left: Artist in Residence with school children Middle left: Gros Morne Summer Music ensemble Bottom left: Gros Morne Theatre Festival Top right: Feel the Earth Move, modern dance program Middle right: CD Cover, Gros Morne: A Musical Journey	Parks Canada/Michael Burzynski Parks Canada/Jane Brewer Theatre Newfoundland Labrador Parks Canada/Sheldon Stone Parks Canada/Sheldon Stone
10	Top: Bottom:	Parks Canada Collection Parks Canada Collection
11	Large photo: Small photo:	Parks Canada/Sheldon Stone Parks Canada/Greg Locke
12	Economic impact chart	N/A
13	National Geographic quote	N/A
14	Principles for Engaging Communities	N/A