

Strategic Framework Canadian Parks Council 2016-2020

Introduction

Canada is an expansive and beautiful country, rich in culture and biodiversity. From coast to coast to coast, we are proud of our nature and know that our life support systems depend on our ability to cherish and conserve our exceptional places. As the second-largest country in the world, with more than 80% of its population now residing in urban centres, Canada is challenged to find ways of sharing and communicating the powerful benefits of nature.

In Canada, nature conservation is a shared responsibility that people undertake differently depending on where they live, learn, work and play. As a result, Canadians and all levels of government – from local to national to aboriginal – share an opportunity to celebrate the meeting of nature and culture, and discover its significance in inspiring new generations to connect, collaborate and conserve.

Canada's legacy of shared responsibility remains strong and, since 1962, the Canadian Parks Council has played a role in conserving and presenting Canada's natural and cultural heritage through national, provincial and territorial parks and protected areas. As a Canada-wide forum for information sharing and collaborative action, the Canadian Parks Council has been dedicated to working together on aligning global commitments with local action.

Today, the Canadian Parks Council is united in its commitment to working together, and with others, to strengthen the bond that exists between the people of Canada and their natural world, by inviting citizens and guests to experience, enjoy, value and steward their remarkable places. As a community, the Canadian Parks Council represents the interests of federal, provincial and territorial governments, and each jurisdiction is committed to enhancing the well-being and prosperity of its citizens through a network of robust, resilient and representative parks and protected areas.

Our Vision

A diverse, vibrant, relevant and inspirational network of park systems that support and enhance the benefits of nature for current and future generations.

Our Mission

Working collaboratively to engage people with nature and to continuously improve the effective management and stewardship of Canada's parks and protected areas.

[Include map illustration of Canada's FPT parks and protected areas. Source CCEA]

Strategic Directions and Priority Initiatives

The Canadian Parks Council's strategic directions are based on the shared interests of its member organizations.

Strategic Directions	Priority Initiatives
<p>STRONGER ENGAGEMENT AND ALIGNMENT</p> <p>A commitment to collaborating across all levels of government, with indigenous leaders, and other sectors to better connect Canadians with nature and conserve parks and protected areas.</p>	<ul style="list-style-type: none"> • Collaborate to inspire a new generation to connect with nature • Collaborate extensively to align key messages and actions that amplify the benefits of nature • Formalize relationships with allied national and international organizations through agreements and linkages • Engage ministers and deputy ministers across governments and departments to align parks and protected areas as natural solutions.
<p>EFFECTIVE MANAGEMENT AND STEWARDSHIP</p> <p>A commitment to leveraging expertise and proven practices to improve financial self-sufficiency, governance, and care.</p>	<ul style="list-style-type: none"> • Deliver park system leadership training and expand professional development opportunities • Share innovations and knowledge • Review and renew the governance model of the Canadian Parks Council • Advance park agency financial sustainability • Promote opportunities to enhance the effective management of Canada's parks and protected areas

Organization

The Canadian Parks Council's priority initiatives are aligned with direction provided by federal, provincial and territorial ministers responsible for parks, and are endorsed by Canada's deputy ministers responsible for parks. Together, member jurisdictions fund a contracted Secretariat that manages the day-to-day business of the Council and oversees strategic developments to advance its work. The Parks Canada Agency provides additional administrative and contract support to the Canadian Parks Council through a specified purpose account agreement with provincial and territorial governments.

Conclusion

For over half a century, the Canadian Parks Council has worked efficiently to perceive, resolve, promote and advance shared interests. What has emerged from the Council is a body of work that is grounded in evidence, and this research has supported excellence in parks and protected areas establishment, planning and

management. In the years ahead, the Canadian Parks Council will honour its long-standing tradition of being a credible and reliable resource to Canadians about the value, importance and potential of parks and protected areas. Working collaboratively with a broad cross-section of society, the Canadian Parks Council will lead by example to implement actions that ensure new generations will have the opportunity to experience to the fullest all that nature has to offer.

Print Design Side Bars and Quotes

Parks and protected areas managed by the Canadian Parks Council are areas designated for the conservation and enjoyment of nature under federal, provincial and territorial laws and comprise approximately 10% of Canada's terrestrial area and 1% of Canada's marine territory.

Canada's parks and protected areas connect Canadians to nature and inspire them to experience the powerful benefits of nature.

Parks and protected areas are one of the best investments in our planet's and our own future.

Photos of Canada's national, provincial and territorial parks will be used to illustrate further the content described throughout the text.