

# PARKS CANADA AGENCY

## CORPORATE PLAN: 2002-2007

### *A Message from the Chief Executive Officer*

This Corporate Plan presents revisions to key activities and investment strategies for the period 2002-2003 to 2006-2007, highlighting changes to performance expectations as a result of decisions and events since the last full Corporate Plan, which is available on the Parks Canada Web site.

Our long term commitment is to restore our capacity to protect the ecological integrity of the national parks, and to work towards the completion of the national parks system. During this planning period, the focus will be on strengthening monitoring of ecological integrity, preparing recovery plans for species at risk and working co-operatively with our partners to implement ecosystem-based management strategies for existing national parks.

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. Strategic priorities in the system plan include increased representation of the history of Aboriginal peoples, ethno-cultural communities and women.

Parks Canada is also continuing to take steps to strengthen our outreach and communications capacity to enrich, involve and inform Canadians as never before on the heritage that is such a fundamental part of our identity. We will encourage new voices to be heard, telling new and existing stories from a range of perspectives, and we will pursue outreach activities targeted especially at youth and ethno-cultural communities. We will continue to strengthen our relationships with Aboriginal peoples.

Parks Canada is also committed to recruiting 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.

Key to the achievement of our goals is addressing financial challenges. This Corporate Plan does not provide new money to meet Parks Canada's mandate of system expansion and ensuring ecological and commemorative integrity for future generations. Discussions are ongoing to seek solutions to this issue.



Tom Lee



*Serving Canadians*

## THE PARKS CANADA CHARTER

### OUR MANDATE

*On behalf of the people of Canada, we protect and present nationally significant examples of Canada's natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations.*

### OUR ROLE

*We are guardians* of the national parks, the national historic sites and the national marine conservation areas of Canada.

*We are guides* to visitors from around the world, opening doors to places of discovery and learning, reflection and recreation.

*We are partners*, building on the rich traditions of our Aboriginal people, the strength of our diverse cultures and our commitments to the international community.

*We are storytellers*, recounting the history of our land and our people — the stories of Canada.

### OUR COMMITMENTS

*To protect*, as a first priority, the natural and cultural heritage of our special places and ensure that they remain healthy and whole.

*To present* the beauty and significance of our natural world and to chronicle the human determination and ingenuity which have shaped our nation.

*To celebrate* the legacy of visionary Canadians whose passion and knowledge have inspired the character and values of our country.

*To serve* Canadians, working together to achieve excellence guided by values of competence, respect and fairness.

2002

**Summary of Parks Canada Corporate Plan update for 2002-2007**

<b>Business Line Key Result</b>	<b>Business Line #1:</b> Stewardship of National Heritage Places The establishment, protection and presentation of places that are of natural and cultural heritage significance	<b>Business Line #2:</b> Use and Enjoyment by Canadians Canadians use and enjoy national heritage places while supporting and participating in the conservation of Canada's heritage	<b>Business Line #3:</b> Corporate Services Parks Canada's strong leadership, both directly and indirectly, in effectively and efficiently managing its resources to protect and present heritage places.
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<b>SERVICE LINE:</b>	<b>1: ESTABLISHMENT OF NATIONAL HERITAGE PLACES</b>	<b>2: HERITAGE RESOURCE PROTECTION</b>	<b>3: HERITAGE PRESENTATION</b>	<b>4: VISITOR SERVICES</b>	<b>5. TOWNSITES</b>	<b>6. THROUGH HIGHWAYS</b>	<b>7: MANAGEMENT OF PARKS CANADA</b>	<b>8: PEOPLE MANAGEMENT</b>
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<b>Strategic Objectives</b>	To work toward completing the systems of national parks and national marine conservation Canada's terrestrial and marine regions and to enhance the system of national historic sites which commemorates Canada's history.	As the first priority, to ensure the ecological integrity of national parks, the commemorative integrity of national historic sites and the sustainability of national marine conservation areas.	Ensure that commemorative and ecological integrity values are understood and supported by Parks Canada's stakeholders and the public.	To provide visitors at national parks, national historic sites and national marine conservation areas with services to enable them to safely enjoy and appreciate heritage places, while ensuring that the associated levels of impact on resources are minimized.	Park communities are effectively governed and efficiently administered as models of sustainability.	To maintain reliable, safe through-transit that minimizes ecological impact.	To maintain or improve management integrity, particularly focussing on effective decision making and results-based management.	To manage Human Resources so that a qualified Parks Canada workforce, representative of the Canadian population, works in a positive and enabling environment.
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<b>Planned Results</b>	Created national parks and national marine conservation areas in unrepresented regions and completed unfinished parks. Designated and commemorated national historic sites, persons and events of national historic significance, particularly in under-represented priority areas.	Maintained or restored ecological integrity of national parks and the sustainability of national marine conservation areas. Maintained or improved commemorative integrity of national historic sites.	Increased awareness, understanding of and support for the values of national parks and national historic sites.	Managed visitor expectations and use to ensure visitor satisfaction and minimize impacts on natural and cultural resources.	Sound management practices and leadership in environmental stewardship in park communities.	Highways remain open to through traffic and interventions are designed to minimize ecological impact.	Improved management frameworks to ensure effective decision making and accountability. Enhanced participation of Aboriginal peoples in Canada's heritage places.	Improved work environment, workplace renewal, and representativeness.
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<b>Key Activities</b>	Complete agreements for one national park, two national park reserves and one national marine conservation area. Launch or continue feasibility studies and/or negotiations for 5 national parks and one national marine conservation area. Make progress towards the completion of land assembly in unfinished parks. Consult and provide research support to identify and designate 135 new sites, persons and events of which 55 will commemorate Aboriginal, women's, and ethno-cultural communities' history.	Continue implementation of the Action Plan in Response to Recommendations of the Panel on the Ecological Integrity of Canada's National Parks with a focus on: Strengthening and integrating science and monitoring into decision making. Preparing recovery plans for species at risk. Working with partners to implement ecosystem-based management strategies. Develop Commemorative Integrity Statements. Obtain ministerial approval of management plans. Evaluate the commemorative integrity of 15 sites in 2003-2004.	Implement Engaging Canadians Strategy: -inform audiences -influence expectations and perceptions -educate audiences -connect Canadians to one another and to their heritage -encourage audiences to take action.	Implement the Engaging Canadians Strategy: -inform target audiences -influence expectations, perceptions and behaviours -encourage participation -foster sensitive, sustainable and safe use. Implement the Government Service Improvement Initiative. Deliver services electronically. Prevent public safety incidents.	Develop no net negative environmental impact frameworks. Implement land rent review. Develop new regulations. Evolve management of the terminated Revolving Funds for Townsites, Hot Springs and Golf Course to in-house enterprise units.	Apply funding to priority health and safety concerns. Maintain highways and develop a long-term financial strategy.	Implement performance information action plan. Implement a national information management system. Apply funding to address health and safety issues. Implement an asset management framework. Enhance community relations. Increase interpretive programming. Improve economic partnerships. Enhance Aboriginal employment. Undertake initiatives related to Aboriginal peoples.	Implement workforce renewal. Implement the people management components of the Agency's accountability framework. Advance employment equity and diversity commitments. Sign first collective bargaining agreement.
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<b>Performance Expectations</b>	Sign agreements to represent three new terrestrial regions based on the availability of funding. Sign agreement to represent one new marine region based on the availability of funding. 135 new designations of which 55 will be in priority areas - March 2006.	Improve the suite of ecological integrity indicators - March 2003. Update reporting framework and expand monitoring system March 2004. Evaluate all 145 national historic sites the Agency administers by 2011, with 14 new evaluations conducted yearly.	Utilization and understanding targets - 2002-2003. Heritage Presentation Satisfaction targets: 85% overall satisfied, 50% very satisfied.	Visitor service satisfaction targets: 85% overall satisfied, 50% of which are very satisfied. Expand visitor impact indicators - March 2004. Establish public safety framework - September 2002.	Continue to improve environmental performance. 100% cost recovery for municipal services	Highways open to through traffic Ecological reporting framework - March 2003.	Complete Modern Comptrollership capacity check and action plan - June 2002. Performance indicators and information systems for reporting on all planned results - March 2005. Targets to be determined.	Key indicators - March 2004. Workforce representative of both official language groups. Workforce representative of employment equity groups.
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# PARKS CANADA AGENCY CORPORATE PLAN

(IN \$ MILLIONS)

	2002-03	2003-04	2004-05	2005-06	2006-07
<b>Planned Expenditures by Business Line</b>					
Stewardship of National Heritage Places	200.3	188.1	181.3	179.3	179.3
Use and Enjoyment by Canadians	147.7	142.6	138.2	136.2	136.2
Corporate Services	48.9	47.9	47.8	47.8	47.8
<b>Total Agency - Net Planned Spending</b>	<b>396.9</b>	<b>378.6</b>	<b>367.3</b>	<b>363.3</b>	<b>363.3</b>
<b>Planned Funding by Vote</b>					
VOTE 110 - Program Expenditures	287.6	269.3	258.2	254.2	254.2
VOTE 115 - Payments to the National Parks and National Historic Sites Account	3.0	3.0	3.0	3.0	3.0
(S) Expenditures equivalent to Revenues	72.2	72.2	72.2	72.2	72.2
(S) Contributions to Employee Benefit Plans	34.1	34.1	33.9	33.9	33.9
<b>Total Agency - Net Planned Spending</b>	<b>396.9</b>	<b>378.6</b>	<b>367.3</b>	<b>363.3</b>	<b>363.3</b>

This Parks Canada Agency Corporate Plan (update) presents revisions to key activities and investment strategies for the period 2002-2003 to 2006-2007. It provides revisions to operational priorities, and consequential changes to performance expectations as a result of decisions and events since the last full Corporate Plan (for the period 2001-2002 to 2005-2006). That document is available, along with other key documents referred to, on the Parks Canada Website at: [http://www.parksCanada.gc.ca/library/index\\_e.htm#reports](http://www.parksCanada.gc.ca/library/index_e.htm#reports). Other documents which may be of interest include: the Parks Canada Agency Report on Plans and Priorities (RPP), the Parks Canada Agency Annual Report, and the Parks Canada Agency State of Protected Heritage Areas Report.

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