

Communication

Think About It!

"A good atmosphere, particularly for internal communication, doesn't blow in overnight, or even in one or two years. It takes a great deal of patience and listening - with no small investment in human and financial resources."

Claude Taylor

Market Research

Boating Trends

In 1989, the British Columbia Marine Trades Association commissioned Price Waterhouse to identify and summarize economic data of the recreational boating industry in the province. Among their findings:

- tourists spend over \$350 million in BC on fishing
- the market value of BC pleasure craft is over \$1 billion
- nearly one in four BC residents owns a boat
- in 1987, 43,412 US residents travelled to BC via noncommercial, private vessels. (The figures exclude US and other visitors who brought their boats on trailers, rented boats, or engaged in boating activities while visiting here).
- Recreational boat and outboard sales in BC during 1988 reached \$141 million from \$125 million in 1987, an increase of 20 percent.

Source: *Ernie Fedoruk, Times Colonist, Friday, March 30, 1990*

A New "Old Parkie"

Lucien Campeau Retires

It was a gala affair for a true friend of BC Parks.

After 33 years of outstanding service to the people of British Columbia and their visitors, Lucien Campeau's retirement was celebrated by over 150 people on Saturday, April 28, at the Seymour Golf and Country Club.

Arriving via chauffeur driven limousine with crystal champagne glasses still in hand, Lucien, his wife Betty and sons Bruce and Allan were treated to a night of dining, dancing, speechmaking and gift giving.

Speaker after speaker, from the private and public sectors, spoke of the keys to Lucien's success in life - determination, honesty, high energy, and dedication to family, friends, and to the parks.

Beginning as a mechanic's assistant at Champion Lakes in 1957, Lou went on to work as heavy equipment operator, assistant foreman, construction foreman, zone supervisor, and district manager. He's worked at Liard Hotsprings, Moberly Lake, Lakelse Lake, Skihist, Mara, Yard Creek, Goldstream, Bamberton, Sproat Lake, several parks in the Fraser Valley, the Cariboo, and finally in the Greater Vancouver area.

The evening's turnout demonstrated the high esteem in which past and present colleagues hold Lucien. Notable parks branch retirees, Davie Davidson, Charlie Velay, Tony Hammond, Ian Leman, Robbie Robinson, Cec Bennett, Burt Taylor, Don Carruthers, Jim Delikatny, Norm Blackburn, and a host of others were all there to help Lou celebrate. Letters and congratulations came from Parks Minister Ivan Messmer, Dennis Podmore, Raoul Lussier, Wes Mickey, Ray Lowrey and Gordon Rathbone.

Lucien and Betty received framed photos of several parks, a hand carved loon, Robert Bateman's new print "The Air, the Forest and the Watch" (a bald eagle perched over Saltspring Island), a coffee table-sized picnic table, a personalized miniature type A sign, and a vacation for two to a sunny climate of their choice.

It was a great sendoff to a man who gave much to develop BC Parks' reputation as a world-class park system. Best of luck in your next career, Lou!

Wayne Stetski

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Visitor Programs _____

Jerry's Rangers

In the mid 1980s, BC Parks developed an environmental education program for children and called it "Jerry's Rangers".

Each season the Ministry has observed how it works, discussed it and refined it. Contractors have come up with exciting new ways of tailoring it so that BCs future decision-makers understand why the park they're visiting is so special.

This program is our first opportunity to show that we can maintain excellence in standardized information and education programs. Its objective is to "foster in children an understanding of conservation issues and knowledge of the natural and cultural environment as they relate to the park system".

Park Management Committee has approved Jerry's Rangers as a provincial program. It has had clearly defined standards since the spring of 1988 and, as such, may be well on its way to becoming the most cohesive park program of its type in North America. We have recently mailed the standards, revised for 1990, to all regional and district offices.

Alice MacGillivray

Work Too Hard?

Some 206 CEOs of FORTUNE 500 and SERVICE 500 companies were polled last January about how their executives work.

On average, a high-level executive should work about 54 hours a week, and nearly a third of them think such an executive should work over 60 hours a week. Most of them think middle managers should work at least 50 hours a week.

Source: FORTUNE Magazine, March 12, 1990, p. 49

Special Events _____

Earth Day at Kettle River Park

The morning of April 22 was cool and rainy when a group of 12 people met at the Rock Creek Community Hall to celebrate Earth Day 1990. As the group drove to Kettle River Recreation Area, 10 km north of town, the rain stopped and 5 Grand Forks' youths from Broad Acres School for the mentally disabled, and a small party on horseback from Nicholson Creek joined in. The group planted 8 healthy 3-year old Douglas-fir trees in an area where the indigenous pine population is stressed by an infestation of mountain beetle.

The tree planting was accompanied by readings of works by Chief Dan George, quiet contemplation of the ecosystems within the park, and sharing of insights related to the world we live in. When the celebration was complete, the gathering dispersed as the rain began again.

The park gave the community a place to enjoy the earth through the natural representations found within it and the community reciprocated by donating time and money to help the park ecosystem.

Thanks to all involved.

Gord McAdams

Nature News _____

Blitzing with the Birds

The first Manning Park Bird Blitz was in 1983. Its goal was to enjoy a naturalist activity and to develop a species inventory of the park during the breeding season.

It's always near the last weekend in June when the birds at lower elevations are still active and people can get to higher elevations.

When participants register they are assigned an area and given a map and list of species that have been seen before.

In 1987, the first annual Mt. Robson Bird Blitz was held.

Information from the Blitzes has been used over the years in the preparation of interpretive Plans, Master Plans, Wildlife Viewing Plans, and park signs and displays. In these days of few dollars and fewer staff, it's a great way to get a feel for what's flying around in our parks.

For more information, contact Gail Ross at 565-6270.

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Editor: Cathy Mackin

Correspondents: Jennifer Beckett (Okanagan), Tom Bell (Garibaldi), Ida Cale (East Kootenay), Derek Connolly (Peace Liard), Ron Kerr (Victoria), Cheryl Livingstone (Prince George), Karen MacDowell (Victoria), Diane Malahoff (Southern Interior), Bill Merilees (Strathcona), Gord McAdams (West Kootenay), Ian Pepper (Fraser Valley), John Pinder-Moss (Victoria), Cecil Simpson (Thompson River), Chris Tunnoch (Vancouver), Ravina Uppal (South Coast).

*Minister of Parks: Ivan Messmer
Associate Deputy Minister: Stephen Stackhouse
Assistant Deputy Minister: Jake Masselink*

Park Users

Demographic Changes Hit Parks

While our park attendance statistics indicate the use in BC Parks, they don't tell us how many of our visitors are British Columbians.

Since our recent public opinion survey told us that a park system is more important to users than to others, whether or not British Columbians use their parks may influence the level of support for BC Parks initiatives.

54% of our respondents visited a park in 1988, a 10% decline from 1982. The number of people between 18 and 39 decreased by nearly 7% from 1982, from 61% to 54%, while park users over 40 increased.

This may be due to our aging population but if this decrease is

indeed a trend then we have to address it. We know that younger British Columbians are more likely to use provincial parks, which may affect the amount of use the system receives in the future.

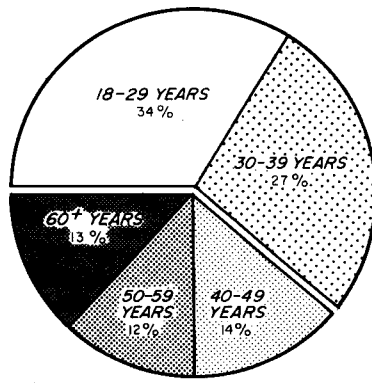
Secondly, the aging phenomenon could affect the level of public support for ministry initiatives.

These findings raise two questions. First, is it possible to attract more older British Columbians and, if it is, how can we do it?

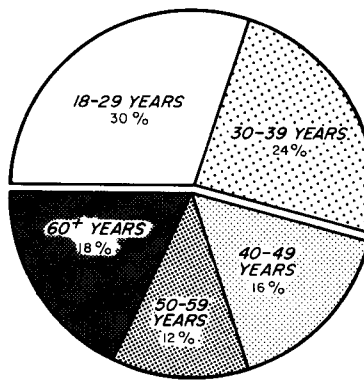
Addressing these questions is important to planning future directions.

Brian Dyck

AGE DISTRIBUTION OF B. C. PARK USERS *



1983 SURVEY
(n = 621)



1989 SURVEY
(n = 1516)

* Based on weighted data
n = number of respondents

Recycling

Malahat Tree Huggers

Park facility operators on southern Vancouver Island and the Gulf Islands are in the vanguard of environmental protection!

Last year, Montague Harbour operator Fred King set up a recycling system for park users' garbage with cans marked for bottles and tins, paper products, and other garbage.

Bruce Cownden reports that all paper products used this year in Goldstream, Gordon Bay, Bamberton, French Beach and Sidney Spit will be recycled paper. Eventually he will replace the paper hand towels with linen.

Rick Carswell has implemented a recycling program at Prior Park and chains the blue boxes right to the garbage corrals.

Operators in other parks are discussing how and when they can get on board, and our largest visitor program contractor Dave Fraser is planning interpretive programming on the recycling theme.

The district office, of course, recycles its share of waste paper, doing its part with its contractors to "Save BCs trees!".

Heidi Sutherland

Award Winner

Malahat's entry in the *Vancouver Island Outdoors Show* in Victoria on April 5th - 8th, won the **Show Award for the Best Booth!**

The two-year old Vancouver Island display was complemented to great effect by native plants.

Congratulations to Heidi Sutherland for her artistry and her efforts!

Quote of the Month

"You will never stub your toe standing still. The faster you go, the more chance there is of stubbing your toe, but the more chance you have of getting somewhere."

Charles F. Kettering*

A New Way To Measure Ads

Want to measure the desire, happiness or disgust that an ad generates?

BBDO Chicago has developed a research method that measures 26 emotions a consumer might feel when viewing an ad.

The emotional-measurement approach uses 53 photos showing facial expressions that correspond to 26 different emotions.

After being shown a commercial, consumers are asked to select the photos that represent how the spot made them feel. The approach has been used to test ad copy for Pepsi, Polaroid, Gillette and Wrigley.

Source: *Marketing News*, 250 S. Wacker Drive, Suite 200, Chicago, Illinois 60606*

* Above two articles taken from *Communications Briefings*, May, 1990.

Special Events

Mount Robson Bird Blitz - June 2 - 3, 1990

Come and join us for a weekend of birding and exploration in the Spectacular Rocky Mountains!

The third annual Mt. Robson Bird Blitz is for young and old to walk, drive, or paddle to birding hotspots in the park.

Come and explore the many environments of Robson, home to over 170 bird species, including the elusive Sora and the majestic bald eagle. Marshes, boreal forests, lakes, and beautiful alpine meadows set the stage for this two-day event.

Registration and camping equipment will be posted by the main door of the Mt. Robson Visitor Centre. For non-campers, a variety of accommodation is available nearby.

For more information, call Cheryl Livingstone at 565-6340 or Gail Ross at 565-6270.

Market Research

Camping Trends

In 1989, 20% of Canadian households owned a tent ... less than 5% owned travel and tent trailers or truck campers.

... 37% of British Columbians own camping equipment ... a third of households with an income of \$55,000 or more own camping gear compared to 11% of households with an income of under \$10,000.

... Young households (under 35) are most likely to own camping equipment.

... In 1988, Canadians camped on 17% of their pleasure trips (18% in 1980). On the other hand, hotels and motels claimed a market share of 12% each, up from 8% and 11% respectively.

Source: Roger Love and Susan Poulin, TRAVEL-LOG, Winter, 1990, p. 7.

Staff Moves

New East Kootenay District Manager

Wayne and Audrey Stetski are looking forward to their move to the Kootenays.

Wayne becomes East Kootenay District Manager on June 11. Audrey, sons Shawn, 6, and Adrian, 1, and daughter, Kellie, 4, will join him in Wasa at the end of the month.

For the last ten years Wayne has been visitor services manager for the South Coast and is the first to use this route into a senior operations position. He also has experience with Manitoba provincial parks and Canada's national parks.

"My predecessor, Norm Blackburn, accomplished a lot for the East Kootenays in his years as manager and I want to build on his success," Wayne says.

Typically, he has a lot of ideas and very specific goals.

He plans to position the East Kootenays as *the* high country destination in BC.

"We will work closely with local governments, chambers of commerce, service organizations and local tourism associations to highlight BC Parks' role as a major player in the tourism industry."

Wayne also intends to explore with his staff his interest in establishing the District as the Ministry's leader in energy conservation, including facility designs that maximize the use of solar panels in this area which boasts the most sunshine in BC!

He has a lifelong interest in parks and in natural resources, as is evidenced by his B.Sc. in ecology, a teaching certificate specializing in

sciences and outdoor education, and his work towards his Master's of Natural Resource Management at Simon Fraser University.

"As we move into the 1990s, the importance of parks and the work we do in protecting natural resources and providing recreational opportunities will continue to grow. This is an exciting District with many challenges, and I am fortunate in having a strong staff team and a solid base of parks and facilities to build on."

Cathy Mackin



**Our Parks are
something
to celebrate.**

National Tourism Research

Americans Want a Different Experience

It's been five years since a US pleasure travel market survey conducted for the federal Department of Tourism concluded it was time to stop flogging The Great Outdoors Horse - already well identified or "branded" in advertising jargon - in favour of the "foreign mystique" approach.

...This spring Ottawa is spending \$13.2 million plus \$1.6 million in production costs in luring US holidaymakers north...

For the soft adventure hikers, campers, and nature lovers, the campaign targets the 18 to 39 age group with household incomes of more than \$25,000 US. City lovers fall into the 25-49 category, while tourist buffs are narrowed to the over-40s crowd.

Source: Globe and Mail, Tuesday, April 17th, 1990

Corporate Donors

GM Comes Out of the Woods

General Motors won't be bringing back the Woody. In 1926, GM set up Fisher Lumber to provide the wood used in cars of that day. Now that real-wood side panels are a thing of the distant past, GM is transferring about 57,000 acres of Louisiana farmland, bottomlands, and wetlands to two conservation groups, which will preserve the land in part as wildlife habitats. While part of the land will be donated, a portion will be swapped for other real estate - and used for new car dealerships.

Source: Business Week, March 5th, 1990, p. 36

Staff Development

A Winning Seminar

"The best course I've ever taken"... "It's given me a whole new way of looking at my job and the people working for me"... "truly practical".

The comments from some of the 18 people who graduated from the Dale Carnegie Management Seminar in Kamloops were all very positive.

Sixteen students were from the southern interior region and two from a Kamloops radio station.

Every Monday for six weeks, from 8:00 to 11:30 a.m., Norm Wright led us in discovering more about ourselves and our management techniques. Topics such as Problem Analysis, Motivation, Time Management, Delegation, and Performance Appraisal were discussed in depth. But that was only the beginning.

Each week there were assignments. We had to actually *use* the material that had seemed so straightforward during the discussions. Then (horrors), report to the class the following week what we had accomplished. As though that weren't enough, we were also expected to complete three major written projects.

What was most impressive, however, was the noticeable increase in self-confidence each of the participants gained as the weeks went by.

The participants were unanimous in their recommendation that the Ministry should endorse this program as a training tool and method of management.

For more information, contact your MFA.

Ron Routledge

Conservation Thoughts

Voice of the Forest

We need trees for the peace and reassurance they provide. Trees are a never-ending source of inspiration.

They speak to us of ancient times, long before the first white settlers "discovered" this place. They tell of the people who hunted and gathered here and treated trees with a special reverence, especially the western red cedar.

They tell of seasons long gone and of ancient rhythms - sun and rain, day and night. And they tell of battles, not of men, but of trees in the struggle for water, nutrients and light - the battle which is life.

The losers crash to the ground to become "nurse logs" for plants, small trees, shrubs, mosses and fungi. Gradually the fallen tree becomes part of the forest soil.

Birds such as crossbills and mammals such as squirrels feed off the seeds of hemlock, spruce and Douglas-fir. These animals "shake" seeds loose from the cones, helping the trees to reseed.

The forest is full of examples of such cooperation. Creepers, nuthatches, and chickadees patrol the trees in search of tasty morsels. "Wells" of the sapsucker punctuate the bark of trees. Uprturned roots from blowdown trees provide nesting sites and singing perches for the tiny winter wren. High atop a dead-topped tree gleams the head and tail of a bald eagle.

Stand before a tree and know that you are travelling with a kindred spirit. Listen to what trees tell us, for they speak to us all.

Al Grass

Wooden Broom '90

The wooden broom bonspiel was revived in March - with a new location in Kamloops.

There were 20 teams, slightly fewer than in past years, but with the same level of enthusiasm!

All teams chose a name this year and the winners were:

The A Event - *Boss and the Hogs*
(Kevin and Penny Brickwood, Earl and Sandy Sinclair)

The B Event - *Out of Kilter*
(Iris Fenwick, Ian Leman, Mel Turner, Rosemary Maier)

The C Event - *Leftovers*
(Des and Shirley Desrosiers, Jack White and Jody Reinson)

Best Costumes - *Boss and the Hogs*

Most Sportsmanlike - *Manana*

The Organizing Committee thanks all the 1990 curlers and invites everyone in 1991!

Cecil Simpson

Our Apologies

Vol. 1, No. 1, Winter Fun in the East Kootenays: A & W was also a sponsor. Sorry for the omission.

Six Rules of Rightsizing Your Downsizing

- Cut unnecessary work
- Put quality first
- Bust your paradigms
- Empower people
- Communicate
- Take care of the survivors

Source: **FORTUNE MAGAZINE**,
April 9, 1990, p. 41

Special Events

Adams River Salute to the Salmon

The shallow waters of the Adams River run red with spawning salmon every four years as over 2 million of these majestic fish complete their life cycle. They have spent the last three years of their life in the open Pacific Ocean before making their way up the 560 kilometres of the mighty Fraser and Thompson Rivers to spawn in the river of their birth.

This most famous of Canada's salmon runs is to be celebrated by the *Salute to the Salmon* from October 6 - 28, 1990. Special opening day ceremonies will be on Sunday, October 7.

Hundreds of thousands of visitors are expected to travel to the Adams River to witness this wonder of nature. The largest crowds can be expected Thanksgiving weekend.

Roderick Haig-Brown Provincial Park has been set aside to protect an 11-km stretch of the Adams River where it enters Shuswap Lake. There are wide trails and viewing platforms and the facilities will be

open from 10:00 a.m. to dusk each day. Park Naturalists and Fisheries Officers will be on hand to answer questions; graphic displays will tell the story of the sockeye and other species. Refreshments will be sold by local organizations.

The display areas and many of the trails are wheelchair accessible. Parking is free but may be limited on the busiest days. Visitors should wear suitable footwear and warm clothing.

Salute to the Salmon will be an experience to be remembered forever, but it will be very popular so make your travel and accommodation arrangements as early as possible. Crowds will be smaller midweek.

Roderick Haig-Brown Provincial Park is 71 km east of Kamloops and 46 km west of Salmon Arm. Take the Trans Canada Highway and turn off at Squilax for a 5-km drive to the park entrance.

For more information, phone: 828-4494.

Park Operations

Parks Short of Wood

Recent changes in the forest industry have created a scarcity of firewood. In some areas, it's even affecting the number of bids for park operations since contractors can't obtain enough firewood.

Waste wood is being made into pressed board, a much more lucrative use than firewood. Homeowners are becoming major competitors for firewood, and the fencepost market is very strong right now. The combination has put extreme pressure on the supply of firewood.

Finding dead wood is difficult when red top beetle kill is merchantable and, at least in the Okanagan, the harvest is keeping pace with its salvage.

After a contractor finds the dead wood, he must then apply for a permit from the Ministry of Forests to collect it, and pay a cost per cord.

BC Parks is soon going to have to look at alternatives to our present system of supplying firewood. Share your ideas and suggestions with the Okanagan at 494-0321.

Harold Schmidt



Staffing Issues

Recruiting Park Rangers

Recruitment for summer park ranger positions was formal and focused this year. Posters and application forms were sent to a technical institute, five colleges, and three universities in January. To be eligible for shortlisting, applications had to be received at the Northern Regional Office by February 16 but candidates could choose to be interviewed in Vancouver, Victoria, Castlegar, or Prince George.

From a list of 405, 81 candidates were interviewed by 3 panels during the week of February 26 - March 2.

The interview process was 35 minutes long and 49 candidates were

successful in scoring more than the minimum 60% required for placing on the districts' eligibility lists.

A dramatic increase (25%) in both participation and success was seen in the number of female applicants.

The interview panels believe that this process maximized our positive image to potential employees as well as allowing panel members to grow personally and professionally.

As Chairman of the Committee, I want to extend my thanks to my committee colleagues for their positive and professional participation.

Jim Hawes

Research News

Park Agencies Share Research

"A very valuable meeting - thank you for getting us together."

That was the reaction of nine researchers from as far away as Newfoundland as they left for home after attending a workshop on satisfaction surveys and other market research on May 9 and 10 in Victoria.

It was the first meeting of Canadian park researchers since 1976 and Americans were invited too.

Delegates came from Oregon, Washington, Yukon, Saskatchewan, Manitoba, Canadian Parks Service (Prairie Region and Maritime Region), Ontario, as well as Newfoundland. Nearly all are doing or beginning to do satisfaction surveys.

BC Parks has had the most

extensive recent experience and all participants were very happy to discuss the approach we've developed.

Starting with a welcome by the Assistant Deputy Minister that included a description of our operational permit program and the use of satisfaction surveys, the meeting reviewed market research used by each agency. Don Macaulay, George Broome and Brian Dyck gave special presentations about methods and our survey experiences.

Another interesting approach that was developed in the Maritime Region and utilizes fee collectors to distribute surveys to every 100th party will be implemented throughout the Region.

For more information, contact Ted Frechette at 387-3963.

Newsletter

Attention Park Facility Operators, Contractors, Volunteers

If you've got something to share, we would like to print it. *Visions* is intended to be your forum as well as

staff's. Please submit your articles through your district office. Deadline for next issue is June 30.

Did You Know?

All revenue from fines imposed under the Park Act will go directly to the *Sustainable Environment Fund*?

The fund can be used for parkland acquisition costs, fish and wildlife conservation, and integration resource management initiatives.

By the year 2000, 85% of new workers entering the US labour force will be women and minorities.

Source: Common Ground - Conservation News from the Conservation Fund, Vol. 1, No. 1.

Different Times!

Remember there are two districts on different time zones than the rest of us between October and May.

... So, give them a break. Don't call Fort St. John on their coffee or lunch breaks; don't call the East Kootenays at the end of their day. It's you who are an hour behind.

And they don't want to hear your witticisms on the subject, either. They've heard it all before.

Campers do pay their dues!

Also from the East Kootenays is the story of the camper from Fayetteville, Arizona, who wrote "July 21, 1988.

I camped at Premier Lake Provincial Park. The camping fee was not collected that evening and I left quite early the next morning - without paying. I have regretted this for some time, so here is \$8."

(10 cents postage due on his envelope!)

Ida Cale

Special Events _____

Manning Park's Golden Anniversary

E.C. Manning was established as a provincial park on June 17, 1941.

Like any good marriage, the park and its staff have seen many wonderful changes, shared many great experiences and worked through difficult times.

Many of BC Parks' present staff have very fond memories of their time at Manning. The list of past employees who shared a part of the park's growth and development would be long - and perhaps surprising to some of us.

The Fraser Valley District will host a memorable 50th birthday party at Manning on the August 1st, 1991, long weekend. As with any birthday party, there will be invitations, events, cake and "goody bags".

A steering committee has been formed and would appreciate your help, suggestions, or advice on an invitation list, events or special recognitions. If you have anything to offer, please contact Ian Pepper at 858-7161.

Visitor Services _____

Volunteer Hosts in Parks

The volunteer host program is one of BC Parks' most popular volunteer activities.

When it first started, the only hosts we had were in parks with campgrounds. Then, as now, volunteers agreed to spend anywhere from a month to a season in a park, providing hospitality services that visitors required and park staff were too busy to do as well as we liked. Hosts would collect a raft of tourist information and park information and greet newcomers, answering their questions about the park and the area and generally keeping their eyes and ears open to let parks staff know of anything going amiss.

In recent years, the host program has expanded to include marine parks (usually a yacht club takes on the function and rosters its members so that someone is always moored or anchored in the park), backcountry parks, and even day use areas.

Hosts receive training, free camping or moorage, propane when required, sometimes help

with transportation in areas that are hard to reach, uniforms and brochures, signs or flags to identify them to other park visitors and generally whatever they require to help them do a good job.

Although the program was originally geared to older campers who have the time to spend in a park, in some areas hosts are couples with children and the kids get involved as well.

People who want to be park hosts should fill out an application available at any BC Parks office or write to BC Parks in Victoria. Applicants will be contacted and interviewed by district staff.

If you're interested in being a park host, any of our offices would love to tell you more about the program!

Ministry of Parks
4000 Seymour Place
Victoria, BC V8V 1X4