

KEKERTEN (QIKIQTAN)

territorial park

HERITAGE APPRECIATION PLAN



March 2025

Approved by the Park Advisory Committee for Kekerten (Qikiqtan) Territorial Park.

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EXECUTIVE SUMMARY

Kekerten (Qikiqtan) Heritage Appreciation Plan

Kekerten (Qikiqtan)¹ has always been an important place to harvest marine animals, and its history is associated with the whaling industry in Cumberland Sound in the 19th Century, and a period when Inuit lived and worked alongside Scottish and American whalers that had built stations on the island.

Kekerten (Qikiqtan) protects the places where our ancestors used to live on the island, including the cultural features that are visible in the landscape such as tent rings, burial sites, and equipment used in whaling. All of these features represent the important history of our community. The park shares our history and way of life with residents, student groups and visitors to our community through interpretive signage and displays at the Angmarlik Visitor Centre. Guided tours to the park support the local tourism economy and provide direct economic benefits for Pangnirtung.

Through the Kekerten (Qikiqtan) Heritage Appreciation Program, unique stories and information about the park and its resources are shared with community members and visitors to increase awareness of the park's heritage value as well as how to respect and protect its resources so that future generations can enjoy the park. The Heritage Appreciation Program is also meant to encourage people to consider new perspectives and participate in new experiences, broadening their knowledge and understanding of the park's significance and the special connection that families in Pangnirtung have to Kekerten (Qikiqtan).

This Kekerten (Qikiqtan) Heritage Appreciation Plan (HAP) aims to help all audiences celebrate the park's theme, "Kekerten and the Cumberland Sound Whale Fishery". It is an opportunity to expand the stories that are shared about the park, specifically increasing the number of stories about Inuit contributions to whaling. The HAP program aims to educate visitors by sharing the stories that illustrate the cultural significance that this important place has for Inuit. The Master Plan for Kekerten (Qikiqtan) identifies the purpose of the park:

- To protect the cultural and natural resources of the park through stewardship so that future generations can enjoy the park.
- To preserve the stories and respect for heritage by providing opportunities that keep family connections to the park.
- To support partnerships with hunters to maintain the sea mammal harvesting heritage of the park for future generations.
- To create opportunities for education in the park and community for students, youth and residents.
- To provide tourism opportunities and other park-related economic benefits for the community.

The park's Master Plan also recommends improving the park's interpretive signage and marketing materials to ensure safety, protection of resources, tourism opportunities, and other actions to help develop this HAP.

The Heritage Appreciation Plan will be implemented over ten years (2025 to 2034). The HAP identifies several objectives for heritage appreciation and presents a strategy and action plan to enable the Nunavut Parks and Special Places (NP&SP) Division in providing interpretation, education, and public communications to a variety of audiences, both within the park and within the community of Kinngait over the next ten years.

This HAP should be used by the Pangnirtung Park Advisory Committee, NP&SP staff, and contractors when planning and implementing the Heritage Appreciation Program to address the following:

- Gaps, challenges, and resources to be addressed in the future.
- Audiences for the program and the messages to convey to each audience.
- Materials and tools required for communicating / programming with each audience in the park, in the community, or online.
- An implementation strategy to develop the park's Heritage Appreciation Program over future years.
- Monitoring and evaluation of the different materials / programming to see if they are working.
- Supporting documents to carry out the necessary work.

The Kekerten (Qikiqtan) Heritage Appreciation Plan was developed based on recommendations presented in the Master and Management Plans and is informed by the Complete Inventory of Park Resources. It achieves the objectives and requirements for heritage appreciation in keeping with the NP&SP Framework for Planning Heritage Appreciation/Interpretive Programs, the 2016-2021 NP&SP Heritage Appreciation Strategy, the Umbrella Inuit Impact Benefit Agreement for Territorial Parks in the Nunavut Settlement Area (IIBA) and other guiding documents for the Park and the Government of Nunavut, Department of Environment's NP&SP Division.

¹ *Kekerten is the anglicized spelling used when referencing the historical work on the park or the island locationally. Qikiqtan is the Inuktitut spelling referring to the Territorial Park. Both spellings are to be used as recommended by the Park Advisory Committee.*

Organization of the Report

The Kekerten (Qikiqtan) Territorial Park Heritage Appreciation Plan contains five main sections as well as a collection of supporting documents and templates in the Appendix.

The five main sections include:

1. **The Introduction** – Provides an overview of Kajiiausarviit: NPSP Program with a focus on heritage appreciation.
2. **Kekerten (Qikiqtan) Territorial Park** – Provides background on the park's context, purpose, resources, and planning requirements that directly inform the Heritage Appreciation Program.
3. **Essentials of Heritage Appreciation at Kekerten (Qikiqtan)** – Identifies the interpretive theme and sub-themes, audiences, key messages and methodology that have been used to develop the HAP and should be considered when planning or developing any heritage appreciation materials for the park in the future.
4. **Kekerten (Qikiqtan) Heritage Appreciation Strategy** – Outlines the specific programs and materials that are recommended to bring the park's Heritage Appreciation Program up-to-date and in conformity with the park's Master Plan and other statutory requirements.
5. **Kekerten (Qikiqtan) Heritage Appreciation Implementation** – Presents the actions, timeline, and estimated budget required to implement the park's 2023-33 Heritage Appreciation Plan and identifies the responsibilities, important partnerships, and monitoring and evaluation guidelines to help ensure that implementation is successful.





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Action Plan for the HAP: How to find and implement the HAP

The following table provides a quick reference to key actions in the Kekerten (Qikiqtan) HAP.

<i>Action Plan Section Number</i>	<i>Strategic Action</i>	<i>Description</i>	<i>Implementation Timeframe</i>	<i>HAP Section Reference Guide</i>
1	Special Projects	Oral History Project Archaeological Surveys Burial Sites Survey Inuit House Reconstruction: Planning and Design	Year 1-3 Years 1-2, 3-4, 7-10 Years 1-2 Years 5-6	4.1 4.1.1 4.1.2 4.1.3 4.1.4
2	Updates to the Park's Image, Video and Document Collection	Park Image Database Bibliographic Guide to the Photo and Document Archive	Year 1-3 Year 1-3	4.2 4.2.1 4.2.2
3	Signage and Displays	Historic Plaque Master Plan Recommendations for Interpretive Signage Angmarlik Visitors Centre HAP Options Pisuktinu Tunngavik Territorial Park Campground Signage Blubber Station Signage	N/A Year 1-2, 3-5 Year 3-5 Year 3-5 Year 3-5	4.3 4.3.1 4.3.2 4.3.3 4.3.4 4.3.5
4	National Historic Site Designation	Action to update the official name of the park to "Kekerten (Qikiqtan)"	Year 3-5	4.4
5	Annual Student Award		Annually	4.5
6	Community/Cultural Events	Celebration of the Park - Annually	Annually	4.6 4.6.1
7	Promotional and Informational Materials	Website Regulation and Operational Documents Park Brochure Booklet Park Seasonal Calendar	Years 1-2, 3-5 Years 1-2 Years 3-5 Years 1-2	4.7 4.7.1 4.7.2 4.7.3 4.7.4

<i>Action Plan Section Number</i>	<i>Strategic Action</i>	<i>Description</i>	<i>Implementation Timeframe</i>	<i>HAP Section Reference Guide</i>
8	Public Communications	Newsletter Template Announcement Template PowerPoint Template	As Required	4.8
9	Park-specific Educational Programs	Learn-To Program Youth Career Development Education Modules	Years 1-10 Years 3-5 Years 7-10	4.9 4.9.1 4.9.2 4.9.3
10	Training Tools	Kekerten (Qikiqtan) Interpretive Script Park-specific Interpretive Training Outfitter and Guide Mentoring Program	Years 3-5 Years 3-5 Years 3-5	4.10 4.10.1 4.10.2 4.10.3



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1

1 INTRODUCTION

Nunavut Parks and Special Places (NPSP) represent the best sites in Nunavut for learning about our natural and cultural heritage. Parks and special places provide educational and recreational experiences that can foster the development of conservation and stewardship values in Nunavummiut and other park visitors.

1.1 HERITAGE APPRECIATION IN CONTEXT

The Government of Nunavut (GN), Department of Environment's Nunavut Parks and Special Places Division (NPSP) develops and manages the natural and cultural heritage of Nunavut through a territorial program that focuses on five areas:

1. Parks Program Development, including Canadian Heritage Rivers.
2. Parks Planning & Establishment.
3. Parks Facilities and Operations Planning.
4. Parks Heritage Appreciation.
5. Parks Geospatial & Information Technology.

The fourth area, *Parks Heritage Appreciation*, is where NPSP:

- Supports and celebrates the protection and stewardship of Inuit natural and cultural heritage (culture, language, and relationships with the land).
- Engages communities, partners, Nunavummiut, and visitors through information and educational experiences.
- Supports the development of heritage experiences that can provide economic and recreational benefits for Nunavummiut and visitors.

Heritage appreciation is accomplished by engaging visitors in the story of a park, presenting communications to the public from the Division, and providing educational opportunities in the community associated with the park.

In achieving the goals under *Parks Heritage Appreciation*, we can also effectively satisfy the heritage appreciation-related requirements in the other areas. For example, heritage appreciation is a critical component to the mission and goals of Kajjausarviit: Nunavut Parks Program and in fulfilling the Division's obligations under the Inuit Impact and Benefit Agreement for Territorial Parks (IIBA).

As such, the role of heritage appreciation must be considered by GN staff, by Joint Planning and Management Committees (or Park Advisory Committees), and by contractors working on behalf of NPSP, in all planning, communication, education, and experience-based activities offered through Nunavut Parks.

1.1.1 HERITAGE APPRECIATION AND KAJJAUSARVIIT: NUNAVUT PARKS PROGRAM

Kajjausarviit: Nunavut Parks Program seeks to achieve the following three goals:

Goal 1: Protect Nunavut's Natural and Cultural Landscapes

Kajjausarviit: Nunavut Parks Program identifies, protects, and promotes Nunavut's natural and cultural heritage as well as its biodiversity, integrity, and unique natural and cultural landscapes and resources.

- Through heritage appreciation, Nunavummiut and visitors will share knowledge of the significance of the natural and heritage resources in our territory and the importance of stewardship of these resources.

Goal 2: Enhance Community and Visitor Experience

Kajjausarviit: Nunavut Parks Program promotes opportunities for appropriate, safe, and accessible recreation and increased public enjoyment consistent with the protection of the natural and cultural values. Nunavut Parks are important destinations and attractions for Nunavummiut and visitors, providing direct and indirect economic benefit to communities.

- Heritage appreciation provides programs and activities in our parks and communities that encourage active participation of Nunavummiut and visitors.
- Heritage appreciation develops tools and key messages for NPSP to communicate directly and indirectly with Nunavummiut, park visitors, and partners.

- Through heritage appreciation, NPSP increases awareness and educates Nunavummiut and park visitors

Goal 3: Engage the Community in Heritage Appreciation and Conservation

Kajjausarviit: Nunavut Parks Program fosters pride, understanding, knowledge, and appreciation of the Territory's diverse and unique natural and cultural heritage for both residents and visitors

- Heritage appreciation planning, management, and operational actions are prepared through joint planning and management with park communities.
- Heritage appreciation documents and shares information on the current and past uses of a park's natural and cultural resources.
- Heritage appreciation provides programs and activities for residents and visitors that promote and celebrate the natural and cultural heritage of our parks.

1.1.2 GOALS AND GUIDELINES FOR THE HERITAGE APPRECIATION PROGRAM

The NPSP Heritage Appreciation Program sets out a vision for Nunavut's parks..

The primary goals of heritage appreciation – to increase awareness and promote stewardship of the natural and cultural heritage in Nunavut parks – can be achieved through a variety of approaches:

- Interpretative displays and signage within the parks
- Interpretation delivered by park staff and local tourism providers
- Cultural events in affected communities and parks
- Educational programs and career development in communities and parks
- Promotional and informational materials
- Public communications
- Promotion of Inuit business and tourism providers
- Promotion and sale of local arts and products

In some parks, heritage appreciation may also be enhanced through special projects such as archaeological site inventories or oral history projects, which contribute data and understanding of heritage resources and sites of significance to Inuit.

To ensure that all Nunavut Park heritage appreciation planning is done in a consistent manner across Nunavut and to establish strategic goals for the Heritage Appreciation Program, NPSP has created two guiding documents: *The Framework for Planning Heritage Appreciation/Interpretive Programs* and *The Nunavut Parks and Special Places Heritage Appreciation Strategy*. These documents, available in the NPSP shared drive, are linked to a series of planning frameworks that represent a comprehensive, consistent, and integrated planning and management system to guide *Kajjausarviit: Nunavut Parks Program*.

Vision Statement for the Nunavut Parks Heritage Appreciation Program:

Heritage appreciation celebrates the unique relationship of the heritage of Inuit culture, environment and resources that are a part of our parks. Our Heritage Appreciation Program connects communities to their parks and will reach every Nunavummiut and park visitor to increase their understanding, enjoyment, and stewardship of the cultural and natural heritage in Nunavut's Parks

1.1.3 THE HERITAGE APPRECIATION PROGRAM FRAMEWORK, STRATEGY AND PARK SPECIFIC HERITAGE APPRECIATION PROGRAM

The Framework for Planning Heritage Appreciation/Interpretive Programs (HA Framework), The Nunavut Parks and Special Places Heritage Appreciation Strategy (Strategy) and this park-specific HAP are related documents, each with its own purpose.

The Framework for Planning Heritage Appreciation/Interpretive Programs (Framework) provides direction on the protocol for park heritage appreciation programs; the engagement of the public, communities and specifically youth; and key messages that NPSP aims to communicate in all parks. NPSP has specific obligations under the Nunavut Land Claims Agreement (NLCA) (primarily Articles 8 and 9) and the IIBA.

Section 4 of the HA Framework includes specific guidelines for the following elements to aid in the planning and development of park-specific heritage appreciation plans:

- Visual Guideline Identity
- Print Material
- Presentation Material
- Park Infrastructure and Display
- Public and Cultural Events

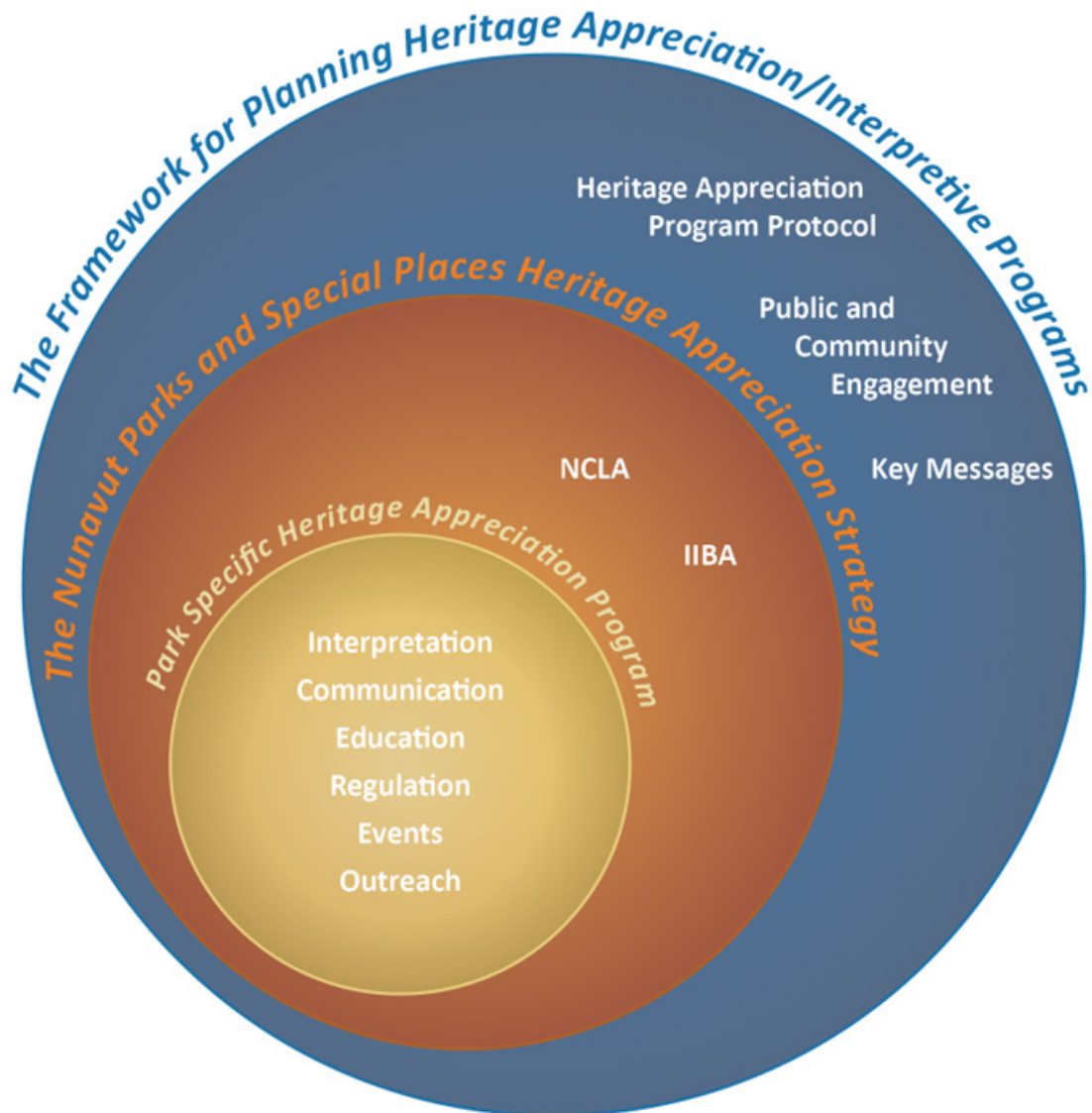
- Educational Modules
- Media (Public Communications)

The purpose of the *Heritage Appreciation Strategy* (HA Strategy) is to guide the Division's heritage appreciation planning over a five-year period, toward achieving the Program's vision for heritage appreciation.

The Strategy aims to achieve NPSP's vision for heritage appreciation through planning and activities in five key areas:

1. Park Interpretive Programs
2. Inuit Tourism Strategies
3. Community Events
4. Education and Youth Programs
5. Communications

The *park-specific HAP* provides a comprehensive strategy for an individual park's approach to interpretation, communication, education, regulation, events, and outreach. This includes the development of any heritage appreciation materials or programming identified in the master plan and actions required by a management plan to address heritage resource management in the park. Park-specific HAPs must follow the requirements specified in the HA Framework and should seek to accomplish the goals and objectives of the HA Strategy.



1.2 PURPOSE AND GOALS OF THE KEKERTEN (QIKIQTAN) HERITAGE APPRECIATION PLAN

The Kekerten (Qikiqtan) Heritage Appreciation Plan (HAP) provides a comprehensive strategy for the park.

The HAP purpose is to provide the approach to **sharing stories** (oral history and interpretation), **regulation and safety, marketing and communication** (outreach), **events and celebration**, and **education**.

The Kekerten (Qikiqtan) HAP will guide NPSP to enhance the understanding of the role of the park in the community and the importance of the park within Nunavut. The HAP describes how stories and information about the park will be shared. In the case of Kekerten (Qikiqtan), the HAP has two key audiences:

- **Community:** Connect the people and organizations of Pangnirtung with the rich history and stories of their relatives that lived and worked at the whaling station. This includes Elders, youth (in or out of school), harvesters that use the island, and organizations including the Hamlet, Hunters and Trappers Association, local outfitter and tourism businesses, Visitors Centres, and schools.
- **Tourism:** Highlight what a visitor should expect from their visit to the park. Visitors may arrive with a local outfitter, on a cruise ship, or private yacht.

The Kekerten (Qikiqtan) HAP can be used to achieve the park master plan priorities to protect, celebrate and share of the park's significant resources through interpretation and programs. The HAP explains how and where regulatory messages are needed to protect the park, its resources, and the people that use the park.

The goals of the Kekerten (Qikiqtan) HAP will guide NPSP to:

- **Support the protection and stewardship of the park's natural and cultural heritage.** Heritage appreciation can inform all park users how to use the park sustainably; have minimal impact when travelling in the park; protect cultural artifacts from disturbance; and understand the park's environment and history.
- **Celebrate the heritage of the park through the interpretive theme "Kekerten and the Cumberland Sound Whale Fishery".** The unique stories of Kekerten (Qikiqtan) will be shared with the community and visitors to demonstrate the value of the park's natural and cultural landscapes and resources. The HAP will record and share traditional and scientific knowledge about the park for the purpose of developing awareness of the cultural significance and to ensure this knowledge is carried forward for future generations.
- **Engage the community of Pangnirtung and other park visitors through information, educational experiences, and communications about the park.** An aim of heritage appreciation is to engage residents and visitors with the park and foster pride and respect of the park's natural and cultural heritage.

The Kekerten (Qikiqtan) HAP should also stimulate opportunities for the development of heritage-related experiences among local outfitters, resulting in economic and recreational benefits for Nunavummiut and visitors. HAP initiatives will be linked to the Pangnirtung Inuit Tourism Strategy as well as territory-wide tourism strategies and initiatives.

Park-specific HAP implementation will require both short-term (1-10 years) and long-term (beyond 10 years) actions and delivery. The resources required to implement the Agguttinni HAP will be considered in the annual budgets of NPSP and collaborating departments as well as any park-specific work plans and budgets prepared by the Pangnirtung Park Advisory Committee (PAC)² and approved by the Nunavut Joint Planning and Management Committee (NJPMC).

2 *The NJPMC is assigned planning and management responsibilities for Historic Parks. Through NJPMC Record of Decision the Pangnirtung Park Advisory Committee (PAC) was established to provide the local and Inuit perspective and recommendations for Kekerten (Qikiqtan) Territorial Park.*



2 KEKERTEN (QIKIQTAN) TERRITORIAL PARK

This section summarizes the legislated purpose of Agguttinni Territorial Park and describes its overall significance based on the Kekerten (Qikiqtan) Master Plan. It also presents a summary of the park's goals and objectives that relate to heritage appreciation and an inventory of the park's existing heritage appreciation infrastructure and materials. This information provides important background on the park and forms the basis and justification for the future actions that will be recommended in this Plan to complete Agguttinni's Heritage Appreciation Program.

2.1 PARK CONTEXT, PURPOSE AND VISION

2.1.1 PARK CONTEXT

Located roughly 50 kilometers south of Pangnirtung, in Cumberland Sound, Kekerten (Qikiqtan) Territorial Park is 1,285 hectares (12.85 km²) and encompasses the entire island. Established in 1995 as "Kekerten Historic Park", the park is a special place that protects not only a historic site of cultural significance for Inuit but, shares the whaling heritage of Cumberland Sound during the late nineteenth and early twentieth century. Kekerten (Qikiqtan) represents a pivotal period of time in Inuit culture and Arctic history. As the whaling industry in Cumberland Sound developed a base on this island, it was the first place where Inuit settled into a community alongside Scottish and American Whalers. This coming together of cultures profoundly impacted Inuit culture. The stories from Kekerten (Qikiqtan) continue to live on in contemporary Inuit culture, however, the residents of Pangnirtung do not feel the stories of Inuit are shared appropriately in the park. The HAP provides guidance on bring Inuit voices and stories to the forefront.

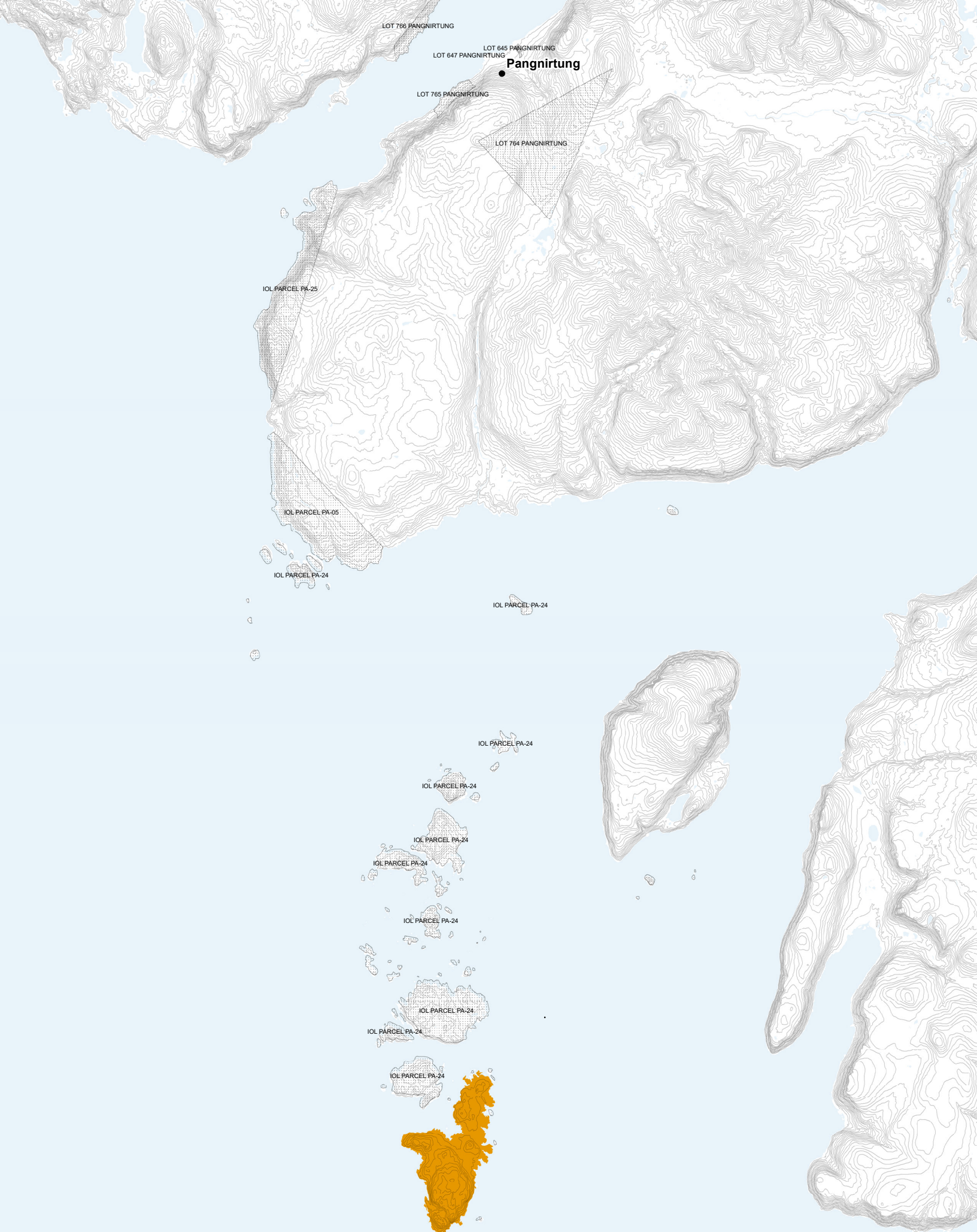
The old Whaling Station site, known as "Qikiqtat" is the area where tour visits are concentrated, and the site offers visitors an educational and scenic experience. Interpretive signage welcomes visitors upon arrival to Qikiqtat, and a boardwalk trail takes visitors through the heritage site and provides protection to historic resources. The park presents various historical elements from the whaling period such as blubber vats and barrels, reconstructed Inuit and whaling structures, and whale spotting lookouts. In late spring, early May to mid-June, access to reach the park from Pangnirtung is by snowmobile, although dog sledding is also an option. In summer, visitors can travel to the park by boat once the ice has cleared in mid- July until the ice begins to form, typically in late September. Travel from Pangnirtung to the park by boat takes around three hours one way. Visitors can travel to the park with a local outfitter/ guide to learn about the history, view cultural sites, picnic and enjoy the scenic arctic landscape.

Kekerten (Qikiqtan) is actively used by residents for harvesting. Many residents keep cabins on the island to support seasonal harvesting in spring. The long-term planning of the park intends to balance its past and present operations to encourage community and visitor use while also protecting the park's natural and cultural resources.

The Kekerten (Qikiqtan) Territorial Park Master Plan and Management Plan have been prepared to meet the requirements of the Nunavut Agreement (NA) and the Nunavut Park's Umbrella Inuit Impacts and Benefit Agreement (IIBA) as well as territorial legislation including the Territorial Parks Act.

The current park classification of Kekerten (Qikiqtan) Territorial Park under the Territorial Parks Act is "Historic Park", established to "protect places that hold archaeological or cultural significance for Inuit locally, regionally and territorially." In the future, the Park's classification will be recognized as *Inuit Nunagiqattaqsimajatuqanginni* with the approval of *Kajjausarviit*: the Nunavut Parks Program and new Territorial Park Act legislation.³

3 *The highest priorities of Inuit Nunagiqattaqsimajatuqanginni parks are to provide for the protection of the cultural resources or features that contribute to the preservation and promotion of the heritage of Inuit or previous cultural groups. Development in Inuit Nunagiqattaqsimajatuqanginni parks will focus on that which protects the park's purpose, resources, significant features and cultural values; and promotes heritage appreciation.*



2.1.2 PARK PURPOSE

The people of Pangnirtung, through the Pangnirtung PAC and community input at consultations, have confirmed that the purpose of designating Kekerten (Qikiqtan) Territorial Park is:

- To protect the cultural and natural resources of the park through stewardship so that future generations can enjoy the park.
- To preserve the stories and respect for heritage by providing opportunities that keep family connections to the park.
- To support partnerships with hunters to maintain the sea mammal harvesting heritage of the park for future generations.
- To create opportunities for education in the park and community for students, youth and local residents.
- To provide tourism opportunities and other park-related economic benefits for the community.

2.1.3 PARK VISION

The following vision expresses the long-term ambitions for the park and the enduring value that Kekerten (Qikiqtan) provides for the people of Pangnirtung and Nunavut. The vision provides the context for the strategic goals and actions in the Master Plan and Management Plan.

Vision Statement for Kekerten (Qikiqtan) Territorial Park

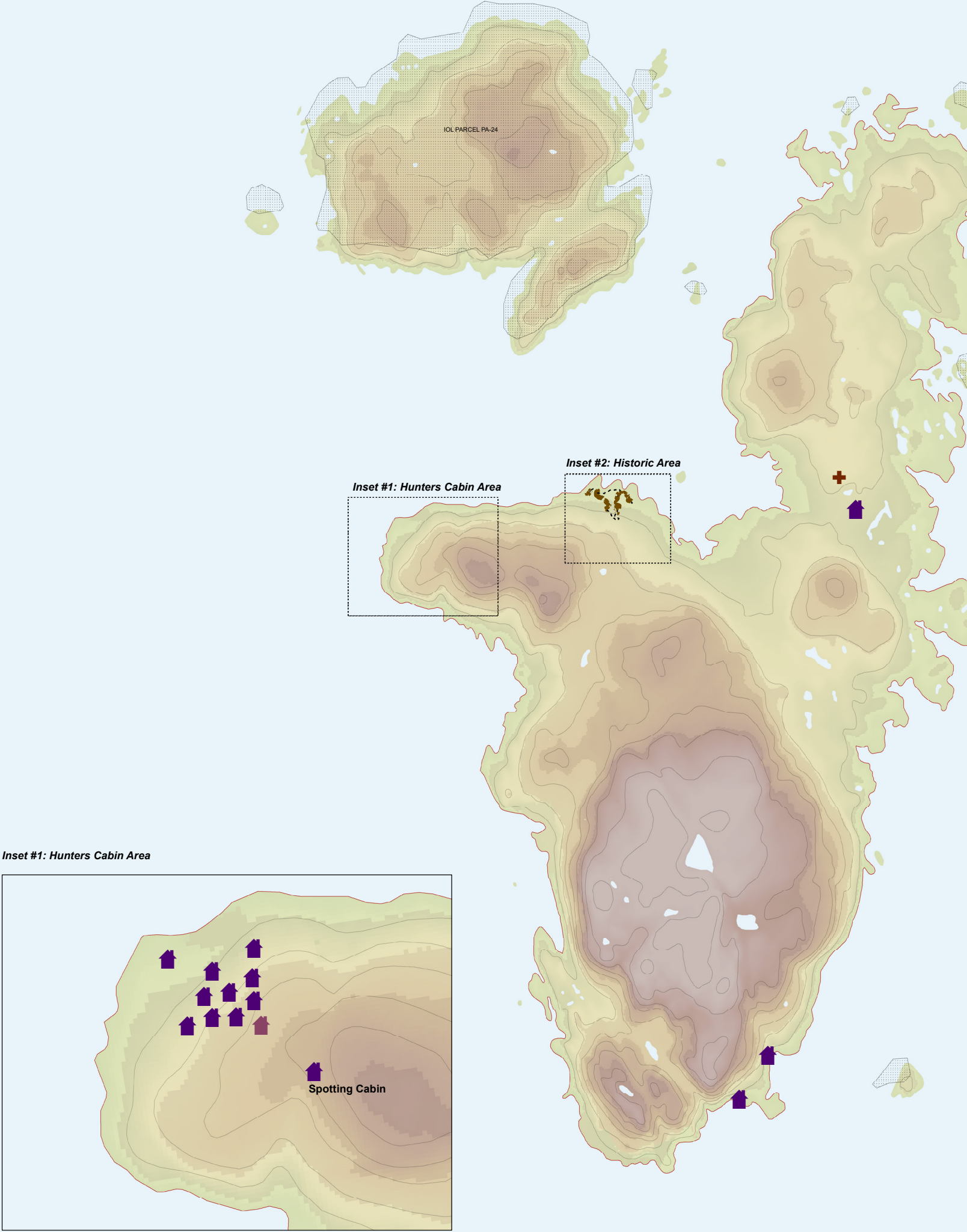
Kekerten (Qikiqtan) Territorial Park protects and shares our memories and stories of whaling. The park nurtures our family connections and heritage; provides us with a place to continue to harvest from the sea; and celebrates the determination and resourcefulness of Inuit, Scottish and American whalers in a time when our world was changing.

2.1.4 PARK STATEMENT OF SIGNIFICANCE

The Statement of Significance guides use, protection, or conservation of key features. The Statement of Significance can be used in the Kekerten (Qikiqtan) heritage appreciation materials to emphasize the park's importance to the people of Pangnirtung. Additionally, information that was collected in the *Inventory of Park Resources*, as well as new data that is collected in the future (e.g. through oral history projects), can be used to create communication materials around the significant resources of the park

The Statement of Significance for Kekerten (Qikiqtan):

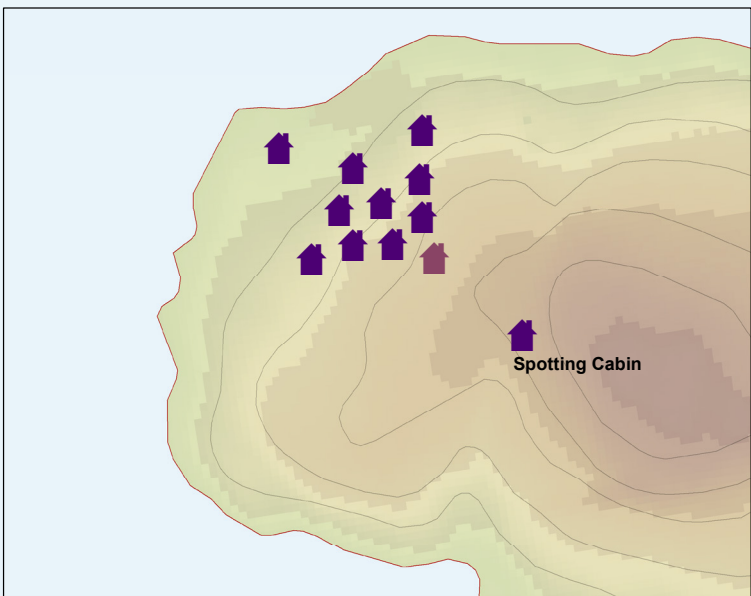
Kekerten (Qikiqtan) Inuit Nunagiqattaqsimajatuqanginni (Heritage) Territorial Park protects and shares the importance of whaling in the eastern Arctic. As the first permanent settlement to be occupied by Inuit, Scottish and American whalers, Kekerten (Qikiqtan) presents the impact of the whaling industry on the economy and culture of Inuit in the Cumberland Sound region..



Inset #1: Hunters Cabin Area

Inset #2: Historic Area

Inset #1: Hunters Cabin Area



2.2 PARK RESOURCES THAT INFORM HERITAGE APPRECIATION

2.2.1 AREAS OF USE

Kekerten (Qikiqtan) shares the story of the role Inuit played in whaling and the change to Inuit culture that occurred during this period of history. The site protects the places where Inuit used to live and work, including qammuq, tent rings, and burial sites. Alongside these features are the remains of the whaling industry including blubber rendering vats, barrels, and building foundations. The island continues to be an important harvesting site in the spring as the ice gives way to open water. Pangnirtung residents keep harvester cabins on the island .

The harvesting of marine mammals has always been significant to the heritage of Kekerten (Qikiqtan) and Inuit culture, however, according to oral history interviews, historical subsistence harvesting only occurred there on an opportunistic basis. Once commercial whaling brought Inuit to Kekerten (Qikiqtan), the area became both an important centre for processing bowhead whales, and for harvesting narwhal. Today, the island remains an excellent location as a base for seasonal hunting due to favourable ice conditions and waters around the park, including a polynya and leads that attract wildlife to the open water. Species of importance include narwhal, beluga, bowhead whales, and seals (Bearded, Harbour, Ringed, and Hooded), and several seabirds, geese and ducks. Polar Bears also migrate through the area and may be at Kekerten (Qikiqtan) in any season, requiring all visitors to be cautious. Other marine mammals in the region include Orca and Walrus. Fish species in the waters around Kekerten (Qikiqtan) include Arctic char, Arctic Cod, Greenland Halibut, Arctic Skate, and others that are not commonly harvested. Seafoods found in the tidal zones around the park include mussels, scallop, clam, and kelp. The small size of the island and its distance from the mainland means there are only a few resident bird and terrestrial mammal species. Most of the 35-40 species of birds found in southern Baffin are also associated with Kekerten (Qikiqtan). Migratory species arrive in spring to nest when food sources from land and sea are abundant and return south before winter. Canada Geese, Snow Geese, and Eider use the island for feeding and occasional nesting, while ptarmigan, snowy owl and raven can be found year-round. Terrestrial mammals living at Kekerten (Qikiqtan), including fox (Arctic and Red), Arctic hare and lemming. Other species may cross the ice to the island on occasion, including caribou and wolves.

The largest park user groups include residents and tourists. Community members use the park for harvesting in the spring, with a number of cabins located on the island to support harvesting activities. Based on consultations, the area is also visited by community members that have family connections to the whaling history, although the distance of the island from Pangnirtung means that community member visits are not frequent.

Tourism has been identified as an economic opportunity for Kekerten (Qikiqtan). Consultations indicate that tourist visits occur primarily in August and depending on the season could also occur in some years in late July and early September. Most tourists access the island with a local outfitter/guide. Cruise ships and private yachts visit Kekerten (Qikiqtan) as well, and have specific permitting requirements, which include the need for landing parties to be accompanied by an Inuit guide/outfitter. As such, park-related tourism can provide economic benefits for local outfitters/guides, as well as hotels and craftspeople in Pangnirtung.

2.2.2 ARCHAEOLOGY

The existing archaeological record for the park includes eleven (11) registered archaeological sites with features that include qammuq, tent rings, caches, playground features, whaling processing materials, whaling station materials, and ship parts. These sites were first documented in the mid-1980's during park feasibility work to assess the whaling station's tourism potential. The research included assessing the significant surface features and artifacts at Kekerten Whaling Station and excavating one of the qammuq. At that time, a foot survey of the rest of the island also identified several tent rings, possible burial cairns, and meat caches located somewhat above and a distance from the water. These features, which are not registered, were attributed to an earlier occupation by the Dorset culture, at a time when the sea levels were much higher. At other unregistered sites on the island, the remains of at least 12 tent rings, additional playground features, and an extensive burial site were discovered. Due to their distance from the whaling station, as well as lichen growth on the features, it was presumed that these sites are unrelated to the commercial whaling period, possibly dating from a late Thule or pre-contact occupation. Recent survey work at Kekerten (Qikiqtan) in 2019 found that not all cultural features previously mapped could be relocated due to the overgrowth of vegetation.

Many burials have also been identified at Kekerten (Qikiqtan), including at least 64 Inuit burials and a graveyard where 18 American and Scottish whalers were laid to rest. The Inuit burials take several forms including burials in rock mounds, burials in wooden boxes (some covered with rock), and burials in wooden barrels. These burials are fragile and have been repeatedly damaged by both natural and man-made actions. During initial survey work in the 1980's, it was found that 50%, of the graves at Kekerten had been smashed or broken, presumably first by dogs when the site was occupied and then by bears, wolves, foxes, ravens, as well as komitiks and people. Following that initial discovery, archaeologists were contracted to catalogue and reposition the damaged and scattered graves to

prepare the site for visitors. In 2019 it was observed that several burials have been disturbed yet again. The Department of Culture and Heritage was notified and is currently planning for the restitution of these burials.

2.2.3 ORAL HISTORIES AND FAMILY CONNECTIONS

In addition to an extensive historic record of whaling activities at Kekerten, several oral history sources provide a biography of the individuals and families that lived at Kekerten (Qikiqtan), the way of life during the whaling period, and the cultural practices of Inuit and whalers during that time. There are also several books and research projects that have documented the stories of Pangnirtung families who have a connection to the island. Place names for the island and locations in Cumberland Sound have been collected by Inuit Heritage Trust and through recent interviews during the park planning process. Seasonal travel routes in the park and the surrounding region have been identified based on the places, times and methods of travel that were historically linked to Kekerten (Qikiqtan), and the routes that are used by harvesters at the present time.





2.3 2023 MASTER PLAN GOALS, OBJECTIVES AND PROPOSED ACTIONS FOR HERITAGE APPRECIATION

The Kekerten (Qikiqtan) Master Plan sets out the goals and objectives that are intended to guide planning and management to achieve the park's vision and purpose. There are four goal statements for Kekerten (Qikiqtan). Each goal includes objectives or specific actions that are part of the HAP are identified by the section heading.

GOAL 1: CONSERVATION AND PROTECTION

The cultural and natural heritage is protected now and for future generations.

GOAL 2: HERITAGE APPRECIATION

Kekerten (Qikiqtan) connects us to our past and educates all people about our history and culture through a Heritage Appreciation Plan.

- Document and share local knowledge and oral histories of the park that tell Inuit stories and connect Inuit history, families, and experiences with the park.
- Promote stewardship through interpretive messages and education
- Reach various audiences including the community and tourists.
- Recognize the park name as “Kekerten (Qikiqtan)”
- Increase awareness of the park and its history to a national and international audience through the National Historic Site designation
- Develop community educational and cultural programs at the Angmarlik Visitor Centre for residents and visitors

Strategic Objective: *Update and develop Heritage Appreciation and Interpretive Programs to share the unique story of the park with a variety of audiences and inform and encourage safe and sustainable use of the park.*

4.1 Special Projects

4.1.1 Oral History Project

4.1.2 Archaeological Surveys

4.1.4 Inuit House Reconstruction: Planning and Design

4.3 Signage and Displays

4.3.4 Visitors Centre Display

4.4 National Historic Site Designation

4.7 Promotional and Informational Materials

4.6 Community-Centred Cultural Events

4.9 Park Specific Educational Programs

4.9.1 Learn-To Programs

4.10 Interpretive Training Tools

5.4.2 Inuit Tourism Strategy

Strategic Objective: *Prepare and deliver education through tool kits prepared for youth that are in school or out of school to increase their awareness about the park's heritage through a focus on the community appreciation of the history and family connections to the island.*

4.5 Annual Student Award

4.9 Park-specific Education Programs

4.9.1 Learn-To Programs

4.9.2 Education Modules

GOAL 3: ENJOYMENT OF THE PARK

People enjoy using the park; it is safe; and it is supported by infrastructure, planning and management.

- Safe and sustainable travel information will be shared with the public through signage, print materials, communications, and programs.
- Bear safety is a priority. Communication will include Travel in Bear Country messages and guided visits and bear monitoring will be required.
- The park will be monitored and maintained by staff to keep the park and infrastructure clean, care for resources, provide information to park users, and enforce regulations.

Strategic Objective: *Update and develop Heritage Appreciation and Interpretive Programs to share the unique story of the park with a variety of audiences and inform and encourage safe and sustainable use of the park.*

4.1 Special Projects

4.1.1 Oral History Project

4.1.2 Archaeological Surveys

4.1.4 Inuit House Reconstruction: Planning and Design

4.3 Signage and Displays

4.3.3 Visitors Centre Display

4.4 National Historic Site Designation

4.6 Community-Centred Cultural Events

4.7 Promotional and Informational Materials

4.9 Park-specific Education Programs

4.9.1 Learn-To Programs

4.10 Interpretive Training Tools

5.4.2 Inuit Tourism Strategy

Strategic Objective: *Promote enjoyment of the park, including harvesting at the island and tourism opportunities for guided visits. (Addresses Goal 3 & 4)*

4.6 Community-Centred Cultural Events

4.8 Public Communications

4.10 Interpretive Training Tools

5.4.2 Inuit Tourism Strategy

GOAL 4: TOURISM

Economic benefits from park tourism will be developed through an Inuit Tourism Strategy.

- Promote and support park-related tourism opportunities and park-related economic benefits
- Inform cruise ships companies of the park history, regulations, and permit requirements.
- Support NPSP staff, contractors and local outfitters and guides working with the cruise ship companies during visits to the park

5.4.2 Inuit Tourism Strategy

Strategic Objective: *Promote enjoyment of the park, including harvesting at the island and tourism opportunities for guided visits. (Addresses Goal 3 & 4)*

- 4.6 Community-Centred Cultural Events
- 4.8 Public Communications
- 4.10 Interpretive Training Tools
- 5.4.2 Inuit Tourism Strategy

Strategic Objective: *Market and promote Kekerten (Qikiqtan) through Heritage Appreciation to increase park-related tourism opportunities and economic benefits and mentor and train the next generation of interpreters and outfitters so they can continue sharing the story of the park. (Addresses Goal 4)*

- 4.1.1 Complete an Oral History Video/Audio Production
- 4.7 Update Promotional and Informational Material
- 4.10.3 Guide Mentoring Progra

2.4 MANAGEMENT ISSUES AND CHALLENGES THAT INFORM HERITAGE APPRECIATION

Heritage Appreciation offers an ideal opportunity to approach park management issues and challenges through education and engagement, and the Pangnirtung PAC is encouraged to use the park's Heritage Appreciation Program to communicate important management messages to park users and the community. Through heritage appreciation, key messages can be communicated to park audiences to promote the sustainable use of resources and identify activities or behaviors that have a negative impact on the park.

Table D of the Kekerten (Qikiqtan) Management Plan identifies several current management challenges and issues that will need to be addressed by NPSP to meet the vision and goals for the park. The following table demonstrates how these same management challenges and issues can be specifically addressed by the park's Heritage Appreciation Program using key messages and educational initiatives.

Several of these management issues and challenges, which may be current, short-term (1-10 years), or long-term (+10 years), are addressed through the specific strategies and actions presented in the park Management Plan and this Heritage Appreciation Plan.



Table 1: Management Challenges or Issues that can be addressed through components and key messages in Kekerten (Qikiqtan)'s Heritage Appreciation Program.

Management Challenge/ Issue#	Heritage Appreciation Program Components						Key Messages					Specific Approach Recommendations
	Signage and Displays	Promotional and Informational Materials	Public Communication (radio shows, announcements, newsletters)	Education (in-park activities, school presentations)	Staff and Outfitter Training	Special Projects	Safe and Sustainable Travel	Minimal Impact	Safety in Bear Country	Regulations that Govern Archaeological Resources	Other	
Access to the park is a challenge	✓	✓	✓	✓	✓		✓				Regulated Access	<ul style="list-style-type: none"> • Public safety messages • Information for visitors on park access and education about safe and sustainable travel • Increase community based interpretive and educational content • Regulated Access <ul style="list-style-type: none"> o Encourage Visitors to travel with a guide. o Require all Cruise Ship/ Yacht landing parties to have an Inuk guide and bear monitor • Promote of the use of local outfitters and guides through an Inuit Tourism Strategy
Park Services and Maintenance: sustain the park's natural and cultural resources	✓	✓	✓	✓	✓		✓	✓			Remove garbage & waste from park Sustainable vehicle use	<ul style="list-style-type: none"> • Educational and informational programs and messages to teach sustainable use and minimal impact travel in the park • Code of Conduct (for all park users) • Additional infrastructure to support increasing visitation, including interpretive structures • Educational and informational

												<p>programs and messages to teach sustainable use and minimal impact travel in the park</p> <ul style="list-style-type: none"> • Training park staff so they can confidently approach park users who are violating a park regulation to inform them of the acceptable behavior(s) • Bringing information to guides and outfitters about the rules and regulations pertaining to the park
Harvesting activities in the park	✓	✓		✓	✓	✓					<p>Inuit use and rights in the park must be respected</p> <p>Active Harvesting Area</p>	<ul style="list-style-type: none"> • Education and information shared on cultural harvesting practices in the park • Oral History Project • Code of Conduct (for all park users) • Training park staff and outfitters so they can confidently discuss Inuit Harvesting Rights with tourists or other individuals who may have questions.
Tourism	✓	✓		✓	✓	✓	✓	✓	✓	✓		<ul style="list-style-type: none"> • Enhanced interpretation and marketing to promote tourism • Increase community based interpretive and educational content about Kekerten (Qikiqtan) • Regulations require park visitors (tourists), cruise ship landing parties and yachts to hire a local guide • Park-specific training and support for guides and outfitters • Promote the use of local outfitters and guides through an Inuit Tourism Strategy

												<ul style="list-style-type: none"> • Development of a Guide Mentoring Program • Enhanced partnership with Angmarlik Visitor Centre
<p>Educational and cultural programs for residents and visitors</p>	✓	✓	✓	✓	✓	✓						<ul style="list-style-type: none"> • Develop and implement interpretive content, educational curriculum and materials, and informational materials • Provide information and materials at locations in Pangnirtung, online, and through tourism operators (outfitters, guides, hotels, and cruise ship companies) • Develop guided tour programs and training for interpretive guiding through an Inuit Tourism Strategy • Enhanced partnership with Angmarlik Visitor Centre • Provide opportunities for residents with family ties to the park to travel there.





3 ESSENTIALS OF HERITAGE APPRECIATION AT KEKERTEN (QIKIQTAN)

This section presents the knowledge that will guide the Kekerten (Qikiqtan) HAP, such as the interpretive themes, audience, and key messages that should be promoted and considered in the park's heritage appreciation components.

3.1 THEMES

In heritage appreciation and interpretive planning, the **theme** is the main message and presents the viewpoint of the story. Themes are used to define the core content of educational messages that the park offers and are the building blocks on which the park's interpretive services and educational programs are based.

The park's existing interpretive program was based on a single theme of whaling where interpretive content is presented as "Kekerten and the Cumberland Sound Whale Fishery". The content covers the early whaling history, the settlement of the island by Scottish and American whalers and Inuit, and the decline of the whaling years. Although key Inuk figures, such as Angmarlik, are highlighted in the story, the current interpretive content has a Euro-American focus:

The Master Plan recognizes that the park's Heritage Appreciation offers a way to "decolonize" this main theme by exploring Inuit use of Cumberland Sound before and after the whaling period, linkages of whaling to colonialism, linkages of Inuit families to Kekerten (Qikiqtan), and critical events in Canadian political and social advancement (e.g. truth and reconciliation, Canadian sovereignty, and the creation of Nunavut).

The expansion of heritage appreciation will keep the existing content, but weave in new sub-themes through additional signage locations identified in the master plan, displays in the Angmarlik Visitor Centre, new print materials, events and educational tools. The new sub-themes are:

- Waves of Change
- Inuit Whalers
- Family Connections
- Work and Play
- Women and the Whaling Industry

The Times of Kekerten Whaling Station

For close to 80 years during the end of the nineteenth and into the twentieth century, whalers ventured into these waters of Cumberland Sound in search of a source to provide industrial lubricants, fuel for lighting and heating, and whalebone and baleen for the fashions of the era (hoop skirts and corsets).

At the end of the era, the local economy was in upheaval – not only were whale populations decimated, but also the development of petroleum products replaced the need for the resources of the whale.

The lasting legacy of this era, though, is the unprecedented change brought on the culture and way of life of the Inuit of Cumberland Sound.

- Text excerpt taken from current interpretive signage located at Scottish Whaling Station, Kekerten (Qikiqtan)

The following table describes the four sub-themes listed above and offers a variety of interpretive topics that can be explored and shared through the park's heritage appreciation.



Table 2: Planning Matrix for Suggested Interpretive Themes from the Master Plan.

Subthemes	Subtheme Description from the 2023 Master Plan	Suggested Topics for Interpretation
Theme: Kekerten and the Cumberland Sound Whale Fishery		
<i>Waves of Change</i>	Inuit occupied areas throughout Cumberland Sound and the broader region prior to the arrival of whaling in Cumberland Sound. Presentation of the areas of Inuit use and occupancy can explore the shifts in the relationship to the land before, during and after the whaling period. With their traditional nomadic life heavily influenced by western activities and economic systems in the area and around the world (e.g. whaling period, HBC period, ammunition shortages during WWII), Inuit of Cumberland Sound had to continually adapt to these waves of change for several generations, while continuing to maintain their subsistence skills, as outside groups came and went.	<ul style="list-style-type: none"> • Traditional camp and harvesting areas – a seasonal calendar of use in Cumberland Sound presented at different time periods to illustrate how the relationship to land use was altered through the waves of change. • Timeline – congregation at whaling stations followed by dispersal to trading posts and how this overlapped with the settlement in Pangnirtung (i.e. it was not linear like most settlement in Nunavut). • Kekerten (Qikiqtan)’s linkage to the arrival of religion in the Eastern Arctic. • Subsistence Living – The oral history records provide a detailed look into the everyday lives and seasonal movements of Cumberland Sound Inuit. Topics to explore include: <ul style="list-style-type: none"> • Traditional tools and techniques used for harvesting and travelling. • The places Inuit lived seasonally and the seasonal calendar of movement through the region. • Family living arrangements and community structure. • The foods eaten at different times of the year, and in times of abundance versus times of shortage. • Language and Place Names – as the first permanent settlement shared by Inuit and Qadlunaat the relationships required developing communications between the groups. The pronunciation of Inuktitut words was Anglicized by the whalers, such as the name of the island Qikiqtan being pronounced as Kekerten, or Pangniqtuuq being pronounced as Pangnirtung. New words were created at Kekerten (Qikiqtan), such as Sivataaqvik, or “biscuit day” because the whalers handed out Pilot biscuits every Saturday.



<i>Subthemes</i>	<i>Subtheme Description from the 2023 Master Plan</i>	<i>Suggested Topics for Interpretation</i>
<i>Inuit Whalers</i>	Whaling in Cumberland Sound relied heavily on Inuit whalers. The oral history includes stories about Inuit whaling leaders, their qualities and responsibilities. The existing Kekerten (Qikiqtan) interpretive content includes details of the Scottish and American leaders, and to balance this story there can be an expansion of the stories told from an Inuit perspective about Inuit whalers and their role in the hunt, harvest and processing, and the running of the station after the departure of Qadlunaat.	<ul style="list-style-type: none"> • Stories of Inuit that are not currently shared at the site, such as Ipirvialk, also nicknamed Big Joe, who was an Inuk whale ship leader. • The Oral History project, and archival oral histories included in the Inventory of Park Resources, are sources for stories about Inuit whalers. • Stories of the Inuit helpers who were in the background of every Scottish and American story should be brought to the forefront of the discussion. Highlight where possible Inuit names and families with less of an emphasis on Scottish and American leaders.
<i>Family Connections</i>	A family tree of those that lived at Kekerten (Qikiqtan) and the connection to present day families in Pangnirtung could be developed as a community project. This family tree could possibly expand to cover other whaling stations in Cumberland Sound.	<ul style="list-style-type: none"> • The Oral History project should include documentation of the families that lived at Kekerten (Qiqitan) during the whaling period, and the family names that can still be found in Pangnirtung today
<i>Work and Play</i>	For most of the year, Inuit of Kekerten (Qikiqtan) worked extremely hard to support their families, both through their subsistence activities, and working for the whalers and traders. But with less work required during the winter, playing games was a favourite pastime.	<ul style="list-style-type: none"> • Both children and adults of Kekerten (Qikiqtan) played many different games with each other and with groups visiting from other camps In Cumberland Sound. Popular games, such as the game of “Wolf”, was popular at all camps. • Players were split into teams depending on what time of the year they were born, with the “Ptarmigan” team born in the cold months, and “Snow Goose” team born in the warm months. • Play kayaks and other stone structures used for play can be highlighted. • The relationship between the hard-working life of Inuit at Kekerten (Qikiqtan) and their family games should be collected in the Oral History project.
<i>Women and the Whaling Industry</i>		<ul style="list-style-type: none"> • Impact of the whaling industry on women’s roles should also be highlighted, such as the story of Aasivik (pictured in the Master Plan hanging qamuks to dry). • The Blubber Station in Pangnirtung is the opportunity to present the ‘Women and the Whaling Industry’ theme.

3.2 AUDIENCES

Developing and implementing the Kekerten (Qikiqtan) HAP requires an understanding of “who” will benefit from the key messages, materials, and tools being proposed about and for the park. These people are referred to as the audience for the Heritage Appreciation Plan, and each group’s needs must be considered for the benefits to be realized.

Since the Heritage Appreciation Program will be developed and implemented over several years as financial and human resources permit, this plan has identified the primary audience, or those groups that will benefit directly from the Heritage Appreciation Program components, and the secondary audience as those who will receive benefits indirectly from the proposed actions.

There are two primary audiences for Natural Environment Recreation Parks: Residents and Visitors. Detailed information on these audiences can be found in the park’s Master Plan (section 2.2.4) and Management Plan (section 2.2.6)

As mentioned in the previous section, the existing interpretive program for Kekerten (Qikiqtan) has a Euro-American focus, although key Inuk figures are highlighted in the story. To better balance the theme of the park and foster a greater connection with all residents of Pangnirtung, new or updated interpretive content should share stories that connect the history of Inuit in Cumberland Sound, local families, and experiences with whaling history and the park.

The development and implementation of the Kekerten (Qikiqtan) HAP will result in resources that may also indirectly benefit the following groups:

- Media (paper, ads, magazine, radio, social media, websites, etc.) that may develop features on the park or the community.
- Online Visitors that can access resources about the park on the NPSP and Hamlet websites.
- Schools outside of Pangnirtung that can access online resources about the park.

The following table presents the specific audience groups that will benefit directly from the park’s Heritage Appreciation Program. As the table demonstrates, there are several audience types that would be best served by the same types of materials, tools, and key messages that are also required by other audiences. This overlap provides NPSP with the opportunity to develop materials that are suitable for multiple audiences. A good example of this would be a park map brochure that could be distributed to residents of Pangnirtung and tourists coming from other places, or park interpretive training materials that could benefit both Inuit Tourism Operators and park staff.

Primary Audiences for Kekerten (Qikiqtan) HAP

- Residents
- Visitors



Photo: Aasivik drying qamiks at Qikiqtan. (Nunavut Parks and Special Places Archives)

Table 3: Kekerten (Qikiqtan) Heritage Appreciation Plan Audience Needs

CATEGORY	TARGET	PRIMARY OR SECONDARY	NEEDS	RECOMMENDED APPROACH
Pangnirtung Schools	Students	Primary audience	<ul style="list-style-type: none"> Awareness of Kajjausarviit: Nunavut Parks Program Understanding of the natural environment of the park, cultural significance of the park, and park regulations Stewardship and respect for parks, specifically the impact of vehicle use, vandalism, and garbage Awareness of the whaling history presented at Kekerten (Qikiqtan), and Inuit stories associated with the history. 	<ul style="list-style-type: none"> Communication materials (e.g., newsletters, brochures, park map, presentations, social media) Education and youth programs (e.g., education module-based information about the park for use in the classroom, science camps, outdoor classroom)
	Teachers	Primary audience	<ul style="list-style-type: none"> Teaching modules On-line information or resources for projects, homework, or assignments 	<ul style="list-style-type: none"> Education and youth programs (e.g., Design and development of teacher resource kits that include module-based information about the park for use in the classroom)
Residents of Pangnirtung	Inuit and non-Inuit residents using the park and surrounding area	Primary audience	<ul style="list-style-type: none"> Awareness of the whaling history presented at Kekerten (Qikiqtan), and Inuit stories associated with the history. Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA <ul style="list-style-type: none"> Use, access, and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit-owned lands Awareness of Kajjausarviit: Nunavut Parks Program Understanding of the natural environment of the park, cultural significance of the park, and park regulations Stewardship and respect for parks, specifically the impact of human use, vandalism, garbage Park-related Inuit business and career opportunities Public safety notices Community specific cultural events and activities that are supported by NPSP 	<ul style="list-style-type: none"> Interpretation tools (e.g., signs, displays) Community/cultural events – in coordination with Inuit Tourism Strategy Education and youth programs (e.g., Learn-to Program, in-park camps, outdoor classroom activities) Communication materials (e.g., newsletters, brochures, park map, presentations, radio shows, social media)
	Residents that are not using the Park	Primary audience	<ul style="list-style-type: none"> Awareness of the whaling history presented at Kekerten (Qikiqtan), and Inuit stories associated with the history. Awareness of the services and activities to encourage use of parks 	<ul style="list-style-type: none"> Communication tools (e.g., newsletters, social media, park map, radio shows)

<i>CATEGORY</i>	<i>TARGET</i>	<i>PRIMARY OR SECONDARY</i>	<i>NEEDS</i>	<i>RECOMMENDED APPROACH</i>
			<ul style="list-style-type: none"> Increased accessibility for residents to visit the park 	
	Youth	Primary audience	<ul style="list-style-type: none"> Awareness of the whaling history presented at Kekerten (Qikiqtan), and Inuit stories associated with the history. Park-related career opportunities 	<ul style="list-style-type: none"> Education and youth programs (e.g., Pangnirtung “Careers in Parks” package, presentations, NPSP participation in Job Fairs)
Visitors / Tourist	Tourists or potential future visitors	Primary audience	<ul style="list-style-type: none"> Awareness of the whaling history presented at Kekerten (Qikiqtan), and Inuit stories associated with the history. Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA <ul style="list-style-type: none"> Use, access, and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit-owned lands Permit requirements (where applicable) or regulated/prohibited access areas or activities (where applicable) Awareness of Kajjausarviit: Nunavut Parks Program Understanding of the natural environment of the park, cultural significance of the park, and park regulations Stewardship and respect for parks Inuit tourism businesses and tourism opportunities related to the park Community specific cultural events and activities that are supported by NPSP Public safety notices 	<ul style="list-style-type: none"> Interpretation tools (e.g., signs, brochures, in-park programs) Community/cultural events – in coordination with Inuit Tourism Strategy Education and youth programs (e.g., Learn-to Program) Communication materials (e.g., online resources, brochure, park map)
	Researchers	Secondary audience	<ul style="list-style-type: none"> Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA <ul style="list-style-type: none"> Use, access and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit-owned lands Research permit requirements (where applicable) or regulated/prohibited access areas or activities (where applicable) Public safety notices 	<ul style="list-style-type: none"> Communication materials (e.g., online resources, newsletters, posters, presentations, park map) Outdoor labs, lectures Research partnership opportunities
	Film crews	Secondary audience	<ul style="list-style-type: none"> Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA 	<ul style="list-style-type: none"> Interpretation tools (e.g., signs, displays)

<i>CATEGORY</i>	<i>TARGET</i>	<i>PRIMARY OR SECONDARY</i>	<i>NEEDS</i>	<i>RECOMMENDED APPROACH</i>
			<ul style="list-style-type: none"> o Use, access and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit-owned lands • Permit requirements (where applicable) or regulated/prohibited access areas or activities (where applicable) • Awareness of Kajjausarviit: Nunavut Parks Program • Understanding of the natural environment of the park, cultural significance of the park, and park regulations • Inuit tourism businesses and tourism opportunities related to the park • Public safety notices 	<ul style="list-style-type: none"> • Communication materials (e.g., online resources, newsletters, posters, presentations, park map)
Business	<p>Inuit businesses</p> <p>Pangnirtung tourism providers (hotels, restaurants, outfitters, guides, etc.)</p> <p>Other businesses</p> <ul style="list-style-type: none"> • Cruise ship operators 	Secondary audience	<ul style="list-style-type: none"> • Awareness of Inuit business opportunities in Nunavut Parks as defined by the NLCA and IIBA (where applicable) • Information on visitor groups using the park and the services they require/request • Inuit Tourism Strategy • Cultural events and activities with tourism potential that are supported by NPSP • Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA <ul style="list-style-type: none"> o Use, access, and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit owned lands • Awareness of the Territorial Parks Act • Permit requirements (where applicable) or regulated/prohibited access areas or activities (where applicable) • Public safety notices 	<ul style="list-style-type: none"> • Community/cultural events – in coordination with Inuit Tourism Strategy • Educational programs (e.g., park interpretive script and training - in coordination with the Inuit Tourism Strategy) • Communication materials (e.g., newsletters, posters, presentations, promotional materials in coordination with the Inuit Tourism Strategy) • Tour package opportunities (long-term)
Park Management Partners	PAC	Advisory Group	<ul style="list-style-type: none"> • Awareness of the NLCA, IIBA and Territorial Parks Act • Awareness of Kajjausarviit: Nunavut Parks Program • Awareness of park-specific planning and programs, including the inventory of cultural resources, Master Plan, management plan, and Inuit Tourism Strategies 	<ul style="list-style-type: none"> • Communication materials (e.g., newsletters, presentations)

CATEGORY	TARGET	PRIMARY OR SECONDARY	NEEDS	RECOMMENDED APPROACH
	Qikiqtani Inuit Association	Advisory Group	<ul style="list-style-type: none"> • Awareness of <i>Kajjausarviit: Nunavut Parks Program</i> • Awareness of park-specific planning and programs, including the inventory of cultural resources, Master Plan, management plan, and Inuit Tourism Strategies 	<ul style="list-style-type: none"> • Communication materials (e.g., newsletters, presentations)
Government	<p>Government of Nunavut Departments working directly with the NPSP Division</p> <ul style="list-style-type: none"> • Department of Environment • Parks and Special Places Staff • Regional Offices • Wildlife Division, Area Office Staff – Wildlife Officers, Wildlife Researchers • Department of Education • Department of Culture and Heritage • Nunavut Arctic College • Economic, Development & Tourism 	Secondary audience	<ul style="list-style-type: none"> • Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA <ul style="list-style-type: none"> ◦ Use, access, and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit owned lands • Awareness of the Territorial Parks Act • Awareness of <i>Kajjausarviit: Nunavut Parks Program</i> • Awareness of park-specific planning and programs, including the inventory of cultural resources, Master Plan, management plan, and Inuit Tourism Strategies • Increased understanding and awareness of natural and cultural resources, heritage, and history in all parks • Partnerships to manage the parks natural and cultural resources • Partnerships to monitor and enforce regulations governing the parks natural and cultural resources • Public safety notices • Awareness of Inuit Tourism Strategies and information on opportunities to promote tourism opportunities associated with parks, including cultural events and activities 	<ul style="list-style-type: none"> • Education and youth programs (e.g., Park interpretive script and training) • Communication materials (e.g., newsletters, brochure) at hotel
	<ul style="list-style-type: none"> • Municipality of Pangnirtung 	Secondary audience	<ul style="list-style-type: none"> • Awareness of the NLCA, IIBA and Territorial Parks Act • Awareness of <i>Kajjausarviit: Nunavut Parks Program</i> • Awareness of Kekerten (Qikiqtan) development and management plans, including the Master Plan and management plans, management zones • Awareness of Inuit Tourism Strategies • Partnerships for park Interpretative programs (e.g., signs, in-park programs, heritage centre display, promotion of cultural events, promotional materials) 	<ul style="list-style-type: none"> • Communication materials (e.g., newsletters, presentations)

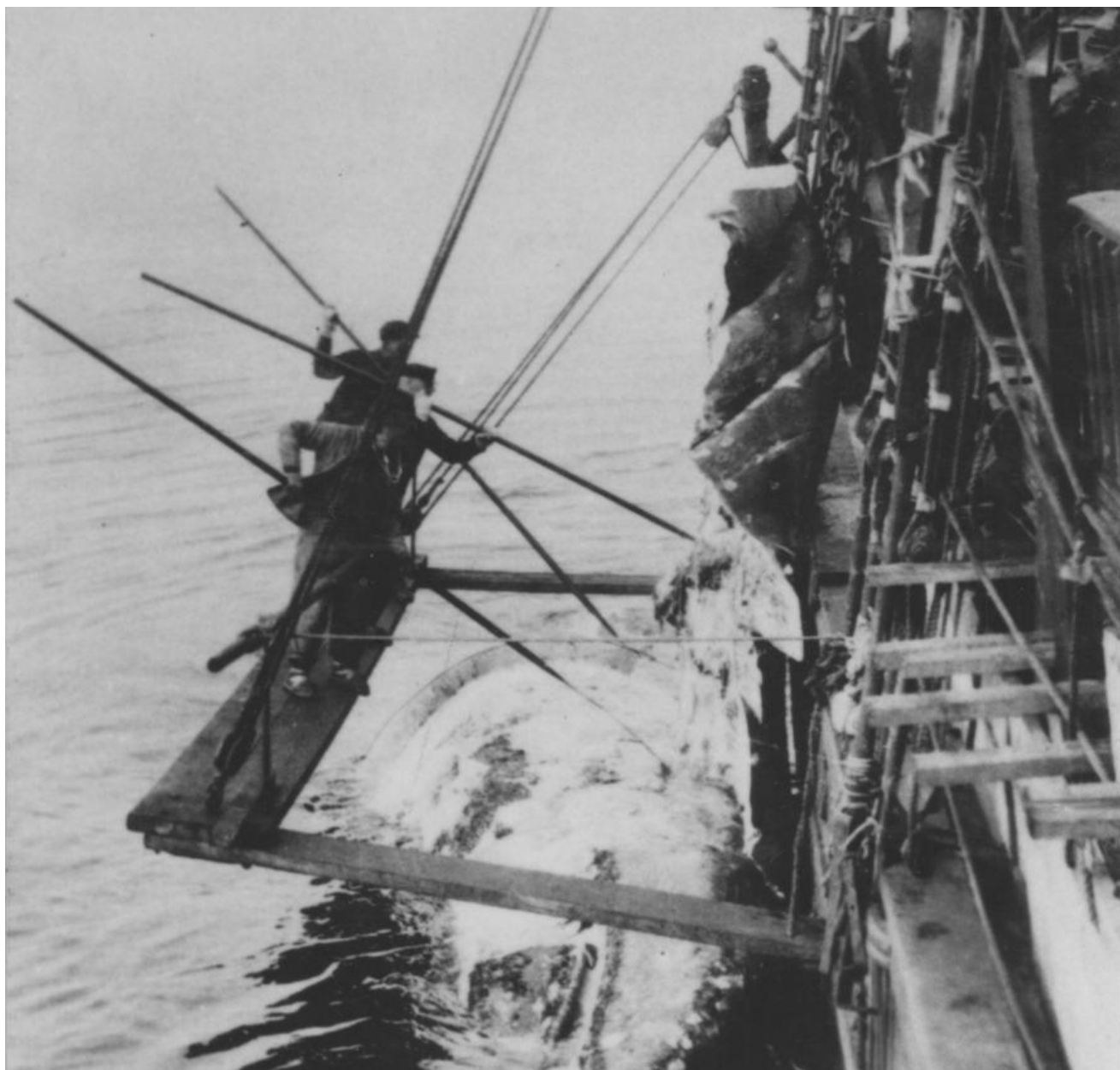
<i>CATEGORY</i>	<i>TARGET</i>	<i>PRIMARY OR SECONDARY</i>	<i>NEEDS</i>	<i>RECOMMENDED APPROACH</i>
Non-government	<ul style="list-style-type: none"> • Pangnirtung Hunters and Trappers Organization 	Secondary audience	<ul style="list-style-type: none"> • Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA <ul style="list-style-type: none"> o Use, access, and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit owned lands • Awareness of the NLCA, IIBA and Territorial Parks Act • Awareness of Kijjausarviit: Nunavut Parks Program • Awareness of Inuit harvesting rights in Nunavut Parks as defined by the NLCA and IIBA • Respect for sustainable use of the park, specifically the impact of vehicle use • Awareness of trail closures and hazardous situations • Avoid conflicts between harvesting activities by increasing awareness of the recreational and tourism programs that may occur in the park • Awareness of Kekerten (Qikiqtan) development and management plans, including the Master Plan, management plan, and management zones 	<ul style="list-style-type: none"> • Communication materials (e.g., newsletters, posters, presentations)

3.3 KEY MESSAGES

At the park-specific level, interpretative programs share information on park heritage, including broader NPSP Program key messages. These key messages include information about the park purpose, safety and regulations relating to heritage appreciation as well as values or principle-based messaging. Sharing and learning the Inuit histories and stories specific to Kekerten (Qikiqtan) will be at the forefront of the park message and will frame the delivery of all other key messages. Special attention must be given to document Inuit stories through an Oral History project and maintain consistency and level of detail in messaging. Messages must also be framed with consideration for the specific audience for whom they are intended. **The key messages approved for use in the NPSP Heritage Appreciation Program are detailed in Appendix 5 of the HA Framework.**

Information and content contained in the previous plans and reports prepared for Kekerten (Qikiqtan) have informed the key messages for this Heritage Appreciation Plan, including information that will increase awareness of Nunavut Parks, Kekerten (Qikiqtan), and the park's heritage theme "Kekerten and the Cumberland Sound Whale Fishery", for each audience group.

The following table identifies the key messages and the audience(s) that would benefit from the various message content.



Flensing bowhead whale alongside whaling ship, 1910s

(C.T. Pederson)



4 KEKERTEN (QIKIQTAN) HERITAGE APPRECIATION STRATEGY

This section describes the programs and materials that are required or recommended to facilitate park visitor and community member experiences or to achieve the content requirements for Kekerten (Qikiqtan)'s Heritage Appreciation Program. This section also describes how these components will achieve the purpose and desired outcomes of heritage appreciation for the park.

Elders will be engaged throughout the consultation process and be invited to participate in heritage appreciation initiatives. This is particularly important for programs that involve youth, such as “Learn-To” activities, oral history projects, in-park education programs, and school visits. The leadership of Elders will ensure the intergenerational transfer of Inuit Qaujimajatuqangit and provide support to all park audiences in connecting with the culture and heritage of Kekerten (Qikiqtan).

4.1 SPECIAL PROJECTS

To continue gathering information and Inuit Qaujimajatuqangit about the park, the Kekerten (Qikiqtan) Master Plan and Management Plan have outlined several “Special Projects” to be phased in over time based on the available capital budget and approved PAC annual work plans. These projects, some of which are summarized below, all have the potential to contribute in some way to the park's Heritage Appreciation Program, either by providing additional information about the park's cultural resources or by creating tools that can be used to share the heritage of the park.

4.1.1 ORAL HISTORY PROJECT – YEAR 1

On October 28th, 2024, the Pangnirtung Park Advisory Committee (PAC) met and decided that an Oral History Project is a top priority for the community to record the knowledge and stories of Elders and their families before it is lost.

Oral histories will be used to support the development of interpretive messages (for new signage, print materials, guide notes and guide training), audiovisual materials for the visitor centre, community events, and educational materials.

The Oral History Project should collect first person memories and stories related to the park that can be used to develop content for signage; a new brochure; and to develop a park seasonal calendar.

The excerpts from transcripts from twelve Pangnirtung elders interviewed in 1984 (found in the Inventory of Park Resources) provide a biography of the individuals and families that lived at Kekerten (Qikiqtan), the way of life during the whaling period, and the cultural practices of Inuit and whalers during that time. These can be used to inform the questions for the oral history project.

As per the IIBA the oral history will include local elders and, where possible, visits to the park. Oral history should always be professionally videotaped and transcribed.

- A team of hired professionals will interview, interpret, and document audio and visual material to produce a high-quality output that can be used on a variety of platforms. (e.g. social media, websites, radio, visitors centre, print, etc.)
- Signage, displays, brochures and posters will be updated with the stories and key messages after the oral history is completed, but a video will be the primary tool for showcasing the project.



4.1.2 ARCHAEOLOGICAL SURVEYS: YEAR 1-2, 3-4, 7-10

Through partnerships with the GN Department of Culture and Heritage and Inuit Heritage Trust, archaeological research at Kekerten (Qikiqtan) will continue the data collection and understanding of cultural resources so that these sites can be monitored and protected for any change or impacts in the future and potentially included in the park's Heritage Appreciation Program. Oral history must be documented in conjunction with any Archaeological Sites Special Projects that take place in the park.

The Master Plan (Section 4.4.2) states that Archaeological Surveys will be conducted at the park in all areas of the park that are proposed for development as well as areas of the island that have not been previously documented. The work will take place in three phases:

Phase 1: Archaeologically Supervised Clearing of Previously Excavated Sites

- Specific to Phase 1, the park's Master Plan describes how the foundations of previously excavated qammuq and whaling buildings (American station, storage houses, bunk houses) along the boardwalk have become overgrown by vegetation and are no longer visible. It recommends working with an archaeologist and Elders to carefully remove the vegetation around the foundations of the previously excavated structures between existing interpretive sign #5 and #10 to facilitate the interpretation of the sites. At the American station the work should include installing simple marking posts at the corner of the building foundations. Along with this project, the Master Plan recommends a study and archaeological survey of two previously excavated Inuit house foundations in preparation for the reconstruction and use of the dwellings as interpretive sites under a permit from the Department of Culture and Heritage. In this phase of the project, input from Elders, IHT and the NJPMC will be collected to inform the future design of the structures' frames.
- This survey work will provide NPSP with an opportunity to expand on this knowledge and to deliver the grade 11 education modules.

Phase 2: Development Sites around the historic whaling station

- Phase 2 of archaeological surveys will focus on development Sites around the historic whaling station where new park infrastructure is proposed in the Master Plan.
- This survey work relates to action 4.1.4 **Inuit House Reconstruction: Planning and Design – Years 5-6** described below and will provide NPSP with an opportunity to expand on this knowledge and to deliver the grade 11 education modules.

Phase 3: Survey of other sites on the island

- Phase 3 of archaeological work will survey sites on the island away from the historic whaling station that have not been previously documented.
- This survey work will provide NPSP with an opportunity to develop new interpretive content if new sites of significance are located.

As with the oral history project mentioned above, the collection of knowledge around the cultural significance of Kekerten (Qikiqtan) has the potential to enhance the interpretive content for the park's Heritage Appreciation Program and theme.

4.1.3 BURIAL SITES SURVEY: YEAR 1-2

The Master Plan recommends that Burial Sites Survey of the island to record the location, condition, names (if known), and make recommendations for the ongoing monitoring and maintenance of the sites in accordance with regulations and the Management Plan. This project must be completed in partnership with the Department of Culture and Heritage, IHT and Elders.

The HAP will ensure that regulations regarding the protection and respect for burial sites is communicated to all park visitors on signage, marketing and educational materials.

4.1.4 INUIT HOUSE RECONSTRUCTION: PLANNING AND DESIGN – YEARS 5-6

The Master Plan recommends reconstructing two additional Inuit houses in the historic area near the Blubber Tanks where Inuit leaders had lived. This project was previously recommended in the 2005 report "Kekerten Historic Park: Proposed Restoration and Interpretive Program for the Scottish Whaling Station" and supported by Elders to balance the Inuit occupation of the site with the dominant structure of the Scottish Whaling Station frame.

This project should be completed in partnership with the Department of Culture and Heritage, IHT and Elders. Youth should also be included in the project and trained in traditional building methods and maintenance.

4.2 UPDATES TO THE PARK'S IMAGE, VIDEO AND DOCUMENTATION COLLECTION

This section identifies the various image, video, and document resources that are currently needed to support the actions of this Plan.

4.2.1 PARK IMAGE DATABASE – YEARS 1-3

There is a need for NPSP to develop an image database for of high-quality, professionally commissioned images suitable for marketing Nunavut Parks. This includes high-quality photographs of the park that can be used in interpretive and marketing materials, particularly photos of the park in all seasons, photos of the community use of the park, and photos of the tourism attractions of the park. Archival photos can also be researched and purchased through the Library and Archives Canada.

As an existing park, the image database for Kekerten (Qikiqtan) contains photos that were taken in the 1990's during early stages of park establishment. There is a need for updated images. The park's image database should include content and imagery related to the updated theme "Kekerten and the Cumberland Sound Whale Fishery" that can be used to support continued development of the park's Heritage Appreciation Program.

The photo database can be developed in two phases. The first phase of quality images can be taken during the Oral History project interviews and park visit in year 1-2, including photos of people that have family connections to the park sharing their stories in the park setting.

Following the development and installation of new park infrastructure, phase two can be an additional series of high-quality photographs featuring the facilities and amenities of the park.

Completing these actions will help NPSP meet the strategic goal for public communications, and specifically, the objective to update park-specific tools in compliance with completed interpretive plans. Updating the park image database will benefit all audiences through the subsequent production of heritage appreciation materials (brochures, online, educational) that feature stunning images of the park landscape, park services and amenities, and people enjoying the park.

4.2.2 BIBLIOGRAPHIC GUIDE TO THE PHOTO AND DOCUMENTATION ARCHIVE – YEARS 1-3

To aid in the organization and future collection of the park's HA-related resources, NPSP should work to develop a Bibliographic Guide to the Document and Photograph Archive for Kekerten (Qikiqtan). This catalogue should be developed to identify park-related documents, digital images, and archival material that are either held in the NPSP database or available from an archival institution. Once developed, this tool can be used by park staff or contractors to easily find specific information, documentation, or visual resources related to the park.



Photo: Nunavut Parks and Special Places Archives

4.3 SIGNAGE AND DISPLAYS FRAMEWORK FOR KEKERTEN (QIKIQTAN) AND OTHER NPSP INFRASTRUCTURE IN PANGNIRTUNG

A walkway around the historic whaling stations site describes the whaling history of the region. Interpretive signage can be found at key sites along the walkway. This signage program was originally designed in the 1990's to include a mixture of interpretive panels and numbered posts. More signs were installed afterwards during the reconstruction of the Scottish Whaling Station, and weathered/damaged panels were replaced in 2009.

The Inventory of Park Resources for Kekerten (Qikiqtan) provides a detailed description of the Heritage, Restoration and Interpretive Work (Section 2.2.9) from 1990 onwards.

The Master Plan for the park recommends improvements to the interpretive signage infrastructure that includes replacement of some missing panels; replacement of numbered posts with new interpretive panels; and locations for new interpretive panels and elements to expand on the story (themes) being told at the site.

4.3.1 HISTORIC PLAQUE

The Historic Sites and Monuments Board of Canada mounted a bronze plaque to commemorate the Island's designation as a National Historic Site of Canada. No HAP action is required.

4.3.2 MASTER PLAN RECOMMENDATIONS FOR INTERPRETIVE SIGNAGE – YEAR 1-2 AND YEAR 3-5

The original boardwalk design presented interpretive content on sign panels and numbered posts that had descriptions in a brochure booklet. Since the 1990's some signs have been damaged or lost. The brochure is no longer in print so there's no way for guides or visitors to know what the numbered posts were describing. The full text of all original panels and numbered posts (taken from the old brochure) is in the appendix.

The Master Plan provides a series of recommendations for the Heritage Appreciation Plan to improve the in-park signage program and add new elements to expand the interpretive themes, including:

- Three 'Gathering Area' platforms with integrated seating and site maps/interpretive signage.
- New low profile interpretive panels in the Historic Area for: for Inuit history and Scottish/American history.
- Interpretive 'window frames' of the American Whaling Station, Inuit encampment area, and Whaling Ships in the harbour.
- A quilli stand with integrated interpretive panel.

It's recommended that work on the signage be undertaken in two stages to coincide with work on the park's oral history project, development of an image database, brochure development, and Angmarlik Visitor Centre displays. Each of these projects will use the same existing information, images, and new stories collected in the oral history project to develop text and graphics for the park's interpretive theme and sub-themes. Therefore, working on all these projects simultaneously will be the most logical use of resources. The phases should consider:

- **Year 1-2:** research and drafting of interpretive content under each of the interpretive themes; developing a framework that organizes the content by each sign location
- **Year 3-5:** designing all signage and display elements; fabrication; and installation.

The master plan recommends replacing numbered site posts with new panels. The location numbers of the original post locations are: 1, 3, 8, 9, 11, 14, 17, 19, 21, and 22. Locations not marked with signs or posts include the Whaler's burial ground, the whaler's lookout, and Inuit burial areas.

The Master Plan recommends the panels at the three 'Gathering Areas' be inclusive of:

- Map of the historic whaling station area.
- Providing orientation, regulations, safety, and general park information.
- Sharing the interpretive themes and sub-themes of the park.
- Identifying the traditional place names associated with the areas of the park as per the IIBA on all maps and in the

interpretive text.

- Supporting visitor navigation with a map of the historic site and island (context).

In 2011 additional signage was added based on the recommendations in the 2005 Nikittuittuq Ltd. Report *Kekerten Historic Whaling Station: Draft Design for the Reconstruction and Interpretation of a Whaling Station in Kekerten Park*.

The signs are mounted inside the framework of the Scottish Whaling Station.

The park site plans (in the Appendix) illustrate the locations of existing signage along the boardwalk, and shows:

- Entrance sign (light blue rectangle symbol)
- Interpretive panels (numbered orange symbols)
- Numbered posts (numbered blue symbols)
- Missing signs or numbered posts (red symbol with an orange cross)

The following map illustrates the recommended approach to redeveloping the interpretive signage infrastructure in the park:

- Entrance sign (light purple rectangle symbol)
- Gathering areas with integrated signage (purple rectangle symbols)
- Interpretive panels (numbered orange symbols)
- Low profile Scottish/American history signage to replace numbered posts (numbered blue symbols)
- Low profile Inuit history signage – new and to replace some numbered posts (numbered and lettered green symbols)
- Interpretive windows (yellow symbol)



The signage plan for the park includes revisions need on existing signage and new signage recommendations. The following tables identifies options for the proposed signage plan.

Note: this table doesn't include existing signs that do not need to be revised or replaced. The full list of all signs is included in the Appendix 6.3 and 6.4.

Table 5: Master Plan Proposed Signage – Proposed Interpretive Content

#	TYPE	INTERPRETIVE TEXT
Purple Gathering Areas (three in total)	NEW	<p>Large panels integrated into the seating areas. Each of the gathering areas will have the same panel.</p> <ul style="list-style-type: none"> • Park Welcome • Park / Whaling station heritage area maps • Introduction to the interpretive story of Kekerten (Qikiqtan) • Regulatory messages • Safety messages
Yellow 1	NEW Interpretive Window	<ul style="list-style-type: none"> • Inuit Dwellings “Window” structure. • Design, fabricate and install a structure to interpret the Inuit encampment at Kekerten. • Placement of the window will be oriented to the land in an area where tents/qammuq once stood. • The historic photo (shown in the Master Plan on all section breaks and on page 51 – left side) of Inuit tents/qammuq will be used to orient the window, and the photo should be incorporated into the window structure <p>Content for this sign could include: This is the first good view of Qikiqtat (meaning ‘whaling station’), located on Qikiqtan (‘the place of the whaling station’). Qikiqtan is the Inuit name for this island, but the Scottish whalers were not able to pronounce the name correctly and as a result ‘Kekerten’ is the anglicized pronunciation of the name adopted by whalers for the whaling station and island. Inuit had occupied areas throughout this region before the arrival of whalers, but the opportunity for work and trade at the whaling station resulted in Inuit encampments along the shoreline around the Scottish and American whaling stations. Close to 70 years of continuous occupation, oil rendering and refuse accumulation has provided a rich environment for Arctic vegetation to flourish where the tents once stood.</p>
	NEW Gathering Area	<p>A wooden structure installed on the surface of the ground with integrated seating and interpretive panel support structure that visitors can walk around. A tabletop interpretive panel will be integrated into the platform.</p> <p>Tabletop panels will include:</p> <ul style="list-style-type: none"> • Park map • Welcome and safety messages • Introduction to the Heritage Appreciation theme • Regulatory messages (archaeology; burials; stay on the boardwalk)
A	NEW Inuit History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign should be drawn from the Oral History project. This first sign should include information on Inuit use and occupation of the Cumberland Sound region prior to the arrival of whalers.</p>
B	NEW Inuit History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign should be drawn from the Oral History project. This second sign should include information on Inuit meeting with Scottish whalers and the roles of Inuit in whaling at Kekerten should be introduced at this location (specifically individuals named in the Oral History).</p>

3	NEW Scottish/American History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign should be drawn from the Oral History project and the old version of the brochure for the location that was a numbered post (#3).</p> <p>The brochure content stated: Bowheads were hunted from whaleboats, eight to nine meters in length. Whale guns and harpoons, darting guns, hand harpoons, lances and blubber spades were standard equipment aboard most whaleboats. Some of these artifacts can be found here.</p> <p>The Oral History should add content on the hunt techniques and Inuit roles on the whaleboats, such as Inuk boat captains.</p>
Yellow 2	NEW Interpretive Window	<ul style="list-style-type: none"> • American Whaling Station “Window” structure. • Design, fabricate and install a structure to interpret the American Whaling Station. • Placement of the window will be oriented to the foundation stones where the station once stood. • Research is required to locate a photograph or drawing detail of the American Station. If an image can’t be located, a drawing will need to be created using the historic photo (shown in the Master Plan on all section break and page 51 – left side) of Inuit tents/qammuq and American Station in the foreground. A photo or drawing should be incorporated into the window structure <p>Content for this sign could include: a drawing or conceptual rendering of the American whaling station building, and stories from the Oral History project about the differences that Inuit experienced working with the American and Scottish whalers.</p>
C	NEW Qulliq Stand and Inuit History Low Profile Panel	<p>A podium structure mounted with a stone qulliq will be placed next to the boardwalk.</p> <p>Content for this sign should include description of the qulliq and its functional and symbolic significance. The story should include reference to the oil used in a qulliq as a link to the whaling station story.</p>
8	NEW Inuit History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign could be drawn from the old brochure and Oral History Project:</p> <p>From the brochure: The rich got richer and the poor got poorer after the whalers began to employ Inuit in the 1850s. The best hunters were given charge of whale boats whereas the less skilled usually found work as oarsmen. Each was paid accordingly, as the late Markosie Pitsualuk observed:</p> <p>“For working so hard on the whales we got a new pair of pants, shirt, smoking pipe and tobacco. The person who shot the whale would get a boat and a rifle. We never got what we wanted ... even though we worked so hard on the whales. We, the Inuit whalers, didn’t get what we deserved to get. Now that I think about it, we were all fooled.”</p> <p>This eventually created a rift in Inuit society which became virtually impossible to bridge, as Bernard Hantzsch noted in 1901:</p> <p>“Will power and ambition to improve their lot is wanting. And it is so difficult to make a start! When one has only an antiquated gun, no dogs, no sledge, no kayak or boat, with a wife who is a poor manager and flock of hungry children, it is just as hard for him to mend his lot as it is for such like folk in our own civilized environment.”</p> <p>This early 20th century qammuq is that of a whaleboat leader’s and reflects his position in society by being generally larger and more rectangular than most.</p>

9	NEW Scottish/American History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign could be drawn from the old brochure and Oral History Project:</p> <p>From the brochure: The remains of the three storehouses of the Scottish station are found in this area. Erected after 1857, each house had a different function. Every Saturday Inuit would come to the biscuit house for their weekly wage of biscuits and other dry goods. The word for Saturday in the Cumberland Sound dialect of Inuktitut, Sivartarvik, means time for getting biscuits, and likely originated here.</p>
11	NEW Inuit History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign could be drawn from the old brochure and Oral History Project:</p> <p>From the brochure: Here can be found the framework of a late Whaling era Qammaq and a sign acknowledging the contribution of two Inuit elders, Etoangat Aksayook and Quatsook Eevic, in the research and development of Kekerten (Qikiqtan).</p>
D	NEW Inuit History Low Profile Panel	<ul style="list-style-type: none"> • Content to be developed from the Oral History Project findings
Yellow 3	NEW Interpretive Window	<ul style="list-style-type: none"> • Whaling Ships in the Harbour “Window” structure. • Design, fabricate and install a structure to interpret the Whaling Ships in the Harbour. • Placement of the window will be oriented to look towards the harbour. • The historic photo (shown in the Master Plan on pages 19, 28 and 51 – right side) should be incorporated into the window structure <p>Develop text about the harbour..</p>
14	NEW Scottish/American History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign could be drawn from the old brochure and Oral History Project:</p> <p>From the brochure: Here you will find hundreds of barrel hoops and some wooden barrels. Unlike the Americans, the British traditionally barreled and made off with whale blubber where it was rendered back in British ports. However, after the onset of over-wintering they too came to try out blubber in the Arctic. Once barreled, the oil was towed out to ships waiting in the harbour. After whales became scarce, casks were also used to pack the oil, blubber and skins of seals and other sea mammals. The barrel maker or cooper and the station manager were often the only white staff at whaling stations.</p>
17	NEW Scottish/American History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign could be drawn from the old brochure and Oral History Project:</p> <p>From the brochure: This photograph, from 1906, captures the four main buildings of the Scottish station. Over the years the station hosted several notable figures, including the missionary Mathias Warmow and the famous anthropologist Franz Boas. None, however, were more noteworthy than James Mutch. Wellliked by the Kekerten Inuit, Mutch appears to have run the station for the Noble Co. for about 35 years, from the mid-1860s to 1900.</p> <p><i>*NOTE: the text refers to a photo that does not appear in the most recent poster brochure)</i></p>

19	NEW Inuit History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign could be drawn from the old brochure and Oral History Project:</p> <p>From the brochure: This framework is positioned over the remains of the house that once belonged to the family engaged by the Scottish station manager during the early 20th century. This family provided the station manager with the essentials of life in an isolated Arctic post: fresh meat, caribou skin clothing and “company”.</p> <p>[can we name the family and provide their story?]</p>
E	NEW Inuit History Low Profile Panel	<ul style="list-style-type: none"> Content to be developed from the Oral History Project findings
F	NEW Inuit History Low Profile Panel	<ul style="list-style-type: none"> Content to be developed from the Oral History Project findings
21	NEW Scottish/American History Low Profile Panel	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign could be drawn from the old brochure and Oral History Project:</p> <p>From the brochure: Isolation and the perils of whaling amidst Arctic ice required most shore stations to build a forge to maintain ships, equipment and whaleboats. The forge, whose foundation lies here, was probably constructed by the Scots sometime during the late 1850s.</p>
22	Numbered post/ brochure	<p>A small panel mounted on a low structure will be placed next to the boardwalk.</p> <p>Content for this sign could be drawn from the old brochure and Oral History Project:</p> <p>From the brochure: Shore stations were first and foremost native settlements and the activity of children was as much a part of station life as oil rendering. Children were not permitted to play among the buildings, thus their presence is best detected in the playgrounds that surround the site. Notwithstanding the influence of the whalers, the playhouses and bone toys found here are suggestive of games played in prehistoric times.</p>
G	NEW Inuit History Low Profile Panel	<ul style="list-style-type: none"> Content to be developed from the Oral History Project findings
H	NEW Inuit History Low Profile Panel	<ul style="list-style-type: none"> Content to be developed from the Oral History Project findings
I	NEW Inuit History Low Profile Panel	<ul style="list-style-type: none"> Content to be developed from the Oral History Project findings

4.3.3 ANGMARLIK VISITORS CENTRE HAP OPTIONS – YEAR 3-5

Overlooking the fjord and mountains, the Angmarlik Visitor Centre presents an introduction to the history and importance of the whaling industry and the role of Pangnirtung before, during, and after the whalers. The Angmarlik Visitor Centre in Pangnirtung is a community hub (including the library and Elders Room) and a place for visitors to receive information. The Visitor Centre provides an opportunity for GN staff to support Heritage Appreciation programs and tourism initiatives and make recommendations to visitors about hiring local outfitters.

The HAP recommends four actions related to the Visitors Centre (a full set of existing and proposed floor plan and display drawings is included in the Appendix):

1. Design and install a sign for the Visitor Centre hallway (entrance area) that provide general information about visiting Kekerten (Qikiqtan)
2. Renovating a corner of the Visitor Centre heritage display area (in the back room next to the storage closet). Design and install a new interpretive display focussed on Kekerten (Qikiqtan) history and cultural resources.
 - a. Focus on the interpretive themes of the park.
 - b. Once the Kekerten (Qikiqtan) oral history project is completed, a video could be produced and run on a video monitor in the centre.
3. Existing photo books at the Visitors Centre have experienced a significant amount of wear-and-tear over the years and should be digitized and displayed in an accessible format on tablets. An example of this would be as mounted tablets that showcase the photographs in an organized and refined categorized fashion.
4. There is an opportunity to update and strengthen the interpretive content for the Kekerten (Qikiqtan) by developing new displays on the Inuit stories of the islands whaling history and integrating them into the existing layout of the centre. Options for adding new displays about Kekerten (Qikiqtan) in the Visitor Centre are presented below.

Note: Full Angmarlik Visitor Centre Display Plans are illustrated in Appendix 6.5



4.3.4 PISUKTINU TUNNGAVIK TERRITORIAL PARK CAMPGROUND – YEAR 3-5

Pisuktinu Tunngavik Territorial Park (campground), managed by NPSP, provides a great place to camp while in Pangnirtung visiting the sites in and around the community, including Auyuittuq National Park; and destinations in Pangnirtung such as the Uqqurmiut Centre and Weave Shop; and the Parks Canada Visitor Centre.

Pisuktinu Tunngavik has been expanded and relocated to include tent platforms, picnic facilities and privies. Currently, there is an outhouse, eight tent spots with various flooring (wooden platforms, sand & gravel, tent pads), and a group fire pit.

The HAP recommends adding one information panel at the campground with the following information:

- General information about Nunavut Parks and Special Places.
- Regulations for camping, and general guidelines for safety and security of belonging.
- Sites that visitors can experience in the community (Angmarlik Centre and the Blubber Station).
- General information about hiring local guides for visits to Kekerten (Qikiqtan).

4.3.5 BLUBBER STATION – YEAR 3-5

The Hudson Bay Blubber Station, near the Angmarlik Centre, is managed by NPSP⁴. The “Old Blubber Station” was conceptually linked to Kekerten Historic Park to emphasize the history of whaling in the region and its role in establishing the Hamlet of Pangnirtung in a 1989 report by Stevenson & Associates for the Government of the Northwest Territories in tourism planning. The Blubber Station protects and interprets the history of whaling and blubber rendering in Pangnirtung by the Hudson Bay Company. Copies of the documents are included in Appendix 4.4 of the *Inventory of Park Resources*. The interpretive panels at the Blubber Station cover the following topics:

Table 6: Blubber Station Interpretive Panels (Existing)

Panel	Theme	Subthemes
1	A History of Whaling in Cumberland Sound	<ul style="list-style-type: none"> • Inuit and Whaling • Key Dates in History
2	Uqsuliuviminiq: Hudson’s Bay Company Blubber Station	<ul style="list-style-type: none"> • Buildings of the station
3	Whale and Seal Processing	<ul style="list-style-type: none"> • A season at the Blubber Station – very short but very busy



It is recommended that additional signs be developed for the Blubber Station site. This signage could include:

- General information about Nunavut Parks and Special Places.
- Sites that visitors can experience in the community (Angmarlik Centre and Pisuktinu Tunngavik campground).
- General information about Kekerten (Qikiqtan)
- Interpretation on the stories from the theme “Women and the Whaling Industry”.

4.3.6 OTHER RECOMMENDATIONS

Translations

It is highly recommended that all translation work for signs and other print materials for Kekerten be translated into the Pangnirtung dialect to ensure that messaging is clear and understandable for local park users.

GPS

Park staff will be required to mark the GPS locations for all signs prior to issuing the Request for Proposal (RFP)/Request for Quotation (RFQ) for signage installation.

GPS markers will be provided to the successful contractor to guide in the correct location of each signage element. Park staff will work with the contractor to confirm the locations during the installation process.

4.4 NATIONAL HISTORIC SITE DESIGNATION – YEAR 3-5

Kekerten Island Whaling Station is registered as a National Historic Site of Canada, a designation that contributes to the park’s heritage appreciation.¹:

As of 2025 the register gives the following description:

“The Kekerten Island Whaling Station represents whaling in the eastern Arctic as one of the most important and long lasting whaling station and vessel-wintering sites in Cumberland Sound during the second half of the 19th century; it represents the impact of the whaling industry on the economy and culture of the Inuit in Cumberland Sound. [...]”

NPSP should contact National Historic Site of Canada to request the description be updated to include the official name of the park as Kekerten (Qikiqtan).

NPSP staff should review the descriptions of Kekerten (Qikiqtan) in the registry for opportunities to request updates of the values and key messages so that it is more inclusive of the impact of Inuit on this site’s history.

4.5 ANNUAL STUDENT AWARD

Per the IIBA for Territorial Parks, NPSP is committed to delivering an Annual Award to high school students who are top achievers in a park-related field of studies:

Nunavut Parks will communicate with the local high school to nominate a student for this annual award. If the local high school does not have a park-related field of studies, Aulajaaqtut studies will be used. This award should be presented at the annual Parks Day event or at the school’s year-end ceremony.

A high school student in Pangnirtung will receive a Park Award from the Pangnirtung PAC for excellence in park-related academic topics.

¹ The full text description of the designation can be found in the Directory of Federal Heritage Designations on the Parks Canada website https://www.pc.gc.ca/apps/dfhd/page_nhs_eng.aspx?id=330.



4.6 COMMUNITY/CULTURAL EVENTS

As a strategic goal, NPSP seeks to engage communities in heritage appreciation to ensure that residents and visitors value their parks, gain understanding and knowledge of the territory's natural and cultural heritage and realize tourism benefits associated with the park. To work toward this goal, NPSP is required to host a community event on an annual basis to increase awareness of individual parks and the *Kajjausarviit: Nunavut Parks Program*.

As such, the Kekerten (Qikiqtan) Master Plan states that NPSP staff will identify and participate in annual community events that increase awareness of the park and the Nunavut Parks Program. Community events will encourage engagement with the park's heritage and be promoted as tourism opportunities through the community's Inuit Tourism Strategy.

The success of these types of community events often depends on a substantial volunteer effort from the local community. As such, the need for volunteers should be considered during the early planning phase for any community event.

Opportunities to partner with Parks Canada on events in Pangnirtung should be priorities by NPSP because of the local staff capacity that Parks Canada must organize and run events.

4.6.1 CELEBRATION OF THE PARK – ANNUALLY

Recently approved by the NJPMC as a community/cultural event, an annual 'Celebration of the Park' Day offers an opportunity to bring awareness of the park to residents of Pangnirtung and to deliver educational programming that emphasizes the park's cultural significance. Through these activities, the park's goal and objectives for sharing heritage appreciation are realized, and the park's IIBA requirement to host an annual community/cultural event is also achieved.

The primary audience would be the residents of Pangnirtung, but several secondary audiences (e.g. non-resident park visitors, local outfitters, and guides) would also benefit.

The scheduling and location of the event must be determined in consultation with the PAC, however it is recommended that events take place in Pangnirtung because Kekerten (Qikiqtan) is a challenge to access. If any activities are planned at the park, the event should be scheduled at a time of year when the park is safely accessible and the number of people travelling from the community can be accommodated safely.

To guide the successful planning of this event, Section 5 presents specific actions that NPSP can take. To aid in the planning of this type of event, a sample schedule and planning templates (previously used by NPSP for organizing Canada's 'Parks Day') is a useful reference.

4.7 PROMOTIONAL AND INFORMATIONAL MATERIALS

The Kekerten (Qikiqtan) Master Plan says that communication and marketing materials are required in print and digital form to encourage visitation to the park and community and promote Inuit tourism providers. These communication and marketing materials should be geared toward residents and visitors to share information about the cultural heritage and natural resources, the historic use of the area by Inuit, and the continuing importance of the park for the people of Pangnirtung. They should also celebrate the park through its theme "Kekerten and the Cumberland Sound Whale Fishery" and provide information to visitors to assist in their park visit planning, including how to safely access the park, and arrange for a guided tour.

The previously developed materials for Kekerten (Qikiqtan) are out of print and the templates are out of date. It is recommended that all promotional and marketing materials be reviewed and revised, including:

- Website.
- Regulation and Operational Management Documents.
- Park Brochures.
- Creation of a Seasonal Calendar for the park.

In keeping with the HA Framework, promotional and informational materials for Kekerten (Qikiqtan) should also share key messages about Nunavut Parks and provide links/contacts for people who have an interest in learning more about the park. Finally, all marketing materials (brochures, park maps, online information) should be developed in coordination with the objectives of the Pangnirtung Inuit Tourism Strategy.

The actions described below are recommended as additions and updates to the park's HAP. Successful completion of these key communication components will:

- Bring the park into conformity with the IIBA.

- Advance the park's goals and objectives to share Inuit Qaujimaqatunangit, the unique story of Kekerten (Qikiqtan) through the theme "Kekerten and the Cumberland Sound Whale Fishery", and key messages that inform and encourage safe and sustainable use of the park with residents and visitors.
- Support NPSP's strategic goal to promote NPSP and increase public awareness and appreciation of the opportunities provided by Nunavut Parks.

4.7.1 WEBSITE – YEAR 1-2 AND YEARS 3-5

Improvements to the online content for the park will take several years. Some tasks listed in this section could be undertaken in the first two years, whereas other tasks require more time because they are dependent on completing the Oral History project and park image archive.

Year 1-2 tasks:

Existing websites are opportunities to provide information about the park to all audiences. NPSP should request partner organizations to add a link to the NPSP website page for Kekerten (Qikiqtan) on their own websites (such as the Municipality of Pangnirtung, hotels, etc.).

The NPSP website (www.nunavutparks.com) provides general and park-specific web content for Nunavut parks, including basic information about each park's geography, wildlife, vegetation, and history.

As an existing park, the NPSP website currently provides park-specific information for Kekerten (Qikiqtan); however, the content for the park needs the following updates:

- Update the park name to read "Kekerten (Qikiqtan) Territorial Park".
- Revise the summary of the park's history.
- Highlight the park's updated interpretive theme (and recommended sub-themes) using first-person stories, images and quotes related to the interpretive message.
- Park tour-planning information, including guide requirements and local contact information for Inuit tourism providers.
- Include a link to the NPSP website 'TIPS' (https://nunavutparks.com/nunavut_parks/qikiqtan-territorial-park/) to highlight park visitor safety guidelines and conduct regulations.

Year 3-5 tasks:

- Replace all photos that are currently depicted on the park-specific webpage with images of Kekerten (Qikiqtan).
- Information and site-specific mapping for places or features of special interest, park access points, and emergency shelter and other park facilities.
- A Kekerten (Qikiqtan) Cruise Ship Visit Guide that informs cruise ships companies of the park history, regulations, and permit requirements (to be prepared with the Inuit Tourism Strategy)
- Additional marketing content recommended in the future by the Pangnirtung Inuit Tourism Strategy (e.g. promotion of Inuit business and tourism providers, promotion of the sale of local arts and products, etc.).

In keeping with recommendations presented in the HA Strategy, the park's webpage should be enhanced with the following supplemental Information about the park:

- Digitized resources, organized as an online library/toolkit on NPSP, Heritage appreciation, and specific park events, planning and management information, accessible to media and the public.
- Community and park-specific online resources (i.e. archives of documents relating to the creation of specific parks and special places).
- Online calendar of events or programs related to heritage appreciation including education and youth programs by NPSP and its partners.
- Educational resources for teachers, students, and youth not in school.
- A comprehensive, indexed set of links to heritage-related organizations, departments, institutions, and other relevant websites to link visitors to the resources they require to participate in heritage appreciation event and activities.

The addition of this material to the Kekerten (Qikiqtan) webpage will help NPSP promote the park to Nunavummiut and potential visitors, keep the local community informed of park-related events and opportunities, and support the Division's efforts to bring awareness of parks to Nunavut students and other youth not in school.

4.7.2 REGULATION AND OPERATIONAL MANAGEMENT DOCUMENTS – YEARS 1-2

It is recommended that NPSP develop documents to support the regulations and operational management issues that are unique to Kekerten (Qikiqtan), such as messages about the protection of archaeological resources, visitor protocols, and cruise ship visitation guidelines. Although not a requirement for the park's HAP, these documents would enhance the available online resources for the protections of the park's heritage. These tools include:

- **White Papers** are a government or other authoritative report giving information on an issue or topic of interest: archaeological and cultural resource protection; burial sites and human remains protocols; and visitor code of conduct. It is recommended that NPSP staff with knowledge of the park prepare white papers on the key issues and heritage appreciation themes for the park. These white papers could be developed over several years and used in conjunction with other public communications activities, such as public presentations.
- **Video content** such as a video of the island and selected interview clips.
- **Online educational materials** developed by NPSP and its partners.
- A **Kekerten (Qikiqtan) Cruise Ship Visit Guide** that informs cruise ships companies of the park history, regulations, and permit requirements (to be prepared with the Inuit Tourism Strategy).

Some of this content can be completed in-house by NPSP as capacity allows (e.g. white papers), while the other components simply involve providing online access to materials that NPSP already has available or will be developing through heritage appreciation-related projects planned for future years.

4.7.3 PARK BROCHURE BOOKLET – YEARS 1-2

As a 'Historic (*Inuit Nunagiqattaqsimajatuqanginni*) Park', Kekerten (Qikiqtan) is required to have a Park Brochure Booklet.

An original park booklet (published around the 1980s) provided valuable interpretive information, but the Scottish and American whaling stories dominate the existing materials. The booklet was replaced with a map poster/brochure in the 2010's (see below). The PAC and local outfitters do not think the poster format is ideal because it is too large for park visitors to use in windy conditions at the park, and the poster (no longer in print in all languages) is very expensive to produce.

A new brochure booklet is recommended. The new booklet can update the park name and infrastructure locations and balance the Inuit heritage and cultural connection to the park by adding in the recommended sub-themes. The updated booklet should also provide park safety information, regulations and visitor protocols, including information to help visitors safely access the park by contracting a local outfitter and guide.

The updated booklet should be formatted using the existing NPSP standard booklet brochure template currently in use by other parks (e.g. Iqalugaarjuup Nunanga Territorial Park), and as described by the HA Framework (Section 4.2.3). The updated booklet shall be formatted to be readable on a digital device (e.g., phone or tablet) and available as a downloadable file from the NPSP website. In addition to the Master Plan recommendations mentioned above, the brochure should also contain the following content as outlined in the HA Framework:

- Interpretive messages highlighting Inuit culture and heritage, heritage or cultural recreation opportunities, sites of cultural significance, important wildlife areas, Inuit Qaujimajatuqangit on abiotic, biotic, or cultural resources, first-person stories as well as quotes related to the interpretive message.
- Park and territorial regulations related to cultural or heritage resources in the park.
- Where applicable, resource or site-specific mapping for cultural or heritage area.
- Where applicable, visitor use restriction areas or guide required areas, Inuit Owned Land.
- Safety messages about access to the park by boat or snowmobile, specifically noting the rules for snowmobile travelers to stay on the trails to prevent harming the significant number of cultural features in the park.
- Information to encourage visitors to bring drinking water from the community when travelling to the park.
- Images, illustrations, maps, and park icons to highlight cultural and heritage significant sites or resources.
- Fun facts.
- Local contact information for Inuit tourism promotion and emergency.

Careful consideration should be made to ensure that the brochure's text is written at a level that is appropriate and understandable for the community, particularly youth.

The updated brochure should be designed and coordinated along with the park signage that will be developed through the framework (proposed above) so that mapping and messaging are consistent and complimentary.

[illegible][illegible][illegible][illegible][illegible]

Other Sites

Other sites that may be visited near Kakumasi include Usuma Harbour, Achi Harbour and Mankiliga Island. Both harbours were important ship-wrecking sites, whereas Mankiliga was the spring where the wreckers at Kakumasi and Usuma Harbour. A school's questionnaire was sent at Usuma Harbour, while the wreck of the *Hessford* (1862) may be found at Achi Harbour. The above information may consider a step in the personal and independent at Nyanibik Harbour or the western and whaling stations on Mankiliga Island, which is another National Historic Site designated in 1995 for its history of Aborigines and European whaling.

Note: Informative content from the Kekerten Poster Brochure could be integrated into the newly updated park brochure.

Information from the Inventory of Parks Resources and oral history project should be used to develop a seasonal calendar for Kekerten (Qikiqtan). The seasonal calendar should be presented in two periods of time:

- Historic Seasons associated with the period of whaling activity
- Contemporary seasons that are associated with activities that Pangnirtung residents are doing in the Cumberland Sound region.

4.8 PUBLIC COMMUNICATIONS – AS REQUIRED

NPSP currently has three public communications templates designed for news releases and PowerPoint presentations. There are two news release templates: one for newsletters and another for announcements.

The *Newsletter Template* can be used to communicate park information to residents of Pangnirtung and partner organizations. The newsletter can be delivered to organizations impacted by the park, placed in public locations or in individual mailboxes, and posted on the website. The newsletter may have a variety of applications, such as raising public awareness of a park issue, a project being undertaken in the park, or as a tool to increase awareness about the Kajjausarviit: NPSP Program or the park's heritage.

The *Announcement Template* can be used to communicate a specific piece of information to the public, such as a public meeting announcement or a safety issue in the park. The announcement will be posted in the community, in the park, on the website, or circulated to the public or partner organizations.

A template for *PowerPoint Presentations* has also been developed for presentations that are given by NPSP to the public, partner organizations, or committees associated with the park.

These communication templates, once customized for use at Kekerten (Qikiqtan), can be used by NPSP and the PAC to fulfill the park's goal and objectives related to communicating with residents of Kinngait and other audiences to increase awareness about the park's natural and cultural resources as well as the rules, regulations, and best practices to use when visiting the park.

Sample templates for these NPSP standard NPSP communication tools should be referenced and park specific content developed.

4.9 PARK-SPECIFIC EDUCATION PROGRAMS

The *Kajjausarviit: Nunavut Parks Program* seeks to engage communities in parks and the protection and celebration of park heritage. Education programs provide an opportunity to bring youth into the parks, bring information about our parks into the classroom, and make information accessible for youth that have left school.

The following education initiatives at Kekerten (Qikiqtan) will support NPSP in achieving the strategic goal and objectives for park-specific education programs and will advance the park's own goals and objectives for heritage appreciation as described below.

4.9.1 LEARN-TO PROGRAM – YEARS 1-10

Through a park-specific “Learn-To” Program at Kekerten (Qikiqtan), NPSP will provide opportunities to connect youth and other audiences to the land and resources of the park through brief educational activities on park-related topics, such as cutting up meat and how waste during harvesting is disposed. Programs can teach the use and respect for the parts of the animals, and teach traditional stewardship practices (e.g., not to dispose a whale head in the sea). This activity will involve the planning and delivery of two-hour sessions, or longer if needed, in the park or community at set times during the year. All sessions should include a hands-on component to help engage participants.

Opportunities to partner with Parks Canada for “Learn to” are encouraged.

Advertisement of the “Learn-To” Program sessions will be done through the schools, visitor centre, other community organizations, radio, and online through social media. This program should also be linked to the Pangnirtung Inuit Tourism Strategy.

These short sessions can also provide an opportunity to engage park users and community members in discussions about some of the park's management issues that were mentioned earlier (e.g. respect for the environment, protection of natural and cultural resources, safe and sustainable travel) by sharing messages about the Inuit Qaujimagatuqangit and Stewardship management approach to achieve the desired balance between protection and use of Kekerten (Qikiqtan), and behaviours that the PAC would like to encourage to protect resources from human use impacts.

4.9.2 YOUTH CAREER DEVELOPMENT – YEARS 3-5

NPSP is obligated by the IIBA to establish and maintain appropriate communication linkages with Attagoyuk Ilisavik (Junior High and High School) in Pangnirtung to regularly communicate and update tourism- and parks-related information to students through various media and career fairs.

To help the park achieve this objective, NPSP will participate in youth job/career fairs, and seek a partnership with Parks Canada to develop a package of information directed specifically at youth in Pangnirtung to ensure that they have an awareness of parks and park career opportunities. This “Careers in Parks” package will be based on templates used in other communities and include the following materials:

- Information about working in Nunavut's parks.
- Information about Inuit Benefits and Nunavut's parks.
- An Interview Guide for Nunavut youth.
- NPSP Job Descriptions.
- A guide on how to apply for jobs with NPSP.
- A short quiz to assess an individual's compatibility for working in parks.
- A "Careers in Parks" PowerPoint Presentation.

4.9.3 EDUCATION MODULES – YEARS 7-10

A long-term goal of the Heritage Appreciation Program is to work with the Department of Education (GN) to prepare curriculum about territorial parks for delivery in all Nunavut schools.

One of the requirements of the NPSP Heritage Appreciation Program is the development of education materials for delivery through Nunavut schools. The objective of this education program aimed at school-age children is to increase awareness of Nunavut Parks and opportunities for careers related to parks. In the long-term, NPSP and the Department of Education (GN) will work together to prepare curriculum about parks for delivery to students in grades 4, 7 and 10 in all Nunavut schools, a process that will likely take 10 to 20 years. In the meantime, NPSP, through partnership with the Department of Education and Department of Culture and Heritage, will develop park-specific, community-driven education resource kits based on a standard model and framework as described in the HA Framework (Section 4.6).

The Framework will be referenced for the development of a teacher's resource kit about Kekerten (Qikiqтан) to be designed for use by Pangnirtung schools in grades 7 and 10 as part of the general curriculum, and a special curriculum in archaeology will be developed for grade 11. Students will learn about the park and develop an appreciation of both the cultural and natural heritage of the park by examining its rich history and resources. Students will also learn about park management and the skills required for protecting, preserving, and presenting (through interpretation) the park's cultural and natural resources.

The completion of these actions will advance the park's objective to share the unique story "Kekerten and the Cumberland Sound Whale Fishery" and increase awareness about the park and the management of its cultural and natural resources with local youth.

Finally, as mentioned above, NPSP is also required to develop educational materials specific to grade 4 (see HA Framework: Appendix 3, Table 9). Because these materials may or not be developed by NPSP during the term of this Kekerten (Qikiqтан) HAP, they have not been included. Therefore, their future development and implementation will need to be considered for the next heritage appreciation planning cycle.



4.10 INTERPRETIVE TRAINING TOOLS

NPSP staff will encourage Inuit outfitters and guides in Pangnirtung to provide park tours and support their requirements through the Inuit Tourism Strategy and other park-specific training programs. Tourism opportunities include cruise ship visitors, business travelers, and cultural tourists.

To support this initiative, tools must be developed through the Heritage Appreciation Program for use by local tourism operators, such as an interpretive script, a list of suggested sites of cultural significance to visit and suggested interpretive activities.

Any actions in this category should be linked to the Pangnirtung Inuit Tourism Strategy. The following actions will help NPSP and the PAC achieve the desired outcomes for park interpretation.

4.10.1 KEKERTEN (QIKIQTAN) INTERPRETIVE SCRIPT – YEARS 3-5

According to the HA Framework, interpretative scripts should be prepared for local outfitters and guides to reference when a park master plan identifies the need for park interpretation. Resources that support the inclusion of appropriate and accurate heritage appreciation messaging in the materials, activities, and presentations of local outfitters, guides and tourism operators, should be used and referenced in the park-specific interpretative script.

For Kekerten (Qikiqtan), the script should address the themes and sub-themes of the Heritage Appreciation Plan by highlighting important stories and legends, places and resources of significance, and the cultural connection of local Inuit to the park landscape. Reference to other tourism opportunities and local Inuit Tourism Providers should also be included where applicable.

The development of this specialized tool for use by Inuit tourism providers and business operators will help NPSP achieve the park's vision to share the theme "Kekerten and the Cumberland Sound Whale Fishery" with a variety of audiences, create community benefits through tourism opportunities, and provide visitors with a safe and positive experience in the park and in the community.

The script should also include plain language descriptions of the regulations for protection of the park's heritage and cultural resources, safety message, and visitor protocols.

4.10.2 PARK-SPECIFIC INTERPRETIVE TRAINING – YEARS 3-5

To further support NPSP in providing park-related services, an annual or biennial (every 2 years) interpretive training program should be offered to local tour operators and outfitters. This training would serve as an orientation to educate new operators about the special features and history of the park and park regulations and would also provide a refresher for established guides. An orientation session also provides NPSP with a regular opportunity to share updates on the park such as management directives or issues that might affect operators' services.

4.10.3 OUTFITTER GUIDE MENTORING PROGRAM – YEARS 3-5

Outfitter and Guide Training is recommended by the Master Plan to support the next generation of guides and outfitters to lead tours of the island. The current guides (Joavie Alivaktuk and Peter Kilabuk) and community Elders are the knowledge holders of the island's stories and the traditional methods of maintaining the resources in the park. A mentoring program should be a priority to pass along knowledge and prepare a new generation of guides for Heritage Appreciation interpretation, maintenance, and reconstruction of resources such as the qammuq.



Qadlunnat claiming sovereignty for Canada over the Arctic Islands at Kekerten, 1897.

We did not understand; we Inuit have lived on these islands forever (N.W.T. Archives)



5 KEKERTEN (QIKIQTAN) HERITAGE APPRECIATION IMPLEMENTATION

This section provides two action plans and a checklist that will aid NPSP in working towards the long-range and annual goals that are desired for the park's Heritage Appreciation Program. This section also discusses the requirements and responsibilities for HAP implementation as well as recommendations for monitoring and evaluation of the park's Heritage Appreciation Program.

5.1 ACTION PLAN

5.1.1 MASTER PLAN INFRASTRUCTURE ACTIONS THAT IMPACT THE KEKERTEN (QIKIQTAN) HERITAGE APPRECIATION PROGRAM

The following table corresponds to the “one-time” infrastructure actions from the Master Plan that need to be coordinated with the HAP. The Master Plan identifies the capital budget for the infrastructure, but the content (design, text, etc.) will need to be done through the HAP program. The Master Plan sets target dates and budgets and provides details and requirements that are necessary for the successful implementation of these actions. These actions should be reviewed by NPSP on a yearly basis to ensure that they are considered for inclusion in annual work plans and budgets. Once completed, the Pangnirtung Inuit Tourism Strategy may also identify additional materials or program activity requirements. Tourism strategy initiatives can be added to the PAC annual work plans and budgets.



Table 7: One-time Master Plan Infrastructure Actions that Impact the Kekerten (Qikiqtan) Heritage Appreciation Program

MASTER PLAN COMPONENT	HAP ACTION	TIMEFRAME	CAPITAL COST ESTIMATE *	CAPITAL COST TOTAL	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS	STATUS (to be completed by NPSP)
Interpretive Signs: replacement (existing panels that require repair) and development of new signs	<ul style="list-style-type: none"> Oversee the replacement of interpretive panel with the existing artwork and text at locations #3, #9, #17, #19 and #23 	Year 1-2; 3-5	<ul style="list-style-type: none"> Materials, fabrication and graphic design: \$25,000 Labour: \$5,000 	\$30,000	<ul style="list-style-type: none"> HAP: 4.3.2 and 4.3.3 Master Plan 4.4.1.4, 5.2 	<ul style="list-style-type: none"> Use existing support style See Site Plan (Master Plan) 	
Low Profile Interpretive Panels and Qulliig Stand	<ul style="list-style-type: none"> Design, fabricate and install new panels to replace numbered posts (at locations #8, #10, #11, #12, #21 and #22) and at new interpretive locations (to share Inuit history and stories) 	Year 3-5	<ul style="list-style-type: none"> Materials, fabrication, and graphic design: \$40,000 Labour: \$20,000 	\$60,000	<ul style="list-style-type: none"> HAP: 4.3.2 and 4.3.3 Master Plan 5.2 	<ul style="list-style-type: none"> Low profile signs will be anchored with rocks inside the crib, added before the panel top is installed. 	
Gathering Area Platforms (3) as per the locations in the plan (entrance sign area and with extended boardwalk), including table top interpretive panel/ map	<ul style="list-style-type: none"> Design, fabricate and install a gathering area structure with an integrated sign Design and fabricate the interpretive panel welcome/ park map sign. 	Year 3-5	<ul style="list-style-type: none"> Sign Panels design and fabrication: \$20,000 	\$20,000	<ul style="list-style-type: none"> HAP: 4.3.2 and 4.3.3 Master Plan 4.4.1.1, 5.2 	<ul style="list-style-type: none"> See Site Plan and Concept Drawings (Master Plan) See Master Plan for additional capital costs associated with park infrastructure 	
“Window” Interpretive Structures: American Whaling Station; Inuit Dwellings; “Whaling Ship in the Harbour”	<ul style="list-style-type: none"> Design, fabricate and install a structure to interpret the American Whaling station building. 	Year 3-5	<ul style="list-style-type: none"> Materials, fabrication, and graphic design: \$30,000 Labour: \$10,000 	\$40,000	<ul style="list-style-type: none"> HAP: 4.3.2 and 4.3.3 Master Plan 4.4.1.5, 5.2 	<ul style="list-style-type: none"> Excavate and mark the corners of the foundation of the station (See Special Project) 	
Visitor Centre Kekerten (Qikiqtan) Display Updates	<ul style="list-style-type: none"> Design, fabricate and install new displays. HAP will oversee development of all content. 	Year 3-5	<ul style="list-style-type: none"> \$70,000 		<ul style="list-style-type: none"> HAP: 4.3.4 Master Plan 5.2 	<ul style="list-style-type: none"> May be eligible for partnership funding with GN - EDT 	
Pisuktinu Tunngavik and Blubber Station Signage	<ul style="list-style-type: none"> Design, fabricate and install new signs (at the same time as Visitor Centre Display Updates) HAP will oversee development of all content. 	Year 3-5	<ul style="list-style-type: none"> Part of the Visitor Centre budget (above) 		<ul style="list-style-type: none"> HAP: 4.3.5 and 4.3.6 Master Plan 5.2 		

5.1.2 SPECIAL PROJECT ACTIONS THAT IMPACT THE KEKERTEN (QIKIQTAN) HERITAGE APPRECIATION PROGRAM

The following table corresponds to Special Project and maintenance actions from the Master and Management Plan that need to be coordinated with the HAP. The Master and Management Plan identifies the capital and/or operational budget for these actions, but the content (design, text, etc.) or coordination of the information gathered through the work will need to be done through the HAP program. Once completed, the Pangnirtung Inuit Tourism Strategy may also identify additional materials or program activity requirements. Tourism strategy initiatives can be added to the PAC annual work plans and budgets.



Table 8: One-time Master Plan Actions that Impact the Kekerten (Qikiqtan) Heritage Appreciation Program

MASTER PLAN COMPONENT	HAP ACTION	TIMEFRAME	CAPITAL COST TOTAL	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS	STATUS (to be completed by NPSP)
HA Planning: Oral Histories	<ul style="list-style-type: none"> HAP will oversee the research, interviews and writing of oral histories for the interpretive panels Content will be used in development of interpretive signage, visitor centre displays, videos, educational and communications materials 	Year 1-3	\$50,000	<ul style="list-style-type: none"> HAP: 4.1.1 Master Plan 4.4.2, 5.2 	<ul style="list-style-type: none"> See project description PAC recommended the project occur in year 1-3 HAP may need to increase the budget based on the scope of work for the oral histories 	
Updates to Park's Image, Video and Document Collection	<ul style="list-style-type: none"> HAP will oversee the research, collection and archiving of materials Content will be used in development of interpretive signage, visitor centre displays, videos, educational and communications materials 	Year 1-3	\$15,000	<ul style="list-style-type: none"> HAP: 4.2 Master Plan 4.4.2, 5.2 	<ul style="list-style-type: none"> See project description PAC recommended the project occur in year 1-3 HAP may need to increase the budget based on the scope of work for the oral histories 	
Archaeological Survey: Phase 1	<ul style="list-style-type: none"> Archaeologically supervised Clearing of Previously Excavated Sites Preliminary Study and Design for Inuit Dwelling Reconstruction – HAP will coordinate the logistics for the reconstruction project Reports should include information that will inform the HAP interpretive program, such as knowledge or resources documented in the process of the surveys 	Year 1-2	\$50,000	<ul style="list-style-type: none"> HAP: 4.1.2 Master Plan 4.4.1.5, 4.4.2, 5.2 	<ul style="list-style-type: none"> Archaeological permit required. Elders, IHT and NJPMC to be consulted on the project. Priority areas include sites along boardwalk between interpretive sign #5 and #10; and American Whaling Station foundation 	
Burial Sites Survey	<ul style="list-style-type: none"> Archaeologically Supervised Project to record the location, condition, names (if known), and make recommendations for the ongoing monitoring and maintenance of burial sites Guidelines and visitor protocol can be developed based on the recommendations in this survey 	Year 3-5	\$30,000	<ul style="list-style-type: none"> HAP: 4.1.3 Master Plan 4.4.2, 5.2 	<ul style="list-style-type: none"> Partnership with Department of Culture and Heritage Requires financial contribution by C&H of \$30,000 or more 	
Archaeological Survey: Phase 2	<ul style="list-style-type: none"> Survey of sites along boardwalk extension area, and all sites in the historic site where infrastructure development or replacement is occurring 	Year 3-4	\$30,000	<ul style="list-style-type: none"> HAP: 4.1.2 Master Plan 4.4.2, 5.2 	<ul style="list-style-type: none"> Archaeological permit required. Elders, IHT and NJPMC to be consulted on the project. 	

MASTER PLAN COMPONENT	HAP ACTION	TIMEFRAME	CAPITAL COST TOTAL	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS	STATUS (to be completed by NPSP)
	<ul style="list-style-type: none"> Reports should include information that will inform the HAP interpretive program, such as knowledge or resources documented in the process of the surveys 					
Marketing Materials	<ul style="list-style-type: none"> Park-specific promotional and information materials in print and online HAP will oversee the development of all content 	Year 3-5	\$15,000	<ul style="list-style-type: none"> HAP: 4.7 Master Plan: Mgmt Plan: 4.3 	<ul style="list-style-type: none"> Project to be delivered by NPSP 	
Outfitter Guide Training Materials, Interpretive Kits, Promotional Materials & Guide	<ul style="list-style-type: none"> Development of park-specific interpretive script and training program for tourism operators in Pangnirtung Development of Guide Mentorship Program HAP will oversee the development of all content 	Year 3-5	\$20,000	<ul style="list-style-type: none"> HAP: 4.10.3 Master Plan: Mgmt Plan: HA Framework: 4.5.3 	<ul style="list-style-type: none"> Project to be delivered by NPSP 	
Mentorship Program						
Two Inuit Dwellings Reconstructed – Planning & Design	<ul style="list-style-type: none"> Add description HAP will oversee the logistics for the repairs including engaging Elders to lead the project 	Year 5-6		<ul style="list-style-type: none"> HAP: 4.1.4 Master Plan 4.4.1.5, 4.4.2, 5.2 	<ul style="list-style-type: none"> See Site Plan and Special Projects (in Master Plan) for Planning and Design Archaeological permit required. Elders, IHT and NJPMC to be consulted on the project. Reconstruction materials and labour costs in the infrastructure budget 	
Website	<ul style="list-style-type: none"> Develop new content in keeping with the 2023 Master Plan and park theme Addition of supplemental tools (e.g., library, links, image gallery) Addition of new content as it is developed (e.g., white papers, videos, education modules) HAP will oversee the development of all content 	Year 1-2 and 3-5	TBD	<ul style="list-style-type: none"> HAP: 4.7.1 Master Plan: Mgmt Plan: HA Strategy: 3.5 	<ul style="list-style-type: none"> Project to be delivered by NPSP Should be completed as soon as possible Development and addition of new online tools should be completed as/when possible 	

MASTER PLAN COMPONENT	HAP ACTION	TIMEFRAME	CAPITAL COST TOTAL	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS	STATUS (to be completed by NPSP)
Regulation and Operational Management Documents	<ul style="list-style-type: none"> Develop and communicate policies to inform all park users about regulations and stewardship protocols for the park. HAP will oversee the documents on cultural heritage and resource messages. 	Year 1-2	N/A	<ul style="list-style-type: none"> HAP: 4.7.2 	<ul style="list-style-type: none"> Project to be delivered by NPSP Should be completed as soon as possible 	
Park Brochure Booklet	<ul style="list-style-type: none"> Content development, design and printing HAP will oversee the development of all content 	Year 3-5	\$13,000 -\$18,000	<ul style="list-style-type: none"> HAP: 4.7.3 Master Plan: Mgmt Plan: HA Framework: 4.2.3 	<ul style="list-style-type: none"> Project to be delivered by NPSP Updates to the Park Image Database may be required prior to developing the park brochure 	
Inuit Tourism Strategy for Pangnirtung	<ul style="list-style-type: none"> Planning and consultation HAP will participate in the project 	Year 3-5	N/A	<ul style="list-style-type: none"> HAP: 5.4.2 Mgmt Plan: 4.1 	<ul style="list-style-type: none"> Project to be delivered by NPSP In partnership with PAC, Schools, Municipality of Pangnirtung, GN Dept. of Education 	
Learn To	<ul style="list-style-type: none"> HAP will oversee the development of all content 	Year 1-10	\$5,000 - 10,000 annually	<ul style="list-style-type: none"> HAP: 4.9.1 	<ul style="list-style-type: none"> Project will include park-specific and general content. Through partnership with Parks Canada 	
Education Modules	<ul style="list-style-type: none"> Grade 7, 10 & 11 teacher education kits and online resource materials HAP will oversee the development of all content 	Year 7-10	\$50,000	<ul style="list-style-type: none"> HAP: 4.9.2 Mgmt Plan: 4.3 	<ul style="list-style-type: none"> Project will include park-specific and general content. Through partnership with the GN Dept. of Education and Dept. of Culture and Heritage. Class D Estimate 	
Archaeological Survey: Phase 3	<ul style="list-style-type: none"> Survey of areas on the island that have not been previously surveyed Reports should include information that will inform the HAP interpretive program, such as knowledge or resources documented in the process of the surveys 	Year 7-10		<ul style="list-style-type: none"> HAP: 4.1.2 Master Plan 5.2 	<ul style="list-style-type: none"> Archaeological permit required. Elders, IHT and NJPMC to be consulted on the project. 	

* All Cost Estimates are 'Class C' except where indicated.

5.2 IMPLEMENTATION OF RECURRING HERITAGE APPRECIATION PROGRAMS

The following table outlines the delivery requirements for “annually recurring” activities and programs that will help NPSP fulfill the goals and objectives of the park’s Heritage Appreciation Program. This list of activities and programs should be reviewed by NPSP on yearly basis to ensure that they are appropriately addressed in the annual work plan and budget.



Photo: Atsiaq was a whale spotter in the lookout on Qikiqtan. He was a carver and used a scalpel knife for fine details. (Nunavut Parks and Special Places Archives)

Table 9: Annually recurring actions and activities under Kekerten's (Qikiqtan's) Heritage Appreciation Program

HAP ACTION	DESCRIPTION	IMPLEMENTATION TIMEFRAME	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS
Sharing the Stories of Kekerten	<ul style="list-style-type: none"> Use radio, or social media to share Inuit stories about the park Put the Inuit Stories into other marketing tools (e.g. website articles, magazine stories, videos) 	As/when applicable or required	<i>Inventory</i> <i>HAP</i> <i>Master Plan</i> <i>Mgmt Plan</i>	<ul style="list-style-type: none"> To be delivered by NPSP Newsletters and announcements will need to be created to address the ongoing park management issues described in the management plan and HAP NPSP will need to establish a protocol for issuing official notices to ensure consistency across the territory NPSP & the Pangnirtung PAC will also need to establish a protocol for issuing messages that the PAC may want to disseminate
Park Promotions	<ul style="list-style-type: none"> Put a link to the park website on the Hamlet website, Nunavut Tourism website, local accommodations, and local outfitters Use of the park's communication templates, radio, or social media to announce events and meetings or messages about park management issues 	As/when applicable or required	<i>HAP</i>	<ul style="list-style-type: none"> Check linked materials on an annual basis to: remove old or inactive accounts; add links to new businesses or programs
Celebration of the Park	<ul style="list-style-type: none"> Planning and hosting an annual 'Celebration of the Park' day to coincide with the most popular time for community use of the park. 	Annually	<i>HAP</i> <i>Master Plan</i> <i>Mgmt Plan</i> <i>HA Strategy</i>	<ul style="list-style-type: none"> Project to be delivered by NPSP and may be adapted from existing Parks Day programming Manager Parks: Heritage Appreciation to provide support or information to the local tourism coordinator or individual responsible for the community event as required Should be planned to benefit residents, visitors Consider partnership with Parks Canada Includes promoting the community, providing park information to share with residents and visitors attending the community event, and assistance in planning the community event Must include cultural components (e.g. Learn-to Program sessions, interpretive presentations, etc.) To be scheduled in consultation with PAC
"Learn-to" Program	<ul style="list-style-type: none"> Contracting local people and purchasing materials to teach park-specific programs 	Delivered annually	<i>HAP</i> <i>Master Plan</i>	<ul style="list-style-type: none"> To be delivered by a local contractor Should be advertised through the schools, Youth Centre, radio, community centres, and social media

			<i>Mgmt Plan</i> <i>HA Strategy</i>	<ul style="list-style-type: none"> • <i>Can be delivered in conjunction with other activities and programs such as Community Events (Celebration of the Park), school presentations, in-park camps</i> • <i>Consider partnership with Parks Canada</i>
Park-Specific Interpretive Training	<ul style="list-style-type: none"> • To provide annual training on interpretation and park management updates 	Annually	<i>HAP</i> <i>Master Plan</i> <i>Mgmt. Plan</i> <i>HA Framework</i>	<ul style="list-style-type: none"> • <i>For local Inuit tourism operators</i> • <i>Consider partnership with Parks Canada</i>
Youth Career Development	<ul style="list-style-type: none"> • To develop partnerships with Pangnirtung schools' teachers and principals to share information about Nunavut Parks, and provide information to students about careers in parks, Kajausarviit: Nunavut Parks Program, and the resources of their local park 	Annually	<i>HAP</i> <i>Master Plan</i> <i>Mgmt Plan</i> <i>HA Strategy</i> <i>IIBA: 6.1.1</i>	<ul style="list-style-type: none"> • <i>"Careers" information package should be distributed to local schools (high school, Arctic College), along with other park brochures and interpretive materials that are developed for the park.</i> • <i>NPSP regional staff should attend at least one career/job fair annually and conduct a school visit to explain parks-related jobs, career, and business opportunities to students.</i>
Student Award	<ul style="list-style-type: none"> • Annual Award for secondary school students who are top achievers in a parks-related field of study 	Annually	<i>HAP</i> <i>Master Plan</i> <i>IIBA: 6.2.1</i>	<ul style="list-style-type: none"> • <i>Contact high school to identify the student who is the top achiever.</i> • <i>Present award on Celebration of the Park Day or school year-end ceremony.</i>

5.3 CHECKLIST FOR ANNUALLY RECURRING HA SCHOOL OUTREACH

NPSP staff can use this checklist to ensure that a consistent approach is followed for annually recurring outreach initiatives and requirements related to the park's Heritage Appreciation Program.

Prior to the beginning of each school year, NPSP staff should arrange to meet with high school administrators to:

- Determine how many students will be attending school for the given school year, specifically in grades that will be targeted for HA presentations and programs.
- Discuss potential opportunities for in-park camps that can be planned in conjunction with the school's Career Technologies Studies (CTS) week, or any special projects (e.g., archaeology or other research) scheduled for the park.
- Determine if the school's career counselor has enough copies of career brochures and other printed materials as required.
- Inquire about career and science / heritage fairs planned for the school year and request to participate.
- Explore opportunities to offer special presentations related to careers in parks and other park-related topics during the school year.
- Encourage the schools to use the park as an outdoor classroom.

5.4 REQUIREMENTS AND RESPONSIBILITIES FOR IMPLEMENTATION

5.4.1 PARTNERSHIPS FOR PROGRAM DEVELOPMENT AND DELIVERY

The success of a park's heritage appreciation program depends on partnerships. The HA Strategy identifies NPSP's partners and the strategic goal of building partnerships in heritage appreciation to identify opportunities for collaboration and partnership, strengthen current partnerships, and define the key heritage appreciation goals that can be achieved through partnerships.

For example, in Pangnirtung:

- Partnership with the Pangnirtung PAC will help ensure that the park's Heritage Appreciation Program is planned and developed in the best interests of the community.
- Partnerships with local tourism providers (guides, outfitters, others) will help ensure that park interpretive messages are shared and that park-related tourism benefits are realized in the community.
- Partnership with the hamlet and community organizations will aid NPSP in the successful delivery of community events, such as Celebration of the Park Day.
- Partnerships with community heritage organizations can ensure that the collection and sharing of oral history, interpretive messages, and other park-related knowledge directly benefits the community.
- Partnerships and communication linkages with Pangnirtung schools ensure that students are engaged in park heritage appreciation and aware of park-related career opportunities and that teachers have access to learning materials related to the park.

These partnerships help to ensure that that planning, development, and delivery of park-specific heritage appreciation programs are done in ways that are meaningful to Inuit and beneficial to the community and audiences for which the program is intended.

5.4.2 PANGNIRTUNG INUIT TOURISM STRATEGY

As a requirement of the IIBA (Article 4), the Government of Nunavut will be developing Inuit tourism strategies in communities that have a nearby park. These tailor-made tourism strategies will effectively capture and improve upon a variety of park-related tourism products that are specific to each community, such as hospitality, accommodation, and heritage programs and interpretation. For Pangnirtung, this will involve making the most of tourism-related opportunities at Kekerten (Qikiqtan) Territorial Park to help stimulate local tourism development and support the needs of Community-Based Sustainable Tourism Stakeholders. Park-related tourism services will consider planning, development, and training for outfitting, guiding, logistical support, contracting, product promotion and sales, program delivery, and special projects.

The park is an essential part of Pangnirtung's tourism potential, and the park's Heritage Appreciation Plan can directly inform the community's tourism strategy by: (1) providing a list of park events and interpretive activities offered in the community/park, and (2) identifying training needs specific to providing park interpretation to tourists.

To support the development of a local tourism initiative, information about the community should be included on the Park's web

site and in marketing literature, taking the community's vision for tourism into account. The Master Plan also recommends that the Pangnirtung Inuit Tourism Strategy include an assessment of the training needs for Inuit Tourism Providers. The purpose of the training needs assessment would be to review the current capacity and identify training needs. The assessment should address the business skills and training required for all areas identified in IIBA Article 4.4.3, and in addition, it should assess the requirements for safe and sustainable travel, search and rescue, Heritage Appreciation program delivery, and tourism service delivery (e.g. outfitting, guiding) for the visitor groups and activities identified in this plan.

The interconnections between the Pangnirtung Inuit Tourism Strategy and the park's Heritage Appreciation Program have been identified (where applicable) throughout the Kekerten (Qikiqtan) HAP.

5.4.3 INUIT CONTRACTING AND BUSINESS OPPORTUNITIES

There will be incentives for Inuit and local businesses for park-related contracts per the policy for Government of Nunavut and park-specific contracting. For example, The Master Plan's recommended zoning states that non-Inuit visitors should use Inuit outfitters in the park, and requires non-beneficiaries to be guided in special management zones in the park and on Inuit Owned Lands. The Inuit Tourism Training Programs for Kekerten (Qikiqtan) will address the requirements to develop and support Pangnirtung's Inuit outfitters and guides. All of the actions in the implementation plan offer Inuit contracting and business opportunities in construction contracting, shipping of materials, installation, and special project completion.

5.4.4 COMMUNITY INVOLVEMENT

Nunavut's Parks are planned and managed jointly through the NJPMC and CJPMC (or PAC) in each associated community. NPSP recognizes Inuit rights and obligations under the NLCA and IIBA, and heritage appreciation is shaped by co-management and consultation with park communities.

Kekerten (Qikiqtan)'s Heritage Appreciation Program has been developed in partnership with the Pangnirtung PAC. The continued development and implementation of the park's heritage appreciation program will need to respect the co-management relationship and requirements set out in the IIBA. This will include abiding by the following IIBA requirements related to heritage appreciation planning:

- Before developing or contracting for the development of any promotional, educational, or informational material in connection with a Park, the GN shall consult with the Relevant CJPMC regarding the proposed type, design and content of the material to be developed (IIBA 7.4.1).
- Prior to the installation of any new facilities or infrastructure, the CJPMC is to be consulted on the recommended location of facilities, displays, and exhibits to be produced for Kekerten (Qikiqtan) or in the community (IIBA 7.5.2).
- Engagement with the public or stakeholder organizations may occur for any matter identified by the CJPMC in the management and operation of Kekerten (Qikiqtan) but must occur for Oral History and Archaeology Projects (IIBA 14.5).

Additionally, the guidelines presented in NPSP's planning guide *Culturally-Appropriate Consultation Techniques for use in planning and managing Nunavut's Parks and Special Places* should be taken into consideration when NPSP staff (or contractors) are working with the public, small groups, or individuals about matters related to the park's heritage appreciation.



5.5 PROGRAM MONITORING AND EVALUATION

To determine if the Heritage Appreciation Program is achieving its goals and objectives, NPSP will undertake an evaluation of the Kekerten (Qikiqtan) HAP as part of the implementation plan. There are four stages recommended for monitoring and evaluating the HAP:

1. Establish the objectives of the evaluation for each implemented action.
2. Determine the indicators to be monitored for each implemented action.
3. Determine the method(s) that will be used to conduct the evaluation (e.g., paper or online survey, stakeholder interview, collection and analysis of data such as hits to webpages, or number of brochures distributed).
4. Implement the evaluation.

NPSP will identify key sources for the evaluation (documents, events, and stakeholders), and design the processes by which these sources will be engaged in an evaluation (research, survey, focus groups, interviews, data mining). NPSP will implement the evaluation internally or through an independent evaluator.

The general areas to evaluate the Kekerten (Qikiqtan)HAP could include:

- The contribution of the HAP action to the NPSP Program and specific heritage appreciation goals for Kekerten (Qikiqtan).
- The contribution of the HAP to meet obligation and requirements of the IIBA.
- The effectiveness of the HAP to increase awareness of key messages and interpretive themes among the target audiences.
- The ability of NPSP to implement the HAP within available resources (human and financial).

NPSP should determine the evaluation indicators at the outset of the HAP. The following table recommends possible indicators for each of the HAP actions as well as suggested methods and timing of the evaluation.

The Manager of Heritage Appreciation will be responsible for identifying the evaluation tasks to be undertaken each year and provide a report on the outcomes and requirements for continuing implementation of heritage appreciation and interpretative programs. The following table (Table 10) provides a framework to guide the evaluation process, and the HA Framework (Section 3.7) provides additional guidelines for monitoring and evaluating heritage appreciation programs.



Table 10: Evaluation Indicators Framework for Kekerten (Qikiqtan) Territorial Park

HAP ACTION	EVALUATION OBJECTIVES	HAP IINDICATORS	EVALUATION METHOD	EVALUATION SCHEDULE
Interpretive Infrastructure: Park Signage	<ul style="list-style-type: none"> Protect park and park resources Share Inuit stories and history Increased awareness of park and park regulation generally and resources specifically Engage visitors and community in Inuit heritage Enhance visitor experience 	<ul style="list-style-type: none"> Negative impacts of visitor use are measurably reduced, specifically ATV damage, vandalism, and disturbance to cultural sites Increased knowledge and understanding of NPSP and the park among community residents Park visitors appreciate the stories of the Inuit and the park All park user groups and audiences have a positive experience and impression of the park 	<ul style="list-style-type: none"> Visitor Surveys Community Open House/meetings Community survey NPSP staff reporting on the state of the park, its resources, and Operations and Management issues 	<p><i>Starting the season after the signage is installed:</i></p> <ul style="list-style-type: none"> Visitor surveys: annually Community Open House: annually Community survey NPSP state of the park report: annually
Interpretive Infrastructure: Park Office	<ul style="list-style-type: none"> Increased awareness of park and NPSP program Engage visitors and community in Inuit heritage Enhance visitor experience 	<ul style="list-style-type: none"> Increase in park visitation Increased knowledge and understanding of NPSP and the park among community residents Park visitors appreciate the stories of the Inuit and the park 	<p><i>Integrate with the methods listed above for park signage:</i></p> <ul style="list-style-type: none"> Visitor Surveys Community Open House /meetings Community survey 	<ul style="list-style-type: none"> Visitor surveys: annually Community open house: annually Community survey
Promotional and Informational Materials: 1. Park Brochure 2. Park Map Brochure 3. Website 4. Oral History Video	<ul style="list-style-type: none"> Increased awareness of park and park regulation generally and resources specifically Engage visitors and community in park heritage Enhance visitor experience Support economic development (tourism) in Pangnirtung Share Inuit stories and history 	<ul style="list-style-type: none"> Increased knowledge and understanding of NPSP and the park among community residents Consistent and comprehensive park-related tourism information available online or through local tourism providers Increased media coverage of the park and community Bring Inuit stories and history to the forefront 	<ul style="list-style-type: none"> Monitor the traffic to the NPSP website for the park, and if possible, monitor the downloads from the site Monitor the numbers of brochures, postcards, and maps handed out each season Monitor media coverage that mentions the park 	<p><i>Starting the season after materials are developed:</i></p> <ul style="list-style-type: none"> Monitoring will be annual for numbers of visitors accessing the website or taking hand outs General monitoring of media should occur annually
Public Communications: 1. Newsletter 2. Announcement	<ul style="list-style-type: none"> Increased awareness of park, heritage river, and NPSP program Engage the community and key stakeholders in park heritage 	<ul style="list-style-type: none"> Increased knowledge and understanding of NPSP and the park among community residents Consistent and comprehensive communications about NPSP, the park, and 	<p><i>Integrate with the methods listed above for park signage:</i></p> <ul style="list-style-type: none"> Visitor Surveys Community open house/meetings 	<ul style="list-style-type: none"> Visitor surveys: annually Community open house and community survey: annually

<i>HAP ACTION</i>	<i>EVALUATION OBJECTIVES</i>	<i>HAP IINDICATORS</i>	<i>EVALUATION METHOD</i>	<i>EVALUATION SCHEDULE</i>
3. PowerPoint	<ul style="list-style-type: none"> • Provide information to the community and key stakeholders on specific issues, resources, or plans for the park • Support community consultation objectives of NPSP • Protect public safety through announcements when required 	<ul style="list-style-type: none"> • specific issues • Engage key stakeholders in park issues • Timely public safety announcement concerning the park 		
Community and Cultural Events: Celebration of the Park	<ul style="list-style-type: none"> • Increased awareness of park and park regulation generally and resources specifically • Engage visitors and community in park heritage • Enhance visitor experience • Support economic development (tourism) in Pangnirtung 	<ul style="list-style-type: none"> • Increased knowledge and understanding of NPSP and the park among community residents 	<ul style="list-style-type: none"> • Record attendance at Community Open House functions 	<ul style="list-style-type: none"> • Monitoring of specific actions (e.g. open house) will be linked to the action
Learn-to Program	<ul style="list-style-type: none"> • Increased awareness of park and its resources • Engage community and visitors in park heritage • Enhance visitor experience • Support economic development (tourism) in Pangnirtung 	<ul style="list-style-type: none"> • Consistent and timely delivery of the Learn-to Program • Increased knowledge and understanding of the park and park resources • Increased participation by community members • An increase in park appreciation by residents as measured by less vandalism and more respectful park use 	<ul style="list-style-type: none"> • Record attendance each time the program is delivered 	<ul style="list-style-type: none"> • The program will be offered on a regular schedule annually, and evaluation will take place both throughout (formative evaluation) and at the end of the season (summative evaluation)
Education: Grade 7 and 10 Modules :	<ul style="list-style-type: none"> • Ensure that modules are delivered in Pangnirtung classrooms and that students: <ul style="list-style-type: none"> o Gain a foundation of knowledge in the definition, planning, and management of parks o Develop an understanding and appreciation of parks, park planning, and park management o Demonstrate responsible 	<ul style="list-style-type: none"> • The delivery of education modules in Grade 7 and Grade 10 • Increased knowledge and understanding of the park and park resources • Increased participation in park communications by students • An increase in park appreciation by students as measured by less vandalism and more respectful park use 	<i>Each module will have several evaluation methods.</i> <ul style="list-style-type: none"> • Students will engage with their peers in the classroom and will have Elders engaged in the learning in the modules at both grade level. • Rubrics will be created to evaluate students on all the classroom activities • Students in grade 7 will have several different activities and presentations to 	<ul style="list-style-type: none"> • The modules will be taught annually, and evaluation will take place both throughout (formative evaluations) and at the end of the modules (summative evaluations) • Students in grade 7 will present what they have learned in a 'Parks Fair' end of module project that the community will be invited to view • Students in grade 10 will present their research projects in the classroom, will

<i>HAP ACTION</i>	<i>EVALUATION OBJECTIVES</i>	<i>HAP IINDICATORS</i>	<i>EVALUATION METHOD</i>	<i>EVALUATION SCHEDULE</i>
	participation in environmental issues that affect them, their community, and the park		<p>present to their peers, teachers, Elders and parks employees. These presentations will be done throughout the module and will illustrate students' understanding, appreciation and knowledge development of the material presented in the module</p> <ul style="list-style-type: none"> Students in grade 10 can choose a variety of different ways to present their research findings 	present at a 'Parks Fair' and will receive credit for completing the research activity
Education: Grade 11 Archaeological Program	<ul style="list-style-type: none"> Modules are to be delivered in Pangnirtung when archaeological projects are planned and undertaken in the park to: <ul style="list-style-type: none"> Gain a foundation of knowledge in the definition, planning, and management of archaeological resources Develop an understanding and appreciation of best practices in archaeology and cultural resource management in parks Demonstrate responsible participation in research and cultural resource management issues that affect them, their community, and the park 	<ul style="list-style-type: none"> The delivery of education modules on archaeology in Grade 11 Increased knowledge and understanding of the park and park cultural resources Increased participation in park research by students An increase in park appreciation by students as measured by less vandalism and more respectful park use 	<p><i>Module will have several evaluation methods.</i></p> <ul style="list-style-type: none"> Students will engage with their peers in the classroom and will have archaeologists engaged in the learning during archaeological research in the park Rubrics will be created to evaluate students on all the classroom and in-park research activities Students can choose from a variety of different ways to present their research findings 	<ul style="list-style-type: none"> The modules will be taught only when archaeological research projects (or camps) are undertaken in the park and evaluation will take place both throughout (formative evaluations) and at the end of the modules (summative evaluations) Students in grade 11 will present their research projects in the classroom, will present at a 'Parks Fair' and will receive credit for completing the research activity





6 APPENDICES

6.1 GLOSSARY AND ACRONYMS

CJPMC	Community Joint Planning and Management Committee
DoE	Department of Environment
ED&T	Department of Economic Development and Transportation
GN	Government of Nunavut
GPS	Global Positioning System
HA	Heritage Appreciation
HAP	Heritage Appreciation Plan
IIBA	Inuit Impact and Benefit Agreement for Territorial Parks in the Nunavut Settlement Area
NLCA	Nunavut Land Claims Agreement
NP&SP	Nunavut Parks and Special Places
RFP/RFQ	Request for Proposals/Request for Quotation

6.2 IIBA OBLIGATIONS RELATED TO HERITAGE APPRECIATION

The IIBA articles or provisions that set the objectives and requirements for Park Interpretive Programs and other considerations under the Heritage Appreciation Plan include:

ARTICLE	PROVISIONS
Article 3	Matters Respecting Certain Inuit Rights and Uses of Parks Inuit Use and Access to Territorial Parks (IIBA 3.2) Removal of Carving Stone (IIBA 3.3) where applicable Outpost Camps (IIBA 3.4) Inuit Owned Lands (IIBA 3.6) where applicable
Article 4	Business and Career Development Benefit Inuit Tourism Strategies (IIBA 4.2) Inuit Tourism Strategy Implementation Plans (IIBA 4.3) Training programs (IIBA 4.5 and 4.6)
Article 6	Educational and Employment Benefits Youth Education and Employment Initiatives (IIBA 6.2) Education Programs (IIBA 6.5)
Article 7	Park Information, Materials and Facilities Inuktitut Language Requirements (IIBA 7.2) Park Interpretative Programs (IIBA 7.3) Promotional, Educational, and Informational Material (IIBA 7.4) Park facilities and assets (IIBA 7.5)
Article 8	Culture and Heritage Resources Culturally Significant Sites (IIBA 8.2) Photographic Records and Archaeological Specimens (IIBA 8.3)
Article 9	Wildlife Resource Important Wildlife Areas (IIBA 9.2)
Article 12	Visitor Entry, Access and Use Inuit Use and Enjoyment (IIBA 12.2) Recommended or Required Guide Areas (IIBA 12.3)
Article 13	Parks Planning and Management Committees
Article 14	Park Planning and Management Inventory of Park Resources (IIBA 14.4) Oral History and Archaeological Projects (IIBA 14.5) Master Plans (IIBA 14.7) Management Plans (IIBA 14.9)

6.3 KEKERTEN (QIKIQTAN) EXISTING INTERPRETIVE PANEL AND NUMBERED POST CONTENT

The following text appeared at the panel and numbered sites from the original interpretive plan

Table 3:Kekerten (Qikiqtan) Heritage Appreciation Plan Audience Needs

#	TYPE	INTERPRETIVE TEXT
1	Numbered post/ brochure	This is the first good view of Kekerten. The lush vegetation which blankets the site is a constant reminder of its history. Close to 70 years of continuous occupation, oil rendering and refuse accumulation has provided a rich environment for Arctic vegetation.
2	Panel	During the fall whale hunt, flensing and the maintenance of whaleboats and equipment were carried out routinely on Kekerten's foreshore. As the whalers streamlined their operations, they came to depend on the Inuit in all local aspects of fishery, especially the hunt. Their knowledge of the bowhead and ability to handle whaleboats found few equals.
3	Numbered post/ brochure	Bowheads were hunted from whaleboats, eight to nine meters in length. Whale guns and harpoons, darting guns, hand harpoons, lances and blubber spades were standard equipment aboard most whaleboats. Some of these artifacts can be found here.
4	Panel	Where the Whale Goes The commercial whale fishery in the 18th and 19th centuries was equivalent to today's petroleum and plastics industries. Possessing the thickest blubber and longest baleen of any whale, the slow moving, unaggressive bowhead was the favourite target of many whalers. The blubber and baleen belonged to the whalers, the meat and bone to the Inuit.
5	Panel	American Whaling Station The crew of Daniel Webster of New Bedford, Massachusetts, built two houses here in 1880 as a convenience for wintering whalers. The station took on a greater degree of permanence some years later when the Williams and Haven Company of New London, Connecticut, added more buildings. By 1878 overhunting of the bowhead forced the station to scale down. The removal of several try pots and a building to Blacklead in 1891 foreshadowed the disposal of the station to the Scots in 1894.
6	Panel	Where the Stations Went Recycling and the reuse of materials have always been characteristic of human adaptation in the Arctic, as this historic Inuit dwelling or Qammaq demonstrates. No buildings or ships remain at Kekerten today because their materials were reused extensively by Inuit before and after the site was abandoned in 1925.
7	Panel	Early Qammaq Countless thousands of artifacts lie buried beneath the surface of Kekerten. The densest concentrations are found in the oldest qammaqs, which were often occupied for decades. Archaeology, in conjunction with the oral histories of Inuit elders, has begun to contribute insights into station life and Inuit culture during the Whaling era.
8	Numbered post/ brochure	The rich got richer and the poor got poorer after the whalers began to employ Inuit in the 1850s. The best hunters were given charge of whale boats whereas the less skilled usually found work as oarsmen. Each was paid accordingly, as the late Markosie Pitsualuk observed: "For working so hard on the whales we got a new pair of pants, shirt, smoking pipe and tobacco. The person who shot the whale would get a boat and a rifle. We never got what we wanted ... even though we worked so hard on the whales. We, the whalers, didn't get what we deserved to get. Now that I think about it, we were all fooled. This eventually created a rift in Inuit society which became virtually impossible to bridge, as

		<p>Bernard Hantzsch noted in 1901:</p> <p>“Will power and ambition to improve their lot is wanting. And it is so difficult to make a start! When one has only an antiquated gun, no dogs, no sledge, no kayak or boat, with a wife who is a poor manager and flock of hungry children, it is just as hard for him to mend his lot as it is for such like folk in our own civilized environment.”</p> <p>This early 20th century qammaq is that of a whaleboat leader’s and reflects his position in society by being generally larger and more rectangular than most.</p>
9	Numbered post/ brochure	The remains of the three storehouses of the Scottish station are found in this area. Erected after 1857, each house had a different function. Every Saturday Inuit would come to the biscuit house for their weekly wage of biscuits and other dry goods. The word for Saturday in the Cumberland Sound dialect of Inuktitut, Sivartarvik, means time for getting biscuits, and likely originated here.
10	Panel	<p>Scottish Storehouse and American Bunkhouse</p> <p>The whaling equipment and baleen storehouses of the Scottish station (right) and the old American whalers bunkhouse (centre) are clearly visible in this 1910 photograph. Rivals at first, the Scots and Americans developed a cooperative relationship as the whale population dwindled.</p>
11	Numbered post/ brochure	Here can be found the framework of a late Whaling era qammaq and a sign acknowledging the contribution of two Inuit elders, Etoangat Aksayook and Quatsook Eevic, in the research and development of Kekerten.
12	Panel	<p>Angmalik</p> <p>From among the whaleboat leaders there emerged a camp leader and organizer of the whale hunt. Known as the best hunter in Cumberland Sound and admired and respected by all, Angmalik assumed this position at Kekerten in the 1890s. In the early 1900s Angmalik blocked rev. E.J. Pecks attempts to convert Inuit to Christianity. Fifteen years later, in the absence of a station manager, he ran Kekerten for five years in much the same manner as it had been run for decades.</p>
13	Panel	<p>Penny’s Harbour</p> <p>This 1883 photograph shows the earliest and largest building of the Scottish station, its associated whaleboats and sleds, and three ships—the Germania, Lizzie P. Simmons and Catherine—in Kekerten or Penny’s Harbour. Safe, convenient and close to native labour and the fall whale migration, Penny’s Harbour was a favourite anchorage among wintering whalers.</p>
14	Numbered post/ brochure	Here you will find hundreds of barrel hoops and some wooden barrels. Unlike the Americans, the British traditionally barreled and made off with whale blubber where it was rendered back in British ports. However, after the onset of over-wintering they too came to try out blubber in the Arctic. Once barreled, the oil was towed out to ships waiting in the harbour. After whales became scarce, casks were also used to pack the oil, blubber and skins of seals and other sea mammals. The barrel maker or cooper and the station manager were often the only white staff at whaling stations.
15	Panel	<p>Scottish Station</p> <p>Erected in 1867 by Captain William Penny for the Arctic Aberdeen Company, this house and others were sold to Crawford Noble of Aberdeen in the mid-1860’s. The Noble Company operated here for almost half a century (most of it under the direction of one manager) before finally selling out to the Kinnes Company of Dundee sometime before 1915. The station closed permanently in 1925, two years after being purchased by the Hudson’s Bay Company and four years after whaling was abandoned altogether.</p>

16	Panel	<p>Scottish Whaleboats</p> <p>Whaleboats were essential to the operation of shore stations. Valued for the maneuverability, they were hauled by dog team to the floe edge in the spring and sent out to intercept whales along the coast in the fall. In 1897 William Wakeham noted these Scottish whaleboats to be as perfectly appointed "...as those of any man-of-war gig..." for the fall whale hunt.</p>
17	Numbered post/ brochure	<p>This photograph, from 1906, captures the four main buildings of the Scottish station. Over the years the station hosted several notable figures, including the missionary Mathias Warmow and the famous anthropologist Franz Boas. None, however, were more noteworthy than James Mutch. Well-liked by the Kekerten Inuit, Mutch appears to have run the station for the Noble Co. for about 35 years, from the mid-1860s to 1900.</p> <p><i>*NOTE: the text refers to a photo that does not appear in the most recent poster brochure)</i></p>
18	Panel	<p>Plan of Scottish Station</p> <p>The size of this stationhouse foundation and the effort required to construct it are mute testimony to the commitment and determination of the Scottish whalers. The accompanying sketch, by Franz Boas, the father of American Anthropology, shows the interior plan of the building in 1883.</p>
19	Numbered post/ brochure	<p>This framework is positioned over the remains of the house that once belonged to the family engaged by the Scottish station manager during the early 20th century. This family provided the station manager with the essentials of life in an isolated Arctic post: fresh meat, caribou skin clothing and "company".</p>
20	Panel	<p>Whaling Ships</p> <p>Over 20 ships were lost in Cumberland Sound during the Whaling era. A quarter of which went down at or near Kekerten. Such wrecks were windfalls to the Inuit and encouraged them to remain attached to the stations. Artifacts from the Ernest Williams and other whaling ships are scattered about the site, while the wreck of the Easonian trading ketch is found in the harbour.</p>
21	Numbered post/ brochure	<p>Isolation and the perils of whaling amidst Arctic ice required most shore stations to build a forge to maintain ships, equipment and whaleboats. The forge, whose foundation lies here, was probably constructed by the Scots sometime during the late 1850s.</p>
22	Numbered post/ brochure	<p>Shore stations were first and foremost native settlements and the activity of children was as much a part of station life as oil rendering. Children were not permitted to play among the buildings, thus their presence is best detected in the playgrounds that surround the site. Notwithstanding the influence of the whalers, the playhouses and bone toys found here are suggestive of games played in prehistoric times.</p>
23	Panel	<p>Life and Death at a Whaling Station</p> <p>As there was life at shore stations, so too was there death. Alien diseases decimated the Inuit, while wintering whalers succumbed to scurvy and exposure. The whalers graveyard, two km. distant and numerous Inuit graves surrounding Kekerten bear witness to the precarious nature of life in Cumberland Sound during the whaling era.</p>
Other Sites Included in the Poster Brochure but not marked with signage		
<p>Penny's Burying Ground</p> <p>Eighteen Scottish and American whalers were laid to rest on this bleak, windswept ridge, most of them during the 1860s. The location of these graves and their method of burial stand in direct contrast to Inuit burials found around Kekerten.</p> <p>*Note: the brochure does not mark or acknowledge the Inuit burials that are visible around the historic site</p>		

Whale Spotting Lookout

The first flag raised in an attempt to assert sovereignty over the Canadian Arctic was hoisted here on the 17th of August, 1897. The sign here commemorates this event and explains the operation of the lookout. Located nearby are the remains of a tent which sheltered the telescope operator during the early 20th century. Beside it is a unique interpretative feature – his own description of the function of the lookout, inscribed into rock in syllabic writing. Though less than a few hundred whales remain in the Eastern Arctic, your chances of seeing one in late summer are greater here than elsewhere.

Other Sites

Other sites that may be visited near Kekerten include Union Harbour, Arctic Harbour and Miliakdjuin Island. Both harbours were important ship wintering sites, whereas Miliakdjuin was the spring base for whalers wintering at Kekerten and Union Harbour. A whalers' graveyard can be seen at Union Harbour, while the wreck of the Hannibal (1861) may be found at Arctic Harbour. The more adventuresome may consider a trip to the graveyard and shipwrecks at Niantilik Harbour or the mission and whaling stations on Blacklead Island, which is another National Historic Site designated in 1985 for its history of Aboriginal and European bowhead whaling.

In 2011 additional signage was added based on the recommendations in the 2005 Nikittuittuq Ltd. Report *Kekerten Historic Whaling Station: Draft Design for the Reconstruction and Interpretation of a Whaling Station in Kekerten Park*.

The signs are mounted inside the framework of the Scottish Whaling Station, and the text on these signs is as follows:



The Times of Kekerten Whaling Station

“When we saw whales we would move among them and they were not afraid of our little kayaks... you may be surprised to know that the whale did not know that she was even being killed... as soon as she was dead, we would come together at her side and fasten lines to her body... there was much hard work and rejoicing because she gave us food and oil and everything we need in the making of things.” Jim Kilabuk, Pangnirtung, 1985

Scottish Whaling Station

For close to 80 years during the end of the nineteenth and into the twentieth century, whalers ventured into these waters of Cumberland Sound in search of a source to provide industrial lubricants, fuel for lightening and heating, and whalebone and baleen for the fashions of the era (hoop shirts and corsets).

At the end of the era, the local economy was in upheaval – not only were whale populations decimated, but also the development of petroleum products replaced the need for the recourses of the whale.

The legacy of this era, though, is the unprecedented change brought on the culture and way of life of the Inuit of Cumberland Sounds.

Issumatat/ Qallunnaat we have known

To this day we remember the leaders of both cultures who lived and worked together for decades at Kekerten, creating a settlement and a society unique in Canadian and Inuit history.

Eenooloopik and Anniapik were among the first Inuit to guide and travel with the new European arrivals. Decades later Pakaq, a headman at Kekerten in 1883-84, acted as a guide another sort, providing anthropologist Franz Boas with much of the material for his historic study, “The Central Eskimo”.

Other Inuit, like Tesuwin, became successful whalers and traders in their own right. Aasiaq spent his life at Kekerten as a whale spotter, a blacksmith, and even a caregiver for children. He died at Kekerten and is buried here.

Women also played a prominent role in the history of Kekerten. Malukaitok (“Molly Kater” to the whalers) managed the affairs of a large settlement at the head of the Sound. Ashivak was another of the many women who rose to positions of influence in the community. Her conversion to Christianity caused considerable marital conflict with her husband, Angmarlik.

Angmarlik himself is remembered as one of the most influential Inuit Issumataq of the whaling period. In the early 1900s, while Christian missionaries converted his wife and many other Inuit to the new faith, Angmarlik fought to protect the “old ways.” In his later years he too adopted Christianity, seeking spiritual links between traditional culture and the new religion. Thanks to his efforts, we still know and honour many customary beliefs to this day.

An important link with Kekerten’s history was laid to rest in 1996 with the passing of Etunguat Aksayuk, known to Pangnirtung residents as the “last of the whalers.” Born at Kekerten around 1902, he was living library of Kekerten history, and the source of much of what you are reading today. His life’s work was recognized by the Order of Canada in 1995.

Many Europeans also had an enduring impacts of Inuit life and culture. William Penny, one of the most influential and innovative figures in Arctic whaling, established the first shore-based station at Kekerten in 1857.

In 1894, E.J. Peck (nicknamed Uqamak – “Big Talker”) of the Anglican Church of England arrived at Blackhead Island to establish a mission, accompanied by J.C. Parker. Even in the face of strong opposition from Angmarlik and other headmen, Peck continued his work for twenty years, adapting the syllabics writing system and compiling the first substantial Inuktitut-English dictionary.

Franz Boas has been called the “Father of American Anthropology” (although his nickname among Inuit was “Germany.”) His research and experience at Kekerten in 1883-84 helped shape his views of culture, belief and racial equality. Boas drew heavily on the experience and knowledge of Jimmy Mutch, whose thirty years as station manager at Kekerten had given him a deep understanding of Inuit life and culture.

Where the Whale Goes

The commercial whale fishery in the 18th and 19th centuries was equivalent to today’s petroleum and plastics industries. Possessing the thickest blubber and longest baleen of any whale, the slow moving, unaggressive bowhead was the favorite target of many whalers. The blubber and baleen belonged to the whalers, the meat and bone to the Inuit.

Living the Six Seasons at a Whaling Station (Early Fall, Fall, Winter)

Kekerten was a unique settlement where peoples of two very different cultures lived, worked and died.

Life could be punishing for both Inuit and Qallunnaat. For Inuit, the changing seasons were a cycle of survival, constant work and limited opportunities to provide for our families.

But life could also be rewarding. Commercial whaling brought bounty, material gain, and a new structure to seasonal activities. Looking back on the old whaling days in 1984, Etungat Aksatuk recalled the “everyone had things to do” and “no one questioned their responsibility.”

Early Fall

We would return from inland from hunting, trading the caribou we hunted for pay from the station manager. If the weather was good, we would hunt seals and other mammals, or get ready for the fall whaling. The women spent their days preparing caribou skin clothing for the winter ahead.

Fall

With good weather, we would spend out say whaling or hunting for seals. Women would prepare the blubber or skins from the whales we caught for trade to the Europeans and Americans. Fall was also the time for feast of Nuliajuq (Sedna), an annual celebration where we would give thanks to the Goddess of the Sea, the provider of all terrestrial and marine mammals.

Winter

Hunting would end and trading begin. Sleds would go out every day to collect blubber skins and hides, while sled parties arrived from outside to trade their goods. No whaling would take place, but hunting parties would go to the floe edge every day to check on the movement of bowhead whales.

Living the Six Seasons at a Whaling Station (Early Spring, Spring, Summer)

Early Spring

As the weather began to turn, the sealskins and hides we had frozen during the winter were brought out to thaw in the sun. The women would scrape the blubber from the skins and pack it into casks for shipping; they would also salt and pack the hides to ship. The hunting season for young seal began. We would dig the whaleboats and whaling equipment out of the snow, getting everything ready for the season ahead. Families from other camps would begin arriving at Kekerten, hired by the whaling stations for the next few months.

Spring

The start of a new whaling season. After making the trek to the south of the Sound with our whaleboat and equipment on sleds, we

would begin hunting whales and seals at the floe edge. Sleds would return to Kekerten with our catch, and our blubber and hides would be packed into casks.

Summer

Our hunting would follow the floe edge north until the ice and whales disappeared. Then we would return to Kekerten and receive our pay from the station manager. Some of us would still have work left to do at Kekerten – preparing the rest of the catch for transport back to Britain, and fishing and hunting locally. Others would take their family to the interior around Netilling Lake to hunt caribou and geese.

Keeping Up The Hunt

Every Inuit family needs a good hunter. Store-bought food is expensive and, it does not provide the essential nutrients and vitamins that most Inuit families need. Marine mammals contain anti-oxidants and essential fatty acids that combat a host of diseases – such as sclerosis of the arteries and diabetes. Many Pangnirtungmiut (those who live in Pangnirtung) also rely on umyuit (animals) to maintain their social, cultural, emotional, and spiritual health. Hunting and sharing of umyuit are first and foremost social activities where bonds among Inuit are affirmed and strengthened. Through the hunt, young men learn and acquire the knowledge, skills and values needed to become angutit (a good hunter). Higher social status awaits the successful hunter who generously shares his catch. The profound respect that Inuit have held for umyuit over the centuries has not lessened, and a co-dependence between the two has emerged that few, outside the Inuit world, comprehend.

“The reason I exist today as an Inuk is because of my ancestors that really tried to survive on wildlife (and) whales... When I go whale hunting... there’s lots of things that go through my mind, not about the world today, but about the world where we were before, where my ancestors were coming from. Yeah, you can almost hear echoes (from the past) when you are whale hunting.”
Johnny Mike, Pangnirtung, 1995

A New Era

Inuit and Umayuit: A Natural Balance

When I first started going to the floe edge in 1967-68, you could see two or three in a group, or sometimes one... and in the years 1992 and 1993 it was noticeable that indeed the bowhead whales were increasing in numbers (near) our community... being a hunter I am always hunting at the floe edge, I can tell that there are more whales than ever before.” Adamee Veevee, Pangnirtung 2000.

Many people who grow up in an urban, southern setting find the harvesting of wildlife for food disturbing; they feel, understandably, that “hunting is bad for the animals.”

Like other hunting cultures around the world, however, Inuit believe that a carefully managed wildlife harvest is actually good for the species, and for the environment as a whole. Science is now confirming what Inuit have always known and expressed through Inuit Qaujimagatuqangit (traditional knowledge); when Umayuit are hunted on a sustained basis, they tend to be healthier and reproduce faster. Through centuries of reliance on the sea and its bounty, Inuit have begun to understand the relationship between the wildlife population and harvesting, and the truth of the elders’ belief: “The more animals you hunt, the more animals there will be.”

Commercial overharvesting by Europeans in the nineteenth century led to a serious decline in the Bowhead population. For many decades hunting was banned, and more recently the bowhead was placed on the International Endangered Species List. Both the Government of Canada and Inuit, however, have noted that the population has rebound in recent years, many Inuit now find that bowhead have become so numerous they present a navigation hazard for hunters in some communities.

In 1998 Inuit held their first bowhead hunt off Kekerten Island in decades. It marked the rebirth of a proud tradition, the revival of an important period in Inuit and Canadian history, and recovery of a unique and magnificent species.

Change

After more than a century, you can still hear echoes of the cultural exchange between Inuit and Scots cultures at Kekerten – in the accordion tunes at a community dance, and even in the Inuit language itself. On Saturdays, for example, Inuit and Scots would share tea and biscuits (siva) together. That simple tradition gave us the Inuktitut word for Saturday – “Sivataavik,” the day we have biscuits.

Inuit have always been “managers of change.” From rifles to computers, Inuit are skilled at adopting and adapting imported technologies and ideas to their purposes, while retaining their traditional values and way of life.

From the mid 19th century to the early 20th century, whalers and traders introduced a wide range of new social concepts, tools and materials to the North. Some aspects of life changed dramatically, as Inuit adjusted their seasonal cycle to accommodate both European technologies and the whole concept of harvesting for trade. But while this new way of life yielded economic benefits, Inuit maintained their culture and traditions.

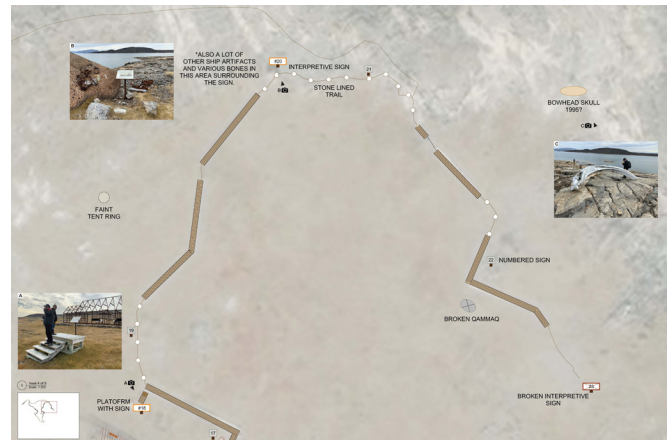
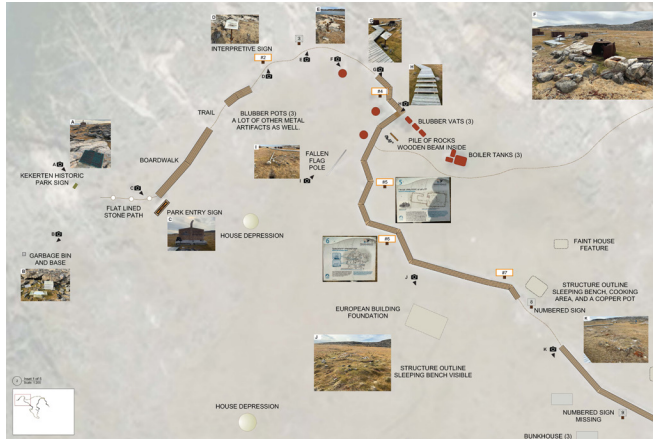
The introduction of rifles, for example, made hunting a more individual practice, and greatly increased the productivity of individual hunters. However, the benefits of the hunt were still shared, and the links between families and camps remained intact.

Even more challenging than new technology was the introduction of Christianity. The teachings of E.J. Peck and other early missionaries found quick acceptance among Inuit women and children; conversion of the men was a slower process.

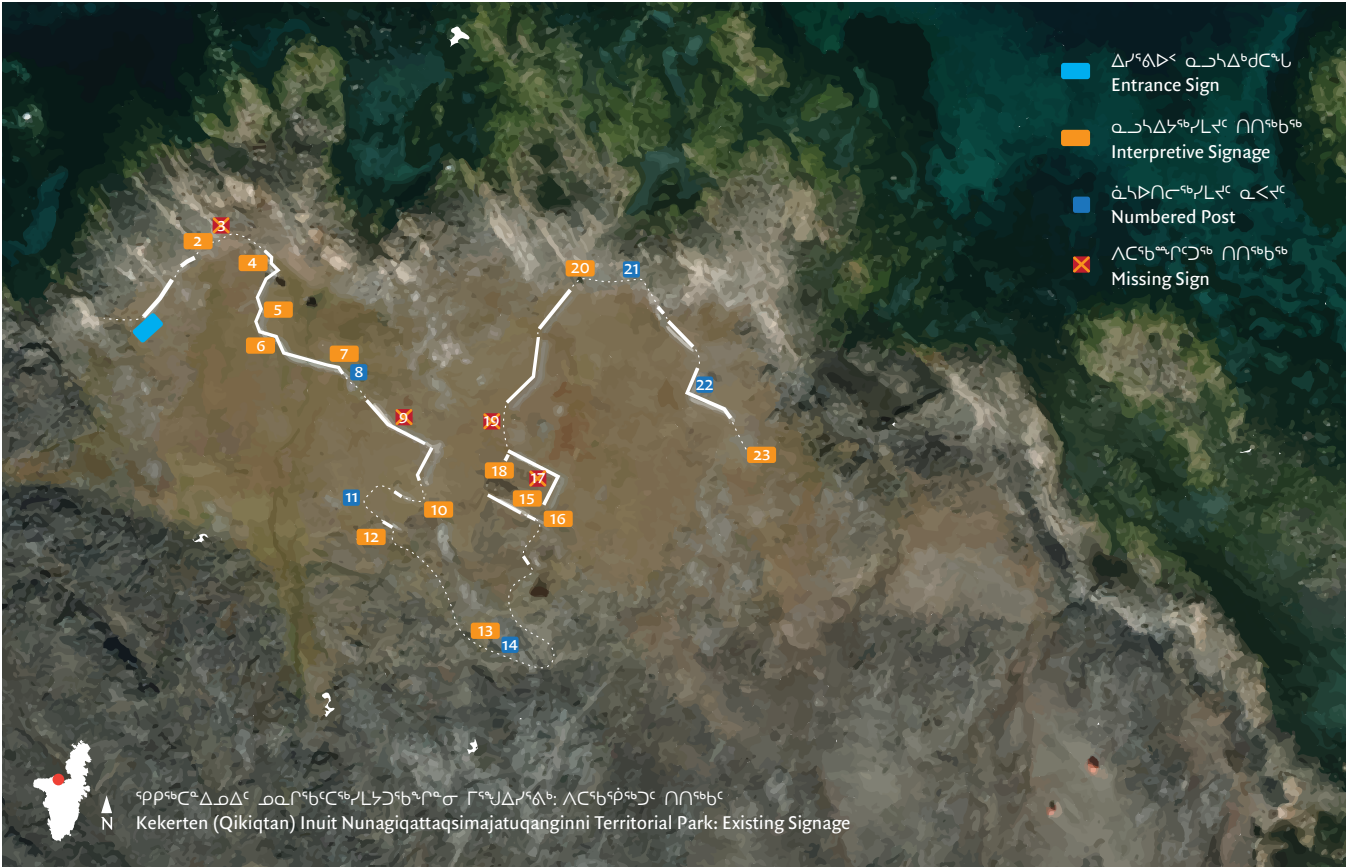
Inuit culture today is a fusion of old and new. Traditional elements such as ulus (the crescent-shaped women’s knife), kudliq (oil lamp), harpoon and caribou parkas are complemented by snowmobiles, Inuit-language film and televisions, and syllabic computer software. Whatever the technology, the skills and knowledge passed down through the generations remain at the heart of the Cumberland Sound Inuit economy, values and way of life.

6.4 EXISTING AND PROPOSED PARK INTERPRETIVE SIGNAGE

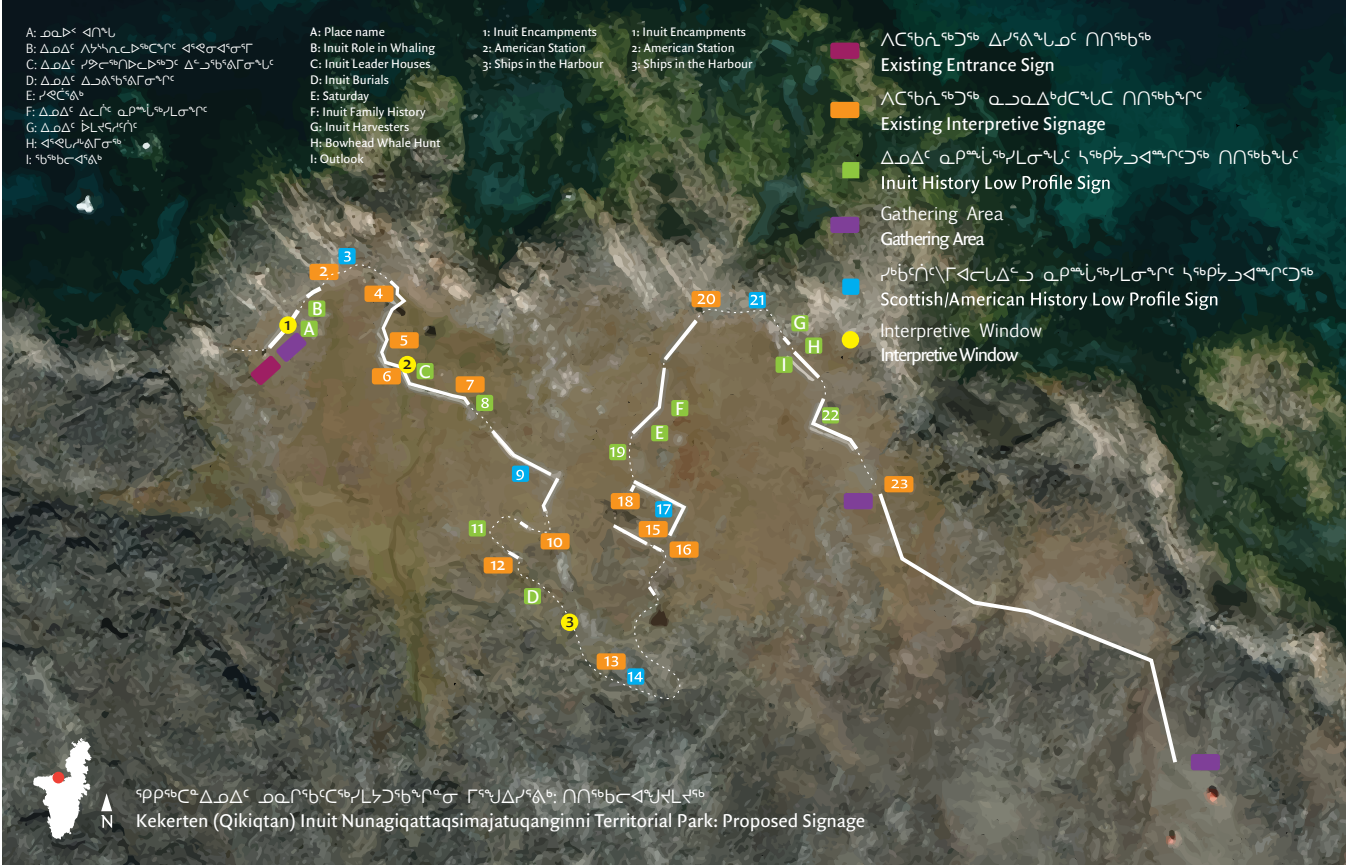
6.4.1 KEKERTEN (QIKIQTAN) EXISTING CONDITIONS



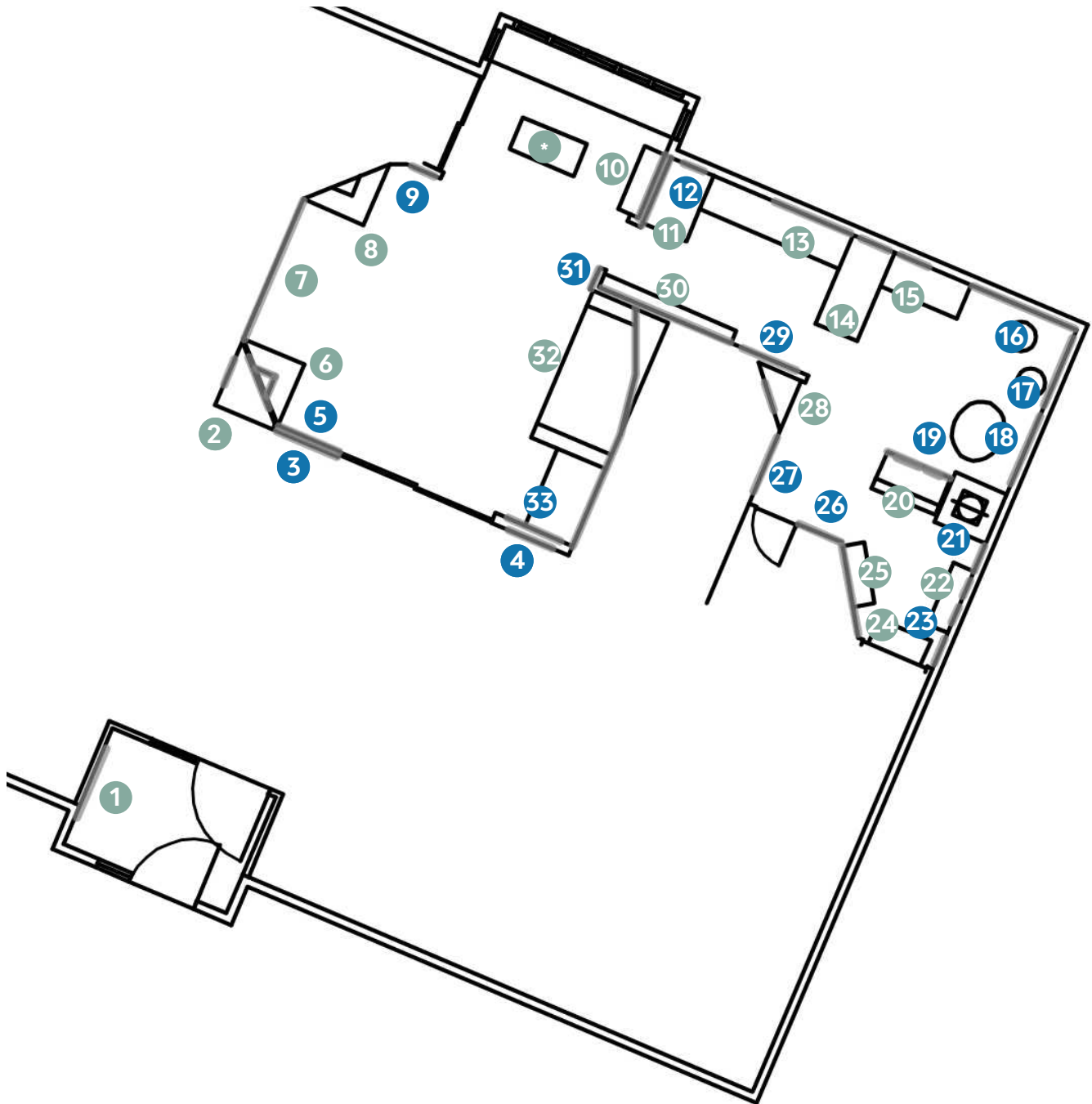
6.4.2 KEKERTEN (QIKIQTAN) EXISTING SIGNAGE



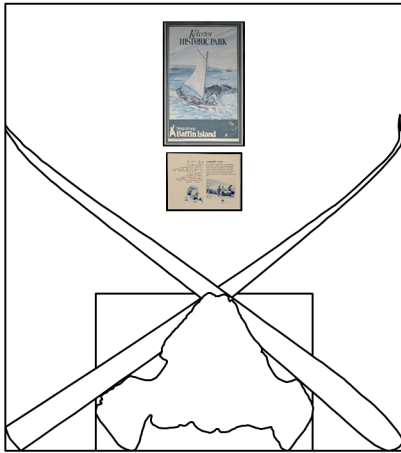
6.4.3 KEKERTEN (QIKIQTAN) PROPOSED SIGNAGE



6.5 EXISTING VISITOR CENTRE SIGNAGE



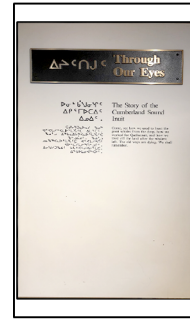
- 1 Exhibit: Kekerten Historic Park, Angmarlik Centre
- 2 Exhibit
- 3 Image: Through our Eyes
- 4 Image
- 5 Image: Our Land
- 6 Exhibit: The Land Provides, What the Sea Gave Us
- 7 Exhibit: Whale Skull
- 8 Exhibit
- 9 Images
- * Bone Case Game
- 10 Exhibit: The Old Ways of Travel
- 11 Exhibit: Living with Qadlunnat
- 12 Image: Qadlunnat
- 13 Exhibit: Life with Qadlunnat, The Whaling Life
- 14 Exhibit: The Whaling Arsenal
- 15 Exhibit: Working for Qadlunnat
- 16 Image: The Whaling Life
- 17 Image
- 18 Image
- 19 Image: Missionaries and Traders
- 20 Exhibit: Pangnirtung After the Whalers
- 21 Image: Return to the Land
- 21 Image: Return to the Land
- 22 Exhibit and Images
- 23 Image: Early Pangirtung
- 24 Exhibit
- 25 Exhibit: Pangnirtung Today, In Touch with our Past
- 26 Image: The Elders
- 27 Image: Pangirtung
- 28 Exhibit
- 29 Image: Ancient Things
- 30 Exhibit: The Old Ways of Living
- 31 Image: The Last Whaler
- 32 Exhibit
- 33 Image: The Old Ways



1 Exhibit: Kekerten Historic Park,
Angmarlik Centre
scale: 1:20



2 Exhibit
scale: 1:20



3 Image: Through our Eyes
scale: 1:20

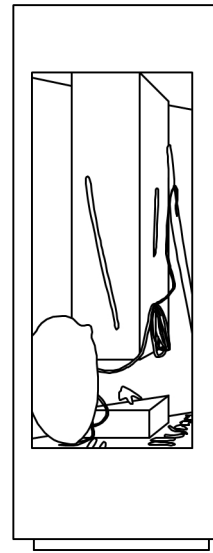


4 Image
scale: 1:20



5 Image: Our Land
scale: 1:20

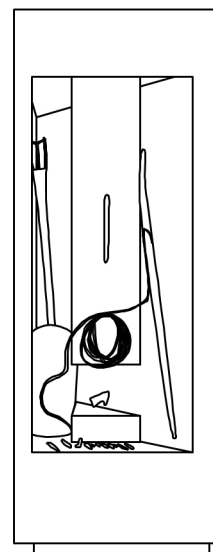
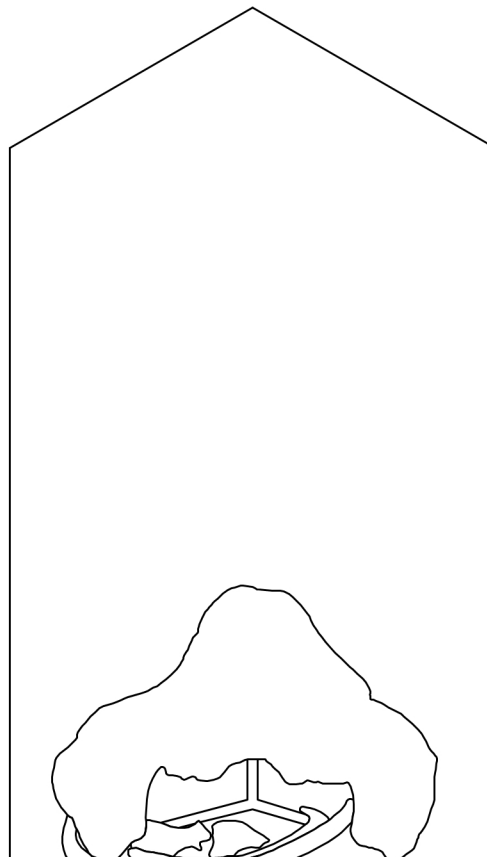
6 Exhibit: The Land Provides,
What the Sea Gave Us
scale: 1:20



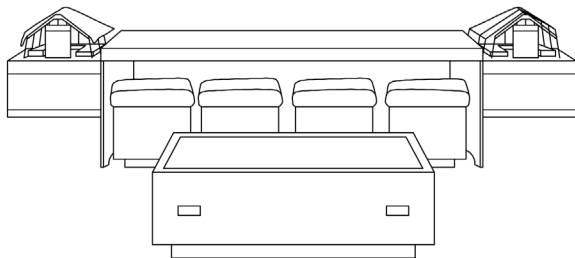
8 Exhibit
scale: 1:20




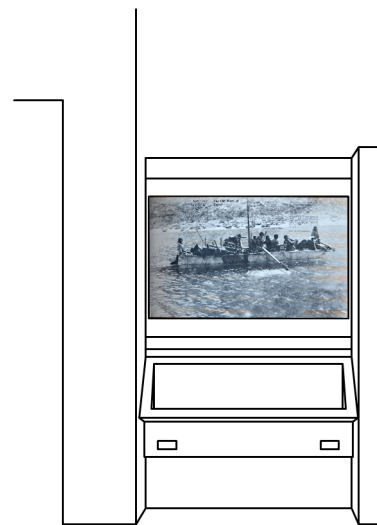
9 Images
scale: 1:20



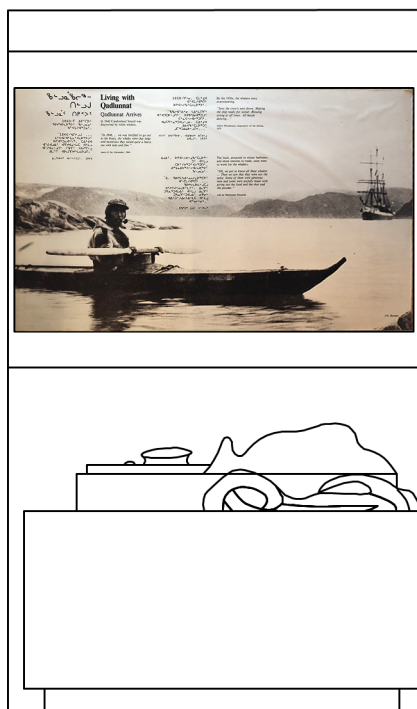
7 Exhibit: Whale Skull
scale: 1:20



 Bone Case Game
scale: 1:20



10 Exhibit: The Old Ways of Travel
scale: 1:20



11 Exhibit: Living with Qadlunnat
scale: 1:10



12 Image: Qadlunnat
scale: 1:10



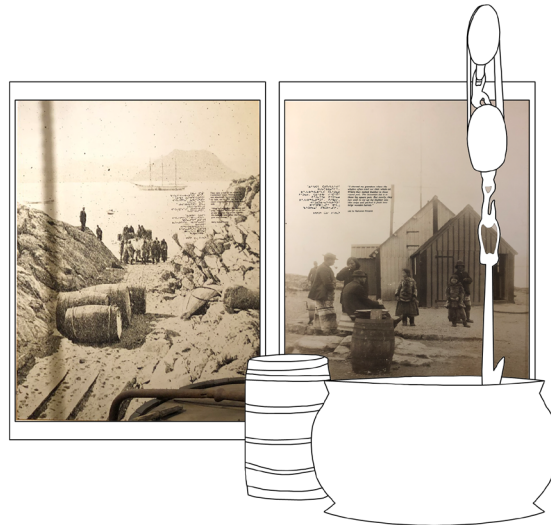
13 Exhibit: Life with Qadlunnat,
The Whaling Life
scale: 1:20

14 Exhibit: The Whaling Arsenal
scale: 1:20

15 Exhibit: Working with Qadlunnat
scale: 1:20



16 Image: The Whaling Life
scale: 1:20



17 Image
scale: 1:20

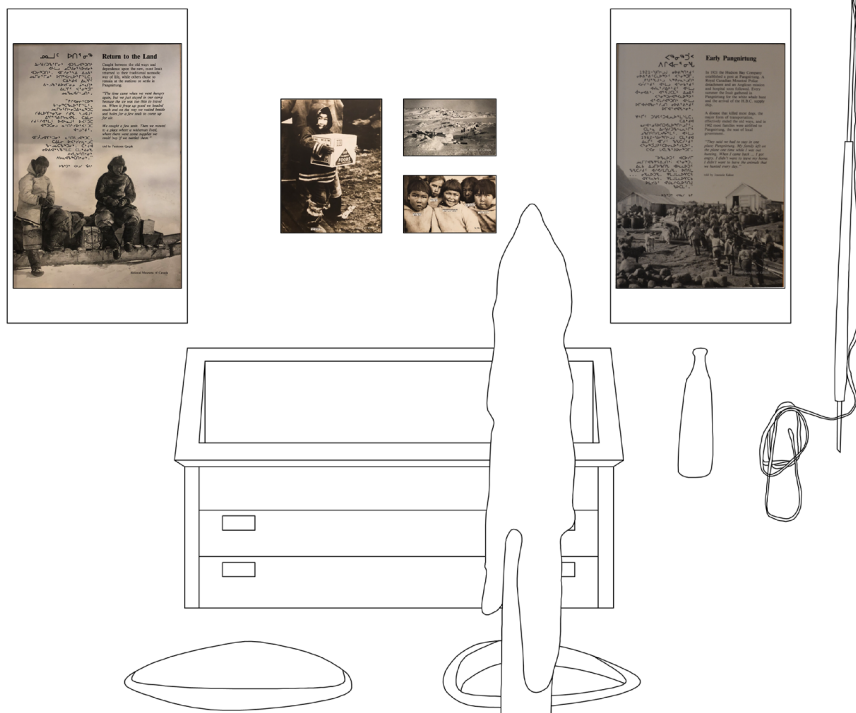
18 Image
scale: 1:20



19 Image: Missionaries and Traders
scale: 1:20



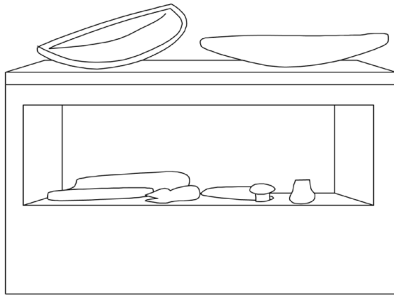
Exhibit: Pangnirtung After the Whalers
20 scale: 1:20



21 Image: Return to the Land
scale: 1:10

22 Exhibit and Images
scale: 1:10

23 Image: Early Pangnirtung
scale: 1:10



24 Exhibit
scale: 1:10

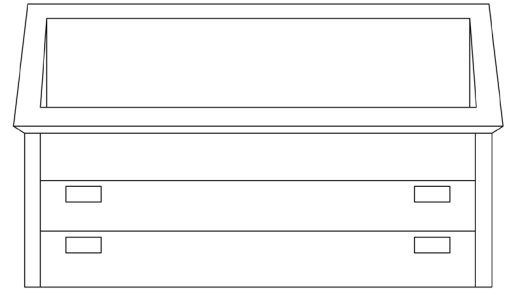
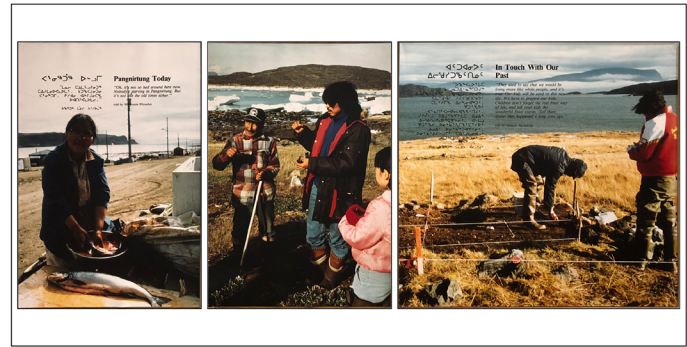


Exhibit: Pangnirtung Today,
In Touch with our Past
25 scale: 1:10



26 Image: The Elders
scale: 1:10



Image: Pangnirtung
27 scale: 1:20



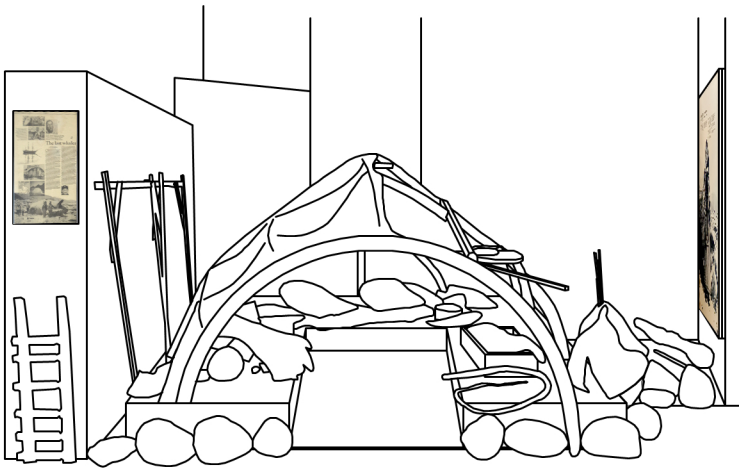
Exhibit
28 scale: 1:20



29 Image: Ancient Things
scale: 1:20



30 Exhibit: The Old Ways of Living
scale: 1:20



31 Image: The Last Whaler
scale: 1:20

32 Exhibit
scale: 1:20



33 Image: The Old Ways
scale: 1:20

6.6 EXISTING PRINT MATERIALS FOR KEKERTEN

6.6.1 POSTER BROCHURE



A Special Place

Preserving today is a typical northern settlement, remarkable chiefly for the physical layout of its surroundings. But for a land of people in history, no wonder, as this area was the scene of the dramatic juxtaposition of two very different cultures. One was the traditional and the other, the modern, the traditional whaler, the whaler, who, when the whaling season was over, the whaler would return to the whaling station, the whaler would return to the whaling station, the whaler would return to the whaling station...

KEKERTEN AND THE CUMBERLAND SOUND WHALE FISHERY

Early Years

Count's visit had shown the British that the Cumberland Sound was a valuable asset to the whaling industry. The whaler, who, when the whaling season was over, the whaler would return to the whaling station, the whaler would return to the whaling station, the whaler would return to the whaling station...



William Penny was a whaler who, when the whaling season was over, the whaler would return to the whaling station, the whaler would return to the whaling station, the whaler would return to the whaling station...

TO FORM A WHALING SETTLEMENT

Commercial whaling continued when the whaler, who, when the whaling season was over, the whaler would return to the whaling station, the whaler would return to the whaling station, the whaler would return to the whaling station...



Reverend Peck was a whaler who, when the whaling season was over, the whaler would return to the whaling station, the whaler would return to the whaling station, the whaler would return to the whaling station...

FOR MORE INFORMATION
NUNAVUT PARKS & SPECIAL PLACES
1-877-753-7700
1-877-975-7747
Parks@gn.gc.ca
www.parks.gc.ca

The Descent on Cumberland Sound

Reasons of a very long time when whaling abandoned, however the whaler, who, when the whaling season was over, the whaler would return to the whaling station, the whaler would return to the whaling station, the whaler would return to the whaling station...

By 1857 the whaler, who, when the whaling season was over, the whaler would return to the whaling station, the whaler would return to the whaling station, the whaler would return to the whaling station...

BALAENA MYSTICETUS

The balena mysticetus is a whale, the balena mysticetus is a whale, the balena mysticetus is a whale, the balena mysticetus is a whale, the balena mysticetus is a whale...



SAY IT IN INUKTITUT!

The word inuktitut is a word, the word inuktitut is a word, the word inuktitut is a word, the word inuktitut is a word, the word inuktitut is a word...



viewer please quickly avoid the

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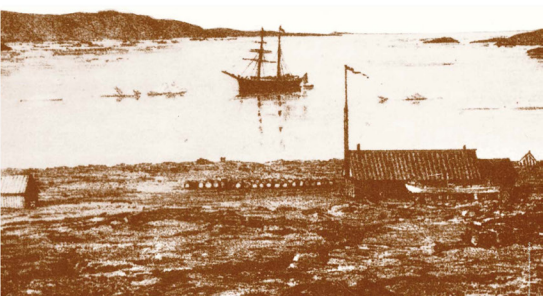
viewer please quickly avoid the, viewer please quickly avoid the, viewer please quickly avoid the, viewer please quickly avoid the, viewer please quickly avoid the...

SAFE AND SUSTAINABLE TRAVEL IN NUNAVUT

Nunavut's Territorial Parks offer some of the most beautiful, unspoiled and magnificent wilderness areas in the world, the most beautiful, unspoiled and magnificent wilderness areas in the world...

Decline, Diversification and Abandonment

With whaling, the whaler, who, when the whaling season was over, the whaler would return to the whaling station, the whaler would return to the whaling station, the whaler would return to the whaling station...

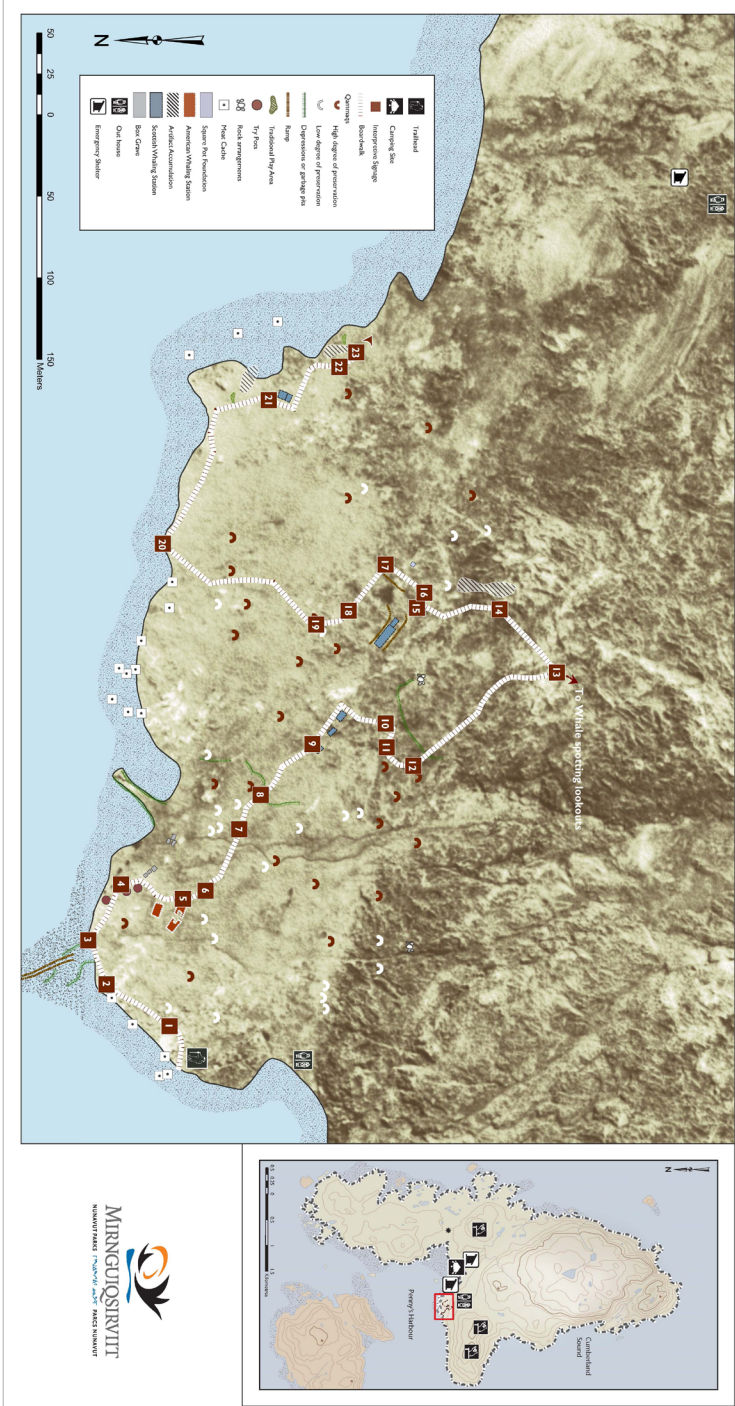


KEKERTEN TERRITORIAL PARK GUIDEMAP



MAJOR EVENTS IN EASTERN ARCTIC WHALING

- [illegible]



PARK OVERVIEW

1. The term *epistemic* refers to the theory of knowledge. In this sense, it is not a theory of knowledge, but a theory of the theory of knowledge. This is the sense in which it is used in this paper.
2. The term *epistemic* is used in this paper to refer to the theory of knowledge. It is not a theory of knowledge, but a theory of the theory of knowledge. This is the sense in which it is used in this paper.
3. The term *epistemic* is used in this paper to refer to the theory of knowledge. It is not a theory of knowledge, but a theory of the theory of knowledge. This is the sense in which it is used in this paper.
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White Plaque

6. The age group 18-24 is the most vulnerable to HIV infection, and the 25-34 age group is the most vulnerable to AIDS. The age group 35-44 is the most vulnerable to tuberculosis. The age group 45-54 is the most vulnerable to cancer.
7. The incidence of AIDS is highest in the 25-34 age group, and the incidence of tuberculosis is highest in the 35-44 age group. The incidence of cancer is highest in the 45-54 age group.
8. The incidence of AIDS is highest in the 25-34 age group, and the incidence of tuberculosis is highest in the 35-44 age group. The incidence of cancer is highest in the 45-54 age group.
9. The incidence of AIDS is highest in the 25-34 age group, and the incidence of tuberculosis is highest in the 35-44 age group. The incidence of cancer is highest in the 45-54 age group.
10. The incidence of AIDS is highest in the 25-34 age group, and the incidence of tuberculosis is highest in the 35-44 age group. The incidence of cancer is highest in the 45-54 age group.

[illegible]

29 The hypothesis was that, because people are more likely to be influenced by a source that is perceived to be credible, the more credible the source, the more people will be influenced by the source. The results showed that the more credible the source, the more people were influenced by the source. This is consistent with the hypothesis.

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[illegible]

Other Sites

[illegible]

6.6.2 BLUBBER STATION SIGNAGE

[illegible][illegible]

