



## NUNAVUT PARKS

# OVAYOK

*territorial park*

# HERITAGE APPRECIATION PLAN



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Department of Environment

Havakviat Avatiligiyyikkut

Ministère de l'Environnement

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Approved by the Community Joint Planning and Management Committee for Ovayok Park.  
Nunavut Parks and Special Places Contact:

Director, Nunavut Parks and Special Places Division  
Department of Environment, Government of Nunavut  
P.O. Box 1000, Stn. 1340, Iqaluit, Nunavut, X0A 1A0  
Ph: 867-975-7703 Fax: 867-975-7747 [www.nunavutparks.com](http://www.nunavutparks.com)

Prepared by: NVision Insight Group Inc., with Rebecca Torretti  
Cover photo: Nunavut Parks / NVision: C. Grosset  
Report photos: Nunavut Parks / NVision unless otherwise noted.





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2019 Ovayok Community Joint Planning and Management Committee (CJPMC):

- Jaida Ohokannoak (CJPMC Chair)
- Annie Neglak
- Talia Maksagak
- Bob Aknavigak
- Clara Wingnek
- Kitty Taipagak

2020 Ovayok Community Joint Planning and Management Committee (CJPMC):

- Talia Maksagak
- Kitty Taipagak
- Angulalik Pedersen
- Martina Maniyogina







# EXECUTIVE SUMMARY

## Ovayok Heritage Appreciation Plan

Ovayok Territorial Park is a special place that provides Inuit and visitors to Cambridge Bay with a place to harvest, relax, or experience beautiful scenery. Through Ovayok's Heritage Appreciation Program, unique stories and information about the park and its resources are shared to teach park visitors to value heritage, respect and protect resources, and to encourage people to consider new perspectives and participate in new experiences that will broaden their knowledge and understanding of the park's significance.

The following Heritage Appreciation Plan (HAP) aims to provide Nunavummiut, park visitors and other audiences with an increased awareness of Ovayok's natural and cultural heritage through a variety of communication tools and interpretive programs that draw on the park's theme "Land of Legends". It identifies several objectives for heritage appreciation and presents a strategy and action plan that will enable NP&SP to provide interpretation, education, and public communications to a variety of audiences in both the park and the community of Cambridge Bay over the next ten years.

This HAP specifically addresses the following topics, and should be used by the Cambridge Bay CJPMC, NP&SP staff, and contractors when planning and implementing the Heritage Appreciation Program at Ovayok:

- A summary of existing heritage materials,
- Gaps to be addressed in the future,
- Audiences for the program and the messages to convey to each audience,
- Materials and tools required for communicating with each audience in the park, in the community, or online (including a new signage framework), and
- An implementation strategy to further develop the park's heritage Appreciation Program in the future.

The Ovayok HAP was developed based on recommendations presented in the Ovayok Master and Management Plans, and achieves the objectives and requirements for heritage appreciation in keeping with the Nunavut Parks and Special Places Framework for Planning Heritage Appreciation/Interpretive Programs, the 2016-2021 Nunavut Parks and Special Places Heritage Appreciation Strategy, and other guiding documents for the park and the Government of Nunavut, Department of Environment's Nunavut Parks and Special Places Division (NP&SP).





## Organization of the Report

The Owayok HAP contains 5 main sections, and a collection of supporting documents and templates in the Appendix.

1. **The Introduction** – provides an overview of the NP&SP Program with a specific focus on Heritage Appreciation.
2. **Owayok Territorial Park** – provides background about the park's context, purpose, resources, and planning requirements that directly inform the heritage appreciation program.
3. **Essentials of Heritage Appreciation at Owayok** – identifies the interpretive theme and subthemes, 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. **Owayok 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. **Owayok Heritage Appreciation Implementation** – Presents the actions, timeline and estimated budget required to complete the park's 2019-29 Heritage Appreciation Plan, and identifies the responsibilities, important partnerships, and monitoring and evaluation guidelines to help ensure that implementation is successful.



Photo: Jaida Ohokannoak











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# 1 INTRODUCTION

*Nunavut Parks and Special Places are among 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 our visitors.*

## 1.1 HERITAGE APPRECIATION IN CONTEXT

The Government of Nunavut, Department of Environment's Nunavut Parks and Special Places Division (NP&SP) 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 & Establishments
3. Parks Facilities and Operations Planning;
4. Parks Heritage Appreciation; and
5. Parks Geospatial & Information Technology.

Through the fourth area, Heritage Appreciation, NP&SP supports and celebrates the protection and stewardship of Inuit natural and cultural heritage (culture, language and relationships with the land); engage communities, partners, Nunavummiut and visitors through information and educational experiences; and supports the development of heritage experiences that can provide economic and recreational benefits for Nunavummiut and visitors.

Heritage Appreciation provides Nunavummiut, visitors and other stakeholders with an opportunity to increase their awareness of the natural and cultural heritage in our parks and understand the role of parks within Nunavut. Heritage Appreciation is accomplished by engaging visitors in the story of a park, by the communications presented to the public by the Division, and by providing educational opportunities.

By achieving the goals under Heritage Appreciation, we can also effectively satisfy the heritage appreciation-related requirements in the other areas.

Heritage Appreciation is a critical component in achieving the mission and goals of the 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, and by contractors working on behalf of NP&SP, in all planning, communication, education and experience-based activities offered through Nunavut Parks. The planning and implementation for Heritage Appreciation under the Nunavut Parks Program occurs both as Nunavut-wide initiatives, and at the park-specific scale.

### ***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.



### **1.1.1 HERITAGE APPRECIATION AND THE NUNAVUT PARKS PROGRAM**

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

#### **Goal 1: Protect Nunavut's Natural and Cultural Landscapes**

Nunavut's Parks identify, protect and promote Nunavut's natural and cultural heritage; its biodiversity, integrity, and its unique and valued 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: Engage the Community in Heritage Appreciation and Conservation**

Nunavut's Parks foster 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.

#### **Goal 3: Enhance Community and Visitor Experience**

Nunavut Parks promote opportunities for appropriate, safe and accessible recreation and increased public enjoyment consistent with the protection of the natural and cultural values. They 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 NP&SP to communicate directly and indirectly with Nunavummiut, park visitors and partners.
- Through the heritage appreciation, NP&SP increases awareness among, and educates Nunavummiut and park visitors.



## 1.1.2 GOALS AND GUIDELINES FOR THE HERITAGE APPRECIATION PROGRAM

The NP&SP Heritage Appreciation Program sets out a vision for Nunavut's Parks, defines the goals and principles that drive the Program, and describes the parks joint planning and managing requirements.

NP&SP's vision for heritage appreciation states:

*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 visitors to increase their understanding, enjoyment and stewardship of the cultural and natural heritage in 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 in our parks:

1. Interpretative displays and signage;
2. Interpretation delivered by park staff and local tourism providers;
3. Cultural events in affected communities and parks;
4. Educational programs and career development in communities and in parks;
5. Promotional and informational materials;
6. Public Communications,
7. Promotion of Inuit business and tourism providers; and
8. Promotion and sale of local arts and products;

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

To ensure that all Nunavut Park heritage appreciation planning is done in a consistent manner across Nunavut, and establish strategic goals for the Heritage Appreciation Program, NP&SP 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 are linked to a series of planning frameworks that represent a comprehensive, consistent and integrated planning and management system to guide the Nunavut Parks Program.





### **1.1.2.1 FRAMEWORK FOR PLANNING HERITAGE APPRECIATION/INTERPRETIVE PROGRAMS**

*The Framework for Planning Heritage Appreciation/Interpretive Programs* (HA Framework) provides direction on the protocol for park heritage appreciation programs; the engagement of the public, communities and specifically youth; and key messages that NP&SP aims to communicate in all parks. NP&SP has specific obligations under the NLCA (primarily Articles 8 and 9) and the IIBA. The HA Framework identifies and defines those statutory requirements, and sets out measures and approaches to ensure that the obligations related to heritage appreciation are met. The framework also explains the relationship between heritage appreciation and the goals of the Nunavut Parks Program.

Included in the HA Framework are detailed guidelines for visual identity and content of any materials that will be prepared under the NP&SP Heritage Appreciation Program, including interpretative, communication, and educational elements. These guidelines identify each element of the Program, define the minimum requirements for the content, and provide a standard for the quality and consistency of materials to ensure consistency in all Nunavut Parks and program activities. The HA Framework must always be consulted when undertaking any planning or development activity related to heritage appreciation.

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 Identity
- Print material
- Presentation material
- Park infrastructure and display
- Public and Cultural Events
- Educational Materials
- Media (Public Communications)

The HA Framework is also used to inform divisional five-year strategies, which will be discussed next.

### **1.1.2.2 HERITAGE APPRECIATION STRATEGY**

The purpose of the *Heritage Appreciation Strategy* (HA Strategy) is to guide the Division's Heritage Appreciation Program planning over a five-year period, toward achieving the Program's vision for heritage appreciation. The term of the HA Strategy is five years but it may also identify longer-term goals that may be implemented over a longer timeframe. The HA Strategy is developed to ensure compliance with the Government of Nunavut's obligations under the NLCA, and under the IIBA, and will be reviewed and renewed by NP&SP every five years.

The current HA Strategy (2016-21) includes goals and objectives that are both Nunavut-wide and park-specific. The HA Strategy aims to achieve NP&SP'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, and
5. Communications

For each of these areas, the HA Strategy sets out a strategic goal and related objectives, several of which can be accomplished through the completion and subsequent implementation of park-specific Heritage Appreciation Plans. These specific goals and objectives are detailed in section 3 of the 2016-21 HA Strategy.



## 1.2 PURPOSE OF THE OVAYOK HERITAGE APPRECIATION PLAN

A park-specific Heritage Appreciation Plan (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 programs 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 also seek to accomplish the goals and objectives of the HA Strategy.

A Heritage Appreciation Plan for a specific park, such as Ovayok Territorial Park, near Cambridge Bay, provides an opportunity for NP&SP to enhance the understanding of the role of the park in the community and the importance of the park within Nunavut. For Ovayok, these roles include protecting, celebrating and sharing the park's significant resources through interpretation, education and other communications. Ovayok is a special place that provides Inuit and visitors to Cambridge Bay with a place to harvest, relax, or experience beautiful scenery, and the HAP can highlight what a visitor can expect from their visit to the park. The HAP shares stories and information, and explains the regulations that protect the park, its resources, and the people that use the park.

The HAP for Ovayok can fulfill the mandate of the NP&SP Program by addressing its mission and three goals. The Mission of NP&SP is *"To ensure our natural and cultural heritage is protected, enjoyed, and appreciated using collaborative planning and management processes through the Nunavut Parks Program."*

Through the Ovayok HAP, NP&SP will:

- **Support the protection and stewardship of the Park's natural and cultural heritage.** Ovayok is a dynamic landscape that contains multiple areas with known and unknown cultural resources, and habitats that are important to wildlife. The HAP can inform park users on how to use the park in a respectful and sustainable way so that human and natural disturbances are minimized in sensitive areas. The cultural sites in the park are also at risk of being impacted, and the HAP can inform visitors of the regulations concerning the park's cultural resources.
- **Celebrate the heritage of the park through the interpretive theme "Land of Legends".** The unique story of the park will be shared with the community and visitors to demonstrate the value of the 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 of the park to ensure this knowledge is carried forward for future generations; and,
- **Engage the community of Cambridge Bay and visitors with the park through information, educational experiences, and communications about the park.** Ovayok offers all visitors an exceptional recreational and educational experience. An aim of the HAP is to engage residents and visitors with the park and foster pride and appreciation of the park's diverse and unique natural and cultural heritage. The HAP will promote opportunities for appropriate, safe and accessible recreation, and increased public enjoyment consistent with the protection of the natural and cultural values.

The Ovayok HAP should also stimulate opportunities for the development of heritage-related experiences among local outfitters and result in economic and recreational benefits for Nunavummiut and visitors. For example, guided/escorted tours are currently available through outfitters and guides in Cambridge Bay, or tourists can plan self-guided trips to the park. These opportunities can be enhanced through the development of Heritage Appreciation materials and tools that are designed to support local tourism initiatives, and can be linked to the Cambridge Bay Tourism Strategy (discussed later in section 5.4).

The Ovayok HAP can also address the principles and objectives of the IIBA for park information, materials and facilities. The IIBA articles and provisions specific to park interpretative programs and the planning or development of heritage appreciation programs are referenced throughout the HA Framework.

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 Ovayok HAP will be considered in the annual budgets of NP&SP and collaborating departments, and in any park-specific work plans and budgets prepared by the Ovayok CJPMC and approved by the Nunavut Joint Planning and Management Committee (NJPMC)















## 2 OVAYOK TERRITORIAL PARK

*This section summarizes the legislated purpose of Ovayok Territorial Park, and describes its overall significance based on the 2018 Master Plan. It also presents a summary of the park's goals and objectives that relate to heritage appreciation, and provides 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 Ovayok's Heritage Appreciation Program.*

### 2.1 PARK CONTEXT, PURPOSE AND VISION

#### 2.1.1 PARK CONTEXT

Ovayok Territorial Park (also known as Mount Pelly in English) is located approximately 17 km northeast of the community of Cambridge Bay (Ikalukutiak). The entire area around Ovayok Territorial Park (Ovayok) is referred to as Ekalukutiak, meaning “good fishing place”, an activity that has taken place here for centuries. The boundary of the park encompasses 2,162.4 ha or 21.6 km<sup>2</sup>, centered around Ovayok, the highest point of land on Victoria Island at over 200 meters. Ovayok is referred to as an esker, which is a hill formed by glacial deposits of gravel and sand. Evidence of past human use found in the area around Ovayok Territorial Park demonstrates its significance as an important place for fishing, harvesting and camping for Inuit and their ancestors for hundreds of years.

The current park classification of Ovayok Territorial Park is “Community Park” under the Territorial Parks Act; however, the Ovayok CJPMC has recommended reclassifying the park as a “Natural Environment Recreation Park”. As described in the Master Plan, this reclassification is to provide a park that “shall be directed and limited to the development that is necessary for the preservation of the natural environment in the park for public enjoyment.” For the purpose of this HAP, recommendations will be aligned to the requirements of the park's proposed new classification (i.e. Natural Environment Recreation Park).

Other land use designations will contribute to the park's heritage appreciation:

- *Trans Canada Trail System* - Ovayok Territorial Park, through the CJPMC and NP&SP, will seek nomination of the park's hiking trail system to the “Great Trail” under the Trans Canada Trail program to gain national awareness of the heritage of Ovayok.
- *Adjacent IOL and Municipal Lands* – Ovayok is located within the municipal boundary of Cambridge Bay, and adjacent to Inuit Owned Land. This proximity offers the potential for partnership and cooperation between the three organizations, which share a common interest in seeing the park succeed.

### 2.1.2 PARK PURPOSE

The purpose for Ovayok Territorial Park, as confirmed through the CJPMC, is to protect and use the natural and cultural resources of Ovayok for sustainability to ensure that these can be enjoyed by future generations.

The following park purpose statements have been confirmed by the CJPMC:

1. Include Inuit Qaujimajatuqangit in the planning, management and programs for the park.
2. To preserve and protect the natural environment and resources, in particular:
  - Protection of Inuit harvesting opportunities,
  - Protection of wildlife and important wildlife areas,
  - Protection of the unique landforms,
  - Minimizing the deterioration of the environment through human use or climatic changes.
3. To protect and promote the cultural heritage, in particular:
  - Protect cultural resources from deterioration or loss,
  - Encourage understanding and respect for cultural heritage and cultural resources,
  - Ensure our youth, residents and visitors appreciate how the cycle of the seasons link to the cultural use of the park,
  - Share the legend of Ovayok,
  - Provide education on the park's cultural significance and respectful use of the park.
4. Sustainable and controlled development of infrastructure, suitable to the demand levels and land capability.
5. To encourage recreation opportunities suitable to the park designation for resident and tourism use.
6. Encourage increased park-related tourism activity in Cambridge Bay.
7. Through the ease of accessibility and maintenance of park infrastructure, provide a positive and safe experience for all park visitors.

### 2.1.3 PARK VISION

The following vision expresses the long-term ambitions for the park and the enduring value that Ovayok provides for the people of Cambridge Bay and Nunavut. The vision provides the context for the strategic goals and actions in the Master Plan and Management Plan.

#### *Vision Statement for Ovayok Territorial Park*

Ovayok Territorial Park connects us to our past, protects our natural and cultural resources, and continues to teach us about our heritage. Our park is a place for relaxation, education, sharing, family gatherings, healing and harvesting. Through joint planning and management the park is developed, operated and used sustainably by our community and visitors to Cambridge Bay.





## 2.2 PARK RESOURCES THAT INFORM HERITAGE APPRECIATION

The area around Owayok Territorial Park has provided resources for fishing, harvesting and camping for Inuit and their ancestors for hundreds of years. Evidence of past use is found in the extensive archaeological record, with caches for fish and dry goods, tent rings, and other camp features visible within the park boundary. The oral history held by Inuit Elders teaches us about the park's fishing locations, harvested species, and the legend of Owayok.

The park continues to be used by residents and visitors to Cambridge Bay, who can get to the park along an access road to enjoy activities such as picnics, school trips, recreational hiking and camping, or community events. Owayok is accessible from late spring to early fall by road (ATV or truck), and by foot or bike. Winter access is possible by snowmobile.

Several previous reports, including the park's original master and management plans (produced in 1995 and 1993, respectively), a number of oral history and archaeological studies, as well as the 2017 Owayok Territorial Park Complete Inventory of Park Resources, have identified and recorded information on the most significant resources found at Owayok.

In keeping with the park's current Master Plan, the following resources should be highlighted in Owayok's Heritage Appreciation Program:

### *Natural Resources*

- Fish
- Terrestrial wildlife
- Hydrology
- Vegetation
- Birds and raptors
- Geology and physiography

### *Cultural Features*

- Harvesting and Community Use
- Archaeological Sites and Historic Human Use
- Travel Routes
- Park User Groups

The 2017 Inventory of Park Resources particularly captured the strong association for the residents of Cambridge Bay with the park, its history, and its surrounding landscape. This includes the continuous use of Owayok as a seasonal harvesting area and the importance of the site as a place of cultural significance. The inventory resulted with a *Statement of Significance* for the natural and cultural resources of the park as an expression of the importance that the people of Cambridge Bay have given to the resources in the park.

The Statement of Significance guides how the park master plan must address protection or conservation of key features, maintain Inuit rights, and provide benefits to the community. The Statement of Significance can be used in Owayok's heritage appreciation materials to emphasize the park's importance to the people of Cambridge Bay. Additionally, information collected during the Inventory process can be used to craft communication materials around the significant resources of the park.



## *The Statement of Significance for Ovayok*

The Ovayok area is an important fishing area for Inuit that was used in the past and continues to be used today by the community of Cambridge Bay. Evidence of past use is found in the extensive archaeological record, with caches for fish and dry goods, tent rings, and other camp features visible within the park boundary. The oral history held by Inuit Elders teaches us about the park's fishing locations, harvested species, and the legend of Ovayok, or the "Origin of Death". In the legend there is a family of giants: Ovayok (the father), Inuuhuktuq/Ovayoaghek (Baby Pelly, the young giant), and Amaaqtuq (Lady Pelly, the mother giant carrying a baby in her parka): the giants experienced a period of starvation and perished while walking to find food. After passing on, the giants' bodies became three large hills, or eskers, with Ovayok being the father's body. The park provides important habitat for migratory birds, raptors and small mammals. The park is located within the migratory range of caribou and musk ox. Ovayok is a prominent feature in the landscape, referred to as an esker, which is approximately 4 km in length and over 200 metres high. Ovayok represents the highest point of land on Victoria Island, making it an important landmark for people travelling on the land or seeking good views from its peak. Ovayok is a special place that provides Inuit and visitors to the community with a place to rest, enjoy activities, and connect to the land. The park contributes to the cultural, natural, social and economic well being of Cambridge Bay.





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

The Ovayok Master Plan sets out the goals and objectives that are intended to guide planning and management to achieve the park's vision and purpose. Each goal includes objectives or specific actions that are part of the planning and management approach for the park. Three goal statements were established for Ovayok at the time of master planning; however, more recently, the CJPMC has approved an additional goal to ensure that "Inuit Qaujimajatuqangit" is integrated into the operations, planning, management and implementation of all Ovayok territorial park programs.

The goals for Ovayok Territorial Park are as follows:

### ***GOAL 1: INUIT QAUJIMAJATUQANGIT***

Inuit Qaujimajatuqangit will be incorporated into all aspects of planning, coordination and implementation of Ovayok's master and management plan, through their Heritage Appreciation Plan.

### ***GOAL 2: CONSERVATION AND PROTECTION***

The natural and cultural heritage of Ovayok will be protected for future generations through Joint Planning and Management between Inuit and the Government, and operational actions that are informed by Inuit Qaujimajatuqangit and a Conservation First approach.

### ***GOAL 3: ENJOYMENT OF THE PARK***

Ovayok will continue to be used for relaxation, traditional activities, recreation, healing and harvesting as per the Nunavut Agreement.

### ***GOAL 4: HERITAGE APPRECIATION***

Ovayok will connect us to our past and educate all park users about our history, Inuit Qaujimajatuqangit, and the cultural significance of this place through Heritage Appreciation programs and materials.



Photo: Jaida Ohokannoak



In relation to the third goal, *Enjoyment of the Park*, the Master Plan states that joint planning and management will encourage park-related tourism; and furthermore, that Ovayok will provide opportunities for visitors to learn about the park through Heritage Appreciation, and enhance the tourism experience in Cambridge Bay. The objectives related to tourism are to:

- Promote Ovayok as a tourism destination.
- Provide infrastructure and programs that support tourism.
- Provide Heritage Appreciation programs that support tourism.
- Provide Heritage Appreciation programs and promote events that will be of interest to visitors.
- Develop and promote park-related tourism opportunities and park-related economic benefits for Inuit Tourism providers and business in Cambridge Bay.

Specific to the first and fourth goals, *Inuit Qaujimajatuqangit* and *Heritage Appreciation*, the Cambridge Bay CJPMC has identified the following six objectives related to heritage and culture education, awareness and information sharing:

- Continue to document Inuit Qaujimajatuqangit about Ovayok through Heritage Appreciation programs and special projects.
- Provide Heritage Appreciation and Interpretive Programs to share Inuit Qaujimajatuqangit and the unique story of Ovayok Territorial Park through the theme “Land of Legends”.
- Reach various audiences, including programs and interpretation that meets the specific needs of each audience.
- Prepare and deliver education through tool kits prepared for youth that are in school or out of school. NP&SP staff and CJPMC members will work with the schools in Cambridge Bay to increase awareness about Ovayok among teachers and staff, and encourage the use of the park as a classroom and learning opportunity.
- Increase awareness of sustainable use of the park, and specifically encourage the IQ and Conservation First principles through a focus on protecting the natural and cultural resources, and minimizing the human impacts on the park.
- Provide information in the community for all residents on the rules, regulations and best practices when visiting Ovayok Territorial Park. Informational materials will also be linked to the Inuit Tourism Strategy for Cambridge Bay.

To meet these goals and objectives for the park, the Ovayok Heritage Appreciation Plan takes an approach that includes a variety of programs designed to bring information and awareness about the park to several different audiences, including Schools/Education, Community Members, and Visitors. It also includes projects and recommendations that will support the continued documentation of Inuit Qaujimajatuqangit about Ovayok and ensure that resources to support Ovayok’s Heritage Appreciation Program will be up-to-date and accessible. Lastly, it effectively reflects the Master Plan’s priorities for Ovayok’s HA program.



### 2.3.1 STRATEGIC OBJECTIVES FOR OVAYOK'S HAP

With the above-mentioned goals in mind, the Ovayok HAP aims to achieve the following strategic objectives of the Heritage Appreciation Program components for the park.

**Objective:** *Continue to gather and document Inuit Qaujimagatuqangit, other knowledge, and resources about Ovayok to support the park's Heritage Appreciation Program. (Addresses Goal 1 & 4)*

**Target Audience:** All Audiences

**Recommended programs and activities:**

- Special Projects
  - Oral history documentation,
  - Archaeological sites research,
  - Research on Climate Change,
  - Background and Feasibility Study for the eskers Amaatuq (Lady Pelly) and Inuuhuktuq (Baby Pelly).
- Updates to Park Image and Video Collection

**Objective:** *Provide Heritage Appreciation and Interpretive Programs of interest to a variety of audiences that share Inuit Qaujimagatuqangit, the unique story of Ovayok through the theme "Land of Legends", and key messages that inform and encourage sustainable use of the park. (Addresses Goals 1, 3 & 4)*

**Target Audience:** Residents, Visitors, Tourism Outfitters and other Community-Based Sustainable Tourism Stakeholders.

**Recommended programs and tools:**

- Signage and Displays
- Promotional and Informational Material (Brochures, Maps, Website)
- Interpretive Training Tools
- Inuit Tourism Strategy

**Objective:** *Prepare and deliver Education Programs that encourage students and youth in Cambridge Bay to learn about the park and to use it as a classroom and learning opportunity. (Addresses Goal 4)*

**Target Audience:** Students, Youth and Teachers in Cambridge Bay

**Recommended programs:**

- Education Modules
- In-park Educational Programs (Learn-to Program, Camps)
- Youth Career Development
- Annual Student Award

**Objective:** *Increase awareness among community members, especially youth and tourism operators, regarding the significance of Ovayok, and the rules, regulations, and best practices to use when visiting the park.*

**Target Audience:** Residents

**Recommended tools and programs:**

- Public Communications (Newsletters, Announcements, Presentations)
- Community/Cultural Events
- Inuit Tourism Strategy - Tourism operator training





**Objective:** *Provide infrastructure that supports Heritage Appreciation programs, community and visitor use, and supports tourism opportunities associated with the park. (Addresses Goals 3 & 4)*

**Target Audience:** All Audiences

**Recommended tools and programs:**

- Park Signage
- Signage and displays in the community

**Objective:** *Market and promote Ouyok through Heritage Appreciation to increase park-related tourism opportunities and park-related economic benefits. (Addresses Goals 3 & 4)*

**Target Audience:** Inuit tourism operators and businesses in Cambridge Bay

**Recommended tools and programs:**

- Public Communications (Newsletters, Announcements, Presentations)
- Community/Cultural Events
- Inuit Tourism Strategy

These Master Plan goals, objectives and recommended actions for heritage appreciation form the basis of this 2019-2029 Ouyok Territorial Park Heritage Appreciation Plan.



## 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 Cambridge Bay CJPMC 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 behaviours that have a negative impact on the park.

Table D of the Ovayok Management Plan identifies several current management challenges and issues that will need to be addressed by NP&SP in order 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 through the use of key messages and educational activities.

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.



Photo: Jaida Ohiokannoak







Table 1: Management Challenges and Issues that can be addressed through components and key messages in the park’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	
<b>Environmental Impacts and Climate Change</b> <ul style="list-style-type: none"><li>Degradation of the park caused by human activity and climate change.</li><li>Human caused impacts include truck and AT V use; removal of soil and stone from the park; littering; and vandalism.</li><li>Climate caused changes include loss of permafrost; landform slumping; erosion, and habitat transformation.</li></ul>	✓	✓	✓	✓	✓		✓	✓				<ul style="list-style-type: none"><li>Key messages on signage</li><li>Monitoring and reporting impacts</li><li>Training park staff so they can confidently approach park users who are violating a park regulation to inform them of the acceptable behavior(s)</li><li>Bringing information to guides and outfitters about the rules and regulations pertaining to the park</li></ul>
<b>Signage: Regulatory, Informational, and Interpretive Updates</b> <ul style="list-style-type: none"><li>As of 2017 the park signage does not include key messages or regulations.</li><li>As of 2017 some park signage is inaccurate.</li></ul>	✓						✓	✓	✓	✓		<ul style="list-style-type: none"><li>New Heritage Appreciation Plan including signage framework</li></ul>
<b>Vandalism</b> <p>Issues associated with the damage and replacement of park infrastructure.</p>			✓	✓	✓			✓			Vandalism Reduction	<ul style="list-style-type: none"><li>Announcements to inform local residents, specifically youth, about vandalism reduction</li><li>Training park staff and outfitters so they can confidently approach park users who are violating a park regulation to inform them of the acceptable behavior(s)</li><li>Staff monitoring</li></ul>
<b>Truck and ATV Use</b> <ul style="list-style-type: none"><li>Damage to natural and cultural resources from Trucks and ATVs.</li><li>Erosion on the esker.</li><li>Trail widening and erosion caused by AT Vs.</li><li>Access road crosses Municipal land and IOL.</li></ul>	✓	✓	✓	✓	✓		✓	✓				<ul style="list-style-type: none"><li>Key messages on signage and public communications</li><li>Monitoring and reporting impacts</li><li>Training park staff and outfitters so they can confidently approach park users who are violating a park regulation to inform them of the acceptable behavior(s)</li></ul>
<b>Undetermined location, extent and type</b> of Archaeological/Cultural resources for some sites						✓						<ul style="list-style-type: none"><li>Continued research and data collection</li></ul>



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	
<b>Damage to Culturally Significant Sites and Archaeological resources</b> , disturbance and/or loss			✓	✓	✓					✓		<ul style="list-style-type: none"> <li>• Key messages on signage</li> <li>• Monitoring and reporting impacts</li> <li>• Training so that park staff and outfitters can confidently inform the public on the regulations to report/secure any found artifacts</li> <li>• See Management Plan 3.2.1 for specific instructions for planning heritage appreciation programs within areas of known archaeological resources</li> </ul>
<b>Protection of Important Wildlife Areas</b> (e.g. Raptor nesting habitats require protection; specifically COSEWIC listed species - Peregrine Falcon)				✓	✓		✓	✓				<ul style="list-style-type: none"> <li>• Staff monitoring</li> <li>• Management Zones for Raptor areas identified by temporary ‘caution’ signage</li> <li>• Exact nest locations should not be identified</li> </ul>
<b>Inuit Harvesting</b>  Inuit harvesting activities should not be disturbed or negatively impacted as a result of park development or visitor use.				✓			✓	✓	✓			<ul style="list-style-type: none"> <li>• Training park staff and outfitters so they can confidently discuss Inuit Harvesting Rights with tourists or other individuals who may have questions.</li> </ul>
<b>Cabins</b>			✓		✓		✓	✓	✓	✓		<ul style="list-style-type: none"> <li>• Training park staff and outfitters so they can (1) confidently work with cabin owners to respect Inuit rights (NA, IIBA), and also (2) instruct visitors and staff to respect the private use of cabins in the park.</li> </ul>













## 2.5 EXISTING CONDITIONS OF HERITAGE APPRECIATION AT OVAYOK

This section provides a brief summary of the existing conditions of Ovayok's Heritage Appreciation Program. It is important to understand the current conditions of the Program so that we can establish a starting point for the programs, materials and infrastructure that will be recommended later in the plan as future actions to meet the park's goals and objectives for heritage appreciation.

The following table lists the existing heritage appreciation components that are currently developed for Ovayok, and indicates which components meets the goals, objectives and requirements for Ovayok's Heritage Appreciation Program ('Satisfies Needs and Requirements'), or if the component is recommended for updating ('Requires Update'). The items that require updating are discussed in detail in this plan, with the section reference for the information shown in the last column of the table.

Table 2: Status of existing heritage appreciation components at Ovayok in relation to the park's goals, objectives and requirements.

Existing Component	Satisfies Needs and Requirements	Requires Update	Section Reference for Components Requiring Update
Signage and Displays		✓	4.1
Brochures		✓	4.2/4.3
Website		✓	4.2/4.3
Community/Cultural Events	✓		4.4
Youth Career Development		✓	4.5/4.8/4.9
Park Image and Video Collection		✓	4.10

Components in the table that require an update are addressed in the strategy (section 4), while the existing components that currently conform to the needs and requirements of the park's Heritage Appreciation Program are summarized in the following subsection(s).

### 2.5.1 COMMUNITY/CULTURAL EVENTS

Parks Day is an annual event that NP&SP is already implementing in several parks to coincide with Canada's Parks Day (a Canadian Park's Council initiative). A Parks Day event (BBQ and games) was held in Cambridge Bay for the first time in 2017 outside the Arctic Coast Visitor Centre.

Parks Day offers an opportunity to bring awareness of the park to residents of Cambridge Bay, and an opportunity to offer educational programming that emphasizes the park's cultural significance through the theme "Land of Legends". Through these activities, the park's goal and objectives for sharing heritage appreciation can be realized, and the park's IIBA requirement to host an annual community/cultural event is also achieved.

In the future, it will be important for NP&SP to ensure that the heritage appreciation programming planned and delivered at Ovayok's Park's Day is designed to meet the IIBA's requirements for cultural events. Section 5 will present specific actions that can help NP&SP ensure that the IIBA requirements for Community/Cultural Events are met through this program. This event should also be linked to the Cambridge Bay Inuit Tourism Strategy, which is discussed later in section 5.4.2.













### 3 ESSENTIALS OF HERITAGE APPRECIATION AT OVAYOK

*This section presents the knowledge and considerations that will guide and inform Ovayok's Heritage Appreciation Program, such as the interpretive themes, audience, and key messages that should be promoted and considered in the park's heritage appreciation components. It also presents the planning methodology that was used to create this Heritage Appreciation Plan for Ovayok.*

#### 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 park's interpretive services and educational programs are based.

The Ovayok Master Plan recommends that heritage appreciation should celebrate the theme "Land of Legends". The theme "Land of Legends" is an opportunity to share the well-known story of Ovayok, "the Origin of Death" legend, and introduce all park users to less known stories connected to the park's significant cultural heritage and natural resources. The theme will provide the framework for all Heritage Appreciation Program messages and resources, and it may be used to inspire graphics and design elements used in the park or park materials.

The "Land of Legends" theme will be developed through sub-themes identified in the Ovayok Inventory of Park Resources, and additional data collected through associated special projects. The sub-themes include:

- Legends
- Cycle of the Seasons
- Cultural Landscape
- Natural Resources

The following table offers a variety of interpretive topics that can be explored and shared under the four subthemes listed above. Information supporting these subthemes can be found in the 2017 Complete Inventory of Park Resources.

#### *The 'Origin of Death' Legend*

*The "Origin of Death" legends tells the story of a family of giants: Ovayok (the father), Inuuhuktuq/Ovayoaghek (Baby Pelly, the young giant), and Amaaqtuq (Lady Pelly, the mother giant carrying a baby in her parka). In the legend, the giants experienced a period of starvation.*

*Steve Anavilok shared his version of the legend in 2017:*

*"They were giants from the north. When the north became short of seals and whales the giants moved south looking for food. By the time they reached the area we now call Ferguson Lake, the giants were walking in the water looking for fish. They were close to starving. The fish were not enough to feed them. The lady giant, with a baby on her back, lay down next to the lake and died. The father and son began walking to the south, but the son laid down next and died. The last to die was the man, the giant we now call Ovayolao (Ovayok) or Mount Pelly."*

*After passing on, the legend tells us that the giants' bodies became three large hills, also referred to as eskers.*

Table 3: Planning Matrix for Suggested Interpretive Themes

Subthemes	Subtheme Description from the Master Plan	Suggested Topics for Interpretation
Legends	<p>The park and its surrounding region are steeped in legends. Ovayok, and the eskers Amaatuq (Lady Pelly) and Inu-uhuktuq (Baby Pelly), tell the story of a family of giants.</p> <p>This legend connects to the:</p> <ul style="list-style-type: none"> <li>Physical landscape features such as the head, ribs and heel of Ovayok;</li> <li>Harvesting cycles and hardships that the ancestors faced living with from the land;</li> <li>Glacial formations and natural history of the region; and</li> <li>Importance of family and family gathering.</li> </ul> <p>Other documented legends associated with the park include the:</p> <ul style="list-style-type: none"> <li>Loon cache, which provides a link to information about bird harvesting and the archaeological features that may be visited in the park;</li> <li>Formation of the rivers and lakes around Ovayok, which provide a link to information about fish, fishing, and seasonal use of the area throughout history; and</li> <li>Little people that live at Ovayok</li> </ul>	<p>The importance of Legends in teaching life lessons:</p> <ul style="list-style-type: none"> <li>Ovayok: The Origin of Death, the three giants, the cultural connection between the story of the giants and the way the landscape is formed, respected, and how it relates to cultural principles</li> <li>Loon cache story: survival and resourcefulness of Inuit; and the belief system of Inuit and the connection to the land</li> <li>Little people, linking to the spiritual beliefs and sacred places within the park</li> </ul>
Cycle of the Seasons	<p>The park is a significant location within the regional migration paths of caribou, musk ox, and fish, as well as the national and international patterns of migratory birds. These epic cycles of migration have always influenced the use of the area by Inuit and their ancestors, demonstrating the powerful connection of the land and Inuit culture.</p> <p>The human use and cultural features of the park, including the archaeological features that may be visited in the park, are an interpretive link to share park specific and regional stories about wildlife, human migration, and the patterns of human use in the landscape.</p>	<p>Seasonal patterns and use of the park:</p> <ul style="list-style-type: none"> <li>Seasonal migration/movement of Wildlife and Fish</li> <li>Hunting and Fishing Patterns and Techniques</li> <li>Archaeological Record</li> <li>Legends</li> <li>IQ - food storage and use</li> <li>IQ - vegetation uses</li> <li>IQ - cycle of seasons</li> </ul>
Cultural Landscape	<p>Ovayok is a special place that provides residents and visitors a place to relax, enjoy activities, heal, and harvest. The continuous use of the area is documented in the oral history. The significance of the park can be communicated through interpretation of its role as a family gathering area; the healing power of connecting with the landscape; and its uses during harvesting activities.</p>	<p>Current community use of the park:</p> <ul style="list-style-type: none"> <li>Cultural appreciation and connection to heritage</li> <li>Recreation</li> <li>Fishing</li> <li>Hunting, harvesting and travel on the land</li> <li>Camping and other activities on the land</li> <li>Elders stories of life at the park in the recent past</li> <li>Vegetation, specifically berries and plants used for cultural practices</li> <li>Water and ice conditions on the lakes</li> <li>Trails and hunting routes – connect the park to the broader landscape that still supports a traditional lifestyle</li> <li>Sustainable use, minimum impact travel and safety</li> </ul>



Subthemes	Subtheme Description from the Master Plan	Suggested Topics for Interpretation
Natural Resources	Ovayok is the highest landform on Victoria Island and the most prominent feature in the local landscape. Viewed from the community, the esker dominates the skyline and excites the imagination. The landscape is rich in plant diversity and offers important habitat for a variety of wildlife. In addition to emphasizing the natural resources through the other sub-themes, the natural features of the park can be highlighted in promotional materials to attract residents and visitors to explore Ovayok as bird watchers, hikers or campers, or cultural heritage enthusiasts. Heritage Appreciation is an opportunity to educate park visitors and community residents through engagement. Heritage Appreciation will bring greater awareness of the park's significant resources and stories.	<p>Natural History of the park as an evolving landscape:</p> <ul style="list-style-type: none"> <li>• Geology</li> <li>• Climate and Glaciation</li> <li>• Vegetation</li> <li>• Birds and other Wildlife</li> <li>• Legends related to formation of landscape features</li> <li>• Vantage Points for Hunting</li> </ul>





## 3.2 AUDIENCES

Developing and implementing the Ovayok 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 HAP, and each group’s needs must be considered for the benefits to be realized.

Since the HAP will be developed and implemented over several years as financial and human resources permit, this Plan has identified the primary audiences, or those groups that will benefit directly from the heritage appreciation program components, and the secondary audiences as those who will receive benefits indirectly from the proposed actions.

There are two primary audiences identified for Natural Environment Recreation Parks: Residents and Visitors. The Ovayok Master Plan also identifies ‘Researchers’ as a third primary audience, and the CJPMC has recently recognized ‘Media’ as a fourth primary audience due to its value in sharing information on culture and heritage programs, and the importance of the park to the community and visitors. These four audiences (also called park user groups) are further described in the Master Plan (Section 2.2.4) and Inventory (Section 2.4).

The development and implementation of the Ovayok HAP will result in resources that may also indirectly benefit the following additional groups:

- Online Visitors that can access resources about the park on the NP&SP website; and
- Schools outside of Cambridge Bay that can access online resources about the park.

The following table (Table 4) 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 NP&SP 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 both residents of Cambridge Bay and tourists coming from other places, or park interpretive training materials that could benefit both Inuit Tourism Operators and park staff.

### ***Primary Audiences for the Ovayok HAP***

- Residents
- Visitors (Tourists)
- Researchers
- Media









Table 4: Ovayok HAP Audience Needs

CATEGORY	TARGET	PRIMARY OR SECONDARY	NEEDS	RECOMMENDED APPROACH
Cambridge Bay Schools	Students	Primary audience	<ul style="list-style-type: none"><li>• Awareness of the Nunavut Parks Program</li><li>• Understand the natural environment of the park, cultural significance of the park, and park regulations</li><li>• Stewardship and respect for parks, specifically the impact of ATV use, vandalism, garbage</li></ul>	<ul style="list-style-type: none"><li>• Communication Materials (e.g. newsletters, brochures, park map, presentations, social media)</li><li>• Education and Youth Programs (e.g. Education Module-based information about the park for use in the classroom, In-park Camps, Outdoor Classroom)</li></ul>
	Teachers	Primary audience	<ul style="list-style-type: none"><li>• Teaching modules</li><li>• On-line information or resources for projects, homework or assignments</li></ul>	<ul style="list-style-type: none"><li>• 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)</li></ul>
Residents of Cambridge Bay	Inuit and non-Inuit residents using the park and surrounding area	Primary audience	<ul style="list-style-type: none"><li>• Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA</li><li>• Use, access and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit owned lands</li><li>• Awareness of the Nunavut Parks Program</li><li>• Understand the natural environment of the park, cultural significance of the park, and park regulations</li><li>• Stewardship and respect for parks, specifically the impact of AVT use, vandalism, garbage</li><li>• Park related Inuit business and career opportunities</li><li>• Public safety notices</li></ul>	<ul style="list-style-type: none"><li>• Interpretation tools (e.g. signs, displays)</li><li>• Community/Cultural Events – in coordination with Inuit Tourism Strategy</li><li>• Education and Youth Programs (e.g. Learn-to Program, In-park camps, outdoor classroom activities)</li><li>• Communication Materials (e.g. newsletters, brochures, park map, presentations, radio shows, social media)</li></ul>
	Residents that are not using the Park	Primary audience	<ul style="list-style-type: none"><li>• Awareness of the Nunavut Parks Program</li><li>• Awareness of the services and activities to encourage use of parks</li><li>• Increased accessibility for residents to visit the park</li></ul>	<ul style="list-style-type: none"><li>• Communication tools (e.g. newsletters, social media, park map, radio shows)</li></ul>
	Youth	Primary audience	<ul style="list-style-type: none"><li>• Awareness of the Nunavut Parks Program</li><li>• Park related career opportunities</li></ul>	<ul style="list-style-type: none"><li>• Education and Youth Programs (e.g. Cambridge Bay “Careers in Parks” package, presentations, NP&amp;SP participation in Job Fairs)</li></ul>



CATEGORY	TARGET	PRIMARY OR SECONDARY	NEEDS	RECOMMENDED APPROACH
Visitors	Tourists, Business Travellers, or potential future visitors	Primary audience	<ul style="list-style-type: none"> <li>Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA</li> <li>Use, access and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit owned lands</li> <li>Permit requirements (where applicable) or regulated/prohibited access areas or activities (where applicable)</li> <li>Awareness of the Nunavut Parks Program</li> <li>Understand the natural environment of the park, cultural significance of the park, and park regulations</li> <li>Stewardship and respect for parks</li> <li>Inuit tourism businesses and tourism opportunities related to the park</li> <li>Community specific cultural events and activities that are supported by NP&amp;SP</li> <li>Public safety notices</li> </ul>	<ul style="list-style-type: none"> <li>Interpretation tools (e.g. signs, brochures, in-park programs)</li> <li>Community/Cultural Events – in coordination with Inuit Tourism Strategy</li> <li>Education and Youth Programs (e.g. Learn-to Program)</li> <li>Communication Materials (e.g. online resources, brochure, park map)</li> </ul>
	Researchers <ul style="list-style-type: none"> <li>Canadian High Arctic Research Station’s POLAR research group</li> </ul>	Primary audience	<ul style="list-style-type: none"> <li>Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA</li> <li>Use, access and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit owned lands</li> <li>Research permit requirements (where applicable) or regulated/prohibited access areas or activities (where applicable)</li> <li>Public safety notices</li> </ul>	<ul style="list-style-type: none"> <li>Communication Materials (e.g. online resources, newsletters, posters, presentations, park map)</li> <li>Outdoor Labs, lectures</li> <li>Research partnership opportunities</li> </ul>
Media	Newspaper/ Magazines, TV/Radio, Internet	Primary audience	<ul style="list-style-type: none"> <li>Awareness of the Nunavut Parks Program</li> <li>Understand the natural environment of the park, cultural significance of the park, and park regulations</li> <li>Awareness of the services and activities to encourage use of parks</li> <li>Community specific cultural events and activities that are supported by NP&amp;SP</li> <li>Public safety notices</li> </ul>	<ul style="list-style-type: none"> <li>Communication Materials (e.g. online resources, newsletters, announcements, posters, social media, radio shows, presentations, brochure, park map)</li> </ul>
Business	Inuit businesses <ul style="list-style-type: none"> <li>Tourism providers (hotels, restaurants, outfitters, guides, etc.)</li> </ul> Other businesses <ul style="list-style-type: none"> <li>Cruise ship operators</li> </ul>	Secondary audience	<ul style="list-style-type: none"> <li>Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA</li> <li>Use, access and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit owned lands</li> <li>Awareness of the TPA</li> <li>Permit requirements (where applicable) or regulated/prohibited access areas or activities (where applicable)</li> <li>Public safety notices</li> <li>Awareness of Inuit business opportunities in Nunavut Parks as defined by the NLCA and IIBA (where applicable)</li> <li>Information on visitor groups using the park and the services they require/request</li> <li>Inuit Tourism Strategy</li> <li>Cultural events and activities with tourism potential that are supported by NP&amp;SP</li> </ul>	<ul style="list-style-type: none"> <li>Community/Cultural Events – in coordination with Inuit Tourism Strategy</li> <li>Educational Programs (e.g. Park interpretive script and training - in coordination with the Inuit Tourism Strategy)</li> <li>Communication Materials (e.g. newsletters, posters, presentations, promotional materials in coordination with the Inuit Tourism Strategy)</li> <li>Tour package opportunities (long-term)</li> </ul>

CATEGORY	TARGET	PRIMARY OR SECONDARY	NEEDS	RECOMMENDED APPROACH
Park Management Partners	CJPMC	Advisory Group	<ul style="list-style-type: none"> <li>Awareness of the NLCA, IIBA and TPA</li> <li>Awareness of the Nunavut Parks Program</li> <li>Awareness of park-specific planning and programs, including the inventory of cultural resources, master plan, management plan, and Inuit Tourism Strategies</li> </ul>	<ul style="list-style-type: none"> <li>Communication Materials (e.g. newsletters, presentations)</li> </ul>
	Kitikmeot Inuit Association	Advisory Group	<ul style="list-style-type: none"> <li>Awareness of the Nunavut Parks Program</li> <li>Awareness of park-specific planning and programs, including the inventory of cultural resources, master plan, management plan, and Inuit Tourism Strategies</li> </ul>	<ul style="list-style-type: none"> <li>Communication Materials (e.g. newsletters, presentations)</li> </ul>
Government	Government of Nunavut Departments working directly with the NP&SP Division <ul style="list-style-type: none"> <li>Department of Environment</li> <li>Parks and Special Places Staff</li> <li>Regional Offices</li> <li>Wildlife Division, Area Office Staff – Wildlife Officers, Wildlife Researchers</li> <li>Department of Education</li> <li>Department of Culture and Heritage</li> <li>Nunavut Arctic College</li> <li>ED&amp;T</li> </ul>	Primary audience	<ul style="list-style-type: none"> <li>Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA</li> <li>Use, access and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit owned lands</li> <li>Awareness of the TPA</li> <li>Awareness of the Nunavut Parks Program</li> <li>Awareness of park-specific planning and programs, including the inventory of cultural resources, master plan, management plan, and Inuit Tourism Strategies</li> <li>Increase understanding and awareness of natural and cultural resources, heritage and history in all parks</li> <li>Partnerships to manage the parks natural and cultural resources</li> <li>Partnerships to monitor and enforce regulations governing the parks natural and cultural resources</li> <li>Public safety notices</li> <li>Awareness of Inuit Tourism Strategies and information on opportunities to promote tourism opportunities associated with parks, including cultural events and activities</li> </ul>	<ul style="list-style-type: none"> <li>Education and Youth Programs (e.g. Park interpretive script and training)</li> <li>Communication Materials (e.g. newsletters, brochure) at hotels</li> </ul>
	Municipality of Cambridge Bay	Secondary audience	<ul style="list-style-type: none"> <li>Awareness of the NLCA, IIBA and TPA</li> <li>Awareness of the Nunavut Parks Program</li> <li>Awareness of Ovayok development and management plans, including the master and management plans, management zones</li> <li>Awareness of Inuit Tourism Strategies</li> <li>Partnerships for park Interpretative programs (e.g. signs, in-park programs, heritage centre display, promotion of cultural events, promotional materials)</li> </ul>	<ul style="list-style-type: none"> <li>Communication Materials (e.g. newsletters, presentations)</li> </ul>



CATEGORY	TARGET	PRIMARY OR SECONDARY	NEEDS	RECOMMENDED APPROACH
Non-government	Ekaluktutiak Hunters and Trappers Organization	Secondary audience	<ul style="list-style-type: none"><li>• Awareness of Inuit rights in Nunavut Parks as defined by the NLCA and IIBA</li><li>• Use, access and enjoyment; harvesting; removal of carving stone; outpost camps; cabins; Inuit owned lands</li><li>• Awareness of the NLCA, IIBA and TPA</li><li>• Awareness of the Nunavut Parks Program</li><li>• Awareness of Inuit harvesting rights in Nunavut Parks as defined by the NLCA and IIBA</li><li>• Respect for sustainable use of the park, specifically the impact of ATV use</li><li>• Avoid conflicts between harvesting activities by increasing awareness of the recreational and tourism programs that may occur in the park</li><li>• Awareness of Owayok development and management plans, including the master plan, management plan, and management zones</li></ul>	<ul style="list-style-type: none"><li>• Communication Materials (e.g. newsletters, posters, presentations)</li></ul>









### 3.3 KEY MESSAGES

At the park-specific level, interpretative programs share information on park heritage, including broader NP&SP Program key messages. These key messages include both factual information about the nature, purpose and regulations relating to heritage appreciation, and values or principle-based messaging. Special attention must be given to maintain consistency and level of detail in messaging. Messages must also be framed in light of the specific audiences for whom they are intended. The key messages approved for use in the NP&SP Heritage Appreciation Program are detailed in Appendix 5 of the HA Framework.

Information and content contained in the previous plans and reports prepared for Owayok have informed the key messages for this Heritage Appreciation Plan, including information that will increase awareness of Nunavut Parks, Owayok, and the Park’s heritage theme “Land of Legends”, for each audience group.

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

















## 3.4 HERITAGE APPRECIATION PLANNING METHODOLOGY

### 3.4.1 OVAYOK TERRITORIAL PARK DRAFT HERITAGE APPRECIATION PLAN (2019-29)

*The Ovayok Territorial Park Draft Heritage Appreciation Plan (2019-29) was prepared to meet the requirements of the NLCA and IIBA. The Nunavut Parks Framework for Heritage Appreciation/Interpretive Planning and Heritage Appreciation Strategy were used to guide the content of the heritage appreciation plan.*

In 2017-2018 the park's original master and management plans were updated by NVision Insight Group under guidance of the Ovayok CJPMC. Combined, these two documents identify the heritage appreciation elements that are recommended at Ovayok. The following table identifies the reports that informed the content of the Heritage Appreciation Plan.

Table 6: Key documents that have informed Ovayok's Heritage Appreciation Plan

YEAR	TITLE	AUTHORS	PURPOSE
2017	Ovayok Territorial Park Complete Inventory of Park Resources	CJPMC/NVision Insight Group	Inventory of Park Resources
2018	Ovayok Territorial Park Master Plan (final draft)	CJPMC/NVision Insight Group	Updated Master Plan
2018	Ovayok Territorial Park Management Plan (final draft)	CJPMC/NVision Insight Group	Updated Management Plan

As an existing park with interpretive elements and programs, the development of Ovayok's current Interpretive Program preceded the standard methodology outlined in the HA Framework (Section 3.3.1) and therefore required revisions. The 2018 Master Plan served as a starting point for NP&SP and the CJPMC to determine what specific additional content was needed or required to complete the Heritage Appreciation Program for Ovayok. The Master Plan also outlined several updates and recommendations for existing elements that have been developed over the past years.

This Ovayok Territorial Park Heritage Appreciation Plan has been developed to meet statutory requirements, the park-specific requirements in the HA Framework, strategic goals and objectives in the 2016-21 HA Strategy; and to address changes that have occurred in the park's physical environment, state of park resources, park usage, and community vision for the future of the park.

The Heritage Appreciation Plan for Ovayok has been developed under the guidance of the Cambridge Bay CJMPC. All future work related to Ovayok's Heritage Appreciation Program should adhere to the consultation techniques that will be discussed later in Section 5.











## 4 OVAYOK HERITAGE APPRECIATION STRATEGY

The strategic approach used to prepare Ovayok's Heritage Appreciation Plan is based on the park's goals, visions and statutory requirements for heritage appreciation, as set out by the park's master plan, management plan, HA Framework, and 2016-21 HA Strategy. This section describes the additional programs and materials needed to complete the content requirements for Ovayok's Heritage Appreciation Program, to facilitate park visitor and community residents' experiences, and 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 Qaujimagatuqangit, and provide support to all park audiences in connecting with the culture and heritage of Ovayok.

The following list includes the programs and actions that are proposed for the Ovayok Heritage Appreciation Program, and will be detailed and discussed in this section:

- *Signage and Displays (Section 4.1),*
- *Promotional and Informational Materials (Section 4.2),*
- *Public Communications (Section 4.3),*
- *Community/Cultural Events (Section 4.4),*
- *Park-Specific Education Programs (Section 4.5)*
- *Special Projects (Section 4.6),*
- *Interpretive Training Tools (Section 4.7),*
- *Youth Career Development (Section 4.8)*
- *Annual Student Award (Section 4.9), and*
- *Updates to the Park's Image and Video Collection (Section 4.10).*

### 4.1 SIGNAGE AND DISPLAYS

Signage and displays provide information, regulation and interpretation to support the goals and vision of the park. At Ovayok, there are currently 42 different signs in use, including entry signage, map panels, interpretive panels, walk-around pylons, and marker posts. Together, the purpose of these signs was intended to provide directions to trail users, as well as information about selected features of the park. The existing signs at Ovayok were created as per the recommendations for trails and interpretive facilities described in the *Ovayok Territorial Park Final Report (2005)* and in response to operational needs over the years. An inventory of all existing signs in the park is included in Appendix 6.2.

The Master Plan identified several issues and inconsistencies relating to signage at the park. For example, there are currently no signs with regulatory messages or informational text about the territorial parks system or program. There is also no central signage kiosk to welcome visitors to the park and provide the overview of the park's history, cultural significance, and recreational opportunities. Additionally, colour coding on trail markers is inconsistent, community signage is outdated, and the placement and orientation of several signs could be improved.

As such, the Master Plan has identified a multi-year project, to take place between years 1-4 of the Master Plan implementation, which will include a review of the existing and new interpretive signage requirements, development of a new signage plan, and the design, fabrication and installation of all signage elements.

In keeping with the master plan recommendations, a review of signage was conducted during the development of this Ovayok Heritage Appreciation Plan, and a new signage framework is presented below.

#### 4.1.1 NEW SIGNAGE FRAMEWORK FOR OVAYOK

To address the recommendations for Heritage Appreciation in the master plan and aid in advancing the park's need for an updated signage plan, the following framework is presented as a replacement to the current signage program in Ovayok Territorial Park. This framework will bring the in-park signage into conformity with the guidelines for interpretive park signage by providing key informational and regulatory messages; applying the theme "Land of Legends" and the associated sub-themes to park signage locations; identifying Inuit Owned Land as per the IIBA; identifying Inuit place names as per the IIBA; and correctly identifying trail routes. The resulting signage program will provide interpretive stories, information and other key management messages to various park users.

Within Cambridge Bay, this interpretive framework also recommends a new interpretive panel about Ovayok Territorial Park to be installed at the Arctic Coast Visitor Centre.

Recommendations related to the existing signage in Ovayok are to:

- Keep the existing main entry sign but add a new, complimentary sign as per the master plan
- Replace all existing in-park interpretive panels and trail markers but re-use posts and cribs
  - Relocate the panel post/crib from the top of the esker and the panel post/crib from the Tolemaqk trail to position them both at Neakoa with the one existing panel post/crib there. Replace the interpretive panels for all three signs.
  - Relocate the existing map panel structure (at the trail head) to a new location on Access road at IOL boundary. Replace the map panel and header.
  - Replace the two panels at the archaeological site in the north west portion of the park at the end of the Cycle of the Seasons trail
- Maintain the same trail routes, but identify new names for each trail based on Inuit place names
- Replace all existing trail marker panels but re-use posts and cribs
- Re-use the campground number signs in new locations
- Re-use the directional markers and the wildlife warning signs as required
- Replace the Arctic Coast Visitor Centre interpretive panel.

The following table and map describe the general content and locations for a new signage plan in the park and community. It should be noted that this signage framework provides only a general outline for signage content, and that a revised storyline for panel content will need to be prepared with input from the CJPMC to ensure consistency with the park interpretive theme and key messages, clear trail marking and mapping, correct use of Inuinnaqtun place names and trail names, and to ensure the regulatory messages are consistent.

#### 4.1.2 GPS LOCATIONS FOR SIGNAGE INFRASTRUCTURE

Parks staff will be required to mark the GPS locations for trail posts, directional markers, boundary markers, interpretive panels and kiosks prior to issuing the RFP/RFQ for signage installation.

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







Table 7: New Signage Framework for Owayok Territorial Park

LOCATION (as per master plan)	SIGN TYPE	THEME / SUB-THEME	RECOMMENDED CONTENT
Site A	Park Entrance Sign “Brand” Panel	n/a	<ul style="list-style-type: none"><li>• Nunavut Parks logo</li><li>• GN logo</li></ul>
	Roofed Kiosk (double-sided panels)	<b>Land of Legends:</b> introduction to Owayok Territorial Park; park services and activities; and the park heritage appreciation theme.	<ul style="list-style-type: none"><li>• General NP&amp;SP text and Owayok introduction including theme and significance of the park</li><li>• Contact information</li><li>• Park map and legend of services</li><li>• Description of services and activities</li><li>• Key messages: safe and sustainable travel; minimal impact travel; travel in bear country</li><li>• Regulations: Inuit rights in parks; protecting archaeological resources; camping in the park; non-disturbance of wildlife; ATV use on the esker and trails; private cabins protocol</li></ul>
Site C	Roofed Kiosk (double-sided panels)	<b>Land of Legends:</b> Details on day use services and activities in Owayok Territorial Park; Regulations; and the park heritage appreciation theme as it relates to the cultural significance of past and present use of the park.	<ul style="list-style-type: none"><li>• General Owayok overview of day use services and activities</li><li>• Contact information</li><li>• Park map and legend of services</li><li>• Key message summaries: safe and sustainable travel; minimal impact travel; travel in bear country</li><li>• Regulation summaries: Inuit rights in parks; protecting archaeological resources; camping; wildlife; ATV use; private cabins protocol; garbage; campfires; dogs</li></ul>
	2 small interpretive signs	<b>Cultural Landscape</b>	<ul style="list-style-type: none"><li>• Story related to the archaeological resources of the park and Inuit use of the landscape and resources in the past through to the present</li><li>• Archaeological Resources – what to do and what not to do to appreciate archaeology</li></ul>
	1 icon post (four-sided panels)	<b>Directional: services</b>	



LOCATION (as per master plan)	SIGN TYPE	THEME / SUB-THEME	RECOMMENDED CONTENT
Site D	Kiosk (double-sided panels)	<b>Land of Legends:</b> Details on hiking, bird watching, overnight camping, and day use services and activities in Ovayok Territorial Park; Regulations; and the park heritage appreciation theme as it relates to the Ovayok Legend.	<ul style="list-style-type: none"> <li>General Ovayok overview of travelling further into the park, day use services and activities</li> <li>Specific messages for hikers, bird watchers, and overnight campers</li> <li>Contact information</li> <li>Park map and legend of services</li> <li>Key message summaries: safe and sustainable travel; minimal impact travel; travel in bear country</li> <li>Regulation summaries: Inuit rights in parks; protecting archaeological resources; camping; wildlife – specific messages about raptor nesting areas; ATV use; private cabins protocol; garbage; campfires; dogs</li> </ul>
	3 double-sided interpretive panels located at the proposed pavilion	Legends Cultural Landscape	<ul style="list-style-type: none"> <li><b>Legends:</b> Share the legend of Ovayok, including information on the three esker features. Include a map to orient the visitor to the location of each esker (Lady Pelly and Baby Pelly are visible on a clear day)</li> <li><b>Cultural Landscape:</b> Develop the story to link the legend to the cultural significance of the landscape - link the Legend to Inuit culture – what does the legend teach us about survival in the environment, harvesting, migration across the land based on the seasons.</li> <li><b>Cultural Landscape:</b> Link the legend to the landscape formation of an esker. Share the stories and names of the body parts of the Ovayok giant (feet, head, ribs, arms, body) to explain the landscape features and formation actions that contribute to the esker and legend</li> </ul>
	3 double-sided interpretive panels located at the proposed parking lot/trail head	Natural Resources	<b>Natural Resources</b> <ul style="list-style-type: none"> <li>General messages about what a park user can experience from the natural resources and environment when hiking the trail, camping, or relaxing in the park</li> <li>Explain the natural formation of an esker. Share the theories about the geological, glacial and hydrological actions that may have formed Ovayok and the surrounding landscape</li> <li>Migratory birds – share information on the birds that are commonly seen in the park; explain their migratory and life cycle as it relates to their time stopping in the park – encourage sustainable bird watching</li> <li>Plants – share the story of the key plants of the park including the use of plants by Inuit (edibles and medicinal) and plants of importance to wildlife</li> </ul>
	2 medium interpretive signs (re-use the existing interpretive posts/cribs)	Cycle of the Seasons	<b>Cycle of the Seasons:</b> <ul style="list-style-type: none"> <li>Explain Inuit use of the regional landscape based on the seasons. Explain the importance of the seasons on the Inuit activities that were practiced around Ovayok (and continue to be practiced, specifically in the case of fishing and bird/egg harvesting)</li> <li>Link the broader landscape of the park and region to the migratory patterns of wildlife: summarize the past and present movement of caribou and muskox, and changes in populations; explain the seasonal cycle of fish between the lakes/rivers surrounding the park and out to the strait</li> </ul>
	2 icon posts (four-sided panels)	<b>Directional:</b> services; trailhead; ATV/Road regulations	

LOCATION (as per master plan)	SIGN TYPE	THEME / SUB-THEME	RECOMMENDED CONTENT
Trails	Replacement interpretive and icon post panels <ul style="list-style-type: none"> <li>- 9 icon post sided panels for trail identification</li> <li>- 5 interpretive panels (2 at archaeological site, 3 at Neakoa)</li> <li>- 1 new map/info panel for relocated existing map panel structure at new location on Access road at IOL boundary</li> </ul>	<ul style="list-style-type: none"> <li>Cultural Landscape</li> <li>Natural Resources</li> </ul>	2 panels at “Cycle of the Seasons” trail archaeological site <ul style="list-style-type: none"> <li>Archaeological site regulations and description of the archaeological features and the oral history on the past use of the area</li> <li>Tell the story to bring the place to life through quotes and memories – how it might have been when Inuit used this location in the past 3 panels at Neakoa</li> <li>Archaeological site regulations and description of the archaeological features and the oral history on the past use of the area</li> <li>Tell the story to bring Neakoa to life through quotes and memories – how it might have been when Inuit used this location in the past with a focus on this as a camp associated with fishing activities</li> <li>Fish and the significance of fish to Inuit – tell the natural and cultural story of fish and fishing at Neakoa Map Panel</li> <li>Ovayok Territorial Park general welcome message</li> <li>Map of the park indicating IOL and park boundary, plus legend of park services</li> <li>Key message regarding IOL</li> </ul>
Park Boundary Markers	7 icon posts (two panel sides)	Boundary marker : IOL and Park	<ul style="list-style-type: none"> <li>You are entering IOL</li> <li>You are entering Ovayok Territorial Park</li> </ul>
Raptor Nesting Markers	5 icon posts (two panel sides)	n/a	
Arctic Coast Visitor Centre	Kiosk (double side panels)	<b>Land of Legends:</b> introduction to Ovayok Territorial Park; park services and activities; and the park heritage appreciation theme.	<ul style="list-style-type: none"> <li>General NP&amp;SP text and Ovayok introduction including Legends theme and significance of the park in the Ovayok legend</li> <li>Contact information</li> <li>Park map and legend of services</li> <li>Description of services and activities</li> <li>Summary description of the cultural and natural resources of the park for those that might want to visit or those unable to visit but interested in the place</li> <li>Key messages: how to travel to the park; hiring a guide; safe and sustainable travel</li> </ul>
Additional directional signs in Cambridge Bay and on Access Road	1 directional panel  5 km marker posts	n/a	







### 4.1.3 OTHER SIGNAGE-RELATED ACTIONS

The Master Plan also identifies the following future actions related to the park's interpretive signage; however, the specific actions related to these projects have not been detailed in this plan because implementation details and timelines are currently unknown.

- **Trans Canada Trail** – The Trans Canada Trail, or “The Great Trail”, has a mission to identify multi-use trails across the country. Ovayok Territorial Park, through the CJPMC and NP&SP, will seek recognition of the park's hiking routes as a section of the Trans Canada Trail system, bringing recognition of the park's importance as a destination. Once designated, signage marking the Trans Canada Trail will be added at the park entry points and in the community. The CJPMC and NP&SP may also seek a partnership with the Municipality of Cambridge Bay and KIA to include the access road on municipal land and IOL in the Trans Canada Trail designation.

#### 4.1.3.1 OTHER RECOMMENDATIONS

The HAP also recommends consideration of the following actions related to the park's interpretive signage:

- **Additional Community Signage and Displays**
  - The Master Plan suggests that there may be opportunities for the installation of additional signage and displays in other community locations, such as the airport, or Arctic Coast Visitor Centre. Opportunities for additional components should be explored during the planning phase for new signage to ensure consistency in production of materials, and to take advantage of potential cost-savings that may result when ordering larger quantities of signs (i.e. producing a single sign or display may be more expensive than developing an extra unit as part of a larger project).
  - NP&SP could also partner with the Arctic Coast Visitor Centre and/or Kitikmeot Heritage Society to display park-specific content at an existing interpretive station. This could involve providing the centres with videos about the park, and ensuring that their public workstations have clear linkages to information about the park and the NP&SP webpage. These and other potential options can be explored with the centres' management during the planning phase for new interpretive signage.
- **Using mobile (Smartphone) technology to provide supplementary information**

As an additional opportunity, NP&SP could take advantage of the cellular phone signal that is accessible from the top and south-facing side of the esker at Ovayok. One option could involve adding QR codes to signage and brochures so that park users can access supplementary information to learn more about the park's resources while at the park.





## 4.2 PROMOTIONAL AND INFORMATIONAL MATERIALS

The Ovayok Master Plan indicates that communication and marketing materials should be used to increase awareness of the traditional and contemporary use of Ovayok, its association with legends and the region's archaeological values, the sustainable practices in territorial parks, and the tourism opportunities for visitors to Cambridge Bay. It also states that materials developed for Ovayok should stress the cultural significance of the site for the people of Cambridge Bay, share the story of the park through the Heritage Appreciation theme for Ovayok ("Land of Legends"), and promote Inuit tourism operators as per the Inuit Tourism Strategy.

In keeping with the HAP Framework, promotional and informational materials for Ovayok 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, trail maps, online information) should be developed in coordination with the objectives of the Cambridge Bay Inuit Tourism Strategy (Master Plan section 2.5).

The actions described below are recommended as additions and updates to the park's Heritage Appreciation program. Successful completion of these key communication components will bring the park into conformity with the IIBA; advance the park's goal and objectives to share Inuit Qaujimajatuqangit, the unique story of Ovayok through the theme "Land of Legends", and key messages that inform and encourage sustainable use of the park with residents and visitors; and will support NP&SP's strategic goal to promote NP&SP and increase public awareness and appreciation of the opportunities provided by Nunavut Parks.

### 4.2.1 WEBSITE – YEAR 1-5

The NP&SP website ([www.nunavutparks.com](http://www.nunavutparks.com)) provides general and park-specific web content for Ovayok, including basic information about the park's geography, wildlife, vegetation and history.

In its current state, the Ovayok-specific content on the NP&SP website does not meet the HA Framework requirements and key messages; nor does it adequately reflect the park as defined by the 2018 Master Plan. For example, the website does not reflect the park's theme "Land of Legends", or provide any information on the cultural significance of the park or its resources from an Inuit perspective. The website would also benefit from the addition of an updated park-specific map that shows park boundaries and detailed area/location maps for places of special interest, Inuit Owned Land, park access points and key coordinates, and emergency and other park facilities. It is therefore recommended that the park-specific webpage be updated to address these content deficiencies and messaging inconsistencies as soon as possible.

Secondly, 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 NP&SP, Heritage appreciation, and specific park events, planning and management information, accessible to media and the general 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 NP&SP and its partners;
- Online seasonal calendars which portray the time of year for significant traditional harvesting/cultural activities in and around Ovayok Territorial Park and Cambridge Bay;
- 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 Ovayok webpage will help NP&SP 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.

As a third recommendation for future consideration, several new communication tools could be added to the park webpage as they are developed. Although not a requirement for the park's Heritage Appreciation Program, these tools would enhance the available online resources for the park, and contribute to the park's objectives for heritage appreciation. These tools include:

**White Papers** are a government or other authoritative report giving information on an issue or topic of interest. It is recommended that NP&SP 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. There is also a possibility to partner with CHARS – POLAR Knowledge Canada to develop white papers (and/or a lecture series) about various Ovayok-specific scientific topics and issues.

**Video content**, such as a short park YouTube movie that combines images from the park, the Elder interviews, and possibly other interviews conducted in the park.

**Online educational materials** developed by NP&SP and its partners.

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

## 4.2.2 PARK BROCHURE BOOKLET – YEAR 1-5

As a *Natural Environment Recreation Park*, Ovayok will be required to have a *Park Brochure Booklet*. NP&SP currently has an existing brochure booklet for use at Ovayok that was developed in 2003 and later updated and reprinted in 2014; however, similar to the park's existing park signage, the Ovayok brochure booklet does not adequately reflect the Master Plan or all of the HAP Framework requirements (e.g. key messages, maps). The brochure has also been out of print for some time and there are currently no printed copies available in the park/community.

According to the master plan, marketing materials for Ovayok, such as a park brochure, should be designed to celebrate the story of the park, encourage visitation to the park and community, and promote Inuit tourism providers. Additionally, all materials about Ovayok should stress the cultural significance of the site for the people of Cambridge Bay, share the story of the park through the theme for Ovayok ("Land of Legends"), and promote Inuit tourism operators as per the Inuit Tourism Strategy.

Although some of the content of the existing booklet may still be relevant, it's recommended that a new brochure booklet be developed to fulfill all requirements, including adequate representation of the park's interpretive theme and subthemes, and other proper messaging. The brochure updates should also be designed and coordinated along with the new signage that will be developed through the framework proposed above so that mapping and messaging are consistent and complimentary.

This new brochure should be formatted using the existing NP&SP standard booklet brochure template currently in use by other parks (e.g. Iqalugarjuup Nunanga Territorial Park in Rankin Inlet), and as described by the HAP Framework (Section 4.2.3). The brochure should be geared toward residents and visitors, and contain the following content as outlined in the HAP Framework:

- Interpretive messages highlighting Inuit culture and heritage; sites of cultural significance; important wildlife areas; IQ on abiotic, biotic or cultural resources; first- person stories and 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;
- Images, illustrations, maps and park icons to highlight cultural and heritage significant sites or resources;
- Fun facts; and
- Local contact information for Inuit tourism promotion.

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.



Additionally, as previously mentioned, there is also an opportunity to take advantage of the park's access to cellular service by adding QR codes to interpretive materials (signs, brochures). These QR codes can be used to direct park users to specific online URLs where NP&SP could provide supplementary information about Ovayok and the NP&SP program. For example, QR codes linked to park-specific brochures and maps could be added to park welcome signage, thereby effectively increasing the accessibility of this information for park users.

### 4.2.3 PARK MAP BROCHURE – YEAR 1-5

As a 'Natural Environment Recreation Park', a new Park Map Brochure will be required to fulfill the park's requirements for promotional materials. This map brochure should be geared toward all park visitors, and designed as described by the HA Framework (Section 4.2.4) so that it can double as a poster to be hung on walls and in public spaces for longer periods. This visual-driven publication should be available online for download, and printed in hard copy form for distribution within the community (e.g. at the Wildlife office, hotels, Hamlet office, airport, community library, and visitors centre).

The Park Map Brochure's content should include:

- A strong image/map component on one side and details about the park on the reverse side
- An inset or detailed portage trail map;
- An inset or detailed context map showing the park and community, and access routes via the river and ATV trail;
- Numerous high quality images (photographs or illustrations) highlighting Inuit culture and heritage; sites of cultural significance; important wildlife areas; IQ on abiotic, biotic or cultural resources; brief interpretive messages and first-person stories and quotes related to the interpretive message;
- Park and territorial regulations related to cultural or heritage resources in the park;
- Resource or site specific mapping for cultural or heritage area (where applicable).

As with other promotional and informational materials produced for the park, care should be taken to ensure that the text is written in a manner that is understandable and useful for the community.

Finally, this new map brochure should be developed as a complimentary series along with the park brochure booklet described above. It can also be made available to park visitors through QR codes on park signage.



### 4.3 PUBLIC COMMUNICATIONS

NP&SP 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 Cambridge Bay 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 NP&SP Program or the park's heritage. A copy of this template is provided in the appendix (section 6.3.1).

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 copy of this template is provided in the appendix (section 6.3.2).

A template for *PowerPoint Presentations* has also been developed for presentations that are given by NP&SP to the public, partner organizations, or committees associated with the park. A sample of this template can be found in the appendix (section 6.3.3).

These communication templates, once customized for use at Owayok, can be used by NP&SP and the CJPMC to fulfill the park's goal and objectives related to communicating with residents of Cambridge Bay and other audiences in order to increase awareness about park's natural and cultural resources, and the rules, regulations, and best practices to use when visiting the park.

Specific actions for implementing these templates will be presented in Section 5.

### 4.4 COMMUNITY/CULTURAL EVENTS

As a strategic goal, NP&SP seek 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, NP&SP is required to host a community event on an annual basis to increase awareness of individual parks and the Nunavut Parks Program. NP&SP staff will develop a calendar of existing events or programs related to heritage appreciation to ensure community events are promoted through NP&SP communications, and support is provided to the community events. Through consultation with Cambridge Bay residents, seasonal calendars which portray the time of year for significant traditional harvesting/cultural activities in and around Owayok Territorial Park and Cambridge Bay, will also be developed and utilised for heritage appreciation interpretive programming.

As such, NP&SP staff will participate in community and cultural events that relate to or support park related tourism through partnerships with local municipalities and/or community organizations. Where available, resources to support these functions developed through the Heritage Appreciation Strategy should be used; examples would include a website, community events calendar, Nunavut Parks pop-up display and give-away merchandise, brochure, and staff support (where resources permit). Such functions could include drum dances, square dances, cultural performances, fishing derbies, Omingmak Frolics, Kitikmeot Trade Show, career fairs, heritage fairs and other cultural and recreational events. Other community events, such as Parks Day, will also encourage engagement with the park's heritage and be promoted as tourism opportunities through the community's Inuit Tourism Strategy.

#### 4.4.1 COMMUNITY OPEN HOUSE – ANNUALLY

An annual Community Open House could be planned and include programming that celebrates the heritage of the park. The event could be held in early August to coincide with the most popular time for community use of the park, which is also around the start of the school year. The primary audience would be the residents of Cambridge Bay, but several secondary audiences (e.g. non-resident park visitors, local outfitters and guides) would also benefit. Additionally, this type of event could be planned in such a way that it would meet some of the educational/interpretive programming requirements for the park, and also promote tourism through the participation of local guides, outfitters and other park-related tourism providers.

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 taken into account during the early planning phase for any community event. This event should also be linked to the Cambridge Bay Inuit Tourism Strategy, which is discussed later in section 5.3.2.





## 4.5 PARK-SPECIFIC EDUCATION PROGRAMS

The Nunavut Parks Program seeks to engage communities in parks-related topics 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 Ovayok will support NP&SP in achieving the strategic goals and objectives for park-specific Educational Programs, and will advance the park's own goals and objectives for heritage appreciation as described below.

### 4.5.1 IN-PARK EDUCATIONAL PROGRAMS

In-park educational programming will be developed by NP&SP to teach park users, through interactive activities taking place at Ovayok, about both IQ and scientific knowledge. These programs can also be offered in the community if access to the park is not possible due to poor road conditions. If these programs are held in the community, they would be best offered in an outdoor setting to help the program's audience feel more connected to the land. One potential location is the historic site along the river since it is easily accessible and provides a view of the park. Indoor locations may also be used through partnership with other community organizations (e.g. local schools, Arctic Coast Visitors Centre, Kitikmeot Heritage Society).

#### 4.5.1.1 LEARN-TO PROGRAM – YEAR 1-10

Through a park-specific “Learn To” Program at Ovayok, NP&SP 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 fish harvesting, fishing tool making, food and clothing caching, wildlife management, and cultural sites/archaeological management. This activity will involve the planning and delivering of two-hour sessions in the park or community at set times during the year. All sessions should include a hands-on component to help engage participants. Advertisement of the “Learn To” Program sessions will be done through the schools, youth centre, other community centres, radio, and online through social media. This program should also be linked to the Cambridge Bay Inuit Tourism Strategy (discussed later in section 4.5.2).

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).

Additional ideas offered by the Cambridge Bay CJPMC include: bird/habitat identification, teaching people about the significance of the different zones of the park, spiritual/yoga retreat, wilderness first aid, skin preparation, sewing basics, and how to set nets. The CJPMC also emphasized the importance of starting with traditional skill basics because there are so many individuals who do not have any experience, and might be intimidated to start with something more difficult. As such, activities where everyone learns together at the same pace are preferable.

Successful completion of the “Learn-to” Program kits for Ovayok will enable NP&SP to offer a scheduled educational program that will engage youth and others with an interest in the park. The establishment of this program in Cambridge Bay will also help NP&SP achieve its strategic objective to support educational objectives for the IIBA through heritage appreciation activities, and will support the park goal and objective for Heritage Appreciation: to share the park's theme “Land of Legends” and increase community awareness about the park, its important resources, and various management concerns.

#### **4.5.1.2 IN-PARK CAMPS – ONGOING**

In-park camps are another way to bring youth into Owayok to learn about heritage resources. Where feasible, any camp related to and supporting the parks heritage appreciation can be developed and delivered in the park in partnership with other agencies. For example, if another organization is planning a youth camp, NP&SP may participate as a contributor. The HA Strategy proposes a staged approach to contributing to in-park camps until such time as the Division is able to organize their own camps (HA Strategy, section 3.4).

NP&SP is especially encouraged to work with partner organizations to develop and support the delivery of an educational camp where the park Master or Management Plan identifies and opportunity for an oral history project, archaeological project or science camp in the park. For Owayok, there will be an opportunity to organize and deliver in-park camps in conjunction with the Archaeological and Oral History ‘Special Projects’ that will be discussed below in Section 4.6.

The provision of in-park camps at Owayok will provide youth with an opportunity to appreciate and learn about the park for an extended period of time. Through these types of programs, park users will form a connection to the park and increase their awareness of the park’s stories, resources and management challenges.

#### **4.5.1.3 OUTDOOR CLASSROOM – ONGOING**

Linking with the educational modules for the park, effort should be made to use the park as an Outdoor Classroom for Cambridge Bay Schools and residents, with NP&SP staff and local experts providing guided walks or talks about the resources of the park; story telling by Elders; and Elders teaching people specific skills. These events could be videotaped as an archive for use online and in the heritage/visitor centre. In partnership with Cambridge Bay Schools, teachers could lead classes in grades 7 and 10 groups in sessions related to the educational modules. Any classroom activity related to and supporting the parks heritage appreciation can be developed and delivered in the park in partnership with school/Department of Education curriculum.

As another Outdoor Classroom option, NP&SP could partner with CHARS – Polar Knowledge Canada research group and local Elders to teach youth about specific park management-related topics. The program could share both scientific and traditional knowledge about the landscape and resources within the park. Potential topics could include: climate change, safe travel practices in a changing environment, and bear safety. This type of event would also tie in with the “community events” elements of the Cambridge Bay Tourism Strategy (section 4.5.2). For example, if the workshops are scheduled for specific days, the event can be posted in the community and online as a park activity. This type of programming, which could be held in either the park or community, could also be linked to the Learn-to Program discussed earlier.







## 4.5.2 EDUCATION MODULES – YEAR 6-10

One of the requirements of the NP&SP 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, NP&SP 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 meanwhile, NP&SP, 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 Ovayok to be designed for use by Cambridge Bay 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 its resources. Students will also learn about park management and the skills required for protecting, preserving and presenting (through interpretation) the park’s natural and cultural resources.

The completion of these actions will advance the park’s objective to share the unique story “Land of Legends”, and increase awareness about the park and the management of its natural and cultural resources with local youth.

Finally, as mentioned above, NP&SP is also required to develop educational materials specific to grade 4 (see Appendix 3, Table 9, HA Framework). Because these materials may or may not be developed by NP&SP during the term of this Ovayok HAP, they have not been included. Therefore, their future development and implementation will need to be considered for Ovayok’s next heritage appreciation planning cycle (2030-40).

## 4.6 SPECIAL PROJECTS

To continue gathering information and IQ about the park, the Ovayok Master Plan and Management Plan have outline several “Special Projects” to be phased in over time based on the available capital budget and approved CJPMC annual work plans. These projects, which are summarized below, all have the potential to contribute in some way to the park’s Heritage Appreciation Program, either through providing additional information about the park’s cultural resources, or through the creation of tools that can be used to share the heritage of the park.

### 4.6.1 ORAL HISTORY PROJECT – YEAR 1-2

The Ovayok Master Plan prioritizes oral history projects to allow for Elders’ knowledge to inform the review and planning for creating new signage content. Oral History Project work should continue to record information from Elders and others with knowledge of the park, park resources, and cultural heritage. As per the IIBA, oral histories shall include local Elders and, where possible, visits to the park. Oral history should also be included in all Archaeological Sites Special Projects (see below). Oral histories should be videotaped and transcribed.

The completion of this oral history special project will provide NP&SP with additional information that can be used to promote the park and NP&SP Program, and also increase awareness of the significance of the park and its resources for residents of Cambridge Bay. Oral history collection at Ovayok will also contribute to the understanding and knowledge around the park’s theme “Land of Legends” to enhance the interpretive content for the park.

More information about this special project can be found in the Master Plan (sections 2.4.5 and 5.1.3) and Management Plan (sections 3.2 and 3.6).

### 4.6.2 ARCHAEOLOGICAL SITES SURVEYS – YEARS 3-4 AND 7-8

Archaeological projects will be required prior to development of new infrastructure identified in the Master Plan, or as required when a culturally significant site or known archaeological site is under threat from damage or loss. An archaeological survey (surface survey for visible features or artefacts) was conducted in 2018 by Archaeologist, Ken Swayze, for areas identified in the 2018 Management Plan as Development Zones.

Through partnerships with the GN Department of Culture and Heritage, Inuit Heritage Trust, and Kitikmeot Heritage Society, archaeological research at Ovayok will continue the data collection and understanding of cultural resources that can be included in the park’s Heritage Appreciation Program. As per the IIBA, Archaeological Sites Surveys will be undertaken with input from the CJPMC and local Elders, and opportunities for participation of local Inuit field students for all research projects in the park.

Two priority areas have been identified by NP&SP and the Cambridge Bay CJPMC for future archaeological research, and are described in the Master Plan (sections 2.4.5.5 and 5.2) and Management Plan (section 3.2.1 and 3.6). These include locations associated with proposed infrastructure and development zones, and other areas in the park to be identified by the CJPMC in the future. As per the IIBA, Archaeological Sites Special Projects will be undertaken with input from the CJPMC and local Elders, and opportunities for participation of local Inuit field students for all research projects in the park.

These archaeological research projects provide NP&SP with an opportunity to deliver the grade 11 education modules and in-park camps (discussed earlier). Continued archaeological work at the park will also further demonstrate the value and significance of the site as an important place for Inuit; and as with the oral history project mentioned above, the collection of knowledge around the cultural significance of Ovayok has the potential to enhance the interpretive content for the park’s Heritage Appreciation Program and theme, “Land of Legends”.



### **4.6.3 CLIMATE CHANGE MONITORING – ONGOING**

As per the Ovayok Management Plan, climate change monitoring, and the impacts of climate change on the permafrost and active surface layer of soils on the esker, will be ongoing operational or research priorities.

### **4.6.4 CLIMATE CHANGE RESEARCH – YEARS 3-4 AND 7-8**

Climate change research will seek partnerships and may be undertaken in multiple years to establish base line data over time. Special projects related to climate change can be linked to park-related educational opportunities, such as the Education Modules, Outdoor Classroom, or school/community presentation or lecture series.

### **4.6.5 BACKGROUND AND FEASIBILITY STUDY – YEAR 11-15**

The Ovayok Master Plan states that a Background and Feasibility Study will be conducted by the GN for potential future protection of the eskers Amaatuq (Lady Pelly) and Inuuhuktuq (Baby Pelly). This Background and Feasibility Study involves the two eskers to the north of Ovayok and is identified as a multi-year project in the Master Plan. Completion of this special project may result in additional traditional knowledge and other information about landscape resources that can be used to enhance the park's heritage appreciation program.



## 4.7 INTERPRETIVE TRAINING TOOLS

According to the Ovayok Master Plan, outfitter services for Cambridge Bay will include guided transport to the park by ATV, truck or bus, and snowmobile, or rental of vehicles for self-guided trips. Guided interpretive visits to the park are encouraged, and training may be required in the Tourism Strategy for local outfitters on interpretive guiding. To support this initiative, tools must be developed through the Heritage Appreciation Program for use by local outfitters, such as an interpretive script, suggested sites of cultural significance to visit, and suggested interpretive activities. The following actions will help NP&SP and the CJPMC achieve the desired outcomes for park interpretation.

### 4.7.1 OVAYOK INTERPRETIVE SCRIPT – YEAR 1-2

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 Ovayok, the script should highlight important stories and legends, 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, business operators and park staff in Cambridge Bay will help NP&SP achieve the park's vision to share the theme "Land of Legends" 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.

### 4.7.2 PARK-SPECIFIC INTERPRETIVE TRAINING – YEAR 1-2

To further support NP&SP in providing park-related services, an annual interpretive training program should be offered to NP&SP staff, local tour operators, and outfitters. This training would serve as an orientation to educate new and returning NP&SP summer staff about the special features and history of the park, and park regulations. It would also provide an introduction to the park for new operators, and refresher for established guides. A park orientation session also provides NP&SP with an annual opportunity to share updates on the park, such as management directives or issues that might affect operators' services.

As a component of this training program, participants could be invited to participate in the Community/Cultural Events discussed earlier in section 4.4, which would provide an opportunity for them to practice their park interpretive skills, and a chance for tourism-related businesses to promote their services. The Ovayok Management Plan includes a budget for heritage appreciation and interpretation training for staff (\$1K per person per year). Any actions in this category should be linked to the Cambridge Bay Inuit Tourism Strategy.





## 4.8 YOUTH CAREER DEVELOPMENT

NP&SP is obligated by the IIBA to establish and maintain appropriate communication linkages with Kiilnik High School to regularly communicate and update tourism- and parks-related information to students. NP&SP staff & CJPMC members will work with the schools and develop partnerships with teachers and principals to share information about territorial parks and provide information to students, through presentations about careers in parks, the Nunavut Parks Program, and the resources of their local park. To achieve this objective, NP&SP will develop an Ovayok-specific information package directed at Youth in Cambridge Bay to ensure that they have an awareness of Nunavut Parks and park career opportunities. Working off the template developed for Kugluk Territorial Park, this “Careers in Parks” package will be provided to the high school and shared by NP&SP and CJPMC members through presentations at the school and participation at annual Career Fairs.

The package includes the following materials:

- An Ovayok-specific brochure about working in Nunavut’s Parks,
- Information about Inuit Benefits and Nunavut’s Parks,
- An Interview Guide for Nunavut Youth,
- NP&SP Job Descriptions,
- A guide on how to apply for jobs with NP&SP,
- A short quiz to assess an individual’s compatibility for working in parks, and
- A Cambridge Bay-specific “Careers in Parks” PowerPoint Presentation.

The Cambridge Bay CJPMC has reviewed a sample career package, but the community/park-specific material will need to be finalized prior to implementation. The Heritage Appreciation Action Plan for Ovayok (Section 5) provides recommended actions to help NP&SP ensure these materials are used regularly and effectively to engage youth as required.

## 4.9 STUDENT AWARD

As per the IIBA for Territorial Parks, NP&SP is committed to delivering an Annual Award to high school students who are top achievers in 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 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.*

On an annual basis, a high school student in Cambridge Bay will receive a Park Award from the Cambridge Bay CJPMC for excellence in park-related academic topics.

## 4.10 UPDATES TO THE PARK'S IMAGE, VIDEO AND DOCUMENT COLLECTION

*This section identifies the various resources that are currently needed to support the actions of this Plan.*

### 4.10.1 PARK IMAGE DATABASE – YEAR 9-10

The HA Framework identifies the need for NP&SP to develop park-specific image databases with high-quality professionally commissioned images suitable for marketing Nunavut Parks. NP&SP has already collected a large amount of digital images that can support continued development of Ovayok's Heritage Appreciation Program; however, there will be a need to update the park's photo collection in the coming years, specifically following the development and installation of new park infrastructure. A series of high quality photographs featuring Ovayok's facilities and amenities should be taken at that time, and used to support the park's marketing initiatives.

Archival photos can be researched and purchased through the Library and Archives Canada.

Completing these actions will help NP&SP 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.

### 4.10.2 WEB-BASED VIDEO – ONGOING

Web-based video (e.g. You-Tube) is a product that can be broadcast on the parks website, displayed in the heritage centre, and used in educational programs for Youth who are in or out of school. As such, one video can serve several objectives to meet the needs of multiple audiences in Ovayok's Heritage Appreciation Program.

As mentioned earlier in Section 4.6, the Ovayok Master Plan and Management Plan prioritize the collection of the park's oral history, including the videotaping Elder interviews to share with the public.

Other activities that NP&SP organizes for the park, such as archaeological projects, camps, special presentations, or people using the park, can also be recorded and edited into short web-based video to promote park activities, stories/themes, and other important information to all park audiences through a variety of media (e.g. online, school presentations, job fairs, community events). Park users can also be encouraged to contribute their own images and videos of the park as an interactive feature on the NP&SP website.

### 4.10.3 BIBLIOGRAPHIC GUIDE TO THE PHOTO AND DOCUMENT ARCHIVE – YEAR 1-2

To aid in the organization and future collection of the park's HA-related resources, NP&SP should work to develop a Bibliographic Guide to the Document and Photograph Archive for Ovayok (see appendix 6.9 for example). This catalogue should be developed to identify park-related documents, digital images, and archival material that are either held in the NP&SP 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: Jaida Ohokannoak



## 5 OVAYOK HERITAGE APPRECIATION IMPLEMENTATION

*This section provides two action plans and a checklist that will aid NP&SP 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 HA Program.*

### 5.1 ACTIONS REQUIRED TO COMPLETE OVAYOK'S HERGE APPRECIATION PROGRAM

The following table corresponds to the “one-time” activities and actions outlined previously in Section 4, such as the creation of infrastructure, materials or educational programs. It 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 NP&SP on a yearly basis to ensure that they are considered for inclusion in annual work plans and budgets.

### 5.2 IMPLEMENTATION OF RECURRING HERITAGE APPRECIATION PROGRAMS

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



Photo: Jaida Oholanoak

Table 8: One-time activities and actions required to complete Ovayok’s HAP

HAP COMPONENT	DESCRIPTION	TIMEFRAME	CAPITAL COST ESTI-MATE *	CAPITAL COST TOTAL	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS	STATUS (to be completed by NP&SP)
Website	<ul style="list-style-type: none"><li>Content updates for park theme in keeping with the Master Plan</li><li>Addition of supplemental tools (e.g. library, links, image gallery</li><li>Addition of new content as it is developed (e.g. white papers, videos, education modules)</li></ul>	Year 1	\$12,000	\$12,000	<ul style="list-style-type: none"><li>HAP: 4.2.1</li><li>HA Strategy: 3.5</li></ul>	<ul style="list-style-type: none"><li>Project to be delivered by NP&amp;SP</li><li>Updates to theme should be completed as soon as possible</li><li>Development and addition of new online tools should be completed as/when possible</li></ul>	
Oral History Project	<ul style="list-style-type: none"><li>Elder video interviews and transcript</li></ul>	Year 1-2	One-year Project: \$20,000	\$20,000	<ul style="list-style-type: none"><li>HAP: 4.6.2</li><li>Master Plan: 2.4.5.5</li><li>Mgmt Plan: 3.6</li></ul>	<ul style="list-style-type: none"><li>Project to be delivered by NP&amp;SP in collabora-tion with community partner</li></ul>	
Interpretive Training Tools	<ul style="list-style-type: none"><li>Development of park-specific interpretive script and training pro-gram for park staff and tourism operators in Cambridge Bay</li></ul>	Year 1-2	\$10,000	\$10,000	<ul style="list-style-type: none"><li>HAP: 4.7</li><li>HA Framework: 4.5.3</li><li>Mgmt Plan: 3.6</li></ul>	<ul style="list-style-type: none"><li>Project to be delivered by NP&amp;SP</li></ul>	
Park Booklet Brochure	<ul style="list-style-type: none"><li>Content Development, Design and Printing</li></ul>	Year 1-5	Development: \$10,000 Printing run of 500 copies: \$4,000	\$14,000	<ul style="list-style-type: none"><li>HAP: 4.2.2</li><li>Mgmt Plan: 3.6 &amp; 4.4</li><li>HA Framework: 4.2.3</li></ul>	<ul style="list-style-type: none"><li>Project to be delivered by NP&amp;SP</li><li>Updates to the Park Image Database may be required prior to developing the park brochure</li></ul>	
Park Map Brochure	<ul style="list-style-type: none"><li>Content Development, Design and Printing</li></ul>	Year 1-5	Development: \$3,000 Printing run of 500 copies: \$5,000	\$8,000	<ul style="list-style-type: none"><li>HAP: 4.2.3</li><li>Mgmt Plan: 3.6 &amp; 4.4</li><li>HAP Framework: 4.2.4</li></ul>	<ul style="list-style-type: none"><li>Project to be delivered by NP&amp;SP</li><li>Updates to the Park Image Database may be re-quired prior to developing the park map brochure</li></ul>	
“Learn to” Program	<ul style="list-style-type: none"><li>Development of Ovayok specific programs and kits</li></ul>	Year 1-10	Materials = \$3,000	\$3,000	<ul style="list-style-type: none"><li>HAP: 4.5.1.1</li><li>Mgmt Plan: 3.6 &amp; 4.4</li><li>HA Strategy: 3.4</li></ul>	<ul style="list-style-type: none"><li>Project to be delivered by NP&amp;SP</li></ul>	
Replacement of Existing Signage	<ul style="list-style-type: none"><li>(13) Interpretive Signs and Map Panels</li><li>(8) Directional Posts</li><li>(19) Icon Posts</li></ul>	Year 3-4	Design, materials and construction = \$30,000 Shipping and installa-tion = \$5,000	\$35,000	<ul style="list-style-type: none"><li>HAP: 4.1.1</li><li>Master Plan: 2.4.3 &amp; 4.3 &amp; Table Q</li></ul>	<ul style="list-style-type: none"><li>Sign replacement to be completed as part of the review of all signage requirements for Ovayok</li><li>NP&amp;SP Signage Manual</li></ul>	



HAP COMPONENT	DESCRIPTION	TIMEFRAME	CAPITAL COST ESTI- MATE *	CAPITAL COST TOTAL	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS	STATUS  (to be completed by NP&SP)
Signage at Site A	<ul style="list-style-type: none"> <li>• Park Entrance Sign Brand Panel</li> <li>• (1) Roofed Kiosk</li> </ul>	Year 3-4	Park Entrance Panel Design, materials and fabrication = \$10,000  Kiosk design, materials and fabrication = \$15,000  Shipping and installation = \$5,000	\$30,000	<ul style="list-style-type: none"> <li>• <i>HAP: 4.1.1</i></li> <li>• <i>Master Plan 4.3.1.4 &amp; Table R</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>NP&amp;SP Signage Manual</i></li> </ul>	
Signage at Site C	<ul style="list-style-type: none"> <li>• (1) Roofed Kiosk</li> <li>• (2) Interpretive Signs</li> <li>• (1) Icon Post</li> </ul>	Year 3-4	Kiosk <ul style="list-style-type: none"> <li>• Per unit design, materials and fabrication = \$15,000</li> <li>• Shipping and installation = \$3,000</li> </ul> Interpretive signs and Icon post: <ul style="list-style-type: none"> <li>• Design, materials and construction = \$7,000</li> <li>• Shipping and installation = \$1,000</li> </ul>	\$25,000	<ul style="list-style-type: none"> <li>• <i>HAP: 4.1.1</i></li> <li>• <i>Master Plan 4.3.1.4 &amp; Table R</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>NP&amp;SP Signage Manual</i></li> </ul>	
Signage at Site D	<ul style="list-style-type: none"> <li>• (1) Double Sided Kiosk (no roof)</li> <li>• • 3 Interpretive Signs</li> <li>• • 3 Double Sided Interpretive Panels</li> <li>• • 2 Icon Posts</li> </ul>	Year 3-4	Kiosk (no roof) <ul style="list-style-type: none"> <li>• Per unit design, materials and fabrication = \$10,000</li> <li>• Shipping and installation = \$2,000</li> </ul> Interpretive signs and Icon post: <ul style="list-style-type: none"> <li>• Design, materials and construction = \$15,000</li> <li>• Shipping and installation = \$2,000</li> </ul>	\$29,000	<ul style="list-style-type: none"> <li>• <i>HAP: 4.1.1</i></li> <li>• <i>Master Plan: 4.3.1.4 &amp; Table R</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>NP&amp;SP Signage Manual</i></li> </ul>	
Arctic Coast Visitor Centre Signage	<ul style="list-style-type: none"> <li>• (1) Kiosk</li> </ul>	Year 3-4	<ul style="list-style-type: none"> <li>• Per unit design, materials and fabrication = \$13,000</li> <li>• Shipping and installation = \$2,000</li> </ul>	\$15,000	<ul style="list-style-type: none"> <li>• <i>HAP: 4.1.1</i></li> <li>• <i>Master Plan: 4.3.2.1 &amp; Table R</i></li> </ul>		

HAP COMPONENT	DESCRIPTION	TIMEFRAME	CAPITAL COST ESTI- MATE *	CAPITAL COST TOTAL	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS	STATUS  (to be completed by NP&SP)
<b>Park Boundary Markers – Icon Posts and Boulders</b>	<ul style="list-style-type: none"> <li>Assume 5 entry points</li> </ul>	Year 3-4	<ul style="list-style-type: none"> <li>Sign design, materials and fabrication = \$500</li> <li>Installation and Boulders= \$2,500</li> <li>Shipping and installation = \$500</li> </ul>	\$3,500	<ul style="list-style-type: none"> <li><i>HAP: 4.1.1</i></li> <li><i>Master Plan: 4.3.1.5 &amp; Table R</i></li> </ul>		
<b>Raptor Buffer Zone Signage – additional icon posts</b>	<ul style="list-style-type: none"> <li>Assume 5 posts</li> </ul>	Year 3-4	<ul style="list-style-type: none"> <li>Design, materials and fabrication = \$250</li> <li>Shipping and installation = \$250</li> </ul>	\$500	<ul style="list-style-type: none"> <li><i>HAP: 4.1.1</i></li> <li><i>Master Plan: Table R</i></li> </ul>		
<b>Directional Signage in Cambridge Bay and on Access Road</b>	<ul style="list-style-type: none"> <li>Assume 5 directional and km markers</li> </ul>	Year 3-4	<ul style="list-style-type: none"> <li>Design, materials and fabrication = \$250</li> <li>Shipping and installation = \$250</li> </ul>	\$500	<ul style="list-style-type: none"> <li><i>HAP: 4.1.1</i></li> <li><i>Master Plan: 4.3.1.5 &amp; Table R</i></li> </ul>		
<b>Archaeological Sites Project – Priority A</b>	<ul style="list-style-type: none"> <li>Priority A areas are locations associated with ATV platforms and development zones</li> </ul>	Completed in 2018	One-year Project Per Year = \$30,000	\$30,000	<ul style="list-style-type: none"> <li><i>HAP: 4.6.2</i></li> <li><i>Master Plan: 2.4.5.5 &amp; Table S</i></li> <li><i>Mgmt Plan: 3.6</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Results from project can be used for grade 11 education program and in-park camp, and offers outdoor classroom opportunities for local schools</i></li> <li><i>Cost Estimates are Class D</i></li> </ul>	
<b>Climate Change Monitoring</b>	<ul style="list-style-type: none"> <li>Erosion areas on the esker</li> </ul>	Ongoing	\$15,000	\$15,000	<ul style="list-style-type: none"> <li><i>HAP: 4.6.3</i></li> <li><i>Master Plan: 2.4.5.5 &amp; Table S</i></li> <li><i>Mgmt Plan: 3.6 &amp; 4.4</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Identify Partners</i></li> <li><i>Cost Estimates are Class D</i></li> </ul>	
<b>Climate Change Research</b>	<ul style="list-style-type: none"> <li>Erosion areas on the esker</li> </ul>	Year 3-4 Year 7-8	Multi-year Project Per Year = \$15,000	\$30,000	<ul style="list-style-type: none"> <li><i>HAP: 4.6.3</i></li> <li><i>Master Plan: 2.4.5.5 &amp; Table S</i></li> <li><i>Mgmt Plan: 3.6 &amp; 4.4</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Identify Partners</i></li> <li><i>Cost Estimates are Class D</i></li> </ul>	
<b>Education Modules</b>	<ul style="list-style-type: none"> <li>Development of grade 7, 10 &amp; 11 teacher education kits and online resource materials</li> </ul>	Year 6-10	Grade 7 modules = \$35,000  Grade 10 modules = \$30,000  Grade 11 modules = \$25,000	\$90,000	<ul style="list-style-type: none"> <li><i>HAP: 4.5.2</i></li> <li><i>Mgmt Plan: 3.6 &amp; 4.4</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Project will include Ovayok specific and general content.</i></li> <li><i>Through partnership with the GN Dept. of Education and Dept. of Culture and Heritage.</i></li> <li><i>Cost Estimates are Class D</i></li> </ul>	
<b>Archaeological Sites Project – Priority B</b>	<ul style="list-style-type: none"> <li>Other areas in the park – to be identified by the CJPMC</li> </ul>	Year 7-8	Multi-year Project Per Year = \$30,000	\$30,000	<ul style="list-style-type: none"> <li><i>HAP: 4.6.2</i></li> <li><i>Master Plan: 2.4.5.5 &amp; Table S</i></li> <li><i>Mgmt Plan: 3.6</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Identify Priorities</i></li> <li><i>Project should be planned to coincide with grade 11 education program and in-park camp, and offers outdoor classroom opportunities for local schools</i></li> <li><i>Cost Estimates are Class D</i></li> </ul>	



HAP COMPONENT	DESCRIPTION	TIMEFRAME	CAPITAL COST ESTI- MATE *	CAPITAL COST TOTAL	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS	STATUS  (to be completed by NP&SP)
Updates to Park Image Database	<ul style="list-style-type: none"> <li>Professional photos of park</li> </ul>	Year 9-10	Professional Photo-grapher = \$12,000	\$12,000	<ul style="list-style-type: none"> <li><i>HAP: 4.9.1</i></li> <li><i>HA Strategy: 3.5</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Project to be delivered by NP&amp;SP</i></li> <li><i>Completion of this action is recommended after new park infrastructure is completed</i></li> </ul>	
Background and Feasibility Study	<ul style="list-style-type: none"> <li>For the two eskers outside the park boundary</li> </ul>	Year 11-15	Multi-year project  Total budget = \$80,000	\$80,000	<ul style="list-style-type: none"> <li><i>HAP: 4.6.2</i></li> <li><i>Master Plan: 2.4.5.5 &amp; Table S</i></li> <li><i>Mgmt Plan: 3.6</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Cost Estimates are Class D</i></li> </ul>	

Table 9: Annually recurring actions and activities under Ovayok’s Heritage Appreciation Program.

HAP ACTION	DESCRIPTION	IMPLEMENTATION TIMEFRAME	REFERENCE DOCUMENT	PLANNING CONSIDERATIONS
<b>Public Communications</b>	Use of the parks’ communication templates, radio, or social media to announce events and meetings, or messages about park management issues	As/when applicable or required	<i>HAP 4.3</i>	<ul style="list-style-type: none"><li>• <i>To be delivered by NP&amp;SP</i></li><li>• <i>Newsletters and announcements will need to created to address the ongoing park management issues described in the management plan and HAP</i></li><li>• <i>NP&amp;SP will need to establish a protocol for issuing official notices to ensure consistency across the territory</i></li><li>• <i>NP&amp;SP &amp; the Cambridge Bay CJPMC will also need to establish a protocol for issuing messages that the CJPMC may want to disseminate</i></li></ul>
<b>Parks Day</b>	Planning and hosting an annual Parks Day Event to coincide with Canada’s Parks Day	Annually (on or around the third Saturday of July)	<i>HAP 2.5.1 &amp; 4.4</i> <i>HA Strategy 3.3</i>	<ul style="list-style-type: none"><li>• <i>Project to be delivered by NP&amp;SP, and adapted from existing Parks Day programming currently offered at Sylvia Grinnell Territorial Park in Iqaluit.</i></li><li>• <i>The Manager Parks: Heritage Appreciation will provide support or information to the local tourism coordinator or individual responsible for the community event as required.</i></li><li>• <i>This will include promoting the community, providing park information to share with residents and visitors attending the community event, and assistance in planning the community event</i></li><li>• <i>Must include cultural components, e.g. Learn-to Program sessions, interpretive presentations</i></li></ul>
<b>Community Open House</b>	Planning and Hosting an annual Community Open House to coincide with the most popular time for community use of the park	Annually in early August	<i>HAP 4.4.1</i>	<ul style="list-style-type: none"><li>• <i>Project to be delivered by NP&amp;SP</i></li><li>• <i>Should be planned to benefit residents, visitors</i></li><li>• <i>Should be planned and promoted as a tourism event to benefit local outfitters/guides</i></li><li>• <i>Must include cultural components, e.g. Learn-to Program sessions, interpretive presentations</i></li></ul>
<b>Community/Cultural Events</b>	Participate in community/ cultural events to increase awareness of Ovayok Territorial Park and the Nunavut Park Program;  Events such as: drum dances, square dances, cultural performances, fishing derbies, Omingmak Frolics, Kitikmeot Trade Show, career fairs, heritage fairs and other cultural and recreational events.	Throughout the year	<i>HAP 4.4</i>	<ul style="list-style-type: none"><li>• <i>Foster partnerships with local municipalities and/or community organizations</i></li><li>• <i>This will include promoting the community, providing park information to share with residents and visitors attending the community event (Nunavut Parks pop-up display, brochure and give-away merchandise)</i></li><li>• <i>NP&amp;SP staff will develop a “calendar of events” and update regularly throughout the year to ensure community events are promoted through NP&amp;SP communications, and support is provided to the community events</i></li><li>• <i>Should include cultural components, e.g. Learn-to Program sessions, interpretive presentations</i></li><li>• <i>Through consultation, NP&amp;SP staff will develop seasonal calendars to portray the time of year for significant traditional harvesting/cultural activities in and around Ovayok territorial park and Cambridge Bay, to be utilised for heritage appreciation interpretive programming.</i></li></ul>
<b>“Learn-to” Program</b>	Brief educational sessions used to teach topics that are relative to the park and its resources.	Regularly scheduled during park season	<i>HAP 4.5.1.1</i>  <i>Mgmt Plan 3.6</i>  <i>HA Strategy 3.4</i> <i>4.4.2.1</i>	<ul style="list-style-type: none"><li>• <i>Should be advertised through the schools, Youth Centre, radio, community centres and through social media</i></li><li>• <i>Can be delivered in conjunction with other activities and programs such as Community Events (Parks Day, Community Open House), school presentations, in-park camps</i></li></ul>
<b>In-Park Camps</b>	To provide in-park camp experiences for local students and Youth	As/when applicable	<i>HAP 4.5.1.2</i>  <i>HA Strategy 3.4</i>	<ul style="list-style-type: none"><li>• <i>To be delivered through partnership with other organizations (e.g. schools, IHT)</i></li><li>• <i>Can be use for any educational events or programs that can benefit from an in-park camp component</i></li></ul>
<b>Park-Specific Interpretive Training</b>	To provide annual training on interpretation and park management updates	Annually	<i>HAP 4.7</i>  <i>Mgmt Plan 3.6</i>	<ul style="list-style-type: none"><li>• <i>For NP&amp;SP staff, local Inuit tourism operators</i></li></ul>
<b>Youth Career Development</b>	To develop partnerships with Cambridge Bay schools’ teachers and principals to share information about Nunavut’s parks, careers in parks, the NP&SP Program, and the resources of Ovayok	Annually	<i>HAP 2.5.2</i>  <i>Master Plan 2.4.5.4</i>  <i>HA Strategy 3.4</i>	<ul style="list-style-type: none"><li>• <i>“Careers” information package should be distributed to Kiilunik High School, along with other park brochures and interpretive materials that are developed for the park.</i></li><li>• <i>NP&amp;SP staff &amp; one or more CJPMC member in Cambridge Bay should make an effort to 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></li></ul>
<b>Student Award</b>	Annual Award for secondary students who are top achievers in a parks-related field of study	Annually	<i>Master Plan 2.4.5.4</i>  <i>IIBA 6.2.1</i>	<ul style="list-style-type: none"><li>• <i>Contact high school to identify the student who is the top achiever</i></li><li>• <i>Present award on Parks Day or school year-end ceremony</i></li></ul>





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Peregrine Falcon  
Buffer Zone  
Zone des faucons pèlerins



### 5.3 CHECKLIST FOR ANNUALLY RECURRING HA SCHOOL OUTREACH

NP&SP 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, NP&SP 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 CTS (Career Technologies Studies) week, or any special projects (e.g. archaeology or other research) scheduled for the park.
- Determine if the school's career counselor has sufficient copies of career brochures and other print materials as required.
- Inquire about career 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 Heritage Appreciation Strategy identifies NP&SP'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.

At the park-scale, the success of a park's heritage appreciation program also depends on partnerships.

For example, in Cambridge Bay:

- Partnership with the Cambridge Bay CJPMC 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;
- Partnerships with hamlets and community organizations will aid NP&SP in the successful delivery of community events, such as Parks Day; and
- Partnerships and communication linkages with Cambridge Bay schools ensure that students are engaged in park heritage appreciation and are 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 CAMBRIDGE BAY 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 Cambridge Bay, this will involve making the most of tourism-related opportunities at Ouyok Territorial Park to help stimulate local tourism development and supporting 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 Cambridge Bay'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 also be included on the Park's web site and in marketing literature, taking the community's vision for tourism into account. The interconnections between the Cambridge Bay Inuit Tourism Strategy and the park's Heritage Appreciation Program have been identified (where applicable) throughout this Plan.

### 5.4.3 INUIT CONTRACTING AND BUSINESS OPPORTUNITIES

As per the IIBA, Nunavut Parks contracting and business opportunities should promote, to the maximum extent possible, Inuit economic self-sufficiency, capacity and participation in business opportunities in the Nunavut Settlement Area. And this should provide employment and training opportunities for Inuit.

At Ouyok, there will be incentives for Inuit and local businesses for park related contracts, as per the policy for Government of Nunavut and park-specific contracting. 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 in each associated community. NP&SP recognizes Inuit rights and obligations under the NLCA and IIBA, and heritage appreciation is shaped by co-management and consultation with park communities.

Ovayok's Heritage Appreciation Program has been developed in partnership with the Cambridge Bay CJPMC. 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 Ovayok 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 Ovayok, but must occur for Oral History and Archaeology Projects (IIBA 14.5)

Additionally, the guidelines presented in NP&SP'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 NP&SP staff (or contractors) are working with the public, small groups or individuals about matters related to the park's Heritage Appreciation.



Photo: Jaida Ohokannoak



# 5.5 PROGRAM MONITORING AND EVALUATION

To determine if the Heritage Appreciation Program is achieving its goals and objectives, NP&SP will undertake an evaluation of the Ovayok 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 methods(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); and
4. Implement the evaluation.

NP&SP 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). The Division will implement the evaluation internally or through an independent evaluator.

The general areas to evaluate the Ovayok HAP could include:

- The contribution of the HAP action to the NP&SP Program and specific heritage appreciation goals for Ovayok;
- 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; and
- The ability of NP&SP to implement the HAP within available resources (human and financial).

NP&SP should determine the evaluation indicators at the outset of the HAP. The following table recommends possible indicators for each of the HAP actions, and 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 9) 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 Owayok Territorial Park

HAP Action	Evaluation Objectives	HAP Indicators	Evaluation Method	Evaluation Schedule
<b>Interpretive Infrastructure: Park Signage</b>	<ul style="list-style-type: none"><li>Protect park and park resources</li><li>Increased awareness of park and park regulation generally, &amp; resources specifically</li><li>Engage visitors and community in park heritage</li><li>Enhance visitor experience</li></ul>	<ul style="list-style-type: none"><li>Negative impacts of visitor use are measurably reduced, specifically: ATV damage, vandalism, and disturbance to cultural sites</li><li>Increased knowledge and understanding of NP&amp;SP and the park among community residents</li><li>Park visitors appreciate the stories of the park</li><li>All park user groups and audiences have a positive experience and impression of the park</li></ul>	<ul style="list-style-type: none"><li>Visitor Surveys</li><li>Community open house/meetings</li><li>Community survey</li><li>NP&amp;SP staff reporting on the state of the park, its resources, and O+M issues</li></ul>	<i>Starting the season after the signage is installed:</i> <ul style="list-style-type: none"><li>Visitor Surveys: <b>annually</b></li><li>Community open house: <b>annually</b></li><li>Community survey</li><li>NP&amp;SP state of the park report: <b>annually</b></li></ul>
<b>Interpretive Infrastructure: Arctic Coast Visitor Centre</b>	<ul style="list-style-type: none"><li>Increased awareness of park and NP&amp;SP program</li><li>Engage visitors and community in park heritage</li><li>Enhance visitor experience</li></ul>	<ul style="list-style-type: none"><li>Increase in park visitation</li><li>Increased knowledge and understanding of NP&amp;SP and the park among community residents</li><li>Park visitors appreciate the story of the park</li></ul>	<i>Integrate with the methods listed above for park signage:</i> <ul style="list-style-type: none"><li>Visitor Surveys</li><li>Community open house/meetings</li><li>Community survey</li></ul>	<ul style="list-style-type: none"><li>Visitor Surveys: <b>annually</b></li><li>Community open house: <b>annually</b></li><li>Community survey</li></ul>
<b>Promotional and Informational Materials:</b> 1. Park Brochure 2. Park Map Brochure 3. Website	<ul style="list-style-type: none"><li>Increased awareness of park and park regulation generally, &amp; resources specifically</li><li>Engage visitors and community in park heritage</li><li>Enhance visitor experience</li><li>Support economic development (tourism) in Cambridge Bay</li></ul>	<ul style="list-style-type: none"><li>Increased knowledge and understanding of NP&amp;SP and the park among community residents</li><li>Consistent and comprehensive park related tourism information available online or through local tourism providers</li><li>Increased media coverage of the park and community</li></ul>	<ul style="list-style-type: none"><li>Monitor the traffic to the NP&amp;SP website for the park, and if possible monitor the downloads from the site</li><li>Monitor the numbers of brochures, postcards and maps handed out each season</li><li>Monitor media coverage that mentions the park</li></ul>	<i>Starting the season after materials are developed:</i> <ul style="list-style-type: none"><li>Monitoring will be annual for numbers of visitors accessing the website or taking hand outs</li><li>General monitoring of media should occur annually</li></ul>
<b>Public Communications:</b> 1. Newsletter 2. Announcement 3. PowerPoint	<ul style="list-style-type: none"><li>Increased awareness of park, heritage river and NP&amp;SP program</li><li>Engage the community and key stakeholders in park heritage</li><li>Provide information to the community and key stakeholders on specific issues, resources, or plans for the park</li><li>Support community consultation objectives of NP&amp;SP</li><li>Protect public safety through announcements when required</li></ul>	<ul style="list-style-type: none"><li>Increased knowledge and understanding of NP&amp;SP and the park among community residents</li><li>Consistent and comprehensive communications about NP&amp;SP, the park and specific issues</li><li>Engage key stakeholders in park issues</li><li>Timely public safety announcement concerning the park</li></ul>	<i>Integrate with the methods listed above for park signage:</i> <ul style="list-style-type: none"><li>Visitor Surveys</li><li>Community open house/meetings</li><li>Community survey</li></ul>	<ul style="list-style-type: none"><li>Visitor Surveys: <b>annually</b></li><li>Community open house and community survey: <b>annually</b></li></ul>

Table 10: Evaluation Indicators Framework for Owayok Territorial Park

HAP Action	Evaluation Objectives	HAP Indicators	Evaluation Method	Evaluation Schedule
<b>Community and Cultural Events:</b>  1.   Parks Day  2.   Community Open House	<ul style="list-style-type: none"><li>● Increased awareness of park and park regulation generally, &amp; resources specifically</li><li>● Engage visitors and community in park heritage</li><li>● Enhance visitor experience</li><li>● Support economic development (tourism) in Cambridge Bay</li></ul>	<ul style="list-style-type: none"><li>● Increased knowledge and understanding of NP&amp;SP and the park among community residents</li></ul>	<ul style="list-style-type: none"><li>● Record attendance at community open house functions</li></ul>	<ul style="list-style-type: none"><li>● Monitoring of specific actions (e.g. open house) will be linked to the action</li></ul>
<b>Learn-to Program</b>	<ul style="list-style-type: none"><li>● Increased awareness of park and its resources</li><li>● Engage community and visitors in park heritage</li><li>● Enhance visitor experience</li><li>● Support economic development (tourism) in Cambridge Bay</li></ul>	<ul style="list-style-type: none"><li>● Consistent and timely delivery of the Learn-to Program</li><li>● Increased knowledge and understanding of the park and park resources</li><li>● Increased participation by community members</li><li>● An increase in park appreciation by residents as measured by less vandalism and more respectful park use</li></ul>	<ul style="list-style-type: none"><li>● Record attendance each time the program is delivered</li></ul>	<ul style="list-style-type: none"><li>● 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)</li></ul>
<b>Education: Grade 7 and 10 Modules</b>	<ul style="list-style-type: none"><li>● Ensure that modules are delivered in Cambridge Bay classrooms, and that students:<ul style="list-style-type: none"><li>○ Gain a foundation of knowledge in the definition, planning and management of parks</li><li>○ Develop an understanding and appreciation of parks, park planning and park management; and</li><li>○ Demonstrate responsible participation in environmental issues that affect them, their community and the park</li></ul></li></ul>	<ul style="list-style-type: none"><li>● The delivery of education modules in Grade 7 and Grade 10</li><li>● Increased knowledge and understanding of the park and park resources</li><li>● Increased participation in park communications by students</li><li>● An increase in park appreciation by students as measured by less vandalism and more respectful park use</li></ul>	<p>Each module will have a number of evaluation methods.</p> <ul style="list-style-type: none"><li>● Students will engage with their peers in the classroom and will have elders engaged in the learning in the modules at both grade levels</li><li>● Rubrics will be created to evaluate students on all of the classroom activities</li><li>● Students in grade 7 will have a number of different activities and presentations to 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</li><li>● Students in grade 10 can choose a variety of different ways to present their research findings</li></ul>	<ul style="list-style-type: none"><li>● The modules will be taught annually and evaluation will take place both throughout (formative evaluations) and at the end of the modules (summative evaluations).</li><li>● Students in grade 7 will present what they have learned in a 'Parks Fair' type of end of module project that the community will be invited to view</li><li>● Students in grade 10 will present their research projects in the classroom and will present at a 'Parks Fair' and will receive credit for completing the research activity</li></ul>
<b>Education: Grade 11 Archaeological Program</b>	<ul style="list-style-type: none"><li>● Modules are to delivered in Cambridge Bay when archaeological projects are planned and undertaken in the park:</li><li>● Gain a foundation of knowledge in the definition, planning and management of archaeological resources</li><li>● Develop an understanding and appreciation of best practices in archaeology and cultural resource management in parks; and</li><li>● Demonstrate responsible participation in research and cultural resource management issues that affect them, their community and the park</li></ul>	<ul style="list-style-type: none"><li>● The delivery of education modules on archaeology in Grade 11</li><li>● Increased knowledge and understanding of the park and park cultural resources</li><li>● Increased participation in park research by students</li><li>● An increase in park appreciation by students as measured by less vandalism and more respectful park use</li></ul>	<p>Module will have a number of evaluation methods.</p> <ul style="list-style-type: none"><li>● Students will engage with their peers in the classroom and will have archaeologists engaged in the learning during archaeological research in the park</li><li>● Rubrics will be created to evaluate students on all of the classroom and in-park research activities</li><li>● Students will can choose a variety of different ways to present their research findings</li></ul>	<ul style="list-style-type: none"><li>● 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).</li><li>● Students in grade 11 will present their research projects in the classroom and will present at a 'Parks Fair' and will receive credit for completing the research activity</li></ul>





Photo credit: Jaïda Ohokannoak















## **6 APPENDICES**

### **6.1 GLOSSARY AND ACRONYMS**

### **6.2 IIBA ARTICLES ASSOCIATED WITH HERITAGE APPRECIATION**

### **6.3 INVENTORY OF EXISTING SIGNAGE AND DISPLAYS**

### **6.4 COMMUNICATION TEMPLATES**

#### **6.4.1 NEWSLETTER TEMPLATE**

#### **6.4.2 ANNOUNCEMENT TEMPLATE**

#### **6.4.3 POWERPOINT TEMPLATE**

### **6.5 PARKS DAY – SAMPLE GUIDELINES**

### **6.6 SAMPLE BROCHURE TEMPLATES**

#### **6.6.1 PARK BROCHURE BOOKLET**

#### **6.6.2 PARK MAP BROCHURE**

### **6.7 SAMPLE EDUCATION MODULES**

### **6.8 SAMPLE ‘CAREERS IN PARKS’ PACKAGE**

### **6.9 SAMPLE BIBLIOGRAPHIC GUIDE FOR DOCUMENT AND PHOTOGRAPH ARCHIVES**





## 6.1 GLOSSARY AND ACRONYMS





## 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 ARTICLES ASSOCIATED WITH HERITAGE APPRECIATION





## 6.2 IIBA Articles Associated with Heritage Appreciation

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

**Table: IIBA Articles Associated with Heritage Appreciation and Park Interpretative Programs**

<b>Article</b>	<b>Provisions</b>
Article 3	Matters Respecting Certain Inuit Rights and Uses of Parks <ul style="list-style-type: none"> <li>• Inuit Use and Access to Territorial Parks (IIBA 3.2)</li> <li>• Removal of Carving Stone (IIBA 3.3) where applicable</li> <li>• Outpost Camps (IIBA 3.4)</li> <li>• Inuit Owned Lands (IIBA 3.6) where applicable</li> </ul>
Article 4	Business and Career Development Benefit <ul style="list-style-type: none"> <li>• Inuit Tourism Strategies (IIBA 4.2)</li> <li>• Inuit Tourism Strategy Implementation Plans (IIBA 4.3)</li> <li>• Training programs (IIBA 4.5 and 4.6)</li> </ul>
Article 6	Educational and Employment Benefits <ul style="list-style-type: none"> <li>• Youth Education and Employment Initiatives (IIBA 6.2)</li> <li>• Education Programs (IIBA 6.5)</li> </ul>
Article 7	Park Information, Materials and Facilities <ul style="list-style-type: none"> <li>• Inuktitut Language Requirements (IIBA 7.2)</li> <li>• Park Interpretative Programs (IIBA 7.3)</li> <li>• Promotional, Educational, and Informational Material (IIBA 7.4)</li> <li>• Park facilities and assets (IIBA 7.5)</li> </ul>
Article 8	Culture and Heritage Resources <ul style="list-style-type: none"> <li>• Culturally Significant Sites (IIBA 8.2)</li> <li>• Photographic Records and Archaeological Specimens (IIBA 8.3)</li> </ul>
Article 9	Wildlife Resource <ul style="list-style-type: none"> <li>• Important Wildlife Areas (IIBA 9.2)</li> </ul>
Article 12	Visitor Entry, Access and Use <ul style="list-style-type: none"> <li>• Inuit Use and Enjoyment (IIBA 12.2)</li> <li>• Recommended or Required Guide Areas (IIBA 12.3)</li> </ul>
Article 13	Parks Planning and Management Committees
Article 14	Park Planning and Management <ul style="list-style-type: none"> <li>• Inventory of Park Resources (IIBA 14.4)</li> <li>• Oral History and Archaeological Projects (IIBA 14.5)</li> <li>• Master Plans (IIBA 14.7)</li> <li>• Management Plans (IIBA 14.9)</li> </ul>







## 6.3 INVENTORY OF EXISTING SIGNAGE AND DISPLAYS

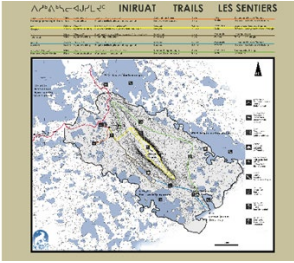







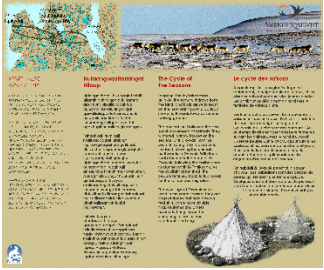
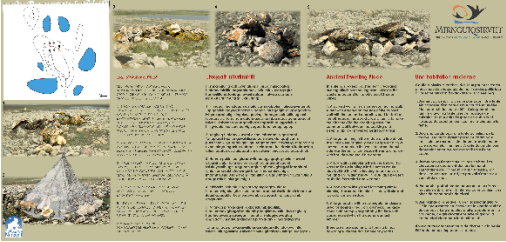
## 6.3 Inventory of Existing Signage And Displays

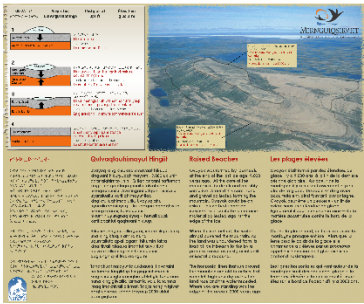
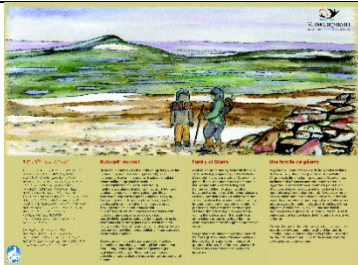

### Ovayok Existing Signage

Description	Sign	HAP Conformity Review		
		Theme	Key Messages	Other Comments
PARK ENTRY SIGNAGE				
Ovayok – Park Entrance Sign		n/a	n/a	
Ovayok – Map Sign at Trailhead	<div>Header</div>  <div>Trail Map</div>	n/a	n/a	<div>No interpretive, regulatory or informational content</div> <div>Trail colours on the map do not match the trail market post colours</div>



Description	Sign	HAP Conformity Review		
		Theme	Key Messages	Other Comments
	<p>(original in 2006)</p>  <p>Replacement in 2010</p> 			<p>Place names are incorrectly labelled</p> <p>No IOL identified on the map</p>
<b>INTERPRETIVE PANELS</b>				
<p>"The Legend of Ovayok" – located at end of road near trail head</p>		Legends	- Panel 1 and 2 tell the legend of Ovayok	-this panel doesn't include location/map for the three eskers to help a visitor identify the landscape features associated to the legend



Description	Sign	HAP Conformity Review		
		Theme	Key Messages	Other Comments
				
"The Cycle of the Season" – located at the archaeological site in the northwest portion of the park		Cycle of the Seasons	<ul style="list-style-type: none"> <li>- Spring environment</li> <li>- Inuit migration and harvesting</li> <li>- Inuit dwellings</li> </ul>	No regulatory message re: archaeology
"Ancient Dwelling Place" – located at the archaeological site in the northwest portion of the park		Cycle of the Seasons: sub-theme archaeology	<ul style="list-style-type: none"> <li>- Description of archaeological features</li> <li>- Inuit cultural practices</li> </ul>	No regulatory message re: archaeology

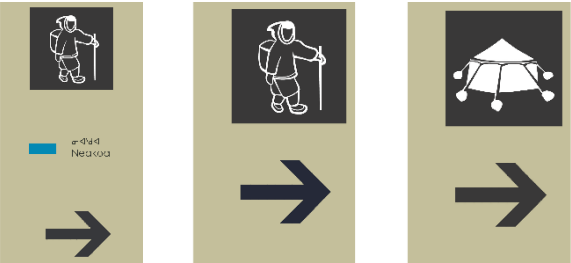

Description	Sign	HAP Conformity Review		
		Theme	Key Messages	Other Comments
"Raised Beaches" – located at the Tolemaqk & Ovayok trail junction		Natural Resources	<ul style="list-style-type: none"> <li>- Description of postglacial uplift</li> <li>- Description of Ovayok as esker formation</li> </ul>	-no "you are here" marker on the image to give location context to the features described on the panel
"Family of Giants" – located on the top of the esker, north end		Legends	<ul style="list-style-type: none"> <li>- Describes Baby Pelly and Lady Pelly eskers</li> <li>- Associates the eskers to the Ovayok legend</li> </ul>	-this panel is not located near the two panels that tell the Ovayok legend
"Plants of Ovayok" – located on the Tolemaqk Trail near a campsite		Natural Resources	<ul style="list-style-type: none"> <li>- General information about plants of the park</li> <li>- Describes and shows image for six common flowering plants</li> </ul>	-this panel doesn't identify cultural use of plants

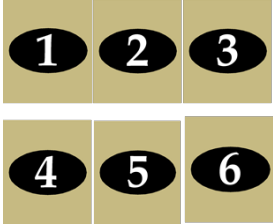



Description	Sign	HAP Conformity Review		
		Theme	Key Messages	Other Comments
"Neakoa Archaeological Site" – located on the Neakoa trail north of the campsite		Cultural Landscape: sub-theme archaeology	<ul style="list-style-type: none"> <li>- Description of archaeological features</li> <li>- Inuit cultural practices</li> </ul>	<p>No regulatory message re: archaeology</p> <p>Place names may be incorrect</p>
Arctic Cost Visitor Centre: former Ovayok park sign relocated to the VC		n/a	n/a	Sign to be replaced as per master plan


Description	Sign	HAP Conformity Review		
		Theme	Key Messages	Other Comments
Plaque: Princess Patricia's Memorial on the top of the esker		n/a	n/a	Monument structure to be completed (as per master plan)
<b>OTHER SIGN ELEMENTS</b>				
Park Trail Markers ( <i>not all markers shown</i> )				



Description	Sign	HAP Conformity Review		
		Theme	Key Messages	Other Comments
Park Trial Markers ( <i>not all markers shown</i> )				
Directional Posts – Parking Lots				
Warning Posts – Peregrine Falcon Nesting and Do not disturb Wildlife	No images			

Description	Sign	HAP Conformity Review		
		Theme	Key Messages	Other Comments
Campsite Markers				
In-community “Ovayok Territorial Park” road intersection directional signs	No images			
<b>SIGNS DESIGNED IN 2006 PLAN BUT NOT FABRICATED OR INSTALLED</b>				
"The Giants Ribs"		Legends	<ul style="list-style-type: none"> <li>- Description of natural features on the esker and the link to the legend</li> <li>- Place names for lakes around the esker</li> <li>- Natural processes that formed the ‘ribs’ or gully forms in the esker</li> </ul>	



Description	Sign	HAP Conformity Review		
		Theme	Key Messages	Other Comments
"The Giants Head"		Legends	<ul style="list-style-type: none"> <li>- Description of natural features on the esker and the link to the legend</li> <li>- Inuit cultural practice: camping and harvesting at Neakoa</li> </ul>	
"Walk-around Direction Post"	Cambridge Bay; Iqaluit; North Pole; Winnipeg – no image			





# 6.4 COMMUNICATION TEMPLATES





## 6.4.1 NEWSLETTER TEMPLATE





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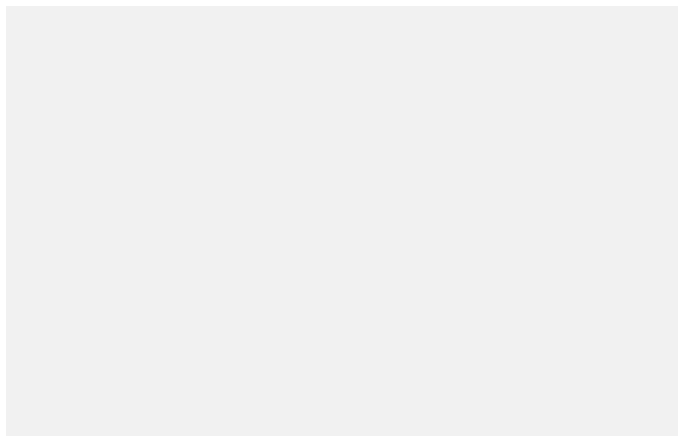
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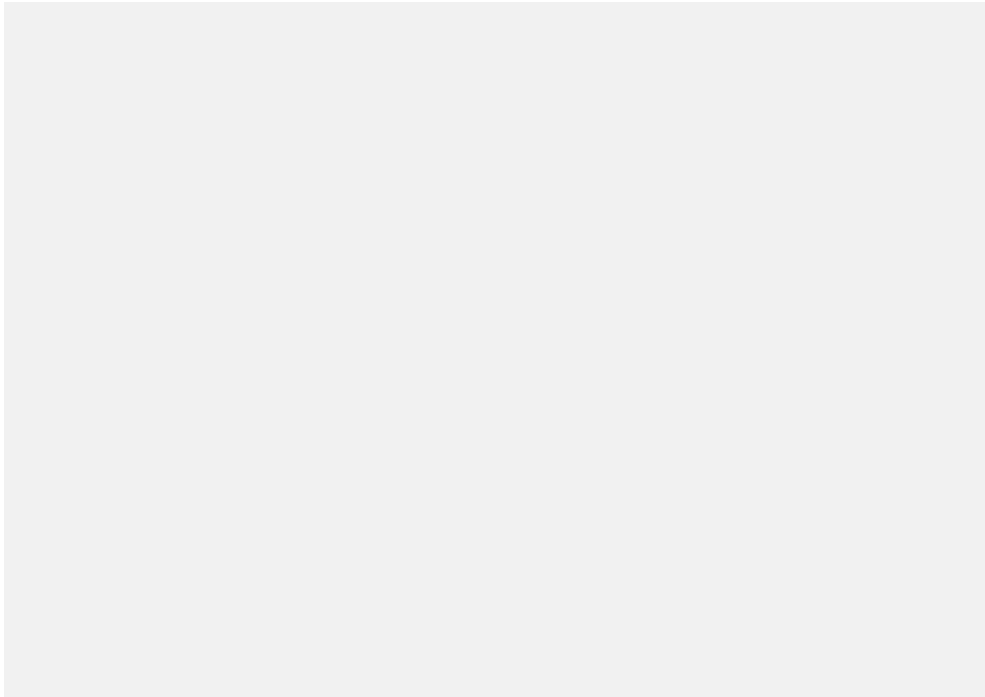
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Department of Environment  
Havakviat Avatiligiyikkut  
Ministère de l'Environnement

T: 867.975.7700  
F: 867.975.7747  
[parks@gov.nu.ca](mailto:parks@gov.nu.ca)  
[nunavutparks.com](http://nunavutparks.com)

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NUNAVUT PARKS &  
SPECIAL PLACES  
Department of Environment  
Government of Nunavut  
P.O. Box 1000, Station 1340  
Iqaluit, Nunavut X0A 0H0

NUNAVUMMI  
UNNAGIURHIQVIIT  
& INNIITURLIIT  
Havakviat Avatiligiyikkut  
Nunavut Kavamatkut  
Qiuqutaa 1000, Nayugaa 1340  
Iqaluit, Nunavut, X0A 0H0

PARCS ET ENDROITS SPÉCIAUX  
NUNAVUT  
Ministère de l'Environnement  
Gouvernement de Nunavut  
Case Postale 1000, Succursale 1340  
Iqaluit, Nunavut X0A 0H0

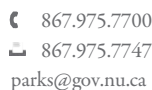
# 6.4.2 ANNOUNCEMENT TEMPLATE







Department of Environment  
Havakviat Avatiliqiyikkut  
Ministère de l'Environnement







## 6.4.3 POWERPOINT TEMPLATE





NUNAVUT PARKS



© Denise LeBleu Images

ᑕᑭᑭᑭᑭᑭᑭ katjaqnaaq  
listen to the land  
aliannaktuk  
en osmose avec la terre





NUNAVUT PARKS

© Denise LeBleu Images

FIRST SUBJECT

SECOND SUBJECT

THIRD SUBJECT



NUNAVUT PARKS

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FIRST SUBJECT

SECOND SUBJECT

THIRD SUBJECT



NUNAVUT PARKS

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FIRST SUBJECT

SECOND SUBJECT

THIRD SUBJECT









# 6.5 PARKS DAY - SAMPLE GUIDELINES





## 6.5 Parks Day – Sample Guidelines

### Parks Day Guidelines for Sylvia Grinnell Territorial Park

Parks Day is a National Recognized event; it promotes the awareness of the National, Territorial, & Historic Parks across Canada. Parks Day event promotes and encourages the community (people & organizational bodies) to come out and enjoy the Park and gain awareness of what the Park has to offer.

Parks Day is run by staff from the Department of Environment, which include summer students, and volunteers internally and from other departments.

Contacts		
Public Transportation: Bus	RL Hanson Ltd.	979-
Beverage Catering	Grind & brew	979-
Public Service Announcement:	News North & Nunatsiaq News	
Food for BBQ	Baffin Cannors	979
MC announcer	Jeannie Arreak- Kullualik	979
Elder lighting Qulliq	Alice Joamie	979-
Traditional Inuit Storyteller	Elisha Kilabuk	975-
“Creepy bug Activity”	Nunavut Research Center: Jamal Shirley	979
“Rock Talk”	INAC	
Fish talk?	DFO	
Tents & poles	ETP: Jason Carpenter	
Rental chairs	City of Iqaluit	
Tables	Iqaluit Library: Dan	
Sound system	Chris	
Volunteer list	ALL VOUNTEERS	
Parks Officer	Dion	
Media Relations officer	Tana Siverland	

Stations are based on community organizational support and availability, stations can be changed and added based on need and interest along with volunteers presently available.

<b>Stations, Activities and Location</b>		
<b>Qulliq Lighting</b>	Alice Joamie	Inside Pavilion
<b>Rock Talk</b>	INAC	Table near tatting tent
<b>Creepy Bug</b>	Nunavut Research Inst.	Down the hill @ the lake
<b>Tattooing</b>	Helena: Department staff	Inside tent next to pavilion (right)
<b>Storytelling</b>	Elisha Kilabuk	Inside tent side of pavilion (left)
<b>MC/sound system</b>	Jeannie Arreak-Kulalik	Near BBQ station/side of pavilion
<b>Kite Flying</b>	(volunteer & or staff)	Up the hill by 2 <sup>nd</sup> "fire pit"
<b>Traditional Tea &amp; cooked fish for elders</b>	(Staff or volunteer)	Fire pit closet to pavilion
<b>BBQ</b>	Volunteers or staff	Pavilion deck
<b>Beverage station</b>	Volunteer or staff	Near BBQ station & Inside pavilion
<b>Photographer</b>	Volunteer or staff	All locations



Equipment and materials are based on the stations that will be present during Parks Day, some equipment will be supplied by the organization that will facilitate, but that can and will be determined amongst the Parks Day planner and facilitator through communication.

Equipment & Materials Needs								
Qulliq	BBQ & Beverages	Storytelling	Tattooing	Kite flying	Traditional tea & cooked fish	MC/sound system	Creepy Bug	Rock Talk
<ul style="list-style-type: none"> <li>• Cooking Oil</li> <li>• Paper towel</li> <li>• Garbage pail/bags</li> <li>• Qulliq, wick, and moss</li> </ul>	<ul style="list-style-type: none"> <li>• Burgers &amp; Buns</li> <li>• Hot Dogs &amp; buns</li> <li>• Compliments</li> <li>• Cutlery</li> <li>• Cheese slices</li> <li>• Gloves &amp; Aprons</li> <li>• Plates</li> <li>• Tin foil</li> <li>• Tea &amp; coffee</li> <li>• Sugar and cream</li> <li>• Cups</li> <li>• Juice boxes/water</li> </ul>	<ul style="list-style-type: none"> <li>• Tent</li> <li>• Chair</li> <li>• Tarp</li> <li>• Schedule</li> </ul>	<ul style="list-style-type: none"> <li>• Tent</li> <li>• Table</li> <li>• Chairs</li> <li>• Tattooing kit</li> <li>• Paper towel</li> <li>• wipes</li> </ul>	<ul style="list-style-type: none"> <li>• Kites</li> </ul>	<ul style="list-style-type: none"> <li>• fire wood</li> <li>• fire starter</li> <li>• lighter</li> <li>• charcoal</li> <li>• tin foil</li> <li>• flipper</li> <li>• tea pot</li> <li>• tea leaves</li> <li>• cutlery</li> </ul>	<ul style="list-style-type: none"> <li>• Sound system</li> <li>• Extent cords</li> <li>• Generator</li> <li>• Table</li> <li>• MC agenda</li> <li>• Raffle tickets</li> <li>• Prizes</li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>	<ul style="list-style-type: none"> <li>• Table</li> </ul>



## 6.6 SAMPLE BROCHURE TEMPLATES





6.6.1 PARK BROCHURE BOOKLET





## 6.6.2 PARK MAP BROCHURE



# 6.7 SAMPLE EDUCATION MODULES





## 6.7 Sample Education Modules

### **Education Module Outlines for Grade 7 and 10 for the Kugluk Territorial Park Education Program**

This education plan is a framework and is designed for use in grade 7 and grade 10 classrooms in Nunavut. The majority of the content found in these modules is specific to Kugluk/Bloody Falls Territorial Park; however there are some sections and activities that are generic enough to be used to encourage students to develop an appreciation of any park found in Nunavut.

The teacher resource will help and encourage students to:

1. Gain a foundation of knowledge in the planning and management of parks;
2. Develop an understanding and appreciation of parks, park planning and park management;
3. Develop an understanding and appreciation of the historical cultural and natural heritage found in Kugluk/Bloody Falls Territorial Park;
4. Become aware of their unique northern environment and their place in it;
5. Demonstrate responsible participation in environmental issues that affect them, their community and the park;
6. Develop an understanding of how people impact their environment and surroundings and an appreciation of their role in environmental stewardship;
7. Understand the interrelationship between people and their natural, physical, and cultural environments; and
8. Develop and enhance research skills and critical thinking utilizing the parks historical archived resources.

The following are IQ principles and make up the foundation of educational modules delivered in Nunavut classrooms:

- The use of stories (*Unikkaat*) – history is about stories and students will review existing stories to understand the history of the park. History is made up of stories and these stories will be used to share the heritage of the park, this also fits with Inuit oral tradition;
- The context of how the park, the community and the people are connected to and fit in with the larger world (*Silarjuaq*) from historical, current and future perspectives;
- The examination of social interactions (*Inuuqatigiingniq*) between all users of the park impact past stories, present realities and future plans;
- Environmental stewardship and encouraging students to see everything as a resource and that everyone has a responsibility to look after the environment (*Atatimik Kamatsiarniq*);

- Studies of culture (*Iliqqusiq*), including Inuit culture and the culture of others who have crossed paths with current day caretakers of the land near the park.
- Studies of the physical environment (*Nunaliriniq*) to know ‘what’s where, why there, and why care’.

The components of the grade 7 and grade 10 courses will examine stories of the past with the understanding that past events influence current events (*Pivalliajut*) and current events guide us in the next steps for park planning and park management.

The theme that will run through both the grade 7 and grade 10 modules is “Life at the Falls”. Examples of “Life at the Falls” in both pre-contact’ and present day will be used to meet the course outcomes and objectives.

In grade 7, teachers should focus on a time line approach for the gathering, and delivery of the material. Whenever possible and when the lesson lends itself to this, events should be added to a timeline that will organize the presentation of important events in the life of the park. The culminating activity in grade 7 will be the creation of a time capsule or ‘geocache’ that captures current day life and use of the park.

In grade 10, teachers will lead students in an examination of the history of the park with a focus on ‘Conflicts in Canadian History’. The grade 10, Module 5 Social Studies course requires students to conduct a research project with this focus. Learning objectives and activities will give teachers and students the opportunity to explore how the conflicts found in the past and present at Kugluk Territorial Park have influenced “Life at the Falls” how best to manage conflict and how to move forward with park management in light of some of the historical conflict found in this area.

In Nunavut, courses in the *Nunavusiutit* stream include Social Studies, Environmental Studies and Entrepreneurship. When teaching Social Studies in Nunavut schools, there are six benchmarks that are followed to engage students in learning.

The benchmarks are:

- Establish historical significance;
- Use primary source evidence;
- Identify continuity and change;
- Analyze cause and consequence;
- Take historical perspectives; and
- Understand the ethical dimensions of history.



## 6.8 SAMPLE CAREERS IN PARKS' PACKAGE



## 6.9 SAMPLE BIBLIOGRAPHIC GUIDE FOR DOCUMENT AND PHOTOGRAPH ARCHIVES





Example Bibliographic Guide to Record a Document and Photograph Archive

ID #	Source/Reference	Description/Key Contents	Status	File Type	Comments/Gaps
DOCUMENTS					
Doc-1	Franklin, John; Narrative of a Journey to the Shores of the Polar Sea, in the years 1819, 20, 21, and 22 (1823). London. John Murray	Book that details John Franklin’s travels from England to the north, including passage and portage routes, locations where transactions took place, First Nation groups contacted, narratives from Dr. Richardson and Mr. Back, and difficulties encountered.	Acquired	PDF	Pages 346-357 Bloody Falls. Not yet reviewed
Doc-2	Burwash, M.E; Coronation Gulf Copper Deposits (1930, Department of the Interior, Northwest Territories and Yukon Branch, King’s Printer, Ottawa		Not yet acquired		Available for purchase
FILE GROUPS					
File Group-1	Artifact catalogues for 12 sites, MkPk-1 through MkPk-12	Each catalogue shows latitude/longitude of site, name of collector, accession number, comments, and item listing and description	Acquired	PDFs	There are no photos of the artifacts included with the catalogue.
File Group-2	Vilhjalmur Stefansson- Journals	Vilhjalmur Stefansson, an anthropologist working for the American Museum of Natural History, and his colleague Dr. R. M. Anderson undertook the ethnological survey of the Central Arctic coasts of the shores of North America from 1908-12.	Not yet acquired		Journals found at Dartmouth College Library. However, they are not digital, and are broken into 95 different boxes, with multiple types of contents (primarily correspondence records). This collection would require a review of contents to determine what to purchase.
PICTURES					
Picture Group-1	Prince of Wales Heritage Centre in Yellowknife	<p>The Prince of Wales archives contains multiple photos, fonds, videos and audio clips related to the history of the north, including information on the Coppermine River, Bloody Falls, Copper Inuit, and burial sites. See “Prince of Wales Fonds Search” file for more details and descriptions of photos in each fond.</p> <p><b>N-1989-008:</b> Northern Heritage Society fonds</p> <ul style="list-style-type: none"><li>Audio recordings of oral history by William Kaptuna, including data on the Copper Inuit traditional way of life. Sound files so can’t review online.</li></ul> <p><b>N-1988-009:</b> Richard Finnie fonds</p> <ul style="list-style-type: none"><li>11 photos which are likely a high priority to acquire</li><li>9 photos which are a likely a lower priority to acquire</li></ul> <p><b>N-1979-052:</b> Henry Busse fonds</p> <ul style="list-style-type: none"><li>8 photos which are likely a high priority to acquire</li><li>15 photos which are a likely a lower priority to acquire</li><li>3 photos which are likely a high priority to acquire</li><li>1 photos which is likely a lower priority to acquire</li></ul>	Not yet acquired		Need to review clips and lists of materials to determine what to purchase. Costs are \$10 per picture, \$10 per audio clip, and \$20 per video. Descriptions of photos but not thumbnails were available on the PWHC website, so a full review was not possible.
Picture group-2	Photographs from “An Archaeological survey of western Coronation Gulf, N.W.T.” Ms. 1609 v. 1 Archives of the Canadian Museum of Civilization, Gatineau.		Not yet acquired		Ken Swayze has indicated he has found 19 jpeg images of MkPk-6 (1 image) and MkPk-7 (18 images). This collection would require a review of pictures to determine what to purchase.