

# GGN - Geopark Annual Report 2016

GGN Geopark Annual Report should be two pages

## 1. GEOPARK IDENTITY

Stonehammer UNESCO Global Geopark, Canada, Canada/North America

Year of inscription / Year of the last revalidation: 2010, 2014

Representative Photo (from the most important event this year)



Kids Advisory Board introduced in 2016, reviewing Children's Energy Book to be given to all grade 4 students in New Brunswick in 2017.

## 2. GEOPARK FIGURES

Number of Geopark staffs: 2 staffs plus access to 2 geoscientist(s)

Number of Visitors: 1.7 million to the geopark region.

Number of Geopark events: 30+ community events, 16 summer camps

Number school classes realize Geopark educational programmes: 26 school visits, 800 students

Number of Geopark press release: 2

**POINT OF NOTE: Question regarding digital strategy engagement should be added, sometimes more important than press releases in today's environment**

## 3. GEOPARK ACTIVITIES (bulletize)

- Created educational assets according to need, including an earth sciences curriculum course for provincial educators
- taught 811 students in 26 school visits and reached 800 kids in summer camp programming

- Trained 40+ teachers through capacity-building workshops and materials
- Reached 10,000+ annually in the community through events and programming
- Added two local tourism partnerships, developed themed experiences and trained their staff
- Provided training to all tourism stakeholders and mystery shopped one of the new providers
- Developed new tourism brochure featuring experiences from tourism providers
- Launched online booking system
- Filmed 11 days in the geopark to build video assets
- Helped tourism operators (currently 13 experience providers) grow offerings and increase revenues, spurring job creation
- Attended Atlantic Canada Showcase, a B2B travel trade event with 60+ tour operators from North America were in attendance
- Partnered with other countries and geoparks to develop shared systems, infrastructure, materials and approaches
- Provide mentorship to 10 aspiring geoparks across Canada
- Occupy seats on the Canadian National Committee for Geoparks & Global Geopark Network Executive Board
- Working with University of New Brunswick Saint John on research project to determine socioeconomic indicators for geoparks
- 2016-2017 operational budget of 171,590 CDN
- Welcomed two new members to board of directors (succession planning in place)
- Hired summer student to assist with educational program delivery and development through funding grant from federal government

#### 4. Contacts:

Manager: Gail Bremner, [gail@stoneahmmergeopark.com](mailto:gail@stoneahmmergeopark.com)

Geologist: Dr. Randall Miller, [Miller.Fossil@nbm-mnb.ca](mailto:Miller.Fossil@nbm-mnb.ca)