

GGN - Geopark Annual Report 2022

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Stonehammer UNESCO Global Geopark, Canadian Geoparks Network

Year of inscription / Year of the last revalidation: 2010 / 2014 / 2018/ 2022

Stonehammer UNESCO Global Geopark Interpretation Centre Opening – June 2022



2. GEOPARK FIGURES

Number of Geopark staff: 8 full-time staff, 10 part-time students, including 1 geoscientist(s)

Number of visitors 2022:

• Stonehammer Container Village Interpretation Centre	-	33,310
• Bay Ferries Interpretation Program	-	11,500
• Stonehammer Region	-	<u>1,200,000+</u>
		1,248,810 visitors

Number of Geopark events:

- Stonehammer participated in “International Trails Day” by offering a guided ice-age hike to over 50 participants in conjunction with our Kingston Peninsula Heritage partner.
- Stonehammer participated in the St Martins Historical Society AGM and presented to 100 members on the new collaborative exhibit at the Quaco Museum on “Citizen Science” within our cross-over area with the UNESCO Fundy Biosphere Region.
- Celebrated the 30-year anniversary of our partner site – Irving Nature Park with geology programming and trail hikes on the beach for over 200 participants.
- Held a Stonehammer information booth at the Atlantic Balloon Festival which was a 3-day event in collaboration with the GNB Geological Services Branch promoting regional geology and local projects. (3000 visitors)
- Participation in the Friends of Fundy 2-Day Children’s Festival (1200 visitors)

- Earth Science Cafe - collaboration with Quartermain Earth Science Centre, Science East, Let's Talk Science, University of New Brunswick, and Atlantic Geoscience Society to launch new version of the Last Billion Years (AGS publication on Atlantic geology) - 500 participants over 5 events scheduled.
- Stonehammer 2nd annual "Take 5 to Pick up 5" clean-up program for World Clean-up Day, as well as a beach clean-up in St. Martins with our Fundy Biosphere partners.
- Participated in the "Uptown Sparkles" holiday event and provided interpretation and stories about Stonehammer to over 280 people with our own Trilobite Ice Sculpture!

Number of school classes realize Geopark educational programmes:

- Province wide Heritage Fair – 540 students
- Earth Education Courses added to New Brunswick School Curriculum – 600+ students
- UNB 1st Year Field School Geological Heritage Program – 45 students
- Stonehammer Coastal Heritage Tours – 350+ students
- Tucker Park Geological Heritage Tours – 200+ students
- On-site classroom visits – 280+ students

Number of Geopark press releases:

- We contributed to a new media article by Thrillist which focused on the Fundy Trail and included both UNESCO sites (Stonehammer & Fundy Biosphere). See article below.
https://www.thrillist-com.cdn.ampproject.org/v/s/www.thrillist.com/amphtml/travel/nation/visit-fundy-national-parkcanada?amp_gsa=1&js_v=a9&usqp=mq331AQIKAGwASCAAgM%3D&fbclid=IwAR16fu0CivywR2I4s0MGgMDQzHMiMCKQhNCWW7CRvar8zomLr_iCNHU#ampshare=https%3A%2F%2Fwww.thrillist.com%2Ftravel%2Fnation%2Fvisit-fundy-national-park-canada
- Also, the AREA506 Container Village where the Stonehammer Interpretive Centre is located, won TIAC's National Tourism Award for Innovation at the recent Canadian Tourism Awards.

3. GEOPARK ACTIVITIES

Major achievements in 2022

- Grand Opening of the Stonehammer UNESCO Global Geopark Interpretation Hub in the new Saint John Container Village in late May, 2022.
- Revalidation mission took place in August, 2022 and we were very excited to successfully receive a "Green Card". It has been a challenging few years but we are now focused on moving forward!
- Partnership developed with 10 other regional small museums and created a passport program which was quite successful.
- Confirmed interpretation partnership with the Bay of Fundy ferry system between New Brunswick and Nova Scotia which provided daily interpretation on two crossings per day.

Contribution towards GGN - Networking and participation

- Stonehammer submitted samples and information to the Luxembourg Geoparks' "Wall of Rocks" which opened to the public in April, 2022.
- Participation in the Digital UNESCO Geopark Training Sessions.

Management and Financial Status

- 2022-2023 Operational Budget of \$135,000 CDN.
- Plans for additional sustainable revenue to be derived from increased specialized tourism and travel trade partnerships.

Geoconservation

- Our geoscientist attended the 2022 GAC-MAC-IAH-CNC-CSPG conference and presented "*When The Rocks Start Talking* "... Geoscience Literacy at Stonehammer UNESCO Global Geopark. She was also a key note speaker for a teacher training workshop at this same event.
- Developed a new program for students specifically focused on the cultural, geological and heritage connections within the region.

Sustainable tourism (Geotourism)

- Attended the Destination Canada Rendezvous Travel Trade Conference and formed partnerships with over 30 national and international travel trade organizations with a focus on sustainability and the UNESCO SDGs. We have already entered into contracts to provide interpretative tours to 86 groups in 2023 and 54+ in 2024 at this point.

New education programmes on geoconservation, sustainable development and disaster risk reduction

- Currently collaborating with local partners to develop new programs which include: coastal erosion, biodiversity and geoconservation connections as well as flood preparedness.

Strategic partnership

- Created a joint MIDA operational strategy plan with the Fundy UNESCO Biosphere partners.

Promotional activities:

- Due to the loss of one of the Bay of Fundy "flowerpots" we provided an online interview to talk about the effects of coastal erosion and we have included the link here: <https://fb.watch/boRAa-8Fxs/>
- In anticipation of the first International Geodiversity Day, a group collaboration video was created by Percé, Cliffs of Fundy and Stonehammer and launched on social media by each Geopark. We also shared this collaboration with participants at the GGN International Geodiversity Day presentation. <https://www.youtube.com/watch?v=IZbRJIUXXTs>
- Special children activities were provided from our Interpretation Centre on: National Truth & Reconciliation Day – June; Canada Day – July; National Civic Holiday – August; and Labour Day – September, 2022.
- Promotion of local craftspeople and their products from the region at our Interpretation Hub.

4. CONTACTS

Executive Director: Dr. Jennifer Dingman (jennifer@stonehammergeopark.com)

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