Swan Lake
Nature
Sanctuary



STRATEGIC PLAN

2022-2026



SN̲EȻKE̲ (SENĆOŦEN) - Great Blue Heron (English) - *Ardea herodias* (Latin). Photo: Robert Fraser

We acknowledge the lək̓ʷəŋən-speaking Peoples (Songhees and Kosapsum) on whose territory the Nature Sanctuary stands, and the lək̓ʷəŋən-speaking and W̱SÁNEĆ Peoples — including the W̱JOŁEŁP (Tsartlip), BOḰEĆEN (Pauquachin), SȾÁUTW̱ (Tsawout), W̱SIḴEM (Tseycum) and MÁLEXEŁ (Malahat) — whose historical relationships with the land continue to this day.

We respect the vital relationships of First Peoples with these lands and waters for countless generations. We are honoured to receive Indigenous guidance and welcome collaboration in stewardship and appreciation of the Nature Sanctuary.

Swan Lake Christmas Hill Nature Sanctuary is zoned as a conservation area.
It is a registered charitable organization run by the Swan Lake Christmas Hill Nature Sanctuary Society (Charity # 11920 7157 RR0001) that was established in 1975.

The lands and facilities are owned by the Corporation of the District of Saanich and two small parcels by Nature Trust BC. The Nature Sanctuary Society operates through a land management agreement with the District of Saanich.

Vision

A Gathering Place to Practice Land Care.

Mission

Conserve and restore Nature Sanctuary lands and waters while inspiring stewardship through community engagement and collaboration.

Values

Land Stewardship
Our integrated approach to conserving and restoring Nature Sanctuary ecosystems is grounded in practices that are ecologically sound and based in science, research, consultation, and traditional ways of knowing.

Community Engagement
We build relationships with a diverse community of learners, nature lovers, neighbours, partners, advocates and local organizations who are vital to sustaining and elevating our ecosystem restoration efforts. The Sanctuary's welcoming urban greenspace fosters connection with nature and with each other.

Inspiring Action
We encourage curiosity, independent exploration and discovery of the natural world. Through inquiry-based learning, we inspire others to value the critical role that natural systems play in sustaining our quality of life and to be responsible advocates for nature conservation.

Care and Respect
In our stewardship of the land, we cultivate a strong ethic of care and respect for people and nature, and for the relationship between them. Nature uplifts and renews us and in turn supports community health and wellbeing.

Organizational Sustainability
To increase and sustain our success, we thoughtfully manage our financial and human resources, data, and on-site facilities and infrastructure. We are ethical, accountable and transparent in our work.

Communications and Engagement

Goal One:

Build a broad base of support by effectively communicating with and engaging volunteers and other stakeholders in our work.

Outcome:

An informed and connected community of volunteers and stakeholders leading to more participation, and increased donations, membership and advocacy for the Society's mission and vision.

Key Strategy:

Develop comprehensive process for communications and engagement

a. Build partnerships and relations with Indigenous peoples and communities, regional government, post-secondary institutions, and other local organizations that support joint research, on-site data collection and monitoring programs and co-created land stewardship practices.
b. Develop a coherent 3-Year Communications and Engagement Roadmap that sets communications and engagement goals, strategies and priorities aligned with the 2022-2025 Organizational Strategy and operationalized through an annual Communications and Fundraising Plan.
c. Provide a clear set of policies and procedures to ensure ethical conduct, inclusion and equity in our communications and engagement with all stakeholders and our broader communities.
d. Plan a viable 2025 Legacy Campaign based on the scope, timelines and capacity requirements identified in developing the three-year Roadmap.



Cara Gibson

Tim West

Sarafina Lewis-Henderson

Ecosystem Conservation and Restoration

Goal Two:

Conserve and restore Nature Sanctuary ecosystems using best practices as understood through Traditional Ecological Knowledge, consultation, research and data.

Outcome:

Improved site health with measurable positive impact on biodiversity and ecosystem functioning.

Key Strategy:

Invest in sound framework for ecosystem management

a. Create ecosystem conservation and restoration standard operating procedures and plans that outline desired outcomes, and viable strategies and actions.
b. Ensure that there are consistent data collection and monitoring processes in place to detect trends, identify emerging issues, and inform planning and decision-making.
c. Establish a data management system.
d. Develop an evaluation process to measure the effect of our conservation and restoration site work, and use this information to adjust, improve and to serve as the basis for accountability.


Tim West



Sarafina Lewis-Henderson

Nature Stewardship Programming

Goal Three:

Deliver transformational programming to engage and serve diverse audiences that highlights stewardship education and advocacy, inquiry-based learning and contemporary science skills.

Outcome:

Stewards of all ages with deeper connections to nature and its relationship to their well-being, and the knowledge and skills to practice responsible actions and behaviours to benefit the environment and future life.

Key Strategy:

Design curriculum to emphasize ecological literacy and stewardship

a. Plan nature stewardship programs that align with the purpose and priorities of the organization, meet the needs of the community and are regularly evaluated for impact and viability.
b. Diversify and expand volunteer programming to include nature stewardship programming that inspires a sense of guardianship in the Nature Sanctuary and offers active ways to learn and apply ecosystem restoration and critical thinking skills to address stewardship issues at home and in the community.
c. Create interactive exhibits and curriculum (both digital and in-person) that give participants a well-structured and data-supported sequence of educational opportunities to help them develop and apply conservation awareness, knowledge and skills.



Phaedra Otwey



Julia Dawson

Organizational Health

Goal Four:

Create a resilient and inspiring workplace and strengthen organizational capacity to achieve goals and sustain operational growth.

Outcome:

A well-managed and thriving organization where Board, Staff, volunteers and stakeholders are all supported as vital members of one team working toward a common vision.

Key Strategy:

Focus on organizational health to achieve maximum impact

a. Foster an organizational culture that embraces equity, diversity, inclusion and collaboration with opportunities for engagement, knowledge sharing, professional development and learning.
b. Ensure recruiting and onboarding processes place mission, vision and values at the forefront for Board, Staff and volunteers.
c. Promote high performance through cohesive leadership, informed decision-making, policy development, accountability measures and effective risk management.
d. Manage information systems and on-site facilities and infrastructure as critical organizational assets that enable Board and Staff to effectively carry out their work and responsibilities.



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