

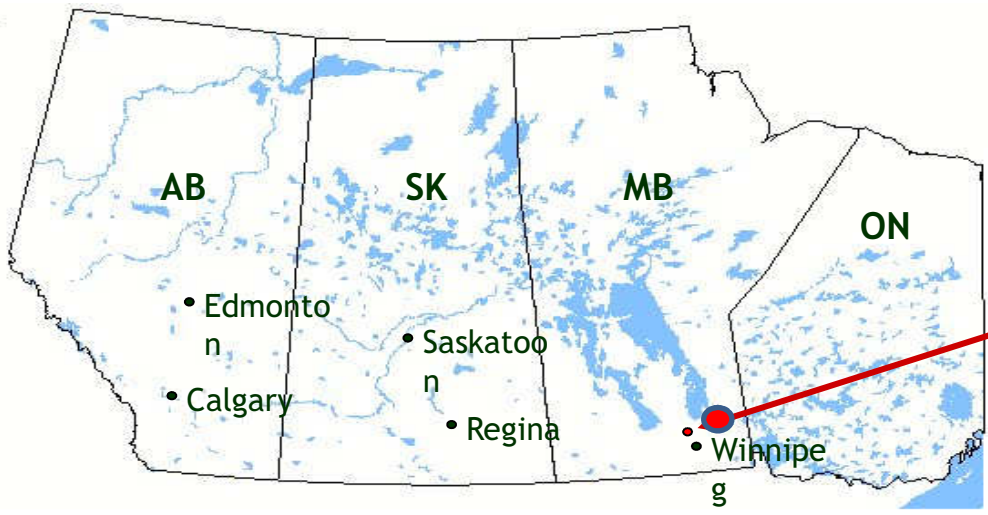
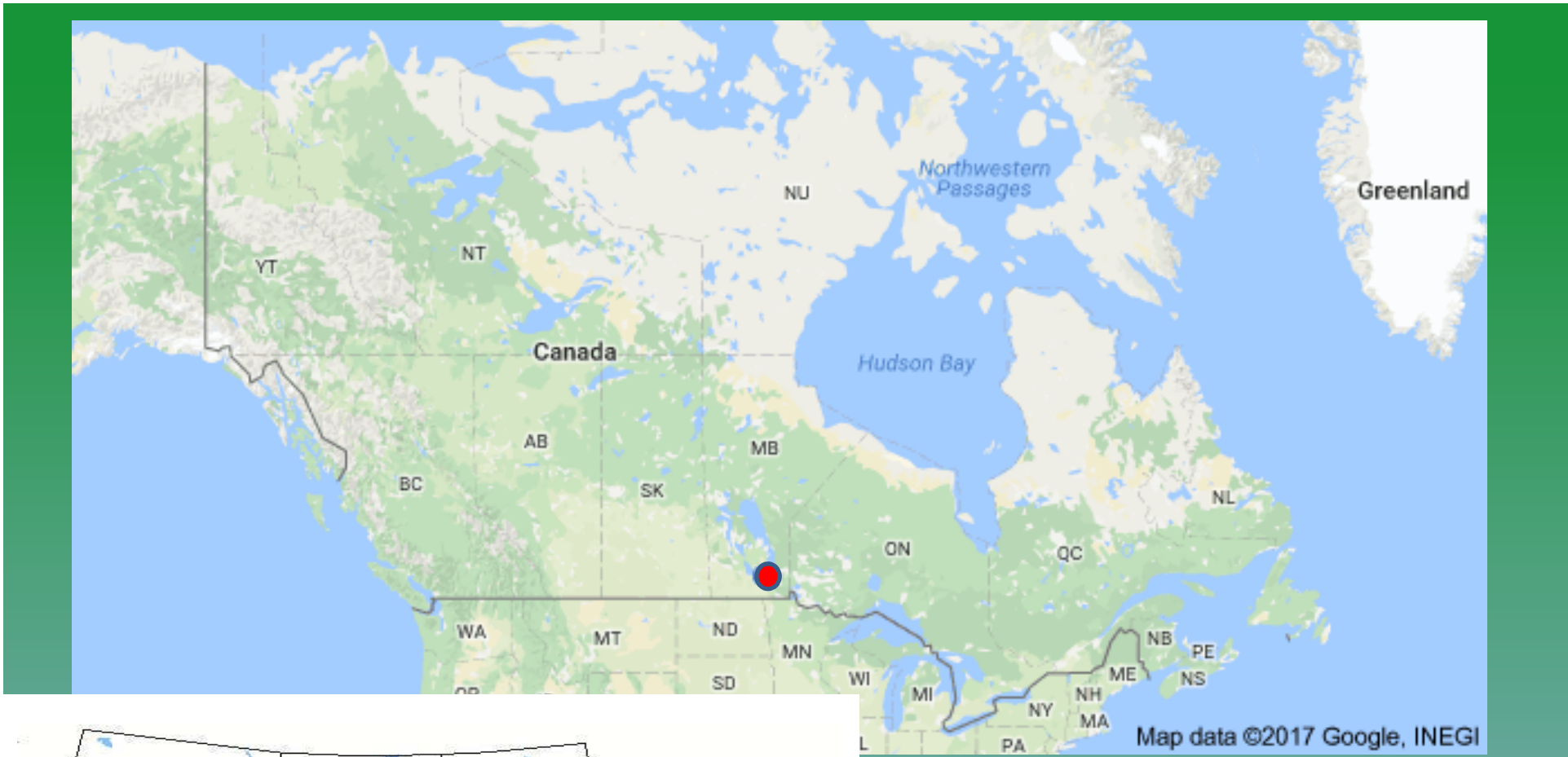
# Oak Hammock Marsh Manitoba, Canada



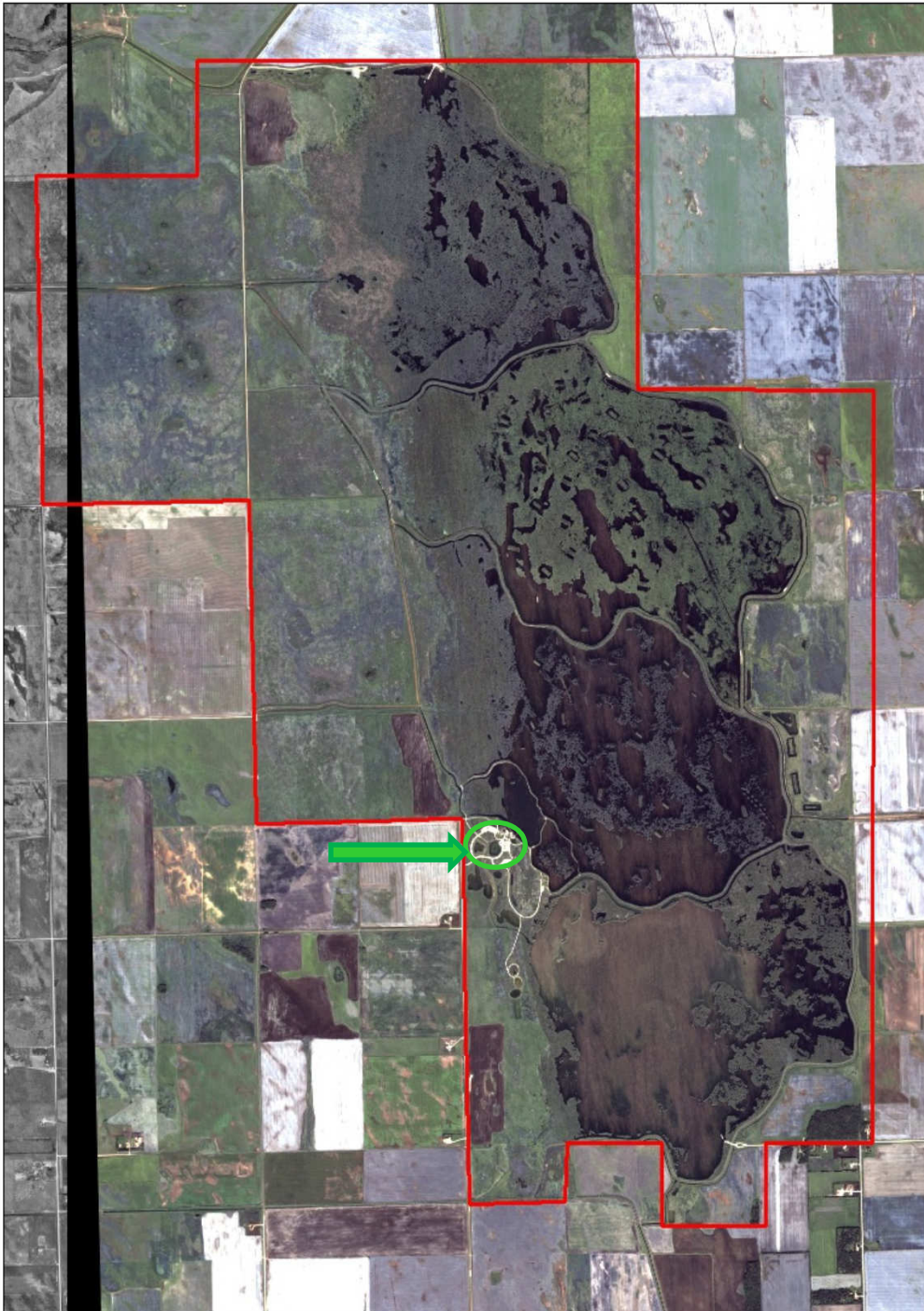
Conserving  
Canada's  
Wetlands



Manitoba 

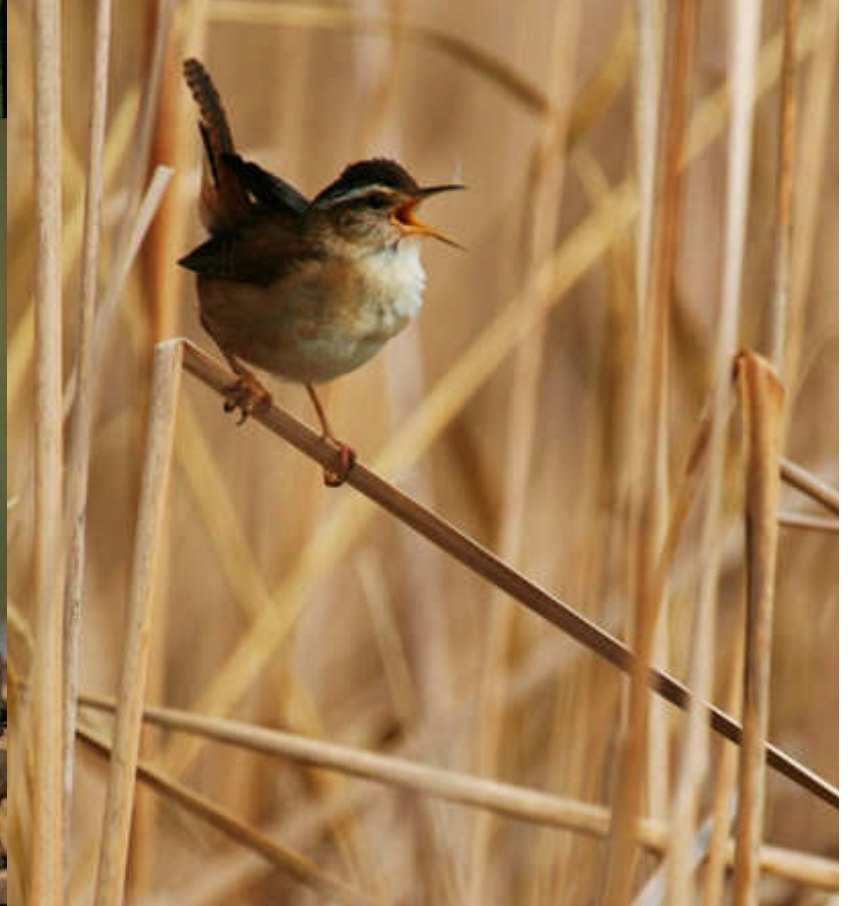


**Oak Hammock Marsh Interpretive Centre**



## Oak Hammock Marsh Wildlife Management Area:

- 36 square kilometer Provincial wildlife management area (9,000 acres, 3,600 hectares)
- 300 species of birds have been identified
- Important staging area for migratory birds (hundreds of thousands of birds fly through)
- Habitats include: wetland, tall-grass prairie, lure crops, nesting cover, wet meadow, aspen/oak forest, willow bluffs
- Designated as a Ramsar site in 1987
- (IBA) Important Bird Area "*Bird Life International*"





**Mission:**  
*“To Connect  
People with  
Wetlands”*



# Programming

- Public (tours, presentations, canoes, films)
- School (curriculum-based, all ages, on and off site)
- Youth (sleepover, birthday parties, camp)
- Special events & Public workshops
- Educator training (In-service days)
- Offsites (festivals)
- Exhibits (various themes)



# Engaging your neighbours

- Unique aspects of your site (indoor/outdoor)
- Current programming
- Shoulder seasons/slow times
- Special events: Linking with local clubs/organizations
- Hours of operation
- Promotion & partnerships
- Food services & gift shop



# *Unique aspects of your site*





# Public programming

***“Wow” factor***



***Experiential***

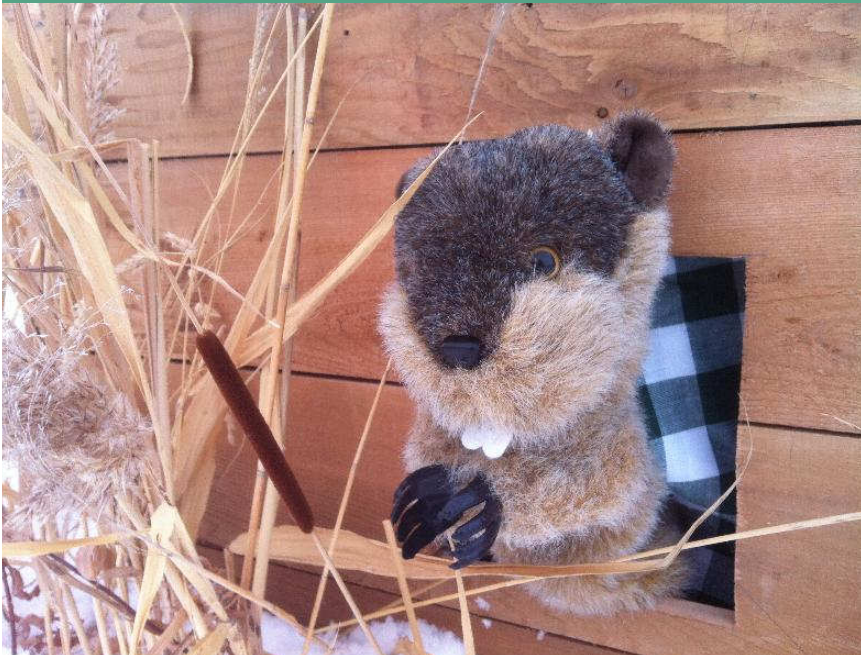


***Interpretive Moments***



# World Wetlands Day

- Colouring contest – schools and public
- Snowshoeing & “Shuffle Duck”
- Themed presentations/wetland films
- Groundhog Day!



# School and Youth

- Curriculum-based
- Interactive
- Affordable (based on market)



# Current programming/site

Returning visitors want to see something different:

- New temporary or seasonal exhibits
- Moving current exhibits around “freshening up”
- Themed walkabouts (wader walks, birding by ear)



# Shoulder Season

- Joining a theme tying you to a community
  - E.g. “Voyageur Days” school programs: programming linked to “Festival du Voyageur” in Winnipeg. School programs increased significantly – Feb/March
- Outreach: Presentations to youth groups, seniors and community groups



# Special Events – linking with local organizations

**Rock and Mineral weekend**



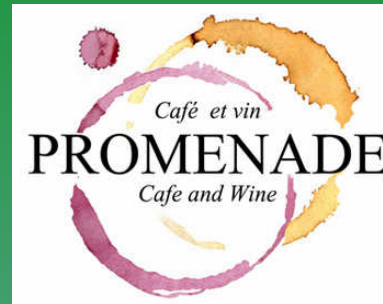
**Rock and Mineral Club  
Mineral Society of Manitoba**

**Astronomy nights**



**Royal Astronomical Society of  
Canada**

# Workshop partners



**Kite Boarding lessons**

**Cooking with cattails**



**Carving guild workshops**

# Outside of regular hours- diversifying your audience

Monthly Astronomy nights



Annual Migration concert wine  
and cheese





# Media partnerships with other attractions



winnipeg <sup>TOUR CONNECTION</sup>  
**messenger**  
Winnipeg, Manitoba, Canada Winter 2013

**CELEBRATING 20 YEARS OF CONNECTING PEOPLE WITH WETLANDS**

From snowshoeing across the frozen marsh to paddling in one of our voyageur-style canoes, the marsh promises a unique experience for all seasons. Considered one of North America's best bird-viewing areas, this restored wetland offers more than 30 kilometres of hiking trails, where visitors can observe some of the 300 species of birds recorded at the marsh.

This 36 sq. km provincial wildlife management area comes alive in spring when it is filled with the sights and sounds of birds returning from their wintering grounds. In fall, hundreds of thousands of waterfowl can be seen daily during autumn migration. For those wanting more intimate

contact with nature, a songbird banding program is offered from May to September. This is a unique opportunity to connect with our feathered friends while an expert shares identification tips. The award-winning Oak Hammock Marsh Interpretive Centre features wheelchair-accessible facilities including meeting rooms, a 120-seat multimedia theatre, a scenic café, a unique gift shop, a rooftop observation deck and interactive exhibits.

Oak Hammock Marsh is located just minutes north of Winnipeg and is open year round, welcoming group tours and school visits for a variety of interactive programming.

➤ Media – shared advertisement



**Nature & Culture**  
Visit both for \$23 (2 adults) or \$34 (family)

**Lower Fort Garry**  
National Historic Site of Canada

**Oak Hammock Marsh**  
Interpretive Centre

Canada  
(204) 785-6050

(800) 665-3825

➤ Local attractions – joint passes

# Food Services & Gift shop

- Seasonal gift shop specials
- Event dinners (local companies, family reunions)
- High tea
- Brunch
- Group specials (local clubs/groups)



# Final thoughts..

*Flexibility is the key to success/survival!*

- Several successful programs have been suggested by stakeholders (potential customers).
- Flexible programs, flexible hours





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Manitoba 