

**A Celebration of Swans**

A celebration of *Swans*

Wildlife Viewing Program

**2014**



APRIL 2014 EVENT INFORMATION  
867-667-8291 or [www.env.gov.yk.ca/swans](http://www.env.gov.yk.ca/swans)  
Swan Cam: [yukonenergy.ca](http://yukonenergy.ca)  
Photos: Claus Vogel

~ MARSH LAKE ~ TAGISH LAKE ~  
~ TESLIN LAKE ~ KLUANE LAKE ~ LAKE LABERGE ~

Water birds need open water in spring to feed, rest and stay safe.



Prepared by:  
**Wildlife Viewing Program**



October, 2015

**A CELEBRATION OF SWANS:  
WILDLIFE VIEWING ANNUAL REPORT  
2014**

**Yukon Department of Environment  
Fish and Wildlife Branch  
PR-15-03**

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## Summary

A key feature of the Wildlife Viewing Program is the annual *A Celebration of Swans* birding festival and related activities at Swan Haven. *A Celebration of Swans* is held during the third week of April each year, to coincide with the return of migratory waterfowl to Yukon. The festival provides many opportunities for Yukoners to enjoy and learn about native swan species as spring progresses. *A Celebration of Swans* is part of the larger Yukon Biodiversity Awareness Month (YBAM), which is recognized each April.

Swan Haven is located on the shores of M'Clintock Bay at the north end of Marsh Lake, approximately 35 km southeast of Whitehorse. This is a critical staging area for migrating birds as they travel from southern wintering areas to northern breeding grounds each spring. As such, the area has been identified as a Habitat Protection Area by the Government of Yukon, and is awaiting a management planning process.

The focal point for visitors to Swan Haven is the Swan Haven Interpretive Centre. This facility is located on Swan Haven Drive, Marsh Lake. Visitors can enjoy interpretive displays both inside and outside the building, waterfowl viewing, interactions with staff, interpretive activities, and a picnic area.

The centre's building is open daily in April; the grounds are open year-round. The Swan Haven Interpretive Centre is managed by the Wildlife Viewing Program. Girl Guides of Canada own the property and Government of Yukon owns all assets.

This year marked the 20<sup>th</sup> anniversary of the Swan Haven Interpretive Centre. In recognition, a special evening event was held at the Yukon Beringia Interpretive Centre, and featured keynote speaker Jim Hawkings (biologist with the Canadian Wildlife Service). The centre's exhibits were updated, both inside and outside the building, vastly improving our conservation messaging and the visitor experience of the site.

Both the festival and the Swan Haven Interpretive Centre were well attended this year. The program continues to be popular with Yukoners and visitors alike.

## Scope

This report describes Swan Haven / *A Celebration of Swans* program activities from January to December, 2014.



Figure 1. A fine, sunny afternoon at Swan Haven, 2014.

# Table of Contents

|  |            |
|--|------------|
| <b>Summary</b> .....   | <b>ii</b>  |
| <b>Scope</b> .....   | <b>ii</b>  |
| <b>Table of Contents</b> .....   | <b>iii</b> |
| <b>List of Figures</b> .....   | <b>iv</b>  |
| <b>List of Tables</b> .....  | <b>iv</b>  |
| <b>A Celebration of Swans</b> .....  | <b>1</b>   |
| Supporters / Partnering Organizations .....  | 3          |
| Swan Haven Interpretive Centre .....   | 3          |
| Poster Contest .....   | 4          |
| Student Art Display and Contest .....  | 4          |
| Canada Games Centre Poster Exhibit .....   | 5          |
| Festival Logo Creation .....   | 5          |
| Storefront Challenge .....   | 6          |
| Swan Cam .....   | 6          |
| Google Maps .....  | 6          |
| Open House for Local Residents .....   | 7          |
| School Program at Swan Haven .....   | 7          |
| Advertising and Promotion .....  | 8          |
| <b>Infrastructure and Property</b> .....   | <b>10</b>  |
| Interpretive Exhibit Update .....  | 10         |
| Shoreline Revegetation .....   | 11         |
| Other Exterior Work .....  | 11         |
| <b>Next Steps</b> .....  | <b>13</b>  |
| Infrastructure and Property, Swan Haven Interpretive Centre .....                        | 13         |
| A Celebration of Swans .....   | 13         |
| <b>Appendix A – Yukon Biodiversity Awareness Month Calendar of Events<br/>2014</b> ..... | <b>17</b>  |
| <b>Appendix B – A Celebration of Swans Thank You Ad</b> .....                            | <b>20</b>  |
| <b>Appendix C – Sample “Spring Update from Swan Haven”</b> .....                         | <b>21</b>  |

## List of Figures

|                   |  |    |
|-------------------|--|----|
| <b>Figure 1.</b>  | A fine, sunny afternoon at Swan Haven, 2014.....   | ii |
| <b>Figure 2.</b>  | Participation trends by festival component, 2003 to 2014. ....   | 1  |
| <b>Figure 3.</b>  | Enjoying the new displays at Swan Haven. ....  | 4  |
| <b>Figure 4.</b>  | Final 2014 poster design. ....   | 4  |
| <b>Figure 5.</b>  | New A Celebration of Swans logo. ....  | 5  |
| <b>Figure 6.</b>  | Poster display at the Canada Games Centre, Whitehorse. ....  | 5  |
| <b>Figure 7.</b>  | Yukon Brewing display. ....  | 6  |
| <b>Figure 8.</b>  | Klondike Travel display.....   | 6  |
| <b>Figure 9.</b>  | Google Maps listing for Swan Haven Interpretive Centre. ....   | 7  |
| <b>Figure 10.</b> | A school group enjoys the views at Swan Haven.....   | 8  |
| <b>Figure 11.</b> | Sign above Third Avenue, Whitehorse. The space and installation was donated by Hougen Group of Companies. .... | 8  |
| <b>Figure 12.</b> | Young visitors enjoying the swan migration game, April 2014. .   | 10 |
| <b>Figure 13.</b> | Sample newspaper advertisement. ....   | 10 |
| <b>Figure 14.</b> | The early stages of exhibit installation. ....   | 10 |
| <b>Figure 15.</b> | Vegetation has started to grow on the Swan Haven shoreline. ..   | 11 |
| <b>Figure 16.</b> | Willow-woven swans, April 2014.....  | 11 |
| <b>Figure 17.</b> | The newly painted and installed sign in parking area along Swan Haven Drive.....                               | 12 |
| <b>Figure 18.</b> | Swan Haven Interpretive Centre, October 2014.....  | 12 |
| <b>Figure 19.</b> | Enjoying swan viewing on a sunny Family Weekend, 2014.....   | 13 |
| <b>Figure 20.</b> | Having fun at Family Weekend, 2014.....  | 15 |

## List of Tables

|                 |  |   |
|-----------------|--|---|
| <b>Table 1.</b> | Participation summary for <i>A Celebration of Swans</i> , 2014. ....                 | 1 |
| <b>Table 2.</b> | <i>A Celebration of Swans</i> Events, 2014.....                                      | 2 |
| <b>Table 3.</b> | Supporters and partnering organizations for <i>A Celebration of Swans</i> 2014. .... | 3 |
| <b>Table 4.</b> | Summary of advertising and promotion techniques.....                                 | 9 |

## A Celebration of Swans

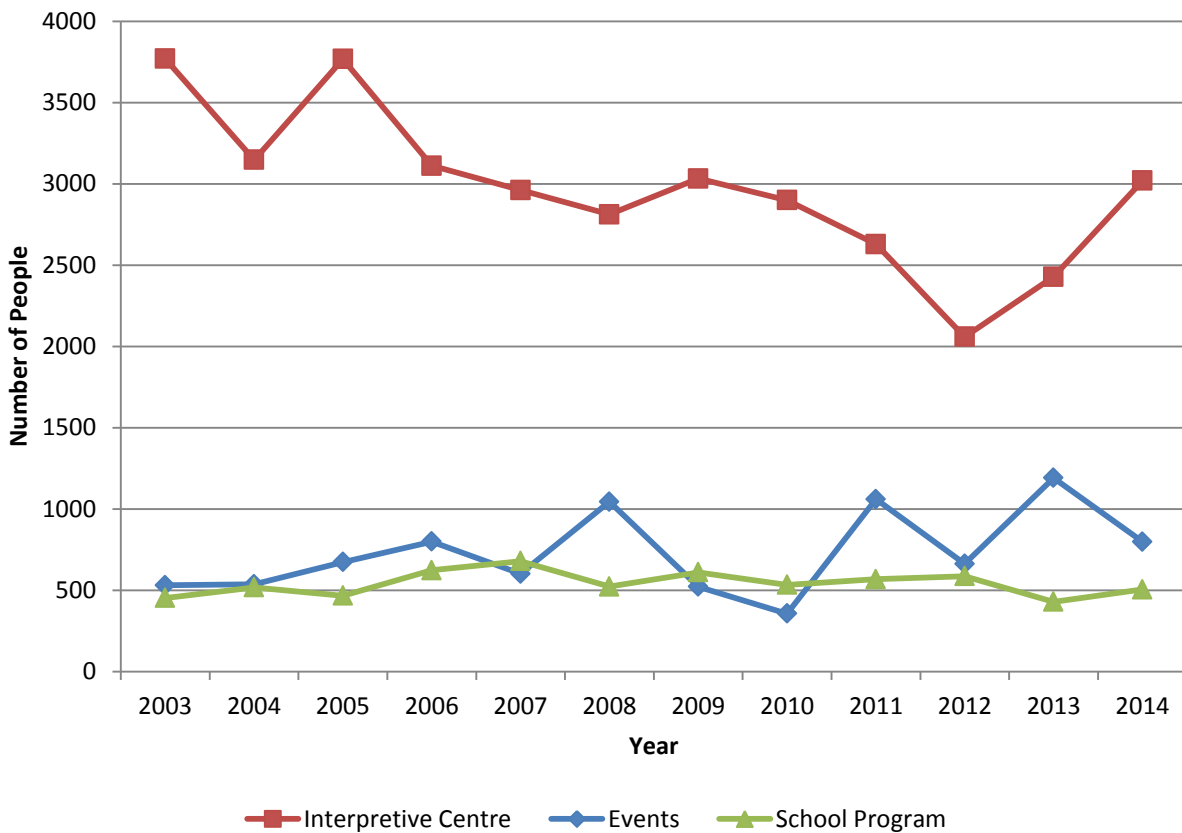
This year's festival ran from April 12-20, with additional events occurring before and after these dates (Appendix A). Participation was strong for most individual events, and for the festival overall.

Centre attendance and school program participation were up from 2013. School program participation was 93% of average. Total Event attendance was down 33% from 2013. However, 2013 attendance was quite high due to an extreme turnout on Family Weekend. Excluding Family Weekend in both years, the 2014 total event attendance was up 20% over 2013.

**Table 1.** Participation summary for A Celebration of Swans, 2014.

| Festival Component          | Number of People |       |          |
|-----------------------------|------------------|-------|----------|
|                             | 2014             | 2013  | Average* |
| Interpretive Centre         | 3,019            | 2,428 | 2,969    |
| Events                      | 798              | 1,191 | 731      |
| School Program              | 505              | 429   | 541      |
| <i>Total participation:</i> | 4,322            | 4,048 | 4,241    |

\*average for 2003-2014



**Figure 2.** Participation trends by festival component, 2003 to 2014.

**Table 2.** A Celebration of Swans Events, 2014.

| <b>Date/Time</b>                | <b>Event</b>                                 | <b>Location</b>      | <b>Description</b>   | <b>Attendance</b> |
|---------------------------------|--|----------------------|--|-------------------|
| April 4<br>5 – 7:30 pm          | Havre des<br>cygnes : Regard<br>sur le passé | Whitehorse           | A presentation and craft at the<br>Association franco-<br>Yukonnaise’s Cafés-rencontres.                   | 50                |
| April 5<br>10:30 am –<br>12 pm  | Winter Swans                                 | Johnsons<br>Crossing | A talk and short walk about the<br>overwintering swans in the<br>area.                                     | 5                 |
| April 12<br>12 – 2 pm           | Tagish Stories<br>and Campfire               | Tagish               | First Nation stories about<br>spring around a campfire with<br>tea and bannock.                            | 16                |
| April 12<br>2 – 5 pm            | Watercolour<br>Landscape<br>Workshop         | Swan Haven           | Drop-in watercolour painting<br>workshop.  | 32                |
| April 12<br>8 - 10 pm           | Coffee House<br>Music Night                  | Swan Haven           | Musical jam session with light<br>refreshments.  | 19                |
| April 13<br>10:30 am –<br>12 pm | Bird<br>Photography<br>Workshop              | Swan Haven           | Introduction to wildlife<br>photography on the shoreline.  | 18                |
| April 13<br>1:00 – 3:00<br>pm   | Willow Weaving<br>Workshop                   | Swan Haven           | Drop-in workshop to weave<br>willow swans and ducks for the<br>fence.                                      | 15                |
| April 14<br>6:30 – 8:30<br>pm   | Counting<br>Swans                            | Carcross             | Outdoor swan viewing and<br>indoor eBird website entry.  | 3                 |
| April 16<br>7 – 9 pm            | 20 Years of<br>Swan haven                    | Whitehorse           | Keynote speaker Jim Hawkings<br>shared the swan migration<br>story of southern Yukon.                      | 32                |
| April 19<br>11 am – 12<br>pm    | From Image to<br>Identity                    | Swan Haven           | Bird identification workshop.  | 15                |
| April 19<br>1 – 2 pm            | Forest Birds of<br>Swan Haven                | Swan Haven           | Bird banding display by Society<br>of Yukon Bird Observatories.  | 10                |
| April 19<br>2 – 3 pm            | A Bird’s Eye<br>View                         | Swan Haven           | Presentation on bird banding by<br>Society of Yukon Bird<br>Observatories.                                 | 17                |
| April 21<br>10:30 –<br>11:30 am | Spiritual<br>Celebration of<br>Swans         | Swan Haven           | Multi-faith service, songs and<br>quiet reflection.  | 30                |
| April 23<br>11 am – 3<br>pm     | Senior’s Tea                                 | Swan Haven           | Drop-in event hosted by the<br>Marsh Lake Community<br>Association with tea, coffee and<br>baked goods.    | 65                |
| April 26 &<br>27<br>12 – 4 pm   | Family<br>Weekend                            | Swan Haven           | Swan viewing, face painting,<br>crafts, games, activities, food<br>concession by Girl guides of<br>Canada. | 448               |
| May 11<br>12 – 4 pm             | Swans of<br>Kluane                           | Burwash<br>Landing   | Walk and talk along the shores<br>of Kluane Lake with waterfowl<br>viewing. Tea, bannock and<br>stew.      | 23                |
| <i>Attendance sum:</i>          |  |                      |  | 798               |

## **Supporters / Partnering Organizations**

Twenty-five different organizations either hosted or aided in the delivery of *A Celebration of Swans* events. Many individuals also contributed (Appendix B).

## **Swan Haven Interpretive Centre**

The centre was open daily in April, from 5-9 pm on weekdays and 12-7 pm on weekends and holidays. A contractor (Jukka Jantunen) was responsible for day-to-day operations of the centre, visitor reception, and daily counts of waterfowl. Environment Yukon staff also worked

at the centre during peak visitation times. Mr. Jantunen is an accomplished birder and photographer and has been involved in many Yukon bird monitoring programs in recent years.

In March new interpretive exhibits were installed both inside and outside the building. Many of these updates are interactive and encourage active, hands-on learning. Feedback on the new exhibits was overwhelmingly positive. On April 2 we hosted a “media tour” of Swan Haven. This provided local media outlets with an opportunity to preview the new exhibits before the bulk of our visitation. The tour resulted in several positive newspaper articles on the

**Table 3.** Supporters and partnering organizations for *A Celebration of Swans* 2014.

| <b>Organization</b>                        | <b>Contribution</b>  |
|--|--|
| <b>Association franco-Yukonaise</b>        | ‘Havre des cygnes : Regard sur le passé’ event                               |
| <b>Aurore boréale</b>                      | Promotion  |
| <b>Canadian Wildlife Service</b>           | Promotion and waterfowl monitoring   |
| <b>CBC/Radio-Canada</b>                    | TV, radio and web promotion  |
| <b>Carcross/Tagish First Nation</b>        | Promotion and support for ‘Tagish Stories and Campfire’ event                |
| <b>Claus Vogel</b>                         | Contributed photograph for poster  |
| <b>CKRW The Rush</b>                       | Radio promotion  |
| <b>Ducks Unlimited</b>                     | Bird identification guides   |
| <b>Girl Guides of Canada</b>               | Food concession  |
| <b>Hougen Group of Companies</b>           | Promotion (sign on 3 <sup>rd</sup> Avenue walkway)                           |
| <b>Klondike Travel</b>                     | Storefront Challenge display   |
| <b>Kluane First Nation</b>                 | Promotion and support for ‘Swans of Kluane’ event                            |
| <b>Marsh Lake Community Association</b>    | Hosting ‘Senior’s Tea’ event   |
| <b>Nancy Deasty</b>                        | Library display and food concession  |
| <b>Science Adventures (Yukon College)</b>  | School program promotion   |
| <b>Society of Yukon Bird Observatories</b> | Promotion, ‘Forest Birds of Swan Haven’ event, and ‘A Bird’s Eye View’ event |
| <b>What’s Up Yukon</b>                     | Newspaper and web promotion  |
| <b>Whitehorse Public Library</b>           | Hosted Storefront Challenge display  |
| <b>Whitehorse Star</b>                     | Newspaper and web promotion  |
| <b>Whitehorse United Church</b>            | ‘Spiritual Celebration of Swans’ event                                       |
| <b>Yukon Brewing</b>                       | Storefront Challenge display   |
| <b>Yukon Conservation Society</b>          | Promotion  |
| <b>Yukon Energy</b>                        | Sponsored festival poster and swan cam, promotion                            |
| <b>Yukon News</b>                          | Newspaper and web promotion  |
| <b>YG Tourism and Culture</b>              | Twitter and Facebook promotion   |



centre's updates.

Visitors to the Swan Haven Interpretive Centre could enjoy the exhibits, view waterfowl from the centre's two decks, and interact with knowledgeable staff and the contractor. Total visitation at the Swan Haven Interpretive Centre is estimated at 3,019 people during April 2014. Without a formal registration process it is difficult to know exactly how many people visit the centre and grounds.

### Poster Contest

As in the previous 14 years, a poster was produced to commemorate *A Celebration of Swans*. A contest was held to obtain a swan-related image for use in the poster



Figure 3. Enjoying the new displays at Swan Haven.

design. A total of 34 images by 15 artists were submitted for consideration. The winning entry was submitted by Pelly Crossing

photographer Claus Vogel. The poster was designed by Paul Gowdie of Tarius Design, and Yukon Energy again sponsored the design and printing.

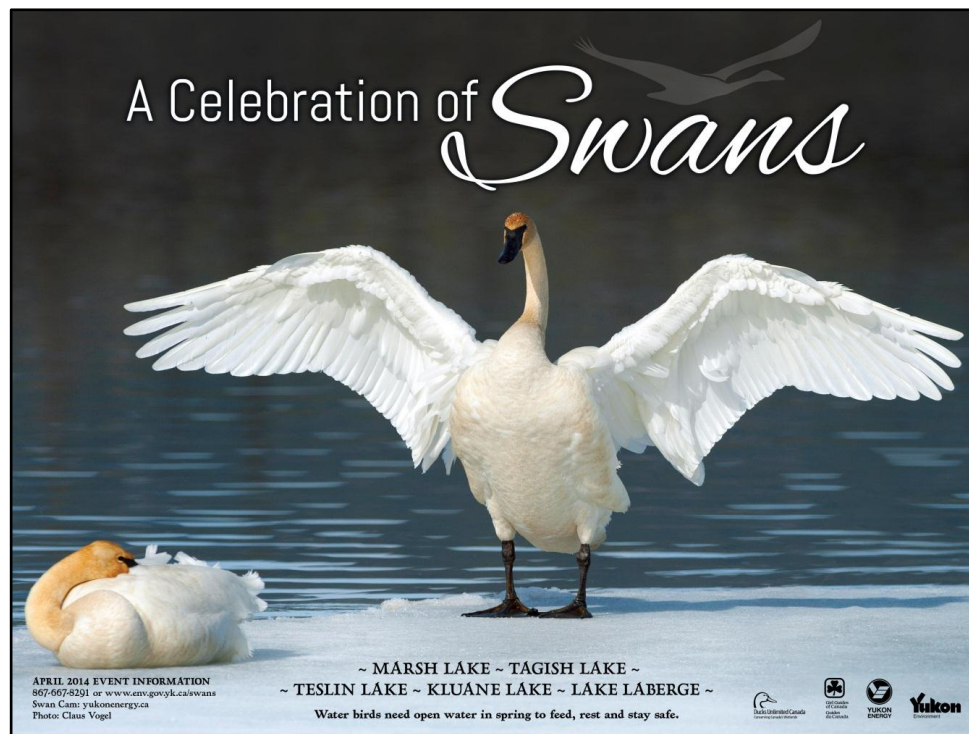


Figure 4. Final 2014 poster design.

### **Student Art Display and Contest**

Yukon students in grades 2-6 were invited to submit original artwork for display at the Swan Haven Interpretive Centre throughout April. Visitors to Swan Haven were to vote for their favourite pieces in a “people’s choice” style contest.

Surprisingly—and unfortunately—we did not receive any entries to the contest. Several teachers told Environment Yukon staff they were planning to submit artwork, but never did. As usual, the contest was promoted by email and hardcopy advertisements sent directly to teachers and school administrative assistants. Most hardcopy materials were hand-delivered.

In the past the student artwork display has been very popular with visitors to the Swan Haven Interpretive Centre. Renewed advertising and promotion will occur in the lead up to the 2015 festival.

### **Canada Games Centre Poster Exhibit**

From April 8 to 25 we displayed all the previous *A Celebration of Swans* posters along with explanatory text. The exhibit was located on the first

floor of the centre, across from the fieldhouse. This high-traffic area resulted in exceptional exposure for Swan Haven and the festival.



**Figure 5.** New A Celebration of Swans logo.

### **Festival Logo Creation**

In recognition of Swan Haven’s 20<sup>th</sup> anniversary, we contracted a designer to create a logo for use in promotional materials. Several versions of the logo were created around a central graphic element. The logo will serve as a long-term identifier for Swan Haven and *A Celebration of Swans*. It is most often used with the Environment Yukon wordmark.



**Figure 6.** Poster display at the Canada Games Centre, Whitehorse.

## Storefront Challenge

Through our website and poster distribution, we encouraged local businesses to recognize *A Celebration of Swans* by decorating their storefronts or offices. The challenge was not a primary focus this year, as interest has been low in recent years.

A volunteer created a display at the Whitehorse Public Library and Yukon Brewing and Klondike Travel created window displays. Many festival posters were visible around Whitehorse during April.



Figure 8. Klondike Travel display.

## Swan Cam

A live-feed, web-based "[swan cam](#)" was again hosted and maintained by Yukon Energy. The camera was positioned on a property at the end of Swan Haven Drive and captured video of waterfowl along the open water of M'Clintock Bay.

In February and March, the Wildlife Viewing Technician worked with Yukon Energy staff, in an attempt to improve the quality of the swan cam footage by finding a more suitable location on the southwest shore of Marsh Lake. A site visit was conducted and a new, tentative location was selected. Unfortunately, technical limitations of the camera and batteries prevented us from using the location in 2014.

In 2015, we plan to examine alternate camera locations to improve the quality of camera footage.



Figure 7. Yukon Brewing display.

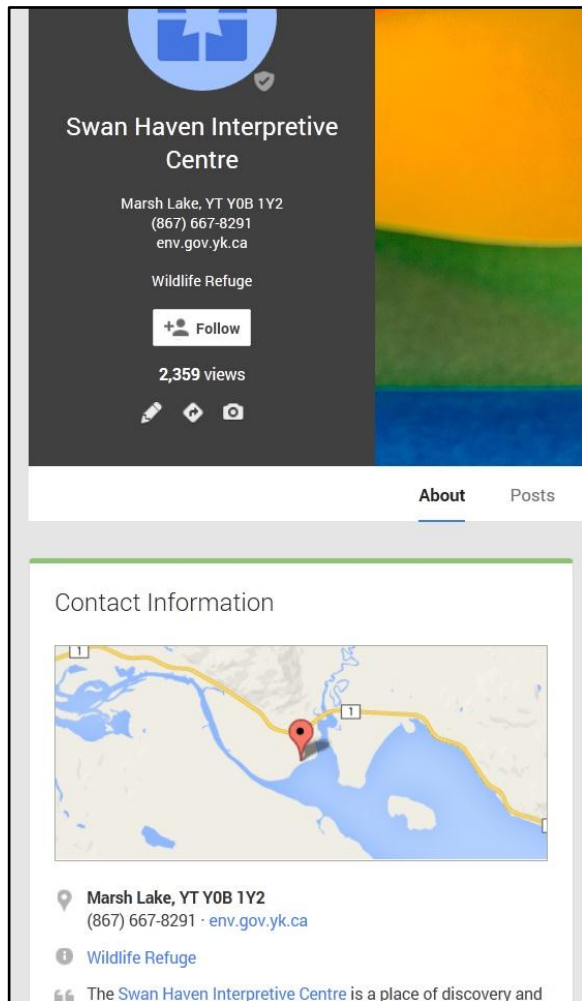
## Google Maps

In April 2014, after a request by Wildlife Viewing staff, the Swan Haven Interpretive Centre was added to the [Google Maps base map](#).

The vast majority of web searches use Google: 68% of US market and over 90% of European market. This inclusion in Google Maps will raise the overall web presence and “findability” of Swan Haven.

## Open House for Local Residents

On March 31, 5:00 – 9:00 pm, we hosted an open house for Marsh Lake residents at the Swan Haven Interpretive Centre. This was an



**Figure 9.** Google Maps listing for Swan Haven Interpretive Centre.

opportunity for local residents to enjoy Swan Haven before the April crowds and to meet Environment Yukon staff. This year special focus was placed on the updated interpretive displays—completed just days earlier.

## School Program at Swan Haven

We again offered free outdoor education activities at Swan Haven for regional schools (grades 2-6). Three staff members were hired for the month of April to deliver this program. Morning and afternoon time slots were available on weekdays (excluding Wednesdays) from April 7-28.

Programs were curriculum matched to each grade level and allowed students to enjoy and learn about swans and other migrating birds.

A promotional package, highlighting the new interpretive exhibits, was distributed to schools in February to encourage registration. The final school program participation was 505 people, an increase of 18% from 2013. Grades 2, 3 and 4 continue to be the most common participants; in 2014 there were no grades 5 or 6 participating.

We invited teachers to complete a short survey about their class’s visit to Swan Haven. The response rate was 31% (4 of 13). All respondents indicated their students enjoyed the program, and all would recommend the program to a colleague. Most (75%) of respondents intend to participate next year, while 25% (n=1) indicated they participate every second year due to a split-grade class. Teachers also provided suggestions for improvements that will be considered for the 2015 program.



**Figure 10.** A school group enjoys the views at Swan Haven.

### ***Advertising and Promotion***

Swan Haven and *A Celebration of Swans* were heavily promoted through print, radio, web, and social media (Table 4).

Radio coverage, particularly by CBC Radio's morning show *A New Day*, was very supportive of our program. The show's staff often checked the latest "Spring Update from Swan Haven" and discussed it on-air.

Word-of-mouth continues to be an effective advertising technique as well.




**Figure 11.** Sign above Third Avenue, Whitehorse. The space and installation was donated by Hougen Group of Companies.

**Table 4.** Summary of advertising and promotion techniques.

| <b>Technique</b>                                   | <b>Outlet</b>  | <b>Note</b>  |
|--|--|--|
| Print ad   | l'Aurore boréale<br>What's Up Yukon<br>Whitehorse Star<br>Yukon News | Generally small ads directing people to our online events calendar. A full-page ad was placed in What's Up Yukon as we received a 50% discount.  |
| Radio ad   | CHON<br>CKRW   | 30-second, AAA ads.  |
| Cable ad   | Northwestel<br>Channel 8   | Static text and image, similar to print ads.   |
| Web ad   | Whitehorse Star  | Ads appearing on the Whitehorse Star website.  |
| Online ad  | Facebook   | Ads appearing in Facebook feeds in the Whitehorse area.  |
| Radio interviews                                   | CBC<br>CKRW  | Live, on-air interviews on the morning show (A New Day) and the lunch-hour show (Midday Café). Described upcoming events and recent swan numbers.  |
| ENV Twitter account                                | -  | Promotion of events and Swan Haven Interpretive Centre.  |
| Wildlife Viewing<br>Facebook page                  | -  | Promotion of events and Swan Haven Interpretive Centre. Recent sightings and bird counts.  |
| ENV website:<br>"Spring Update from<br>Swan Haven" | -  | A daily, online report summarizing the swan migration at Swan Haven, events and interesting sightings.   |
| All About Birds festival<br>listing                | Cornell Lab of<br>Ornithology  | An online festival and events listing service from the premier birding authority in North America.   |
| Swan "Cut-outs"                                    | -  | Large, wooden swan cut-outs placed around Whitehorse and Marsh Lake to indicate the Swan Haven Interpretive Centre is open.<br>Locations:<br>Bottom of Two Mile Hill<br>Second Avenue and Quartz Road (SuperStore)<br>Robert Service Way roundabout<br>Lewes Boulevard (FH Collins)<br>Alaska Highway and Swan Haven Drive<br>Swan Haven Interpretive Centre |
| Third Avenue sign                                  | -  | A large (8 x 2') sign advertising Swan Haven placed on the pedestrian overpass near Main Street.   |
| Event posters                                      | -  | Posters advertising individual festival events posted around Whitehorse.   |

# The Swans are Back



The *Celebration of Swans* starts this weekend. Free events include talks and walks about swans and other water birds. The Swan Haven Interpretive Centre is open throughout April on weeknights 5-9 pm, and weekends 12 noon - 7 pm. For event details and centre hours call 667-8291.

For more information visit:  
[www.env.gov.yk.ca/swans](http://www.env.gov.yk.ca/swans)




Figure 13. Sample newspaper advertisement.

## Infrastructure and Property

### Interpretive Exhibit Update

Continuing the work started in 2013; we fabricated and installed new interpretive exhibits inside and outside the building. The Wildlife Viewing Biologist coordinated and managed multiple contracts with carpenters, designers, translators, and fabricators from January to March. The interior exhibits were installed by the fabrication contractor, while Wildlife Viewing staff installed the exterior interpretive panels.



Figure 12. Young visitors enjoying the swan migration game, April 2014.



Figure 14. The early stages of exhibit installation.

The new centre design provides for a seamless visitor experience with complementary messaging throughout the exhibits. Games and interaction were built into the exhibits, with a variety of tactile, auditory and visual components. Both long-time and first-time visitors to Swan Haven enjoyed the updates and provided overwhelmingly positive feedback.



**Figure 15.** Vegetation has started to grow on the Swan Haven shoreline.

### **Shoreline Revegetation**

Grasses and shrubs have begun to grow along the upper portion of the shoreline, above the gabion mats installed last year. This new growth will help anchor the soil and protect against erosion. More active seeding and/or planting will be considered for 2015.

The post-and-rail fence along the top of the bank was completed in March 2014. The fence is visually pleasing, reduces foot traffic on the revegetating slope, and increases visitor safety. It also provided a structure on which to hang swan-inspired willow weavings, created in a workshop during *A Celebration of Swans*.



**Figure 16.** Willow-woven swans, April 2014.

## **Other Exterior Work**

*August 5, 2014*

- Painted all picnic tables.
- Installed outhouse signs.
- Dug up “site welcome sign” and installed it along the boardwalk near the outhouse.
- Built a new step for the viewing deck built and painted it.
- Repaired stairs to water.
- Cleaned outhouse.
- Cleaned up site.
- Repaired vehicle barrier.
- Put face back on guillotine.
- Took measurements inside for temporary displays, etc.

*August 20, 2014*

- Dug holes and installed 4x6” pressure-treated posts for hanging the main Swan Haven sign.
- Removed garbage and recycling.
- Cleaned and pumped out outhouse.

*September 4, 2014*

- Installed large, wooden Swan Haven sign in parking area with assistance from Parks branch staff.
- An electrician serviced the flood lights inside the building. All are now operational.
- Fixed damaged boards on boardwalk.





**Figure 17.** The newly painted and installed sign in parking area along Swan Haven Drive.

*September 12, 2014*

- Propane heater serviced (preventative maintenance).

*September 19, 2014*

Swan Haven winter shut down:

- Stacked picnic tables.
- Installed “wheelchair parking” sign and “dog-on-leash” sign
- Installed dog waste bag dispenser.
- Stored guillotine inside building.
- Covered guillotine base with tarp and marked with upright 2x4”s for plow operator. Also marked step to viewing deck.
- Installed posts for “Welcome to Swan Haven Interpretive Centre” in front of building. Sign fabricator will install the sign on these posts.
- Brought 30 kph signs and stands (2) and stored in building.
- Removed garbage.

- Cleaned outhouse.
- Brushed out trails and boardwalk.
- Verified propane level (80%).
- Brought two peeled logs to building for use as rails on fence.

*October 16, 2014*

- Installed final two fence rails.
- Removed garbage and recycling.
- Photo-inventory of site.
- Inspection by Highways and Public Works staff.



**Figure 18.** Swan Haven Interpretive Centre, October 2014.

## Next Steps

### ***Infrastructure and Property, Swan Haven Interpretive Centre***

We will undertake the following actions in 2015:

- Monitor built structures for safety issues and effectiveness, particularly erosion protection features.
- continue to comply with terms and conditions of our water license (annual report, January).
- Monitor the seeded areas of the property and assess the need for further re-vegetation action (April-August).

The seeded, upper portion of the shoreline has hosted some plant growth since last year. This is desirable for aesthetics and to help anchor the soil. During the summer of 2014, the City of Whitehorse installed some erosion control features along the Black Street stairs to the airport property. The potential application of

this design at Swan Haven will be investigated.

### ***A Celebration of Swans***

We will continue to build upon the success and popularity of *A Celebration of Swans*. Festival events in 2014 were generally well-attended, with the exception of events in Carcross and Johnson's Crossing. These communities are important as part of the overall swan migration story. They also give opportunities for local community members to get involved in the festival, without traveling far. We will offer simple, cost-effective events in these communities in 2015.

The festival has traditionally been billed as a nine-day affair, scheduled for the third week of April. However, this is misleading as events occur throughout April and into early May, and Swan Haven is open each day in April. To avoid confusion, next year's festival will be promoted as "April 2015".



**Figure 19.** Enjoying swan viewing on a sunny Family Weekend, 2014.

We will continue our efforts to improve participation in the Swan Haven School Program. It is encouraging that participation increased 18% from 2013; however, there is still schedule availability for more classes to visit. We will be planning new learning activities for students in 2015, which may attract more teachers to the program.

We will be refocusing the promotion of the student art contest for the 2015 season. The absence of student art at the Swan Haven Interpretive Centre was quite noticeable this year.

Tracking visitation to Swan Haven has been challenging. With no “front gate” or sales receipts, our figures are estimates, and should be considered a minimum visitation number.

In 2015, we will experiment with using a pneumatic traffic counter to complement staff-collected figures. In addition, we will distribute a commemorative button to each visitor. The number of buttons used will act as a proxy for total visitation and a small souvenir for visitors. The buttons will also serve as a promotional tool when people wear them after their Swan Haven visit.

We will continue to look at new ways of engaging our audiences. Some visitors would like to see all the previous festival posters displayed at Swan Haven. While space and interpretive design make this challenging, we are considering showing posters in a large-format “scrapbook style” presentation. Another consideration will be maximizing the effectiveness of the tablet, perhaps for quickly comparing swan calls, showing video of waterfowl, etc.

We are looking at potential strategies for keeping the Swan Haven Interpretive Centre open in May 2015.

Although the abundance of swans decreases, species diversity increases as shorebirds arrive in the area. Early May is a wonderful time to visit M’Clintock Bay and learning and appreciation opportunities are plentiful.

The daily *Spring Updates from Swan Haven* will continue. We will make small improvements to the design of the updates and work with the Web Communications Coordinator to maximize the reach of the updates.

It may be beneficial to engage in a formal evaluation process for this program. A professional review of audience needs, expectations and desires would help inform future program development. Audience (visitor) segmentation tools are widely used in the tourism industry. Application of these tools to our visitors may yield insights for adjustments. A gap analysis of current activities would contribute to wise, future decision making.

*A Celebration of Swans* has great community support. We will continue to strengthen this program by focussing on high quality experiences for participants.



**Figure 20.** Having fun at Family Weekend, 2014.



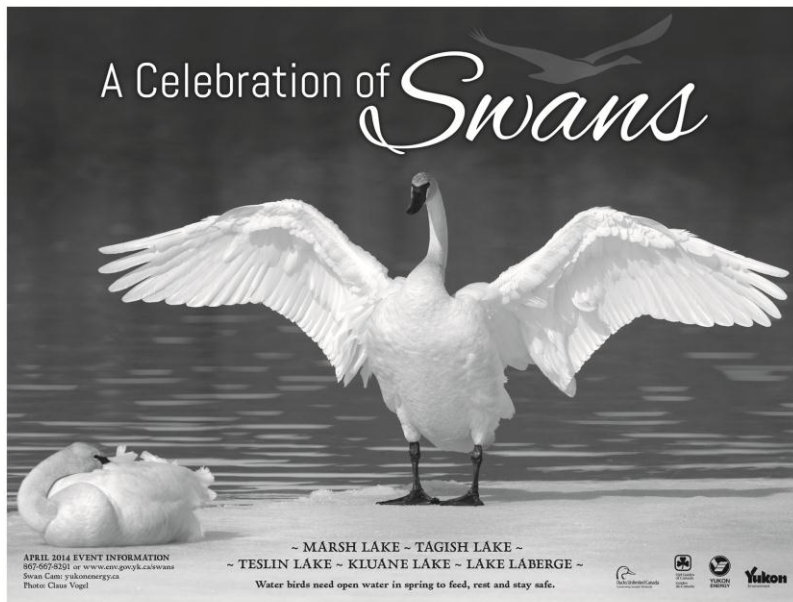
# **APPENDIX A – YUKON BIODIVERSITY AWARENESS MONTH CALENDAR OF EVENTS 2014**







# APPENDIX B – A CELEBRATION OF SWANS THANK YOU AD



To everyone who made Swan Haven and  
*A Celebration of Swans 2014* a success,

## Thank You!

### Poster:

Claus Vogel | Yukon Energy

### Yukon Energy Swan Cam:

Peter Heebink | Yukon Energy

### Swan Haven Update:

Alan Wilson | Bernice  
Schonewille | Bruce  
Montgomery | Carolyn Allen  
Cecil Spinks | Chera Hunchuk  
Dennis Ferguson | Dennis  
Senger | Gerry Perrier | Ida  
Calmegane | Inkspirationz  
Jackie Gosselin | Jeremy  
Fulmer | Marko Marjanovic  
Mary Binsted | Morris Lamrock  
Oliver Barker | Outcrop Yukon  
Paul Crawford | Pearl Keenan  
Peter Heebink | Philip Merchant  
Robert Kempson | Sia Staniforth  
Tanya Handley | YG French  
Language Services

### Food Concessions:

Girl Guides of Canada | Nancy  
Deasty

### Promoters:

Aurore boréale | CBC/Radio-  
Canada (TV, radio, web) | CKRW  
The Rush | Hougen Group of  
Companies | What's Up Yukon  
Whitehorse Star | Yukon  
Conservation Society | YG  
Tourism and Culture | Yukon  
News

### Events & Activities:

Adam Skrutkowski | Ben  
Schonewille | Bev Brazier,  
Rev. | Daphne Mennell  
Environment Canada | Ida  
& Henry Calmegane | Jim  
Hawkings | Jukka Jantunen  
Kluane First Nation  
l'Association franco-  
yukonaise | Marsh Lake  
Community Society, Wendy  
Morrison & all the volunteers  
Mary Jane Johnson | Nick  
Guenette | Remy Rodden  
Shiela Alexandrovich | Society  
of Yukon Bird Observatories  
Ted Murphy-Kelly | Yukon  
Energy

### Community Displays:

City of Whitehorse (Canada  
Games Centre) | Klondike  
Travel | Nancy Deasty  
Whitehorse Public Library  
Yukon Brewing

**Thank you to the  
children, youth and  
adults** who submitted  
inspiring creations for the  
poster.

### School Programs:

Karine Grenier | Lance  
Leenders | Maria Leung  
Science Adventures (Heather  
Dundas) and 505 teachers and  
students!

### Waterfowl Monitoring:

Adam Skrutkowski  
Environment Canada | Jim  
Hawkings | Jukka Jantunen

### Coordinators:

Environment Yukon,  
Wildlife Viewing Program



Girl Guides  
of Canada  
Guides  
du Canada



**Yukon**  
Environment

## **APPENDIX C – SAMPLE “SPRING UPDATE FROM SWAN HAVEN”**

