



Artist Response Team

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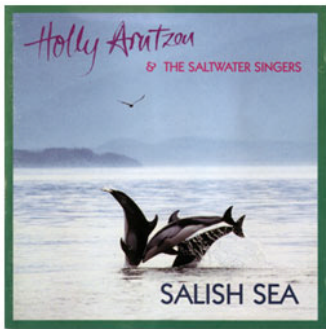
Community Outreach - Government Agencies

Parks Canada
Environment Canada
Fisheries & Oceans Canada



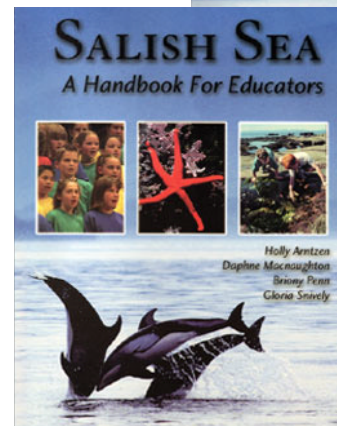
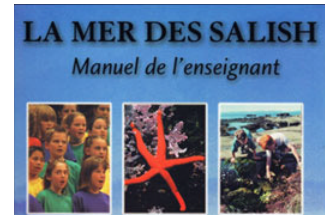
From 2000 to 2005 ART worked with three federal government departments in a series of connected, collaborative projects. The lead agency was Parks Canada, and through them, Fisheries & Oceans Canada and Environment Canada were brought in to support the Salish Sea project.

It began with the CD, **Salish Sea**, which featured youth choirs from schools in SD63 (Saanich) singing with Holly on original songs about marine conservation.



Educators' Handbooks were created to help teachers use the Salish Sea songs in the classroom for cross-curricular learning; they provide activities in music, science and social studies that are linked to song lyrics, and fulfill prescribed learning outcomes.

In 2001 the first **Salish Sea Festival** was held at Fort Rodd Hill National Historic Site, which brought in choirs from 12 schools in Victoria, Sooke, Saanich and Gulf Islands School Districts. 3000 people attended; then-Environment Minister David Anderson and UN Children's Conference on the Environment Chair Theo Oben were among the dignitaries who spoke.

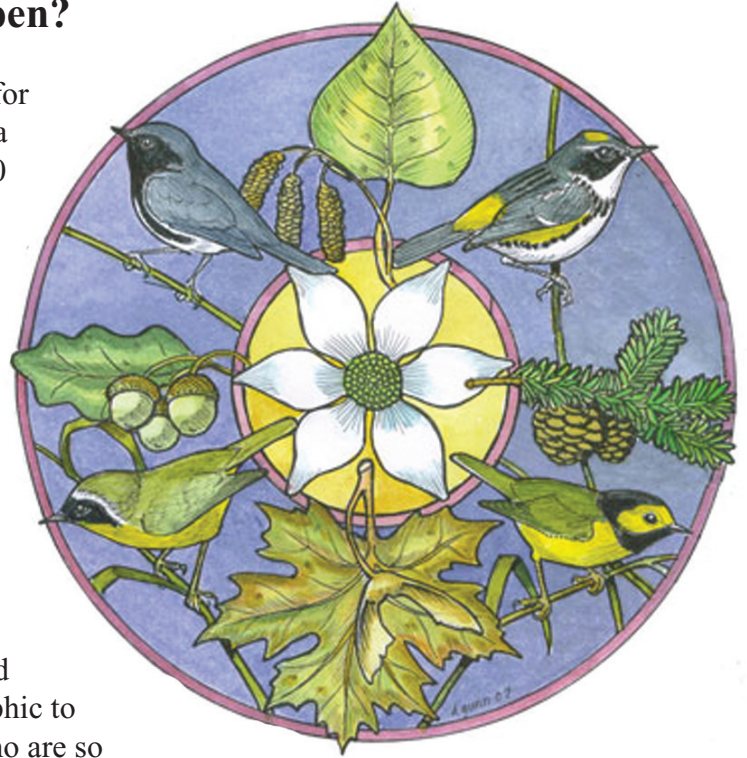


The Voices of Nature Radio Show featured eco-songs, science information and humour; it ran for four seasons, 16 episodes per season, twice a year between 2004-2008 on Village 900 radio in Victoria.

How did this unique partnership happen?

In 1999, Jim Barlow, then-Field Unit Superintendent for the BC-Yukon region of Parks Canada, was sitting in a Victoria theatre, listening to 400 hundred kids and 750 audience members singing together about nature. He said, “There I was, amongst a bunch of adults all singing at the top of their lungs about environmental issues. I realized that this (Voices Of Nature) model was a way to reach people with messages about marine conservation.

At that time, Parks Canada had proposed to establish a National Marine Conservation Area in the Southern Strait of Georgia. In order to fulfill that mandate, there has to be a critical mass of public opinion in support of the initiative, so that the politicians would take the necessary steps. Parks conducted market research, which showed that the key demographic to reach are the “working professionals”...the people who are so busy with their families and jobs, they don’t have time to go to environmental meetings and they don’t read government brochures. But when their children sing and speak out for the oceans, they listen!



Voices of Nature at Lochside Elementary - 2000

Along the way ART gave School Music Programs and Concerts with over 40 schools in greater Victoria and Vancouver.

ART’s schools programs had engaged tens of thousands of students and family members on Vancouver Island, in Greater Vancouver and throughout BC. So Parks, Fisheries & Oceans and Environment Canada could justify supporting musicians and youth singing songs about ocean protection because the outreach was connecting with the audiences they needed to reach!