








2023 ADVOCACY REPORT

serving the community

Stewards of the lands and seas upon which we operate...preserving the SUPER, NATURAL BRITISH COLUMBIA brand

Initiative	Details	Outcome
 Government Relations	We've met Tourism Minister Popham and her various staff many times this year. We have also had face time many other ministers communicating the value of tourism.	Our relationship with the Ministry of Tourism is strong. They fully understand and advocate for us with other ministries. The WTA is often invited around many important tables.
 Forest Conservation	We've been part of the <u>Old Growth Strategic Review</u> engagement and we've also been advocating for improved visual quality objectives in the forestry industry.	We had a huge win earlier in 2023 when Premier Eby announced the removal of a 'timber first' policy. Read more HERE . We will continue to advocate for responsible forestry practices.
 Coastal Marine Strategy	We hold a seat at the engagement table for the <u>Coastal Marine Strategy</u> that will shape the BC coast for the next 20 years.	We are hopeful that the final strategy will have language suggesting that <i>marine tourism stakeholders must be included, prior to the implementation of decisions</i> . And we were very excited to hear a December announcement about collaborative marine conservation and economic development on the coast. Read more HERE .
 Wild Salmon Protection	We have been advocating to DFO for the transition to responsible aquaculture. We have also stood in solidarity with First Nations who support this transition as well.	We met the Federal Fisheries Minister in the Spring. We also recently met with a DFO Senior Policy Advisor. Our voice has been heard loud and clear that the wild salmon economy must be prioritized. See a press conference that we attended HERE .
 Changes to the Mineral Tenure Act	We have been advocating to the Ministry of Mines for changes to the antiquated Mineral Tenure Act. Commercial Recreation tenure holders must have proper consultation before mining permits are issued.	This is an area where we will continue serious advocacy efforts. We believe change in legislation will come; however we must continue to have our voice heard. We were pleased with a recent ruling in favour of First Nations consultation.
 Outdoor Recreation Strategy	As part of the <u>Adventure Tourism Coalition</u> , we are advocating for 'Commercial Recreation' as an important component of the strategy.	We were very vocal in 2023 and this will be a big focus of our efforts in 2024. We must ensure that our operators will have business certainty under this new strategy.
 Biodiversity & Ecosystem Health	We are a key member of the <u>Fish, Wildlife & Habitat Coalition</u> . We are proud to stand with this group in leading many initiatives to advocate for biodiversity and ecosystem health.	3 excellent outcomes announced at end of 2023: -October: 300 million in BC conservation funding. Read more HERE . -November: 1 billion in tripartite conservation agreement. Read more HERE . -November: BC published a draft Biodiversity & Ecosystem Health Framework. Read more HERE .

* *Acknowledgements*

Our volunteer Board of Directors plays a key role in keeping the WTA going!