



*Saskatchewan*  
**WILDLIFE FEDERATION**

# *Strategic Plan*

*November 1, 2019 -*

*November 1, 2022*

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## ***Saskatchewan Wildlife Federation (SWF)***

*Who are we: Conserving wild life in Saskatchewan since 1929, the Saskatchewan Wildlife Federation is a non-profit, non-government, charitable organization of over 33,000 members in 122 branches located throughout the province representing every walk of life.*

### ***Current Trends Affecting Fish and Wildlife in Saskatchewan***

- i. As the population of the province increases and diversifies so does the pressure on fish and wildlife through habitat loss and increase demand for use of the resources*
- ii. Issues facing fish and wildlife resources vary considerably from northern to southern Saskatchewan*
- iii. Funding for government programs (both Federal and Provincial) will continue to be outsourced and therefore will require more involvement by resource users*
- iv. The impact of climate change, while difficult to predict will require that management of the provinces fish and wildlife resources account for the affects of these changes*
- v. Diseases affecting fish and wildlife are becoming more frequent as the affecting organisms are transmitted through increased human activity*
- vi. The introduction and spread of invasive non-native species in Saskatchewan is currently and will continue to be a growing problem*
- vii. Changes in farmland practices are resulting in changes to wildlife and wildlife habitat.*
- viii. Tourism continues to promote fishing and hunting in the province putting more harvest pressure on most game species of fish and wildlife*
- ix. There is a general trend in interest and public awareness towards animal welfare which results in negative attitudes towards hunting and angling*
- x. Commercial use through privatization continues to be a major negative effect on wildlife*
- xi. Surveys have indicated that women continue to become more interested in angling and hunting. As a growing segment in outdoor activities, women are also becoming more influential in the market place.*
- xii. There is diminishing access to wildlife as a result of restrictions to private land, and public concern about firearms resulting from increased political and media attention regarding ownership and misuse.*
- xiii. Urban youth particularly, and youth in general are becoming more disconnected from nature as a result of a continuing trend of spending more time indoors with increased use of electronic social media and games.*

### ***SWF Mission***

*To ensure the wild life legacy we leave to our children surpasses that which we inherited.*

## **Core Principles**

*Fish and wildlife resources are a public trust:* A public trust doctrine provides that public trust lands, waters and living resources are held by government in trust for the benefit of all people. It establishes the right of the public to fully enjoy these provincial attributes for a wide variety of recognized public uses rather than use for commercial purposes.

*Allocation of fish and wildlife by law:* Management of fish and wildlife resources with a strong regulatory structure is largely in place but it is imperative to maintain the basis of these regulations and to ensure that there is adequate enforcement of the laws.

*Fish and wildlife should be harvested only for a legitimate purpose:* This is a generally accepted fact by most anglers and hunters today.

*Fish and wildlife should be considered an international resource:* Many species of fish and wildlife cross the borders in North America therefore interagency coordination is mandatory if these species are to be managed correctly.

*Science should be the proper tool to discharge fish and wildlife allocation policy:* While socioeconomic considerations are important, fish and wildlife management can easily become politicized. It is important that decisions are made using the best possible available science.

*Fish and wildlife should be treated as a public resource:* Equitable allocation should be considered on behalf of all residents and conservation of these resources should be paramount.

*Recognition of the value of a strong rural base for both wildlife and the organization:* Land owners provide the bulk of wildlife habitat in southern Saskatchewan and should be recognized for their contribution to maintaining healthy wildlife populations.

## GOALS AND OBJECTIVES

### Membership and Volunteerism

***Goal: To continue to expand the SWF membership base with a focus on active volunteerism.***

***Objectives:***

1. Market SWF to both members and non-members.
2. Create a donor database for funding donations by members and supporters.
3. Actively promote the SWF values and principles as part of an ongoing dialogue with the membership.
4. Promote and engage involvement in local, regional, and provincial programming roles in the SWF.
5. Promote branch driven local membership.
6. Develop technology to expand membership and fundraising.
7. Ensure that the membership is aware of current issues affecting fish and wildlife, and corresponding actions by the SWF and the Board of Directors.
8. Promote open dialogue to ensure that key issues and interests of the membership are understood.
9. Promote discussion in all geographical regions of the Province to ensure that angling, hunting and trapping issues are fairly represented.
10. Create opportunities for members/non-members to participate in local SWF programs and projects.

## **External Engagement**

***Goal: To continue to expand dialogue and interaction with both traditional and non-traditional organizations to advance mutual goals and interests.***

### ***Objectives:***

1. Maintain SWF involvement in common issues with landowner/agricultural-based organizations.
2. Interact with all levels of government to ensure that fish and wildlife values are recognized in policy and programs.
3. Promote a science-based approach to sustainable fish and wildlife management that minimizes arbitrary decision-making based on uninformed emotions and conjecture.
4. Support dialogue with First Nation and Métis groups where there are common issues.
5. Expand and promote the use of citizen science
6. Support programs that are essential for regulatory compliance and enforcement.
7. Participate in committees affecting fish and wildlife management and habitat protection and enhancement.
8. Partner with interested organizations in disease management programs and aquatic and terrestrial invasive species.
9. Continue to promote and support a partnership (business) approach in working with the Federal and Provincial governments (WAC, FAC, FWDF, CWD, HAAP, etc.).
10. Promote and support hunting, angling and trapping privileges for Saskatchewan residents.
11. Promote SWF programs and principles and engage involvement with the organization, include action items for women, urban populations, youth, special populations, etc.
12. Advocate on behalf of licensed hunters, anglers and trappers.

## **SWF Programming**

**FISHERIES - Goal: *To deliver and manage all SWF programs, supporting and promoting conservation enhancement of fisheries in Saskatchewan in order to maintain and improve fish populations.***

### ***Objectives:***

1. Generate new fisheries enhancement projects.
2. Develop new projects and maintain existing projects.
3. Increase youth involvement through Fisheries.
4. Assist Ministry of Environment biologists in making management decisions.
5. Participate on Saskatchewan's Aquatic Invasive Species Task Force.

**HABITAT TRUST - Goal: *To deliver and manage all SWF programs supporting and promoting conservation enhancement of habitat in Saskatchewan in order to maintain and improve wildlife populations.***

### ***Objectives:***

1. Acquire land - funding permitting.
2. Manage land in accordance with the SWF Land Use Policy.
3. Fundraise to help provide funding for the HT program.

**EDUCATION - Goal: *To deliver and manage all SWF programs supporting and promoting outdoor education in Saskatchewan.***

### ***Objectives:***

1. Deliver Women's Outdoor Weekend to engage women with the SWF, create new connections with other outdoor organizations, teach outdoor skills.
2. Deliver Youth Conservation Camps to create stronger connections between youth and the SWF.
3. Deliver Youth Conservation Leadership initiative to engage youth with the SWF.
4. Provide snowshoes to community groups and schools to encourage involvement with the SWF and being outside.
5. Deliver Fish Artwork Contest to engage youth with the SWF through art.
6. Place geocaches to encourage public discovery and use of SWF lands.
7. Create Wildlife Posters to be used as educational tools.
8. Deliver National Archery in the Schools Program (NASP)
9. Deliver Fish in Schools Program (FinS)
10. Coordinate Go Fish SK
11. Fundraise to help provide funding support for the Education programs.

## **Public Image**

***Goal: To promote and increase awareness of the SWF and its programs and principles.***

### ***Objectives:***

1. Support and promote wise fish and wildlife resource use.
2. Promote programs that are instrumental in retaining fish and wildlife habitat.
3. Promote wise use and appreciation of our fish and wildlife resources through education and outreach programs.
4. Emphasize and promote the value of the SWF to resource users.
5. Advocate for conservation and wise use of the province's fish and wildlife resources.
6. Ensure Government accountability in the management of the Province's fish and wildlife resources.
7. Promote angling, hunting and trapping as positive and legitimate uses of our province's fish and wildlife resources and essential components in responsible wildlife management.
8. Promote public awareness and engagement in fish and wildlife management as essential to the sustainable health of these resources.
9. Continue to grow the SWF brand recognition and presence within the outdoor community.
10. Promote the quality of life benefits associated with a lifestyle that includes outdoor heritage activities.
11. Promote the concept that hunting and trapping on private land is a privilege and must always be done in a responsible manner.

## **Fundraising**

***Goal: To continue to promote and expand SWF efforts to provide funding for all SWF fish and wildlife conservation and educational initiatives.***

### ***Objectives:***

1. Expand recognition within the SWF membership as well as to non-members of opportunities to provide funding for specific programming initiatives.
2. Develop a sponsorship and recognition program for corporations as well as individuals.
3. Develop, support and promote fundraising programs and initiatives for SWF Branches.
4. Promote mandatory compensation and offset mitigation for negative environmental impacts that provide funding for habitat enhancements.

## **Administration and Programming**

***Goal: To strive for excellence in all aspects of SWF program delivery and provide professional representation where required.***

### ***Objectives:***

1. Actively manage program growth and development to ensure that they are sustainable over the long term.
2. Manage and coordinate branch support.
3. Maintain program administrative costs within a balanced budget.
4. Invest SWF assets in a safe and secure investment base which can be used if/where required for additional SWF programming.
5. Consolidate habitat lands under the SWF management umbrella.
6. Ensure that the SWF maintains its not-for-profit and charitable status.
7. Deliver and manage the following Board-approved Ancillary programs:
  - a. Saskatchewan Fish Hatchery
  - b. Fisheries Enhancement Agreement
  - c. Education Enhancement Agreement
  - d. Hannin Creek Education & Applied Research Centre
  - e. FWDF Lands Management
  - f. Henry Kelsey Big Game Records