

# 2023-24 Annual Report



# Hike Nova Scotia Annual Report 2023-24

Here are some of the highlights on progress in the five areas of the Hike Nova Scotia Strategic Plan, covering activities between April 1, 2023 to March 31, 2024. Equity, diversity, inclusion and access is a lens applied to all five strategic directions, which include:

1. **Advocacy:** Be a recognized and respected voice for walking, hiking and snowshoeing
2. **Capacity Building:** Increase walking/hiking/snowshoeing and outdoor skills and knowledge
3. **Leadership:** Be a strong leader in the walking, hiking and snowshoeing movement with sound organizational practices
4. **Places and Spaces:** Support partners in the creation and development of places and spaces for walking, hiking and snowshoeing
5. **Promotion:** Promote and encourage more responsible walking, hiking and snowshoeing



# Advocacy

- Participated in government consultations including the NS Active Transportation Plan, NS Protected Areas Strategy and NS Accessibility Standard
- Continued to work to gain a permanent seat on the provincial Trail Strategy Coordinating Group
- Ran the #LoveOurTrailsNS campaign in February, engaging MLAs with our trails



- Met as part of a coalition with NS Natural Resources and Renewables and NS Environment and Climate Change about updating the Provincial Parks Act to better protect provincial parks and protected areas
- Provided letters of support for various trail groups for trail funding applications
- Promoted the results of the winter 2023 trail manager survey in the media, received 14 media hits

# Capacity Building

- Offered 7 Outdoor Council of Canada courses for 62 participants, including a Navigation course for the Confederacy of Mainland Mi'kmaq
- Offered 6 Re-Connecting with Nature workshops for 75 participants
- Offered 10 webinars on hiking-related topics for 219 participants



- Offered 2 Leave No Trace Instructor Training courses for 17 participants
- Offered NS Walks walk leader training sessions for 134 leaders
- Offered 4 Trail Maintenance work shops across the province for 49 participants

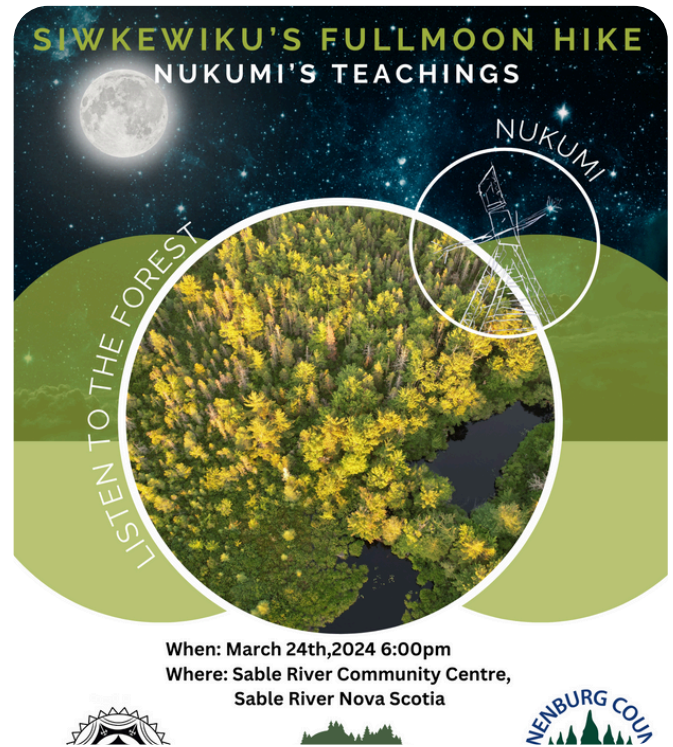
## Quote from a Field Leader - Hiking course participant:

*"This course gave me the confidence and courage to be able to step outside my comfort zone and take the next step while doing what I love - hiking!"*



# Leadership

- Incorporated equity and inclusion actions and lens into the new strategic plan
- Provided equity and inclusion training for Hike NS board, staff and instructors
- Increased membership by 2 percent
- Added 3 more member benefit partners
- Partnered with 56 groups on events or initiatives



# Places and Spaces

- Offered an Engaging Your Board in Fundraising webinar for 7 participants
- Offered 4 Trail Maintenance workshops across the province for 49 participants
- Kept trail managers up-to-date on the latest news, funding and resources
- Provided advice and support to several trail managers
- Created the Trail Builders Business Directory

**Quote from a Trail Maintenance workshop participant:**

*"Expert knowledge provided in class and then displayed in the field with opportunities to practice."*



# Promotion

- Held the Fall 2023 and Winter 2024 Guided Hike & Walk Series across NS including 70 events for over 985 people organized by 35 partners
- Co-hosted Trails of Halifax Region book launch with author Michael Haynes in Halifax on July 4
- Supported Leave No Trace Canada's Leave No Trace Pledge and offered LNT workshops
- FarOut Guide for the Nova Scotia section of the International Appalachian Trail became available
- Distributed 774 Hiker Challenge badges and launched 5 new regional badges (Digby, Cape Breton Highlands, Region of Queens, Pictou County Coast and Cliffs of Fundy Geopark)



## Quote from a Cape Chignecto Hiker Challenge badge earner:

*"I am super excited for the Cape Chignecto Badge. I completed the entire loop just one month ago. It was truly a learning experience and humbling at the same time. And my first ever backcountry hike (3 nights, 4 days). To receive a gift certificate for the Trail Shop is a lovely surprise. Thank you so much for all you do to ignite everyone's passion for the outdoors."*

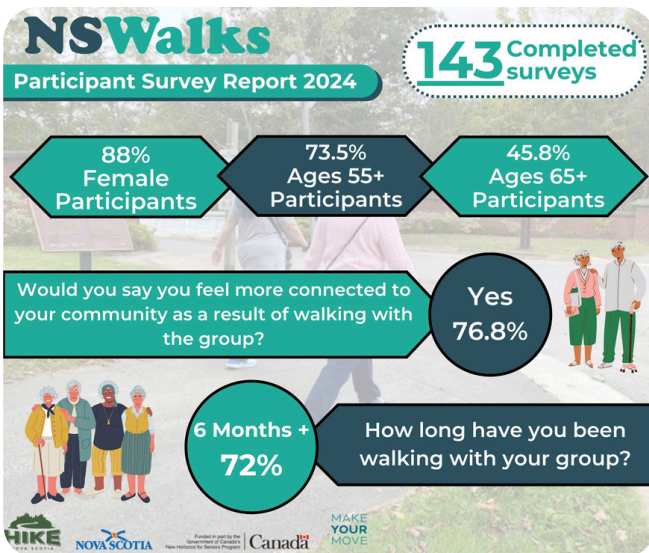


# NSWalks



- As of March 31, 2024, 65 walking groups with an estimated 911 participants
- Held 17 in-person and virtual walk leader training sessions for 134 leaders
- Nova Scotia Walk Day on May 10, 2023 had 70 events with 500 walkers

- Translated Walk Leader training module into French
- Expanded walking groups into a number of equity deserving communities including 3 black communities, a newcomer community and a community with a very high rate of folks experiencing poverty.



## Quotes from NS Walk participants

*"Socially and physically more active, broadening my social circle"*

*"I have a positive attitude to life and look forward to seeing everyone."*

# Funding and Partners

## Financials

Hike NS had a challenging financial year. While a deficit was incurred, it is offset by a surplus from the previous year. See our full financials online.

## Partners and Supporters

Hike NS recognizes the support of the Province of Nova Scotia. We are pleased to work in partnership with the Department of Communities, Culture, Tourism and Heritage to develop and promote our cultural resources for all Nova Scotians.







## **Funders and Sponsors**

Nova Scotia Department of Communities, Culture, Tourism and Heritage

Nova Scotia Department of Labour, Skills and Immigration

Government of Canada's New Horizons for Seniors Program

Clean Foundation

Canadian Parks and Recreation Association

NSLC For the Good of the Community Fund

Dairy Farmers of Nova Scotia

Smith + Andersen

The Trail Shop

Goose Lane Editions

Tilley

Mountain Equipment Company

AllTrails.com

TruEarth

Google Ads Grant Program

## **Significant Partnerships**

Outdoor Council of Canada

International Appalachian Trail

Leave No Trace Canada

Hike Canada

Recreation Nova Scotia

Healthy Tomorrow Foundation