



Hike Nova Scotia Annual Report 2020-21





Here are some of the highlights on progress in the four areas of the Hike Nova Scotia Strategic Plan, covering activities between April 1, 2020 to March 31, 2021.

Our four strategic directions include:

1. **Advocacy:** Be a recognized and respected voice for hiking, walking and snowshoeing
2. **Promotion:** Promote and encourage more responsible hiking, walking and snowshoeing
3. **Capacity Building:** Increase hiking and outdoor skills and knowledge
4. **Leadership:** Be a strong leader in the hiking movement with sound organizational practices

Advocacy

- Provided input on provincial government consultations on the 2021-22 budget, Forest Management Guide and Biodiversity Act
- Ran the Speak Up for Trails campaign
- Gave input on HRM's Regional Plan Review and Green Network Plan
- Submitted feedback to the Minister's Round Table on Parks Canada
- Had representation on the provincial Trails Strategy Coordinating Group

Hike NS member survey feedback:

"I like being in the loop"

"[I like] to keep up with the news and activities of the hiking community and support the organization."

"[It's] important to show support and contribute to advocacy."



Promotion

- Held the Fall 2020 Guided Hike Series and Winter 2021 Guided Hike Series across NS including 58 events for over 990 people organized by 32 partners
- Produced Hiking & COVID-19 guidelines
- Launched the new NS Walks initiative supporting walking and walking groups by training 70 walk leaders
- Ran the Leave No Trace and Wilderness social media campaign
- Distributed 549 Hiker Challenge badges to families, youth groups or individuals and created 3 new badges
- International Appalachian Trail (IAT): Parts of the trail in NS will be designated a dark sky trail; started the process to create a map and trail guide app for the IAT in NS
- Partnered with Michael Haynes and the Accessible Adventurers on two virtual Fireside Chat events



Earn the
District of Lunenburg Badge
as part of the
Hiker Challenge

Learn how at hikenovascotia.ca

Capacity Building

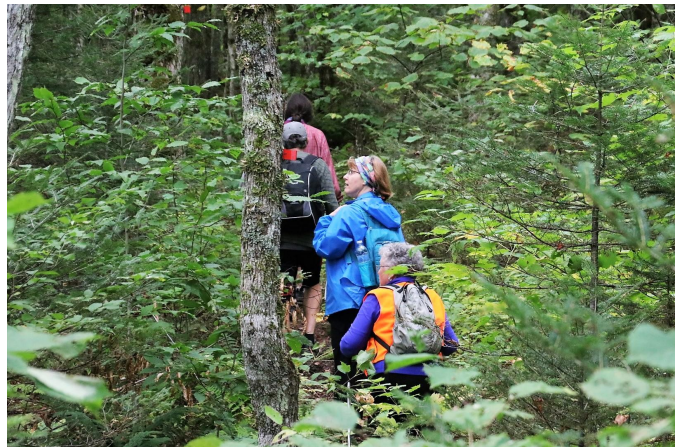
- Offered 6 Outdoor Council of Canada courses for 52 participants
- Offered 3 Re-Connecting with Nature Workshops for 51 participants
- Offered 16 webinars on hiking-related topics for 348 participants

Hike NS member survey feedback:

"I love the Hiker Challenge! Working on the Tip to Tail badge."

"I love going to the Summits!"

"We like to participate in the Fall guided hike series and the snowshoe guided hikes..."



Participants of a hike on the Gully Lake Trail in Kemptown, hosted by the Cobequid Eco-Trails Society as part of the Fall Guided Hike series in September 2020 (photo credit: Ginny Guthrie).



Leadership

- Experienced a 19% increase in membership
- Postponed the Hiking Summit to June of 2022 due to the pandemic
- Partnered with Tourism NS to help market hiking experiences
- Partnered with Data for Good on the analysis of our membership survey
- Continued partnerships with: the Nova Scotia Department of Communities, Culture and Heritage; The Trail Shop; the Outdoor Council of Canada; Leave No Trace Canada; the International Appalachian Trail and many others

Financials

Hike NS had a strong financial year, likely due to increased membership and unexpected strong up-take on our new webinars. The pandemic threw a wrench into offering our in-person courses, so we adapted by offering webinars on various hiking-related topics (free for Hike NS members and \$20 to non-members who then received a free one-year individual membership). We lost revenue due to postponing the Summit and the silent auction, which is held at the Summit.

Considering all of this, we managed to break even at the end of the fiscal year and eliminate our small deficit at the same time. See our full financials online.

On the Field Leader- Hiking Course:

"My experience ...can only be described as excellent in every conceivable way.

The curriculum, the skilled instructor, the practical components that had us learning and doing just in time, the communications and the best practice sharing. Top notch and high caliber!

This was an incredibly high return on investment of time over the two days."

-Ann Worth



Participants of a Field Leader - Hiking course in Tidnish Bridge in November 2020 (photo credit: Brett Crossman).



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 and Heritage to develop and promote our cultural resources for all Nova Scotians.

