



Hike Nova Scotia Annual Report 2021-22





Here are some of the highlights on progress in the four areas of the Hike Nova Scotia Strategic Plan, covering activities between April 1, 2021 to March 31, 2022. 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 government consultations: NS Parks and Protected Areas, NS Coastal Protection Act, NS Sustainable Development Goals Act, HRM's Regional Plan
- Ran the Speak Up for Trails campaign during the provincial election and ran the #LoveOurTrailsNS campaign in February
- Gave input on the draft management plans for Kejimikujik National Park and the Cape Breton Highlands National Park
- Met with the NS Dept. of Natural Resources and Renewables on various policy issues and opening park gates in the off-season
- Presented to the Intergovernmental Committee on Trails on Hike NS's essential role in the provincial Trails Strategy

Hike NS Social Media Followers

29,360



8,275



46,200



Promotion

- Held the Fall 2021 and Winter 2022 Guided Walk Series across NS including 51 events for over 725 people organized by 29 partners
- NS Walks held 11 virtual leader sessions for 230 leaders and formed 40 walking groups with an estimated 300 participants
- Distributed 528 Hiker Challenge badges to families, youth groups or individuals and created 3 new regional badges
- The International Appalachian Trail (IAT) continued the process to create a trail guide app for the IAT in NS
- Co-hosted with Goose Lane Editions a book launch for the new Waterfalls of Cape Breton Island book by Benoit Lalonde in November

NSWalks

Walk Leader Virtual Training

March 22

Registration deadline:
March 21



Capacity Building

- Offered 13 Outdoor Council of Canada courses for 103 participants
- Offered 5 Re-Connecting with Nature workshops for 62 participants
- Offered 23 webinars on hiking-related topics for 549 participants

Hiker Challenge participant feedback:

“Gives a goal to work towards, encourages family participation”

“I explored new trails not previously known to me”

“I enjoy the challenge to collect all the badges”



Participants of a hike at Valley View Provincial Park in Hampton, hosted by Annapolis County as part of the Winter Guided Walk series in January 2022.

Leadership

- Experienced a 16% increase in membership
- Postponed the Hiking Summit to June of 2022 due to the pandemic
- Partnered with Recreation PEI to license its use of our Intro to Hiking webinar
- Held a Hike NS Member Shopping Night at The Trail Shop in December
- Added three more benefit partners
- Continued partnerships with: the Nova Scotia Department of Communities, Culture, Tourism 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 another strong financial year. Although we lost revenue due to postponing the Summit and the silent auction (held at the Summit), we managed a small surplus, which may be put toward a reserve fund and/or additional programming. See our full financials online.

*Cape Chignecto
Hiker Challenge Badge*



NSWalks

We surveyed NS Walks participants and asked them why they joined. Here are their top 3 reasons:

1



MORE ACTIVE
90.91% wanted to be more active

2



MEET PEOPLE
72.73% wanted to meet people

3



BETTER HEALTH
51.52% wanted to improve their health

Joining an NS Walks group can offer these benefits and more! #JoinTheMovement by visiting www.nswalks.ca







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.

