



# **Hike Nova Scotia Annual Report**

## **2022-23**





Here are some of the highlights on progress in the four areas of the Hike Nova Scotia Strategic Plan, covering activities between April 1, 2022 to March 31, 2023. 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 to governments on the National Adaptation Strategy, protecting Sandy Lake Regional Park, protecting the Petite Riviere Watershed and protecting West Mabou Provincial Park
- Made a formal request to provincial government for a permanent seat on the provincial Trail Strategy Coordinating Group
- Ran the #LoveOurTrailsNS campaign in February, engaging MLAs in our trails
- Provided letters of support for various trail organizations for trail funding applications

## Hike NS Social Media Followers

31,180



8,340



46,200  
to 1,500

(account hacked)



**Hike Nova Scotia presents**  
**#LoveOurTrailsNS**  
2023

**Trails are where we:**

- GET ACTIVE
- RELIEVE STRESS
- COMMUNE WITH NATURE
- SUPPORT OUR MENTAL HEALTH

**We are asking our MLAs to:**

- ♥ Increase funding for trail groups & trails in provincial and protected areas
- ♥ Protect more wilderness areas
- ♥ Know & support the provincial Trail Strategy

Get out on a local trail

Take a photo

Share it on social media & tag us!

**HIKE**  
NOVA SCOTIA

## Promotion

- Held the Fall 2022 and Winter 2023 Guided Hike & Walk Series across NS including 64 events for over 680 people organized by 37 partners
- NS Walks formed 52 walking groups with an estimated 470 participants, held 13 walk leader training sessions for 149 leaders
- Nova Scotia Walk Day on May 11 had 60 events with 350 walkers
- Distributed 725 Hiker Challenge badges and created 3 new regional badges
- Launched a new website
- Saw some through-hikers make their way on the International Appalachian Trail



Earn the  
**Cape Breton  
Waterfalls Badge**  
as part of the  
**Hiker Challenge**

Learn how at [hikenovascotia.ca](http://hikenovascotia.ca)

## Capacity Building

- Started the Trail Builders Network, a capacity building hub for trail managers:
  - Offered 7 webinars on trail-building and funding for trails for 48 participants
  - Offered 3 trail workshops for 33 participants
  - Provided advice and resources to trail managers
- Offered 10 Outdoor Council of Canada courses for 75 participants (including 1 course for the LGTBQ+ community)
- Offered 2 Field Leader-Hiking instructor trainer courses for 10 people
- Offered 14 webinars on hiking-related topics for 190 participants (including 1 for university students with disabilities)



Trail building workshop in Earltown, September 2022.

## Leadership

- Began work on the new Hike NS strategic plan
- Signed onto the Anti-Racism Charter in Recreation
- Added two more member benefit partners
- Presented Les Hikers hiking group with Summit Award
- Held the Hiking Summit in Cheticamp June 3-5 for 195 people
- Partnered with 49 groups on events or initiatives
- Developed an agreement with AllTrails to be an affiliate partner



Les Hikers being presented with the Summit Award at the Hiking Summit, June 2022.

## Financials

Hike NS had another strong financial year. See our full financials online.



# NS Walks

## Participant Survey Report 2023

**How participants benefit from joining a walking group:**

- ↑ community connection and knowledge of local trails
- Improved mental health
- Improved physical health
- ↑ access to nature and the outdoors

• 80% feel they had fun  
 • 75% feel they have ↑ social connection  
 • 86% feel they are more active

**122 Completed surveys**

- 74% of participants are 55+ and 46% are 65+
- 55% have been part of a walking group for 6 months or longer
- 47% found out about the NS Walks from a family member or friend; 27% found out by Facebook

"Thank you for the support in getting community members out in nature, no matter how slow they need to walk!"  
 "We are thankful for the NS Walks program and volunteer leaders for providing regular and consistent walk groups"



 Funded in part by the Government of Canada's New Horizons for Seniors Program
 




## **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 Departments of: Communities, Culture, Tourism and Heritage; Education; and  
Public Works  
Government of Canada's New Horizons for Seniors Program  
Clean Foundation  
Canadian Parks and Recreation Association  
Dairy Farmers of Nova Scotia  
Smith + Andersen  
The Trail Shop  
Goose Lane Editions

## **Significant Partnerships**

Outdoor Council of Canada  
International Appalachian Trail  
Leave No Trace Canada  
Hike Canada  
Recreation Nova Scotia