

Recreation Nova Scotia

Strategic Plan 2021-2024



Impact Statement - What we are ultimately trying to accomplish in our community:

People in Nova Scotia value and prioritize recreation for the positive impact it has in their lives, and have a deeper understanding of how it contributes to their health and wellbeing.

Priority Outcomes

1. Institutional Support

Rec NS has meaningful partnerships with organizations across various sectors, resulting in an ecosystem where providing recreation opportunities is top of mind for all sectors and levels of government.

2. Access and Individual Support

Barriers to participation are eliminated or minimized so that all people in Nova Scotia have access to quality recreation opportunities and supportive recreation communities.

3. Openness and Collaboration

People from communities that have been marginalized have a right to and feel that they are equal contributors to the recreation community in Nova Scotia.

4. Recreation Capacity Building

Recreation is recognized as a viable, legitimate career opportunity, and people working and volunteering in the sector are competent, skilled, and professional.

Strategies

1.1 Partnership

- Conduct a needs assessment and connect with organizations not traditionally involved in the recreation sector
- Regular updates for partners
- Bolstering awareness of cross-sectoral work that is already happening and the importance of including recreation in this dialogue (e.g. health)
- Make presentations to provincial gov't dept's, municipal gov'ts, foundations, businesses, other potential funders to tell the story of recreation in NS, of Rec NS
- Communicate effectively with the broader recreation community and create a two-way dialogue

1.2 Marketing

- Develop a marketing plan and promotion package to formalize the Rec NS brand. Marketing strategies include:
 - Collecting diverse stories, which demonstrate the value of recreation and the difference it can make
 - Developing visible and accessible information
 - Repackage existing research to show benefits of cross-sectoral alignment
 - Launch annual Outdoor Recreation Day
- **1.3 Fundraising**
 - Identify RNS' cause (a unique value proposition for donors)
 - Connect with Power to Be to learn more about their fundraising strategies
 - Incorporate fundraising as a marketing tool
 - Add a Donate Now button to webpage and social media
 - Seek matching corporate sponsorships
 - Develop a peer-to-peer fundraiser

2.1 Providing Services

- Produce a case study / feasibility study to test the idea of making recreation free
- Establish financially viable ways to access recreation programming, through offerings such as sponsorships, bursaries, and/or provisions for students
- Create a policy audit tool to support folks to critique policies and procedures that are in place right now
- Further develop and share under-used resources within the sector [e.g. NS Connect; Parks for All; Shared Strategy; Engage NS wellbeing research; Accessibility resources]

2.2 Advocacy

- Advocate for MPALs for LGBTQ2S+ /non-municipal/ youth
- Be attentive to geography and breadth of board members representatives, and assign responsibility for areas where Rec NS doesn't currently have a representative

2.3 Building Community

- Identify partners that can assist Rec NS in measuring the landscape (measuring change)
- Conduct a needs assessment and connect with organizations not traditionally involved in the recreation sector

3.1 Providing Services

- Provide guidance to help organizations and individuals identify gaps and think critically about their programs and services
- Support communities and organizations in building a supportive culture around equitable access to recreation
- Develop a survey, which seeks to understand people's access to recreation and what their experiences have been, on behalf of the recreation sector
- Offer services and programs that are relevant to a diverse audience

3.2 Advocacy

- Advocate and promote the need for change in the sector. Be a leader: inspire, advocate and guide other individuals and organizations

- Create recognition of work that has already happened and is currently happening through a marketing campaign
- Create videos featuring diverse people in Nova Scotia participating in recreation

- Disseminate findings and recommendations with recreation sector and broader community in Nova Scotia

3.3 Building Community

- Establish champions in recreation who can advocate for equitable opportunities
- Connect with diverse sectors such as community health, social services and education
- Strategically identify who Rec NS is not currently reaching and communicating with
- Create a monthly online check-in for the rec sector. Use this as an invitational / welcoming space

4.1 Connected Ecosystem

- Identify participants for a pilot project for internships/mentorship
- Provide students and recreation professionals with meaningful opportunities for mentorship or relationship-building, built on the foundation of reciprocity
- Develop new networking opportunities
- Increase awareness of what skills recreation students can bring to diverse jobs and sectors and advocate for hiring them
- Increase recognition of recreation as a viable career option at both program and leadership levels

4.2 Students and Experiential Learning

- Establish the core competencies students should gain from experiential learning opportunities
- Partner with educational institutions to provide an experiential learning package, to ensure that professionals have the skills and knowledge to make sure student experiences are meaningful
- Partner with educational institutions to link coursework with Rec NS

- Endorse courses or programs at institutions

- Add an academic symposium to the RNS annual conference and present student-led research

- Recognize co-learning through certificates for participation in mentorship and experiential learning

- Provide students in recreation programs with a free, automatic Rec NS membership

- Maintain engagement with students throughout their degree
- Create a job inventory/bank of recreation positions available for students and monitor trends

- Develop peer coaching groups for recreation students and professionals

4.3 Training

- Develop a Professional Certification (similar to APAR model)
- Strategically elevate varied programs/trainings and provide opportunities around those that aren't currently offered
- Connect with BCRPA to learn more about their process to develop courses and any challenges or advice they may be able to share
- Develop partnerships with organizations who can help fill in the gap, through existing knowledge or courses that they already offer
- Explore an online learning platform
- Identify initial target audiences for training