



Strategic Directions 2015 – 2020

Introduction

The purpose of these strategic directions are to guide the operational and governance work of Recreation Nova Scotia. The most recent strategic plan that had been approved by Recreation Nova Scotia's membership came into effect in September 2009. It was time to review the supports that membership needs and the trends that were happening in the sector. It is also time to align ourselves with the Provincial Shared Strategy and the Framework for Recreation in Canada.

With this alignment we support the Canadian vision with a local flare:

A Vision for Recreation in Nova Scotia

We envision a province in which everyone, regardless of race, gender, age, creed, colour, religion, ethnicity, sexual orientation, disability, or socio-economic circumstance, is engaged in meaningful, accessible recreation experiences that foster:

- Individual wellbeing: Individuals with optimal mental and physical wellbeing, who are engaged and contributing members of their families and communities
- Community wellbeing: Communities that are healthy, inclusive, welcoming, resilient and sustainable
- The wellbeing of our natural and built environments: Environments that are appreciated, nurtured and sustained.

In pursuit of this vision Recreation Nova Scotia will:

- Champion, promote and advocate for recreation as an essential element in building healthy, caring and vibrant communities.
- Facilitate the education and development of recreation professionals & volunteers.
- Promote connectivity between recreation sector professionals, influencers and beneficiaries.

There are three result areas which RNS will focus on from 2015-2020. Each result area describes goals which are the changes we would like to see. The objectives are the actions that RNS plans to undertake to achieve the goals.

Key Results Area 1: Champion, promote and advocate for recreation as an essential element in building healthy, caring and vibrant communities.

Context: The benefits of recreation are well documented but not always known, understood, or accepted. Recreation Nova Scotia role's is to ensure that decision makers understand the benefits and necessity of investing in recreation for their province, community and individuals. Through this work, more Nova Scotians regularly participate in meaningful recreation activities.

Goal 1.1 The impact on recreation participation is a consideration in relevant decision making processes within the public, private and not-for-profit sectors.

Goal 1.2 The number of Nova Scotians participating in outdoor recreation and unstructured play significantly increases.

Goal 1.3 A critical analysis of emergent issues and activities is carried out that could be of significant important to the recreation sector.

Objective 1.a RNS is a leader in the promotion and implementation of the Shared Strategy for Recreation in Nova Scotia.

Objective 1.b Recreation Nova Scotia has an advocacy and communications strategy and works with a network of partners to implement the strategy.

Key Results Area 2: Facilitate the education and development of recreation professionals & volunteers.

Context: Expert community leadership is critical to the successful delivery of the promise of recreation. Recreation Nova Scotia's role, working collaboratively with the sector, is to identify and facilitate opportunities for professional development that will improve service delivery and address current and future knowledge and skill gaps.

- Goal 2.1 Recreation professionals and volunteers are highly competent, having the knowledge, skills, network, and resources to do their job.
- Goal 2.2 Recreation programs and services in Nova Scotia are examples of excellence.
- Goal 2.3 Recreation professionals and volunteers feel engaged, valued, and motivated.
- Goal 2.5 Recreation professionals have achieved a level of mastery and balance between personal, professional, and community commitments.

- Objective 2.a RNS promotes and provides relevant education and professional development opportunities.
- Objective 2.b RNS maintains a network of sector expertise that members can easily access and creates mentoring opportunities for professionals.
- Objective 2.c RNS engages retiring recreation professionals, retaining industry expertise.
- Objective 2.d RNS, in partnership with others, has an active strategy to increase the diversity of leadership at all levels within the recreation sector.
- Objective 2.e RNS is a key stakeholder with post-secondary education in the development of curriculum, research agenda and student development.

Key Results Area 3: *Promote connectivity between recreation sector professionals, influencers and beneficiaries.*

Context: The recreation sector does not exist in isolation. Recreation programs and opportunities are key components to the success of many initiatives and strategies within the health, tourism and other sectors. Recreation Nova Scotia's role is to build strong and supportive connections between related sectors, organizations and a wide breadth of stakeholders, sharing best practices and successes.

Goal 3.1 Recreation as a key contributor to the success of the strategies and activities within sectors that impact individual and community wellbeing.

Goal 3.2 Priorities impacting individual and community wellbeing in related sectors are aligned, increasing the efficiency and effectiveness of the work of the sector.

Objective 3.a Identify key partners and participate in each other's relevant planning and policy work.

Objective 3.b Promote and create opportunities for collaborative initiatives at the community, provincial, and national levels.