



RECREATION

NOVA SCOTIA

Annual Report 2020-2021

Annual General Meeting
Tuesday, November 9, 2021
Held Virtually

Recreation Nova Scotia acknowledges we are in Mi'kma'ki – the unceded territory and ancestral homeland of the Mi'kmaq Nation. Our relationship is based on a series of Peace and Friendship treaties between the Mi'kmaq Nation and the Crown, dating back to 1725. We acknowledge with respect the diverse histories and culture of all the Mi'kmaq Peoples of this province. In Nova Scotia we recognize that We are All Treaty People.

AT A GLANCE

Recreation Nova Scotia (RNS) is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in Nova Scotia. RNS exists to lead, inspire and support Nova Scotians toward healthier futures through recreational experiences. Established in 1998, the Association is a central resource agency for members and stakeholders of the recreation industry. The Association provides leadership, training, and support to help meet national, provincial and local priorities. Through a diverse network of partners and extensive programs and services, RNS actively advocates accessibility and inclusiveness to recreation. RNS has a strong membership, which includes community leaders, practitioners, students, academics, elected officials, and voluntary sector organizations across Nova Scotia who are the direct providers of recreation and related opportunities at the community level.

STRATEGIC DIRECTIONS

- 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.

MISSION STATEMENT

Recreation Nova Scotia inspires and supports a diverse and comprehensive network of partners committed to addressing the recreation needs of all Nova Scotians, through provision of leadership and a strong provincial voice.

BOARD OF DIRECTORS

President	Gordon Tate, Active Living Coordinator, Municipality of Chester
Past President.....	Heather Kelday, Nova Scotia Sea School
Vice President of Finance.....	Chris Atwood, Executive Director, CBDC Blue Water
Vice President of Monitoring.....	Misty James, Recreation Director, Municipality of Barrington
Recording Officer.....	Clare Steele, Active Communities Coordinator, Pictou County
Director at Large (2 years).....	Britt Vegsund, Municipality of Lunenburg
Director at Large (2 years).....	Josh Kennedy, Village of Bible Hill
Director at Large (1 year).....	Joel Dawe, Assistant Director, Truro Parks, Rec. & Culture
Director at Large (1 year).....	Jeannine Faye Denny, Eskasoni First Nation
Director at Large (Student Rep).....	Kevin Waters, Dalhousie University

Dept. of Communities, Culture and Heritage (non-voting) Robin Norrie, Recreation Manager

Recreation Nova Scotia Staff (non-voting)..... Crystal Watson/Marc Seguin, Executive Director (Ex-officio)

Message from President and Executive Director Gordon Tate and Marc Seguin

The 2020-2021 fiscal year was a challenging year for all due to the Covid-19 Pandemic, but that did not stop Nova Scotians from staying active, healthy and mentally strong through participation in their favorite recreational activities. Recreation Nova Scotia (RNS) has continued to work with the Provincial Government, our partners and stakeholders to advise and guide safe participation in recreational activities during this time.

In 2021 two new staff members joined RNS. In March Heather Beaton joined as the new PRO Administrative Coordinator taking over for Jared Goad, and in September Marc Seguin joined us as the Executive Director as Crystal Watson accepted the position of Academic Chair, School of Health and Human Services with NSCC. Crystal was instrumental in working with the RNS Board, staff, and our partners on the five goals of the [Shared Strategy for Advancing Recreation in Nova Scotia](#). We'd like to thank Crystal for her leadership and wish her the best in her new endeavors.

Since 1998, RNS has been serving Nova Scotians by advocating for recreation and leisure opportunities, and the associated personal, social, economic, and environmental benefits. In late 2020, RNS undertook a strategic planning process to clearly define the renewed purpose of the organization and establish realistic goals and objectives with a newly defined focus on equity. The RNS board has now tasked Marc with implementing the strategies of the RNS Strategic Plan, which the Board endorsed to set the direction of the organization through to 2024. The Priority outcomes of the plan include:

1. Institutional Support
2. Access and Individual support
3. Openness and Collaboration
4. Recreation Capacity Building

[VIEW THE 2021-2024 STRATEGIC PLAN](#)

The next year will continue to see RNS advocate for the sector and be instrumental in continuing the fight to remove barriers to recreation. We are pleased to have received funding from The Department of Canadian Heritage to deliver the Nova Scotia Anti-Racism and Discrimination Charter in Recreation' project. The project is focused on creating a whole-sector approach to addressing racism and discrimination, which has been identified as a barrier to social participation, with the goal of having more Indigenous peoples, racialized communities, and religious minorities participate in social activities like recreational sport and cultural activities.

In May 2022 RNS will join the Recreation Facilities Association of Nova Scotia (RFANS) and our Atlantic counterparts to host the Atlantic Recreation and Facilities Conference. This conference will be followed by the Recreation Nova Scotia Conference, which will be held at the Delta Hotel and Conference Centre in Dartmouth, NS. We look forward to seeing you there!

RECREATION NOVA SCOTIA FINANCIAL SUMMARY FISCAL YEAR APRIL 1, 2020 – MARCH 31, 2021

MNP was engaged to do the 2020-21 independent audit of RNS's financials for the year ending March 31, 2021. A clean audit opinion was provided by the auditors.

As detailed on the Statement of Operations, RNS ended the fiscal 2021 with a surplus of just under \$240K, of which \$241,929 was externally restricted RPAC funding. It should be noted that RNS did run a small operational deficit of \$1,993 for the year. Operationally RNS was able to capitalize on Covid relief grants that helped mitigate operational expenses.

RNS has a strong statement of financial position as of March 31, 2021 with total current assets of \$411,420 and additional cash held in a term deposit valued at \$183,568. RNS has few liabilities which include \$51,798 in accounts payable and accruals and deferred revenues of just under \$85,000. RNS has \$250,763 in unrestricted net assets in addition to \$244,773 in restricted assets.

The financial statements were circulated to members prior to the 2021 AGM and can be found [HERE](#).

A YEAR IN REVIEW

RECREATION NOVA SCOTIA LUNCH AND LEARNS

The 2020 conference was put on hold due to COVID-19. Instead, RNS hosted a series of lunch and learns that ran from November 2nd to 9th, 2020 that were held virtually. This series featured six presentations including:

- Cassie Manual “Inclusion Policy Development: Step by Step Considerations”
- Max Chauvin “Recognition is Worthless. Appreciation is Everything”
- Michael Levin “Landowner Liability and Outdoor Recreation in Nova Scotia”
- Nick Zamora & Dr. Beverly Cassidy “Don’t Hide Away: Destigmatizing Dementia with Memory Cafes”
- Gabrielle Gallagher “Retaining Girls in Sport, Recreation & Physical Activity”
- Seana Jewer & Debbie Bauld “Recreation for Mental Health (R4MH): Reducing the Barriers”

RECREATION NOVA SCOTIA AWARDS

The COVID-19 pandemic disrupted a lot of programming, services and staff in the recreation sector last year, which led us to put the 2020 Awards Ceremony on hold until 2021.

RECREATION FOR MENTAL HEALTH (R4MH)

The [Recreation for Mental Health](#) in-person training was adapted for online delivery due to COVID-19, which allowed us to virtually train 80 individuals.

RNS also received grant funding from the Mental Health Foundation of Nova Scotia to develop Culturally Relevant Adaptations to the R4MH Training for African Nova Scotians, Mi’kmaq communities, Newcomers to Nova Scotia and members of the 2SLGBTQ+ community. We hired a Project Coordinator and recruited members who represented each of our target groups to participate on an Advisory Committee.

In the fall of 2020, the Director of the Conseil jeunesse provincial de la Nouvelle-Écosse (C.J.P.) contacted us to express their interest in having the R4MH game translated into French and offered funding towards translators. As a result, 75 French games were printed with additional funding from the NS Department of Communities, Culture and Heritage to cover printing costs.

RNS delivered training in the Northwest Territories, and afterwards began working with Dalhousie University researchers involved in the R4MH project and lawyers to develop a licensing agreement to be used initially with the NWT, but eventually with other organizations interested in the training. The NWT also covered the cost of a rewrite of the Participant Manual into plain language.

On request, we delivered R4MH information sessions to recreation practitioners in Alberta & British Columbia.

Plans for 2021-22 include hosting trainings for members to solicit feedback about our R4MH training in order to make culturally relevant adaptations.



HIGH FIVE IN NOVA SCOTIA

HIGH FIVE® in Nova Scotia and across the country has been challenged by Covid-19 over the past year because of the lack regular programming, inability to hire and train staff, and deliver in-person workshops. As a result, training numbers dropped considerably, even though much of the training went online. Two hundred and twenty-nine leaders took an online, two-hour Covid-version of the Principles of Healthy Child Development (PHCD) in 2020-21 and only 32 leaders enrolled in in person PHCD training. Parks and Recreation developed a new 4-hour PHCD in both an in-person and a virtual format which will be helpful for organizations looking for virtual options in the coming year.



RNS certified 13 new HIGH FIVE Principles of Healthy Child Development Trainers in March of 2021 and these Trainers will be able to deliver both the 7- hour PHCD until it expires and the new 4-hour PHCD, available as both an in-person or virtual workshop.

The grant received from the Nova Scotia Department of Seniors to train Principles of Healthy Aging Trainers across Nova Scotia was essentially deferred to August 2021 because no online version of that training has been developed. Plans are in place to host three Trainer workshops – in Halifax, in the Valley/South Shore and in the Highland/Fundy Regions.

NOVA SCOTIA OUTDOOR NETWORK (NSON)

The NS Outdoor Network leadership team used the Summer-Fall of 2020 to re-evaluate their strategic plan and narrow their focus for the coming years. The group conducted a survey and focus groups to determine a way forward and some key priorities with feedback from outdoor recreation practitioners. Using this information, the group developed a Theory of Change model to guide the ongoing work which is available on the [RNS website](#).

NSON stayed connected with the outdoor community through the monthly newsletter and social media. As of April 2021, the Facebook page had 1,570 followers with 995 on Instagram and 170 newsletter subscribers. This represents a steady following of newsletter and Instagram subscribers but around a 30% uptick in followers on Facebook, our primary social media platform.



Looking ahead to 21-22, the group will use the new Theory of Change to inform it's work with a focus on sharing stories and celebrating the good work being done connecting people to nature in NS and building connections and collaborations within the sector via summits, gatherings, professional development opportunities, etc.

Stay connected with the NS Outdoor Network!



SUBSCRIBE TO OUR [NEWSLETTER](#)

TAKE THE ROOF OFF WINTER (TTROW)

Take the Roof Off Winter is our annual winter active campaign. This past year, we partnered with the [Healthy Tomorrow Foundation's Make Your Move](#) campaign and ran a photo contest (including prizes and giveaways), weekly tidbits, a blog series and a Winter Active Day that took place across Nova Scotia and garnered attention from the local news.

We doubled our engagement with this campaign versus the previous year. We had 388 photo/video entries (approx. 180 people participated), around 280 giveaways, and about 42,545 people reached on social media.

Special thanks to our sponsors who donated the prizes for the photo contest: Ski Ben Eoin, North Highlands Nordic Ski Club, Nova Camp, and the Rath Eastlink Community Centre. Additionally, we'd like to thank the Healthy Tomorrow Foundation for the giveaways and their amazing partnership!



NOVA SCOTIA CONNECT (NSCONNECT.CA)

With the COVID pandemic we had to adjust our regular NS Connect spring/summer campaigns to activities that folks could do in their own homes and neighbourhoods using hashtags #StaySafeStayActive and #Staycation. We also promoted google translate, which is now available on the [NSConnect.ca](#) website, with posts on Facebook and Instagram in French, Arabic, Spanish and Mandarin. Once more places opened up in the fall/winter months we focused on promoting self-directed activities including equipment loans and local trails and parks.

Our main social media platforms are Facebook and Instagram. As of April 2021, the Facebook page had 1,622 followers (an increase of 456 from last year), and 883 followers on Instagram (an increase of 337).



SHARED STRATEGY

Following on from The Sharing Tour, a series of regional engagement sessions around the province in 2019, a report was finalised and published in 2020 and is available on the [Shared Strategy page](#) of the RNS website. This would help inform the Strategic Planning process later in the year.

With a focus on Goal 2, the Inclusion & Access Task Team made progress towards building an online framework and tool for inclusive recreation – a place to house tools and resources to support recreation practitioners. Funding was secured to build a beta-version of this platform with the work continuing into 21-22.

SUPPORTING PROVINCIAL RECREATION ORGANIZATIONS (PROs)

Our PROs were hard at work in 2021 delivering recreation and hosting over 75 recreation events. The 14 PROs include Bicycle, Camping, Canoe/Kayak, Climb NS, Duke of Edunburgh, Hike NS, Life Saving Society, Sea School, Anglers and Hunters, Off Road Riders, Orienteering, Cross Country Ski, Snowmobiler and Surf NS.

Even with most events on pause many of our member associates were able to think creatively and collaborate to keep moving forward with their pursuits. One benefit of less in-person events were that PROs were able to strengthen their processes, review bylaws, policies and find time for administrative work and training that hadn't previously been available to them. The PROs have shown flexibility and innovation to drive the RNS mission forward through challenging circumstances.

TOWN HALLS

In early 2021, RNS in partnership with the Recreation Facilities Association of Nova Scotia (RFANS) hosted virtual regional town halls to discuss how practitioners were program planning for the spring and summer and to gain the support of council and community. While 2020 brought many unknowns and different ways of approaching recreation service delivery, we learned how to plan for recreation during a pandemic. This also allowed us to check-in and bring recreation sector members together to discuss planning approaches for the spring and summer and share suggestions for gaining support from decision-makers.

IMPLICIT BIAS TRAINING

The RNS staff and Board completed Implicit Bias Training offered with Dr. Rachel Zellars on Aug 26, 2020. This four-hour training focused on a) detail the science of implicit bias; b) how it functions and what histories it arises from; c) how implicit bias shows up in the present both in individual actions and within institutions; and d) how ongoing critical implicit bias trainings can support the transformation of our interpersonal relationships, workspaces, and classrooms. We're grateful to Dr. Zellars for working with us on this valuable training.

CULTURAL SAFETY TRAINING

The RNS staff and Board completed the Cultural Safety Program with Gord Pictou in early 2021. These three training sessions focused on Mi'kmaq history and culture, we discussed ways First Nation people in Canada experience systemic racism and confront discrimination and explored ways our organization can improve workplace recruitment and retention of Mi'kmaq people. Most importantly, we self-reflected and challenged our own perceptions of Mi'kmaq communities by reflecting on ways that our organization and our personal beliefs may contribute to creating barriers within their workplace or for Mi'kmaq clients in obtaining our services. Thank you Gordon for this reflective and eye-opening training.

CPRA YOUTH EMPLOYMENT FUNDING PROGRAM

RNS agreed to host a Regional Manager for [Canadian Parks and Recreation Association's](#) (CPRA) Youth Employment Funding programs. Anjeanette LeMay with RNS began work in late February on Youth Employment Experience (a new grant for 2021); Green Jobs was reconfirmed for 2021 in mid June.

CPRA secured the new funding as part of the Federal Government's Youth Employment Skills Strategy (YESS). A 3-year funding commitment from ESDC created Youth Employment Experience: building skills of Canada's youth. YEE aims to provide work placements for 250 youth over the three years at 100% wage subsidy (to a maximum of \$10,000), matching the youth with a workplace mentor (and \$4000 of support for the mentor's time).

The goals of Youth Employment Experience are:

- Provide job placements for youth, particularly those facing barriers, allowing them the opportunity to gain skills and build experience in the community parks and recreation sector
- Enable youth to connect with a mentor, allowing them to gain hands-on experience in a workplace setting
- Build skills, expand networks, and increase knowledge of the parks and recreation sector for both youth and mentors
- Engage a diverse group of young Canadians in the program
- Increase the recruitment and retention of youth facing barriers to employment in Canada
- Provide much needed support to communities to hire additional youth to advance their parks and recreation priorities

Of 75 jobs nationally, the Atlantic Region had 15 jobs, with six in Nova Scotia.

The second youth employment grant is Green Jobs Initiative: Advancing Canada's Green Priorities through youth. Green Jobs began as a two year pilot in 2018-2020 as part of Canada's Summer Work Experience program. The funding comes to CPRA via Parks Canada. It was re-confirmed for one year in mid-June, with work placement options available through the winter until March 31st, 2022.

The goal is to fund 700 jobs that focus on employing youth in the conservation and enjoyment of nature and culture. As of mid-October, 592 had been funded with 100 in the Atlantic Region and 15 in Nova Scotia. Additional grants for winter work have been offered.

CPRA hopes to be able to confirm continued Green Jobs funding for 2022 and beyond.



Funding available for youth jobs and mentorships in the parks and recreation sector.

Apply now!

CPRA ACPL

RNS STAFF



Staff pictured left to right:

Jacqueline Fraser,
Communications Assistant

Heather Beaton, PRO
Administrative Coordinator

Marc Seguin, Executive
Director

Anjeanette (AJ) LeMay,
Employment Programs
Coordinator (on the laptop)

Graham Mounsey, Program
Manager

Debbie Bauld, Program
Manager

**Volunteers (Please note that RNS staff and Board members
have representation on each committee)**

INCLUSION AND ACCESS TEAM

Sally O'Neill, Active Pictou County

Rachel Bedingfield, Town of Kentville

Andrea Waters, IWK Health Centre

Barb Hamilton-Hinch, Dalhousie University

Cassandra Manuel, NS Government (Northern Zone)

Courtney Nicholson-Patriquin, Sport NS

Vanessa Robertson, Sport NS

Julia Stephenson, CCH

Ben Buckwold, CCH

Robin Norrie, CCH

With staff support from:

Graham Mounsey- Recreation Nova Scotia

NOVA SCOTIA OUTDOOR NETWORK LEADERSHIP TEAM

Janet Barlow (Chair) - Hike Nova Scotia

Sandra Fraser - Province of Nova Scotia - Department of Lands & Forestry

Britt Vegsund - Municipality of the District of Lunenburg & RNS Board Member

Jordan Smith – Glooscap First Nation

Jillian Griffin - Province of Nova Scotia (Regional Physical Activity Consultant)

Anjeanette LeMay - Outdoor Education & Training Professional

With staff support from:

Graham Mounsey- Recreation Nova Scotia

Jacqueline Fraser- Recreation Nova Scotia

FUNDING PARTNERSHIP

Special thanks to the Department of Communities, Culture Tourism and Heritage for their continued support



SECTOR PARTNERSHIP

We're grateful to [Canadian Parks and Recreation Association \(CPRA\)](#) for their amazing partnership!

The Canadian Parks and Recreation Association (CPRA) is a national organization dedicated to realizing the full potential of parks and recreation as a major contributor to community health and vibrancy. Membership includes the 13 provincial and territorial parks and recreation associations and their extensive networks of service providers in over 90% of Canadian communities.



Stay connected with Recreation Nova Scotia!



[Visit our WEBSITE](#)

