

AGM Report 2023



OUTDOOR COUNCIL OF CANADA
CONSEIL CANADIEN DE PLEIN AIR

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Promoting the Integration



Of Outdoor Activity



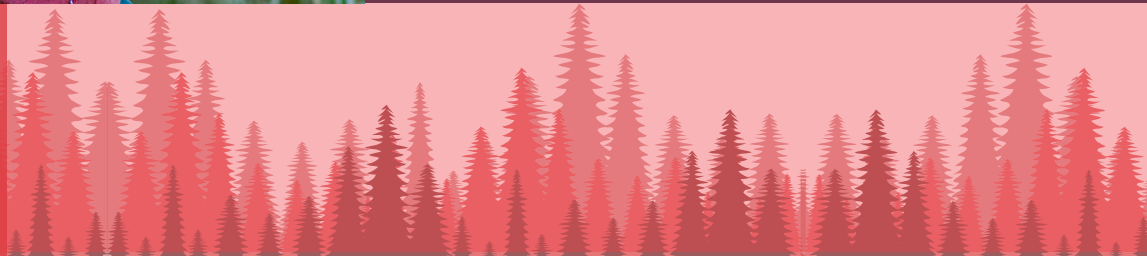
Into our



National Identity



OUTDOOR COUNCIL
OF CANADA
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DE PLEIN AIR



Land Acknowledgement

The OCC mission encompasses all traditional territories of the Indigenous Nations of Turtle Island, within the land we now call Canada.

Outdoor activities provide a unique connection to the land which has been and is being stewarded by Indigenous Nations. We are grateful for this stewardship.

Indigenous Nations have shared outdoor skills with the ancestors of many Canadians, allowing the survival of these early settlers and the eventual creation of Canada. We are grateful for this willingness to share knowledge and presence on this land with which we all have a relation to.



When looking back on the past 15 months there have been 3 areas of focus...

1 Increasing our capacity to address systemic barriers

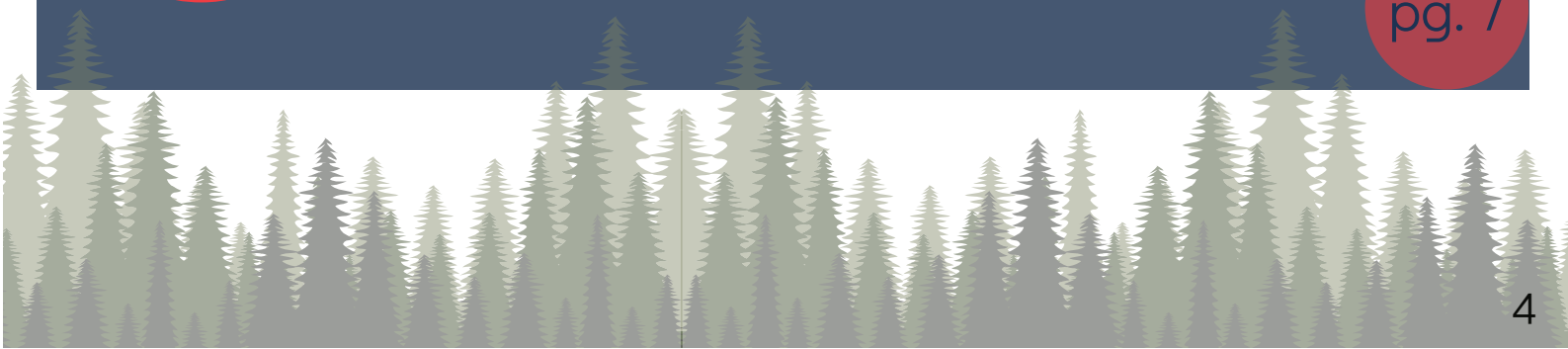
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2 Migrating our Online platforms

pg. 6

3 Improving Board governance

pg. 7





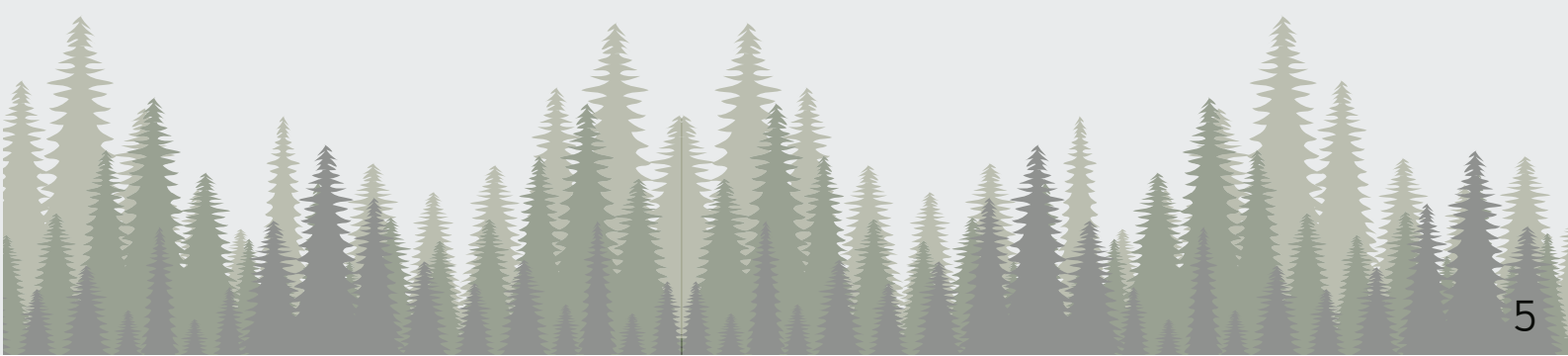
**First area of
focus: Increasing
our capacity to
address systemic
barriers**

In 2019, the OCC participated in a strategic reflection process. As a result of this undertaking, we have added addressing systemic barriers faced by outdoor programs to our core value proposition.

In the last 15 months, we have made significant progress in clarifying what these barriers are, which ones we can address now and how we will do that. This information is on our website :

<https://outdoorcouncil.ca/sign-up/>

We now have 5 fabulous and achievable projects that will uniquely position the OCC as an agent of change.



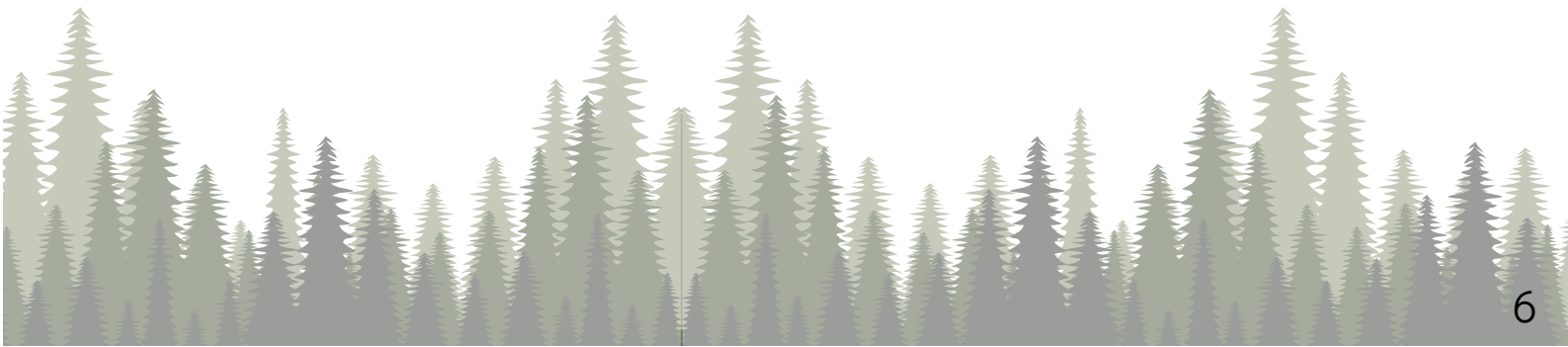


Second area of focus: Migrating Online platforms

The OCC is an organization founded on the principle of being of service to its members and with the purpose of representing the interest of the outdoor sector to important national stakeholders.

Our old online tools severely limited our ability to perform well in both areas. Also, our membership numbers were reaching the point where we would need to pay double for our online tools. We have been working with a firm since October 2021 to design and launch a new website and online platforms to support our operational needs.

We are excited to have these brand new tools, which help improve the OCC's public image and allow us to meet our mission better.





**Third area of focus:
Improving Board governance**

Good leadership breeds success. Good governance supports accountability.

Following the significant leadership transition in November 2020, and the sudden departure of our newly elected Board President in July 2021, it became apparent that the OCC needed to improve at the Board level.

In 2022, we secured funding to hire a Board consultant. This process inspired Sarah Sandy, a long-time Board member, to take on the challenge of becoming our new President.

Much effort has been and is being made to support the Board in becoming an effective governance team. Change of that magnitude takes time, but the energy is there and the future is exciting.





Areas of Struggle in 2022

Despite bringing noticeable improvements, our online tool migration project faced many significant challenges. The project experienced significant delays. Furthermore, many glitches remained when the site went live on August 9th, 2022. We could not collect payments until mid-October, and our members had difficulty accessing resources or services. We estimate that this online migration delayed us anywhere between 8 to 12 months. While challenging, the ultimate result has been very positive.

The work we do is still at the edge of social innovation. By this, we mean that we have yet to see the funding and other support associated with other innovation or social development streams. For example, the federal government allocated billions of dollars to fight climate change. However, the totality of these funds are focused on technological innovations. There is no funding to support people's emotional connection to nature. We know it is much easier to overcome complex challenges when people's hearts are into it. The result is that it remains difficult to raise funds through grants or fundraising for the OCC.



Looking forward to 2023

3 Goals

1 Growing Associate memberships

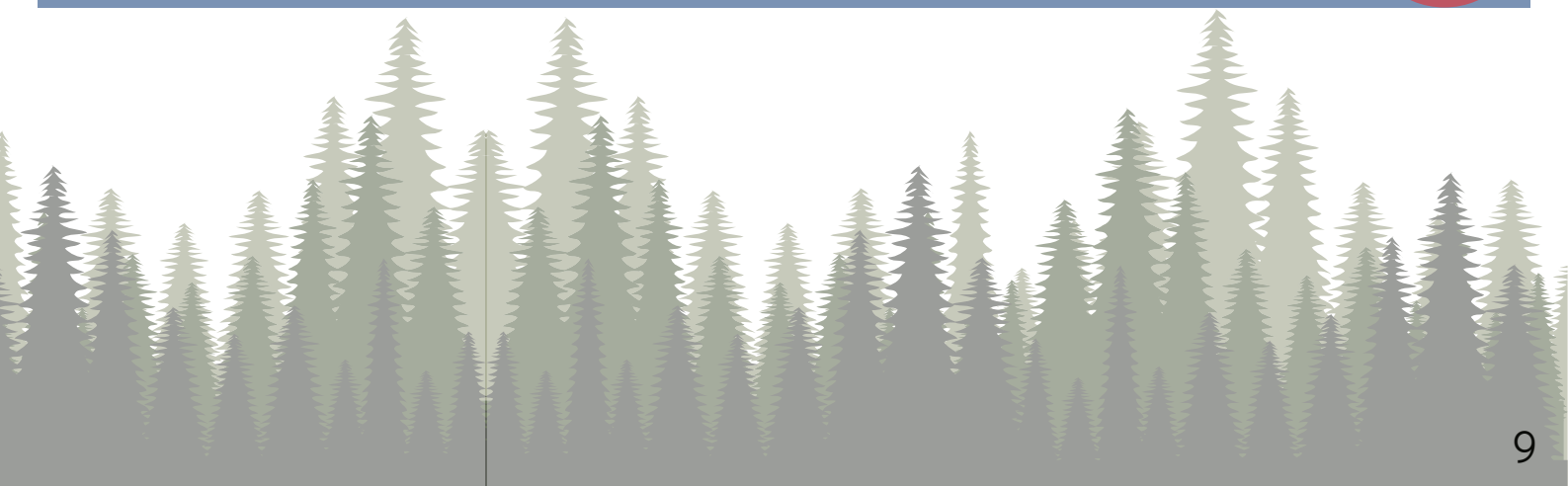
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2 Continue growing Individual memberships and offering courses

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3 Leveraging the Fabulous Five

pg. 10





1

Associate memberships

To meet our goal of being seen as the go-to organization for the outdoor sector, we need \$546 264/year to support five employees. Having a strong base of associate members will center us as a reputable go-to organization and allow us to meet our financial needs. 2023 will be our first year where we will grow this membership category in earnest.

In 2022, we made great strides in improving individual membership benefits and communication. Course delivery is going well. 2023 is the year to anchor those successes, improve our processes, increase efficiency, and leverage these two solid foundations to enable constant and regular growth.

Happy and engaged members equals more support and increased word of mouth. The Field Leader courses present the ethos and professional value of the OCC. More courses equals more recognition. All essential ingredients to our success.

2

Individual memberships and courses

Outdoor programs and outdoor leaders suffer from facing many more barriers than necessary. With the Fab 5, we present a concrete and enticing vision which people and organizations can rally behind.

Our Fab 5 is not only fabulous because it addresses key issues. It is mostly fabulous because it gives hope. Hope is a powerful agent of change.

3

Leveraging the Fabulous Five

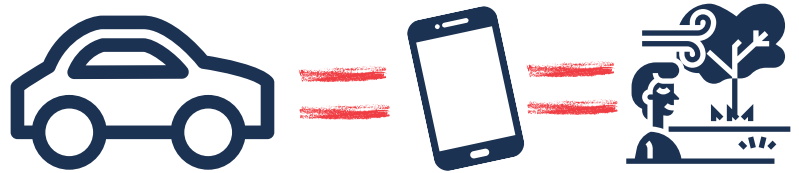
The Change We Are Seeking



The change the OCC seeks to bring is deep in nature and broad in its scope. Integrating outdoor activity into our national identity means having 38 million people go outside as part of their regular routine.

The social change that can come from such behaviour change is hard to predict. We can look back at the adoption of automobiles into our lifestyle, or more recently the integration of cell phones in our daily reality as reference points.

These examples show us that deep social transformation is possible. In addition, they point to the ingredients necessary to tip the scales. The good news is that when we look around, we can see from the indicators that we are close to the tipping point. However, it is not a given that the scales will tip. It is not a given that outdoor activities will become the norm, that millions of people will develop a personal connection to natural spaces, foster physical literacy, develop practices promoting mental health resilience and spend on businesses part of the sustainable economy.



Our focus on systemic barriers is very timely and much needed.

We made important progress last year. We are hopeful as to what next year will bring. One thing for sure is that this change comes from a collective effort. This is why our members continued support is more important than ever. If you have time, knowledge, or funds available, consider supporting the OCC.

If we go together, we will go far.

