

(It's no secret).

Being outside is AWESOME.

However, not everyone is getting out there due to barriers faced by outdoor programs. To overcome these challenges, we've created:

the **"FAB FIVE"**

These five focus areas will help us solve issues within the industry so outdoor programs can get people of all ages into nature and provide them with opportunities to explore and grow.



OUTDOOR COUNCIL OF CANADA
CONSEIL CANADIEN 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.

RECOGNITION OF PROFESSIONALISM

2

This will lead to greater respect for outdoor leaders and the value they bring.

1

STRONGER
CONNECTION
WITH LAND
MANAGERS
& SERVICE
PROVIDERS



Helping parks understand that service providers are their allies. We have much to gain from working together.



3

MORE YOUNG
CANADIANS
OUTSIDE

More outdoor learning in schools means more people participating in outdoor programs through their lifespan.



FAB FIVE

outcomes:



We help the feds see how the outdoor sector is a solution to national priorities.



5

SUPPORT FROM
THE FEDERAL
GOVERNMENT
TO GROW THE
OUTDOOR SECTOR



4

MORE MONEY
TO SUPPORT
OUTDOOR
PROGRAMS

There is money in our country. It's time to direct it towards outdoor programs.





FAB FIVE



1

MAKE IT
EASIER
TO GET
PERMITS
WITH PARKS



We are strengthening relationships between land managers and service providers. This means making it easier for outdoor programs to obtain permits or solve issues when bringing groups into parks.

2

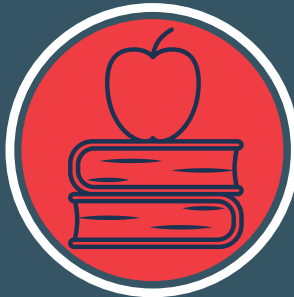
TOURISM HR
FRAMEWORK



We are increasing the credibility of outdoor guides and increasing the industry's resilience by working with Tourism HR Canada to implement their framework.

3

OUTDOOR
LEARNING
IN SCHOOLS



We are helping school administrators and decision-makers understand how outdoor learning meets their priorities and provide tools so they can support this pedagogical approach.

4

FUNDERS
COLLECTIVE



We are supporting the creation of a funders' collective to fund outdoor programs.

5

REPRESENTING
YOUR INTERESTS
WITH THE
FEDERAL
GOVERNMENT



We are showing the federal government how the outdoor sector supports national priorities. This will lead to federal support for outdoor programs.

ADVOCACY PARTNERS:

- Paddle Canada
- Canadian Camping Association
- Outdoor Play Canada
- Child and Nature Alliance of Canada
- Canadian Ski Instructor Alliance
- Canadian Outdoor Professional Association