

2021-2025 STRATEGIC PLAN



Outdoor Recreation
Council of BC

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The Outdoor Recreation Council of British Columbia (ORC) promotes the benefits of outdoor recreation, represents the interests of the organized outdoor recreation community to government and industry, advocates for and educates about responsible recreation use, provides a forum for exchanging information, and connects different outdoor recreation user groups.

VISION

Recreation and outdoor places are valued as essential to healthy individuals and vibrant communities, and that every British Columbian has access to meaningful outdoor recreation experiences.

MISSION

We advocate for access to and promote the responsible use of BC's outdoors for public recreation while building bridges between our diverse membership.

VALUES & PRINCIPLES

Indigenous reconciliation: We acknowledge Indigenous rights and title and support increasing the capacity of Indigenous peoples in BC to steward their lands and waters as key to the future of healthy ecosystems, communities and respectful recreation.

Accountability: We are accountable for our actions, and our processes are open and transparent.

Respect and diversity: We promote respect and aspire to represent the diversity of the British Columbia population.

Environmental sustainability: We value BC's outdoor places for their intrinsic ecological, social and cultural value and promote actions to keep them healthy.

Collaboration: We collaborate with our members, partners, various levels of government including Indigenous governments, and outdoor recreation users to support our common mission. We convene, amplify and lead.

Resiliency: We adapt to new realities, pursue new opportunities and explore promising approaches.

STRATEGIC PRIORITIES

Goal 1: Provincial government policies and funding are in place by 2025 that promote the protection of recreation values and access to improve and sustain the recreation experience:

- Advocate for better management of forest recreation values in the Forest and Range Practices Act.
 - Support the updated Act including regulations that mandate objectives for recreation resources on Crown land.
 - Support the updated Act providing more frequent and reliable public review opportunities for comment on forest stewardship plans.
- Advocate for adopting the revised Trails Strategy for British Columbia with adequate resourcing and support its implementation.
 - Encourage the provincial government to adopt the Provincial Trails Advisory Body's recommendations and create a revised Trails Strategy in 2021.
 - Support implementing the revised Trails Strategy in partnership with the Province and the Provincial Trails Advisory Body.
 - Continue to provide leadership to the Provincial Trails Advisory Body as a co-chair and appoint outdoor recreation representatives to its membership.
- Advocate for adequate and sustainable funding for public outdoor recreation.
 - Participate in annual provincial budget consultations.
 - Lead on efforts to establish a BC trail funding program.
- Advocate for the Ministry of Environment and Climate Change Strategy to protect and enhance recreation and conservation values within BC Parks.
 - Provide advice and recommendations to BC Parks.
- Advocate for improvements in legislation and regulations that impact recreation in or on land, water, or air in BC.

Goal 2: Pursue Indigenous reconciliation and relate the process to the outdoor recreation sector within the context of BC's legislation to implement the United Nations Declaration on the Rights of Indigenous Peoples.

- Provide guidance and resources to the outdoor recreation sector on working cooperatively with Indigenous governments and communities on outdoor recreation projects.

Goal 3: Increase the positive influence of the outdoor recreation sector through advocacy, relationship-building, research and education.

- Protect and promote outdoor recreation on public lands and waters through advocacy, policy and relationship building.
 - Work with the government to ensure provincial legislation, policies and strategies protect and strengthen public outdoor recreation and advocate for greater consistency across ministries and industry.
 - Work with all sectors to provide sustainable financing for outdoor recreation.
 - Develop better engagement methods with our members to understand their needs, identify key priorities and facilitate information sharing.
 - Become recognized as a respected and relevant voice for public outdoor recreation in BC and a valued and sought-after partner and stakeholder.
- Undertake research and share resources that demonstrate the economic and non-economic value of outdoor recreation in BC.
 - Bring together existing data that will lead to establishing and sharing baseline data on BC's public outdoor recreation sector impact, value and scope.
- Encourage the safe and responsible use of the outdoors through education programs, tools and resources.
 - Design and pilot an environmental stewardship program in 2021 that is provincial in scope.

Goal 4: The long-term sustainability of the ORC is increased through investment in our people, technology, and systems by 2025.

- Be visible and relevant to our members, the public and stakeholders.
 - Develop and promote the ORC's brand and messaging through communications planning.
 - Develop a system of key performance indicators to measure and communicate our impact.
- Establish organizational sustainability.
 - Create a strategic, effective and proactive approach to revenue generation and diversification.
 - Create and implement policies, procedures and systems to ensure better organizational performance and resilience.
 - Grow the membership.
 - Support excellence in staff and board members.

Goal 5: Establish broad agreement within the outdoor recreation community on a new way forward for rail trails in BC by 2025, through ORC's leadership bringing together the outdoor recreation community.

- Identify issues and solutions and propose recommendations to the provincial government.