



Nature. Education. Sustainability. Transformation.



2018 Annual Report

West Coast NEST is a regional collaboration of communities, organizations and businesses from Hesquiaht to Ucluelet in British Columbia, Canada. Together we're strengthening our region by sharing knowledge, helping diversify the economy, and creating employment opportunities.



How we impacted the region in 2018

PARTNERING EFFECTIVELY

The continued growth of our region's education tourism economy is very much a group effort. We work with over 30 Regional Partners—organizations, businesses, and communities delivering a wide range of experiential learning opportunities—to promote their courses and events, and collaborate on new offerings.

DEVELOPING PROGRAMS

This year we developed, hosted and/or supported four major educational tourism programs including:

- > A two-day knitting, weaving and nature retreat, led by local experts and artisans.
- > An Ocean Fair, in coordination with PromoScience expedition, to highlight the significance of our region's ocean research. Over 1,000 people attended the expedition over two days in Tofino and Ucluelet.
- > A Nuu-chah-nulth tourism training program hosted by Aauuknuk Lodge in Ahousaht. This program prepared participants to become ambassadors and learn new employment skills for Indigenous tourism.
- > Eleven workshops and guided tours for four academic groups visiting the West Coast. Students from St. George's School in Vancouver, UBC's Masters of International Forestry Program, and agriculture students from Tamagawa University attended these educational activities, which included Nuu-chah-nulth culture, cedar weaving, forest ecology, management, restoration, as well as birding on the on the Tofino mudflats.

2018 HIGHLIGHTS

4 major education tourism programs attended by well over 1,000 people.

6 capacity-building initiatives for local organizations and businesses.

Over 1,300 jobs supported either directly or indirectly.

52% growth in website traffic

Developing a financial sustainability model to help drive us forward.

BUILDING CAPACITY

This year we supported six initiatives to create learning opportunities for local organizations and individuals including:

- > Two board training workshops for local Board Chairs, Board members, Executive Directors, and other organizational staff and volunteers.
- > A career management workshop for people from local organizations, businesses, and governments.
- > A five-day Critical Incident Stress Management program in partnership with Hesquiaht First Nation, Tla-o-qui-aht First Nations, and Ahousaht. Training was delivered by the Justice Institute of British Columbia.



SUPPORTING JOBS

6 DIRECT JOBS



- 1 full-time, year-round Education Coordinator
- 1 part-time, year-round Social Media and Communications Coordinator
- 3 part-time marketing positions
- 1 part-time, temporary Ocean Fair Coordinator

1369+ INDIRECT JOBS



- 188 temporary course-related positions
- 1166 temporary event-related positions
- 2 indirect jobs per event or course that is listed on the website; one position to coordinate and one to deliver each education program

A VOICE FOR THE REGION

The NEST website, social media platforms, and other marketing efforts support the growth and expansion of the education tourism market in our region. These marketing efforts are carried out at no cost to our Regional Partners.

HIGHLIGHTS INCLUDE:

Event & course listings for 94 courses and 572 educational events.

Quarterly newsletter to continue growing our audience to 98 subscribers.

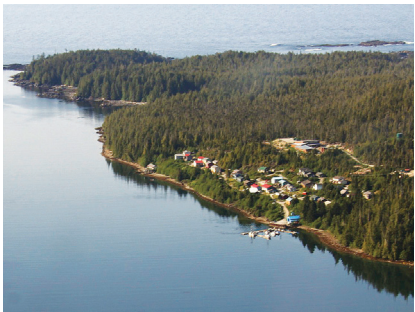
Social media presence remained strong with 1111 followers on Instagram and 327 on Facebook.

Social campaigns in August and September that inspired great engagement and resulted in good metrics – over 600 clicks to the website and more than 30,000 impressions. Our cost-per-click on Facebook was an efficient \$0.34.

Google Analytics results indicated 7501 new website users and 52% growth in overall traffic.

Google Adwords were used effectively to promote events and courses. The strongest performing campaigns were Events, Ecology & Wildlife and Branded, with click through rates of 10%, 7%, and 33% respectively.

Community presence was further strengthened this year by displaying over 100 posters, presenting at the Tourism Ucluelet AGM, attending more than 10 Regional Partner events, co-authoring a poster with Dr. Laura Loucks for presentation at the Community Conservation Research Network Conference, and by being more visible in our new NEST hoodies.



BETTER TOGETHER

The NEST is a regional collaboration led by the Clayoquot Biosphere Trust to support the development of education tourism in our region. We continue to build on the core mandate of the UNESCO Biosphere designation by increasing our social, cultural, economic and environmental sustainability.



In 2018, the NEST was supported financially through the provincial Rural Dividend Fund in partnership with Ucluelet Aquarium Society, Ucluelet Secondary School, Royal Roads University, and Aauuknuk Lodge, with Tourism Ucluelet providing both financial and in-kind contributions, and Tourism Tofino providing in-kind marketing support.

Next steps for NEST We are testing various social enterprise models to determine how best to become self-supporting and spread benefits to local communities, organizations, and businesses. Our goal is that the NEST will become a self-sustaining regional initiative by 2022.

For more information visit westcoastnest.org

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