

**elevating outdoor  
guides:**

**benchmarking standards &  
building industry -led tools**



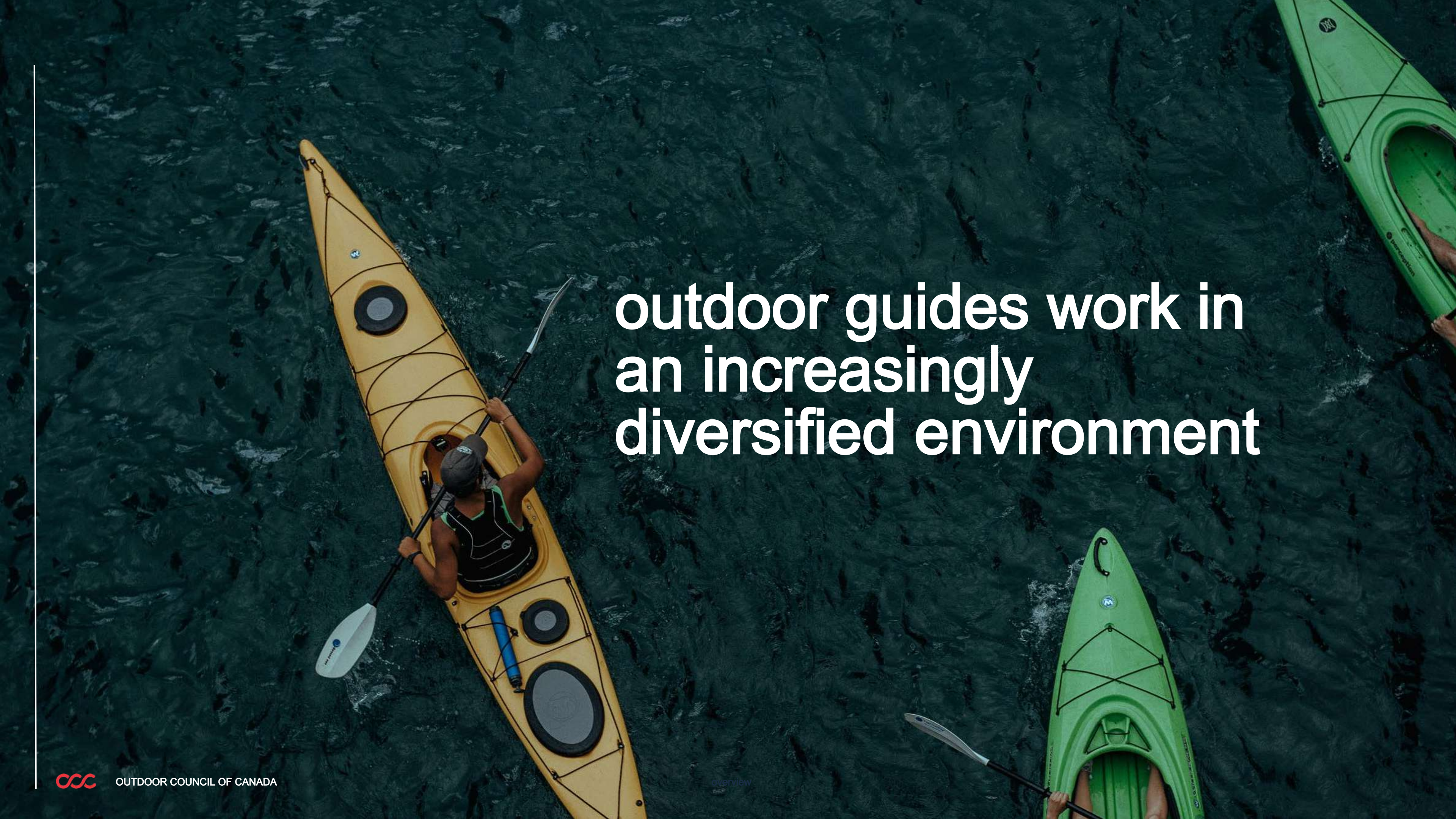
OUTDOOR COUNCIL OF CANADA  
CONSEIL CANADIEN DE PLEIN AIR



the OCC is the industry  
association for the  
outdoor sector



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An aerial photograph of three kayakers on a body of dark, rippling water. A yellow kayak is in the center-left, with a person inside wearing a black life vest and a cap, holding a paddle. To the right, two green kayakers are partially visible. The text 'outdoor guides work in an increasingly diversified environment' is overlaid in white on the right side of the image.

outdoor guides work in  
an increasingly  
diversified environment



OUTDOOR COUNCIL OF CANADA

overview  
table of contents

our goal: outdoor  
guiding as a coherent,  
recognized and  
essential profession



OUTDOOR COUNCIL OF CANADA  
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# what we did

curriculum mapping

working sessions

environmental scan

competency  
development

career pathway survey

consultations



# what's the industry impact?





# worker impact

HR understanding

certification map

unified language

increased recognition



# employer impact

attraction & retention  
tools

industry standards

workforce mobility



OUTDOOR COUNCIL OF CANADA



Lindsey Gartner  
Project Director – Development  
[community@outdoorcouncil.ca](mailto:community@outdoorcouncil.ca)



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