



PLANNING THE FUTURE



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OUR VISION

The recreation, parks and culture sector is an essential partner for building healthy individuals and communities as well as fostering economic and environmental sustainability.

OUR MISSION

B.C. Recreation and Parks Association is a strong provincial voice for the parks, recreation and culture sector. We inspire and support community leaders and practitioners to build and sustain healthy communities. We do this through advocacy, communication and education with a diverse network of partners.



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At a Glance

Who We Are

The B.C. Recreation and Parks Association (BCRPA) is a not-for-profit organization dedicated to building and sustaining active healthy lifestyles and communities in B.C. Established in 1958, we are a central resource agency for our members and stakeholders in the parks, recreation, physical activity and culture sector.

What We Do

We provide our members and stakeholders with leadership, training and support to help meet national, provincial and local priorities. Through a diverse network of partners and extensive programs and services, we are advocates for accessibility and inclusiveness to recreation and physical activity and we strive to bridge the gap between the recreation and sport system to increase participation from "playground to podium."

Our Members

We have nearly 4,000 members, including fitness instructors, community leaders, practitioners, students and volunteers from a variety of public and private organizations throughout the province. They are providers of parks, recreation and culture opportunities, enhancing British Columbians' quality of life.

PLANNING THE FUTURE

Message from the President and the Chief Executive Officer

British Columbia Recreation and Parks Association

The year 2007 was filled with new initiatives and partnerships that strengthened our Association and enhanced the parks, recreation and culture sector. It was also a year of investing in the future. Through extensive visioning and planning sessions, we laid the groundwork upon which we will continue to develop the Association and advance the sector.

Enhancing the Sector

Because we based all of our activities and decisions on the strategic priorities outlined in BCRPA's current strategic plan, we made great strides toward fulfilling those priorities. To help lead and position parks, recreation and culture in B.C., for example, we made significant progress in strengthening the link between our sector and health, education and social service agencies and organizations. Our leadership involvement with the B.C. Healthy Living Alliance and the Physical Activity Strategy and our new partnership with the Heart and Stroke Foundation of BC and Yukon and the Union of B.C. Municipalities are directly related to fulfilling this strategic priority. We were also successful in securing additional opportunities for the Association to be involved in a variety of provincial initiatives including ones led by the Ministry of Health and the Ministry of Education.

Serving the Sector

Another strategic priority was to position our sector as being essential to individual, family and community wellbeing. We devoted significant time and resources to planning the future of British Columbia's parks, recreation and culture sector. These planning activities, which involved our members, our stakeholders and our partners, shaped a new 'quality of life' vision and action plan which will lead the sector through the next decade.

Strengthening our Role

Other strategic priorities included clarifying our role in training and professional development, expanding our communication tools, increasing membership and member involvement and enhancing our Fitness Registration Program. To fulfill these priorities, it required in-depth research, assessment and planning such as developing business plans for the Fitness Registration Program and the Active Communities Initiative. And it required the skills and energy of our talented and committed Board of Directors, staff, members and volunteers.

Thanks to a successful 2007, we have a clear path and a bright future. And with the ongoing support of our Board of Directors, staff and members, we continue to serve the parks, recreation and culture sector and fulfill our vision of building healthy individuals and communities and fostering economic and environmental sustainability.



TOM OSBORNE
President



SUZANNE ALLARD STRUTT
Chief Executive Officer





Becoming Active
 158 communities are registered as Active Communities

- 107 local governments
- 26 First Nations
- 8 educational institutions
- 17 workplaces and organizations

Almost **90%** of British Columbians live in an Active Community.



everyone. active. every day.



Programs and Training

Active Communities Initiative

The Active Communities Initiative (ACI) is a cross-sectoral initiative focused on supporting communities to increase British Columbians' physical activity levels by 20 per cent by 2010. Since its inception in 2005, the Active Communities Initiative has gained significant momentum. As of March 2008, 158 communities have registered.

Our projects included developing a process evaluation tool communities can use to monitor and measure their progress. We also documented and distributed success stories through the ACI website and two editions of *Communities in Action for a Healthy BC*. The reports highlight how individuals and communities are delivering their local Active Communities Initiatives. To inspire communities to join the movement, we also produced and released a promotional DVD and launched two community-based newspaper campaigns.

Fitness

A significant highlight was the launch of our Fitness Leaders Regional Network Program. The program's 13 regional representatives serve as advocates and liaisons, linking our Fitness Registration Program with fitness professionals throughout the province. The program will promote fitness registration, advance the industry and encourage Fitness Leaders to become more involved with the BCRPA. Another highlight was our annual Fitness, Strength and Conditioning Conference, which attracted 314 delegates from across B.C.

Parks and Recreation

The HIGH FIVE® program is gaining momentum, with requests for training and resources increasing as we work towards providing everyone in B.C. with higher quality recreation opportunities. Leading off the year, a group of new HIGH FIVE® trainers received certification. We are pleased to report that 893 people attended the Principles of Healthy Child Development workshop and 82 people were trained in the Quality Experience Scanning Tools (QUEST) workshop. HIGH FIVE® training ensures that B.C.'s recreation and sport practitioners gain knowledge and expertise in child development and the tools they need for enhancing and maintaining quality programs.

Everybody Gets to Play™ increased its scope and delivery this year when we integrated this one-day workshop into the Active Communities Initiative. The workshop helps recreation practitioners and volunteers to mobilize resources in their communities to remove barriers that prevent economically disadvantaged children from participating in recreation. Thirty-five participants attended one of four Everybody Gets to Play™ workshops.

Our one-day Playground Safety Awareness course continues to make a difference by ensuring safer playgrounds in B.C. communities. We hosted seven courses in a variety of locations, instructing participants in how to detect, analyze and note hazards and non-compliant situations in public playgrounds. In February, we hosted the 30th annual Parks and Grounds Spring Training Conference in Langley, attracting 364 parks maintenance professionals and horticulturalists.

The Ripple Effects Aquatics Conference in October attracted 150 participants and featured a line-up of outstanding speakers. A new initiative was the Pool Operators Train the Trainer course, which helps make the Pool Operators course affordable, convenient and available in every region of the province. PoolSafe BC, a workshop offered exclusively through BCRPA, was launched in 2007. It provides aquatic centre staff with the knowledge and skills needed to recognize, evaluate and control hazards in a pool setting.

Through our Sport and Recreation Connection Project, we are providing leadership to support continuity within the Canadian Sport for Life model from "playground to podium." We also assist our members in accessing grants from 2010 Legacies Now to help them implement the model.

Physical Activity Strategy

We developed the Physical Activity Strategy in conjunction with our stakeholders. The strategy, which seeks to increase the physical activity of adults aged 35 to 54, was approved by the B.C. Healthy Living Alliance (BCHLA). We are pleased to lead this two-year campaign and the BCHLA's Physical Activity Steering Group. The strategy is comprised of four initiatives: the Provincial Walking Initiative, Low Income Opportunity Access Initiative, Community-based Awareness Initiative and the Built Environment and Active Transportation Initiative. We also co-lead the Healthy Food and Beverage Sales in Recreation Facilities and Local Government Buildings Initiative which makes healthy food and beverage choices widely available for purchase.

Training Assessment Project

We created recommendations about our involvement in training and professional development which have been subsequently approved by the Board. The recommendations, which will be reviewed as we develop our 2008/09 business plan, include enhancing partnerships in the development and delivery of training opportunities, responding to gaps in member training and professional development, evaluating current practices and developing guidelines to address the educational and professional development needs of members.

Partnerships

Cultivating partnerships and collaborating with community organizations and government is a vital part of our work at the BCRPA. Our partnerships build capacity and increase participation in and accessibility to physical activity. Together, we're creating a healthier province. Our commitment to working with numerous organizations and agencies, therefore, remains strong. Below are highlights of some of our partnerships and projects.

ActNow BC: We worked with ActNow BC in coordinating community involvement for its Road to Health Community Tour. We consulted with 2010 Legacies Now staff on delivering their activity challenge on behalf of ActNow BC and we provided grants to Registered Active Communities that participated in Spirit of BC Week.

Action Schools! BC: We represent BCRPA and the Active Communities Initiative on its Advisory Committee. We continue to consult with their managers and we seek to coordinate their strategies with the Active Communities Initiative.

B.C. Healthy Living Alliance (BCHLA): As past chair of the Alliance, we are proud of our ongoing involvement in its mission to improve the health of British Columbians by promoting physical activity, healthy eating and living smoke free.

Heart and Stroke Foundation of BC and Yukon: Together, the Foundation and the BCRPA co-lead the Provincial Walking Initiative of the BCHLA Physical Activity Strategy. We assist the Foundation by acting as its fiscal and operations agent for the initiative. In collaboration with the Foundation, we also surveyed our members on defibrillator status in B.C.

Ministry of Education: To help students develop daily physical activity habits, all B.C. schools will implement Daily Physical Activity (DPA) as of September 2008. We worked with the Ministry to conduct a DPA pilot to students in Grade 10, 11 and 12, thus strengthening our connection with the education sector and helping to promote healthier individuals.

Ministry of Health: We entered a collaborative arrangement with the Ministry of Health on three major projects, all of which are geared to improving the quality of life of B.C.'s seniors. The Assisted Living Project will inform the development of best practices for delivering physical activity training at assisted living residences in B.C. For the Older Adult Activity Handbook Project, we will conduct province-wide focus groups to determine the handbook's content in an effort to help increase physical activity levels of seniors. And we have signed a Memorandum of Understanding with the Ministry of Health, UBCM and 2010 Legacies Now to coordinate and implement age-friendly community guides.

Ministry of Tourism, Sport and the Arts (MTSA): To coordinate a shared and sustainable vision for managing the province's trails and to develop a framework for future decisions, the Ministry of Tourism, Sport and the Arts, together with the Ministry of Environment (BC Parks), completed phase one of a Recreation Trails Strategy. Having participated in the first phase, we will continue our involvement as the strategy develops.

Union of B.C. Municipalities (UBCM): Our involvement with UBCM has increased exponentially as we discover more areas of common interest. We co-lead two BCHLA initiatives. We have consulted with UBCM on the Provincial Trails Strategy and we will contribute to its orientation of newly-elected municipal councillors.



- We are also proud to partner with:
- 2010 Legacies Now
 - Aboriginal Sport and Recreation Association
 - BC Women's Hospital Osteofit Program
 - Canadian Sport for Life
 - First Call Coalition
 - ParticipACTION
 - ProMOTION Plus
 - Silken Laumann Active Kids Movement
 - Sport and Recreation Leadership Council



BCRPA VOLUNTEERS • Brenda Adams • Sue Adamson • Jacqueline Allan-Gye • Ken Anderson • Dr. Gregory Anderson • Diane Andiel • Michelle Astell • Elizabeth Ayers • Debbie Bachmeier • Laurie Barnetson • Annette Beaudreau • Karen Berezon • Gail Biel • Leanne Bilodeau • Jason Blood • Lorraine Boles • Kim Bond • Heather Bouchier • Vanessa Bragg • Carolyn Brook • Jennifer Bulcock • Kerry Bysouth • Frank Cameron • Rachel Chan • Amy Chayko • Maggi Cheetham • Lauralee Cheng • Patrick Chenier • Deborah Cheong • Nancy Coles • Jacquie Conway • Keltie Craig • Jana Demelo • Alison Dennis • Jay Deo • Leah Dick-Esplen • John Douglas • Alan Duprat • Jason Emmert • Randy Fedruk • Christa Flanagan • Joyce Fordyce • Abby Fortune • Michael Fox • Janet Fraser • Kim Froom • Cory Fry • Elaine Gallagher • Melanie Galloway • Leanne Garriock • Gillian Goerzen • Tessa Graham • Toby Green • Kerri Gregory • Todd Gross • Diana Guenther • Gloria Gutman • Wendy Harris • Sean Healy • Andrew Heming • Linda Henderson • Matt Herman • Annie Hewitt • Colleen Hoglund • Joan Holland • Gary Houg • Shelly A Hume • Pat Hunt • Don Hunter • Donna Hutchinson • Carl Jensen • Lynn Johnson • Anne Jonatschick • Danielle Klassen • André Kolber • Bryna Kopelow • Ugo Lachapelle • Jean Lamontagne • Sally Larrington-Brown • Sandy Lavery • David Leavers • Brenda Le Clair • Kate Lekas • Carol Lepine • Kristine Lewis • Kathy Lilyholm • Sarah Loewen • Regina Lok • Tina Mack • Heath Mahoney • Portia Mann • Carolyn Marleau • Sue McKinnon • Nancy McLean • Julie McNeney • Steve Meikle • Dale Miller • Ross Milnthorp • Wayne Mitic • Kim Moffat • Haley Mousseau • Lori Mullin • Patti Murray • Susan Greta Myles • Jennifer Naiman • PJ Naylor • Jill Nelson • Chris Nelson • Birgit Nilson • Jeff Norburn • Julie Nowell • Reid Oddleifson • Tom Osborne • Joyce Parkin • Doug Paterson • Robert (Bob) Paterson • Gord Pederson • Pam Pedlow • Guinevere Pencarrick • Deborah Pietraszek • Kevin Pike • John H. Plantinga • Krista Popowych • Dan Porteous • Clayton Postings • André Noël Potvin • Gaudenza Ramunno • Samantha Reid • Tim Richards • Donna Savage • Joanne Schroeder • Sandra Seary • Maradith Sewell • Kimberly Shuttleworth • Sharon Simunic • Bill Slessor • Raegan Spence • Valerie Spilsbury • Pamela St. Amour • Sandra Starrett • Sally Stewart • Agnes Szilos • Richard Taylor • Ren Thomas • Cory Tout • Jim Tyler • Deanna Udy • Leeann Virtue • Mark Vulliamy • Len Walters • Lori Walton • Tanis Wey • Sharon White • Judy Wiggins • Debra Wilson • Denice Wilson • Laurie Woodland • Bob Yates • Lori Zehr

OUR TASK GROUPS

- 2008 Symposium Planning Committee
- Parks and Grounds Spring Training Conference Committee
- Ripple Effects Aquatics Conference Committee
- In Your Face Youth Workers Conference Committee
- Active Communities Initiative Advisory Committee
- PAS Steering Committee
- Fitness Advisory Committee
- HIGH FIVE® Advisory Committee
- Provincial Awards Selection Committee
- Nominating Committee
- Publications Committee
- Train the Trainer Task Group
- Recreation Facility Assessment Task Group
- Training Assessment Task Group
- Fees and Charges Advisory Committee
- Regional Networks
- Sport and Recreation Project Task Group
- Older Adult Module Task Group
- Personal Training Exam Task Group



Communications

Our communications team worked on a number of projects, including developing a marketing toolkit to assist Registered Active Communities in building awareness of the benefits of physical activity. The toolkit helps local committees with activities such as advertising, public relations, planning events and writing press releases. We organized a media campaign to promote the annual Move for Health Day event on May 10. We also consolidated our promotional efforts for WinterActive, a national initiative, with Spirit of BC Week.

We evaluated our communication channels with members, partners and stakeholders and developed a comprehensive plan to increase brand awareness of BCRPA and ACI. In addition, we redesigned our website, conducted membership surveys, produced our quarterly magazine, distributed electronic bulletins to members, and developed a strategy for planning and communicating our 50th anniversary. We also launched two electronic newsletters, *Waves* and *Clippings*, for the aquatics and parks fields respectively.

Public Policy

Facilities Assessment Study

As a result of our province-wide facilities assessment study, we created a database of indoor and outdoor municipal sport and recreation infrastructure. We focused on data analysis and developing a strategy to understand the condition of the province's facilities. Components of the project included analysis of operational costs, the development of an analysis process to set goals and deliverables and research methodologies for determining standards for access to facilities.

Municipal Recreation Food Environmental Audit Taskforce (MRFEAT)

We continued to participate in MRFEAT, a project that mobilizes and supports municipal recreation environments in promoting healthy food for the public. After conducting a provincial needs assessment, a toolkit was developed and tested to support recreation facilities in their efforts. The results will influence our Healthy Food and Beverage Sales Initiative.

Child Care Licensing Regulation

For several years, we have been consulting the Ministry of Health regarding child care licensing regulations. Our aim was to advocate for a clear definition of "child care" and to ensure the regulation would not compromise the accessibility and affordability of recreation programs. In November, our collaborative efforts bore fruit when the Ministry of Health renewed the Community Care and Assisted Living Act's Child Care Licensing Regulation and exempted certain recreation programs.



Membership Engagement

We believe that engaging our members in our planning and initiatives ensures we stay at the leading edge of program delivery. Our Regional Liaisons, for example, continued to serve as a communication hub for members and as a link to BCRPA staff. Regional Liaisons are also vital members of our Publications Committee, contributing themes, ideas and articles for each edition of *Recreation & Parks BC Magazine*. The Regional Liaisons also contribute to our Provincial Awards Selection Committee.

We value the time and energy invested by hundreds of volunteers every year. To highlight their dedication, commitment and contributions, we launched a volunteer recognition program. We also reviewed our provincial awards program and, as a result, enhanced it by adding two awards. The HIGH FIVE® Excellence Award recognizes commitment and contribution to embracing the HIGH FIVE® quality standard program. The Active Communities Excellence Award recognizes Registered Active Communities that demonstrate excellence, leadership and innovation in integrating physical activity into daily life.

Strategic Planning

Whether it was finalizing a strategic plan for the parks, recreation and culture sector in B.C. or adopting an action plan for the next three years of the Active Communities Initiative, we dedicated much of our time and energy to planning and preparing for future success.

For the Active Communities Initiative (ACI), we developed a second business plan to review our work thus far and to chart our course to 2011. The ACI Advisory Committee provided oversight to the plan, which involved all major stakeholders and funders.

We have taken our leadership role in the parks, recreation and culture sector to a new level by developing a province-wide vision and action plan for the sector. *The Way Forward* is a ten-year strategic plan defining the sector's vision as "a high quality of life for all British Columbians – healthy individuals and communities; sustainable environments and economies."

We also created a business plan for our Fitness Registration Program. The plan outlines several strategies, including how we can maintain the highest standard in B.C., increase demand for BCRPA registered professionals and strengthen our position as the fitness industry's leader.



Healthy
communities
through recreation,
parks, physical activity
and culture.



BRITISH COLUMBIA RECREATION AND PARKS ASSOCIATION

101 - 4664 Lougheed Highway, Burnaby, BC V5C 5T5

Tel. 604.629.0965 | Toll Free. 1.866.929.0965 (outside Lower Mainland) | Fax. 604.629.2651

www.bcrpa.bc.ca