



Recreation
CONNECTIONS



2013/14 Annual Report

Message from the President & CEO

Welcome to the 2013 BCRPA annual report. These pages describe the work the BCRPA and its members and partner organizations have done in 2013 and into the first quarter of 2014 to make a difference in the lives of British Columbians. Throughout this report you will read not only about the BCRPA's leadership and many programs and initiatives, you will learn about concrete outcomes, impacts and groundwork laid for the future.

This year we have made significant contributions to policy development especially in our role at the national table in the shaping of *Pathways to Wellbeing - The National Framework for Recreation*, Canada's new national recreation framework. We also worked with the BC Healthy Living Alliance on the development of *On the Path to Better Health*, a new report examining BC trends in chronic disease over the past decade and outlining future opportunities for prevention.

The BCRPA served as an important stakeholder in the multi-sectoral Leadership Table – the group tasked with the creation of a new *Physical Activity Strategy and Action Plan for BC*. The BCRPA's work at the Leadership Table mirrors our commitment to effective collaboration with all sectors as having the greatest potential for encouraging a healthier, more active BC.

Also in 2013, we partnered with other members of the BC Parks and Public Works Group (bcPPWG) to roll out a new non-apprenticeship credentialing program for parks and public works operations workers. The BCRPA is the assessment agency for this program and will be conducting the next assessment in Spring 2014.

Much of what follows in this annual report concentrates on our many partnerships, collaborations and accomplishments throughout the year. We focus on the business we are in and on the services we provide. Much of our effort this year has centred on forging, strengthening and maintaining our many vital connections – with parks, health, nature, community sport and technology. And, most importantly, with our members.

We are our membership. Our many accomplishments are their accomplishments, and we could not have achieved all that we have without their engagement and support. Throughout 2013, we have implemented critical strategies to foster member involvement and sense of belonging.

Member engagement was a key component of our newly developed **2014-2016 Strategic Plan**. In order to shape the plan, we conducted member surveys and consultations to probe our members' understanding of, and agreement with, the BCRPA's strategic direction. The new strategic plan sets the BCRPA on a solid path for the next three years – one that focuses on the needs of members and continues to leverage the Association's resources, partnerships and networks throughout BC and Canada. We will be bringing it back to our membership for ratification at our 2014 Symposium.

Strategic Intent

The BCRPA is a strategic leader in building healthy, active individuals and communities.

Mission

The BCRPA is committed to leading the parks, recreation and culture sector in building and sustaining healthy active communities, including fostering economic and environmental sustainability. We inspire and support community leaders and practitioners through advocacy, communication, education and resources.



Gord Pederson

Gord Pederson, President



S. Strutt

Suzanne Allard Strutt,
Chief Executive Officer

2013/14 BOARD OF DIRECTORS

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British Columbia Recreation & Parks Association

Throughout 2013 and into the start of 2014, the BCRPA has honed ever more creative and effective ways to strengthen and build momentum for the vital work of the recreation sector in BC. The BCRPA is reinforcing already strong bonds with our members and forging connections with partner groups working to support communities throughout BC in building, promoting and sustaining healthy living.

The BCRPA provides leadership, effective action and access to resources to help harness the power of the dynamic work being done in diverse locations and programs across the province and nationally.

At the BCRPA, we recognize that engagement, collaboration and connection are key to working effectively, to building and sustaining momentum and to strengthening the possibility for positive outcomes.

The multifaceted efforts of the BCRPA and our members as well as our effective relationships with our partner and stakeholder groups have resulted in a proud list of accomplishments for 2013/2014.

Much of the BCRPA's activities can be divided into four business areas which together represent both our mandate and our scope of action:

- Advocacy and Public Policy Development
- Standards and Credentials
- Healthy Living Projects
- Professional Development

Advocacy and Public Policy Development

The Association plays a key role in communicating to local government the benefits of recreation, parks and culture in terms of quality of life, health and wellness. The BCRPA also has strong connections provincially and nationally. Listed below are a few examples of the BCRPA's advocacy and public policy development efforts in 2013.

The BCRPA has been working closely with the Canadian Parks and Recreation Association (CPRA) and the Interprovincial Sport and Recreation Committee on the development of a National Framework for Recreation and the coordination of the 2014 National Recreation Summit in Ontario. ***Pathways to Wellbeing - The National Framework for Recreation*** will provide a new vision for recreation and suggest some common ways of thinking about the renewal of recreation, based on clear goals and underlying values and principles.

BCRPA Chief Executive Officer, Suzanne Strutt, has been actively involved in the creation of the Framework, as both a member of the National Recreation Framework Working Group and the Recreation Framework Writing Committee. She also sat on the 2011 Summit Secretariat and Working Group. Further consultations with BCRPA members around the Framework will take place in late Spring 2014.

The **BCRPA Performance Measurement Project** articulates performance indicators that could eventually inform a national initiative. A second phase of the project, recently completed in partnership with Langara College, clearly defines outcomes (benefits statements) and measurements/ indicators from the first phase research. This research will be applied within a few municipal recreation departments using an action-research model. And it will identify and outline the next phase of the project. A report including an outline of the next phase of the project will be shared at the 2014 BCRPA Symposium Senior Staff Forum.





The BCRPA collaborated with the **BC Healthy Living Alliance** on the development of *On the Path to Better Health*, a new report examining BC trends in chronic disease over the past decade and outlining future opportunities for prevention. The report references the BCRPA's recent work on **Performance Measures**. It also includes recommendations for paths to better health including: investing in healthier built environments and recreation facilities, a provincial poverty reduction plan, universal childcare, protecting kids from the marketing of junk food and more.

The BCRPA is an integral part of the **CPRA Infrastructure Task Group** which is working on developing an approach to creating a national database of recreation facilities and a business case platform for investment in recreation infrastructure. The Task Group is collaborating with the Federation of Canadian Municipalities on their upcoming report card on civic infrastructure.

BC is known for being a leader in physical activity with a consistent reporting of the highest provincial physical activity levels. However, there are currently over 1.8 million British Columbians who are classed as inactive. In order to address this public health crisis, the Ministry of Health established a multi-sector Leadership Table to lead the process of creating a **Physical Activity Strategy and Action Plan for BC**. The BCRPA plays an important role at the **Leadership Table** – the work of the table is based on a recognition that all sectors must work together in harmony to truly have an impact on creating an active BC.



In July 2013, the BCRPA and the Public Health Association of BC collaborated to produce a one-day workshop: **Recreation and Health: a BCRPA and PHABC Collaborative Workshop**. The workshop identified effective community-based solutions for improving health, and explored new and emerging issues such as arts and health, nature and health and the mental and social benefits of recreation.

Learn
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The National Framework for Recreation

www.bcrpa.bc.ca/national-recreation-framework-update

On the Path to Better Health

www.bchealthyliving.ca/sites/all/files/images/bchla-path-final-mar14-screen.pdf

BCRPA 2014-2016 Strategic Plan Framework

www.bcrpa.bc.ca/about_bcrpa/documents/BCRPA-StrategicPlan2014-FINAL.pdf

Standards and Credentials

The BCRPA provides professional development opportunities to its members and the sector reaching across fields of specialization in recreation including fitness, parks, recreation programming and operations. The exchange of knowledge and standards of practice are available through a range of conferences and training opportunities that is unmatched in BC.

Conferences

- Ripple Effects Aquatics Conference
- Annual Provincial Parks and Grounds Spring Training
- In Your Face Youth Workers' Conference
- BCFit™ – Fitness, Strength and Conditioning Conference

Courses

- Online courses promoting access and inclusion:
 - Shared Use Agreement Guides
 - Vulnerable Populations
- Everybody Active workshops now accessible only online through BCRPA E-Learning:
 - Social Inclusion
 - Engaging the Hard to Reach
- Pool Operations courses
- PoolSafe BC
- Playground Safety Awareness
- Risk Management

The Registry® of Fitness Professionals showcases and verifies the status of fitness professionals who have met provincial and national standards. The BCRPA fitness professionals publicly listed in The Registry® have current BCRPA registration as well as up-to-date CPR, First Aid and specialty training in specific areas of fitness.

The Registry® of Fitness Professionals was created to assist members of the public as well as fitness and recreation facility managers and owners in making hiring decisions by applying a **common standard** to all listed fitness professionals.

This standard is developed by the National Fitness Leadership Alliance (NFLA) and applied by the BCRPA and other provincial NFLA member organizations.

In 2013, the BCRPA, along with other members of the BC Parks and Public Works Group (bcPPWG), helped to roll out a **New Non-Apprenticeship Credentialing Program for Parks and Public Works Operations Workers**. The public works sector currently employs approximately 10,000 workers across BC, but until now there has not been a formal credentialing program for these workers. The BCRPA is the Industry Training Authority (ITA) approved Assessment Agency for the new Parks and Public Works Operations Worker Certificate (PPWOW). This program allows challengers to earn an occupational certificate from ITA that formally recognizes their knowledge, skills and experience.



Photo credit | BC Parks and Public Works Group



The BCRPA is currently developing an exciting new online resource. **Careers in Parks** will be a one-stop online resource for youth, job seekers or current workers hoping to transition to or within the parks sector. This is not a job bank; rather it is a detailed repository of career-related information. It will include detailed job descriptions for more than 25 occupations as well as a listing of the skills and qualifications that are generally thought to be needed to achieve success in these jobs. The Careers in Parks resource will also contain links to further information and samples.

The BCRPA has undertaken the **revision and upgrading of both the Level I and II Pool Operator courses and manuals**. The new materials are designed to provide BC-specific content and to reference the new BC Pool Regulations that were released in 2010 and updated in 2012. In addition, the upgrades ensure consistent delivery of important course content across the province.

Some of the features of the upgrade include:

- New participant manuals for Level I and II
- New and revised instructor manuals for Level I and II
- Standardized PowerPoint slides for instructors
- BC-specific content
- References to the BC Pool Regulations and Guidelines

In 2013, **HIGH FIVE**® added a physical literacy component to their flagship course, *Principles of Healthy Child Development* (PHCD). In addition, Quest 2 training and resources have gone through a significant update although the tool itself remains the same. BCRPA hosted upgrade training for its instructors in 2013 with another planned for Fall 2014.

Learn
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The Registry® of Fitness Professionals

www.thefitnessregistry.com/

bcPPWG Non-apprenticeship Credentialing Program

<http://bcworks.ca/>

BCFit™ Conference

www.bcrpa.bc.ca/bcfite

Ripple Effects

www.bcrpa.bc.ca/ripple-effects

Pool Operations courses

www.bcrpa.bc.ca/node/4971

PoolSafe BC

www.bcrpa.bc.ca/node/4972

Playground Safety Awareness Course

www.bcrpa.bc.ca/recreation_parks/parks/playground_safety.htm

Risk Management

www.bcrpa.bc.ca/parks-and-recreation-risk-management

Healthy Living Projects

The BCRPA promotes active living campaigns throughout the province.

The BCRPA's priority to facilitate people's reconnection to nature and natural environments is taking shape in the new **Healthy in Nature website**. The site engages parks and recreation professionals in creating opportunities for British Columbians to get outside in nature. The Healthy in Nature website is a repository of information and resources. Collaboration and sharing are encouraged as the resource links key organizations working at local, provincial, national and international levels to encourage reconnection with nature. The website enables an unlimited number of recreation and other professionals to create opportunities for British Columbians to get outside in nature.

The **MEND (Mind, Exercise, Nutrition...Do it!)** program has now been running for a full year and is available in 17 communities throughout BC. MEND is a free, healthy living program for children and their families to learn about nutrition and participate in fun games. Throughout the program, parents support one another in making healthy changes for their families. This 10-week program is offered twice a week for children aged 7 to 13 and once a week for children aged 5 to 7. The program is designed specifically for children who are above a healthy weight and is funded by the Ministry of Health as part of the Childhood Healthy Weights Intervention Initiative. Program partners include the BCRPA, the YMCA of Greater Vancouver and the Childhood Obesity Foundation.

This year the BCRPA announced three new streams of Healthy Food and Beverage Environment grants, two made possible by the BC Ministry of Health and a third via the CACO Phase II project. The **Stay Active Eat Healthy®** program, the brand name of the Healthy Food and Beverage Initiative, is an evidence-based, capacity-building initiative developed by the BCRPA that aims to increase the provision of healthy food and beverage (HFB) choices, while restricting unhealthy options. Our new streams of funding have allowed us to provide seed grants to communities to work toward HFB goals, update the Toolkit and website and begin a province-wide environmental scan of the status of the healthy food and beverage environment in BC.

The BCRPA promotes active living campaigns throughout the province. **Move for Health Day**, an international event created by the World Health Organization to promote physical activity, continues to gain momentum and provincial participation. In 2013, we distributed 40 grants of \$300 to communities across BC, there were 91 events registered with a total estimated participation rate of 17,000 individuals. In addition, the BCRPA hosted its provincial launch of Move for Health Day at a City of Richmond event that drew approximately 3,000 participants.



Photo credit | David Dettmann



Photo credit | Jernej Gartner

The BCRPA is proud to be a part of Healthy Families BC's **Prescription for Health Program**. Patients participating in the Prescription for Health Program are eligible for the Physical Activity and Nutrition Program Subsidy Incentive, providing a subsidy towards physical activity or nutrition program services provided by a BCRPA-registered Fitness Leader or a recreation facility.

In early 2014, The Ministry of Community, Sport and Cultural Development, in partnership with the BCRPA, made grants available to support local recreation departments in coordinating family-based, admission-free events for **BC Family Day**. February 10, 2014 saw 120 grants awarded in 68 communities covering every region of the province – including awards to eight First Nations' BC Family Day community events.

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Healthy in Nature

<http://hin.bcrpa.bc.ca>

MEND

www.bcrpa.bc.ca/recreation-and-parks/mend

Stay Active Eat Healthy®

www.stayactiveeathealthy.ca/

Move for Health Day

www.bcrpa.bc.ca/mfhd

Prescription for Health Program

www.healthyfamiliesbc.ca/home/physical-activity-and-nutrition-program-subsidy-incentive

BC Family Day

www.bcrpa.bc.ca/family_day/submissions

Professional Development

The BCRPA is forging **new paths in e-learning and collaboration**. Four new courses were introduced in an online format in 2013. The courses allow participants to learn when and where it suits them best and at a pace that is right for them. The courses are easy to follow and provide content that can be readily applied in the workplace. The new courses are designed to promote access and inclusion.

Also in 2013, we launched the **new BCRPA Collaboration Site**. This easy-to-use 24/7 online resource is a dynamic tool designed to encourage interested individuals from inside and outside the sector to network, explore hot topics, search for industry information, share documents, collaborate on ideas and projects, learn about grant opportunities, discuss best practices and more. The Collaboration Site helps British Columbians interested in recreation, parks, culture and physical activity come together to get more done.

This year's BCRPA annual Association conference, **Symposium 2014**, focuses on the hard work, art and technology involved in forging and maintaining recreation-based connections. Throughout Symposium, variations on the connections theme will be explored in educational programs, presentations and interactive workshops to educate and engage those interested in recreation's connection with parks, health, nature, community sport and technology.



Learn
more

E-Learning through the BCRPA
<http://elearn.bcrpa.bc.ca/>

BCRPA Collaboration Site
<http://collaboration.bcrpa.bc.ca/>

Symposium
www.bcrpa.bc.ca/training-symposium/symposium-2014

Member Engagement

2013 was a year of extensive member consultation. The BCRPA conducted member surveys and consultations toward the development of a renewed strategic plan for 2014-2016. We probed our members' understanding of, and agreement with, the BCRPA's strategic direction. The new plan is built on the foundation of the BCRPA's core competencies and its proven leadership. It sets the BCRPA on a solid three-year path – one that focuses on the needs of members and continues to leverage the Association's resources, partnerships and networks throughout BC and Canada.

Also in 2013, we conducted reader surveys aimed at assessing the successes and challenges of the *Recreation & Parks BC*, the official magazine of the BCRPA.

Regional meetings, focus groups and webinar consultations were also on the agenda in 2013 to allow BCRPA members the opportunity to hear about initial work on the National Recreation Framework and to provide direction, feedback and thoughts around improving the material and making it more relevant. This consultation continues in 2014.

Customer Care, Accessibility and Enhanced Communication

In late 2013, we adjusted internal resources in order to better deliver services through technology.

Our intent is to provide:

- constant improvements in customer care and member engagement
- a broad range of efficiencies
- optimization of registration and other processes
- accessibility through e-learning, webinars and other opportunities to engage our members.

We continued to engage and educate members and act as an advocate for the sector using a broad range of printed and online communication tools:

- *Recreation and Parks BC* magazine
- *FitLife BC* magazine
- Bi-monthly Communiques
- Timely and relevant opinion and editorial submissions
- Health and public policy submissions.

BCRPA Staff

Matt Anderson | Corporate Account Coordinator
Boza Bobic | Accounts Payable Clerk
Holly-Anne Burrows | Communications Manager
Sandra Couto | Financial Manager
Pam Dent | Executive Assistant to the CEO
Julie Dippenaar | Office Administrator
Vanessa Fee | Programs and Initiatives Coordinator
Natalie Korsovetski | Programs and Initiative Coordinator (to February 2014)
Emmie Li | Fitness Program Manager
Terry Lin | Information Systems Coordinator (to January 2014)
Connie Mah | Administrative Assistant
Sharon Meredith | Operations Manager (to December 2013)
Kieu Nguyen | Fitness Program Assistant (on maternity leave)
Godwin Nyong | Operations & Technology Manager
Cyndia Pilkington | Communications Officer (to August 2013)
Janet Rerecich | Programs and Initiatives Manager
Suzanne Allard Strutt | Chief Executive Officer
Noelle Virtue | MEND Regional Coordinator
Tracey Welsford | Fitness Program Manager (to January 2014)

2013 BCRPA Provincial Award Recipients



Facility Excellence Award
South Bonson Community Centre
 City of Pitt Meadows



Program Excellence Award
Ambleside Adventure Playground
 Camp | District of West Vancouver



PERC Award for Management Innovation and Ingenuity

P E R C

West Vancouver Community Centres Society and District of West Vancouver
 – Situational Analysis

[Right] Sue Ketter, Senior Manager of Community Services, accepting the award on behalf of the West Vancouver Community Centres Society and the District of West Vancouver and [left] Suzanne Strutt, BCRPA CEO.



Parks and Open Spaces Award
Centennial Way – Beach Avenue Project
 District of Peachland



Program Excellence Award
Sports and Me Pilot Program
 DIVERSEcity Community Resources Society



President's Award

Lorri Gibbard | City of Pitt Meadows

[From the left] Lorri Gibbard, Acting Manager of Recreation Services, City of Burnaby; Her Honour, The Honourable Judith Guichon, Lieutenant Governor of British Columbia; Gord Pederson, President, BCRPA Board of Directors.



The BCRPA Student Scholarships are made possible through the generous sponsorship of DB Perks & Associates Ltd., in partnership with Speedo Canada.

Student Scholarship Recipients

Nicole Barrett | Tara Nazemi | Jody Phibbs

2013 BCRPA Fitness Leadership Award Recipients



[Second from left] Suzanne Strutt, BCRPA CEO

Fitness Leader of the Year
Kim Magnan [left]

Program Director/ Manager of the Year
Jaimee Stokes Nelson [far right]

Educator of the Year
Chad Benson [middle]



Friend of the Sector Award
Lifesaving Society – BC and Yukon

[Middle] Dale Miller, Executive Director, Lifesaving Society, BC and Yukon Branch

Learn
 more

BCRPA 2013 Provincial Award Recipients | www.bcrpa.bc.ca/2013-provincial-award-recipients

2013 BCRPA Fitness Leadership Award Recipients | www.bcrpa.bc.ca/fitness_program/events/award/current.htm

Member involvement is key to all our programs, events and initiatives. Participation on committees and task and advisory groups ensures the needs and expertise of members and the sector at large form the foundation of our work at the BCRPA. The following is a sample of 2013/2014 member working groups.

SYMPOSIUM PROGRAM ADVISORY GROUP • Terri Askham, City of Victoria • Stephanie Eby, Township of Langley • Lorri Gibbard, City of Burnaby • Nancy Hoyles, City of Burnaby • Louise Roberts, City of Kelowna • Suzanne Strutt, Chair, CEO BCRPA • Cheryl Wiebe, Peachland

BCRPA PERFORMANCE MEASURES TASK GROUP • Rita Clarkson • Joanne Edey-Nicoll • Nicki Kahnemoui • Cathy Matheson • Suzanne Strutt, Convener • Kelly Swift

BCRPA STRATEGIC PLAN FOCUS GROUPS • Brad Beckett • Malcolm Bromley • Kerry Broome • Renee Chadwick • John Elzinga • Abby Fortune • Kerry Hiltz • Vern Jacques • Carol Lepine • Carol Marleau • Jim Marvel • Lori Mullin • Chris Nelson • Shaun O'Neill • Clayton Postings • Chris Siddaway • Michele Sirett

PROVINCIAL AWARDS SELECTION COMMITTEE • Ron Higo (Chair) • Joe Chirico • Sarah Cockerill • Richard Gauthier • Leslie June • Shaun O'Neill • Barry Reid • Louise Roberts • Suzanne Strutt

FITNESS ADVISORY COMMITTEE • Barbara Anderson • Lela Dawson • Donna Hutchinson • Ingrid Knight-Cohee • Carol Lepine • Dr. Bill Luke • Dean Smith • Suzanne Strutt (Co-Chair) • Debra Wilson (Co-Chair)

BCFIT™ '13 ORGANIZING COMMITTEE • Amanda Vogel • Brent Day • Chad Benson • Elaine Leong • Emmie Li • Blanche Holde • Ingrid Knight-Cohee • Kim Bond • Melanie Galloway • Ryan Cook • Scott Hiebert • Tammy Thesis

FITLIFE BC EDITORIAL COMMITTEE • Susan Elo • Shari Feuz • Heather Allock • Heather Nivison • Serena Pallot • Simon Chiu • Tracey Welsford

REGIONAL LIAISONS • Linda Finch • Stephanie Key • Louise Roberts • Sarah Cockerill • Shaun O'Neill • Richard Gauthier • Joe Chirico • Clayton Postings • David Leavers (Publications Committee only)

RIPPLE EFFECTS COMMITTEE • Dale Miller • Deanna Udy • Debbie Vant Kruis • Peter Fox • Lauralee Cheng • Leeann Virtue • Michelle Wilcox • Sean Healy

RIPPLE EFFECTS VOLUNTEERS • Lynn McDonald • Melissa Tang • Zara Quek • Krissy Marasigan • Allison Smith • Jeffrey Au-Yeung • Jennifer Lines • Camille Iversen • Laura Meehan • Paul Radnidge • Cameron Nakata • Franklin Alexcee • Nicole Lau • Aimee Good • Carleen McDowell

SPRING TRAINING COMMITTEE • Dave Turner • Len Walters • Nancy McLean • Ralph Nevill • Todd Gross • Greg McNaughton

SPRING TRAINING VOLUNTEERS • Franklin Alexcee • Taylor Venner



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