



BRITISH COLUMBIA RECREATION AND PARKS ASSOCIATION

2005-06 ANNUAL REPORT

growth.

05/06



LETTER FROM

the President and the CEO

These are
exciting
times for
the BCRPA

Expansion and evolution defined 2005 - 2006. In a few short years, the BCRPA has undergone and driven extensive growth within the Association and in the parks and recreation sector. We have been working to ensure that we are well positioned to advance and align our sector with the broader provincial and national agendas of sport, health and infrastructure renewal. As we pause to reflect on the year past, we continue to be an organization that is working in partnership with you, our members, volunteers, sponsors and stakeholders, to create opportunities and bring drive and creativity to the goal of building a healthier, more active BC.

The BCRPA has been responding to the evolving demands and expectations of the sector by making changes internally and by reaching out to the community at large - we have been seeking innovative partnerships that continue to drive our vision forward. In mid 2005, we instituted a new membership structure that makes it easier than ever for organizations and individuals to join the Association and expand our reach throughout the province. A new governance structure was also implemented, facilitating improved direction setting, policy development and planning while enhancing regional representation and communication.

This past year, we reached out to agencies that share common goals with the BCRPA. The Association aligned its strategic and work plans with the provincial and national health and sport sectors. We worked with Aboriginal stakeholders and groups concerned with the participation of people with disabilities. We also collaborated with agencies working on important issues such as gender equity and ethics in sport. Successful partnership building with agencies who share our values has been one of our proudest accomplishments this past year.

01



Susan Mundick
President



Suzanne Allard Strutt
Chief Executive Officer

The BCRPA continues to be recognized for its leadership in the areas of physical activity, recreation infrastructure renewal and fitness standards. As the Association has moved increasingly into a central and coordinating role both on a provincial and national level, the BCRPA has spearheaded the significant change and growth necessary to meet the increasing demands for input and expertise. The hard work of the last several years has paid off with growth in the operating budget and a resulting increase in the number of programs we are able to support. These are exciting times for the BCRPA!

These many successes happen because the BCRPA has an inspired membership, dedicated volunteers, generous sponsors, a visionary board, President and CEO and hard working staff. We share the Association's successes with you and we should all take pride in how far we've come in the last few years. We look forward to continuing to work with you to spread the word of healthy active living to all corners of BC.

On behalf of the Board and staff, we thank you for helping us make 2005 - 2006 a terrific year. We are confident that BC residents will soon be living in one of the healthiest places in Canada (and quite possibly the world) because of you.

A handwritten signature in blue ink that reads "Smundick".

Susan Mundick
President

A handwritten signature in blue ink that reads "S. Strutt".

Suzanne Allard Strutt
Chief Executive Officer

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: BC 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.

Adam Olsen, Adriana Sosin, Alexander Wright, Alice So, Alison Dennis, Amy Chang, Amy Kiara Ruth, Andre Kolber, André Nbel Potvin, Andy Mori, Andy Tesh, Annette Beaudreau, Annie Hewitt, Austin Peterson, Bill Webster, Bob Frid, Bob Stedham, Bonnie Beaman, Bonnie Ste-Croix, Booth Palmer, Bruce MacWilliam, Bryna Kopelow, Carl Jensen, Carol Lepine, Carol Mitchell, Charles Parkinson, Chill Yin Lee, Chris Nelson, Chris Siddaway, Cindy Crapper, Cliff Lemire, Corinne Yee-Creaghan, Corrina Edgar, Corrinne Stea, Dale Miller, Dan Porteous, Darren Warburton, Darryl Condon, Dave Yee, Dave Stevens, David Garfinkle, David Leavers, Dawn Murray, Deanna Udy, Debbie Cheong, Debra Wilson, Deidre Taylor, Denise LeCoy, Diane Andiel, Diane Lee, Dianne Miller, Don Chow, Don Hunter, Donna Hutchinson, Donnie Loy, Dr. Janice Eng, Dr. Marlyce Friesen, Dr. Ron Wilson, Elen Coppin, Erin Murphy, Eva Czynowska, Fleur Palliardi, Gary Mockler, George Goodwin, Gord Pederson, Greg Anderson, Heath Mahoney, Heather Albert, Heather Bouchier, Heather Low, Ivy Yvu, Jacquie Conway, Jalene Cauley, Jan Blades, Jan Vetter, Janet Fraser, Janet Whitehead, Janis Kulhanek, Jean Miles, Jeff Norburn, Jen Baillie, Jennifer Carter, Jennifer Wilson, Jenny Lee, Jill MacInnes, Jim Marvel, Jodi Rock, John Fleming, John Frittenburg, John McMurchy, Jordan Brown, Joyce Fordyce, Joyce Parkin, Joyce Yeng, KamYing Fung, Karen Berezon, Karl Winkler, Kate Lekas, Kathy Lilholm, Kelly Ablog-Morant, Kelly Swift, Kelsey Swanson, Kerry Bysouth, Kerry Marion, Kevan Tishshaw, Kevin Pike, Kimberly Musselman, Kristine Lewis, Lela Dawson, Len Walters, Leslie June, Linda Mallard, Linda Zurak, Lisa White, Lori Mullin, Lori Zehr, Lucy De Pieri, Lulu Chavez, Lynn Johnson, Lynne Timms, Maggi Cheetham, Mandy Yan, Manya Lee, Marcela Arnostova, Marion Lay, Mary Ness, Mary Sayers, Marylyn Sims, Maureen Fewer, Melanie Galloway, Melanie Ma, Michele Kilbom, Moira Gookstetter, Monique Haziza, Monir Tabrizi, Nancy Coles, Nancy McLean, Nicole Victor, Pat Shiratti, Patrick Chenier, Per Palm, Pete Quevillon, Peter Duhaault, P J Naylor,

Raegan Spence, Raiman Howlett, Ramona Bianco, Ray Lui, Rena Shields, Rhonda Jackson, Risa Mathews, Robert Paterson, Ross Milnthorp, Rudy Roelofsen, Sally Stewart, Sandra Starrett, Sandy Ferrin, Sarah Loewen, Sean Healy, Shannu Poyser, Sharon Simunic, Sharon White, Shelley Dalke, Shelly A Hume, Sheri Masaro, Sherri Goss, Sophia Ha, Stacey Bogle, Steve Weston, Sue Adamson, Susan Gordon, Susie Donaldson, Sydney Millar, Tanis Wey, Tessa Crofton, Thea Maguire, Todd Gross, Tom Walker, Tony Jung, Valerie Brennan, Vanessa Bragg, Wendy Appleton, Wendy Borsuk, Wendy Frisby, Wendy Harris, Wendy Johnstone, Wilma Arruda

Active Communities Advisory Committee, Everybody gets to play Task Group, HIGH FIVE Advisory Committee, Active Workplace, Fitness Council, Aquatic Committee, Update, Mentorship Task Group, Yoga Task Group, Pilates Task Group, Specialized, Physical Activity Task Group, Train The Trainer, Task Group, Memorandum Of Understanding Task Group, Facilities Inventory, Fitness Conference, Aging Actively Conference, Editorial Committee, Pr/marketing Committee, Standards and Competencies Task Group, Facilities Workshop, 2005 Facilities Workshop – Student Volunteers From Langara College, 2005 Parks And Grounds Spring Training Seminar – Organizing Committee, Awards, Symposium, 2005 Planning Committee, Governance And Membership Task Group, Volunteers On The Child Care, Regulations Task Group, Volunteers On The Aquatics Council, Volunteers On The Parks Council

05/06 BOARD OF DIRECTORS: Susan Mundick, Patti Murray, Doug Henderson, Wally Taylor, Don Chow, Jim Marvel, Dan Porteous, Gord Pederson, Annette Beaudreau, John Fleming, Ross Milnthorp, Jeff Norburn, George Goodwin, Barry Reid

BCRPA STAFF: Suzanne Allard Strutt, Elizabeth Perreault, Sharon Meredith, Trina Sporer, Melissa Wallace, Pamela Pedersen, Michael Landels, Sandra Marques, Robyn Butler, Curtis Atkinson, Brenda McDowell, Sarah Mulhall, Diane Gillis, Alana Griffiths

Expanded, Aligned Vision for Healthy Active Living

As one of the central coordinating agencies for the promotion of healthy active living in BC, the BCRPA continued in 2005 to align itself with provincial and national visions and strategies. The Association continues to serve on the BC Healthy Living Alliance (BCHLA) and continues to play an integral role as the implementation agency for the Active Communities Initiative. The BCHLA is a provincial coalition of organizations working together to improve the health of British Columbians by promoting physical activity, healthy eating and smoke-free living. The BCRPA made significant contributions to Alliance initiatives, playing key roles both as chair and founding member. In 2005, the BCHLA completed *The Winning Legacy: A Plan for Improving the Health of British Columbians by 2010*, a plan featuring a multi-pronged approach to improving the health of all British Columbians.

The Association also continued its leadership and managing role in the Active Communities Initiative, a provincially funded, cross-sectoral program focused on supporting communities to increase the physical activity levels of their residents by 20% by the year 2010.

This is consistent with the provincial government's goal of making BC the healthiest host of an Olympic/Paralympic Games. This initiative offers registered active communities a range of resources and grants to develop and implement their Active Community Plans. In 2005, the new Active Communities website was launched, Tool Kits were made available and facilitators delivered workshops in several regions throughout the province. Over 77 communities are currently registered in the program, surpassing the original launch goal of 35.

In early 2005, the BCRPA hosted the National Physical Activity Summit, providing a forum for provincial/territorial parks and recreation organizations to share their physical activity strategies and best practices. A key Summit outcome was the identification of national collaboration opportunities between participants.

Move for Health Day is an international initiative launched by the World Health Organization in 2002. In 2005, as in previous years, BCRPA coordinated and led the program in BC as a kickoff to the national SummerActive program.

The Association assisted in the development of tools and resources and coordinated a challenge between the cities of Vancouver, Fort St. John, Kelowna and Courtenay.

The BCRPA
also built new
connections
with the
sport, health
and education
sectors.

The initiative was a success - with over 10,000 British Columbians participating. Plans are underway for another successful Move for Health Day on May 10, 2006.

Recognizing that physical activity habits are often set early in life, the BCRPA partnered with other provincial and territorial recreation organizations to support and promote two programs aimed at children: Try Something New - TAKE 2 and **Everybody gets to play™**. Try Something New is a social marketing campaign that brings positive messages to children about the importance of participating in physical activity every day, being active at local parks and recreation centres and developing healthy eating habits. The 2005 campaign built on the success of 2004 by encouraging children to try something new with someone new.

Everybody gets to play™, a national initiative launched by the Canadian Parks and Recreation Association, is designed to provide families living in poverty with access to recreation and physical activity opportunities. To aid in community mobilization, the BCRPA has developed a BC supplement to the **Everybody gets to play™** Tool Kit and has begun delivering workshops in various communities throughout the province.

Cultivating Partnerships

To extend its reach and demonstrate its ongoing commitment to building capacity, creating fair access and building a healthier BC, the BCRPA cultivated new strategic partnerships and alliances with a number of provincial and national organizations. The BCRPA partnered with ProMOTION Plus and the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) to improve access and build sport leadership skills in girls and women. ProMOTION Plus is a BC non-profit organization dedicated to increasing opportunities for girls and women in physical activity and sport. The BCRPA collaborated with this organization on the development and implementation of the Girls Only Incentive Program. This program offers cash incentives to local community programs that encourage girls and women to engage in recreation and sport.

In 2005, nine grants were distributed to communities throughout BC. Plans are in place to continue this program in 2006. The Association collaborated with CAAWS to offer and promote a new series of Women in Leadership Workshops, a training program developed to assist women in building and enhancing leadership skills and to provide a forum for sharing experiences, building connections and applying new techniques to their work.

the BCRPA
cultivated new
strategic
partnerships
and alliances
with a number
of provincial
and national
organizations.

In 2005, the Association was pleased to have initiated a new partnership with the Aboriginal Sport and Recreation Association of BC (ASRA). The BCRPA and ASRA collaborated on the HIGH FIVE program and Move for Health Day. Plans are in place to develop an Aboriginal-focused supplement to HIGH FIVE, a program that supports the safety, well-being and healthy development of children aged 6-12 in recreation and sport programs.

The BCRPA also built new connections with the sport, health and education sectors. The Association was invited to participate on the Sport and Recreation Injury Free Advisory Committee, an initiative of the BC Ministry of Tourism, Sport and the Arts.

This committee encourages collaboration on injury prevention and reduction strategies and guides the expansion of initiatives related to the prevention and reduction of sport injuries. The BCRPA also collaborated with the BC Recreation Therapists Association and the Physical Education Teachers of BC on Move for Health Day.

In late 2005, the Association entered into a collaborative agreement with the Canadian Centre for Ethics in Sport. Moving forward, the BCRPA plans to promote this organization's TRUE SPORT program through its various communications and networks.

BCRPA continued building on its commitment to increasing the health and wellness of British Columbians through a new partnership with the British Columbia Medical Association on two new initiatives: the Eat Well, Play Well and Stay Well project and the Pedometer Pilot Project. The Eat Well, Play Well and Stay Well project provides parents with information and support to make healthy choices and prevent and reduce childhood obesity. The BCRPA assisted with the development and dissemination of materials. In late 2005, the BCRPA and BCMA entered into a Pedometer Pilot Project partnership. The project objective is to increase physical activity levels in target groups through the engagement of physicians, community physical activity intervention and the use of pedometers as motivational tools. In March 2006, the BCRPA launched the pilot project in the communities of Abbotsford and Penticton.

Evolving Leadership

The BCRPA demonstrated growing and evolving leadership in the parks, recreation and culture sector at both provincial and national levels. In addition to continuing to offer a range of resources, research and services to members, the Association led several new initiatives in the areas of infrastructure renewal, fitness standards, and the development of a provincial vision and strategy for the sector.

The BCRPA demonstrated growing and evolving leadership in the parks, recreation and culture sector at both provincial and national levels.

BCRPA provided members with benchmarking research in the areas of competencies, standards, fees and charges. Parts I and II of the Competencies and Standards Summary Reports provided detailed information about the competencies and standards currently required of parks and recreation professionals in BC. The reports offered guidelines for those reviewing and revising job descriptions and also included a compilation of the educational and field training opportunities available in BC. The Fees and Charges Survey Synopsis provided province-wide data on admission fees, rental rates and leisure access policies.

The HIGH FIVE program continued to grow in BC. In 2005, the HIGH FIVE QUEST module was available for the first time in BC - exclusively through the BCRPA. QUEST (Quality Experience Scanning Tools) provides resources and guidance on testing, conducting evaluations and using feedback to maintain quality programming at both the individual and organizational levels.

To keep the parks, recreation and culture agenda in the forefront during the spring provincial elections, the BCRPA developed an Election Toolkit containing information and resources for citizens, candidates and the media.

The Association led infrastructure renewal initiatives both provincially and nationally. Phase II and III of the Recreation Infrastructure Renewal Project focusing on parks, open spaces and trails, as well as community, youth and seniors' centres was initiated. At the national level, the BCRPA participated in discussions around the development of a national infrastructure renewal program and pulled together a provincial task group to develop a BC response.

In response to the growing popularity of yoga, the Association worked with the yoga industry to develop a new yoga designation for its fitness registration program. This sets the standards for required coursework and certification criteria for yoga fitness instructors. This new designation, implemented in 2005, has been adopted by other provincial associations across Canada.

BCRPA
provided
members with
benchmarking
research in
the areas of
competencies,
standards,
fees and
charges.

**BRITISH COLUMBIA RECREATION AND PARKS ASSOCIATION
OPERATIVE ACCOUNT**

Balance Sheets (Unaudited)

December 31, 2005 and 2004

	2005	2004
Assets		
Current assets:		
Cash	\$ 740,134	\$ 56,820
Restricted cash	43,661	27,754
Short-term investments	10,000	287,562
Accounts receivable	84,709	24,093
Inventories	19,313	12,936
Prepaid expenses and deposits	22,573	26,048
	<u>920,390</u>	<u>435,213</u>
Funds held in trust	25,229,337	-
Property and equipment:		
Furniture and equipment	126,103	96,243
Leasehold improvements	34,230	7,587
	<u>160,333</u>	<u>103,830</u>
Accumulated amortization	-72,921	-44,726
	<u>87,412</u>	<u>59,104</u>
	<u>\$ 26,237,139</u>	<u>\$ 494,317</u>
Liabilities and Members' Equity		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 53,083	\$ 32,663
Leasehold inducement	14,457	-
Memberships and other fees paid in advance	89,273	70,426
Deferred revenue	765,833	312,767
	<u>922,646</u>	<u>415,856</u>
Trust liabilities	25,229,337	-
Members' equity	85,156	78,461
	<u>\$ 26,237,139</u>	<u>\$ 494,317</u>

Approved on behalf of the Board:

Smundick Director *Dry Howard* Director

**BRITISH COLUMBIA RECREATION AND PARKS ASSOCIATION
OPERATIVE ACCOUNT**

Statements of Revenue and Expenditures and Members' Equity (Unaudited)

Years ended December 31, 2005 and 2004

	2005	2004
Revenue:		
Workshops and special projects	\$ 927,525	\$ 213,330
Fitness registration and special projects	370,255	365,747
Symposium	115,950	180,371
Grants	100,000	100,000
Membership dues	80,018	86,215
Interest and miscellaneous	79,942	31,194
Gaming	23,000	52,500
Donations	709	471
	<u>1,697,399</u>	<u>1,029,828</u>
Expenditures:		
Workshops and special projects	668,082	172,104
Salaries, employee benefits and consulting	406,066	306,224
General and office	155,119	85,217
Fitness registration and special projects	134,423	171,105
Symposium	104,223	154,042
Office rental	85,503	42,114
News magazine and promotion	59,972	28,418
Board and committee meetings	35,362	41,483
Professional fees and bank service charges	10,000	5,001
Travel	3,759	3,461
	<u>1,662,509</u>	<u>1,009,168</u>
Amortization	28,195	17,812
	<u>1,690,704</u>	<u>1,026,980</u>
Excess of revenue over expenditures	6,695	2,848
Members' equity, beginning of year	78,461	75,613
Members' equity, end of year	<u>\$ 85,156</u>	<u>\$ 78,461</u>

Full financial statements are available from
the BCRPA office (604) 629-0965

**BRITISH COLUMBIA
RECREATION AND
PARKS ASSOCIATION**

101 - 4664 Lougheed Hwy,
Burnaby, BC, Canada V5C 5T5

Tel: 604.629.0965

Fax: 604.629.2651

bcrpa@bcrpa.bc.ca

www.bcrpa.bc.ca

