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MAGAZINE

FALL 2013

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† Indicates an Honorary Life Member who is deceased.

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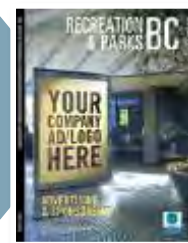
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MESSAGE FROM THE PRESIDENT

# GORD PEDERSON



**ONE** of the most rewarding tasks performed by the BCRPA's President-Elect is to chair the BCRPA Annual Provincial Award selection committee. The awards celebrate outstanding programs, innovative facilities and dedicated professionals who demonstrate excellence in our sector.

I had the pleasure to chair the 2013 awards selection committee, and I found the task both difficult and rewarding due to the high calibre of nominations received. Fortunately, my job was made easier by working with a committee comprised of talented and dedicated members. Special thanks to my fellow committee members: Duane Lawrence, Kate Friars, Linda Finch, Monty Holding,

Sarah Cockerill, Shaun O'Neill and Stephanie Key for their participation and insight.

Our committee received nineteen

nominations for the four award categories. Having served on the selection committee a number of years ago, I was pleased to see that our current process is much more streamlined and that submissions are digitized. Previously nineteen submissions would have been a mountain of binders. It is also important to note that the nomination forms are designed to present submission information in a fair and consistent format. It doesn't matter if the submission represents a big city, small district, society or small- or big-budgeted project. Each submission is judged on its own merits.

This year the 2013 BCRPA Provincial

Award recipients received a special treat. The Lieutenant Governor of BC, the Honorable Judith Guichon, was in attendance to congratulate and pose for a photo with each recipient. During my discussions with the Lieutenant Governor following the ceremony, she expressed her appreciation for being included in our event and praised our members for the important work we do in our communities represented by our award winners on stage.

**Congratulations to our 2013 award winners:** the City of Pitt Meadows (Facility Excellence Award); District of Peachland (Parks and Open Spaces Award); District of West Vancouver (Program Excellence Award); DIVERSEcity Community Resource Society (Program Excellence Award) and the West Vancouver Community Centres Society and the District of West Vancouver (PERC Award for Management Innovation and Ingenuity). Unfortunately I am not able to do justice in describing the winning submissions in a short article so please check out the BCRPA website and see the award recipient spotlight pages in this issue for more information.

At the 2012 Annual General Meeting, BCRPA members approved the establishment of a new, highly selective award to honour outstanding collaboration, achievement, excellence, creativity and innovation by an individual or organization working outside the field of parks, recreation and culture. The Friend of the Sector Award was awarded to the Lifesaving Society, BC and Yukon

Branch, for its long history of providing consultation services for recreation agencies in communities throughout BC and for its leadership in aquatic lifesaving for the benefit of recreation departments. Accepting the award on behalf of the Lifesaving Society was the Executive Director, Dale Miller, a true friend of our sector.

The final presentation of the 2013 ceremony was the presentation of the President's Award. The award honours individuals who show exceptional involvement, sustained contributions and great promise of a life-long commitment to the Association and our sector. I was very privileged and proud to present the 2013 President's Award to Lorri Gibbard from the City of Burnaby. Lorri has provided exemplary service to the BCRPA and has been instrumental in the development of the education programming for the BCRPA Symposium for many years. I was fortunate to have previously worked with Lorri in Burnaby, and I can truly say she was very deserving of the award.

As we conclude the recognition of our 2013 winners it won't be long before we begin ramping up for next year. When the call goes out in November for the 2014 nominations, please take the time to submit your success stories. We have this once-a-year opportunity to recognize and showcase the best achievements from our sector. Take advantage of it. I'm already looking forward to seeing what creative and innovative facilities, programs and parks will be on display for 2014. ●

“Congratulations to our 2013 award winners”



# WHEREABOUTS... PEOPLE AND PLACES OF BCRPA

**Lars Larsen** is the acting Sports Coordinator at Recreation Oak Bay while **Janet Welham** is on maternity leave. **Erin Stockill** is the acting Community Recreation Programmer at Recreation Oak Bay while **Jennifer Pero** is on maternity leave. Since May, **Neil Parker** has filled in for **Ed Bakker** as Tennis Supervisor at Recreation Oak Bay while Ed took a four-month leave of absence. At the District of Saanich, **Sandra Pearson** is the new Manager of Community Services, joining the Department following substantial contributions as the Superintendent of Recreation Services for the Regional District of Nanaimo. In the Cowichan Valley Regional District, the Island Savings Centre welcomes **Marcel Aubin** as its new sports programmer. **Sherri Gosse**, acting Community & Recreation Services Facility Manager, is overseeing the operations at the South Surrey Indoor Pool, upon the retirement of **Dawne Hannon-Perry** early this year. **Jeff Holland**, Community & Recreation Services Facility Manager, has moved to Guildford Town Centre and is overseeing the new aquatic centre project. **Heath Mahoney**, Community & Recreation Services Facility Manager, has moved to South Surrey Town Centre in preparation for the Grandview Heights aquatic centre project. **Christian Akol** formerly an Arena Service Worker at Bill Copeland Arena commenced his role as the new Facility Operations Supervisor at Edmonds Community Center and Fred Randall Pool. **Craig Collis**, formerly the Chief License Inspector with the City of Burnaby, has been hired as the new Assistant Director-Recreation, commencing his role in mid July. **Craig brings** many years of experience and a broad skill set to his new role. After 35 years with the Recreation Division, the last 13 as the Assistant Director-Recreation, **Wendy Scott** retired at the end of July. A celebration of Wendy's career was held in late July creating an opportunity

to acknowledge her significant contributions and outstanding leadership. While Wendy acknowledged Recreation is her passion, she is excited about the next phase of her life! **Ma Baines** has joined the City of Richmond as the new Research Planner 2 for the Community Services Department. **Rob McCullough** has returned to New Westminster as the Manager of the New Westminster Museum & Archives. **Ken Vautour**, the Programmer at the Queensborough Community Centre, has move on to new career pursuits. The City of Powell River is pleased to announce the hiring of **Ross deBoer** as Recreation Manager, replacing **Mike Elvy** who recently retired after 37 years with the City of Powell River. Ross brings twenty years' experience specifically in directing community services, sport and tourism-based operations. He has worked extensively with municipal, private and "not for profit" organizations, and has forged strategic partnerships with numerous boards and commissions in the development of new initiatives. Ross is also well-versed in whole management duties including programming, building and facilities operations, parks and green space planning, cultural services, special events, sport tourism, operating and capital budgets and human resource coaching. Ross began his duties September 3, 2013. **Ron Carter**, long term Saanich Parks employee (and before that in Oak Bay) retired at the end of July. Upon hearing the news, the trees in Saanich were heard to say "No, wait, please don't go!" SEAPARC Manager **Larry Hutchings** retired at the end of September after 22 years with the organization. Larry has represented the communities of Sooke and Juan de Fuca Electoral Area on a number of initiatives over the years including the addition of the pool, skate park, bike jump park and ball field, just to name a few. Congratulations, Larry!



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FROM THE DESK OF THE CHIEF EXECUTIVE OFFICER

## SUZANNE ALLARD STRUTT

**SPONSORS**, advertisers, exhibitors, marketers – these are people with whom we have a symbiotic relationship. We need them as much as they need us, and a solid relationship with them is as important for BCRPA as it is for communities. They are a means to promote products and services of interest to our members and to deepen our own capacity as an NGO.

“Building and supporting member engagement is an ongoing commitment of the Association”

Sponsors do not necessarily contribute solely for purposes of business development and to fill their corporate pockets. Our experience is that many provide financial support because they believe in the field and want to enhance the work of communities and contribute to the common goal of improving quality of life. We have experienced this first hand with many BCRPA sponsors and admire their generosity. In fact, sponsors are some of the most engaged members of our Association.

Building and supporting member engagement is an ongoing commitment of the Association. We strive to be a community of peers – a cooperative, so to speak, and not merely a vehicle to deliver to you a ‘basket of goods.’ When I reference ‘member engagement’ I mean members sharing information, gaining insights, making connections and generating the content that drives the Association.

For our part, we provide personal benefits to our dues-paying members, as well as collective benefits to the entire recreation community. In this context, personal benefits would include:

- access to the most up-to-date information available in our field
- professional development and educational program offerings
- opportunities to network with other professionals in the field
- access to career information and employment opportunities
- opportunity to gain leadership experience.

Benefits to the field (and to the common good) include:

- providing standards or guidelines that support quality
- influencing legislation and regulations that affect the field
- promoting greater public awareness of contributions in the field
- gathering, analyzing and publishing data on trends in the field
- supporting education and entry into the field
- attracting competent people into the field
- certifying those who meet critical competency standards
- providing awards and recognition for excellence in the field.

Member engagement will be a key component of our strategic plan for 2014 to 2016 – which is currently in development. As I write this, we are analyzing the results of our recent member survey which probed your understanding of, and agreement with, BCRPA’s strategic direction. We also asked you about your level of satisfaction with current services and ways to increase your involvement and engagement in the Association.

The new strategic plan will build on the Association’s past successes, its core competencies and its proven leadership. It sets us on a solid path for the next three years, and one that is focused on the needs of our members. At the same time, the BCRPA will continue to leverage its resources, partnerships and networks that extend into communities throughout BC, to achieve our mission of leading the parks, recreation and culture sector in building and sustaining healthy, active communities.

You can explore the strategic plan framework in the table on the following page. This framework will be revised based on your survey feedback and will return to the Board of Directors for final approval in March, 2014. You will have another opportunity to comment on the strategic plan and framework at a Symposium workshop; and we are scheduling member endorsement and adoption at the 2014 Annual General Meeting. As always, I’m only a phone call or email away. I would love to hear from you. ●



## INTRODUCTION TO FALL 2013

**IN** recent years, parks, recreation and culture staff have been experiencing relentless pressure to do “more with less.” As a result, our departments are often tasked with securing new sources of non-tax revenue through advertising and sponsorships, but how do we do this? This is not our area of expertise. Trying to fumble through this process off the side of

our desks often does not work as well as we might like.

The three feature articles in this edition speak to the importance of developing a strategy and long term relationships with your audience through sponsorships and social media. Without these two key elements many sponsorship and advertising programs will falter and ultimately fail.

**FEATURE 1:** Bernie Colterman, Managing Partner of the Centre for Excellence for Public Sector Marketing; **FEATURE 2:** Mary Rukavina, Manager of Special Events for the City of Surrey and **FEATURE 3:** Chris Burdge of bWEST Consulting share their considerable experience and interesting insights about current approaches to sponsorship and about encouraging two-way conversations through social media.

### BCRPA STRATEGIC PLAN FRAMEWORK 2014-2016

#### STRATEGIC INTENT

The BCRPA is a recognized 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.

#### VALUES

Vision Driven, Ethical, Trustworthy, Fair, Transparent, Accountable, Respectful, Business Approach, Commitment to Excellence, Recognize Staff Contribution, Community Development Approach

#### STRATEGIC OBJECTIVES

#### OBJECTIVE STATEMENTS

#### ACTIONS

	ENABLE HEALTHY COMMUNITIES	LEAD THE RECREATION AND PARKS SECTOR	FACILITATE PROFESSIONAL DEVELOPMENT	BUILD A STRONG AND EFFECTIVE ORGANIZATION
OBJECTIVE STATEMENTS	Enable communities in BC to build supportive environments that promote and sustain healthy living.	Promote the strategic vision for the parks, recreation and culture sector to its members, partners, NGOs and all levels of government and will invest in the development of a new National Recreation Agenda.	Support knowledge exchange and establishment of standards of practice for recreation, parks and fitness professionals to better meet their evolving needs and those of the communities they serve.	Build and maintain an organizational structure that supports and advances the vision, mission and values of the Association.
ACTIONS	<ol style="list-style-type: none"> <li>1. Provide resources that enable communities to build capacity to positively impact healthy living, across the range of social determinants of health.</li> <li>2. Collaborate with community organizations, NGOs, governments and key stakeholders to plan and build healthy communities.</li> <li>3. Support the elimination of barriers that affect accessibility and inclusion of individuals and communities in healthy</li> </ol>	<ol style="list-style-type: none"> <li>1. Advocate for improvements in policy, legislation and support to address the need for aging infrastructure renewal.</li> <li>2. Promote the contributions of the recreation and parks sector to improving the health and wellness of individuals and communities to governments, NGOs and communities.</li> <li>3. Develop and sustain strategic partnerships with health, education, sport and other relevant sectors.</li> <li>4. Collaborate and contribute to the development of the National Recreation Agenda.</li> <li>5. Contribute to provincial/territorial/national partnerships in</li> </ol>	<ol style="list-style-type: none"> <li>1. Implement initiatives, services and resources to support current and new practitioners and volunteers to ensure quality leadership.</li> <li>2. Establish standards of practice for leadership development in BC.</li> <li>3. Develop, recognize and promote fitness leadership in BC.</li> <li>4. Establish the BCRPA as the resource on practices, strategic issues, information, policy and legislation for the recreation and parks sector.</li> </ol>	<ol style="list-style-type: none"> <li>1. Build internal staff capacity and competency to meet future needs.</li> <li>2. Govern effectively through board engagement, regular reviews and audits, evaluations and effective policies, including CEO succession planning.</li> <li>3. Build the support of BCRPA membership through increased member engagement and membership.</li> <li>4. Continue to build operational and financial efficiencies.</li> <li>5. Communicate and promote the BCRPA brand, its value and its products and services to members and stakeholders.</li> </ol>

BUILDING A POSITIVE INTERNAL

# CULTURE FOR SPONSORSHIP

**MORE** and more municipalities are getting serious about partnering with the corporate sector as a means of off-setting costs and improving programs and services. In fact, a national survey conducted by the Centre of Excellence for Public Sector Marketing in February, 2013 on naming rights, indicates that the majority of Canadian municipalities are either actively involved in or seriously considering partnerships with the private sector.

Among our key findings:

- 63.4 percent are currently actively involved in seeking naming rights sponsors;
- 66.7 percent of respondents that are not currently actively seeking naming rights sponsors are considering it in the future. 26.7 percent were “not sure;”
- Naming rights are applied to a wide range of facilities including: arenas, banquet halls, bocce courts, ball diamonds, childcare facilities, community rooms, convention centres, dressing rooms, fitness centres, libraries, meeting rooms, pools, recreation complexes, soccer fields, skateboard parks, skating rinks, sports field and theatres;
- 71.4 percent currently have a naming rights policy;
- 66.7 percent of municipalities use internal staff to market and sell their naming rights opportunities;
- 41.2 percent are allocating naming rights revenue towards a combination of general revenue accounts and facility enhancements.

This survey confirms our ongoing work in this area that sponsorship revenue development is gradually being

integrated into municipal operations as municipalities grapple with the challenges of “doing more for less.” And the time for municipalities to get “in the game” couldn’t be better. Here’s why:

- The corporate shift from signs, banners and “in-your-face” messaging to more authentic ways of connecting with customers has made it possible for municipalities to engage with the private sector in more meaningful ways, thus minimizing the fears of public backlash for the over-commercialization or “selling out” of municipal assets, programs and services;
- The steady growth of sponsorship is a sign that many companies are looking to break through the advertising clutter and reach customers in less traditional ways; and municipalities offer a wide range of “untapped” opportunities to connect with customers in new environments;
- The increased popularity of naming rights as a branding tool provides opportunities for municipalities to secure long-term funding for capital or program improvements for minimal servicing costs; and,
- The political will to explore

partnership opportunities with the private sector as a means of reducing costs to taxpayers appears to be gaining broader support as elected representatives are becoming increasingly sensitive that innovative, new sources of revenue need to be explored.

That’s the good news. The bad news is that municipalities face multiple challenges implementing a sustainable corporate partnership program. These include:

- Working with large numbers of stakeholders who have limited knowledge of sponsorship practices;
- Ensuring “fair market value” is received for public assets;
- Potential public and media scrutiny;
- Unrealistic expectations of what revenue can be expected (and when) from various opportunities;
- Limited internal expertise to market and deliver the program; and,
- An internal culture that is typically not in line with the entrepreneurial approach required to market, negotiate and deliver on sponsorship agreements.

Of all the issues, having a supportive internal culture is likely the biggest





## So, how do you build an internal culture that supports a municipal-wide sponsorship and naming rights program?

hurdle that municipalities must overcome to achieve success. Without an innovative, motivated and client-driven culture from all areas of the organization, the “champion” department usually ends up fighting an uphill battle with field staff, senior management, finance, communications and even elected representatives. As a result, often even the best laid plans get shelved because it’s simply too much effort to get anything done.

So, how do you build an internal culture that supports a municipal-wide sponsorship and naming rights program? Here are some key steps:

- 1 Address perceived barriers as well as the “what’s in it for me” factor. For municipal staff to be motivated, they need to see how the program can benefit their operation, either from increased dollars, in-kind or promotion that helps them sustain or improve their programs or services. This means allocating a portion of the dollars generated towards the specific program or facility that is impacted by the sponsorship. You also need to meet with the various departments or individuals that will be impacted by the program to understand perceived risks and address these issues upfront.
- 2 Educate your audiences. Most people have pre-conceived notions

of what sponsorship is all about or unrealistic expectations as to when and how much sponsorship revenue can be generated. All major stakeholder groups need to be included in the education process including field staff, senior management team, council and the community-at-large. The use of an outside expert can add credibility to your efforts and the added advantage is that they can “tell it like it is” without fear of reprisal.

- 3 Mobilize your potential sales force. Ultimately, you want to encourage all municipal staff to become sponsorship-centric; that is, to look for opportunities for potential corporate involvement as a means of operating more efficiently. This means providing them with the information, training and mandate to identify and approach potential sponsors as a normal course of business. This also means recognizing staff for their efforts to operate more cost-effectively through partnerships.
- 4 Ensuring senior management and council commitment to the program. A culture is not likely to change if support from the top is weak. A starting point is that corporate partnerships need to be positioned as a positive collaborative effort to improve the lives of citizens where they live, work and play, and not

as a “necessary evil.” This means communicating success stories and publicly recognizing sponsors for their contributions.

- 5 Go for the “easy wins”. You can’t change a culture overnight. The best approach is to implement the program in areas where you have the best chances for success (e.g., large numbers of defined audiences that sponsors might want to reach) and where there will be the highest level of community acceptance (e.g., new facilities, arenas, sports fields, fitness programs).

Municipalities that take a more strategic approach towards sponsorship and naming rights activities can be successful at finding new sources of revenue without risking damage to their brand or corporate values. However, municipalities must become more professional in their approach towards the positioning and marketing of their assets and “nimble” in their ability to respond to the unique requirements of potential sponsors. All this starts with having the pieces in place before going out to market, carefully managing expectations and focusing on the areas that are likely to be the most successful and least controversial. ●

Bernie Colterman is Managing Partner of the Centre of Excellence for Public Sector Marketing where he specializes in municipal sponsorship and marketing. Bernie assists municipalities across Canada in assessing their naming rights and sponsorship assets as well as strategy development. He also provides speaking and training services and is the founder of the Municipal Forum on Sponsorship which will be held this year on November 7 in Toronto.

SPONSOR PARTNERSHIPS ENHANCE

## EVENT EXPERIENCES IN SURREY

**OVER** the last number of years, the City of Surrey has developed a reputation for truly exceptional events including Surrey Canada Day, Fusion Festival, Children's Festival, Party for the Planet and Surrey Tree Lighting Festival. These events, and particularly the city's five major festivals, draw huge crowds of hundreds of thousands of people from across the city and around the region. Every year the Special Events Team works hard to push ourselves even further and to

deliver a better-than-ever experience. Even with this huge team effort, none of it would be possible without our corporate and media sponsors.

The City of Surrey Special Events Team has become very successful at securing sponsorship over the last number of years, thanks to an

aggressive but personal approach. We view sponsorship relationships in the long term and focus on building partnerships with key members of the local business community and the media based on an understanding of each other's goals and values.

For all of our events, the City of Surrey has been very successful in finding media and business partners who share our goals. TD Bank is a wonderful

sponsor for Party for the Planet – BC's Biggest Earth Day Celebration – and a great example of a partner with shared goals. We were well aware of the various green initiatives TD was focused on and approached them with the idea of including our event as part of their overall environmental strategy. Every year we work with TD to find new ways to participate and promote their environmental work in our community.

Another great example is Coast Capital Savings Credit Union whose head office is situated in the City of Surrey. Their mandate as "local community builders" was a great starting point for us, and their early involvement with our Canada Day event was so successful that it led them to become presenting sponsors at Canada Day and Fusion Festival and now the new Tree Lighting Festival. Coast Capital Savings and the City of Surrey share in a vision of building communities and focusing on people.

While big sponsors with a broad appeal are very important, City of Surrey events strive to be diverse, giving us many opportunities to include sponsors with a narrower focus. The Fusion Festival, which has a large and very popular food component and includes a Celebrity Cooking Stage, is supported by companies like Safeway. They add hugely to the appeal of our event and help us connect with thousands of dedicated food-lovers.



The Surrey Fusion Festival 2013: The Ultimate Celebration of Music, Food and Culture

Another example of a committed and key sponsor to Surrey's events is the Surrey Downtown Improvement Association. They, too, share a similar vision for the city when it comes to the revitalization of the city core and a commitment to making the city a better place to live, work and play. They are great supporters and sponsors of many events that take place not only in their neighbourhood but in the overall city itself.

The success of our events hinges on wide promotion, and we partner with media companies in print, radio, television and online media to not only spread the word about our events but to add excitement to them. We work with our media partners to craft messages that make sense for

For all of our events, the City of Surrey has been very successful in finding media and business partners who share our goals.



Surrey Tree Lighting Festival 2013  
featuring the tallest holiday tree in BC



Surrey Canada Day 2013:  
Over 100,000 people attended the event this year

While big sponsors with a broad appeal are very important, City of Surrey events strive to be diverse, giving us many opportunities to include sponsors with a narrower focus.

the audiences, ensure that media involvement at the event connects the media with that audience and makes the event more fun for everyone. Whether it's a large regional media outlet or a very small local one, we provide real engagement and great exposure.

It helps us to remember that our festivals don't just provide a fun community-building experience for the people of Surrey, although that is the main goal. We know we're also

representing the city every time, reminding ourselves who we are and what we're capable of and, of course, showing the rest of the region what we have to offer. In addition, we're providing a great platform for business and media to connect with each other and with the tens of thousands of people who attend our festivals and other events. We offer an amazing experience for everyone who attends one of our events, and we believe that sponsors have an important part to play in

enhancing that experience, not only through their financial support but through their time and talents. ●

Mary Rukavina is Manager of Special Events at the City of Surrey. She has worked for the City of Surrey for almost a decade. Her focus has been on building relationships with the corporate community to procure sponsorships related to the major events the City of Surrey hosts. She has been committed to producing high-quality events for the community and the surrounding region.



# Hey Look We're Doing Social Media

**A**RE you thinking about using social media to grow your business? What's that? You've already got a Facebook page and a Twitter account too? You even have a YouTube channel. And the intern (co-op student, mailroom kid) is rockin' it for you. That's awesome – and I see it all the time.

## Keys for Success

Here's the thing; there are two items that are essential to success with social media. Unfortunately those are the two things that, in my experience, companies most often miss. The first thing you need is a strategy – a real, well-planned and well-researched strategy. The second is the resources (people) to execute and manage the strategy on an ongoing basis. The emphasis is on ongoing – to ensure consistency. The web is littered with abandoned blogs, Facebook pages and Twitter accounts.

The surest way to fail at social media is to rush into it without a strategy.

## Define Your Goals

The first step is to determine your goals. The best goals are SMART: Specific, Measureable, Achievable, Realistic and Timely. It is also important to identify what metrics you are going to track, and how you're going to measure them. Potential goals include:

- Awareness: use social media to create awareness and connect with new online communities.
- Leads: incoming calls, contact from submission and email subscribers.
- Loyalty: increase retention and/or improve customer service.

- Human Resources: attract and retain quality employees.

## Listen

Unlike other forms of marketing there are two sides to social media. The ability to use social channels to listen in on conversations is just as valuable, if not more so, than the ability to communicate.

Like all conversations the key to social media is listening. Start by listening to your customers, prospects, competitors and others in your category. What are they talking about and with whom?

There are a number of tools available to automate the process of gathering and analyzing conversations, from the high-end and very expensive; Sales Force and Lithium to the basic and free; SocialMention and GoogleAlerts.

A social media management dashboard is also a must. There are a few options including TweetDeck, SproutSocial and Hootsuite. Any of these will enable you to manage most, if not all, of your social networks from one location. They are excellent for monitoring conversations– from your own @ mentions to geo-targeted keyword searches as well as scheduling content posts to multiple platforms.

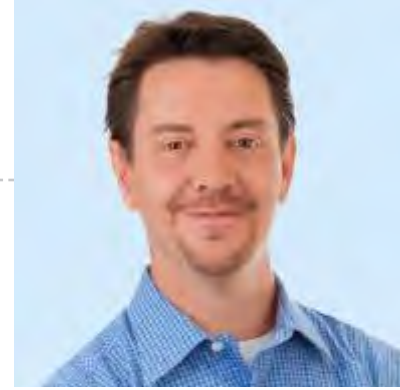


## Know Your Audience

One way to ensure you hit your target and communicate with the right people is to create personas. These are short descriptions of fictional individuals that represent your target. They're not real people, but rather they are archetypes that represent real people. They will help you identify the character traits, personalities, habits and attitudes of your customers.

Create rich personas that are representative of your audience by listening both on and offline and by conducting one-on-one interviews with key stakeholders to find out:

- Where they spend their time
- Which social networks they use
- What they would be interested in hearing from your organization



Here's one small, but apropos, example of a company that's listening to its customers (in this case me) and responding.

In this example I tweeted a comment to SiriusXM and they responded in an appropriate manner within 4 minutes.



a mistake and do your best to make it right. It's better than being called out on Twitter and having thousands of people retweet something before you see it and 'react'.

## Test, Track and Tweak

Once you're up and running you'll start to gain an understanding of what works, what resonates with customers, how and when they prefer to engage. It's a process. One of the advantages of social media is your ability to track and measure results. This allows you to test various tactics, offers, headlines or calls-to-action, and tweak them based on real results.

## Conversations

Contrary to what many think, social media is not all about marketing – 'our widgets feature the most innovative blah, blah, blah' – it's about conversations, transparent, inclusive and often very engaging and sincere conversations.

The challenge, and one of the key reasons for having a strategy, is that there are thousands of conversations and channels, but not enough time to participate in all of them. The key is finding and/or starting the right conversations.

When developing a strategy you will want to think through questions like:

- What are your business and marketing objectives
- Who is your primary audience
- What do they want to hear from you
- What social channels are they using

Now you're ready to start tweeting, posting, pinning, liking or commenting. There are no hard and fast rules, but there are some best practices you should follow:

Be transparent. Let people know who they are talking to. Use a name and an appropriate picture. People like to talk to people, not brands, icons or logos.

Keep it conversational. Lose the corporate voice. Write like you're talking to a friend or a customer in the store. Ask questions and look for feedback.

Stick to your knitting. Talk about what you know and what's relevant to your brand and company. Don't get pulled into conversations about politics, religion or other potentially controversial issues.

Admit mistakes when they happen. Be the first to admit when you make

With a solid strategy in place, you're on the right track to successfully leveraging social media to grow your business. So before you run out and open a Twitter account make sure you have a social media strategy and the resources to effectively manage it for the long term. ●

Since 1994 Chris has been leveraging Internet-based communications to build brands for companies such as BMW, Royal Bank and Nestle Purina, as well as BC-based businesses including Island Savings Credit Union and the Victoria International Airport. He has led the digital marketing practice at global agencies McCann Erickson, Publicis and Cove-Ito Japan.

In 2009, Chris founded bWEST, a social media strategy firm focused on helping companies leverage social media. In 2010 Chris co-founded Social Media Camp, Canada's largest conference dedicated to the exploration and sharing of ideas and insights around social media. The annual conference includes world-class speakers and attracts more than 700 attendees.

Chris is a frequent speaker at universities and colleges and has been featured widely in the media including CBC Radio, CTV, CHEK News and Shaw TV. Chris was honoured to be chosen by Douglas Magazine as one of their "Ten To Watch" for 2013.

# 2013 BCRPA PROVINCIAL AWARD RECIPIENTS



The **BCRPA Annual Provincial Awards** were presented in May at Symposium 2013 in Whistler. The awards celebrate recreation as an essential social service which builds healthy individuals, communities and environments. Five communities and community groups from across the province were presented Provincial Awards of Excellence to recognize outstanding efforts and innovation in the parks, recreation and culture sector.

This year's five awards were presented in four categories:

- Facility Excellence
- Program Excellence
- Parks and Open Spaces
- PERC Award for Management Innovation & Ingenuity

The BCRPA would like to again congratulate each of the 2013 Provincial Award recipients and recognize them for excellence and innovation in the field of recreation as well as for their exceptional efforts to enhance recreation facilities, programs and services in British Columbia.

Award Presentors (from left to right)

**Suzanne Allard Strutt** (Chief Executive Officer),  
Her Honour, the Honorable **Judith Guichon** (Lieutenant Governor of BC),  
**Gord Pederson** (President, BCRPA Board of Directors)





# FACILITY EXCELLENCE AWARD

RECIPIENT:

South Bonson Community Centre,  
City of Pitt Meadows



Above: Suzanne Strutt, BCRPA CEO; Wendy McCormick, Director of Recreation, City of Pitt Meadows; Her Honour, The Honourable Judith Guichon, Lieutenant Governor of British Columbia; Gord Pederson, President, BCRPA Board of Directors.



Night time view of South Bonson Community Centre



**The South Bonson Community Centre** incorporates green building principles (LEED Gold), community heritage and the use of reclaimed wood in its design. The two-storey 12,000 sf structure is the first building in Pitt Meadows to pursue LEED certification at the gold level. It was designed and built with consideration to the environment, minimizing site disturbance, repurposing industrial land, ensuring water and energy efficiency, reducing light pollution, using and reusing local building materials,

generating operational power for the building with photovoltaic panels, pre-heating water with solar panels and reusing rainwater.

The main hall of the Centre features a 16 x 8 foot wood relief wood carving which was designed by Pitt Meadows artist Brad Dinwoodie and created through the efforts of more than 1,200 local residents under the guidance of local master carvers and artists. Over 100 aboriginal students and 550 people contributed to

the carving which illustrates the natural surroundings of Pitt Meadows and the rich history of the Katzie First Nation.

The Centre has become a community focal point and gathering place as well as a point of neighbourhood pride for its design, functionality, historical and community significance and beauty. Situated next to the Katzie First Nations Centre, the Centre is home to many cultural and social development events and activities.



# PARKS AND OPEN SPACES AWARD

RECIPIENT:  
Centennial Way Beach Avenue Project,  
District of Peachland



Above: Suzanne Strutt, BCRPA CEO; Cheryl Wiebe, Director of Community Services, District of Peachland; Her Honour, The Honourable Judith Guichon, Lieutenant Governor of British Columbia; Gord Pederson, President, BCRPA Board of Directors.



Centennial Way Multi-Use Pathway is a continuous 3-meter wide walkway stretching from one end of Peachland to the other along the community's scenic waterfront. The project has received overwhelming public and political support and acceptance and has already become a regional gathering point for both residents and visitors.

**The Centennial Way Beach Avenue Project** has had a big impact on a small community. It was designed to attract a variety of users from running groups and dog walkers to families with kids in a wagon or small children on bikes. Because of the low grade, it is used regularly by people in wheelchairs and with walkers. Part of the project includes a wheelchair-accessible ramp to the lake, a wheelchair-accessible picnic table and an aquatic wheelchair.



The Centennial Way project connects to the Trails BC program which in turn connects to the Trans Canada Trail system. These connections support the community's long-term vision of providing sustainable transportation linkages not only within Peachland, but also to the neighbouring communities.

# PERC AWARD FOR MANAGEMENT INNOVATION AND INGENUITY

RECIPIENT:

West Vancouver Community Centres Society & District of West Vancouver Situational Analysis



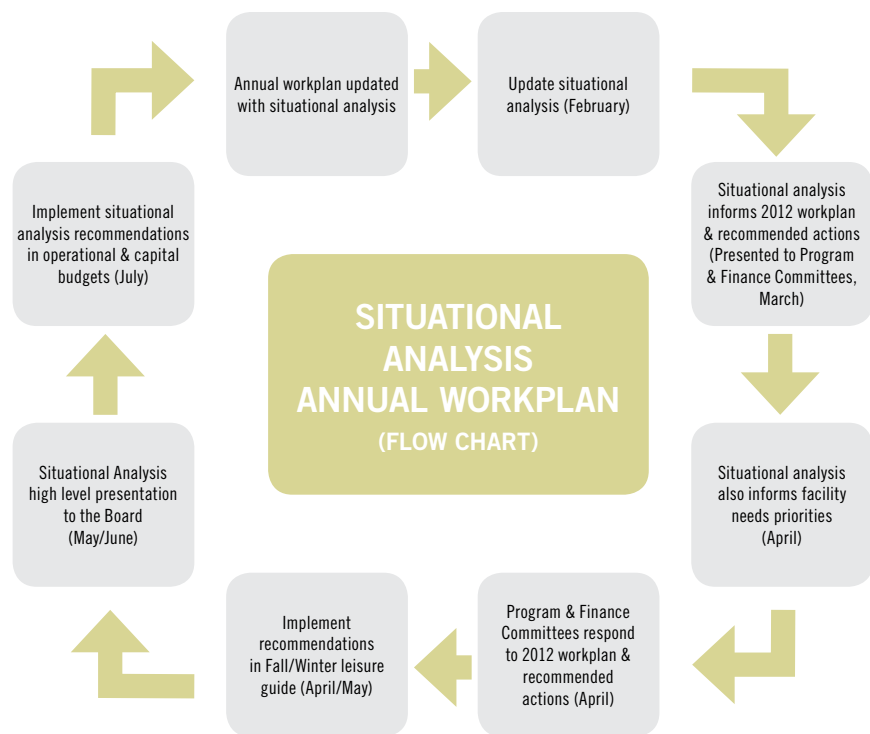
Above: Suzanne Strutt, BCRPA CEO; Sue Ketler, Senior Manager of Community Services, accepting the award on behalf of the West Vancouver Community Centres Society and the District of West Vancouver; Her Honour, The Honourable Judith Guichon, Lieutenant Governor of British Columbia; Gord Pederson, President, BCRPA Board of Directors.

The District of West Vancouver and the West Vancouver Community Centres Society (WVCCS) developed the innovative Situational Analysis and Community Benefit Scorecard as a method for measuring the community benefits of recreation services as well as the financial impacts of those services. The WVCCS developed a situational analysis and benefits scorecard as a way of looking at the value of recreation from a business perspective.

The Situational Analysis and Community Benefits Scorecard provide decision makers with measurements of key performance indicators, attendance, demographics, resources, budget, work plan and community feedback.

The tools have already been adopted for use at other community centres in West Vancouver where they were modified to reflect the values and goals of each organization.

The Community Benefits Scorecard provides a ground-breaking method for communities to measure the programs that provide intrinsic value to their communities. The situational analysis and scorecard are adaptable across a variety of recreation settings and situations, and they allow for equitable benchmarking across the recreation sector.



## THANKS TO SPONSORSHIP FROM DB PERKS & ASSOCIATES LTD

COMMERCIAL AQUATIC SUPPLIES, AND SPEEDO CANADA, THE BCRPA STUDENT SCHOLARSHIPS WERE AWARDED TO:



RECIPIENTS:

Nicole Barrett, University of Victoria  
 Tara Nazemi, Langara College  
 Jody Phibbs, University of Northern BC



# PROGRAM EXCELLENCE AWARD

RECIPIENT:

District of West Vancouver, Ambleside Adventure Playground Camp



Above: Suzanne Strutt, BCRPA CEO; Colleen Huskisson, Community Services Supervisor, District of West Vancouver; Her Honour, The Honourable Judith Guichon, Lieutenant Governor of British Columbia; Gord Pederson, President, BCRPA Board of Directors.



Kids at the Ambleside Adventure Playground Camp

**The District of West Vancouver's Adventure Playground Camp** takes an idea that has been around for a while (“go outside and play”) and refreshes it in a way that shows creativity and absolute relevance for today. The camp provides opportunities for children to build, saw, hammer, take apart, put back together and create while enhancing their initiative and self-confidence and helping to develop their social skills and sense of responsibility.

This hands-on, creative program exemplifies one of the BCRPA's main goals – to encourage unstructured, child-led play in nature. The Ambleside Adventure Playground Camp gives children the opportunity to play and get messy in a less-regulated natural environment.

Heinz Berger, former West Vancouver Parks Manager and developer of the Ambleside Adventure Playground Camps, says “children have an irresistible urge to build houses and dens, dig holes, make gardens, look after pets, make bonfires and cook meals outdoors. These are delightfully messy occupations. Children enjoy being messy and untidy. Most adults hate it. We have to decide if we are making playgrounds for children or playgrounds that please adults.”



# PROGRAM EXCELLENCE AWARD

RECIPIENT:

DIVERSEcity Community Resources Society and City of Surrey, Sports & Me Pilot Program



Above: Suzanne Strutt, BCRPA CEO; Mary Tanielian, Manager of Career Services and Director of First Steps at DIVERSEcity, accepting the award on behalf of the DIVERSEcity Community Resources Society and the City of Surrey; Her Honour, The Honourable Judith Guichon, Lieutenant Governor of British Columbia; Gord Pederson, President, BCRPA Board of Directors.



Youth at the Sports & Me Pilot Program

### The Sports & Me Pilot Program

encourages 6 to 12 year old refugee children and their families to participate in community and school sports.

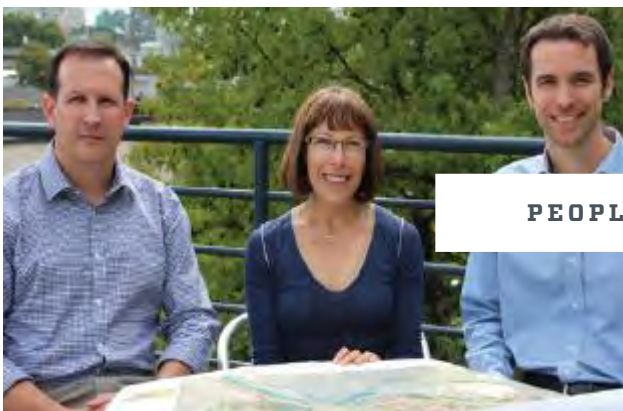
The program takes the traditional multisport model offered by recreation centres and slows down the process of teaching sport skills. It also helps children and their families develop sports language and etiquette. It is a “catch-up” for new Canadian children and their parents.

The program provides opportunities for girls to participate in sports, at times,

for the first time, and it helps to develop the basic skills and confidence in all participants that begin to forge the connections to community, neighbours and other peers that are important to building a sense of belonging.

The Sports & Me Pilot Program addresses the needs of refugee children and their families and was designed to reflect the diversity and emerging needs of the community. This pilot program provides an entry point for new Canadian children and their families to engage in the community and participate in healthy activities.

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## FRIEND OF THE SECTOR AWARD



Above: Suzanne Strutt, BCRPA, CEO; Dale Miller, Executive Director, Lifesaving Society, BC and Yukon Branch; Her Honour, The Honourable Judith Guichon, Lieutenant Governor of British Columbia; Gord Pederson, President, BCRPA Board of Directors.

### RECIPIENT:

**Dale Miller**, Executive Director of the Lifesaving Society, BC and Yukon Branch, received the inaugural BCRPA Friend of the Sector Award. The award honours outstanding collaboration, achievement, excellence, creativity and innovation.

The Lifesaving Society is well known for its work in the prevention of drowning and water-related injury through lifesaving, lifeguarding and rescue instruction; public education in aquatic safety; and safety audits of aquatic facilities.

The BCRPA Friend of the Sector award recognizes the Lifesaving Society for its long history of providing consultation services for recreation agencies in communities throughout BC and for its leadership in aquatic lifesaving.

## PRESIDENT'S AWARD



Above: Suzanne Strutt, BCRPA, CEO; 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.

### RECIPIENT:

**Lorri Gibbard**, Acting Manager of Recreation Services, City of Burnaby, received the BCRPA 2013 President's Award at the annual Symposium in Whistler.

The President's award honours individuals who show exceptional involvement, sustained contributions and great promise for a life-long commitment to the BCRPA and the parks, recreation and culture sector.

Throughout her career, Lorri Gibbard has had a vision for recreation services that combines responding to community needs, great customer service and team building. She does her work with passion, integrity and attention to detail while maintaining a bigger vision of the recreation, parks and culture sector. Congratulations Lorri!

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[www.bcrpa.bc.ca/renew](http://www.bcrpa.bc.ca/renew)



**Renew your BCRPA membership by  
December 31, 2013 and be eligible to WIN**

a three-night stay at the Delta Okanagan Grand Resort during Symposium, April 23 to 25, 2014 in Kelowna, or one of three \$100 American Express gift cards.



# BCRPA REGIONAL ROUNDUPS



## • LOWER MAINLAND

Stephanie Key  
604-820-5357  
skey@mission.ca

### PORT COQUITLAM

The Youth Ambassadors, a youth led committee in Port Coquitlam, are partnering with the Ismaili CIVIC group, RCMP, Community Police, Starbucks, Benjamin Moore Paints and a local artist for the second annual ParticiPAINT Mural project.

ParticiPAINT was developed by Port Coquitlam Youth Services to help to address the illegal tags that pop up around the municipality. The partnerships see community business, organizations and residents coming together to support and beautify their community by developing a mural to cover walls that are regularly the target of graffiti and vandalism. The volunteers will also be roving the streets to remove some tags on power boxes, schools and nearby walls.

The muralist, Kris Kupskey, will provide an outline following the youth selected theme, and then community volunteers put brush to “concrete canvas” to complete the mural. This provides opportunities of leadership and growth for the youth involved and allows the community to gain a sense of ownership in their neighbourhood.

### DISTRICT OF KENT

After a very busy Summer with the Ferny Coombe Pool, Children’s Summer Camps, an enhanced Pioneer Park Twilight Concert Series and our 5th annual Movie in the Park, the District of Kent is moving into Fall programming. We have been experimenting with programming delivery options and this past Summer we printed fewer hard copies of the Spring and Summer Leisure Guide and directed our patrons to our website for programming information. Leisure Guides were available upon request for those still wishing for that hard copy. We saw little if no change in registration numbers from this venture. This Fall we are taking it a step further and having our local newspaper print cover wraps with our programming information in an effort to relieve staff from the in-house production tasks.

In addition to tried and true programs, this Fall we are offering some interesting alternatives for children and adults. Kids can paint fish bowls and take home their new pet in its custom “home”. Adults and children will have the opportunity to support the fundraising efforts for the new gymnasium expansion with our tile project fundraiser hosted by Colour Me Mine studios. Participants will paint a tile that represents themselves, their business or their family that will become part of the décor of the new gymnasium expansion. Construction on this exciting new addition began in late August and will open up additional space for fitness as well as sports and recreation programs. Programming staff is excited to include more active recreation for children, youth and adults once the facility is open in late Spring. We partnered with PacificSport Fraser Valley to offer a NCCP Fundamental Movement Skills course in our community on Sept 21 with the goal to engage the adults to increase physical literacy for all ages in our community.

### NEW WESTMINSTER

Queensborough Community Centre Expansion: The Queensborough Community Centre reopened on May 21, 2013 a \$7.67M expansion that grew the facility by 13,000 square feet. The Leeds Gold standard upgrade was funded through the Development Assistant Compensation agreement between the City, Province of BC, BC Lottery Corporation and Gateway Casinos. The new facility, deemed as the City’s first neighbour HUB, offers valuable community services such as a Branch Library, Police Services offices, community offices/kitchen/lounge and licensed childcare.

Public Art Policy: City Council has recently approved New Westminister’s first Public Art Policy that outlines multiple strategies which will be used to build the City’s public art collection over the next decade and beyond. A Public Art Reserve Fund has been established using multiple funding streams, including an annual commitment of \$2 per resident. The Public Art program is guided by the City’s Public Art Advisory Committee.

### DELTA

On May 25th, Delta officially opened up the Harris Barn. This re-located heritage barn was erected by the community in the summer of 2012 and has now officially opened as an event facility. It is located in Ladner, on the same property as Kirkland House, known as

Hawthorne Grove. The Harris Barn is already booked completely through to the end of 2014 for weddings and special events.

In late fall 2013 the groundbreaking on the expanded North Delta Recreation Centre is expected to take place. This \$10 million project is slated for completion in January 2015 and will include a new weight room facility, gymnasium, integrated change rooms for the outdoor pool and new municipal service office space.

Delta continues to offer many free community special events throughout the year and this fall will be no different. The 2nd annual Luminary Festival took place on Saturday Sept 7 at Sunstone Park in North Delta. Our annual Fright Fest and Family Pumpkin Carving extravaganza will take place in late October and we will celebrate National Sports Day on November 3h at Sungod Recreation Centre and South Delta Recreation Centre....and then on to Christmas!

Delta is introducing a new marketing strategy for our programs. Try It...Learn It...Live It.

### TOWNSHIP OF LANGLEY

The Township of Langley is pleased to announce the opening of a 55,182 sq ft addition to the Langley Events Centre. The new addition includes a NHL-size arena exclusively for dry floor activities, two gymnasiums, eight dressing rooms, concession and ticket windows. Although not physically attached to the existing Langley Events Centre, the new addition will offer increased hosting capability for events that require multiple court services as well as the additional floor space for conferences, tradeshow and special events. The arena will serve as a practice facility for the Vancouver Stealth, Langley’s new National Lacrosse League tenant.

This past summer, the Township successfully hosted both the 2013 BC Summer Special Olympics and the 2013 Legion National Youth Track and Field Championships. These events brought over 1,000 athletes each to the municipality in July and August. All while planning continues for the 2014 BC Seniors Games! A new partnership with Kwantlen First Nations will see the opening of the leldm’ arts and cultural café this fall at Bedford Landing in Fort Langley. The Township secured a beautiful riverfront space through a development agreement and will have the opportunity to program up to 1,000 hours per year at this new

location for mostly arts and cultural services. The facility including the café will be operated by the local band.

## CITY OF RICHMOND

Garden City Lands Community Engagement: Richmond residents have a unique opportunity to create a new legacy for their community on the Garden City Lands, an extraordinary 55.2 hectares (136.5 acres) of open space located within the Agricultural Land Reserve in the heart of Richmond.

The Ideas Fair held on June 1 marked the first large scale public event on the Garden City Lands in more than 85 years. This was the first step in a year-long process, throughout which there will be many opportunities for input. Find out more at [www.creategardencitylands.ca](http://www.creategardencitylands.ca).

Social Development Strategy: Richmond's draft Social Development Strategy will help guide the City's decisions and resource allocation on social development matters over the next 10 years.

It is also intended to be a resource for external stakeholders, which will:

1. Identify social development priorities for City attention between now and 2022.
2. Clarify the roles of the City and other stakeholders with respect to addressing particular social development topics.
3. Provide a foundation for a more integrated, coordinated and sustainable approach for social development in Richmond.

The final version found at [www.richmond.ca/plandev/socialplan/strategy.htm](http://www.richmond.ca/plandev/socialplan/strategy.htm) was presented to Council for adoption in September 2013.

City launches online events approval software: The City's Online Events Application and Approval System software is now live! The system is designed as a one stop shop for event organizers to submit applications for significant special events being held in Richmond's various outdoor park spaces, as well as for private events that may require multi-agency awareness of the event.

The new online application found at [www.richmond.ca/eventapplication](http://www.richmond.ca/eventapplication), will enhance the efficiency of processing special event applications.

Planat Launch: On May 29, the City of Richmond and the Rick Hansen Foundation announced that

Richmond is the first municipality in Canada to promote the accessibility of its public spaces through planat, an easy-to-use, interactive, digital media tool for rating the level of access to buildings and open spaces.

With 29 municipal venues and public spaces fully rated on Planat, residents and visitors of all abilities can be more informed about the

accessibility of spaces in Richmond. Find out more at [www.richmond.ca/accessibility](http://www.richmond.ca/accessibility).

## CITY OF SURREY

Cities Fit for Children 2013 is being hosted by the City of Surrey on November 21 and 22nd. This event is a provincial summit that brings together local, regional and provincial leaders involved in policy decisions to design and

# GROWING GREENER CAREERS!



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build healthy and safe communities for children, youth and families. This year's theme is "Rights of The Child" and workshops will fall under three themes - Healthy Built Environments, Programs and Services, and Meaningful Civic Engagement. See [www.surrey.ca/citiesfitforchildren](http://www.surrey.ca/citiesfitforchildren) for registration information and more details about workshops and keynotes.

### Build Surrey!

The South Surrey Recreation Centre is well underway on its \$7 million Fitness and Multi-purpose/Arts expansion which will include an 8000 sq ft fitness centre.

The Guildford Aquatic Centre construction project is well underway with the scheduled opening - Fall 2014. The Grandview Aquatic Centre construction project is to break ground Fall of 2013 with a scheduled opening - Fall 2015. Both aquatic facilities are 50 metre competition pools with leisure pool additions and full amenities.

Cloverdale's covered skate park, which will be located adjacent to the Cloverdale Recreation Centre has broken ground, and construction has commenced.

The Community and Recreation Services Division has recently begun an in depth review of City of Surrey aquatic services and strategy development, beginning with a consultation report done by Sean Healy and Peter Fox. This report is an initial step towards the determination of how the City of Surrey can effectively meet aquatic needs as it soon becomes one of the largest providers of aquatic services in BC.

### **BURNABY**

The Recreation Division will be using new volunteer management software, Volunteer Squared which will assist facilitating a transition into a virtual volunteer portal which is entirely web-based and platform friendly.



### • VANCOUVER ISLAND

Linda Finch  
250-642-8006  
Lfinch@crd.bc.ca

### **COWICHAN VALLEY REGIONAL DISTRICT**

The Cowichan Valley Regional District celebrated the official opening of a new public washroom, mountain bike wash station and enhanced day use area at Quarry Nature Park in Cobble Hill (Electoral Area C) on August 10th. This park connects to the Cobble Hill Regional Recreation Area and in recent years has seen a dramatic growth in visitors due to improved multi-use trails, new dog off-leash area and a dirt jump bike park, with over 100,000 visitors annually. A unique feature of the washroom facility is the use of reclaimed waste water for toilets and urinals through connection to a purple pipe system extended from a nearby sewage treatment facility, which reduces demands on the local groundwater aquifer. Future expansion of the reclaimed water system will extend to irrigating landscaped areas of Quarry Nature Park and other nearby local parks within Cobble Hill Village. Grant funds for the reclaimed water system were provided through the federal Towns for Tomorrow and Community Works funding programs.

Cowichan Lake Recreation is upgrading the heating systems in their four community halls. The project upgrade to high efficiency air source heat pumps offers an opportunity to reduce annual operating costs by an estimated 77 percent each year. Eliminating the oil furnaces reduces any leak and contamination risks, and reduces air pollution and greenhouse gas (GHG) emissions. GHG emission reductions from this project are approximately 88 tonnes each year.

The Island Savings Centre has enjoyed a successful introduction to licensed beverage service in arena dressing rooms through the lacrosse season, and is looking forward to continuing and expanding the service through the hockey season.

### **TOWN OF COMOX**

The Comox Community Centre has been voted as having the "Best Fitness Centre in Vancouver Island" in the 2013 BC's Best People's Choice

awards. The Town of Comox added a 5000 square foot fitness centre and an additional 800 square foot fitness annex to its Community Centre in the spring of 2011. The feedback from the public continues to be extremely uplifting.

The Comox Recreation Department has been awarded funding by BC Healthy Communities to develop a Municipal Alcohol Policy (MAP). A Municipal Alcohol Policy is a harm-reduction initiative that addresses public health and safety while also raising awareness of the roles and responsibilities of alcohol consumption and provision. This policy will help to clarify the guidelines for alcohol service at special occasion events. The project focuses on Special Occasion Licenses or SOL's. SOL's allow non-profits or individuals to sell alcohol in beer gardens, weddings and other events in otherwise-unlicensed locations such as parks and community halls. The task force includes Parks and Recreation management, VIHA, RCMP, Liquor Distribution Branch and sports/user groups.

### **CITY OF COURTENAY**

After over a year of construction, the Courtenay Recreation Lewis Centre is ready for its final reveal. The September 24 grand opening celebration marked the completion of this popular community facility's expansion and renovation.

The Lewis Centre project includes a new 11,000 square foot expansion, which opened to the public in June. The expansion offers a 4,000 square foot Wellness Centre, 3,000 square foot activity room, plus accessible washrooms and change rooms.

Renovations to portions of the original facility have been ongoing for several months. Changes include upgraded mechanical and ventilations systems, lighting upgrades, a new craft room and seating area, and a new administration area for special needs programs.

### **TOWN OF LADYSMITH**

Ladysmith hosted the Vancouver Whitecaps on August 13 and 14 for events including free youth soccer clinics as part of the "Hope and Health" event at the stunning Ladysmith Amphitheatre and Forrest Field, a destination turf field drawing accolades from near and far. Ashleigh McIvor (Olympic Gold ski-cross winner at Vancouver 2010) and Vancouver Whitecaps FC captain Jay DeMerit shared stories about success in sports and the value of perseverance;

Cowichan, Stz'uminus, and Snuneymeux First Nations welcomed 300 participants from 10 First Nations, towns, and cities throughout Vancouver Island, who enjoyed the chance to scrimmage with their favourite Whitecaps players!

Ladysmith Parks, Recreation & Culture recently re-roofed the heritage "Aggie Hall" and were amazed to find that the roof was a "heritage roof" too! It's amazing what contractors might find when they take off the top layer!

## RECREATION OAK BAY

Online registration is now available for program registration and has been enthusiastically received by patrons. At the Oak Bay Recreation Centre new turnstiles with scanners have been installed to better control access and improve statistics collection.

The preparation for the replacement of the 4 court tennis bubble skin is underway.

The Henderson Recreation Centre underwent an expansion which was completed in June. The improvements include an expanded fitness studio with more program space and stretching area, improved free space in the gymnasium, expansion and upgrades to program areas, updated washroom facilities and upgrades to the buildings heating and weather proofing systems. This 830 square foot expansion was made possible thanks to a recreation infrastructure grant of \$373,718 from the Ministry of Community, Sport and Cultural Development.

## PENINSULA RECREATION COMMISSION

*(Panorama Recreation) Serving the municipalities of Sidney, North Saanich, and Central Saanich.*

Panorama Recreation recently introduced a new annual pass option for any youth 18 years and under at a cost of \$59. This is less than \$5 per month! Panorama is excited to announce this bold effort to improve community health (including childhood obesity) and make recreation more affordable and accessible for families and youth. Youth will have unlimited access to drop-in sessions such as swimming, skating and fitness classes. In addition, the Annual Youth Pass will also provide discounts on registered programs.

The Arena complex at Panorama Recreation has undergone some upgrades. Arena B received new bleacher seating, replacing the original seating from 1977. A \$28,000 grant was awarded from

the Tire Stewardship of BC to assist with the replacement of the flooring in the arena lobby in Arena A. The flooring is made up of recycled tires. The arena lobby also underwent an upgrade to include new bulletin boards, new seating, new paint and a new Plasma TV. Peninsula Minor Hockey sponsored \$5,000 towards the lobby upgrades.

Panorama Recreation received \$177,000 in funding secured through Western Economic Diversification Canada from their Community Infrastructure Improvement Fund (CIIF) to upgrade the fire suppression system. Having this work performed will bring the entire Panorama Recreation Centre up to the requirements of NFPA – 13, Standard for the Installation of Sprinkler Systems.

## DISTRICT OF SAANICH

A new community garden is being explored with two local organizations. This would be the first new community garden in Saanich in approximately 20 years. New accessibility features have been installed in Cadboro Gyro Park allowing wheelchair access right onto the beach. A previous stairway has been replaced with a ramp and a Mobi-Mat® RecPath™ has been installed to provide a flexible yet stable surface for visitors with mobility challenges.

Energy efficient lighting projects have been undertaken at the Pearkes Recreation Centre and Saanich Commonwealth Place.

## SOOKE AND ELECTORAL AREA PARKS AND RECREATION COMMISSION

*(SEAPARC) Serving the communities of Sooke and Juan de Fuca Electoral Area.*

SEAPARC recently completed a community recreation survey. Staff is currently analyzing the data to determine priorities with respect to community recreation amenities. With this survey, SEAPARC intends to better understand the area's demographics and determine public support for recreation infrastructure and program services.

SEAPARC will be partnering with the Sooke Youth Council to expand programming opportunities in the community. The joint effort will include projects such as leadership and skills development workshops for youth.

SEAPARC is excited to be a recipient of the Life Saving Society's Swim to Survive School Grant application. A total of 191 grade 3 students in

Sooke will have the opportunity to learn important water survival skills.

## WEST SHORE PARKS & RECREATION SOCIETY

*Serving the City of Colwood, the City of Langford, the District of Highlands, the District of Metchosin, the Town of View Royal and the Juan De Fuca Electoral District*

It was a summer of music, fitness and fun on the Westshore. The summer kicked off with a community event, Movies On the Hill Event featuring "The Goonies". The community came out to this retro film and supported the fundraising efforts for the inclusive playground soon to be installed on the Juan De Fuca low field site.

Summer camps were in full swing with new programs such as Kinder camp, Summer Camp out, Fizz Muck, Bubbles & Goo. Every corner of our 108 acre property had campers exploring. The Roving Activity Van stopped at 5 different parks each week and provided free activities on a drop in bases.

In July West Shore Parks and Recreation once again "Rocked the Shores" on July 13th and 14th. 10,000 spectators a day converged on the lower playing fields that "Atomique Productions" had turned into a concert venue for the ages! Performances by headliners City and Colour and Weezer as well as Matthew Good, Sam Roberts, Mother Mother, Sheep Dogs, Awolnation, 54-40, Jimmy Eat World and Vince Vaccaro to name a few had the all ages crowd enjoying every minute of the concert.

August saw the Victoria Shamrocks post season continue as they made it to the second round of the WLA playoffs vs. Langley Thunder. The winner of the Western Lacrosse Association will host the winner of the Ontario Lacrosse Association in the Mann Cup. Go Shamrocks!

We wrapped up the summer with a Fall Fitness week featuring free demo classes from September 3-9 highlighting fitness programs such as Stroller fit, Stroller spin, Zumba fitness, yoga, TRX suspension training and the No excuses program.

We are enjoying fall as we launch our second year of Nature Preschool, community harvest celebrations and back to school programming.

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### • CARIBOO

Denise Skarra  
250-392-8485  
dskarra@williamslake.ca

The Cariboo Regional District and City of Williams Lake are now one step closer to moving forward in principle for an \$11.3 million renovation, and addition, to the Sam Ketcham Pool in the Cariboo Memorial Recreation Complex in Williams Lake. The project has been referred to a Pool Finance Committee which will report back on recommendations for a referendum to fund the project. The design would see the existing pool tank refurbished and updated and a significant component of leisure water added, as well as a large fitness and program space, and upgrades of all major mechanical systems for the pool and associated areas.

Williams Lake and area's "Ride the Cariboo" mountain bike promotion continues to go strong and show great results resulting in huge increase in traffic to the Cariboo Mountain biking websites and riding areas. This year once again saw a billboard placed on the Sea to Sky corridor during the Crankworx Mountain Bike Festival and a significant online campaign on PinkBike, one of the largest mountain bike websites in the world. A new addition this year is the creation of 5 videos featuring the communities in the Cariboo and the mountain biking opportunities in each. These professionally shot and produced videos will be the cornerstone of marketing efforts over the next few years for mountain biking in the Cariboo area.

The Cariboo Memorial Complex is now accepting Online Registration through Active Network. Most programs can be accessed online and we are hoping the public will embrace this new registration option. "Let me in the Kitchen" is a new after school cooking class for children between 8 and 12 years. Save On Foods has sponsored this program to keep costs to a

minimum. During four classes young chefs will learn about kitchen and food safety, cooking terms, measurements and utensils. The United Way's, Success by Six, is sponsoring a free Saturday Tumble and Play program for children 9 months – 5 years of age at one of the local elementary school gyms. This parent and tot playtime will offer learning opportunities for bouncing, catching, sliding, racing and tumbling. Sports equipment, ride-on toys and tumbling mats will be available at no cost to participants. This program targets working parents who are looking for some Saturday morning bonding time.

The City and CRD have secured over \$24.6 m toward the planned \$30 m Multi-Centre project, including approval to borrow up to \$15 m as a result of a successful 2008 referendum. The proposed facility will include a 1600 seat spectator arena and a 450 seat performing arts theatre and will be located in the downtown area adjacent to the existing Twin Arenas facility. A local fundraising committee continues to work hard and has secured approximately \$1.6 m toward the project through corporate and local fundraising. The referendum will expire in December 2013.

### PRINCE GEORGE

Civic Plaza Enhancement Project Kicks Off: Plaza to be Transformed in Preparation for the 2015 CWG's and City's 100th Anniversary

As part of the City of Prince George's bid to host the 2015 Canada Winter Games the City committed to enhancing the Prince George Civic Plaza which will be the main gathering place for athletes, coaches, officials, residents and guests during the two weeks of the games. The enhancement will see the plaza transformed to meet the requirements of the games, celebrations associated with the City's 100th Anniversary, and as a permanent legacy to the citizens of Prince George. The design consulting company of VDZ & Associates have been awarded the contract with work already underway with stakeholder meetings and preliminary conceptual design discussions. The project is expected to be completed in early fall 2014.



## 2013 Ripple Effects Aquatic Workshop

October 24-25, 2013

Hilton Metrotown Hotel, Burnaby, BC

Visit: [bcrpa.bc.ca/recreation-and-parks/provincial-conferences](http://bcrpa.bc.ca/recreation-and-parks/provincial-conferences)

## 2014 Parks and Grounds Spring Training

February 5-6, 2014

Hilton Metrotown Hotel, Burnaby, BC

Visit: [bcrpa.bc.ca/recreation\\_parks/parks/spring\\_training.htm](http://bcrpa.bc.ca/recreation_parks/parks/spring_training.htm)

## Symposium 2014

April 23-25, 2014

Delta Grand Okanagan Resort and Conference Centre, Kelowna, BC.

Visit: [bcrpa.bc.ca/training-symposium/symposium-2014](http://bcrpa.bc.ca/training-symposium/symposium-2014)

## Ongoing through 2013 around BC:

### CPRA/CPSI Canadian Certified Playground Inspector Certification

Visit: [cpra.ca/main.php?action=cms.trainPlaySafety](http://cpra.ca/main.php?action=cms.trainPlaySafety)

### HIGH FIVE®

Quality assurance standard for organizations delivering recreation & sport programs for children Ages 6-12.

Visit: [bcrpa.bc.ca/recreation\\_parks/recreation/high\\_five/training.htm](http://bcrpa.bc.ca/recreation_parks/recreation/high_five/training.htm)

### PoolSafe BC

Pool staff training to recognize, evaluate & control workplace hazards.

Visit: [bcrpa.bc.ca/recreation\\_parks/aquatics/poolsafe.htm](http://bcrpa.bc.ca/recreation_parks/aquatics/poolsafe.htm)

### Playground Safety Awareness

Visit: [bcrpa.bc.ca/recreation\\_parks/parks/PlaygroundSafetyTraining](http://bcrpa.bc.ca/recreation_parks/parks/PlaygroundSafetyTraining)

## E-Learning – Learn anywhere, anytime – what is best for you?

The BCRPA is pleased to offer learning opportunities in an online format. You can take courses whenever and wherever is most convenient to you. And, if you have to stop part way through a course, you can come back later and just pick up where you left off! You will find the courses very easy to follow with lots of new tools to apply in your workplace. The BCRPA's new online learning site currently features three courses:

- Vulnerable Populations (free until March 2014) is designed to help front line leaders work more effectively with children who may come from a variety of vulnerable groups. The course helps identify vulnerabilities and how to best navigate them.
- Engaging the Hard to Reach is designed to help recreation staff find more effective ways to engage low income populations in recreation activities
- Social Inclusion is designed to support programmers in being more effective at making their programs more socially inclusive.

Get more information at [elearn.bcrpa.bc.ca](http://elearn.bcrpa.bc.ca) and watch for the new Shared Use Agreement course coming online in November, 2013.

## Pool Operator

Courses focusing on swimming pool operations and maintenance.

- **Level 1** November 16 & 17, 2013  
Sungod Aquatic Centre, Delta
- **Level 1** November 22 & 23, 2013  
Sungod Aquatic Centre, Delta
- **Level 1** November 30 & December 1, 2013  
City of Port Coquitlam

Visit: [bcrpa.bc.ca/recreation\\_parks/aquatics/PoolOperators\\_TrainingSchedule](http://bcrpa.bc.ca/recreation_parks/aquatics/PoolOperators_TrainingSchedule)

## MEND (Mind, Exercise, Nutrition... Do it!)

Together with the YMCA of Greater Vancouver, and with support from the Childhood Obesity Foundation, the BCRPA is delivering MEND (Mind, Exercise, Nutrition...Do it!), an internationally acclaimed program aimed at improving children's physical activity levels, nutrition and self-esteem in communities across BC. See the BCRPA website [www.bcrpa.bc.ca/recreation-and-parks/mend](http://www.bcrpa.bc.ca/recreation-and-parks/mend) or call Noelle Virtue, MEND Regional Coordinator at 604-629-0965 ext. 256.

## Parks & Recreation Risk Management Course

Most risk management training is focused on "buy insurance and avoid risk." This often leads to missed recreation benefits due to exaggerated liability fears. The curriculum in this course will provide the education and hands on training necessary for parks and recreation staff to deal with the majority of risk issues that their departments might experience. [bcrpa.bc.ca/parks-and-recreation-risk-management](http://bcrpa.bc.ca/parks-and-recreation-risk-management)

## Elsewhere:

### ParticipACTION Teen Challenge

A national physical activity program created to get youth moving. Registered Community Host Organizations (CHOs) are eligible to apply for up to \$250 to support a one-time event and up to \$500 to support an ongoing program (4 weeks or longer for a minimum of 30 minutes per week). Funds can be used to support facility use, transportation costs, nutrition, coaching or equipment. To learn more about Teen Challenge, or to submit a grant application.

Visit: [participation.com/teen-challenge/](http://participation.com/teen-challenge/)

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MORE THAN 300 FITNESS LEADERS ATTENDED THE BCRPA'S ANNUAL FITNESS CONFERENCE THIS YEAR AT CAPILANO UNIVERSITY IN NORTH VANCOUVER.







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BCRPA FITNESS LEADERSHIP

## AWARD RECIPIENTS

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THE **BCRPA** 2013 FITNESS LEADERSHIP AWARD RECIPIENTS WERE RECOGNIZED AND CONGRATULATED AT AN AWARD CEREMONY AT BCFIT '13

FROM LEFT TO RIGHT: **KIM MAGNAN** - FITNESS LEADER OF THE YEAR; **SUZANNE STRUTT** - CEO, BCRPA; **CHAD BENSON** - EDUCATOR OF THE YEAR; **JAIMEE STOKES NELSON** - PROGRAM DIRECTOR / MANAGER OF THE YEAR.





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# 37<sup>th</sup> ANNUAL PROVINCIAL PARKS AND GROUNDS SPRING TRAINING

**February 5 to 6, 2014**

Hilton Metrotown Hotel, Burnaby



Spring Training offers two days of educational opportunities for parks and grounds professionals. There is a Horticulture Day and a Maintenance Day, each with:

- Educational Sessions
- Trade Show
- Networking Opportunities
- Keynote Presentation



For more details go to [www.bcrpa.bc.ca](http://www.bcrpa.bc.ca)  
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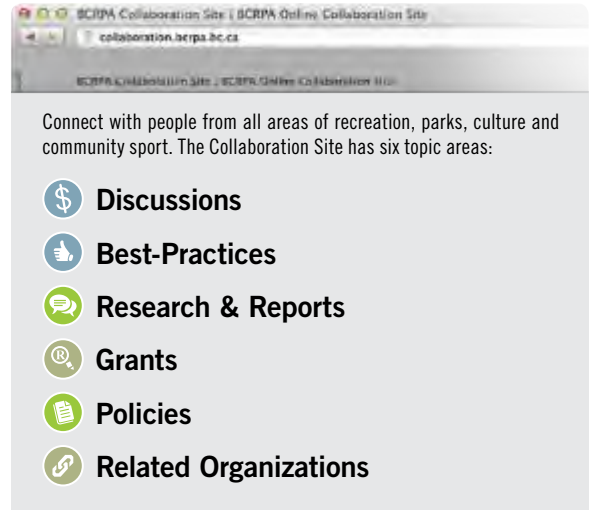
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