
A YEAR
IN
Review

2010 BCRPA Annual General Meeting
Thursday May 13, 2010
Penticton, BC



REPORT
ON
Activities

Suzanne Allard Strutt
Chief Executive Officer
BC Recreation and Parks Association



REPORT
ON
Activities

1. Partnership development
2. Leadership renewal
3. Community development
4. Public policy and communications
5. Organizational sustainability
6. Member involvement

PARTNERSHIP DEVELOPMENT



GOAL:

Integrate planning and service delivery in health, education, sport and social services



PARTNERSHIP DEVELOPMENT



OUTCOMES:

Public Health Agency of Canada

Environmental scan sponsored by PHAC on after-school opportunities



PARTNERSHIP DEVELOPMENT



OUTCOMES:

Ministry of Healthy Living and Sport and ActNow BC

GamesTown 2010

Seniors' Healthy Living Network

Age-Friendly Leaders Partnership which received the Premier's Innovation and Excellence Award

Older Adult Physical Activity Resources including DVD 'Move for Life'



PARTNERSHIP DEVELOPMENT



OUTCOMES:

Ministry of Education

Daily Physical Activity pilot sites and seed grants program

Ministry of Environment

Meeting with Minister Penner which resulted in collaboration for this year's pre-symposium parks planning session



PARTNERSHIP DEVELOPMENT



OUTCOMES:

BC Healthy Living Alliance

Fiscal agent and Past Chair

Policy discussion on 'Healthy Futures for BC Families'

Delivery of Physical Activity Strategy and Healthy Food and Beverage Sales Initiative



PARTNERSHIP DEVELOPMENT



OUTCOMES:

CPRA and p/t partners

- Co-chaired the CPRA Transition Team in 2009

- Interim oversight of CPRA finances and initiative Everybody Gets to Play

- Represented on the new Board of Directors

- Contributing to strategic plan development and definition of a distributed leadership model



PARTNERSHIP DEVELOPMENT



OUTCOMES:

ParticipACTION

Sogo Active Initiative

Memorandum of Action with the ParticipACTION Partner Network



PARTNERSHIP DEVELOPMENT



OUTCOMES:

UBCM

Consultations and collaboration as per the protocol agreement: recreation infrastructure

MOU for the delivery of HSBS and BEAT grants

Leadership Academy: brochure on the benefits of parks and recreation

Booth at UBCM convention



PARTNERSHIP DEVELOPMENT



OUTCOMES:

BC Sport Alliance

Provided information on the role and investments of local governments in sport facilities and services

Report on 'Issues for consideration in a 2010 for 2020 vision for healthy living and sport'

Further engagement to be confirmed when the sport bodies have developed a new governance and funding model for sport delivery system



PARTNERSHIP DEVELOPMENT



OUTCOMES:

Provincial sport organizations

Sport and Recreation Integration Project to better align recreation with the Canadian Sport for Life model

Pilot HIGH FIVE sport workshops in partnership with BC Coaches Association

Canadian Sport for Life National Conference



PARTNERSHIP DEVELOPMENT



OUTCOMES:

Aboriginal partnerships

Representation on BCHLA partner initiatives

Grant stream for HFBS and BEAT

Honour your Health Challenge and First Nations Health Council

Aboriginal review committees for HIGH FIVE and Everybody Gets to Play



PARTNERSHIP DEVELOPMENT



OUTCOMES:

Child and Nature Alliance

Signatory to the Hatley Declaration for Children,
Families and Nature

Negotiated funding from MEC for a national exchange
in April 2009

Promotion Plus

Annual 'Girls Only' grants program



LEADERSHIP RENEWAL



GOAL:

Develop initiatives that support current and new practitioners and volunteers to ensure quality leadership



LEADERSHIP RENEWAL



OUTCOMES:

Sectoral strategic vision and plan

Implementing 'immediate actions' through BCRPA business plan

Implementing a Communications Strategy



LEADERSHIP RENEWAL



OUTCOMES:

Fitness registration program

Business plan

Reaffirming our role as a 'registrar'

Protecting integrity of our standard

Developing online theory exam and online registry



LEADERSHIP RENEWAL



OUTCOMES:

Professional development / training

Annual symposium: aligning professional program with sectoral strategic plan

Annual Youth Workers conference

Annual Parks and Grounds Spring Training Seminar

Ripple Effects aquatics conference

BC Fit fitness conference

HIGH FIVE workshops



LEADERSHIP RENEWAL



OUTCOMES:

Professional development / training

Everybody Gets to Play workshops

Playground Safety Awareness course

Pool Operator course

PoolSafe BC course

Community Leaders workshops

Fitness Instructor Competency Evaluation (ICE workshops)



COMMUNITY DEVELOPMENT



GOAL:

Support the principles of community development and design such as community connectivity and walkability, and contribute to healthy individuals and communities



COMMUNITY DEVELOPMENT



OUTCOMES:

Healthy living elements in official community plans

Promoting healthy living elements in OCPs through our Community Leaders Workshops

Supporting inclusion of healthy living elements in OCPs, in partnership with the Age-Friendly Communities Initiative



COMMUNITY DEVELOPMENT



OUTCOMES:

Active Communities Initiative (ACI)

Suspended in August 2009

ACI platform maintained; resources continue to be available to communities

Ministry of Healthy Living and Sport developing a new framework; positioning ACI as a component



COMMUNITY DEVELOPMENT



OUTCOMES:

Built Environment & Active Transportation (BEAT)

Final summit held in April

Training modules and resources for developers and architects, for local governments and health professionals

Developing a case for support to continue the grants component of program



COMMUNITY DEVELOPMENT



OUTCOMES:

Healthy Food and Beverage Strategy (HFBS)

Resources for recreation facilities, concession operations and industry

Information sessions with industry partners

Exploring models for healthy choices facilities certification

Exploring continuity options



COMMUNITY DEVELOPMENT



OUTCOMES:

Walk BC

Training workshops for programmers and walk leaders, grants and resources

Supported new walking events in communities

Maintaining a website for walk leaders

Developed a Walk BC Google Map using data from the BCRPA facility inventories



COMMUNITY DEVELOPMENT



OUTCOMES:

Accessibility and Inclusion

Concluded Everybody Active Initiative, with policy guidelines and templates

Produced 'Poverty Matters' and 'Local Governments Lead the Way' booklets

Grants program

Developing accessibility and inclusion framework within BCRPA to integrate EA and EGTP



PUBLIC POLICY & COMMUNICATIONS



GOAL:

Promote the essential role and contributions of our sector to political decision-makers, related organizations and fields



OUTCOMES:

Community Based Awareness

Marketing Action Plan (M.A.P.) tools and templates

'Active Is' campaign theme

Community grants for local campaigns

Integrating resources into BCRPA programs and services



OUTCOMES:

BCRPA Communications

Marketing and communications plans for sectoral strategic plan

Communications strategy with a task group of members and stakeholders including H&S, UBCM and PSO for infrastructure renewal advocacy

Consultations with MHLS regarding Swimming Pool Regulation and Guidelines



ORGANIZATIONAL SUSTAINABILITY



GOAL:

Maintain organizational structure to advance the vision, mission and values and effectively engage members, partners and stakeholders in the delivery of strategic priorities



ORGANIZATIONAL SUSTAINABILITY



OUTCOMES:

Member satisfaction survey

Membership growth: 571 in 2005 → 909 in 2009

Sponsorship strategy

Balanced budget

Continuity plans for BCHLA partner initiatives

Database



ORGANIZATIONAL SUSTAINABILITY



OUTCOMES:

Business planning for 2011-2014 and accountability framework that identifies core services and planning assumptions to maximize resource investments

Implementation of Fitness business plan

Positioning BCRPA and components of ACI within the new framework for community development that government is currently developing



MEMBER INVOLVEMENT



Regional liaisons

Heath Mahoney

Shaun O'Neill

Louise Roberts-Taylor & Pelma Haffenden

Abby Fortune

Gary Walker

Cheryl Livingstone-Leman

Debbie Callison

Ambassadors

Trainers

Task groups consultants



THANK YOU

All!



REPORT
ON
Governance

Lori MacKay
President
BC Recreation and Parks Association



BCRPA 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



BCRPA MISSION



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, resources and other services



BCRPA VALUES



We are vision driven

We are ethical, trustworthy and fair

We are open and transparent in our conduct and communicate our intentions, plans and actions



BCRPA VALUES



We are accountable and responsive to our members and partners

We respect and value diversity

We use a business approach, ensuring that we are fiscally responsible, strategic, effective and prudent stewards and managers of the assets entrusted to our care



BCRPA VALUES



We are committed to principles of community development and to enhancing the quality of life of all British Columbians by working with and through our members, our local communities, our partners and our volunteers

We value the essential expertise and contributions of our staff in carrying out our business and we foster an empowering and enabling work environment



BOARD GOVERNANCE PRIORITIES



1. Strategic planning and policy development
 - a. Upcoming business planning to confirm core activities
 - b. Results of member survey to inform this process
 - c. Board focused on governance, fiduciary responsibility and duty of care; staff on management and execution
 - d. Cohesive team that encourages diversity of viewpoints and healthy debate



BOARD GOVERNANCE PRIORITIES



2. Annual Board Evaluation Process

- a. Self assessment of individual directors of their own performance and contributions:
 - i. To association leadership and stewardship
 - ii. To corporate objectives
 - iii. To resolutions of issues at meetings
 - iv. To promoting the Association's interests externally



BOARD GOVERNANCE PRIORITIES



2. Annual Board Evaluation Process

b. Assessment of overall Board performance

- i. To understand and recognize what is working well
- ii. To identify areas for improvement
- iii. To discuss and agree on priorities for change



BOARD GOVERNANCE PRIORITIES



3. Bi-Annual Review of CEO Performance
 - a. Most recent review conducted in April 2010
 - b. Solid performance recognized



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