### BC RECREATION AND PARKS ASSOCIATION



2010/2011 Annual Report

Taking Stock Setting New Directions







Dean Gibson, President

Suzanne Allard Strutt, Chief Executive Officer

#### **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, resources and other services.

#### **BOARD OF DIRECTORS**

#### Dean Gibson • PRESIDENT

Director of Parks and Recreation City of New Westminster

Leslie June • PRESIDENT ELECT Manager, Recreation and Community Services North Vancouver Recreation Commission

Lori MacKay • PAST PRESIDENT General Manager, Leisure and Parks Services City of Coquitlam

John Hiebert • DIRECTOR President TASK Construction Management

**Diana Johnstone • DIRECTOR** Councillor City of Nanaimo

Murray Kopp • DIRECTOR General Manager, Parks Services Regional District of Central Okanagan

James Marvel • DIRECTOR Manager of Recreation Services Township of Langley

Sally Mole • DIRECTOR Parks and Recreation Director District of Tofino

Ajay Patel • DIRECTOR Division Chair, Health Sciences Langara College

## Message from the President & Chief Executive Officer

#### OUR PAST YEAR CAN BE SUMMED UP AS ONE OF REFLECTION

**AND REFINEMENT.** The conclusion of our Physical Activity and Healthy Eating initiatives brought BCRPA resources and staffing back to core levels. This transition provided us with the opportunity to take stock of our current situation and reflect on what we have been doing and where we need to be. Taking advantage of this time, we began the process of reviewing and updating our strategic direction and developed a new strategic and business plan for the Association. The end result has been a new Strategic Plan that builds on the Association's history, its core competencies and its proven leadership over the past five years. The Plan consolidated our priorities into four strategic areas:

- 1. Enabling Health Communities;
- 2. Leading the Recreation and Parks Sector;
- 3. Facilitating Professional Development, and;
- 4. Building a Strong and Effective Organization.

Each of the four strategic objectives includes an outcome statement and a set of strategies and priorities.

We have incorporated our new strategic areas into this report, reviewing our activities and initiatives as they relate to and support each area. As always, our main focus is on core services that address members' priorities and the partnerships that enable us to achieve our strategic goals.

This Annual Report highlights some of our key accomplishments in those areas. Some notable milestones have been the implementation of our new database driven website. Incorporating this new technology has significantly improved our ability to serve the needs of our members in the areas of event/training registration, membership account management, and online commerce. These improvements increase our operational efficiencies and enhance our members' interactions with the Association.

We have seen a lot of activity within new and existing partnerships. A unique occurrence this year has been the incorporation of the CPRA National Exchange into this year's Symposium, bringing together Provincial/Territorial partners from across the country and providing our respective members with an opportunity to connect and lend their voice to national concerns and debates. Partnerships are vital to the ongoing success of our sector and as an Association we continue to utilize them to further our collective goals.

Through this year of reflection and refinement we have streamlined our operations and priorities and set new strategic directions – all with the focus of continuing to serve the interests and needs of our members as together we create and support an active and healthy Province.

Dean Gibson, President

Suzanne Allard Strutt, Chief Executive Officer

#### www.bcrpa.bc.ca



# ENABLE Healthy Communities

The BCRPA will support communities in BC to build supportive environments that promote and sustain healthy living.

ealthy eating is an essential element in maintaining healthy living. Across the Province recreation facilities, community organizations, and aboriginal communities are taking great strides to significantly improve the food environment in recreation and community settings by offering healthy choices in vending and food services, as well as implementing policy changes. In recognition of their commitment and action the BCRPA has created a new Provincial Award – the Healthy Choices Award. This award recognizes creative, successful and innovative approaches which will serve as models for other recreation agencies.

The BCRPA's annual promotion of **Move for Health Day** (an international

event aimed at promoting physical activity) continues to gain momentum and provincial participation. Through its WalkBC initiative the BCRPA in 2010 provided over \$56,000 in grants to help get people all over the Province moving. The 2010 provincial launch was held in conjunction with the Roundhouse Community Arts & Recreation Centre in Vancouver and featured two walks (Arts Walk and the new Steam Line Historical Walk) through Gastown and Yaletown. This was the second year in which CTV joined the BCRPA as the official media sponsor, helping promote Move for Health Day across BC. To 'walk the talk' the BCRPA also incorporated a Move for Health Day walk into its 2010 Symposium conference schedule.

The BCRPA's promotion and support of

Healthy Workplace Month in October resulted in a record number of workplaces, local governments and community organizations registering their events with the Association. Events are aimed at making workplaces healthier and more active. This year, 76 workplaces took part in Healthy Workplace Month, surpassing the initial goal of 55.

2010 marked the completion of the BC Healthy Living Alliance funded Physical Activity Strategy (PAS) and the four BCRPA led initiatives it supported – WalkBC, Built Environments Active Transportation (BEAT), Community Based Awareness (CBA), and Everybody Active – as well as the Healthy Food and Beverage Sales in Recreation Facilities and Local Government Buildings. Prior to closure a number of these initiatives released

### BCRPA **STAFF**

Suzanne Allard Strutt - Chief Executive Officer Jacqui Murtough - Executive Assistant to the CEO (maternity leave replacement) Sharon Meredith – Operations Manager Mahsa Simimi – Receptionist/Clerk Megan Ireland – Registration Clerk Sandra Couto – Finance Manager Joel Ornoy - Account Coordinator **Boza Bobic** – Accounts Payable Clerk (maternity leave replacement) Holly-Anne Burrows – Communications Manager Sarah Polson – Communications Coordinator Terry Lin – Information Systems Coordinator Kara Misra – Programs and Initiatives Manager Heather Muter – Programs and Initiatives Coordinator Kelly MacDonald - Programs and Initiatives Coordinator Janet Rerecich – Programs and Initiatives Coordinator (maternity leave replacement) Misty Thomas - Fitness Program Manager Doug Leavers - Fitness Program Co-Manager Tracey Welsford - Fitness Program Assistant

### Take **NOTE**

### 2010 BCRPA Provincial Award Recipients

PERC Award for Management Innovation and Ingenuity District of Kitimat



valuable tools and resources that remain available through the BCRPA.

To coincide with Healthy Workplace Month, the BCRPA through WalkBC released two new workplace activity resources: *Step by Step: A Workplace Walking Resource* and *Step by Step: Resources*. These tools offer customizable resources to assist organizations in creating and implementing walking programs for their employees.

Between 2008 and 2010 the BCRPA and UBCM provided BEAT grants to 24 local governments to facilitate the creation of active transportation plans or assessments. An Active Transportation video was created showcasing the successes of three of these communities, offering inspiration to others to create better planned, more inviting environments for walking, cycling or rolling. Two final reports were also generated: the Union of BC Municipalities' (UBCM) report on their Community Planning Grant program and Active Transportation Planning in BC, a

compilation of the 24 local government projects completed through the Community Planning Grant program.

The Healthy Food and Beverage Sales initiative produced four new **Promising Practices videos** highlighting successful initiatives within the government and recreation sector. Implemented by members of the food and beverage industry the videos serve as an example of good practices for others. Each segment showcases industry leaders who are helping make healthier food choices the easier choice for customers and the public.

The BCRPA's involvement and success with the **Sogo Active** initiative continues with over 263 Community Host Organizations (CHO) participating and over \$75,000 in grants allocated to date. This marks a 48% increase in the number of CHOs in BC in the last year. This partnership is helping increase physical activity rates among youth, supporting their efforts as they develop their leadership skills in reaching out to their less active peers and break down the barriers to active living that young people encounter.

### **LEARN**more

- New Healthy Choices Award www.bcrpa.bc.ca/service\_member\_benefits/award\_descriptions#Healthy\_Choices Step by Step: A Workplace Walking Resource
  - www.bcrpa.bc.ca/walkbc/WalkBC-WWR\_WEB\_booklet\_final.pdf
- Step by Step: Resources www.bcrpa.bc.ca/walkbc/WalkBC-WWR\_Resources\_fillable\_v4.pdf
- Active Transportation Success Video www.blip.tv/file/4172974
- Built Environment & Active Transportation Community Planning Grant Program www.physicalactivitystrategy.ca/pdfs/BEAT/BEAT%20Grants.pdf
  - www.physicalactivitystrategy.ca/pais/bLAI/bLAI/b2001ants.pai
  - Active Transportation Planning in BC: Local Government Success Stories www.physicalactivitystrategy.ca/pdfs/BEAT/Local%20Government%20Success%20 Stories.pdf
  - **Promising Practices videos** www.stayactiveeathealthy.ca/industry/success\_stories.html
  - Leading British Columbia Towards a Health Future www.bcrpa.bc.ca/documents/bchlahealthyfuture.pdf

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## LEAD the Recreation & Parks Sector

The BCRPA will promote the strategic vision for the parks, recreation and culture sector to its members, partners, NGOs and all levels of government.

he BCRPA continues to support the strategic goals of the sectorial strategic plan; The Way Forward. The BCRPA website has a section dedicated to The Way Forward which contains related documentation, resources, tools, and updates. These include links to the plan and its components as well as a number of resources on the sector - its history, trends, and the benefits of parks and recreation. The information can be used in planning and policy development as well as for reference and research purposes. The Way Forward continues to influence the strategic direction of the BCRPA with work continuing on key strategic result areas.

The Ministry of Education partnered with the BCRPA to create a Joint Use Agreement Guide for school districts and partners to utilize when creating or maintaining joint use agreements. A survey was conducted with school districts, recreation and parks, and public and private community groups and organizations to gather input on the type and prevalence of joint use agreements in BC and on the factors and conditions that influence the development and maintenance of these agreements. The information was compiled and submitted back to the Ministry to act as part of a provincial strategy to increase opportunities for programs and services in communities.

Another provincial initiative the BCRPA has been involved with has been the updating of the Province's swimming pool regulation and guidelines. On October 8th, 2010 a new Swimming Pool Regulation came into effect in BC, modernizing the requirements for the design, construction, alteration and operation of swimming and bathing facilities offered for use to the public and replaced the Swimming Pool, Spray Pool and Wading Pool Regulations (1972). The BCRPA in collaboration with the Lifesaving Society solicited feedback on two documents that were created to accompany the regulation; one on BC Guidelines for Safe Swimming Pool Operations and another on BC Guidelines for Safe Swimming Pool Design. These documents are intended to assist operators

### Take **NOTE**

### 2010 BCRPA Provincial Award Recipients

Facility Excellence Award West Vancouver Community Centre – District of West Vancouver



Facility Excellence Award Sam Lindsay Aquatic Centre – District of Kitimat



Facility Excellence Award H2O – City of Kelowna



and regulators in interpreting the Pool Regulations. Based on the feedback received, a comprehensive report was submitted to Government.

The BCRPA has continued its collaboration with the provincial government and partner organizations across Canada to further the work on supporting children during the critical **after-school hours** between 3pm and 6pm. The HIGH FIVE® standard is a critical component for organizations providing programing for children in the after school hours timeframe and the BCRPA will be supporting the implementation of the standard to communities engaging in after school hours programming.

The BCRPA has also been active on the national front with its continued involvement with **Canadian Parks and Recreation Association** (CPRA). In partnership with its provincial/ territorial counterparts, the BCRPA has helped lead the new Alliance through its transition, realigning its leadership structure, developing and executing a new strategic plan and eradicating accumulated debt. This has created a solid and viable foundation for the revitalization of the CPRA.

The issue of **Recreation** Infrastructure Renewal remains a top priority with the BCRPA. With the development of 2011 senior government budgets, the Association capitalized on the opportunity for community input into the prebudget consultation process by submitting budget priority letters for both the Provincial and Federal budgets, federally, to the House of Commons Standing Committee on Finance and provincially, to the Select Standing Committee on Finance and Government. Provincial government advocacy has also involved oneon-one meetings with key Ministers and opposition leaders and led to the production of two support documents summarizing the overall issue and positioning it in context to the health of the population and communities across BC

### **LEARN**more

- **The Way Forward** www.bcrpa.bc.ca/about\_bcrpa/sectoral\_strategic\_plan.htm
- **Pool Regulation, BC Reg 296/2010** www.canlii.org/en/bc/laws/regu/bc-reg-296-2010/latest/bc-reg-296-2010.html
- Budget priority submission House of Commons Standing Committee on Finance www.bcrpa.bc.ca/documents/BCRPA2011federalbudgetsubmission.pdf
- **Budget priority submission Select Standing Committee on Finance and Government Services** www.bcrpa.bc.ca/documents/2011ProvincialBudgetSubmission.pdf
- **Recreation Infrastructure Renewal support document Health** www.bcrpa.bc.ca/documents/Infrastructuresummary-MHLS.pdf
- **Recreation Infrastructure Renewal support document Communities** www.bcrpa.bc.ca/documents/Infrastructuresummary-MCRD.pdf



## FACILITATE Professional Development

The BCRPA will support knowledge exchange and establishment of standards of practice for recreation, parks, and physical activity professionals to better meet the evolving needs of the sector, consumers and the communities they serve.

he BCRPA Pool Operator Courses (Level 1 & 2) are becoming an employment requirement for an increasing number of organizations with over 300 individuals trained annually. The BCRPA has partnered with Worksafe BC to undertake revisions to the Pool Operators course. Both Level 1 and Level 2 will contain updated content that corresponds with the new swimming pool regulation. In addition, smaller and more rural communities may not have access to training in pool operation due to limited access to instructors in some regions. To address these issues, the BCRPA will be exploring the potential of delivering a portion of the course online allowing communities who wish

to provide employees with both Level 1 and Level 2 knowledge the option to participate in the online portion, thus providing significant savings and increasing the accessibility of the courses.

Through the feedback and assistance of Stakeholders and Subject Matter Experts new developments with **HIGH FIVE**<sup>®</sup> have occurred with the format for the QUEST 1 workshop with policy and procedures being converted to an online workshop. The changes will provide practitioners in BC with:

- New online QUEST 1 training for managers
- New 'Guide to Policies and Procedures'

with additional and revised policies and procedures reflecting leading edge risk management priorities

- New QUEST 1 Tool based on the new Guide to Policies and Procedures and updated Quality Indicators
- Updates to the HIGH FIVE® Database including trainer tracking and the ability to track an organization's adherence to policies and procedures by inputting comments and scores online and having access to make revisions throughout the year
- New E-versions of new QUEST 1 resources available through the HIGH FIVE® Database for anyone with QUEST 1 training.



### 2010 BCRPA Provincial Award Recipients

Program Excellence Award Health and Wellness Project for Newcomers – North Vancouver Recreation Commission



**Program Excellence Award MoYO – Mobile Youth Outreach** – City of Surrey



Parks and Open Spaces Award Step up to 12th Street – City of New Westminster



Parks and Open Spaces Award Garden City Community Park Play Environment – City of Richmond



The BCRPA increased staff capacity for the year to ensure that organizations interested in pursuing or furthering their involvement in HIGH FIVE® have the support needed to do so. Recent pricing changes have allowed for training to be more accessible for smaller communities.

At the 2011 Harrison Administrators Workshop the Recreation Foundation announced a donation of \$10,000 to support the BCRPA in its promotion and delivery of the HIGH FIVE® program, a standard that many of our communities have adopted since the Association introduced it in BC eight years ago. The donation will increase capacity within the BCRPA to support communities that want to adopt HIGH FIVE® and will allow the Association to increase the base of involvement in this initiative. The benefits of this investment by the Recreation Foundation are substantial not only for the BCRPA in its delivery of HIGH FIVE®, but also for the field of recreation and BCRPA affiliate organizations.

The long awaited fitness professional database and website, **The Registry**<sup>™</sup>, is in its final stages of development. Launch is expected in the next few months. The site will be a valuable tool for registered fitness leaders to promote their qualifications and services and for the public and employers to search for fitness professionals who meet their various training and employment needs. The systems created within The Registry<sup>™</sup> will help ensure the integrity of the national standard is

### **LEARN**more

- **Pool Operators Course** www.bcrpa.bc.ca/node/4971
  - **HIGH FIVE**<sup>®</sup> www.bcrpa.bc.ca/recreation\_parks/recreation/high\_five/overview.htm
- Symposium www.bcrpa.bc.ca/symposium2011

maintained and applied as the fitness registration and renewal process moves to an automated system.

A major professional development conference for the BCRPA is its Symposium and each year staff and volunteer members work diligently to ensure the program includes topics and speakers that are relevant, timely, and engaging. In 2011 the BCRPA is host to the 2011 CPRA national exchange during its annual Symposium. The conference program has been expanded to contain opportunities for national showcasing and networking, including four National Strategy Discussions. This addition provides members with the opportunity to lend their voices to the leadership of the CPRA at the national level in some critical issue areas

The BCRPA offers professional development opportunities to its members and the sector and represents them on provincial issues and initiatives:

- BC Fit Fitness, Strength, and Conditioning Conference
- Community Leaders: workshop
- Everybody gets to play<sup>™</sup>
- Fitness Registration Program
- HIGH FIVE®
- National Fitness Leadership Alliance
- In Your Face Youth Workers Conference
- Instructor Competency Evaluation (ICE)
- Playground Safety Awareness course
- Pool Operations courses
- PoolSafe BC
- Parks and Ground Spring Training
- Ripple Effects Aquatics Conference
- Symposium

## BUILD a Strong & Effective Organization

The BCRPA will build and maintain an organizational structure and the capacity to support and advance the vision, mission and values of the Association.

marked a new era for the BCRPA as it launched its new database driven website. Although similar in look and feel, the site's operation systems have changed dramatically. Five key areas of the site were redesigned to improve functionality and provide users with more flexibility and control. BCRPA members are now able to create their own online accounts to maintain their contact information and view their purchase and event/workshop attendance history. The implementation of the online purchasing and shopping cart system has led to significant changes within the Membership and Event areas. Memberships can be

applied for and renewed online with credit card purchases being processed instantaneously, and immediately updating in each member's account. Event registration is now fully automated with delegates registering their attendance and signing up for each individual session. Payment by credit card also ensures immediate registration and session assignment, with account information and purchasing history updated accordingly. The final area of the BCRPA website to benefit from database technology is our job posting area. This very popular and well-used feature of the website has been completely revamped and automated. Job postings are searchable by category, region, and key words. Each job listing shows the

full job posting information displayed on a new page, giving the job posting much more exposure. The page includes a Google map showcasing the location of the job. Job posting applications are submitted and paid for online resulting in a faster turnaround and posting time.

In addition to the benefits members experience with the website improvements, the BCRPA is reaping significant rewards. The operational efficiencies realized from these new automated services have reduced the administrative work load and allowed the BCRPA to realign internal resources. The shift to online processing has significantly reduced the use of paper and helped further green administrative processes.

### Take **NOTE**

Fitness Leader of the Year Silvia Isachsen



2010 Fitness

Leadership

**Recipients** 

Award

Educator of the Year Donna Hutchinson



Program Director of the Year Jill Amy



A new sponsorship has enabled the BCRPA to reinstate its Student Scholarship program. DB Perks and Associates Ltd., together with Speedo Canada, has committed to a four year sponsorship of the program that will provide up to six scholarships a year to up and coming post-secondary students enrolled in an academic program related to the parks, recreation and culture sector. Each scholarship consists of a \$500 grant, a one year BCRPA membership after graduation, and free registration at the BCRPA Symposium. The objective of the BCRPA student scholarship program is to ensure future quality leadership through the provision of financial support to these emerging student leaders, to advance their studies and help them make vital connections to and with BC's parks and recreation sector. BC post-secondary educational institutions are eligible to nominate one student per year with students from across BC being eligible for the scholarships.

2010 marked the end of the BCRPA's current business plan, creating an opportunity to take stock and make plans for moving forward. The result was the creation of a new **BCRPA Strategic Plan** that builds on the Association's history, its core competencies and its proven leadership in improving the quality of life of British Columbians. The Plan sets the BCRPA on a new path for the next three years, one that is focused on the needs of members, partners and stakeholders. The BCRPA continues to leverage its resources, partnerships and networks that extend into communities throughout BC to achieve its mission of leading the parks, recreation and culture sector in building and sustaining healthy active communities. The diagram on the next page provides a summary of the strategic framework for the BCRPA for the next three years.

The Strategic Plan guides the development of the **BCRPA's annual business plans** and informs the design of a new organizational structure that addresses priorities for enabling healthy communities, professional development, communications with members and partners, and the BCRPA's role in fitness leadership. The Strategic Plan focuses the BCRPA in four key strategic areas for the next three years:

- 1. Enabling Healthy Communities
- 2. Leading the Recreation and Parks Sector
- 3. Facilitating Professional Development
- 4. Building a Strong and Effective Organization.

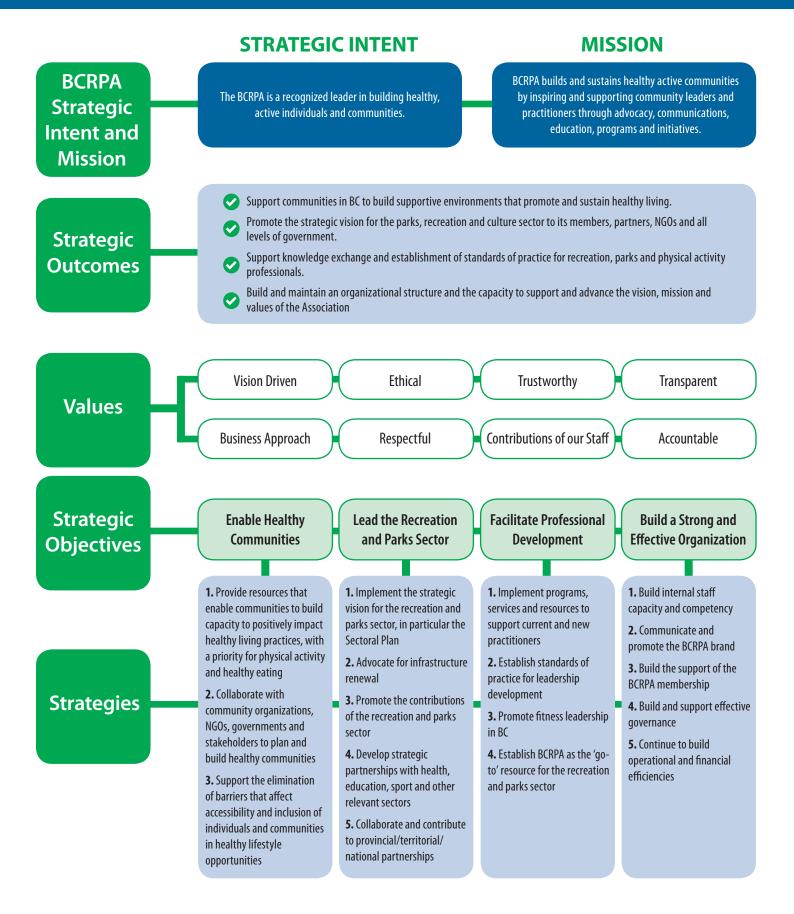
### **LEARN**more

#### New BCRPA website features

www.bcrpa.bc.ca/documents/web%20feature%20launch%20lnfo%20for%20 website.pdf

- Student Scholarship Program www.bcrpa.bc.ca/student-scholarships
- BCRPA Strategic Plan 2011 2013 www.bcrpa.bc.ca/plan2011

## 2011 BCRPA STRATEGIC PLAN OVERVIEW



### 2010/2011 COMMITTEES

Member involvement is an essential element to the planning and execution of all of our programs and professional development initiatives. Participation on committees ensures the needs and expertise of our members and the sector at large form the foundation of our work. The following is a sample of the committees in 2010/2011.

#### Aquatics Master Trainer • Dale Miller

 Sean Healy 
Tony Toriglia | Youth Workers' Event Planning Committee • Alvin Li • Jessica Moerman • Kristine Lewis • Matt Neufeld • Natasha Files • Teri Corcoran | Spring Training Event Planning Committee • André Kolbér • Dave Turner • Len Walters • Marty Benson • Sue Nagata • Todd Gross | Fees & Charges Task Group • Claudette Haire Darlene Slevin • Diane Rogers • Gord Pederson • Jim Marvel • Kelly Swift • Lynne Timms • Martin Gould • Pat Shiratti • Sheila Gunn • Wendy Appleton | Sogo Advisory Group • Donna VanSant • Maggie Kissel • Pete Quevillon • Russ Brummer • Romi Chandra • Teresa Murray | Region 1 Parks Network Chair • Richard Waterfield | Region 2 Parks **Network Co-Chairs** • Marty Benson • Shirley McKell | **HIGH FIVE**<sup>©</sup> **Master Trainer** • Sandy Ferrin | Playground Safety Master Trainer • Tim Richards | FitLife BC Editorial Committee • Brenlee Rempel • Gillian Goerzen • Nancy Plechaty • Rick Kaselj • Sandra Starrett | BC Fit '11 Event Planning Committee • Amanda Vogel • Ann Barry • Ingrid Knight-Cohee • Jill Amy • Kim Bond • Melanie Galloway • Nancy Coles • Rick Kaselj • Talitha Johnston | 2010 Symposium Program Advisory Committee • Bob Pope • Charissa Steele • Colleen Van Mook • Dave Lieskovsky Gary Walker 
Jeff Lynka 
Leslie June 
Lorri Gibbard 
Lori Mullin 
Margaret Watts 
Murray Kopp
 Shaun O'Neill • Suzanne Vander Wekken • Wendy Scott | 2011 Symposium Program Advisory Committee • Dave Ellenwood • Diane Murphy • Heather McLeod Williams • Julie Halfnights • Lesley Visser • Lori Mullin • Lorri Gibbard • Renee Chadwick • Sandy Ferrin • Vern Jacques | Web/Database Pilot Testers (Jan 2011) • Abby Fortune • Doug Leavers • Kristine Lewis • Lynne Robinson • Martin Gould • Tim Richards | Regional Liaisons/Recreation & Parks BC Publications Committee • Abby Fortune Cheryl Livingstone-Leman 
Chris Nelson 
David Levers 
Deb Collison 
Gary Walker 
Heath Mahoney • Louise Roberts-Taylor • Pelma Haffenden • Sarah Cockerill • Shaun O'Neill Infrastructure Renewal Task Group • Barry Petrachenko • Dean Gibson • Diana Johnstone • Diego Marchese • Don Hunter • John Hiebert • Kevin Pike • Marie Crawford • Moira Gookstetter | 2011 Awards Selection Committee • Abby Fortune • David Graham • Doug Henderson • Heath Mahoney • Leslie June (chair) • Louise Roberts-Taylor • Pelma Haffenden • Shaun O'Neill



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