

CHAPTER 5

Strategic Result Areas**OUR VISION**

A high quality of life for all British Columbians – healthy individuals and communities and sustainable environments and economies.

To fulfill our vision for a healthy and sustainable British Columbia, this chapter outlines 12 Strategic Result Areas (SRAs) that help us identify potential strategies and actions.

As a group, the Strategic Result Areas capture the majority of the parks, recreation and culture sector's activities. Individually, each area contains a list of specific activities.

12 Strategic Result Areas***Strategic Result Area 1: Vision Building and Inspiration***

This area refers to building widespread acceptance of a strategic vision for the parks, recreation and culture sector, recognizing its central role in the lives of B.C. residents. This SRA speaks to the need for increasing collaboration around that vision. It also includes communicating the quality of life vision to B.C. residents and the key role we play in that vision, inspiring B.C. residents to engage in contributing to their communities.

Strategic Result Area 2: Leadership Renewal

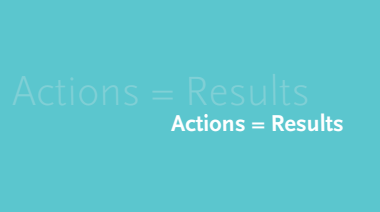
This area refers to the development of current and new practitioners and volunteers to ensure quality leadership. New leaders are developed through recruitment into educational programs, improved curriculum and mentoring. Existing leaders need opportunities to continually learn and develop their skills and understandings.

Strategic Result Area 3: Accessibility and Inclusion

A tenet of parks, recreation and culture services is that they are accessible and inclusive. This includes reducing or eliminating economic, physical and other barriers and creating conditions where communities celebrate individual and cultural diversity. Included in this SRA is a renewed commitment to study and respond to the increasing diversity of B.C. residents regarding their parks, recreation and cultural preferences and diversity of uses and attitudes about the community, the environment and the public realm.

Strategic Result Area 4: Infrastructure Renewal

The BCRPA Community Recreation Facilities Assessment Study identified the extent to which existing recreation, parks and cultural infrastructure is aging. This infrastructure needs to be renewed on an ongoing basis to better meet needs, become more energy efficient, and remain as important community assets. There are also clear requirements to build new infrastructure to meet the changing needs of growing communities. Federal and provincial infrastructure programs do not fully address the needs for recreation and sport facilities. Because the Province and various communities are committed to sustainability, initiatives are required to ensure new facilities meet environmental standards to save energy, reduce greenhouse gas emissions, save water and provide the healthiest environments possible for B.C. residents.



Strategic Result Area 5: Advocacy and Communication

There is a need to clearly communicate the benefits of healthy living to the general population as well as to key target groups. There is also a need to ensure that the essential role and contributions of the parks, recreation and culture sector are understood and appreciated by political decision-makers, related organizations and fields, and the general public.

Strategic Result Area 6: Community Development

A solid base of recreation, parks and cultural environments supports positive lifestyle choices and contributes to healthy communities. As well, organizations and services contribute to social capital, community capacity and wellness, and support individuals, families and groups. How communities are designed influences lifestyles and wellness, especially through community connectivity and walkability.

Strategic Result Area 7: Environmental Sustainability

Outdoor environments include provincial, regional and municipal parks and open space systems. These open spaces provide recreational opportunities that range from informal play and healthy living to organized sport. There are also sensitive natural environments that should be preserved and protected. Environmentally sound practices contribute to clean air and water and the wise use of resources. Facilities and programs within the sector have a significant impact on the environment and they need to be designed and managed with sustainable development principles.

Strategic Result Area 8: Individual Wellbeing

The inclusion of healthy living practices, especially physical activity and healthy eating, contribute directly to higher levels of overall health and personal wellbeing. The physical activity and overweight and obesity levels among children and youth remain a major concern.

Strategic Result Area 9: Partnership Development and Collaboration

Stronger partnerships exist between parks, recreation and culture and other sectors, resulting in integrated service delivery and planning, especially with health, education, sport and human services. A common theme in the strategic planning process was the need to strengthen partnerships as well as improve coordination and information exchange.

Strategic Result Area 10: Economic Sustainability

It is a priority to ensure that sustainable funding is available for the development and operation of recreation, parks and culture services and facilities at the provincial and community levels. It is also important to ensure that the sector's contribution to local economies is maximized.

Strategic Result Area 11: Research and Performance Measures

The need for accountability and measuring the impacts of program interventions has led to a number of indicator and research projects. There is a need to develop local performance measures and indicators that can assist communities to improve and report on the outcomes and impacts of their services. Research has been fostered through collaborative approaches with colleges and universities.



Working
Working
Together
Together

Strategic Result Area 12: Policy and Governance

There is a need to develop provincial policies that set the future direction of the sector and determine the respective roles of the provincial and local levels from a governance perspective. As well, there is a need to develop policy frameworks to support policy development at the community level.

For an outline of how the Strategic Result Areas correspond with the four elements of healthy individuals and communities and sustainable environments and economies, refer to Figure 1 in Appendix G.