



SUSTAINABILITY | LEADERSHIP | INFRASTRUCTURE | PARTNERSHIP | COMMUNITY

SUSTAINABILITY THROUGH Changing Times

2009/2010 Annual Report





Lori MacKay,
President



Suzanne Allard Strutt,
Chief Executive Officer

Message from the President & Chief Executive Officer

OUR FOCUS OF THE PAST YEAR HAS BEEN CREATING SUSTAINABILITY IN THE FACE OF CHANGE.

This has been a year of unprecedented economic upheaval and retrenchment. As an Association we have adjusted to this 'new normal' with a full review of all our processes and business practices, and we created efficiencies and economies of scale while maintaining core services and identifying new revenues and opportunities.

Through all this change we have stayed the course with the implementation of our sectoral strategic plan and infrastructure renewal advocacy. We have developed the first ever business plan for our Fitness Registration program that will dramatically improve service and profile to our registered fitness leaders and their employers, create significant internal efficiencies, and provide the industry with a single national standard for fitness leadership.

Sustainability and continuity plans are being developed for the Physical Activity and Healthy Eating initiatives we deliver on behalf of the BC Healthy Living Alliance. These plans will include the integration of elements of these initiatives into BCRPA programs and services in order that we may continue to make their resources available to our members.

We have continued our involvement on the BC Healthy Living Alliance and with the Ministry of Healthy Living and Sport. We are well positioned on the health promotion side of the ministry, and look forward to contributing to the sport sector once they have established their new delivery and funding model, and are ready to engage in discussions with recreation, education, local governments, health, etc. We will be at that table to work collaboratively at better integrating recreation and community sport.

While our Association was not directly involved in the 2010 Winter Olympic and Paralympic Games, we have been working for years to provide legacies to the Games. The Active Communities Initiative is one such legacy; and there are many others that we supported and promoted on behalf of ActNow BC.

The BCRPA has embraced this time of change, strengthening core competencies and sustaining priority member services, while remaining committed to our mandate and vision of creating a high quality of life for all British Columbians.

Lori MacKay,
President

Suzanne Allard Strutt,
Chief Executive Officer

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.

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.

BOARD OF DIRECTORS

Lori MacKay • PRESIDENT

General Manager, Leisure and Parks Services
City of Coquitlam

Dean Gibson • PRESIDENT ELECT

Director of Parks and Recreation
City of New Westminster

David Graham • PAST PRESIDENT

Director of Strategic Initiatives
City of Kelowna

Diana Johnstone • DIRECTOR

Councillor
City of Nanaimo

Leslie June • DIRECTOR

Manager, Recreation and Community Services
North Vancouver Recreation Commission

Murray Kopp • DIRECTOR

General Manager, Parks Services
Regional District of Central Okanagan

Sally Mole • DIRECTOR

Parks and Recreation Director
District of Tofino

Norm Olenick • DIRECTOR

Retired faculty
Langara College

David Roach • DIRECTOR

President
back of a napkin strategies inc.



SUSTAINABILITY

The BCRPA remains focused on sustaining core member services and professional development opportunities.

*BCRPA Symposium
Recreation and Parks
Fitness Registration Program
Built Environment & Active Transportation*

*Stay Active Eat Healthy
Walk BC
Everybody Active*

Our current economic climate has provided many challenges - but has also been a great opportunity for the BCRPA to review core functions and make changes that will ensure our sustainability and financial independence.

We have been streamlining our operations and increasing efficiencies - the benefits of this work will be evident with the launch of a new online database later in 2010. Integrated within the operations of our existing website, the database

will enable online event registration and membership renewal for both BCRPA members and fitness program members. This new online system will dramatically decrease the amount of time it takes staff to process registration and renewals and decrease the amount of paperwork that flows between members and the BCRPA. It will also allow our members to register at their convenience and pay online.

We continue to work at improving professional development opportunities for our members. Costs are always a

consideration and this past year we were especially conscious of this, working to ensure 2010 **Symposium** registration fees were kept at 2009 prices. The ongoing support of our sponsors and trade show exhibitors helps us offset costs at all our training events, and we are fortunate and grateful for their continued involvement and contributions to the Association and the sector.

Continuity and sustainability plans are being developed for four of the initiatives we lead on behalf of the BC Healthy

BCRPA 2010 BUDGET

REVENUE

Conferences and Professional Development	956,615
Grants.....	127,242
Special Projects & BCHLA Partner Initiatives.....	3,471,517
Memberships.....	107,250
Publications and Surveys.....	32,700
Gaming Direct Access Grant.....	40,000
General Revenue.....	85,000
	4,820,324

EXPENSES

Conferences and Professional Development	544,215
Grants.....	127,242
Special Projects & BCHLA Partner Initiatives.....	3,471,517
Memberships.....	3,000
Publications and Surveys.....	27,000
Operational Expenses.....	601,579
Meetings and Networks.....	45,771
	4,820,324

BCRPA STAFF

Suzanne Allard Strutt - Chief Executive Officer
 Pamela Thomas - Executive Assistant to the CEO
 Sharon Meredith - Operations Manager
 Olivia Lee - Receptionist/Clerk
 Megan Ireland - Registration Clerk
 Sandra Couto - Financial Manager
 Suzanne Scully - Accounts Payable Clerk
 Rhianne Mari - Promotions & Sales Coordinator
 Holly-Anne Burrows - Communications Manager
 Heather McGillivray - Communications Assistant
 Steven Rowe - Information Systems Coordinator
 Kara Misra - Parks and Recreation Program Manager
 Heather Muter - Coordinator, Parks and Recreation
 Allison Prieur - Youth Engagement Project Coordinator
 Misty Thomas - Fitness Program Manager
 Tracey Welsford - Fitness Program Assistant
 Eva Cheung Robinson - BCHLA Partner Initiatives Manager
 Teanny Lau - Administrative Coordinator,
 BCHLA Partner Initiatives
 Lindsay Richardson - Coordinator, Walk BC
 Donna Lee - Coordinator, Everybody Active
 Cara Fisher - Coordinator, BEAT
 Anna Kirbyson - Coordinator, Healthy Food & Beverage
 Sales Initiative
 Meredith Mundick - Community Based Awareness Assistant
 Jessica Chant - Awareness Campaigns Coordinator
 Andrea McLean - Community Developer,
 Physical Activity Strategy

Living Alliance (BCHLA): Walk BC, Stay Active Eat Healthy (SAEH), Everybody Active, and Built Environment & Active Transportation (BEAT). We are exploring all options for continuing these important programs when the implementation allocations conclude in summer 2010. Although still a work in progress, these continuity plans include a framework whereby **Everybody Active** resources and training sessions will become a key component for BCRPA's support to its members in advancing their work on access and inclusion, and an extension of **Walk BC** activities to the end of September 2010, at which time the online tools, tips, resources and internet-based walking maps will be transferred to the BCRPA website for continued online access by members. Ongoing activities and program evaluations within **BEAT** and **SAEH** will inform the development of their continuity plans.

Learn MORE

- > *Member benefits - www.bcrpa.bc.ca/service_member_benefits*
- > *Training and Symposium - www.bcrpa.bc.ca/training_symposium*
- > *Walk BC - www.walkbc.ca*
- > *BEAT - www.physicalactivitystrategy.ca/index.php/beat/*
- > *Everybody Active - www.physicalactivitystrategy.ca/index.php/everybody-active/*
- > *Stay Active Eat Healthy - www.stayactiveeathealthy.ca/*



LEADERSHIP

The BCRPA supports the development of leaders and volunteers through professional development opportunities and represents the parks, recreation, fitness and culture sector, on provincial issues and initiatives.

*Symposium
In Your Face Youth Workers Conference
Ripple Effects Aquatics Conference
BC Fit – Fitness, Strength, and Conditioning Conference
Playground Safety Awareness course
Pool Operators courses
PoolSafe BC*

*Community Leaders workshop
Instructor Competency Evaluation (ICE)
Built Environment and Active Transportation Summits
Parks and Grounds Spring Training
HIGH FIVE®
Everybody gets to play™
Walk BC resources and training workshops*

Leadership in Provincial Initiatives

Together with the Ministry of Healthy Living and Sport, the BCRPA developed and produced the new **Move for Life DVD** – a compilation of physical activities for older adults. This resource was borne from the findings of an earlier comprehensive, province-wide consultation the BCRPA conducted on existing older adult strategies.

The BCRPA recently completed an environmental scan, on behalf of the Public Health Agency of Canada BC/ Yukon Region, to identify best practices and gaps in **after-school programming** for children aged 6-12 in BC outside of licensed child-care. The objective was to inform a framework for future action to support children during the critical after school hours between 3pm – 6pm. Our members have indicated that this is a high-priority area for them.

Leadership Development & Professional Development

The first ever full day **Regional District Parks Pre-Symposium Workshop** is being held at Symposium 2010. The workshop offers a day of focused dialogue, learning and commitment to forward progress on key issues and to develop better ways of communication and collaboration amongst members of Regional District Parks.

Take NOTE

2009 BCRPA Provincial Award Recipients

Environmental Leadership Award
Terra Nova Rural Park Program –
City of Richmond



Student Scholarship

Charissa Steel –
Kwantlen Polytechnic University
Suzanne Vander Wekken – UVIC

2009 Fitness Leadership Award Recipients

**Group Fitness
Leader of the Year**
Hannah Fletcher



**Aquatic Fitness
Leader of the Year**
Bev McCallum



**Program Director
of the Year**
Kim Bond



The BCRPA is working to ensure BC coaches have the tools and knowledge to create positive experiences for children participating in sport through the delivery of **HIGH FIVE® Sport**. This 4.5 hour workshop brings recreation leaders and coaches together by using shared terminology and expertise, reducing confusion for parents and participants, and having a shared focus on quality in community and sport club programs. HIGH FIVE® Sport complements other coach training that focuses on physiological development by providing coaches with the expertise and tools for supporting the emotional, social and cognitive development of their participants.

Industry Leader

We marked the **25th anniversary of the BCRPA's Fitness Registration Program** in 2009 with the development of a comprehensive, three-year business plan. Research collected during the creation of this plan identified common concerns among fitness leaders and

the facilities that hire them. Most significantly, we heard about the confusion over the various fitness leader "certifications" available and the need to have a single, recognized, national standard for fitness professionals.

The BCRPA has invested extensively in the development of two tools that will assist BCRPA registered fitness leaders and the entire fitness industry in moving towards the goal of a national standard. A new automated registration and renewal system is being developed to decrease processing time and the amount of paperwork involved. The system will feed into an online, searchable, public registry of fitness professionals. Registered fitness professionals will have online profiles that can be viewed and searched by fitness facilities and members of the public. A new online exam structure will allow candidates to take the Fitness Theory exam anytime, anywhere. Once completed, exam marks will be generated automatically and recorded in the fitness leader's online personal files.

Learn MORE

- > *Move for Life DVD* - www.bcrpa.bc.ca/MoveForLife.htm
- > *2009 BCRPA Provincial Awards* - www.bcrpa.bc.ca/service_member_benefits/past_award_winners.htm
- > *2009 Fitness Leadership Awards* - www.bcrpa.bc.ca/fitness_program/events/award/2009.htm
- > *Fitness Program* - www.bcrpa.bc.ca/fitness_program
- > *Fitness Program Business Plan* - http://www.bcrpa.bc.ca/fitness_program/publication_resources/resources.htm
- > *HIGH FIVE®* - www.bcrpa.bc.ca/recreation_parks/recreation/high_five/overview.htm



INFRASTRUCTURE

The BCRPA is working to make recreation infrastructure renewal a public policy priority.

A Time for Renewal: Assessing the State of Recreation Facilities in British Columbia – Executive Summary

A Time for Renewal: Assessing the State of Recreation Facilities in British Columbia – Full Report

Background Reports:

Analysis Phase - BC Recreation & Parks Association Community Recreation Facilities Assessment Study

Validation Audit

Phase 1: Inventory - Ice Arenas, Indoor Pools, Outdoor Pools, & Curling Facilities

Phase 2: Inventory - Parks, Natural Areas, Trails & Playing Fields

Phase 3: Inventory - Community Centres, Youth Centres, Senior Centres & Community Halls

On May 27, 2009 the BCRPA released the results of a new study which estimated that \$5.2 billion is needed over the next decade to upgrade and replace the province's aging indoor recreation facilities. Based on five years of comprehensive research, study and analysis, the Recreation Facilities Assessment Study, entitled *A Time for Renewal*, found 68% of arenas, pools and recreation centres are

25-years-old or older and are unable to keep up with the demands of a growing population that has changing needs. The study surveyed 848 indoor recreation facilities and 23,050km of outdoor systems. It is the first study of its kind in BC.

News of the report and its findings was covered by the Vancouver Sun and CBC Radio as well as local community

media outlets. Copies of the report, and access to electronic versions, were also distributed to BCRPA members, key stakeholders and government ministries.

At the request of its members, the BCRPA set recreation infrastructure renewal as a top priority and is implementing an advocacy campaign with senior government officials to bring awareness to the issue and gain the

Take NOTE

2009 BCRPA Provincial Award Recipients

Facility Excellence

Mountain Air Bike Skills Park –
City of Burnaby



Facility Excellence

Oliver Woods Community Centre –
City of Nanaimo & Gemella Design Inc.



Facility Excellence

Burnside Gorge Community Centre –
City of Victoria



support and commitment needed to initiate action on this pressing problem.

To assist us with this initiative we invited local governments, stakeholders, and organizations to forward letters of support that communicate the urgency and importance of this issue and how it impacts individuals, our communities, environments, and economy. We have been receiving letters of support from around the province.

The economic situation changed significantly since the report was first released in May. We found ourselves in the midst of a global recession. This global downturn resulted in a provincial deficit of upwards of \$4 billion and shifted government attention and priority to areas of health and education with a focus on economy stimulating initiatives. The effects of this were large-scale reductions in ministry budgets and elimination of 'discretionary funding' to the community.

To help us navigate through this new economic landscape we created a task group of key stakeholders and partners to assist with the development of an advocacy action plan and determine realistic and achievable goals. This task group is comprised of: Moira Gookstetter, Gymnastics BC; John Hiebert, Task Construction; Kevin Pike; Don Hunter; Diego Marchese, Heart and Stroke Foundation of BC & Yukon; Dean Gibson, City of New Westminster; Marie Crawford, UBCM; Barry Petrachenko, BC Hockey; and Diana Johnstone, City of Nanaimo.

The BCRPA will be meeting with key ministries in its continued efforts to make the issue of recreation infrastructure renewal a top priority with the provincial government and to gain the funding commitments needed to ensure our recreation facilities continue to play their vital role in improving the health and quality of life for all British Columbians.

Learn MORE

- > *BCRPA's Infrastructure Renewal Campaign - www.bcrpa.bc.ca/infrastructure_renewal.htm*
- > *A Time for Renewal Reports - http://www.bcrpa.bc.ca/recreation_parks/facilities/sports_recreation/a_time_for_renewal.htm*



PARTNERSHIP

The BCRPA utilizes partnerships in its efforts to promote and increase healthy active living throughout BC.

- ActNow BC*
- Active Healthy Kids Canada*
- BC Healthy Living Alliance*
- BC Medical Association*
- British Columbia Pediatric Society*
- BC Women's Hospital*
- Canadian Association for the Advancement of Women and Sport*

- Canadian Cancer Society of British Columbia and Yukon*
- Canadian Diabetes Association*
- Coaches Association of BC*
- Dieticians of Canada*
- First Nations Health Council*
- Heart & Stroke Foundation of BC & Yukon*
- Ministry of Education*
- Ministry of Environment*
- Ministry of Healthy Living and Sport*
- Ministry of Transportation and Infrastructure*

- National Fitness Leadership Alliance*
- ParticipACTION*
- ProMOTION Plus*
- Provincial Health Services Authority (PHSA)*
- Public Health Association of BC (PHABC)*
- SPARC BC*
- SportMed BC*
- Sport & Recreation Injury Prevention Advisor Committee*
- The BC Lung Association*
- Union of British Columbia Municipalities*
- University of Victoria*

National Initiatives

The BCRPA's partnership and involvement with the **Sogo Active** initiative continues to be an ongoing success. This Initiative is powered by ParticipACTION, sponsored by Coca-Cola, lead provincially by BCRPA and delivered in the community by a network of community host organizations. It draws on the power of young people to reach

out to their less active peers, develop their leadership skills and break down the barriers to active living that many young people encounter. To date there have been 178 community hosts signing on and over 2,843 youth utilizing the sogoactive.com website and accessing grant funds to support their activities. Through this initiative the BCRPA helped recruit youth for the Olympic torchbearer program which involved participants

from communities across the province.

Provincial Initiatives

Through its membership on the BC Healthy Living Alliance, the BCRPA participated in the creation of the recently released **Healthy Futures for BC Families** which highlights policy options that address the underlying social determinants of health (early

Take NOTE

2009 BCRPA Provincial Award Recipients

Program Excellence Award
Decreasing Barriers, Increasing
Wellness – City of Richmond



childhood development, education, housing, supportive environments, income and food security) and health inequities. The BCRPA is also currently participating on the Provincial Health Services Authorities' (PHSA) Provincial Obesity Task Force; tasked with the creation of an **Obesity Reduction Strategy** for BC, representing our sector and its role in addressing this epidemic at the collaborative partnership level and within three content expert working groups.

A new study on the benefits of active transportation was released last fall by the BCRPA. The study calls for municipal governments to make walking and cycling the top priority in their transportation plans, rather than cars. Entitled "**Physical Activity and Transportation Benefits of Walkable Approaches to Community Design in British Columbia**", it found that designing neighbourhoods where it's easier to walk and bike can actually influence people to do those activities more often, benefitting their health and enhancing the community. The study is the first of its kind in BC and provides recommendations aimed at supporting public health and enhancing neighbourhoods through measures that encourage walking.

Dr. Lawrence Frank, Bombardier Chair in Sustainable Transportation at UBC's School of Community and Regional Planning, was commissioned to conduct the research.

Our Healthy Food and Beverage Sales initiative (HFBS) was evaluated last year by Dr. PJ Naylor and her colleagues at the University of Victoria's Institute of Applied Physical Activity and Health Research School of Exercise Science, Physical and Health Education. Dr. Naylor was engaged from the outset to develop an evaluation methodology and tools to capture change at the local level. The 2009 evaluations revealed the success HFBS has had in the initial 26 communities. Findings demonstrate measurable changes within these grant communities. Food environments have been positively affected through the use of the program's tools, resources, and grants. There has been an increase in healthy food choices in both vending and concession offerings within municipal and community facilities. Communities have been able to advocate for and implement Healthy Food Policies. These successes have been realized in local and Aboriginal communities.

FACT

- > BCRPA has seen a **46%** increase in membership over the past decade
- > The number of BCRPA registered fitness leaders has increased **24%** over the past year

Learn MORE

- > *Sogo Active* - www.bcrpa.bc.ca/sogoactive.htm
- > *Active Transportation* - www.bcrpa.bc.ca/recreation_parks/active_communities/active_transportation.htm
- > *Healthy Food & Beverage Sales* - www.bcrpa.bc.ca/HealthyFoodandBeverageSales.htm
- > *Healthy Futures for BC Families* - www.bchealthyiving.ca/sites/all/files/BCHLA_Healthy%20Futures-Final-Web.pdf



COMMUNITY

The BCRPA promotes and supports healthy active living throughout the province by providing resources, funding and assistance in the delivery of community based programs.

Built Environment and Active Transportation
Daily Physical Activity
Everybody Active
Marketing Action Plan

Move for Health Day
Sogo Active
Stay Active Eat Healthy
Walk BC

The BCRPA continues to lead the province in promoting **Move for Health Day** (MFHD) – a global event focused on promoting the benefits of active living – and providing participants with tools and resources to help them organize their own MFHD related events. In 2009 British Columbians set a new record for participation. An incredible 78,391 people got out, got active and had fun at 250 registered events in communities across the province. This is a substantial increase from the previous year's turnout of 68,000, and surpassed our original goal for 2009 of 70,000 people and 200 events! The provincial launch for

the 2009 Move for Health Day was at the Surrey Inukshuk Relay. Roughly 800 students from W.E. Kinvig Elementary and Henry Bose Elementary ran an obstacle course, danced, learned about nutrition and participated in other activities during their event in Unwin Park. CTV signed on as our official media sponsor, helping us encourage people to get active and participate in their community's events.

Despite a change in provincial funding that resulted in the discontinuation of the **Active Communities Initiative**, the BCRPA has been able to sustain the platform

and maintain the delivery of related online resources and materials. Some communities have had sufficient resources at the community level to continue on with the initiative on a reduced scale.

A number of new community resources have been developed within the BCRPA's **Physical Activity Strategy** (PAS) initiative. **Walk BC** launched a new online walking route map. This map enables users to find appropriate locations to facilitate their walking activities; allows users to add walking routes to the database; and provides a listing of community

Take NOTE

2009 BCRPA Provincial Award Recipients

Program Excellence Award
Active Communities Vancouver -
Red Fox Active Outreach



**Active Communities
Excellence Award**
Inspiring Wellness and Learning -
Teck-Trail Operations



based facilities and amenities.

Community Based Awareness

(CBA) produced new promotional materials for communities to use in promoting physical activity.

These new activity prompts and posters help raise awareness of local physical activity opportunities.

Everybody Active produced a new resource for municipalities. The *Local governments lead the way* brochure encourages decision-makers to make low income access to physical activity a community priority that can be used by BCRPA members to advocate for policy development.

Four new resources were produced

by the **Built Environment &**

Active Transportation (BEAT)

initiative over the past year. *B.E.A.T Neighbourhood Assessment* is a BC made assessment tool designed to help local governments, community organizations and individuals understand how the built environment impacts

active transportation in their neighbourhoods. Resource booklet, *Planning for Winter Communities* is a compilation of topics: winter celebrations, planning and design for winter conditions, snow removal and impacts on pedestrians. *Walking Friends and Foes* is a 3 minute video created to promote the *“Creating Healthy Communities”* toolkit and also serves as a great introduction to the work of BEAT. As well, BEAT helped develop *“Creating Healthy Communities: Tools and Actions to Foster Environments for Healthy Living”*, published by Smart Growth BC.

Each initiative completed its grant cycle, providing funding to communities in support of initiatives aimed at increasing physical activity. Over the past two years the PAS initiative has provided over \$1.4M to communities in every region across BC.

- Learn
MORE**
- > *Walk BC walking route map* - www.walkbc.ca/map
 - > *Everybody Active “Local governments lead the way”* - www.physicalactivitystrategy.ca/pdfs/EA_Policy_Resource.pdf
 - > *BEAT resources* - www.physicalactivitystrategy.ca/index.php/beat/links/
 - > *Move for Health Day* - www.bcrpa.bc.ca/mfhd
 - > *CBA* - <http://www.physicalactivitystrategy.ca/index.php/community-based-awareness/>



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