



BUILDING
healthy, creative &
green communities

**2012/2013
Annual Report**



MESSAGE

from the President & Chief Executive Officer



Murray Kopp,
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 and resources.

CORE VALUES

- We are vision driven
- We are ethical, trustworthy and fair
- We are open and transparent in our conduct
- 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
- We are committed to principles of community development and to enhancing the quality of life of all British Columbians
- We value the essential expertise and contributions of our staff.

BOARD OF DIRECTORS

Murray Kopp • PRESIDENT

Director of Park Services
Regional District of Central Okanagan

Gord Pederson • PRESIDENT ELECT

Director of Parks, Recreation & Culture
City of Chilliwack

Leslie June • PAST PRESIDENT

Manager, Recreation and Community Services
North Vancouver Recreation Commission

Welcome to this latest edition of our Annual Report. **Maintain. Enhance. Engage.** These three words encapsulate much of the BCRPA's efforts over this past year. Our focus has been on maintaining core services, introducing new initiatives and augmenting our efforts to strengthen the Association's sustainability.

In 2012, we continued to provide the full range of opportunities for professional development and have looked at new and more accessible delivery models. This has involved the creation of online training resources, an online portal to support recreation professionals in enhancing recreation options in natural environments and an online collaboration tool that will truly connect our members to us, to each other and to external resources.

We are pleased to report out on some exciting new ventures and partnerships. Certainly, our partnership with the Childhood Obesity Foundation and the YMCA to bring to BC the MEND program tops our list of accomplishments. We are particularly pleased to be able to offer this program to some of our member communities throughout the Province. Our collaborative work with Canadian Sport for Life, with public health and with parks and public works is also noteworthy. We are also spearheading provincial consultations on the evolution of the National Recreation Agenda. You will find details about all of this in the following pages.

Milestones in terms of service enhancements include the launch of The Registry® of Fitness Professionals and the re-tooling of our Walk BC website and resources.

As a member-driven organization, member commitment and engagement is integral. We are looking at critical strategies to foster value, involvement and belonging. Whereas what we spoke about in the preceding paragraphs relates to the business we're in and the services we provide, we are also turning an eye to better understanding the utility we provide: the art and science of associating. This will be an important part of our next three-year strategic plan which we will be devising over the next few months. We'll be bringing it back to the BCRPA membership for ratification at our 2014 AGM.

Murray Kopp,
President

Suzanne Allard Strutt,
Chief Executive Officer

Darryl Condon • DIRECTOR

Managing Principal
Hughes Condon Marler Architects

Lydia Drasic • DIRECTOR

Interim Executive Director, Population Health
Surveillance & Disease Control Planning
Provincial Health Services Authority

Abby Fortune • DIRECTOR

Director of Recreation, District of Ucluelet

Bryna Kopelow • DIRECTOR

Consultant, Health, Physical Activity and Sport Education
Action Schools! BC

Mel Kositsky • DIRECTOR

Recreation Coordinator, Horse Council British Columbia

Alison McNeil • DIRECTOR

Chair, Public Administration Department.
Local Government Programs, Capilano University

Suzanne Allard Strutt • CHIEF EXECUTIVE OFFICER

British Columbia Recreation and Parks Association

The BCRPA is a leader in supporting healthy, active communities and individuals across the province. With strong partnerships and a 55-year history of innovation, the BCRPA aims to create recreation opportunities so that every person in BC can live an active, healthy life. The BCRPA's mandate is to be at the core of the recreation, parks and culture sector in BC and to encourage healthy, creative and green communities.

Recreation is not solely community sport and physical recreation, but extends to activities that make an individual's life expand – including artistic, creative, social and intellectual activities.

The BCRPA's activities in 2012 fall within one or more of these four strategic areas which are the cornerstones of the Association:



ENABLE Healthy Communities – Health and Wellness

The BCRPA plays a key role in supporting communities throughout BC in building, promoting and sustaining healthy living.

THE BCRPA ENABLES the strengthening of healthy communities through an emphasis on **Health and Wellness**. Part of that work includes a focus on **children and recreation in the after-school hours**. The BCRPA was successful in obtaining funding from the Public Health Agency of Canada (PHAC) to address issues related to the **After-School Sport Initiative**. The funding was targeted to a specific selection of communities across BC as part of a bilateral initiative with the province. The BCRPA's responsibilities were to provide **HIGH FIVE®** training to after-school instructors in these communities, conduct a community consultation process to assess how the BCRPA could best serve those communities, support the communities in establishing or updating shared-use agreements and create a **Shared Use Online Learning Tool**.

As an adjunct to this project, the BCRPA considered it important to articulate a vision statement that would identify the role that the recreation sector could play in meeting the needs of children in afterschool hours. An interdisciplinary task group has worked to develop such a vision and it is being presented to the members for consideration.

In April 2013, the Ministry of Health launched The Childhood Healthy Weights Intervention Initiative. This initiative will expand existing services and offer new services throughout British Columbia to ensure overweight or obese children and their families have access to medical, nutritional and psychological supports, as well as healthy eating and physical activity sessions. One of the components of the initiative is the new **MEND**

(Mind, Exercise, Nutrition...Do it!) program which will be hosted by the YMCA and BCRPA member recreation departments with assistance from the Childhood Obesity Foundation. Families with overweight children aged 5-13 can attend ten weeks of group physical activity sessions delivered by recreation staff. The sessions will also include classes on nutrition. The program will be available in 15 communities by 2014 and will serve up to 900 families. Pilot communities include the Township of Langley and the District of Saanich.

Another priority for the BCRPA is to facilitate the reconnection of people to nature and natural environments. The momentum of the 2011 Healthy by Nature Forum and the signing of the Vancouver Healthy by Nature Charter are being carried forward toward the creation of a **Healthy in Nature online resource** designed to engage parks and recreation professionals in creating opportunities for British Columbians to get outside in nature. The online resource will serve as a repository for information and resources. Collaboration and sharing will be encouraged. The resource will link key organizations working at local, provincial, national and international levels to encourage people's reconnection with nature. The online resource will provide an opportunity for an unlimited number of recreation and other professionals to leverage existing momentum by accessing resources and materials that support and facilitate action in the areas of public policy and planning, programming and training, awareness and outreach and research and benefits.

The BCRPA is also enabling the development of healthy communities in its role as provincial administrator of **ParticipACTION Teen Challenge** (formerly Sogo Active). ParticipACTION Teen Challenge is a national physical activity program created to get youth moving. Community grants are available to encourage youth engagement in physical activity. The funds support facility use, transportation costs, nutrition, coaching or equipment.

The BCRPA ParticipACTION Teen Challenge partnership is helping increase physical activity rates among youth and supports their efforts as they develop leadership skills in reaching out to less active peers.

This year the BCRPA announced two new streams of Healthy Food and Beverage Sales (HFBS) grants, made possible by the BC Ministry of Health. The **Stay Active Eat Healthy®** program, the brand name of the Healthy Food and Beverage Sales program, is an evidence-based, capacity-building initiative developed by the BCRPA that aims to increase the provision of healthy food and beverages while restricting unhealthy options in municipal and community recreation facilities. This initiative is designed to encourage individuals to make healthy choices when purchasing food or beverage products where they live, work, learn and play. It also supports recreation facilities in taking a leadership role within the community to promote a healthy, active lifestyle by providing healthy choices in vending machines, snack bars and food concessions, and at programs and events.

The Arts and Health Project: Healthy Aging through the Arts facilitates seniors' creative contributions to their communities and also helps seniors "age in place." The project is aimed at improving the health of participants while strengthening their sense of well-being. It also builds new expertise in artists and others working with elders in professionally led arts programs. The BCRPA is the project administrative host which allows the project to expand its delivery of community-engaged arts programming to seniors across British Columbia as well as to develop a broad base for the development of education and training for artists and other professionals working in this area of programming for seniors.

The BCRPA promotes active living campaigns throughout the province. **Move for Health Day** (an international event created

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The Arts and Health Project: Healthy Aging through the Arts

<http://bcrpa.bc.ca/ArtsHealthProject>

Canadian Sport for Life

<http://www.canadiansportforlife.ca/resources/building-enhanced-collaboration-between-recreation-and-sport>

MEND

<http://www.bcrpa.bc.ca/recreation-and-parks/mend>

Move For Health Day

<https://bcrpa.bc.ca/mfhd>

ParticipACTION Teen Challenge

<https://bcrpa.bc.ca/participaction-teenchallenge>

Stay Active Eat Healthy®

<http://bcrpa.bc.ca/HealthyFoodandBeverageSales.htm>

Walk BC

<http://www.walkbc.ca>

by the World Health Organization to promote physical activity) continues to gain momentum and provincial participation. In 2012, the BCRPA, with support from Healthy Families, BC led the province in promoting this global event and the benefits of healthy active living. The BCRPA Move for Health Day website provides a venue for event listings and offers tools and resources to help communities throughout BC create, promote and engage community members in Move for Health Day events.

Walk BC encourages walking to increase overall health in communities. The Walk BC website promotes the benefits of walking and supports and educates walkers. A unique feature of the Walk BC website is the Interactive Walks and Facilities Map. As the first map of its kind, it features walking routes and recreation facilities from around British Columbia. Powered by GOOGLE™, it enables people to find the right walking route for their level of physical activity, assists communities in highlighting their unique features like accessible walking routes and recreation facilities and related amenities, and helps individuals incorporate active transportation into their daily activities and travel to school and work. Being web based, the map can be accessed wherever the user may be through handheld web-ready devices.

A provincial gaming grant has enabled the BCRPA to improve the functionality of the Walk BC Map. The facility database has been updated to increase the ability of communities to add new facilities and update related facility information and to better educate the public on their available amenities. The adding and editing of walking routes has been made easier, and users now have the ability to provide feedback and reviews on walks and share their favourites through various social media platforms.

The Walk BC website has been used extensively by individuals and communities throughout the province. It is also used as a resource for other agencies in their efforts to promote healthy active living. As a fully accessible and inclusive tool, the website provides a key service to the community at large in helping to support them in their quest to increase their physical activity levels and improve their overall quality of life.

Early in 2013, the **Canadian Parks and Recreation Association (CPRA)** and **Canadian Sport for Life (CS4L)** released a document aimed at building greater collaboration between recreation and sport and addressing the needs, interests and breadth of the public recreation sector nationally. The BCRPA is working with the CPRA in support of these national efforts and the BCRPA has begun discussions with recreation professionals to review CS4L implementation in BC and consider ways to facilitate adoption of this model by BC local governments. A scan of what communities have and what they need is in the initial stages. Physical literacy is a critical issue in BC and across the country; the BCRPA is committed to supporting the enhancement of physical literacy throughout BC.

BCRPA Staff

Suzanne Allard Strutt –
Chief Executive Officer

Pam Dent –
Executive Assistant to the CEO

Sharon Meredith –
Operations Manager

Sandra Couto –
Finance Manager

Janet Rerecich –
Programs and Initiatives Manager

Tracey Welsford –
Fitness Program Manager

Holly-Anne Burrows –
Communications Manager

Cyndia Pilkington –
Communications Officer

Natalie Korsovetski –
Programs and Initiatives Coordinator

Kieu Nguyen –
Fitness Program Assistant

Noelle Virtue –
MEND Regional Coordinator

Matt Anderson –
Corporate Account Coordinator

Terry Lin –
Information Systems Coordinator

Connie Mah –
Administrative Assistant

Amber Rodocker –
Office Administrator

Boza Bobic –
Accounts Payable Clerk

LEAD the Recreation and Parks Sector

The BCRPA provides leadership and strategic vision for the parks, recreation and culture sector through social innovation, partnerships, engagement, accountability, policy development, advocacy and consultation.

SINCE THE CREATION of the BC Healthy Living Alliance in February 2003, the Association has contributed in significant ways to improving the **interface between recreation and health**. More recently the BCRPA has participated in a national conversation on ways to create a strong and collegial relationship between the health and recreation sectors. This conversation built on some of the discussions at the 2011 National Recreation Summit on how health and recreation could work together to change individual behaviours and community engagement. The Public Health Association of BC has since invited the BCRPA to co-develop a Summer School that will bring together and mutually benefit both public health professionals and recreation professionals. This Summer School is scheduled for July 23-24, 2013 and will focus on effective community-based solutions for improving the health of individuals and communities. It will be delivered through video conferencing facilities throughout the province.

One of the goals coming out of the 2011 National Recreation Summit was to “develop more accountable and compelling sectoral measures of success that focus on benefits/outcomes rather than attendance and revenues.” In response, the BCRPA instigated a project intended to develop performance indicators that could eventually inform a national initiative. These high-level **Performance Measurement Tools** are derived from evidence-based research and use science to support advocacy. These tools function as a set of primary and secondary measures that together represent the core building blocks for resilient communities. These indicators demonstrate that the resources invested in parks, recreation and culture provide measurable, long-term benefits to BC communities. The BCRPA performance measures will:

- Identify and document the benefits associated with recreation, community sport, fitness, active living, tourism, parks, arts, culture and heritage services

- Gather and document evidence supporting the role of public recreation and parks services in achieving these benefits
- Identify and evaluate key indicators for measuring progress in achieving the benefits
- Create a potential indicator report card for the sector.

The BCRPA has been active on the national front with its continued involvement with Canadian Parks and Recreation Association (CPRA) and other stakeholders in the process of developing a **National Recreation Agenda**. The BCRPA Chief Executive Officer, Suzanne Allard Strutt, represents the province on the **National Recreation Agenda Working Group**.

The pan-Canadian endorsed agenda will position recreation and parks within the framework of today’s wider quality of life sector. It will set the course for the future growth and impact of recreation services at national, provincial/territorial and municipal levels. This work is being done through participation and consultation within the parks and recreation sector and beyond. Within BC, there have been initial consultations at the 2012 Administrators Workshop, the 2012 BCRPA Symposium and with local governments.

Two webinars and five regional meetings spearheaded by the BCRPA will build on the initial work done in relation to the development of the agenda, gain broader input and improve material and make it more relevant. The BCRPA is consulting with members, parks and recreation sector partners and all stakeholder groups across BC to both inform the Agenda and identify priority actions.

The BCRPA is in the process of developing an **Online Collaboration** site to facilitate BCRPA members working together on projects and initiatives. The collaboration site will enable people from across recreation and sport to engage with each other on an ongoing basis. The site is designed to be organic and

grow with sharing and input from contributors. There are four main areas: *Discussion Board, Research and Reports, Grant Information Policies and Best Practices*. The site allows individuals and organizations from inside and outside the sector to engage in discussions with recreation professionals and other interested stakeholders as well as to view and contribute resources.

In 2012, the Ministry of Health established a partnership with ParticipACTION to increase physical activity amongst British Columbians. The partnership includes many activities focused on marketing, promotion, engagement and planning for increased physical activity awareness, access and behaviour change in BC. Two specific activities are the development of a BC physical activity strategy and action plan (in support of Active Canada 20/20) and a strong BC presence in the ParticipACTION Network. A **BC Physical Activity Leadership Table** has been established to provide advice and support to the Ministry of Health and ParticipACTION with respect to their joint initiatives, serve as a mechanism through which to discuss issues and initiatives related to physical activity more generally in the province and provide hands-on expertise in the development of a physical activity strategy and action plan for BC. The public recreation sector in BC is represented at this Table through the BCRPA.

The 2013 BC provincial election provided an opportunity to campaign for recognition and support of the parks and recreation sector's key issues. Building on that momentum, the BCRPA **Election Campaign Strategy Task Group** has developed advocacy material for political parties. The material emphasizes: 1) the long-term development and sustainability of active, healthy communities through community recreation, infrastructure renewal and active transportation; and 2) individual and community health and wellness through sustainable after-school recreation and healthy by nature. The advocacy tool focuses on:

- Recreation infrastructure renewal
- Increased access to recreation facility programs
- Community access to public spaces
- Increased funding for health-promoting active transportation and built environment projects such as trails, paths and bikeways

- Giving priority to sustainable after-school recreation programming for children that includes a strong physical activity component with fundamental movement skills and physical literacy, as well as healthy eating and community connections
- Support for the healthy by nature movement as a strong component of a proactive and innovative approach to supporting childhood development and healthy families and as a cornerstone of the National Recreation Agenda.

The BCRPA has also partnered with the **BC Healthy Living Alliance (BCHLA)** to promote through the Alliance some of the BCRPA's advocacy issues. The BCRPA CEO contributed to a BCHLA webinar providing insights in priority actions to improve access to physical activity and the infrastructure gaps that need to be bridged in order to facilitate health-promoting activity.

On behalf of its members, the BCRPA filed two **advocacy submissions** with the provincial government. The first was to the province of BC Standing Committee on Finance and Government Services in relation to budget 2013 consultations. The submission outlined the BCRPA's recommendations for 2013 provincial budget priorities. The second was to the Ministry of Health in response to their BC Public Health Plan consultations. The BCRPA is advocating for the role of recreation to be included in the development and implementation of a new public health plan.

Our partners in policy development and advocacy:

- Healthy Built Environment Alliance
- Seniors' Secretariat, Ministry of Health
- BC Healthy Living Alliance
- Union of British Columbia Municipalities
- Healthy Families BC, Ministry of Health
- ParticipACTION
- Canadian Parks and Recreation Association
- Canadian Sport for Life

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BCRPA Advocacy Submissions

Recreation: a budget priority for Health Care Reform | https://bcprpa.bc.ca/about_bcrpa/documents/Budget2013consultationsubmission-BCRPA.pdf

The Role of Recreation in BC's Public Health Plan | https://bcprpa.bc.ca/about_bcrpa/documents/BCPublicHealthPlanresponse-BCRPA.pdf

National Recreation Agenda | http://lin.ca/Uploads/Summit%20Synopsis%20-%20Dec%202011_En.pdf

Election Campaign Strategy

BCRPA profile | www.bcrpa.bc.ca/documents/BCRPAprofile.pdf

Individual and Community Wellness issue summary | www.bcrpa.bc.ca/documents/IndividualandCommunit%20Wellness_sum_p.pdf

Individual and Community Wellness issue background | www.bcrpa.bc.ca/documents/IndividualsandCommunityWellness_bkgdr.pdf

Investing in Sustainable Environments issue summary | www.bcrpa.bc.ca/documents/InvestinginSustainableEnvironments_sum_p.pdf

Investing in Sustainable Environments issue background | www.bcrpa.bc.ca/documents/InvestinginSustainableEnvironments_bkgdr.pdf

FACILITATE Professional Development

The BCRPA supports knowledge exchange and the establishment of standards of practice for recreation, parks and physical activity professionals to better meet the evolving needs of the sector and communities throughout BC.

THE REGISTRY® OF FITNESS PROFESSIONALS is a valuable new database of fitness professionals who have met provincial and national standards. This new tool lists fitness professionals throughout BC who are fully certified and have current CPR, first aid and specialty training in specific areas of fitness. The Registry® serves as a resource for fitness leaders, fitness facilities and the public alike, connecting those meeting the provincial and national standards with those looking for professionals of that caliber.

Through its fitness registration program, the BCRPA acts as a regulatory body by collaboratively developing, recognizing and promoting provincial and national standards for the training and registration of fitness leaders in BC. With over 5,500 registered fitness leaders, the BCRPA's fitness registry has gained recognition as the standard against which the qualifications of a fitness leader may be measured.

The BCRPA is a provincial member of **The National Fitness Leadership Alliance (NFLA)**, and is the sole provider in BC of the NFLA national fitness leadership standards. The NFLA is a Canadian partnership of not-for-profit organizations dedicated to developing, promoting and implementing national standards for the training and registration of fitness leaders in Canada, representing over 10,000 fitness professionals living and working in eight provinces and two territories across Canada. The NFLA is itself a member of the International Confederation of Registers for Exercise Professionals, whose members span five continents.

The BCRPA along with other members of the BC Parks and Public Works Group have undertaken a leadership role in the development and implementation of a new **non-apprenticeship credentialing program for Parks and Public Works Operations workers**. Until now, a formal credentialing program for

these workers did not exist. The Parks and Public Works sector currently employs approximately 10,000 workers in a variety of occupations that support a range of important services to virtually every BC resident. The BCRPA and its partners are dedicated to helping Parks and Public Works employees build skill sets that are transferable, developing cross training programs and providing opportunities for succession and career planning within the Parks and Public Works sector.

Recreation plays a key role in helping community members throughout the province enhance their social and physical health. However, many individuals do not access recreation opportunities because of affordability and other related barriers. The following **online courses** are in the final stages of development. The four courses are designed to increase the awareness and understanding of these issues and help remove barriers and increase access to recreation programs, services and facilities.

SOCIAL INCLUSION AND RECREATION focuses on the improvements in health and well-being, social cohesion and community participation that follow when community members feel a sense of belonging in public spaces. This course teaches participants how to leverage recreation opportunities to increase social inclusion in their communities. Materials in the online course also provide applicable techniques to build a case for investment in access to recreation and physical activity.

ENGAGING THE "HARD TO REACH." In every community, there are pockets of community members who are hard to reach and are likely those who would benefit most from recreation opportunities. This interactive workshop will provide techniques to help engage the "hard to reach" within a community to help ensure that recreation opportunities are accessible to all. Additionally participants will learn about

the promising practices taking place in communities across British Columbia and how their community can also ensure that socio-economic status does not determine the health of community members.

VULNERABLE POPULATIONS

As part of the **After-School Initiative** co-funded by the Public Health Agency of Canada (PHAC) and the BC Provincial Government a need was identified by professionals working in the field of recreation and sport, that frontline leaders required additional training in order to ensure the delivery of quality programs to children from 'vulnerable' populations.

The BCRPA developed self-paced, online training for recreation leaders to help them more effectively work with children from 'vulnerable' or marginalized populations. The 60-minute workshop focuses on vulnerable populations identified by recreation professionals and leaders from across BC. The leaders work through learning modules which provide them with information about the barriers that children from these groups face in recreation, and how these vulnerabilities manifest themselves as observable behaviours. The course also offers numerous strategies to help leaders address the barriers to full and positive recreation.

SHARED USE AGREEMENT GUIDE

To create this online tool, the BCRPA worked with members from the parks, recreation and sport sectors; the Ministry of Education and the Ministry of Health. Individuals representing these groups provided significant input about their needs and how the BCRPA could best assist them in working together and sharing facilities. Like the BCRPA, these individuals see the mutual benefit in providing schools, community recreation centres, sport organizations and other community organizations with a support tool to assist them with this task.

The BCRPA demonstrates leadership in the parks, recreation and culture sector by providing professional development opportunities to its members and the sector ranging across fields of specialization in recreation including fitness, parks, recreation programming and operations. The exchange of knowledge and standards of practice available through a range of **conferences and training opportunities** is unmatched in BC.

Conferences

- Annual Symposium
- Ripple Effects Aquatics Conference
- Annual Provincial Parks and Grounds Spring Training
- In Your Face Youth Workers Conference
- BC Fit – Fitness, Strength and Conditioning Conference

Courses

- Everybody gets to Play™
- Everybody Active online courses
- Instructor Competency Evaluation
- Online courses and workshops including courses to promote access and inclusion
- Pool Operations courses
- PoolSafe BC
- Playground Safety Awareness Course
- Risk Management

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BC Fit Conference | <http://bcrpa.bc.ca/bcfit>

National Fitness Leadership Alliance | <http://www.fitnessnb.ca/nfla.htm>

Parks and Grounds Spring Training | http://bcrpa.bc.ca/recreation_parks/parks/spring_training.htm

Parks and Public Works Operations Workers non-apprenticeship credentialing program | <http://bcworks.ca/>

The Registry® of Fitness Professionals | www.thefitnessregistry.com

Ripple Effects | <http://bcrpa.bc.ca/recreation-and-parks/provincial-conferences>

Shared Use Agreements | http://bcrpa.bc.ca/recreation_parks/facilities/network.htm

Symposium | <http://bcrpa.bc.ca/symposium-2013>

BUILD a Strong and Effective Organization

The BCRPA continues to build a strong and effective organizational structure and the capacity to support and advance the vision, mission and values of the Association.

AS PART OF THE BCRPA'S CONTINUOUS STRENGTHENING AND RENEWAL of its organizational structure and governance, the Board of Directors and CEO of the Association instituted research into best practices for **audits and review engagements** as well as improvements in financial controls and reporting. This research has included review of the practices of similar organizations as well as the requirements of the Society Act and was undertaken with the intention of building sustainable financial systems to serve the Association and its membership not only in the present, but into the future.

Member engagement is a strategic priority within the 2011-2013 BCRPA Business Plan. With the goal of building a more committed, participatory and engaged membership, the Board of Directors and CEO began establishing a framework and policy objectives for member engagement and member relationships which would lead to the development of an action plan. As a prelude, several steps were taken:

- An internal audit of member engagement methods
- A scan of provincial and territorial partner involvement in this issue
- A survey of other nonprofit, membership-based organizations
- A review of the literature on association sustainability

A framework is in development and will be reviewed as part of the upcoming discussions about a renewed strategic plan for the Association for 2014-2016.

The BCRPA strengthens the sector and promotes healthy, creative and green communities through:

- Grant programs including Healthy Food and Beverage Sales, ParticipACTION Teen Challenge and Move for Health Day
- Communication to/with BCRPA members
 - *BC Recreation and Parks Magazine*
 - *Fit Life BC Magazine*
 - Bimonthly Communiqués
 - Technical and social innovations including
 - webinars
 - online training
 - online databases
 - The BCRPA website – is currently being upgraded to improve navigation
 - Timely and relevant opinion and editorial submissions
 - Health and political advocacy submissions

2012 BCRPA Provincial Award Recipients

Facility Excellence Award

Poirier Sport & Leisure Complex |
City of Coquitlam



Facility Excellence Award

Cloverdale Recreation Centre |
City of Surrey



Honorary Life Member

Mike Murray



President's Award

Len Walters



Parks and Open Spaces Award

Rotary WaterWorks at Diefenbaker Park |
Corporation of Delta



PERC Award for Management Innovation & Ingenuity

City of Abbotsford | Safari Kids Zone

P E R C



Program Excellence Award

City of Burnaby Circus Program



Student Scholarship Recipients

Steven McGee | Simon Fraser University
Christine Creer | University of Victoria



The BCRPA Student Scholarships are made possible through the generous sponsorship of DB Perks & Associates Ltd, in partnership with Speedo Canada.

2012 BCRPA Fitness Leadership Award Recipients

Fitness Leader of the Year

Kim Bond



Program Director / Manager of the Year

Donna Renaud



Educator of the Year

André Noël Potvin



Member involvement is an essential element to the planning and execution of all our programs and professional development initiatives. Participation on committees and task groups 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 2012/2013 committees and task groups.

TASK GROUPS / COMMITTEES • **Election Campaign Strategy Task Group** • Cheryl Weibe • Bryna Kopelow • Chris Nelson • Wendy McCormick • Barry Becker • Clara Reinhardt • Moira Gookstetter • Joe Chirico • Joanne Edey-Nicoll • Renee Chadwick | **Performance Measures for the Recreation Sector Sub-Task Group** • Kelly Swift • Cathy Matheson • Rita Clarkson • Joanne Edey-Nicoll • Suzanne Strutt | **Fitness Advisory Committee** • Barbara Andersen • Bill Luke • Brent Day • Carol Lepine • Dean Smith • Debbie Clavelle • Debra Wilson • Donna Hutchinson • Lela Dawson • Nella Maier • Patti Hunter | **BC Fit '13 Conference Committee** • Amanda Vogel • Brent Day • Chad Benson • Elaine Leong • Emmie Li • Blanche Hold • Ingrid Knight-Cohee • Kim Bond • Melanie Galloway • Ryan Cook • Scott Hebert • Tammy Theis | **FitLife BC Editorial Committee** • Amanda Vogel • Gillian Goerzen • Heather Alcock • Heather Nivison • Serena Pallot • Shari Fuez • Simon Chiu • Susan Elo | **Ripple Effects Committee** • Dale Miller • Deanna Udy • Debbie Vant Kruis • Lauralee Cheng • Leeann Virtue • Michelle Wilcox • Sean Healy • Peter Fox | **Spring Training Committee** • Dave Turner • Denis Legroulx • Len Walters • Nancy McLean • Ralph Neville • Tab Buckner • Todd Gross | **In Your Face Committee** • Graham Danziger • Kristine Lewis • Kayla Johansen • Kate Rudelier • Alvin Li • Megan Townsend • Julia Black | **High-Five Trainer Upgrade Committee** • Tom Walker • Sandy Ferrin • Stephanie Eby • Glenda Newsted | **VOLUNTEERS** • **Parks and Grounds Spring Training 2013** • Glen Ross • Matthew Wilson • Krissy Marasigan • Mackenzie Watt • Donela Haynes | **Parks and Grounds Spring Training 2012** • Charles Olson • Jake Beers • Devon Graham • Marg Anderson • Glenn Ross • Janine McDonald • Mike Coleman • Matthew Wilson • Scott Utsonimiya | **2012 Awards committee** • Murray Kopp • Tom Osborne • Duane Lawrence • David Graham • Linda Finch • Denise Skarra • Kelli-Ann Armstrong • Louise Roberts-Taylor | **Symposium 2013 Advisory Group** • Cathy Walker • Lorri Gibbard • Heath Mahoney • Leslie Visser • Roger Weetman • Steve Kellock | **Symposium 2013 Planning Volunteers** • Christine Burns • Jen Carroll • Donna Savage | **Regional Liaisons** • Linda Finch • Stephanie Key / Kelli-Ann Armstrong • Louise Roberts-Taylor • Duane Lawrence • Denise Skarra • Sarah Cockerill / Ross deBoer • Shaun O'Neill • David Leavers (Publications Committee only)



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