

BUILDING ACTIVE COMMUNITIES

COMMUNITY | INFRASTRUCTURE | LEADERSHIP | PARTNERSHIPS | SUSTAINABILITY



2008/09 ANNUAL REPORT



David Graham,
Board President



Suzanne Allard Strutt,
Chief Executive Officer

Message from the President & Chief Executive Officer

2008 WAS A MILESTONE FOR THE BC RECREATION AND PARKS ASSOCIATION. IT MARKED 50 YEARS OF SUCCESS SINCE THE FOUNDING OF OUR ORGANIZATION.

It was a year that saw all of our programs and initiatives break new ground in the resources they created, the projects they led, and the partnerships they formed.

It was also the launching point for our Sectoral Strategic Plan, designed to chart *The Way Forward* into a future where our practitioners play a central role in creating a high quality of life in our province. Referencing the Sectoral Strategic Plan, we selected five strategic priorities for last year's business plan:

Community | Infrastructure | Leadership | Partnerships | Sustainability

Each section of our 2008/09 Annual Report tells a story from one of our communities, illustrating how our members use BCRPA's programs and initiatives to meet these priorities. From a First Nation ensuring healthy foods and beverages are available in Band facilities, to a Group Fitness Leader inspiring people to adopt healthy lifestyles, to BCRPA forging a protocol agreement with the Union of BC Municipalities, these stories show how our Sectoral Strategic Plan is becoming reality.

Along the way, we have ensured that BCRPA itself lives up to the sustainability commitment of the Strategic Plan by enacting a new three-year Business Plan and a Fund Development Strategy. And we have continued to build upon our relationships with other organizations. Among them, our ongoing collaboration with the Ministry of Healthy Living and Sport has been particularly rewarding. Together we have broken new ground on initiatives such as Healthy Eating, Active Aging, Older Adults Resources and Children in Nature.

It is also fitting that more information from our ongoing recreation infrastructure study became available. The report told us that great effort is needed to ensure our legacy of quality recreation opportunities is available in the years ahead. As a result, BCRPA's strategy for the 2009 provincial election is now to educate decision makers and the public about the need to make recreation infrastructure renewal a public policy priority.

As we build on the momentum of 2008, be sure to take the time to explore the Sectoral Strategic Plan and all of BCRPA's programs and initiatives. Think about what you can do to inspire your community and our entire province to move along the way forward into a high quality of life for everyone.

David Graham,
Board 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

David Graham • PRESIDENT

Director of Strategic Initiatives and Intergovernmental Partnerships, City of Kelowna

Lori MacKay • PRESIDENT ELECT

Director, Queen Elizabeth District, Vancouver Board of Parks and Recreation

Tom Osborne • PAST PRESIDENT

General Manager of Recreation and Parks, Regional District of Nanaimo

Dean Gibson • DIRECTOR

Director of Parks and Recreation, City of New Westminster

Murray Kopp • DIRECTOR

General Manager, Parks Services Regional District of Central Okanagan

Dale Miller • DIRECTOR

Executive Director, Lifesaving Society — BC & Yukon

Norm Olenick • DIRECTOR

Retired faculty, Langara College

David Roach • DIRECTOR

President, back of a napkin strategies inc.

Lori Zehr • DIRECTOR

Facility Chair, Centre for Sport Exercise and Education, Camosun College

Healthy communities create opportunities for its residents to stay active, eat healthy and connect with one another



Community Garden Seeds for Simpcw First Nation



COMMUNITY

BCRPA supports active living in communities across the province through programs and funding opportunities:

*Active Communities Initiative
Built Environment and Active Transportation
Everybody Active
Marketing Action Plan*

*Stay Active Eat Healthy resources and grants
Sogo Active
Daily Physical Activity
Walk BC*

www.activecommunities.bc.ca

The Simpcw First Nation in the North Thompson is one example of a community

partnering with BCRPA to enhance their quality of life. By making use of the grants and resources from the BCRPA's Healthy Food & Beverage Sales Initiative, Simpcw launched an extensive consultation process with its members

to discover the best ways to support people in choosing healthier foods. The suggestions combined traditional knowledge with new information to help the Band craft a comprehensive policy to ensure healthy choices would be the easiest choices in its facilities and at community events. The policy also provides resources to members to

help them continue to make nutritious decisions with their meals at home. The Band launched a community awareness campaign that involved attending various sporting events where they sponsored free water and fruit baskets, spoke with children and youth, and met with community members one-on-one.

Did you know?

over 207
registered Active
Communities supported
by BCRPA to increase the
physical activity levels of
British Columbians

\$621 million
the estimated annual cost
of alleviating risk factors
arising from physical
inactivity in BC

*BC Healthy Living Alliance,
Winning Legacy, 2005*



*Older Adults get active,
CAAWS photo by Mariann Domonkos*

*Enhancing quality
of life for people in
BC communities.*



Simpcw First Nation

ANOTHER EXAMPLE OF BCRPA

initiatives facilitating community engagement is the Boomer-Friendly Boot Camp program. The Boomer-Friendly Boot Camps are geared towards people aged 55-70 who want to get more physically active. There are two models: a general fitness program for inactive people who want to feel better, and an option for people who do some activity but want the confidence and increased fitness to get into, or back into, a sport. When the program was initially tested in 12 cities around the province, the response was overwhelming. One community received 73 phone calls after an article in the local paper. Baby boomers were keen to try an activity program specifically designed for their

abilities in a setting where people of similar ages could come together to develop themselves. The Program has now opened up so facilities managers, programmers and Fitness Leaders anywhere in BC have access to the promotional materials and guidelines to set up their own sessions. Through the Boomer-Friendly Boot Camps, BCRPA is supporting baby boomers in their efforts to engage with their peers and pursue active, healthy lifestyles.

Learn More

- > *View the Simpcw story at www.stayactiveeathealthy.ca/managers/success_stories.html*
- > *Register as an active community at www.activecommunities.bc.ca*
- > *Website for site managers, industry and consumers www.stayactiveeathealthy.ca*
- > *Learn about starting a walking group www.walkbc.ca*

Parks, pools, arenas and community centres are the lifeblood of our communities where children, adults and families enjoy physical activity



INFRASTRUCTURE

BCRPA advocates for ongoing recreation infrastructure renewal to maintain community assets:

Facilities Conference

Parks and Grounds Spring Training Conference

Pool Operators Courses

www.bcrpa.bc.ca/recreation_parks/facilities/sports_recreation/facility_assessment.htm

BC's recreational infrastructure — its parks, pools, arenas and community centres — form the hearts of our communities. These places are where people gather for neighbourhood celebrations, where they cheer local sports heroes, and where they go to enhance the quality

of their lives by learning new skills and taking part in physical activity. Because our facilities and fields are so important to our province's culture, BCRPA launched a Facility Assessment Study and Audit to take stock of these assets and evaluate their condition. This was the first detailed study of its kind in

BC. The goal was to get a clear picture of the state of our aging recreation infrastructure and what needs to be done to keep it a vital part of our communities for coming generations.

In 2008, the study moved into an auditing phase, where a sample group of Lower Mainland community

Did you know?

70% of BC's recreation, parks and sports facilities are at least 25 years old... many of them more than 35 years old

\$11.5 billion
the value of indoor facilities alone

50 million visits
each year to a recreation facility by British Columbians

BCRPA Facilities Inventory 2005



Our recreation, parks and culture infrastructure must meet changing community needs, be more energy efficient and build assets in communities.



centres were given detailed on-site examinations. The purpose was to get as much information as possible about the condition of the infrastructure to see how this compared to our assumptions. This information could then be used to make a reasonable estimate of the condition of infrastructure across the province and the likely cost of upgrading and renewing it. Findings from the audits confirm that our province's infrastructure is aging and in need of replacement.

ARMED WITH THIS NEW

evidence, our members will be able to help local government set priorities for which parks and facilities need

upgrades or replacement and within what time frames. Meanwhile, BCRPA will use the information to make the case to provincial decision makers for greater support to help communities carry through with these projects. Together, we can move away from the traditional reactive stance where repairs are made to infrastructure when problems arise, to a position where future needs can be anticipated and dealt with ahead of time. This will ensure our communities will continue to have effective and attractive gathering places that support everyone in building a high quality of life.

Learn More

- > *Order customized reports to assist with upgrades, maintenance and replacement of existing facilities*
www.bcrpa.bc.ca/recreation_parks/facilities/sports_recreation/facility_assessment.htm
- > *BCRPA 2009 Facility Excellence Awards winners:*
www.bcrpa.bc.ca/service_member_benefits/awards.htm
 - *Burnside Gorge Community Centre, Victoria, from brownfield site to LEED gold green building*
 - *Oliver Woods Community Centre, Nanaimo, the first LEED silver facility for the city*
 - *Mountain Air Bike Skills Park, Burnaby, a balance of demands for recreation and protection of the environment*

*Strong leadership skills of professionals
and volunteers produce effective
parks and recreation services*



Canim Lake Band active event



LEADERSHIP

BCRPA is cultivating new leaders and volunteers through a wide range of professional development opportunities:

Symposium

Youth Workers Conference

Ripple Effects Aquatics Conference

*Fitness, Strength, and
Conditioning Conference*

Playground Safety Awareness course

PoolSafe BC

Community Leaders workshop

Instructor Competency Evaluation (ICE)

*Built Environment and Active
Transportation Summits*

Walk BC resources and training workshops

www.bcrpa.bc.ca

The Canim Lake First Nation is leading the way in building a higher quality of life for

people in BC.

Despite being a relatively isolated community nearly 40 kilometres east of 100 Mile House, the Canim Lake

Band has come up with ways to get community members leading active lifestyles.

BCRPA has supported the Canim Lake Band through its Active Communities Initiative and its Fitness Leaders Registration Program. At its

2008 Symposium, BCRPA presented the Canim Lake Band with an Active Communities Award of Excellence.

The Band started up new sport and recreation programs in the community for everyone from pre-schoolers to Elders: community

Did you know?

over 3,300

fitness professionals have registered in the BCRPA's Fitness Leader Registration — a program since 1984

3,772

number of people who attended BCRPA conferences and workshops in 2008



Mokie (center) at BCRPA Fitness Conference

Community members are being trained to become coaches and fitness leaders.

walk/run events; guided bike rides; an *Inches Off* challenge tracking participants' progress; and a Walk with the Chief on Move for Health Day on May 10.

The community also wants to develop internal capacity for training and coaching to prepare youth and adults for regional, provincial and national sports competitions. Coaches from 100 Mile House have come to Canim Lake to offer training to young people in soccer and gymnastics.

By involving all of its members in the challenge to increase quality of life through physical activity, the Canim Lake First Nation has demonstrated it is an innovative leader in building supportive environments for healthy, active living in BC.

BCRPA GROUP FITNESS LEADER of the Year Award: Mokie Barabash-Burnham, Sechelt, BC.

Mokie Barabash-Burnham is inspiring and motivating Sunshine Coast residents to lead healthy, active



Canim Lake Band Active Communities Team

lifestyles while training up-and-coming fitness leaders in her community to do the same.

Mokie, a registered Supervisor of Fitness Leaders (SFL) for group fitness through BCRPA's Fitness Leader Registration Program, has more than 25 years experience teaching in the fitness industry. In 2008, BCRPA awarded Mokie the honour of Group Fitness Leader of the Year.

Mokie led the way by filming a fitness DVD, Mokie's Bootcamp by the Bay, to inspire youth to get active. All proceeds from the sale of the DVD went to Chatelech Secondary School Graduation Club in Sechelt where her sons attended. Mokie is also reaching adults in the workplace through her group fitness classes for employees within School District #46 and at St. Mary's Hospital. This spring, she will be filming a TV series through the local Coast Cable station, in which she will give "Chair Fit" classes for older adults to learn functional exercises they can do at home.

Learn More

- > *Fitness Leader Registration Program*
www.bcrpa.bc.ca/fitness_program/default.htm
- > *Community Leaders Workshop*
www.bcrpa.bc.ca/recreation_parks/community_leaders/leaders_workshop.htm
- > *Community Leaders Orientation Manual*
www.bcrpa.bc.ca/recreation_parks/community_leaders/orientation_manual.htm

Partnerships coordinate efforts, leverage resources and effect change to ensure a high quality of life for all British Columbians.



PARTNERSHIPS

BCRPA works in partnership with communities, organizations and government to deliver a shared vision:

ActNow BC

BC Ministry of Healthy Living and Sport

Ministry of Education

Ministry of Community Services

Ministry of Transportation and Infrastructure

The BC Lung Association

British Columbia Pediatric Society

Canadian Cancer Society of British Columbia and Yukon

Canadian Diabetes Association

Dieticians of Canada

Heart & Stroke Foundation of BC & Yukon

Public Health Association of BC (PHABC)

Union of British Columbia Municipalities

SportMed BC

BC Medical Association

SPARC BC

First Nations Health Council

ProMOTION Plus

2010 Legacies Now

Canadian Association for the Advancement of Women and Sport

ParticipACTION

Aboriginal Sports and Recreation Association

www.bcrpa.bc.ca

The strengthened partnership between BCRPA and the Union of BC Municipalities

(UBCM) is bringing the importance of recreation and healthy living to the

forefront within local governments.

The partnership began in August 2007 when the two organizations teamed up through their mutual membership in the BC Healthy Living

Alliance (BCHLA) to deliver two key initiatives: Built Environment and Active Transportation, and Healthy Food and Beverage Sales in Recreation Facilities and Local Government Buildings.

Did you know?

a key priority

is new partnerships with health, justice, education, community and social services, and the corporate sector

*BCRPA Sectoral Strategic Plan:
The Way Forward*

We continue to build upon our relationships with other organizations.



*Sogo Active Launch Event,
ParticipACTION photo*



*Signing of protocol at 2008 UBCM Convention,
UBCM photo*

Already, these initiatives have brought funding and resources into BC communities, enabling members to develop policies, programs and plans to create healthier communities.

A year after the joint working relationship began on these two initiatives, BCRPA and UBCM signed a Protocol on Consultation and Cooperation at the 2008 UBCM Convention. The protocol acknowledges the two organizations' shared mandate and interest in the social, economic and environmental well-being of BC communities. Through their joint work, BCRPA and UBCM are ensuring that their members have the resources and information necessary to build healthier communities.

BCRPA AND ParticipACTION

are supporting communities to get more youth involved in activities of their choice through Sogo Active, a national initiative that BCRPA is delivering in BC.

In the fall of 2008, BCRPA started spreading the word about Sogo Active and sogoactive.com to its network of members. By April, 50 BC communities were registered as community hosts and 218 BC youth aged 13 to 19 were signed up for the Sogo Active challenge. Through the website, registered youth can create or join Sogo Active groups to arrange active games and activities in their area, set personal goals, and track their progress. They also have a chance to be selected to be a torchbearer for the Vancouver 2010 Olympic Torch Relay when it arrives in their communities.

The Program benefits municipal and private community hosts that are already providing recreation services to youth by allowing them to widen their reach through the sogo connection. And they will have access to sogo's statistics on activities of choice among the youth. Through this and other programs, BCRPA is creating a legacy of youth engagement for the future.

More

> *National website for Sogo Active
www.sogoactive.com*

Individuals are physically active from early childhood through to older adulthood



SUSTAINABILITY

BCRPA builds for the future by supporting community leaders and practitioners to promote lifelong involvement in physical activity:

HIGH FIVE® is the only quality assurance system in North America designed for children's sport & recreation.

Everybody gets to play™ ensures that ALL children and families have access to quality recreation experiences.

www.bcrpa.bc.ca/about_bcrpa/whats_new.htm

How can we create a future where individuals will be physically active for life—from early childhood through to older adulthood? BCRPA is responding to this challenge by working with partners to bridge the gap between sport groups and the recreation sector with its Sport and

Recreation Integration project and its membership on the Canadian Sport for Life advisory committee.

BCRPA's Sport and Recreation Integration project is creating strong systems and increased participation at the community level across the province. It recognizes the critical relationship between provincial sport

organizations, the local groups that use community recreation facilities, and the BCRPA members who manage the facilities.

The project's task group represents municipal parks and recreation staff, Sport BC, 2010 Legacies Now, and provincial sport organizations. BCRPA's August 2008 report on the project's

Did you know?

90% of Canadian children and youth are not meeting physical activity guidelines

2008 Report Card on Physical Activity for Children & Youth, Active Healthy Kids



Long Term Athlete Development

An early active start enhances development of brain function, coordination, social skills, gross motor skills, emotions, leadership, and imagination.

first phase recommends, among other strategies, that communities form sport councils.

A sport council can act as a voice for local sport organizations and other grassroots groups in the community, and can provide opportunities for cooperation and communication. Numerous sport councils have already formed in BC communities, including one in Vancouver through the Vancouver Sport Strategy.

OTHER RECOMMENDATIONS

include creating tools and resources to support communities in evaluating their programs to ensure their model integrates groups within their community, including schools, clubs and sports.


On a national level, for the past two years BCRPA has been involved with the Canadian Sport for Life movement. The movement aims to increase sport's contribution in Canadian society, recognizing it as an important part of everyone's life. It promotes the healthy and logical development of children in sports or physical activity. The recreation sector plays a critical role in the first stages of the model. The toolkit that BCRPA will develop (guidelines, checklists, resource directories, and templates) will support communities to make local connections to ensure that individuals follow the steps to a lifelong active lifestyle.

More > *Long-Term Athlete Development Model*
www.canadiansportforlife.ca



BC Recreation and Parks Association
101 – 4664 Lougheed Highway, Burnaby, BC, Canada V5C 5T5
Tel: 604-629-0965 Fax: 604-629-2651 Toll Free: 1-866-929-0965

www.bcrpa.bc.ca

 Please recycle this Annual Report when you have finished reading it. Thank you.

STATEMENT OF FINANCIAL POSITION

Assets

December 31, 2008, with comparative figures for 2007	2008	2007
Cash and short term deposits	\$ 4,734,330	\$ 2,563,977
Restricted cash	20,000	20,037
Short-term investments	12,894	12,508
Accounts receivable	40,629	74,556
Inventories	21,511	37,193
Prepaid expenses and deposits	90,542	23,820
	4,919,906	2,732,091
Furniture and equipment	211,182	190,972
Leasehold improvements	34,230	34,230
	245,412	225,202
Accumulated amortization	(176,200)	(153,373)
	69,212	71,829
Funds held in trust	9,546,476	20,445,819
Rental Deposits	11,579	7,912
	\$ 14,547,173	\$ 23,257,651

Liabilities and Net Assets

Accounts payable and accrued liabilities	\$ 149,474	\$ 55,902
Membership and other fees paid in advance	87,688	88,470
Deferred revenue	4,562,982	2,516,077
	4,800,144	2,660,449
Leasehold inducements	3,687	7,277
Trust liabilities	9,546,476	20,445,819
Net assets:		
Invested in property and equipment	69,212	71,829
Gaming	20,000	20,037
Operating	27,654	12,240
Capital Reserve	80,000	40,000
	196,866	144,106
	\$ 14,547,173	\$ 23,257,651

STATEMENT OF REVENUE & EXPENDITURES

Revenue

December 31, 2008, with comparative figures for 2007	2008	2007
Workshops and special projects	\$ 15,707,101	\$ 8,452,949
Fitness registration and special projects	476,321	417,047
Symposium	224,587	160,312
Grants	125,000	75,000
Membership dues	96,687	87,582
Interest and miscellaneous	237,047	140,406
Gaming	20,000	36,000
Donations	1,008	1,435
BCRPA Sponsorships	13,500	9,050
	16,901,251	9,379,781

Expenditures

Workshops and special projects	15,306,795	8,018,153
Salaries, employee benefits and consulting	611,903	536,466
General and office	218,041	110,162
Fitness registration and special projects	221,534	198,752
Symposium	189,645	144,155
Office rental	95,208	100,039
News magazine and promotion	27,525	35,072
Board and committee meetings	139,828	51,393
Professional fees	8,064	34,949
Travel	7,121	5,150
	16,825,664	9,234,291
Amortization	22,827	44,813
	16,848,491	9,279,104
Excess of revenue over expenditures	\$ 52,760	\$ 100,677