

**RECREATION
LOISIRS NB**



2022 ANNUAL REPORT

RECREATION LOISIRS NB

Land Acknowledgment:

We begin by acknowledging that the land on which we work and play is the traditional unceded territory of the Mi'kmaq Peoples. This territory is covered by the "Treaties of Peace and Friendship" which Wəlastəkwiyyik (Maliseet), Mi'kmaq and Passamaquoddy Peoples first signed with the British Crown in 1726. The treaties did not deal with surrender of lands and resources, but in fact recognized Mi'kmaq and Wəlastəkwiyyik (Maliseet) title and established the rules for what was to be an ongoing relationship between nations.

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A MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

At Recreation NB | Loisirs N.-B., 2021-2022 has been a year of refreshed focus. We were fortunate enough to hire two emerging leaders in the recreation sector to fill voids left from staff members moving on for other opportunities. With new staff, came fresh ideas and approaches to implementing our core mission; To provide leadership, education, advocacy and services to identified stakeholders that foster recreation experiences to enhance the wellbeing of individuals, communities and our natural and built environments.

Over the past two years, we have witnessed immense changes in our lives and how we work and play. Finally, since our last AGM, our colleagues and our communities were able to move further towards “normal” operations. After holding a virtual conference in the fall of 2021, we were able to co-host the Atlantic Recreation and Facilities Conference (ARFC), in conjunction with our Atlantic partners, in person in historic St. John’s, Newfoundland this past May. It was great seeing smiling faces from around the region get together to discuss the current topics, share ideas and learn about future trends in our sector once again.

2021-22 also created an opportunity for new partnerships. A goal in our 2020-23 Strategic Plan, was to “Explore new partnerships with private and public sectors to provide granting opportunities for our membership.” We were happy to offer travel assistance once again to members traveling to the ARFC through our partnership with the Sport and Recreation Branch. We were also excited to announce a partnership with Picaroons Brewing Company and launch Rec’d Pale Ale. This collaboration provided an opportunity for our organization to showcase six different regions and activities via a special brew that would be sold province wide. A portion of the proceeds from the sales of Rec’d Pale Ale will be donated back to Recreation NB | Loisirs N.-B. and the Board of Directors will work with staff to create a grant program to invest back in our membership and New Brunswick communities.

We would be remiss if we did not mention the tremendous work that our national partners, the Canadian Parks and Recreation Association (CPRA) has done over the past year in working with the Government of Canada to secure funding and policy decisions that support the work of all of us in the recreation and parks sector. From employment programs such as the Youth Employment Experience, the Gender Equity in Recreational Sport and most recently the Reaching Each and Every One – A Community Sport Intervention, the CPRA continues to grow their work at the national level.

We know the future path for recreation and parks won’t be an easy path, but Recreation NB | Loisirs N.-B. is up for the challenge. We have heard from our members at our quarterly Knowledge Exchanges that recruitment and retention is a major concern the sector is currently facing. From these discussions we created the groundwork for a campaign to help alleviate the vacancy issues plaguing our Leisure Services, Recreation and Community Services departments. We developed a compensation survey and from that a report was established. We are happy to say that this report has been used by members to help advocate for new staff positions and/or higher wages to help reduce the stresses on their systems. We also have strengthened our efforts to growing our student membership, engaging with students studying sport and recreation and connecting them with our members. It is paramount that we create these opportunities to build a relationship early on in their development phase.

A Message from the President and Executive Director Continued...

Being part of Recreation NB | Loisirs N.-B. is about being part of something bigger. It's about belonging to a community of diverse recreation professionals, facility managers, and champions who want to help the field of recreation move forward in New Brunswick and build a healthier, happier province. Our members embody drive and passion, combined with exceptional abilities, talents, and experiences. They're focused on being at the top of their game as leaders in our field. It is this vibrancy that makes the Recreation NB | Loisirs N.-B. membership experience so special.

Our current strategic plan is about to come to an end. The new Board of Directors will gather before the end of this fiscal year and in collaboration with our Executive Director and staff, we will create a fresh and visionary Strategic Plan that will guide the work of the Association for the next three years. By developing and diversifying our programs and strengthening our governance, our newly updated Strategic Plan will be poised and ready to support our members and the sector to provide the essential programs and services our citizens and communities will need as we move forward.

As Matt wraps his term as Board of Directors' President, he is excited about what's on the horizon for both Recreation NB | Loisirs N.-B. and New Brunswick's recreation and parks sector. Leaving the Board in very capable hands, Matt is confident that the growth and expansion of services that Recreation NB | Loisirs N.-B. has been able to provide over the past couple of years will only continue to flourish in the future. Matt has truly enjoyed his time on the Board and has learned a great deal from all of those around the table.



Matt Pryde
President



Chris Gallant
Executive Director



Recreation NB | Loisirs N.-B. Staff



Chris Gallant
Executive Director



Nicole Hebert
Engagement and Education Coordinator



Ashtyn Smith
Inclusive Recreation Coordinator
(Summer Student)



Jacqueline Emery
Physical Literacy Development Coordinator

Emily Logan
Bookkeeper

Recreation NB | Loisirs N.-B. Board of Directors

EXECUTIVE

Matt Pryde

President | Sackville

John Burns

President Elect | Fredericton

Cynthia Stacey

Treasurer | UNB - Retired

DIRECTORS

Jeremy McShane

Director | St. Stephen

Jackie Dunn

Director | Oromocto

Maryse LeBlanc

Director | Memramcook

Ryan Wilbur

Director | Bathurst

Tanya Hawkes

Director | Hartland

Jen Reed

Director | Saint John

Charlene Shannon-McCallum

Director | UNB

EX-OFFICIO

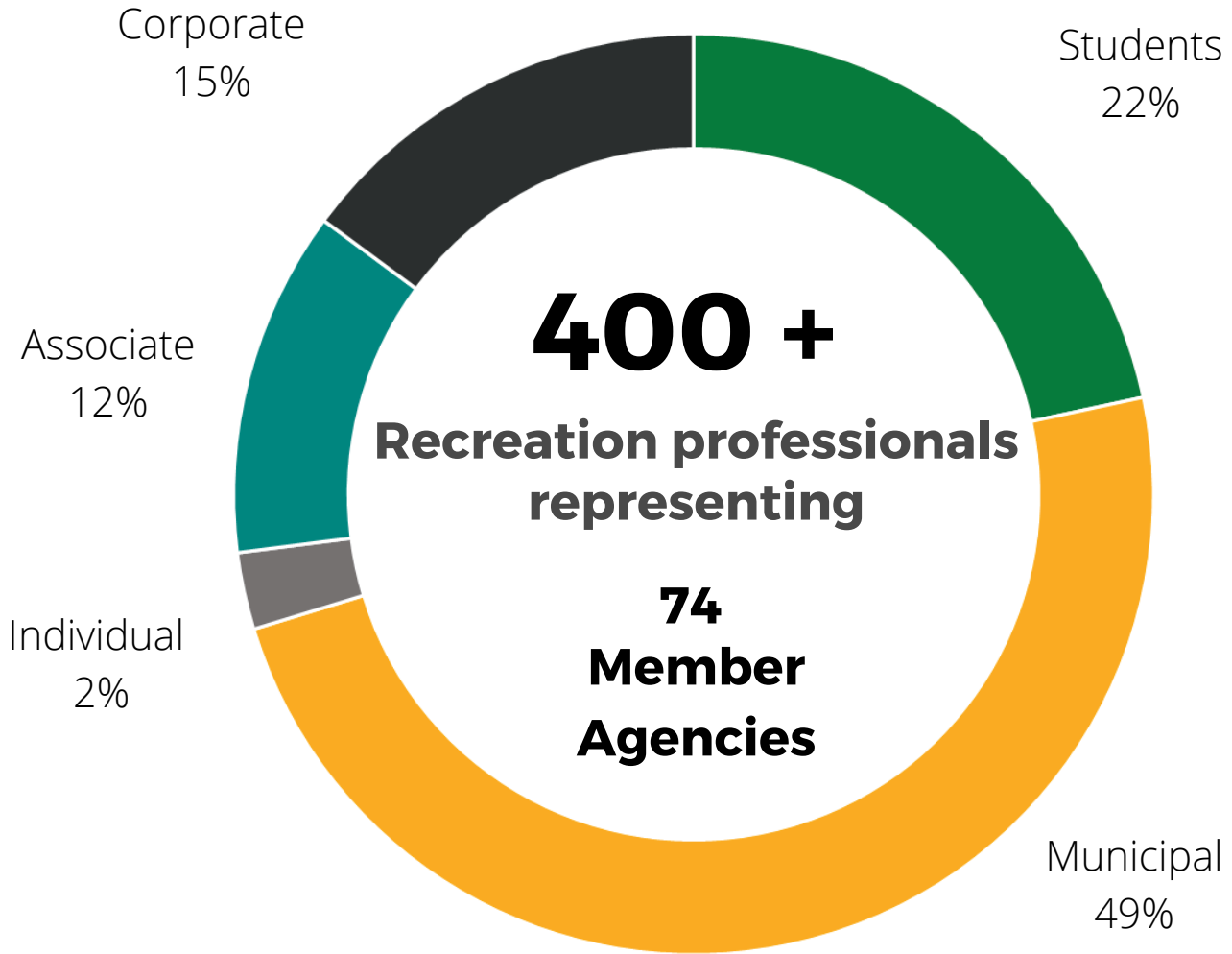
Greg Evans

Dept. Tourism,
Heritage & Culture

Chris Gallant

Executive Director |
Recreation NB |
Loisirs N.-B.

2022 Membership Breakdown and Social Stats



2,638 Followers



1,903 Followers



1,026 Followers



120 Followers



350 Subscribers
36 Points of Interest
31.1% Open Rate



2,508 Unique Visitors
3,660 Site Sessions

26%

Overall Increase

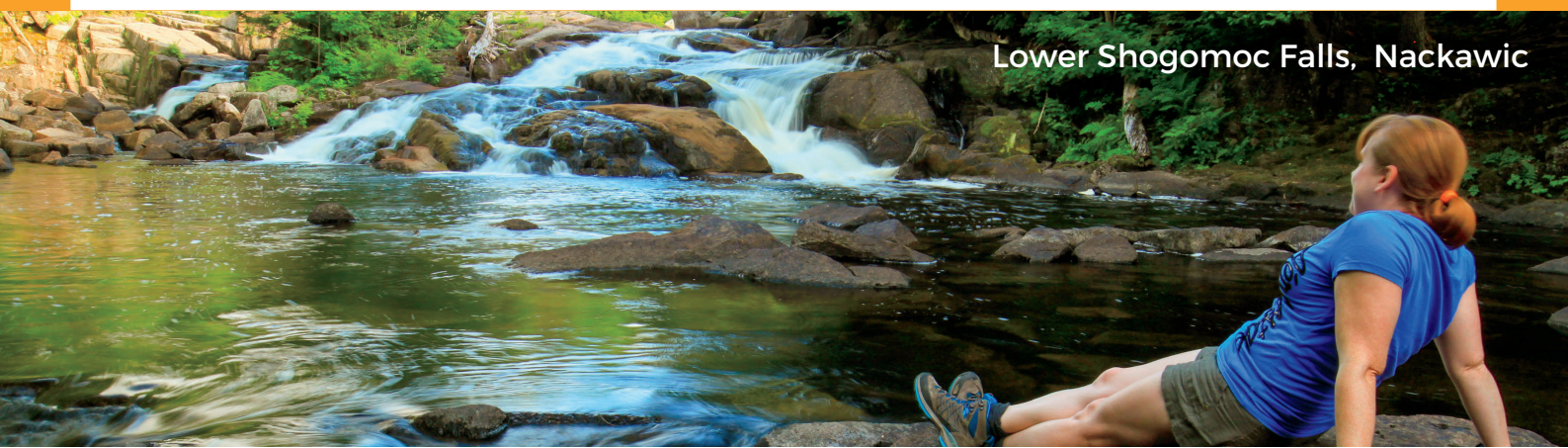
ENGAGEMENT REPORT

Recreation NB | Loisirs N.-B. has remained committed to providing quality professional development, education, and engagement opportunities to those within the field by working with national and regional partners to offer virtual, and in-person sessions.

We continued to host both urban and rural virtual knowledge exchanges for recreation professionals. These provided opportunities for members to share their best practices, key findings, and ask for support. A common need that came from hosting our virtual knowledge exchanges was the need to better understand how employees within the sector are being compensated for their important work. Recreation NB | Loisirs N.-B. developed a study which was completed by 25 employees on behalf of themselves and over 100 staff positions working in various capacities in New Brunswick's recreation sector. The information collected broadens our understanding of how the sector is compensating its employees through salary and wages as well as other benefits and incentives.

Our Points of Interests emails have been a successful tool for communication with members, providing reliable and relevant information. We continue to reach well above the industry standard for email marketing communication – with an open rate of 31.1% and click rate of 29.4% (Industry average open rate = 21.3% / Industry average click rate = 2.6%).

2022 marks the ninth straight year of increased social media engagement for Recreation NB | Loisirs N.-B. We have continued to grow our social media presence, with increases of 1,143 new likes on Facebook, 289 new followers on Instagram, 9 new followers on Twitter, and 100 new followers on LinkedIn. We are making conscious efforts to steer social media traffic towards our LinkedIn page as it is the platform where we can facilitate and foster professional development opportunities, networking, and engagement with our members and provincial counterparts.



Lower Shogomoc Falls, Nackawic




ENGAGEMENT REPORT CONTINUED...

Highlights:

- Knowledge Exchanges
- Compensation Survey
- A new website was launched in 2021. Since then, the website has grown into a bilingual platform that includes information about training, events, funding opportunities, logbooks, membership options, documents / reports, and much more.
- Payments can be made online for the various risk management resources, professional development events or trainings, and membership packages.
- Updated contact list for members and their staff /personnel.
- Request for High Five and Superhero training can be made online.
- NB Plays resources available digitally for free, or physical copies can be purchased online.
- Using the Recreation Infrastructure Planning Tool (RIPT) we were able to mail out various resources to facilities throughout the province.

Membership:

Overall, memberships remained steady in 2022. A new membership renewal procedure was implemented, which streamlined the process and allowed us to collect contact information from our members and their staff more efficiently. This better enables us to target a specific demographic when sharing information about the field, whether that be to arena staff, aquatic staff, programming staff, etc.



Caraquet Beach / Plage Caraquet

Recreation's Voice

We are pleased to partner with government, like-minded organizations and national bodies as part of a variety of relevant networks and committees. These links with our sector partners and allies in health, education and wellness allow us to ensure that New Brunswickers benefit from best practices, the latest research and up-to-date standards. Our seat at these tables assures that the voices of our members are heard across the province and country.

National Bodies

Canadian Parks and Recreation Association (CPRA)
Canadian Recreation Facilities Network
Active Living Alliance for Canadians with a Disability
HIGH FIVE® National

Committees

Atlantic Recreation and Facilities Conference Planning Committee
CPRA Finance and Risk Management Committee
Healthy Start for Active Kids Advisory Committee
Provincial Government Affairs Committee - Sport NB
Healthy Eating and Physical Activity Coalition Steering Committee
ZOOMERS on the Go Advisory Committee
Inclusive Recreation Committee of New Brunswick
NB Trans Canada Trail Provincial Advisory Committee

Councils / Networks

The Network for Safe Sport and Recreation in New Brunswick
She is Active NB: The Network for Women and Girls in Sport and Recreation
Provincial Trails Advisory Committee - Greenway Working Group



Quartermain Arena - Garcelon Civic Centre, St. Stephen

Facilities Committee Report

The Facilities Committee works to promote education, safe operating standards, professionalism, and support among facility operators within the field. It is our goal to foster successful operations of arenas, community centres, swimming pools, sports fields, parks, and other recreation facilities throughout New Brunswick. Recommendations will continue to be made from the Facilities Committee to the Board of Directors regarding training, planning, procedures, use of physical facilities, and design of physical facilities.

Certified Pool Operators Course (CPO)

In conjunction with corporate member Water and Ice North America we hosted a CPO course in St. Stephen, NB at the Garcelon Civic Centre, May 10th – 12th. Nine individuals were able to attend this three-day course, and the feedback was very positive. Pool operators from throughout the province were able to receive training from a professional with 26+ years of experience within the field.

East Coast Arena Training Course (ECAT)

The ECAT Courses are interactive and provide practical solutions on the challenges facing arena operators throughout the province. Consisting of classroom based material and hands-on aspects, participants are able to develop a better understanding of proper arena operation techniques related to refrigeration, resurfaces, and ice making & maintenance.

In 2022, Recreation NB | Loisirs N.-B. partnered with Recreation PEI with hopes to offer both a ECAT Basic Course and a ECAT Level 2 Course. P.E.I. was successful in recruiting enough participants for the ECAT Basic Course (which was held June 15-16). Our ECAT Level 2 Course was scheduled for June 23-24, however the number of required registrants was not met by the registration deadline, therefore the course was postponed. We are looking to host an ECAT Basic Course and the ECAT Level 2 Course in the Spring of 2023.

Sports Turf Management & Maintenance Course

The Sports Turf Management & Maintenance Course is designed to introduce the latest principles and techniques of managing and maintaining natural sports turf. The course explores ways to deal with issues such as restricted pesticide use, restricted water use, and how to best manage financial resources.

Recreation NB | Loisirs N.-B. in partnership with Sports Turf Canada planned to host a virtual Sports Turf Management & Maintenance course September 21st – 23rd. Registration numbers were low; therefore, the course was postponed and will be offered in the Spring of 2023.

Inclusive Recreation Committee Report

Over the past year, the members on the Committee expanded by re-engaging former members and inviting new members to guide the work in creating educational resources and events that support a more inclusive recreation sector in New Brunswick. The current Committee includes representatives from Special Olympics NB, Stan Cassidy Rehabilitation Centre, Parasport NB, Inclusion NB, Ability NB (Para NB), Premier's Council on Disabilities, Active Living Alliance for Canadians with a Disability, Recreation NB | Loisirs N.-B., and municipal recreation.

A new partnership with the Active Living Alliance and the University of Toronto provided funding specifically for projects that can promote inclusion of individuals with disabilities in New Brunswick. A sub-committee worked to relaunch the "Recreation Your Way" event which was held at Wilmot Park in Fredericton on June 25, 2022.

Members of the Committee had voiced concerns about a lack of available information on the accessibility of activity spaces including trails, parks, and recreation facilities. With the support of a summer student, work toward the development of a database that identifies what recreation spaces are accessible in New Brunswick began. The first step was to clarify what "accessible" means. The summer student connected with all members of the Committee to discuss the concept of accessibility, collected resources that formed the basis of an accessibility checklist, and developed a set of key questions to consider with moving the project forward.

Recreation NB staff member, Nicole Hebert is continuing the work on the database by compiling a list of contacts for the facilities and spaces and by developing the online platform.

Submitted by: Charlene Shannon-McCallum - Chair, Inclusive Recreation Committee

Pointe-du-chene wharf , Shediac



She is Active NB Report

In 2022, She is Active NB (SIANB) has transitioned from Coach NB to Sport NB. SIANB is now managed by their Project Manager who is also responsible for EDI and sport participation. SIANB continues to address identified needs and gaps facing the New Brunswick Sport and Recreation delivery system for women and girls as participants, coaches, officials and leaders at all levels. Some 2021-2022 highlight include:

- Launch of the SIANB promotional campaign
- Completion of SIANB website
- Partnered with UNB, Recreation NB | Loisirs N.-B. and Coach NB on a study titled *Understanding the Landscape of Women's Recreational and Sport Participation in NB*
- Partnered with Canadian Women in Sport to gather data for the New Brunswick Women in Sport Leadership: 2022 Snapshot
- Manon Oullette from Coach NB is now a facilitator for Canadian Women in Sport Leadership Development
- With the support of the CPRA Gender Equity in Recreational Sport Community Grant Recreation NB | Loisirs N.-B. was able to support various initiatives in Saint John, Oromocto, Caraquet, Memramcook, and Sackville.
- The City of Saint John and the Town of Oromocto both adopted the *Equity in the Allocation of Public Recreation spaces for Those Who Identify as Women or Girls* policy as part of their effort to facilitate and support organizational change with the goal of gender equity across their facilities and services.
- The Town of Caraquet and the Village of Memramcook were two other municipalities working towards getting the project approved by their council.

Submitted by: Michaela Allaby - Project Manager, Sport New Brunswick



HIGH FIVE® Report

HIGH FIVE®, Canada's quality standard for children's sports and recreation, continues to enhance programming capacity in New Brunswick. Recreation NB | Loisirs N.-B., as New Brunswick's Authorized Provider, hosts and organizes workshops throughout the province. These workshops provide recreation and sport leaders with the tools and knowledge they need to provide positive experiences for children in their programs. HIGH FIVE® also provides organizations with policies, procedures, and evaluation tools to assist supervisors and managers in providing quality recreation programming at all levels and raising awareness about the components of running successful programs.

- Jacqueline Emery is working towards becoming a HIGH FIVE® Trainer
- Five training sessions were held in the cities and towns of Fredericton, Miramichi, Sackville, Riverview, and CFB Gagetown
- 87 leaders trained in PHCD



Submitted by: Jacqueline Emery - Physical Literacy Development Coordinator

New Brunswick Physical Literacy Report

New Brunswick Physical Literacy continues its work to provide leadership, education, and advocacy for physical literacy in New Brunswick through multi-sectorial engagement and collaboration. Some 2021-2022 highlights include:

- 3 large and 27 small Active Kids Tool Kits delivered
- 6 courses held in-person
- 40 Early Childhood Educators trained

Submitted by: Jacqueline Emery - Physical Literacy Development Coordinator

Canadian Parks and Recreation Association Report

The past year has been a busy one, focused on building the sector through the challenging times of COVID-19, launching a new funding opportunity, welcoming a new CEO, growing CPRA's online community, developing new resources for the sector, and more.

Reaching Each and Every One: A Community Sport Intervention

At the end of September, CPRA was pleased to announce a new \$8M investment that will increase participation and retention of equity-deserving groups in recreational sport in Canada. Entitled "Reaching Each and Every One: A Community Sport Intervention", this major investment was made possible through CPRA's successful application to the Government of Canada (Sport Canada) Community Sport for All Initiative. This funding will allow CPRA to support community-led projects that remove barriers and increase participation rates in recreational sport for underrepresented groups, in particular, Black, Indigenous, racially diverse, 2SLGBTQQIA+, low-income and newcomer populations, and people living with disabilities.

New CEO

CPRA welcomed Martin Sampson as its new CEO in September. Martin is a seasoned executive and public affairs professional. Most recently, Martin was the VP Communications and Marketing at CIJA, the advocacy agent of Jewish Federations across Canada. Prior to that, he held senior roles at United Way East Ontario and global public relations firm Fleishman-Hillard.

Framework for Recreation in Canada

CPRA hosts a Framework Leadership Team (FLT) that oversees the advancement of Pathways to Wellbeing: A Framework for Recreation in Canada. The FLT is currently developing strategies to increase engagement with the Framework, including drafting an addendum that reflects the current context that will provide the sector with practical ways to advance the goals outlined in the Framework in communities. The process of renewing the Framework for re-launch in 2025 is also underway.



CPRA ACPL

Canadian Parks and Recreation Association Report Continued...

Canadian Parks, Recreation and Sport Infrastructure Database

CPRA is working with data intelligence provider ActiveXchange to launch a Canadian Parks, Recreation and Sport Infrastructure Database. The open database will provide stakeholders with access to infrastructure and demographic information that will facilitate better planning and collaboration. It will also help CPRA and other national organizations collect and analyze data about the provision of facilities for healthier communities. Stay tuned for your opportunity to access the database with a free account and participate in training seminars.

Benefits Hub

CPRA is currently re-designing and updating the Benefits Hub – an online resource that provides practitioners with evidence-based information to help make the case for the importance of parks and recreation for physical and mental health, community/societal well-being, and as an important contributor to the Canadian economy.

The Bench

CPRA's online community is The Bench—a place for the sector to meet, work, and grow together. The Bench includes discussion groups, a resource library, and events page. They invite you to sign up for your free account!

Gender Equity in Recreational Sport: Optimizing Facility Use Toolkit

CPRA designed the Gender Equity in Recreational Sport: Optimizing Facility Use Toolkit to address the issues of facility use and design. It does not use a “one-size-fits-all” approach, but rather focuses on building the capacity of recreation practitioners and community sport leaders to better understand their community's unique characteristics and needs in order to better determine how their organizations can meet these needs.

CPRA Youth Employment Experience

The CPRA Youth Employment Experience provides direct financial support via 100% wage subsidies to support youth gaining a broad range of skills, knowledge, and experience in the community parks and recreation sector. Not only does this program provide hands-on training, but each youth will be paired with a mentor at their place of employment to provide an immersive experience. The next call for applications will be in December 2022.

Canadian Parks and Recreation Association Report Continued...

Systemic Racism and Truth and Reconciliation

CPRA remains committed to seeking reconciliation with Indigenous peoples. One of the calls to action from the Truth and Reconciliation Commission is for businesses and organizations to take cultural competency training. CPRA offers NVision's online Indigenous cultural awareness course called The Path: Your Journey Through Indigenous Canada.

CPRA completed training on systemic racism, equity, diversity, and inclusion awareness and set up a task group to monitor and gather information about key issues, resources, opportunities, and challenges related to racism and discrimination in general and specifically to the parks and recreation sector in Canada.

Task groups

In September 2021, CPRA constituted two new task groups to provide insight and recommendations to the CPRA Board of Directors about addressing and combatting (1) racism; and (2) climate change. Their role also includes providing CPRA with concrete actions we can take to advance both of these important issues in the parks and recreation sector.

The Anti-Racism and Climate Action Task Groups will work in collaboration with members of existing CPRA Task Groups (Parks Task Group, and Facilities & Infrastructure Task Group) to help to move CPRA's mandate and vision forward.



St Martins Sea Caves

Treasurer's Report

Teed, Saunders & Doyle Chartered Professional Accountants provided an independent financial review for the year ended March 31, 2022, and it is clear that Recreation NB | Loisirs N.-B. experienced another successful year in terms of managing its financial situation. A copy of the draft 2021-22 financial statements is included in this report.

With another year of the pandemic behind us, our in-person training returned, but registration numbers haven't come back to pre-pandemic levels yet. However, with staffing realignment and continuing to seek new project funding, the organization was able to maintain projected revenues and expenses. This led to a surplus of \$58,384. A significant amount of the project funding that provided the surplus was deferred to the 2022-23 budget year.

Chris Gallant, Executive Director, Recreation NB | Loisirs N.-B. staff, Grant Sinclair/Greg Evans our Provincial Consultants and our dedicated Board of Directors can be thanked for a job well done.

Respectively Submitted,

Cynthia Stacey
Treasurer



**RECREATION
LOISIRS NB**



SAVE THE DATE

May 10th - 12th 2023



REC | CON 2023

REIGNITE RECREATION

Dieppe, NB



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