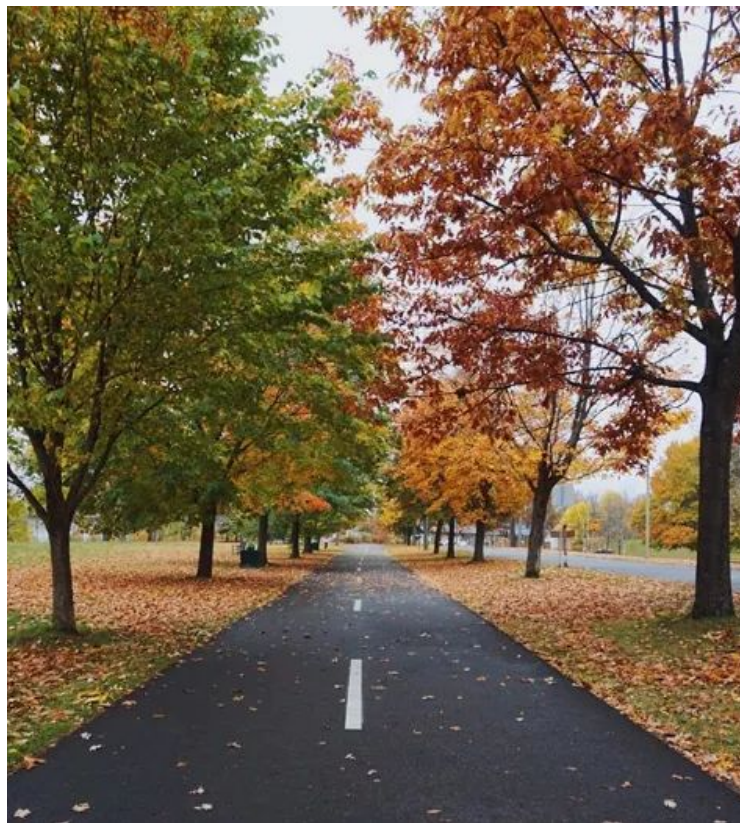




ANNUAL REPORT 2019



CREATING A HEALTHIER, HAPPIER

NEW BRUNSWICK



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A Message from the President and Executive Director

This past year, our organization has continued to move forward with our vision for Recreation in New Brunswick. We have made great strides in strengthening our partnerships and making sure the importance of Recreation is heard at many different tables.

Our Board President, Gregory Cutler, has completed his first term. Under Greg's leadership we held our first Urban Recreation Management Knowledge Exchange this past winter. Plenty of insight was shared on this day, including a presentation on future trends in our field, and a moving Blanket Exercise lead by Indigenous Elders to close out the day. In the Spring, we held our bi-annual Provincial Conference in Saint John. We were pleased that the event was well attended, received positive feedback, and we welcomed several first-time delegates. Following the success of these two events, the Board of Directors hired a consultant to help develop our new strategic direction. A number of important topics were discussed during this process, and we believe we have created a document that will help move our organization forward and focus on the important issues effecting our field. You will find a copy of our 2020-2022 Strategic Plan enclosed in this report.

With the close of our current strategic direction, comes change on our Board of Directors as well. There are a few seasoned Board members leaving their posts after several terms of important influence and knowledge sharing. We wish Robert Corkerton, Kathryn Baird, Dana Purton Dickson and Ash Arrowsmith the best of luck with their future endeavours and look forward to welcoming a slate of new faces and experience to the Board of Directors table. Fostering leadership for and within the recreation sector will continue to play an important role in our activities this coming year.

Recreation NB continues to be asked by Provincial and National partners and allies to collaborate on initiatives and projects. We take this as a sign of our growth and expertise in the recreation and parks field. We are happy to assist and support on initiatives that benefit our members and further our agenda and strategic direction.

We want to acknowledge and thank our staff, volunteer Board of Directors and volunteer committee members for their dedication and commitment to Recreation NB and the recreation sector as a whole. Each of you have contributed a significant amount of time, energy and effort toward the pursuit of our Vision for recreation in New Brunswick and we are grateful. There is no doubt, the people of this province are better off, as your efforts have a positive impact on our organization and benefit the quality of life for us all.

This year's Annual Report is a celebration of our organizational values, those statements that provide a solid foundation and guide for Recreation NB in our everyday activities. Within this document, we showcase a few of our supports, programs and services that display the commitment Recreation NB has made toward each of these values. We are proud of the work we've accomplished, and look forward to continuing our pursuit of meaningful, accessible recreation experiences for and with the people of New Brunswick.

Sincerely,

Greg & Chris

Gregory Cutler
President



Chris Gallant
Executive Director



Recreation's Voice

We are pleased to partner with like-minded organizations and act as a voice for recreation as part of the following groups:

- Parks and Trails Day NB Committee
- WELLderness Planning Committee
- Network for Women and Girls in Sport and Recreation
- ParaSport New Brunswick
- The Network for Safe Sport and Recreation in New Brunswick
- NB Physical Literacy Coalition Working Group
- Healthy Eating and Physical Activity Coalition Steering Committee (HEPAC)
- Canadian Parks and Recreation Association (CPRA)
- Atlantic Outdoor Forum Planning Committee
- Built Environment Working Group of HEPAC
- Physical Activity Network
- Healthy Eating in Recreation Environments Working Group
- Atlantic Recreation and Facilities Conference Planning Committee
- CPRA Finance and Risk Management Committee
- Canadian Recreation Facilities Network
- National HIGH FIVE Content Committee and Strategic Direction Council
- ZOOMERS Advisory Committee
- Waterfront Safety Standards Update Committee
- Healthy Start for Active Kids Advisory Committee



Highlights & Accomplishments

It has been another great year for our organization with several notable achievements:

- Co-hosted the Maritime Arena Operations Institute Course & Mid-season Ice Maintenance workshop
- Hosted a successful Certified Pool Operators course
- Presented to students in the University of New Brunswick Kinesiology Program
- Attended the Canadian Parks Conference
- Co-hosted Winter Wellerness at Mactaquac
- Presented at the Healthy Weights Conference
- Participated in the Safe Sport Summit
- Presented at EECD's After School Possibilities Conference
- Presented at the Healthy Eating in Recreation Environments Workshop (PEI)
- Hosted 2 Outdoor Council of Canada Field Leader Training Modules
- Hosted Sport Turf Canada Training
- Conducted Research on Real Estate and Recreation in collaboration with the University of New Brunswick and the NB Real Estate Association
- Attend the UNB Kinesiology Career Fair
- Secured Funding for the 2020 Atlantic Recreation and Facilities Conference and Trade Show
- Continued French as a second language training for staff
- Attended Women & Girls in Sport and Recreation Brainstorming Session
- Delivered SuperHero Training (HIGH FIVE®) to front-line leaders
- Attended Various Regional Recreation Association meetings
- Presented at the Provincial Wellness Conference
- Hosted a Fall Ice Making and Resurfacing Course
- Attended the Canadian Recreation Facilities Network Meetings
- Attended the Federation of Canadian Municipalities Conference
- Trade Show Booth at the Union of Municipalities of New Brunswick Conference
- Hosted an Urban Recreation Management Knowledge Exchange
- Held Strategic Direction Planning Session
- Presented to the Provincial Regional Consultants on the importance of HIGH FIVE Training
- Attended the Disability Awareness Week Luncheon
- Attended the Adapted Equipment Launch in Provincial Parks



Inclusive Recreation Committee Report

The following Inclusive Recreation Committee report has been submitted to reflect the initiatives and accomplishments of 2019.

Inclusive Recreation Activity Fund

During the past year Recreation NB has continued the partnership with the Provincial Government to deliver the Inclusive Recreation Activity Fund in a manner that increases the impact for our membership. Starting in 2018, New Brunswick Communities and not-for-profit organizations looking to support active living for individuals with a disability were eligible for funding. A total of \$10,000.00 per year is set aside to assist communities and not-for-profit groups with expenses associated with new or existing inclusive physical activity programs or infrastructure that removes barriers to active living. This money is distributed twice a year with \$5000.00 available approximately every six months.

The most recent funding periods saw the Hanwell Rural Community, Western Valley Recreation Association, L'Atelier Tournesol, the Town of Riverview, and Le Village de le Goulet receive much needed funding to improve accessibility to quality recreation programming.

Respectfully submitted by,

Matt Pryde – Chair, Inclusive Recreation Committee
Recreation NB



Facilities Report

Maritime Arena Operations Institute

Recreation NB co-hosted the Maritime Arena Operations Institute at the Bell Aliant Centre in Charlottetown, PEI with Recreation PEI. This was the 27th anniversary of this excellent educational opportunity. We're pleased to say that it was a great success with near full capacity.

Certified Pool Operators Course

We held a successful Certified Pool Operators in St. Stephen in March 2019. We will be hosting another CPO course at the Moncton YMCA, December 2-4, 2019.

Log Books

We continue to be the movers and shakers in log book development and implementation for the Maritime Provinces. We are producing new relevant log books, as well as updating our current slate of log books with the latest trends as required. Talks with our Atlantic partners on moving some of our log books to a digital platform are still in the works. If we do move forward on this, we will still offer the print version of the book as well.

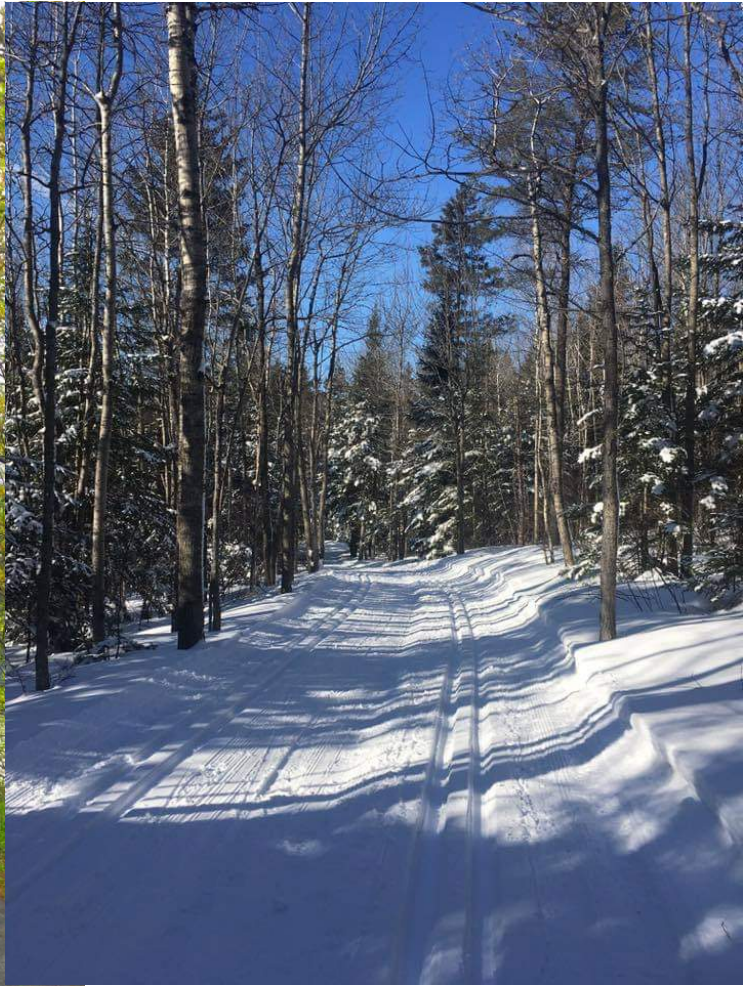
Canadian Recreation Facilities Network

In May of 2019, the Canadian Recreation Facilities Network met for meetings attached to the Recreation Facilities Association of British Columbia annual conference. The group discussed current issues with recreation infrastructure in their provinces, what professional development opportunities they are offering, and how we can collaborate on future projects. The group agreed to meet on an annual basis for best-practice sharing and networking. Recreation NB will continue to work with our provincial partners to ensure we share best practices and keep recreation facilities at the forefront of our business.

The Future of Facilities Committee

If anyone wishes to become a member of the Facilities Committee, please feel free to leave your name and contact information with the Recreation NB office. New ideas and members are always welcome! Jeremy McShane of the Garcelon Civic Centre has agreed to Chair this committee moving forward.





NB PLAYS! Report

NB PLAYS! has a game plan for creating a healthier, happier province through quality recreation programming.

NB PLAYS! is a New Brunswick-led initiative developed by Recreation New Brunswick and its partners. It supports leaders and strengthens capacity for recreation programming that fosters health and wellness in our province.

NB PLAYS! has established a framework for quality, holistic programming that promotes physical, mental, emotional, social and spiritual wellness. The initiative is aligned with New Brunswick's Wellness Movement, featuring positive mental health, physical activity, healthy eating, learning experiences, outdoor adventures and community connections as key elements of overall well-being.

NB PLAYS! After School FOR QUALITY AFTER SCHOOL PROGRAMMING

NB PLAYS! After School is a New Brunswick-led initiative developed in 2014 to promote and educate leaders on the importance of quality after school programming and its influence on the health of children and youth. It promotes healthy, holistic development and recommends that positive mental health be embedded into programming and time be allocated for physical activity, healthy eating, learning experiences and community connections.

NB PLAYS! Outside TO SUPPORT OUTDOOR PLAY AND LEARNING

NB PLAYS! Outside was developed in 2015 with the goal of motivating and supporting recreation leaders and educators in taking their programs outside and engaging children and youth in nature, risky and free outdoor play and inquiry-based, emergent and experiential learning.



NB PLAYS! Preschool FOR QUALITY EARLY LEARNING PROGRAMMING

Recognizing that early childhood is a critical time for establishing healthy behaviours, we developed NB PLAYS! Preschool in 2016. This project aims to foster healthy and active living at an early age by supporting balanced early learning programming.

NB PLAYS! Gold FOR QUALITY OLDER ADULT PROGRAMMING

NB PLAYS! Gold is a New Brunswick-led initiative developed by Recreation NB and its partners. It supports recreation leaders and others who work with older adults, formally or informally, and strengthens capacity for recreation programming that fosters health and wellness in our province.

The NB PLAYS! Gold resource was launched in January 2017. It is designed for those who develop and lead recreation programs that cater to older adults. The resource highlights key elements of quality, holistic older adult programming and provides practical information, interesting facts, useful tips, fun activity ideas, relevant resources and motivational success stories within each of the following components: Positive Mental Health, Physical Activity, Healthy Eating, as well as Community and Intergenerational Connections.

NB PLAYS! resources are all available for download in French and English from our website:
www.nbplays.ca/www.joueznb.ca.



She is Active NB Report

In June 2018, Recreation NB and a number of members took part in a Think Tank on Women and Girls in Sport and Recreation. The purpose of the Think Tank was to bring together individuals and organizations to identify the way forward to increase women and girls' participation in all facets of sport and recreation in New Brunswick.

The event was designed as a “Call to Action” to all sectors to address barriers faced by women and girls in sport and recreation. A report from the Think Tank was prepared which included a recommendation to establish a Women and Girls in Sport and Recreation Network by November 2018.

The Network for Women and Girls in Sport and Recreation was established and includes Recreation NB as part of its Leadership Team. The Network's ultimate goal is 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 from grassroots to high performance.

Recreation NB looks forward to working collaboratively under the She is Active NB banner to share information, implement strategies and support women and girls in our province.



The Canadian Parks and Recreation Association Report

The Canadian Parks and Recreation Association (CPRA) continues to move the parks and recreation sector forward on the national front, guided by the strategic direction set out in the Framework for Recreation.

In 2020, the Framework for Recreation will mark its fifth year anniversary. In recognition of this milestone, CPRA will launch new tools, programs and initiatives that will re-invigorate the implementation of the five Framework goals. CPRA's leadership, in partnership with government, will continue on the strategic implementation of all elements of the Framework.

CPRA also is playing a lead role in the implementation of the Common Vision for Physical Activity and serving as a key advisor on the renewal of the Canadian Sport Policy. In addition, through the Green Jobs in Green Spaces program (a partnership with the Government of Canada) CPRA has provided \$5.1 million in wage subsidies to support over 1,400 youth secure employment in 'green' jobs in communities across Canada. Not only have these students been introduced to a career in the parks sector, communities have also moved innovative green projects forward through the employment of these young bright minds.

Looking ahead, CPRA is now embarking on a three-year project with Sport Canada on activities focussed on increasing participation and retention of girls and women in recreational sport. Through webinars, workshops and High Five training, professionals and practitioners will learn more on how to engage girls and women in sport in their community. Educational tools will also be developed to support gender equity in recreation facilities and a community grant program will soon be launched to support initiatives to enhance understanding and opportunities for girls and women in recreation sport at the grassroots level.

Also on the horizon, CPRA is creating an online platform for the parks and recreation sector that will provide a 'one-stop' location for resources along with a platform for dialogue amongst professionals and practitioners. This exciting project is slated to launch in 2020.

Parks remain a key priority in the CPRA mandate and CPRA was a proud partner in the recent Canadian Parks Conference in Quebec City. CPRA now turns its attention to the next Parks Conference in 2021 in Manitoba. Parks for All continues to guide the work of CPRA on this front.



Recognizing partnership are the key to success, CPRA develops strategic alliances with national partners on aligned issues including infrastructure, parks, sport, physical activity, physical literacy, play, Indigenous, inclusion, age-friendly communities and health. Further, CPRA continues to nurture strong working relationships with Members of Parliament, Ministers and senior officials in various departments and agencies including Sport Canada, Parks Canada, Infrastructure Canada and the Public Health Agency of Canada.

CPRA continues to offer core programming including the only national Professional Development Certification Program for recreation and parks practitioners. The program allows for personalized development, at any stage of a practitioner's career and develops the skills needed to excel and forge new professional or volunteer opportunities. Meanwhile the well regarded CPRA national awards program continues to recognize excellence in the parks and recreation sector throughout Canada through the President's Award, Partnership Award, Emerging Leader Award and the Awards of Merit.

Throughout these efforts, CPRA has been mindful of its endorsement of the Truth and Reconciliation Calls to Action. As we move forward, the CPRA board and staff will continue to operate in the spirit of reconciliation by establishing and maintaining respectful relationships with Indigenous people, groups, and nations, and by adopting the United Nations Declaration on the Rights of Indigenous Peoples as a framework for future activities.

On the communications front, CPRA hosts quarterly webinars and releases quarterly newsletters. You can also follow our activity on our social media platform via Twitter, LinkedIn and Facebook.

As future opportunities and challenges arise in the coming year, CPRA will remain dedicated to realizing the full potential of parks and recreation as a major contributor to community health and vibrancy. More information on all the initiatives listed above can be found at <https://www.cpra.ca>

Youth Green Jobs Initiative Report

In 2017, the Canadian Parks and Recreation Association (CPRA) secured Government of Canada funding via Employment and Social Development Canada to support a “green jobs” program for youth. Officially entitled the Summer Work Experience Green Jobs Initiative, the Program is providing direct financial support (via wage subsidies) to municipalities, Indigenous communities and other sector organizations, allowing them to offer new summer job positions that focus on green career-related activities.

The goals of the Green Jobs Initiative are to:

- Create meaningful job experiences for youth
- Build a generation of youth that will value nature close to home and potentially pursue an opportunity to build a career in the green job sector
- Generate much needed support to municipalities, Indigenous communities and other sector organizations to hire additional youth to advance their green priorities

The Green Jobs Initiative is reaching both high school and post-secondary school youth that reside in various settings; rural; remote; urban; and Indigenous communities.

Twenty-six organizations in New Brunswick applied for funding from the Green Jobs Initiative in the summer of 2019. The following 24 were awarded funding for 36 unique positions:

- City of Dieppe
- Village of McAdam
- Village of Hillsborough
- City of Fredericton
- Magnetic Hill Zoo
- Town of Oromocto
- Town of Riverview
- Town of Hampton
- Village of Perth-Andover
- Village of Salisbury
- Town of Florenceville-Bristol
- Town of Sussex
- Village of New Maryland
- Village of Petitcodiac
- Canadian Parks and Wilderness Society – NB Chapter
- City of Moncton
- Town of Quispamsis
- Town of Sackville
- Town of Dalhousie
- City of Bathurst
- Ville d'Edmundston
- Club Plein Air de Caraquet
- Musée de l'Université de Moncton

In June 2019, additional funding was made available for fall green jobs. The Village of New Maryland will benefit from wage subsidies for one student position with this final round of funding.

Engagement Report

- Recreation NB's membership has remained steady over the last year and communication with our membership continues to grow. We now provide our Points of Interest emails through a new Mail Chimp on-line based platform to allow for easier flow of communication.
- Our social media presence continues to grow, with increases of 72 'likes' on Facebook, 53 followers on Twitter, and 107 followers on Instagram. These combine to make an overall increase of 7% in social media traffic. This was our 6th straight year of increases on social media.

1066 Likes



1826 Followers



529 Followers



Increase of

7%

Healthy Eating in Recreation Environments Report

To support the movement towards healthy eating in recreation settings, the Healthy Eating in Recreation Environments (HERE) Provincial Working Group was formed in 2016. Co-chaired by representatives from Recreation NB and Horizon Health Network, the goal of this group is to increase the provision of healthy food and beverages in recreation settings across New Brunswick. The group aims to build capacity for healthy eating in recreation environments through the following:

- COMMUNICATION & ENGAGEMENT- Building awareness and educating recreation professionals, health promoters, athletes and the public on the value of healthy eating and creating healthy food environments through presentations, community activities and social media campaigns.
- RESEARCH – Finding best practices, conducting environmental scans and collecting data to assess and improve the state of healthy eating in recreation settings.
- CAPACITY BUILDING – Creating and promoting resources that support positive change and increase the number of healthy choices offered in recreation settings.

Progress to Date

With support from the Department of Social Development (Wellness Branch) and many partners, the HERE working group is taking key actions toward achieving its objectives. Following a 2017 provincial scan of food service providers and vending machines in recreation facilities, the group released a report on the state of Healthy Eating in Recreation Settings in New Brunswick in February 2018.

To build upon this momentum and address the dismal findings of the provincial scan, the HERE working group organized a Provincial Exchange to support the creation of healthier food environments in recreation settings. This event took place in October 2018 and provided stakeholders with knowledge, practical resources and recommendations to support positive change. The event was attended by over 30 community leaders; municipal recreation professionals; recreation facility and canteen management, staff and volunteers and community partners. Feedback from the event was extremely positive and emphasized the need for more resources and funding to support this movement.

In March 2019, the HERE Working Group and Recreation NB supported the coordination of a parallel workshop in PEI with partner organization, Recreation PEI.

HIGH FIVE® Report

As Canada's only comprehensive quality standard for children's sport and recreation programs, HIGH FIVE continues to enhance programming in New Brunswick. As New Brunswick's Authorized Provider, Recreation NB hosts and organizes workshops throughout the province. These workshops ensure recreation and sport leaders have the tools and knowledge necessary to create positive experiences for the children in their programs. HIGH FIVE also provides organizations with policies, procedures and evaluation tools to help Supervisors and Managers provide high quality recreation programming on all levels.

Recreation NB's Training and Services Coordinator, Peter Morrison, continues working to update the HIGH FIVE program in New Brunswick. HIGH FIVE's newest training option, Principles of Healthy Aging (PHA), has been released nationwide this year and New Brunswick has 3 trainers who are eager to spread their newfound knowledge. PHA offers the same high quality, hands on training that HIGH FIVE is famous for and applies it to leaders and facilitators who work with older adults in a variety of recreation settings. The brand-new training opportunity has been very well received and Recreation NB is proud to help train an even wider variety of recreation professionals than ever before. Feel free to contact us if this training seems interesting to you.

To learn more about HIGH FIVE, please visit www.highfive.org

In 2019, we continue to offer our extremely successful "Superhero" training initiative. Thanks to a collaborative effort between NB Physical Literacy, Coach NB, and Recreation NB, over 350 trainers, facilitators, educators and coaches have been trained in HIGH FIVE Sport, Fundamental Movement Skills and Physical Literacy. By offering 3 certifications in only one day of training, we feel we are giving those trained the abilities they need to be like Superheroes to the children they work with in sport and recreation programming. "Superhero" training offers front-line leaders the necessary tools to deliver quality programming that offers children opportunities to learn important skills in a fun, safe, and positive environment. After three years of running this initiative, we are happy to see organizations are still eager to take advantage of this excellent training opportunity. We continue to receive requests for this training and plan to continue to offering it in the future.

To learn more about Superhero training, please visit www.superhero-nb.ca

To learn more about hosting or attending a workshop, becoming a trainer or registering your organization, please contact us at highfive@recreationnb.ca

2019 HIGHLIGHTS

- 5 Umbrella Organizations
- 15 Total Registered Organizations (+2 since 2018)
- 51 Program Evaluations were administered using the Quest 2 Tool (+3 from 2018)
- 3 New Trainers in Principles of Healthy Aging
- 18 Successful Workshops (PHCD, HIGH FIVE Sport and/or Quest 2 (+5 from 2018)
- 143 Leaders Trained in PHCD, HIGH FIVE Sport or Quest 2 (+8 from 2018)
- Hosting our first HIGH FIVE Trainer Training in Riverview, NB on Nov 20-22, 2019



Treasurer's Report

Upon review of the Independent Auditor's Report from Teed Saunders Doyle Chartered Professional Accountants for the year ended March 31, 2019, it is clear that Recreation NB experienced a successful year in terms of managing its financial situation. A copy of the 2019-19 financial statements are included in this report.

Revenues were as expected and expenses were held in line with the budget which led to a surplus of \$3,879. A large amount of project funding was deferred into the 2019-20 budget year.

Chris Gallant, Executive Director, all of the Recreation NB staff, Grant Sinclair our Provincial Consultant and our dedicated Board of Directors can be thanked for a job well done.

Respectively Submitted,

Kathryn Baird
Treasurer





2020 ATLANTIC RECREATION & FACILITIES CONFERENCE

Save the Date

May 27 -29, 2020

St. John's, NL



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