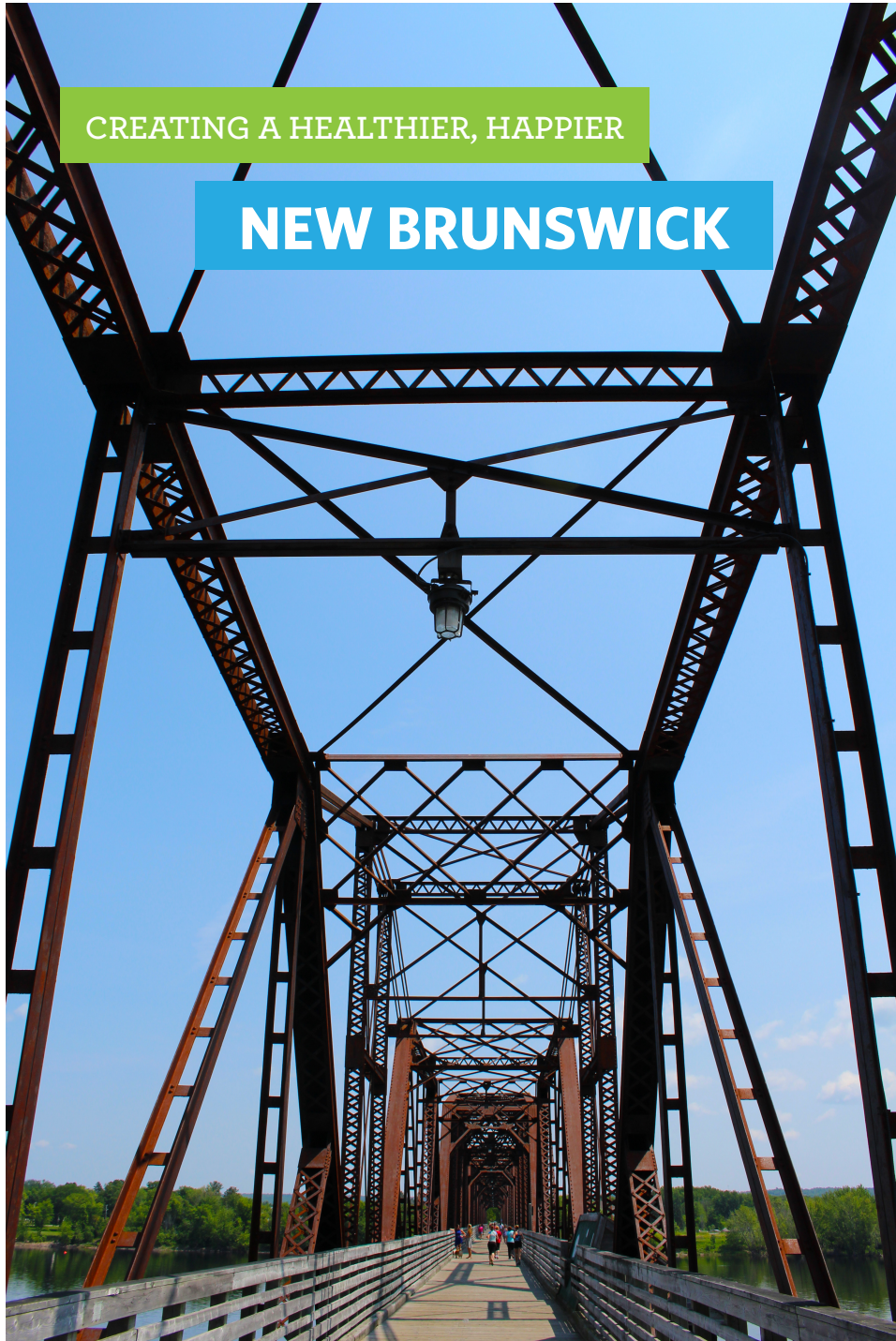




CREATING A HEALTHIER, HAPPIER

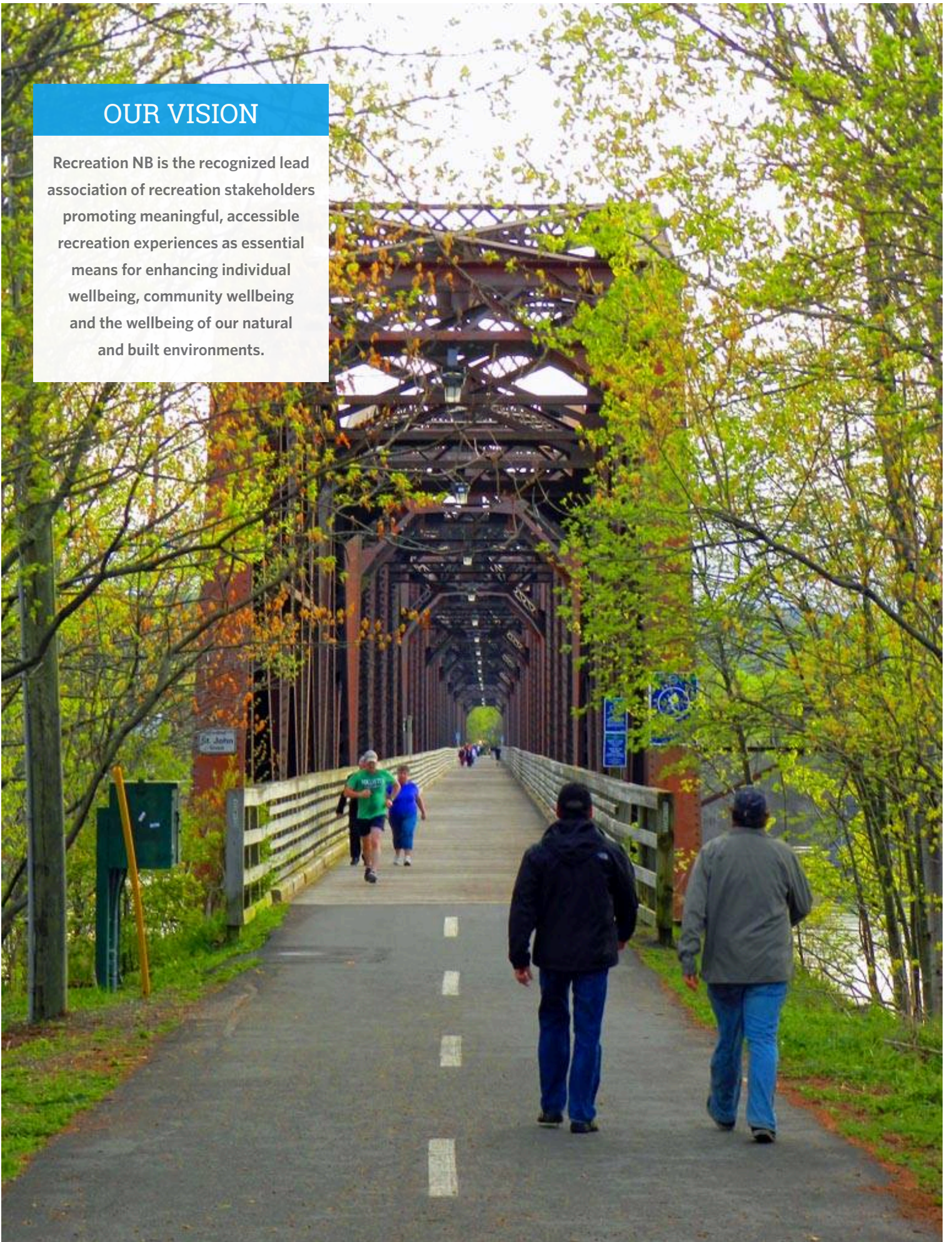
**NEW BRUNSWICK**



**RECREATION NEW BRUNSWICK**  
**ANNUAL REPORT 2017**

## OUR VISION

Recreation NB is the recognized lead association of recreation stakeholders promoting meaningful, accessible recreation experiences as essential means for enhancing individual wellbeing, community wellbeing and the wellbeing of our natural and built environments.





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## OUR MISSION

Recreation NB provides leadership, education, advocacy and services to its members and stakeholders that foster recreation experiences that enhance the quality of life of all New Brunswickers.



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## Message from the President and Executive Director

It has been a year of transition for Recreation NB. Dana transitioned into her first year as President, Chris into his role as Executive Director, and the office into a new location on Fredericton's north side.

Last fall, after a year long secondment, our long-time Executive Director, Jamie Shanks accepted a position with the Government of New Brunswick. Shortly after that, our Acting Executive Director, Tara Werner, accepted a position with Diabetes Canada. In December, after serving 5 years in Member Relations/ Communications, the Board promoted Chris as the new Executive Director. With these changes in leadership, the Recreation NB staff did a great job staying the course and working tirelessly to deliver on the organization's vision and mission. Thank you to the staff for their continued efforts on behalf of Recreation NB and its members.

During this time of transition we have taken the opportunity to review and update internal policies, work plans, performance evaluations and the daily operations of the organization. The result is an enhanced organizational focus and service to our members.

Recreation NB continued to foster our positive relationship with the Department of Tourism Heritage and Culture's, Sport and Recreation Branch by meeting with the Minister and supporting the development of the renewed Provincial Recreation and Sport Policy Framework. The refreshed framework provides a foundation upon which New Brunswick's recreation and sport delivery system is based. The purpose for this renewal was to align our provincial objectives with the Canadian Sport Policy 2012 and the Framework for Recreation in Canada 2015; modernize and clarify the fundamental principles upon which the provincial recreation and sport delivery system is based; strengthen the understanding amongst delivery system partners and stakeholders of the varying roles and responsibilities each have; and heighten overall awareness that the recreation and sport delivery system exists to play a part in the achievement of key goals in a wide variety of policy fields. This framework will be a guide for the many partners who provide recreation and sport opportunities for New Brunswickers.

In the coming year, Recreation NB will continue to advocate for our communities, lead and develop noteworthy initiatives and provide support for our members. We will build on our past successes, further engage our members, support our communities and strengthen the role recreation plays in improving the quality of life in our great province. Together, creating a healthier, happier, New Brunswick.

Dana Purton Dickson  
**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:

- Parks and Trails Day NB Committee
- Wellerness Days Committee
- NB Environmental Network
- ParaSport New Brunswick
- The Network for Safe Sport and Recreation in New Brunswick
- NB Physical Literacy Coalition Working Group
- Physical Activity Working Group (HEPAC)
- Healthy Eating and Physical Activity Coalition Steering Committee
- Canadian Parks and Recreation Association (CPRA)
- NB Camping Association
- Built Environment Working Group HEPAC
- Framework Implementation & Monitoring Working Group
- Healthy Eating in Recreation Settings Working Group
- NB Sport and Recreation Policy Renewal Committee
- Recreation Infrastructure Planning Tool Committee
- Atlantic Recreation and Facilities Conference Planning Committee
- CPRA Finance and Operations Committee



*Left to Right: Recreation NB President, Dana Purton Dickson, Minister of Tourism, Heritage and Culture, John B. Ames, and Recreation NB Executive Director, Chris Gallant*



## Highlights & Accomplishments

It has been a 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
- Successfully launched NB PLAYS! *Gold* and secured funding for NB PLAYS! *Gold in Action* workshops
- Attended the Parks and Recreation Ontario Forum
- Attended the Communautés et Loisir Nouveau-Brunswick Congrès
- Presented on NB PLAYS! *Outside* at the NB Physical Education Society's, Remember When Conference
- Co-hosted a Fall Wellnderness Professional Development Event
- Attended the Children in Nature Network Conference in Vancouver
- Secured funding for a Healthy Eating in Recreation Settings summer student position
- Attended the Disability Awareness Week Legislative Breakfast
- Co-hosted 2nd Annual NB PLAYS! *Outside* Outside Adventure at Sugarloaf Provincial Park
- Continued French as a second language training for staff
- Presented on NB PLAYS! *Gold* to the Fredericton Age Friendly Committee
- Co-hosted Winter Wellnderness Day events with over 3,000 in attendance
- Attended the Provincial Physical Literacy Forum
- Developed and delivered SuperHero Training to over 300 front-line leaders
- Attended the HIGH FIVE® National Exchange
- Complete provincial scan of food environments in recreation settings
- Attended various regional Recreation Association meetings
- Attended the Warm up to Winter, Fundy Region Wellness Event
- Attended the Provincial Wellness Conference
- Took part in the Family Plan Round Table in Shippagan
- Presented on NB PLAYS! *Outside* at the International Play Association Conference in Calgary
- Co-hosted a Securing Sponsorship seminar with Sport NB
- Moved into new office space
- Presented at the Fitness NB Summit
- Attended Lifesaving NB's Annual General Meeting



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## Inclusive Recreation Committee Report

The following Inclusive Recreation Committee report has been submitted to reflect the initiatives and accomplishments during the past twelve months and will provide a glimpse into our future goals. 2017 provided an opportunity to refine existing programs and provide a framework for future endeavors.

I would like to acknowledge Recreation New Brunswick staff members for their continued hard work and determination. Much of the success of the Inclusive Recreation Committee is directly linked to the support of Michelle, Peter and Chris. Thank you.

### ***Guide to Accessible Festivals and Outdoor Events***

In 2016 the Inclusive Recreation Committee developed a comprehensive Guide to Accessible Festivals and Outdoor Events. The purpose of the guide is to provide best practices for event management to ensure full inclusion. In 2017 two major festivals (East Coast Music Awards and Area 506) both took advantage of the resource. The goal going forward is for more event organizers to utilize this resource.

The guide is currently available free of charge – [www.recreationnb.ca](http://www.recreationnb.ca)

*Tandem biking enables people who are blind or partially sighted the opportunity to experience the thrill and excitement of riding a bike with the security of a sighted guide. Thanks to funding from Recreation NB, CNIB purchased two tandem bikes which enables Moncton & Fredericton residents with vision loss the opportunity to experience the thrill of the road.*

*- Christine Kennedy-Babineau, CNIB*





### ***Inclusive Recreation Activity Fund***

During the past year Recreation New Brunswick continued a successful partnership with the Provincial Government (Tourism, Heritage and Culture) to deliver the Inclusive Recreation Activity Fund. The mandate of the access fund is to promote and facilitate inclusive recreation opportunities for people with disabilities.

In 2016/17 a total of 32 individual applicants were able to take advantage of the Inclusive Recreation Activity Fund. Applicants from all over New Brunswick were able to take part in a wide variety of sport, recreation and healthy living initiatives as a direct result of the Activity Fund.

In addition to individuals, for the second year Municipalities and organizations that provide recreation services had the opportunity to apply for funding from the Inclusive Recreation Activity Fund to help cover inclusive programming or facility costs.

In 2017 the successful organizations were: Soccer NB (Power Chair Football), Canadian National Institute for the Blind (Tandem Bike Program) and Le centre d'orientation d'emploi Dexter. (Yoga teacher training)  
Funding deadlines for 2017-18: July 14 2017, October 13 2017 and January 19 2018.

### ***Active Living Alliance for Canadians with a Disability***

For almost 30 years The Active Living Alliance for Canadians with a Disability has delivered nationally coordinated leadership, support, information and promotion to ensure Canadians with disabilities can lead active and healthy lives. The Active Living Alliance is the only Canadian organization dedicated to the wellness of all citizens through active living, sport and recreation.

Through the signing of a Provincial/Territorial Affiliate Agreement in September, Recreation New Brunswick has expressed their interest in building a mutually beneficial working relationship with Active Living Alliance. RNB and ALACD share a common goal to improve recreation, sport and physical activity opportunities for individuals with a disability.

This partnership model will create a unique link between ALACD (Federal), RNB (Provincial) and community/grassroots partners. (RNB members)

Respectfully Submitted by,  
*Greg Cutler – Chair, Inclusive Recreation Committee.*



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## Facilities Committee 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 25th anniversary of this excellent educational opportunity. We're pleased to say that it was a great success with near full capacity.



The course will once again take place at the Bell Aliant Centre in Charlottetown in May of 2018.

### ***Certified Pool Operators Course***

We held a successful Certified Pool Operators in Quispamsis in May 2017. We have decided to use a couple of different providers for offering our CPO courses. This was the first with a new instructor/provider and by all accounts was a success. We will be hosting another CPO course in Riverview, November 14-16th, 2017.

### ***Log Books***

We continue to be the movers and shakers in log book development and implementation for the Maritime Provinces. We continue to produce new relevant log books, and update our current slate of log books with the latest trends as required. Talks with our Atlantic provincial 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 Council***

In June of 2017, following a face-to-face meeting in May, CRFC called a special meeting to vote on dissolving the organization. This vote passed unanimously. The partners agreed in principle to meet on an annual basis, but the national organization as a whole will cease to exist. 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.

### ***Moving Forward***

If you have any insight on professional development opportunities relating to facilities, please pass your ideas along as we would love to see these courses materialize for the benefit of our members.

If anyone wishes to become a member of the Facilities Ad Hoc Committee, please feel free to leave your name and contact information with the RNB office. New ideas and members are always welcome!

Respectfully submitted by:

*Jason Walsh - Chair, Facilities Committee*



# 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.

Over the last year, our focus has been on our latest venture, NB PLAYS! *Gold*.

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! Gold in Action***

As the fastest growing population in New Brunswick, it is vital that older adults have access to quality programming that supports healthy and active aging. This project will raise awareness and create a common language surrounding older adult health and well-being; provide hands-on learning opportunities for leaders and those who work with older adults; as well as update and streamline relevant resources to increase their effective use.

NB PLAYS! *Gold in Action* Workshops are professional development opportunities designed for those who develop, lead or volunteer with programs that cater to older adults. They include an introduction to the NB PLAYS! Gold framework and provide participants with hands-on experience using New Brunswick resources that focus on the following topics: Positive Mental Health, Physical Activity, Healthy Eating, Intergenerational Connections, Age-Friendly Communities and Inclusive Programming. The workshops support leaders by providing them with the tools and confidence to promote healthy and active aging for older adults in their communities.

To date, workshops have been planned in the following locations:

- Fredericton—Oct. 11, 2017 @ The Ville
- Saint Stephen—Nov. 8, 2017 @ The Garcelon Civic Centre
- Florenceville-Bristol—Nov. 2, 2017 @ The Florenceville-Bristol Community Hall
- Edmundston—Nov. 27, 2017 @ Le Centre Maillet
- Quispamsis—Jan. 17, 2018 @ The Q-Plex
- Moncton—March 27, 2018 @ The Crossman Community Centre





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## Canadian Parks and Recreation Association Update

Through networking, education and communication, the Canadian Parks and Recreation Association (CPRA) serves as a meaningful national voice for the sector.

### ***National Voice***

Through building and nurturing relationships with federal decision makers over several years, CPRA secured a dedicated infrastructure fund for community sport and recreation (\$1.3 billion) in the 2017 federal budget. This was a very important ‘win’ for CPRA, its members and the sector.

CPRA continues to work closely with the Ministers of Sport, Health, Environment and Infrastructure along with their senior officials to identify partnership opportunities to move forward the five goals of the Framework for Recreation in Canada.

In addition, CPRA is currently working with the Parks Canada on a Youth Green Jobs Initiative for 2018-2019.

CPRA always seeks the opportunity to engage with like-minded national organizations and embraced many speaking opportunities this past year including Sport for Life, Canadian Association for Leisure Studies and the Australian Sport Commission.

### ***Framework for Recreation in Canada***

Since the 2015 endorsement of the Framework, CPRA has continued its leadership by co-chairing the Framework Implementation and Monitoring Working Group. In partnership with the provincial and territorial governments, significant progress on implementation of the Framework is taking place across the country. CPRA updated FPT Ministers on implementation progress during their summer 2017 meeting.

Gathering Strength – Framework Forum is being held in May 2018 (hosted by SPRA and the Government of Saskatchewan). This national event will focus on building relationships, continuing dialogue and working in cooperation towards achieving the values, goals and priorities identified in the Framework.

CPRA proactively aligns its work with the Canadian Sport Policy and the forthcoming Common Vision on Physical Activity. CPRA is also carefully considering how the Framework can contribute to the Truth and Reconciliation process.



### ***Education and Communication***

CPRA launched a new interactive website and new quarterly electronic newsletter in the spring, and CPRA continues to host quarterly webinars for the sector. CPRA invites you to follow us on Facebook and Twitter to keep up to date on our daily activity.

CPRA offers the only national Professional Development Certification Program for recreation and parks practitioners. It allows for personalized development, at any stage of a practitioners career and develops the skills needed to excel and forge new professional or volunteer opportunities.

The national awards program continues to recognize excellence in the parks and recreation sector throughout Canada. A new Youth Award is being developed for 2018 which will add to our compliment of national awards.

CPRA is also working hard with the Canadian Parks Council to finalize the Parks for All document - a guiding principles for the parks sector. CPRA will look to endorse the document by the end of 2017.

CPRA continues to partner with many aligned partners on priority issues such as infrastructure, sport, physical activity, physical literacy, inclusion and play. Key initiatives included: partnering with ParticipACTION on the 150 PlayList to celebrate Canada's 150th.

### ***Responsible Governance***

CPRA is financially sound with a committed and experienced Board of Directors. The model of shared leadership with the members is delivering excellence at a national level on many fronts.

CPRA is supported by two Board Committees (Operations/Finance and Strategic Development/Communications) and by key Task Groups: Professional Development and Parks. These Task Groups proactively provide leadership to the sector. CPRA is also launching a sponsorship program this coming year to provide more opportunities for private sector investment in parks and recreation.

Respectfully submitted by:

*CJ Noble - Executive Director - CPRA*

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## Membership Highlights

- Recreation NB's membership has remained steady over the last year and communication with our membership continues to grow. We currently have over 400 members, including Corporate members. We have seen slight increases in our Municipal memberships, as well as, our Regional Service Commissions and Association levels.
- Our social media presence continues to grow, with increases of 157 'Likes' on Facebook, 257 followers on Twitter, and 156 followers on Instagram. These combine to make an overall increase of 25.7% in social media traffic. This was our 5th straight year of increases over 25% since introducing social media.
- Recreation NB staff members continue to be enrolled in French language training.

883 Likes



1648 Followers



248 Followers



Increase of

25.7%

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## Healthy Eating in Recreation Settings Report

The Healthy Eating in Recreation Settings Working Group was formed in 2016 and is co-chaired by representatives from Horizon Health Network and Recreation NB. This provincial group also includes individuals from The Healthy Eating Physical Activity Coalition of New Brunswick, Vitalité Health Network, Dietitians of Canada, New Brunswick Medical Society, New Brunswick Dental Society, Diabetes Canada, Sport New Brunswick, Coach New Brunswick and the Department of Health. It aims to increase the provision of healthy food and beverages while restricting unhealthy options in recreation settings across New Brunswick.

The objectives of the Working Group are to support this movement towards healthy eating in recreation settings through the following:

### *COMMUNICATION*

To build awareness and educate recreation professionals, health promoters and the public on the value of healthy environments and healthy eating.

### *RESEARCH*

To conduct an environmental scan and collect data to assess the current state of healthy eating in recreation settings.

### *RESOURCE DEVELOPMENT*

To create (or revise) resources that support positive change and increase the number of recreation settings offering healthy foods.

### ***Progress to Date***

Having secured funding from the Canada Summer Jobs program and with additional support from the Wellness Branch, a Healthy Eating in Recreation Settings Coordinator was hired to undertake key actions towards achieving the objectives of the working group. The primary responsibility of the coordinator was to perform baseline food service and vending audits in recreation settings across the province. The research included assessments of 40 facilities in over 25 communities across New Brunswick. The results of this environmental scan have been summarized in a report entitled: A Provincial Scan of Food Environments in Recreation Settings across New Brunswick.



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## 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 New Brunswick 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, attended the bi-annual HIGH FIVE® National Exchange this past May in Toronto, Ontario. The exchange was very informative and revealed plans for both Older Adult and Early Childhood modifications to the current PHCD and HIGH FIVE® Sport workshops to train more front-line leaders to work with people of all ages, not just children ages 6-12. We are excited to see how all of this unfolds as time goes on.

2017 has been a big year for HIGH FIVE® in New Brunswick due to our "Superhero" training initiative. Thanks to a collaborative effort between NB Physical Literacy, Coach NB, and Recreation NB, over 300 trainers, facilitators, educators and coaches were trained in HIGH FIVE® Sport, Fundamental Movement Skills and Physical Literacy. By offering 3 certifications in only one day of training, we felt we were giving those trained the abilities they needed 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. The initiative was a huge success for HIGH FIVE® as our records show we trained over 3 times more participants than our annual average and over double the average number of workshops. Even though our core funding for the initiative has been depleted, we are still receiving requests for this training and plan to continue to offer it as time goes on.



The best way to play™

### 2017 HIGHLIGHTS:

- 3 New Registered Organizations
- 5 Umbrella Organizations
- 14 Total Registered Organizations
- 60 Program Evaluations were administered using the Quest 2 Tool
- 25 Successful Workshops (PHCD, HIGH FIVE Sport and/or Quest 2)
- 375 Leaders Trained in PHCD, HIGH FIVE Sport or Quest 2 (75 in French)



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## Treasurer's Report

Upon review of the Independent Auditor's Report from Teed Saunders Doyle Chartered Professional Accountants for the year ended March 31, 2017, it can be summarized that Recreation NB experienced a very successful year in terms of managing its financial situation (a copy of the 2016-17 financial statements are included). Revenues were generally consistent with expectations and expenses were held in line with the budget. Overall Recreation NB made positive gains in its financial situation and is in a strong position to move forward. Chris Gallant, Executive Director and all of the RNB staff can be thanked for a job well done during a year of transitions. As well, Grant Sinclair, our Provincial Consultant from the Sport and Recreation Branch of the Department of Tourism, Heritage and Culture is thanked for his guidance and continued support of Recreation NB.

### 2016-17 Fiscal Year Highlights

#### Surplus

Recreation NB retained a surplus of \$23,671.00. This surplus is due to a number of contributing factors the most notable of which was a decrease in expenses for salaries and wages due to changes in personnel and positions.

#### NB Plays

Funding to support the NB PLAYS! *Gold in Action* initiative was received and work on the program is well underway.

#### Investments

With Board approval the GIC investments of Recreation NB were moved to a slightly more aggressive portfolio.

Respectively Submitted,  
Cynthia Stacey  
Treasurer





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