



2024

ANNUAL REPORT



We begin by acknowledging that the land in 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 an agreement on indigenous rights and the Crown responsibilities to be an ongoing relationship between nations.

[Sitansisk Wolasteqey Pow Wow / Elsipogtog Mi'kmaq Cultural Center](#)



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A Message from Our President and Executive Director

As we close another impactful year, it is with great pride that we reflect on the accomplishments of Recreation NB | Loisirs N.-B. and the significant strides we have made in promoting the importance of recreation in our communities and providing professional development opportunities for the sector throughout the province. This year also marks the conclusion of John Burns, of the City of Fredericton, two-year term as President of the Board of Directors. We are excited to welcome Jen Reed from the City of Saint John as the incoming President. We know that under her leadership, the association will continue to thrive and evolve.

The recreation sector remains a cornerstone of our communities, fostering physical activity, well-being, and connection across all ages and abilities. The role that Recreation NB | Loisirs N.-B. plays in supporting this vital work cannot be overstated. Our efforts this year have been particularly noteworthy, and below are some highlights of a few key achievements:

- **Provincial 55+ Games:** We are proud to have taken over the management of the Provincial 55+ Games. This important event continues to celebrate active living and community engagement for older adults, and we have successfully integrated it into our association's broader initiatives. This has also allowed us to grow our team with the addition of a Special Events and Projects Coordinator. We look forward to co-hosting the Provincial 55+ Games in June 2025 with the City of Fredericton.
- **Re-branding of the Physical Literacy and 55+ Games:** In line with our commitment to consistency and excellence, we re-branded both the Physical Literacy and 55+ Games to better align with the association's identity. These programs now reflect a modern, unified approach that resonates with participants and communities alike.
- **5th Atlantic Recreation and Facilities Conference:** This year, we had the privilege of hosting the 5th Atlantic Recreation and Facilities Conference in Fredericton. It was a tremendous success, bringing together professionals from across the region to share knowledge, exchange ideas, and strengthen partnerships.
- **Trail Summit in Grand Bouctouche:** Our second Trail Summit in Grand Bouctouche was another major highlight. This gathering provided a forum for discussing the future of trails in our province, with a focus on sustainable development, partnerships, and enhanced access for all users.
- **Training Seminars:** As always, our commitment to professional development in the sector remains strong. We continued to offer key training programs, including the East Coast Arena Training in partnership with Recreation PEI, and the Certified Pool Operators course. These sessions are vital in ensuring that our members have the skills and knowledge needed to manage safe and vibrant recreation facilities.

- **Advancing Access to Recreation Facilities Project:** One of the most exciting initiatives this year has been the continuation of the advancement of the Access to Recreation Facilities project, which culminated in the All-Access Play event. This project is a critical step toward ensuring that recreation spaces are inclusive and accessible to everyone, regardless of gender or ability. This project has been renewed to continue into 2025.

These milestones would not have been possible without the dedication and passion of our association members. Your commitment to improving the quality of life in your communities through recreation is inspiring, and it is because of your efforts that we continue to see the positive effects of physical activity, green spaces, and community engagement across New Brunswick.

On behalf of the entire Board of Directors and staff at Recreation NB | Loisirs N.-B., we extend our heartfelt gratitude to each of you. Together, we are creating healthier, more vibrant communities, and we are confident that we will continue to build on this success in the years to come.

Lastly, we would like to express my deepest appreciation to the incredible team at Recreation NB | Loisirs N.-B. Your hard work, creativity, and dedication are the foundation of all that we have accomplished. Your determination behind the scenes have made these successes possible, and we are truly grateful for everything you do to support the association and its mission.

Thank you for your dedication and for the important work you do every day.

Sincerely,

John Burns *Chris Gallant*

John Burns
President

Chris Gallant
Executive Director

Sussex Bluff Trail / Kingswood Golf Course



Our Team



Chris Gallant
Executive Director

Jacqueline Emery
Physical Literacy Development Coordinator



Nicole Hebert
Engagement and Education Coordinator

Matt Wilson
Special Events and Projects Coordinator



Duncan Murray
Digital Communications & Social Media Intern

Our team has had an incredible year filled with growth and new opportunities as we have welcomed two new employees, who have brought fresh ideas and skills. Their contributions have already made a noticeable difference, helping us deliver even better results for our members. Everyone brings something unique to the table, so we are excited about what is ahead and confident that with this team, we'll keep moving forward and hitting new milestones.



Board of Directors

Executive



*John Burns
President
City of Fredericton*

*Jen Reed
President-Elect
City of Saint John*

*Charlene Shannon-McCallum
Secretary / Treasurer
University of New Brunswick*



*Jeremy McShane
Director
Municipal District of
St. Stephen*

*Jacqueline Dunn
Director
Town of Oromocto*

*Jill Whitehouse
Director
District of Carleton North*

*Drew Watson
Director
CIMCO*



*Julie Belanger
Director
Ville de Shediac*

*Ryan Wilbur
Director
City of Bathurst*

*Greg Evans
Ex-Officio
GNB - THC*

*Chris Gallant
Ex-Officio
Recreation NB | Loisirs N.-B.*

Recreation's Voice

We are proud to continue working alongside government agencies, partner organizations, and national bodies through diverse networks and committees. These collaborations with our peers in health, education, and wellness ensure that New Brunswick communities benefit from the latest practices, innovative research, and evolving standards. Our active involvement in these forums allows us to represent our members' voices and concerns, ensuring they are heard both within the province and across the country.

National Bodies

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

Committees / Working Groups

- Atlantic Recreation and Facilities Conference Planning Committee
- New Brunswick Trans Canada Trail Committee
- New Brunswick Facilities Committee
- New Brunswick Inclusive Recreation Committee
- New Brunswick Physical Literacy Committee
- New Brunswick 55 + Games Committee
- Ability NB's Provincial Tech Team
- CPRA Finance and Risk Management Committee
- ZOOMERS on the Go Advisory Committee
- Network for Safe Sport and Recreation in New Brunswick
- Provincial Trails Advisory Committee - Greenway Working Group
- National SHEE Working Group
- Physical Literacy for Communities Partner Table
- National Safe Swimming Program Working Group
- Physical Literacy Atlantic Region Working Group

Atlantic Recreation Facilities Conference at the Delta Fredericton



Engagement Report

Memberships and connections with Local Governments within each of the Regional Service Commissions

Our membership base is composed of a diverse range of individuals and organizations committed to enhancing recreational services and community well-being. We are proud to maintain strong memberships and collaborative relationships with:

- Municipalities
- Corporations
- Associations
- Regional Service Commissions
- Individuals
- Students



MAILCHIMP:
494 SUBSCRIBERS
27 CAMPAIGNS SENT

21 OF WHICH WERE
POINTS OF INTEREST /
RECREATION RADAR

Member Breakdown

46%

Municipal Members

22

Student Members



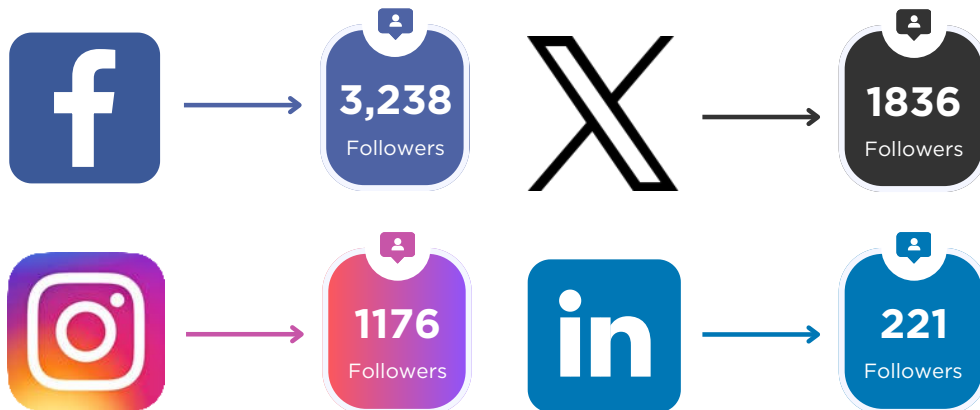
TikTok is our
newest social
media platform.



16 Followers
364 total likes

A year of rebranding for Recreation NB | Loisirs N.-B.

2024 marks a fresh chapter for our organization. With the creative expertise of Creative Juices, we revamped our website to better reflect our mission and engage our audiences.



Follow Along



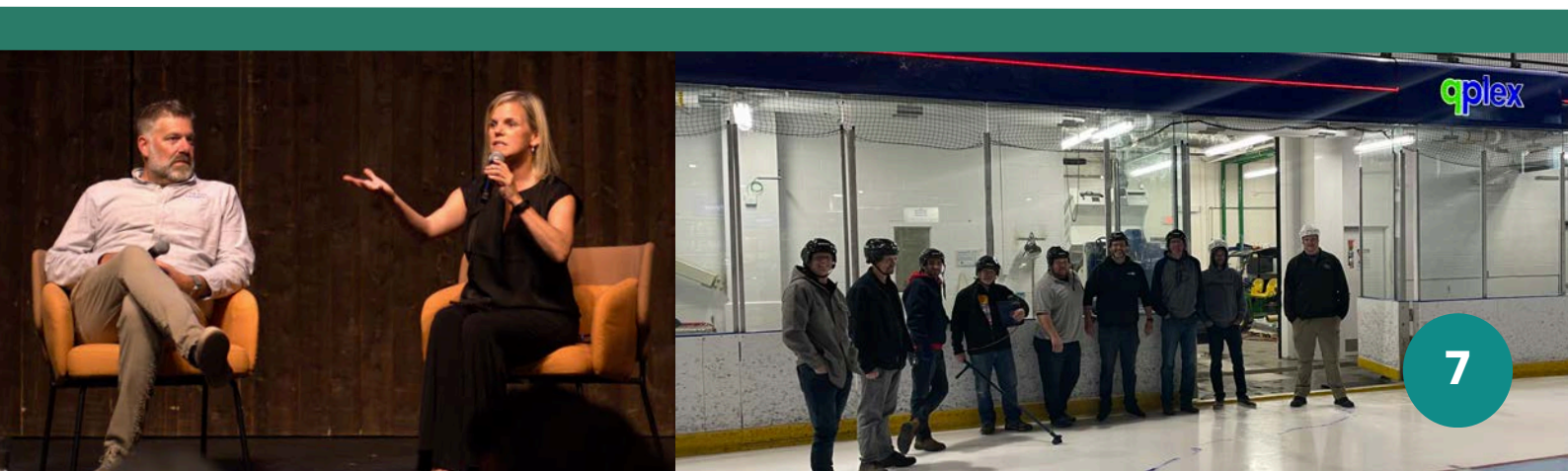
Increase in followers across our social media platforms.

Education Report

Recreation NB | Loisirs N.-B. continues to place a strong emphasis on professional development and knowledge sharing within our sector. Providing high-quality training opportunities to help individuals and organizations elevate their skills, enhance facility management, and ensure inclusive and safe recreational environments for all has remained a central focus of ours. Professional development for recreation professionals is crucial in building and fostering healthy, vibrant communities. Below is an overview of the key educational opportunities offered in 2024:

- We hosted a **FREE** webinar to promote New Brunswick's Cooling Tower Regulatory Program, raising awareness and providing guidance on compliance. Eight people were in attendance and benefited from the information provided therefore planning is underway to host another webinar in the fall of 2024.
- A Certified Pool Operator Course was successfully held at the Fredericton Indoor Pool, helping pool operators enhance their knowledge of pool safety and maintenance. Twelve people attended this three-day course which was hosted in conjunction with Water and Ice North America. The instructor indicated that he received the highest number of perfect test scores in a single class ever with this group.
- We organized a two-day Turf Management and Maintenance Course in conjunction with Sports Turf Canada at Tantramar's Municipal Office. This course provided valuable insights into turf care practices and taught the eleven recreation professional in attendance how to safely and effectively manage and maintain natural turf.
- The East Coast Arena Training Level 2 Course was hosted at the qplex in Quispamsis, advancing skills in arena management and maintenance beyond the Basic / Level 1 Course. The East Coast Arena Trainings are hosted in partnership with Recreation PEI, and this was our first time hosting the Level 2 course in New Brunswick.
- We proudly hosted the Atlantic Recreation and Facilities Conference at the Delta in Fredericton. This event brings together recreation professionals from all throughout the Atlantic region and beyond to take in sessions led by industry experts, participate in conversations around best practices in facility and program management and maintenance, and much more. There was over 240 people in attendance throughout the event.

[Q&A about Akadi Lumina / ECAT Level 2 at the qplex](#)



Education Report Continued...

- Our All Access Play event was a collaborative initiative designed to enhance and explore new opportunities in the accessibility and availability of our province's recreation and sport infrastructure was held at the Crowne Plaza in Fredericton.
- We hosted the 2024 Trails Summit with the support of the Department of Tourism, Heritage and Culture's Tourism Development Branch in Grand-Bouctouche at the J.K. Irving Centre. This **FREE** two-day event brought together trail enthusiasts, managers, operators, government officials and municipal / staff tasked with trail maintenance. this event provided sessions led by industry experts, panel discussions, networking opportunities, and an experiential learning component.

Trails Summit at the J.K. Irving Centre



Thank you to our 2024 ARFC Sponsors!

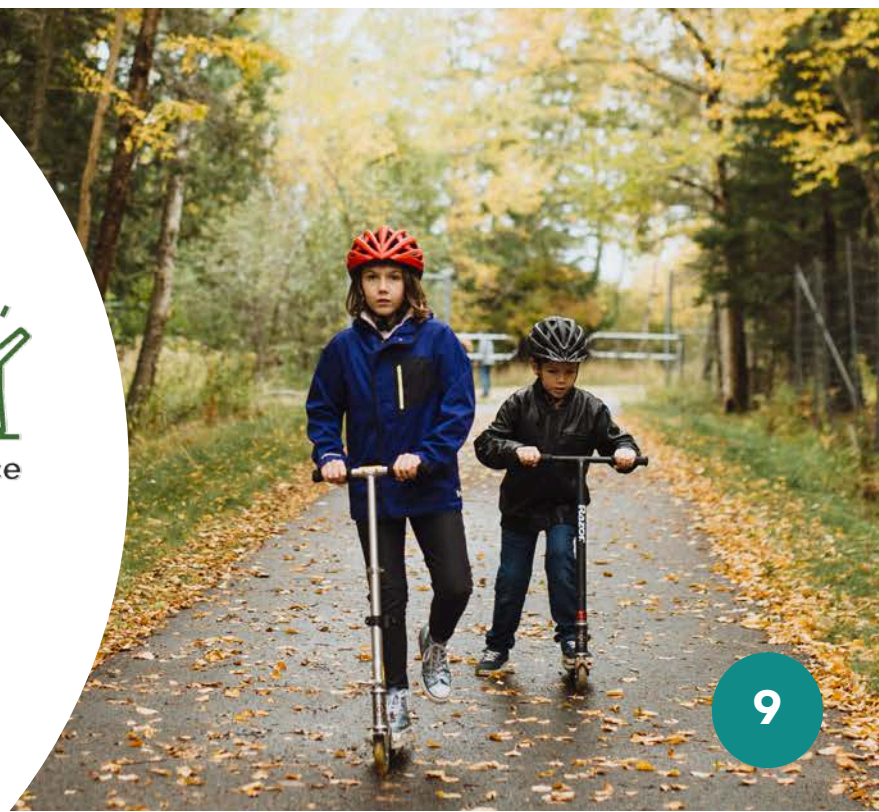
- **Toromont | CIMCO**
- **BERG Industrial Service**
- **Jet Ice**
- **Water and Ice North America Inc.**
- **Cobequid**
- **Sportball Atlantic**
- **RC Strategies**
- **ABC Recreation**
- **Matrix**
- **Camco Lubricants**



NB PHYSICAL LITERACY LITTÉRATIE PHYSIQUE N.-B.

Demonstrating an unwavering commitment to advancing physical literacy across the province, New Brunswick Physical Literacy continues to lead through education, advocacy, and collaboration. As a recognized cornerstone of overall health and well-being—especially for children and youth—the organization's strong partnerships with stakeholders have driven the successful implementation of numerous initiatives and programs designed to enhance physical literacy (PL) for all ages. Below are some of the key highlights from 2023-2024:

- 8 in-person Healthy Start for Active Kids training sessions delivered.
- 8 Online Healthy Start for Active Kids training sessions completed.
- 102 small Active Kids Tool Kits delivered.
- New Stakeholders engaged for the Physical Literacy Committee.
- 4 Parent Sessions delivered for KidSport Days in both French and English.
- Successful completion of the second year of the Physical Literacy for Communities (PL4C) Pilot Initiative in the Miramichi and Kent County region, with the project extended until March 2025.
- Draft strategic plan completed.
- Atlantic PL Partnership – development of annual PL day.
- Recreation N.B. | Loisirs N.-B. signed an agreement with Sport for Life to offer courses at a reduced cost.
- Updated logo design to better align with the Recreation N.B. | Loisirs N.-B. brand.
- Continued involvement within the community through initiatives such as speaking at the “Remember When” Physical Education Conference, family fun nights, career days, and guest lectures with the Faculty of Kinesiology.



JEUX 55+ GAMES

NEW NOUVEAU BRUNSWICK

2024 has been an eventful year for the 55+ New Brunswick (NB) Games brand! In the month of February 2024, Recreation N.B. | Loisirs N.-B. signed an agreement to reestablish the 55+ NB Games as a staple in healthy aging programming for New Brunswick's 55+ community. The Games, aim to promote healthy aging by encouraging older adults to stay physically active, socially engaged, and mentally sharp through friendly competition. These events offer a variety of sports and recreational activities designed to suit different abilities, allowing participants to showcase their skills, build new friendships, and maintain a healthy lifestyle. By fostering a spirit of inclusion and community, the 55+ NB Games serve as a platform to inspire healthy aging, reduce isolation, and enhance the overall well-being of older adults. Here are the 2024 highlights for 55+ NB Games:

- Recreation N.B. | Loisirs N.-B. signed an MOU with the former NB 55+ Games, assuming all operations of the 55+ Games.
- In April, Recreation N.B. | Loisirs N.-B. hired Matt Wilson to lead the development and execution of the 55+ Games.
- An advisory/planning committee was formed.
- Launched the 55+ Games social media accounts, including Instagram, Facebook, Twitter, and linktree.
- Dates and main location were selected, June 19-21, 2025 & Willie O'Ree Place.
- On June 26th, we met with the Mayor of Fredericton and members of the City of Fredericton Recreation Department for an official press release introducing the Games.
- Coordinated the registration of 18 participants for the 2024 Canada 55+ Games.
- 15 athletes and 3 non-participants attended the 2024 Canada 55+ Games.
- Attended the 2024 Canada 55+ Games in Quebec City, which included Canada Senior Games Association board meetings, open and closing ceremonies, evening socials, and various competitions.
- New Brunswick finished with 22 medals, of those 22, 4 came from a swimmer from Fredericton who qualified for the 2025 Masters World Swimming Championships in Singapore.
- Attended 3 expos to promote the 55+ Games.
- Developing content for our website to help promote and inform New Brunswickers about the 55+ Games
- Developing a strategic plan to ensure the long-term success of the 55+ Games.



Inclusive Recreation Committee

Over the past year, the members on the Committee have continued to receive updates from Recreation NB | Loisirs N.-B. staff members on the ongoing development of the inclusive recreation database that will identify accessible recreation spaces in New Brunswick. Contact was made with municipalities visited in the summer/fall of 2023 by Recreation NB | Loisirs N.-B. staff as part of the Improving Access to Recreation Facilities initiative as a follow up to determine if facility reviews were completed and to gauge interest in having results featured. Work continues in compiling information and developing a section within the organization's new website that will include information about the Inclusive Recreation Committee, details about Accessible NB and facility reviews, a database of facilities and spaces in New Brunswick, potential funding opportunities and relevant news. Staff also are exploring potential corporate sponsors for this section of the website.

Recreation NB| Loisirs N.-B. is among the provincial/territorial affiliates of CPRA that is partnered in a project with the Active Living Alliance for Canadians with Disabilities (ALACD) that aims to develop a guide for municipal guide to promising and best practices for disability inclusion in recreation and physical activity. Other partners include Queen's University School of Kinesiology and Health Studies, Federal-Provincial/Territorial Physical Activity and Recreation Committee, and the Canadian Disability Participation Project. Committee member, Laurie Muise (Town of Oromocto) is one of the municipal leaders involved in the project for New Brunswick.

Another key committee discussion included the hosting of a 'Rec Your Way' event in Saint John to promote the e-trikes. From that discussion, consideration was given to forming a 'Rec Your Way' subcommittee to support the development and implementation of these events in the future.

The current Committee includes representatives from Special Olympics NB, Stan Cassidy Rehabilitation Centre, Parasport NB, Inclusion NB, Ability NB (ParaNB and AccessibleNB), Premier's Council on Disabilities, Active Living Alliance for Canadians with a Disability, and municipal recreation. Committee meetings continue to provide an opportunity for representatives from these organizations to share information on initiatives in which they are engaged.

In June, Nicole Hebert, who has served as the Recreation NB | Loisirs N.-B. staff member working with the Inclusive Recreation over the last two years introduced the Committee to Matt Wilson. In addition to his responsibilities for the 55+ Games, Matt will be the staff member engaged with the Committee. As Chair, I wish to extend my sincerest appreciation to Nicole for her work with and behalf of the Committee since joining Recreation NB | Loisirs N.-B.



Facilities Committee

The Facilities Committee of New Brunswick is committed to driving excellence in facility management by promoting education, enforcing safe operating standards, and fostering professionalism and collaboration among facility operators. Our mission is to ensure the seamless operation of arenas, community centres, swimming pools, sports fields, parks, and other recreational facilities across New Brunswick. 2024 highlights include:

Increased Member Awareness and Engagement

Throughout the year, there has been a noticeable increase in member awareness of the Facilities Committee, with a growing number reaching out for guidance and support. This trend indicates a positive trajectory in member engagement and interest in committee activities.

ECAT Level 1 and 2 Training Collaboration

In partnership with Recreation PEI, we successfully hosted ECAT Level 1 and 2 training sessions focused on arena facility operations, ice making, and painting. These sessions attracted nearly 40 attendees, significantly contributing to professional development within our membership and beyond.

Trails Summit Participation

Committee members actively participated in the 2024 Trails Summit, enhancing their understanding of infrastructure challenges and development opportunities. This participation underscores our dedication to holistic facility management, encompassing outdoor recreational spaces.

Advancing Training Options

Looking ahead, we are committed to advancing our training offerings for members. Explorations into new partnerships and expanded educational opportunities are underway, aiming to further elevate professional standards and competencies across our membership base.

Development of Facilities Portal

Work continues on the development of a dedicated facilities portal on our website. This portal will serve as a centralized hub for resources such as SOPs / PMs, updates, and communication regarding facility management and enhancement.

These achievements reflect our ongoing commitment to excellence in facility management and community service. By leveraging knowledge, collaboration, and innovation, we continue to elevate standards and support the vibrant recreational landscape of our community.



HIGH FIVE®

Canada's premier standard for quality in children's sport and recreation, HIGH FIVE®, is enhancing programming across New Brunswick. As the province's Authorized Provider, Recreation NB | Loisirs N.-B. is at the forefront of this initiative, organizing and facilitating workshops throughout the province. These workshops aim to equip recreation and sports leaders with the tools and expertise needed to create meaningful and positive experiences for the children in their care.

In addition, HIGH FIVE® provides organizations with valuable resources such as policies, procedures, and evaluation tools. These resources empower supervisors and managers to deliver high-quality recreation programs, while also raising awareness of the essential components that contribute to program success.

The "Superhero" training program, a collaborative effort between NB Physical Literacy, Sport NB, and Recreation N.B. | Loisirs N.-B., is designed to empower front-line leaders to make a lasting, positive impact on children's development and engagement in physical activities. This comprehensive initiative provides training in healthy child development (HIGH FIVE® PHCD), fundamental movement skills (NCCP), and physical literacy (NBPL), equipping leaders with the knowledge and tools to become true "Superheroes".

By focusing on delivering high-quality programs, the initiative aims to inspire children not only to embrace lifelong participation in physical activity but also to grow into responsible, community-minded individuals. These children could become future role models and champions of the cause, contributing to a healthier and more active society.

- 7 Superhero training sessions were held for employees in the Village of New Maryland, City of Fredericton, Kent County, City of Miramichi, PALS Camp Co. (Miramichi), City of Bathurst, the Greater Region of Rogersville, the Village of Rexton, the District of Tantramar and the Town of Shediac.
- 3 HIGH FIVE® PHCD training sessions held for employees of Canadian Forces Morale and Welfare Services (CFMWS) and Hanwell Rural Community.
- 25 leaders completed the HIGH FIVE® PHCD training.
- 103 leaders participated in Superhero training.



Canadian Parks and Recreation Association

The Canadian Parks and Recreation Association (CPRA) is a national nonprofit with a mission to champion the vital role the recreation and parks sector plays in Canadian life. We advocate for thoughtful public policies that yield vibrant, accessible public spaces, programs, and services which improve community health, vitality, and resilience.

To achieve this, we commit to being steadfast advocates for the recreation and parks sector, working to ensure that everyone who lives in Canada has access to safe, inclusive, accessible public spaces and recreation programs that meet their needs and respect their budget.

The following highlights will give you a sense of the activities undertaken by CPRA, with help from our members and our partners, to deliver on our mission.

Advocacy Day on the Hill

On Tuesday, November 5, 2024, CPRA's Board of Directors and representatives from each of our 13 Provincial and Territorial members will travel to Ottawa to meet federal policymakers from every party to discuss the important role recreation and parks play in building healthy, vibrant, and resilient communities. Our delegates will promote the three recommendations CPRA proposed in our Pre-Budget Submission to the Standing Committee on Finance in advance of the Fall Economic Statement and Budget 2025.

Green Jobs Program

In 2024, CPRA's flagship Green Jobs program exceeded expectations, funding 170 positions for youth across Canada, 33 more than the target of 137. The program received successful applications from organizations in all thirteen provinces and territories, providing valuable work experience for youth facing barriers across the country. A total of 22 jobs were funded across the East Coast this year, with 7 located in New Brunswick.

National Safe Swimming Recovery Program

The NSSRP was developed to address the widespread shortage of lifeguards throughout the country, which is adversely affecting the availability of swimming lessons and programs across Canada. There are currently more than 250 youth facing barriers to employment actively engaged in the program, each of whom are receiving lifeguard and/or swim instructor certifications and hands-on employment experience.



Canadian Parks and Recreation Association

Measuring Impact

In collaboration with Mike Roma from RC Strategies and Dr. John Spence from the University of Alberta, CPRA hosted a successful webinar discussing the Measuring Impact Initiative's research methods and results, demonstrating how valuable data can enhance recreation initiatives in your community. A new resource, the Measuring Impact Calculator Tool, will be developed this fall. Learn more and sign up to be alerted when new resources become available.

Framework for Recreation in Canada: Update and Renewal

The Framework for Recreation in Canada Update has been distributed widely within our networks and the consultation phase of the Framework Renewal is underway. Don't miss this opportunity to ensure your voice is part of the discussion.

Jays Care Foundation

CPRA proudly partnered with Jays Care Foundation to introduce their award-winning, inclusive baseball programs in municipalities across Canada. Interested in delivering inclusive programming in your community? Don't miss this opportunity. Apply today.

Neighbourhood Tactical Guide

In 2023, CPRA produced the Activate Your Neighbourhood Tactical Guide. We have secured funding that will enable us to disseminate the Activate Your Neighbourhood Tactical Guide to communities across Canada.

The Guide, based on the concept of "tactical placemaking" aims to assist community members and neighbours in reimagining, rethinking, and repurposing their neighbourhood spaces to foster physical activity and social connections.

Canadian Parks, Recreation and Sport Infrastructure Database

Working with data intelligence provider ActiveXchange, CPRA has established the Canadian Parks, Recreation and Sport Infrastructure Database as a go-to resource for our sector with more than 4,000 organizations on board across Canada. The open database provides stakeholders with access to infrastructure and demographic information that facilitates better planning and collaboration. Ensure your facilities are in the database so you can begin using this useful tool.

CPRA Connect

CPRA's online community has been rebranded as CPRA Connect—a place for the sector to meet, work, and grow together. CPRA Connect includes discussion groups, and an open forum for all members to share resources, post events, and ask questions. We invite you to sign up for your free account.

Treasurer Report

It is my pleasure to present the financial report for Recreation NB | Loisirs N.-B. for the 2023-24 fiscal year. I am happy to report that it has been another successful year for the association from a financial standpoint.

This year marked our first working with our new auditors, Ouseley, Hanvey, Clipsham & Deep LLP, Chartered Professional Accountants. Their expertise has been invaluable, and they have provided us with several recommendations to improve how we report our finances. In addition to their suggestions, they identified and corrected some errors from previous fiscal years, as noted in the audited financial statements.

For the 2023-24 fiscal year, the association achieved a surplus of \$67,081. However, with the corrections to our previous years' revenue (outlined in Note 6 of the audited financial statements), the final surplus for the year stands at \$174,808. This surplus strengthens our financial position and will allow us to continue to invest in the programs and initiatives that support our members.

I would like to thank the board and staff for their diligent work in ensuring the financial health of the association. Their careful management of our resources has been instrumental in achieving this surplus, and I look forward to continuing this positive trajectory in the coming year.

Respectfully submitted,

Charlene Shannon-McCallum
Secretary/Treasurer



**Scan Here for
Financial Statements**



SAVE THE DATE

**MAY 13-15TH
SHEDIAC, NB**



REC | CON 2025 SHEDIAC, NB

**ACTIVE COMMUNITIES,
THRIVING FUTURES**



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