



RECREATION LOISIRS **NB**

2019-2020 Annual Report

For a Happier, Healthier Province



Oromocto

Table of Contents

A Message From the President and Executive Director	4
2019-2020 Membership Overview	5
The 2019-2020 Member Experience	5
Recreation New Brunswick Staff	6
Recreation New Brunswick Board Of Directors	6
Recreation's Voice	7
Strategic Plan Progress	8
Engagement Report	9
COVID-19 Response	10
Responsible Recreation	10
Restart Guidelines	10
Resource Development	10
COVID-19 Survey Results	11
Facilities Report	12
Arena Operators - New Course Development	12
Canadian Recreation Facilities Network	12
Inclusive Recreation Committee Report	12
She is Active NB Report	12
Youth Green Jobs Initiative Report	13
HIGH FIVE® Report	13
A Year in Review	14
Canadian Parks and Recreation Association Report	16
Treasurer's Report	19



Hazen Park

A Message From the President and Executive Director

This year has turned out to be quite extraordinary, one that none of us could have ever predicted. Amidst this global pandemic, families being able to maintain some sort of normalcy within their community was front and centre in our work and our minds. Since mid-March we have been working hard to ensure our members continue to receive communications, services, and provide advocacy on their behalf, although differently, because of COVID-19 physical distancing restrictions. While this year's report focuses on the entire year, we do feel the need to mention COVID-19, since it has meant such tremendous changes to the delivery of our services.

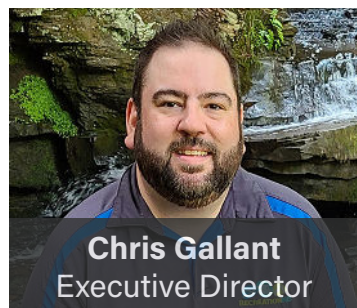
We would be remiss if we did not acknowledge the tremendous effort of our staff and our members to adapt quickly to a new way of delivering services. We know that, once again, recreation facilities and programming have proven vital during this ordeal and we are so proud of how we as an association and you in your communities have overcome incredible obstacles to maintain an appropriate level of service. The current context has forced us to modify some of our services to our membership – adapting to the changing needs of members; hosting webinars, virtual knowledge exchanges with our municipal urban and rural directors/managers, working with the Sport and Recreation Branch of government to clarify Public Health guidelines; delivering more virtual offerings with our Atlantic Partners, the CPRA and others. We know the future will continue to be challenging for all of us in recreation and parks. We will continue to focus our efforts on meeting the emerging and changing needs of members as we move forward in this uncertain world.

According to our Recreation and Community Resilience - COVID-19 Engagement Survey, during the peak of pandemic-related shutdowns, 3/4 of New Brunswickers felt safe using outdoor recreation assets. An overwhelming majority (98%) of those who completed the survey consider recreation and parks an important local government service and 83% believe local government funding for parks and recreation should be increased. These treasured outdoor spaces became one of the few places where people could go to walk, exercise or experience green space.

Parks and recreation have become an even more fundamental part of our daily life, and will be essential to communities coming together and healing. It will be even more imperative that we ensure equitable access to these cherished spaces and programs in the months and years to come.

Our new strategic direction continues to guide us in our work while being flexible enough to allow us to bend in this ever-changing landscape of the recreation and parks sector. We are embracing the challenges and new opportunities this year has brought with it and are ever mindful and grateful for the incredible team of colleagues we work with.

As always, we continue this work to best serve and advocate for the recreation sector in New Brunswick as we work together in seeking the best solutions to meet community recreation needs.



Chris Gallant
Executive Director

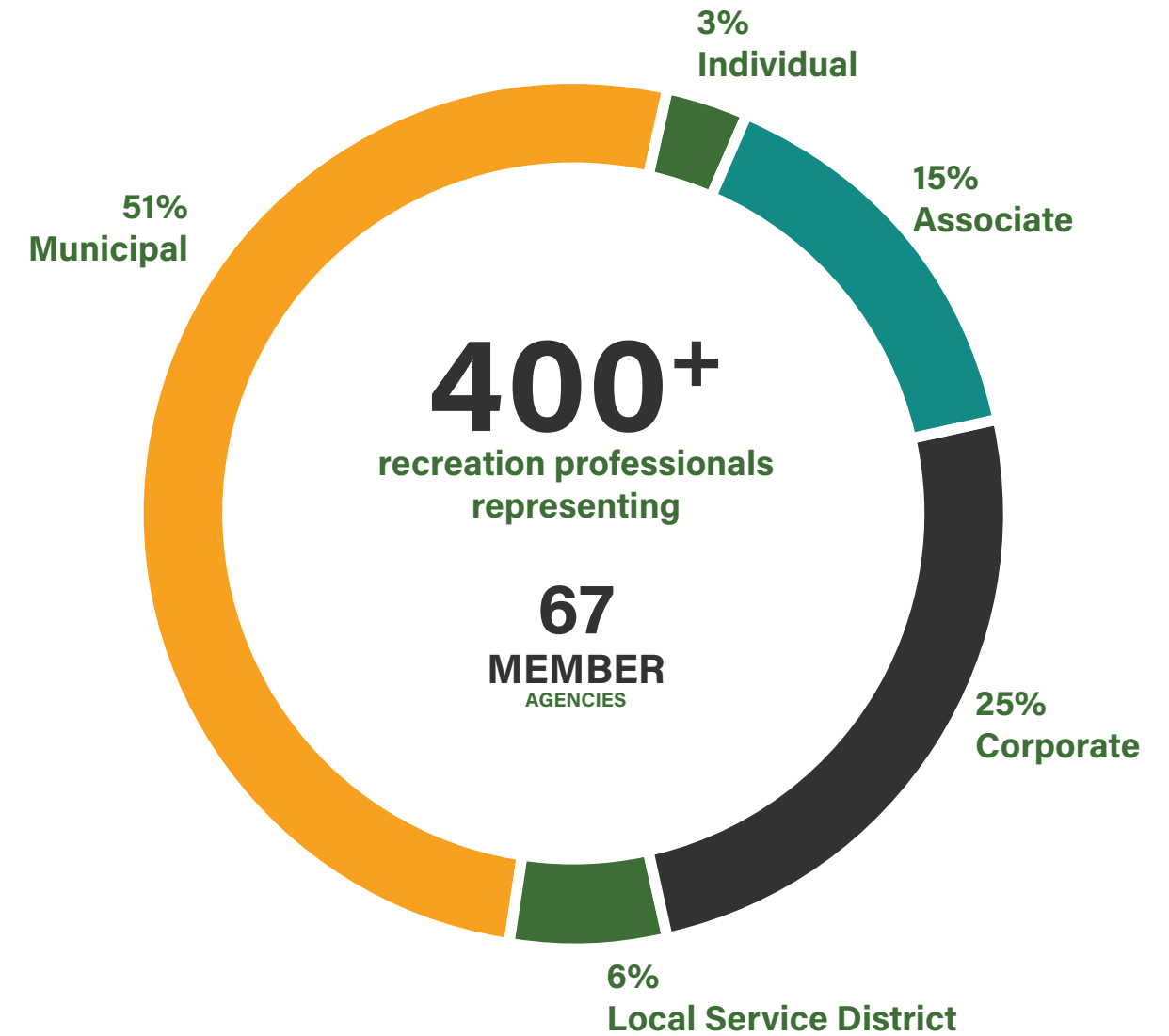


Greg Cutler
President

Sincerely,

Greg & Chris

2019-2020 Membership Overview



The 2019-2020 Member Experience

Our members are dedicated to serving communities across our province. Their programs and services create strong and vibrant people and places while addressing many of our most pressing health, social and environmental issues. The vital role they play is even more evident during challenging times, including the global pandemic we have been facing.

In an effort to ensure that all New Brunswickers have access to the benefits of recreation and parks, our members have been working tirelessly under the guidance of public health officials to keep neighbourhood parks, trails, and other recreation assets safe and open wherever possible.

We recognize that 2020 has been a year of uncertainty and change. New Brunswickers are developing new expectations and concerns related to public health and safety that are requiring our members to adapt and upgrade their facilities and services while struggling to recoup losses in revenue due to required closures and suspensions in programming.

We commend your commitment to the safety and health of their communities, knowing your services are essential to the resilience of our province. We are committed to continue working on your behalf and helping you navigate this shared journey.

Recreation New Brunswick Staff

Chris Gallant
Executive Director

Michelle DeCoursey
Project Development Coordinator

Joanna Mills
Education & Engagement Coordinator

Nicole Bell
Bookkeeper

Recreation New Brunswick Board Of Directors

Executive

Greg Cutler
President | Saint John

Matt Pryde
President Elect | Sackville

Cynthia Stacey
Treasurer | UNB

Directors

Tanya Hawkes
Director | Hartland

Jackie Dunn
Director | Oromocto

John Burns
Director | Fredericton

Jeremy McShane
Director | St Stephen

Charlene Shannon-McCallum
Director | UNB

Jason Walsh
Director | Miramichi

Holly McNeil
Director | Salisbury

Ex-officio

Grant Sinclair
Department of Tourism,
Heritage and Culture

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
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
WELLderness Planning Committee

Councils / Networks

The Network for Safe Sport and Recreation in New Brunswick
She is Active NB: The Network for the Advancement Women and Girls in Sport and Recreation
Healthy Eating in Recreation Environments Working Group
NB Physical Literacy Coalition



Newcastle Centre

Strategic Plan Progress

In 2019, the Recreation NB Board of Directors and staff completed the development of a strategic plan that would steer the organization's operations over the next three years (2020-2023). Four areas of emphasis were identified—Services, Education, Advocacy, and Leadership. Recreation NB, along with our members, have made great strides toward reaching the goals established in this plan. We will continue working hard to achieve these objectives and further build capacity for meaningful, quality, accessible and safe recreation in New Brunswick.

Services

We serve our members and New Brunswick at large by offering grant programs, relevant tools and resources, New Brunswick-based research, and platforms for knowledge exchange.

We also offer timely communications to keep recreation and parks agencies abreast of the latest happenings in our field.

GOAL Increase effective risk management in recreation settings.

- ✓ In-depth Logbook review completed
- ✓ Development of electronic arena and pool logbooks underway
- ✓ New and improved MAOI in development

GOAL Increase communication to stakeholders.

- ✓ 16% increase in social media reach
- ✓ Increase in Points of Interest readership
- ✓ New website with up-to-date resource hub in development

Education

We build capacity for the recreation and parks sector by offering engaging professional development opportunities.

GOAL Explore new partnerships that provide funding opportunities for members

- ✓ Working on bringing Shape Up program to NB
- ✓ Explore grant opportunities for special projects
- ✓ Create partnership with HSAK to disseminate NB PLAYS! Preschool to early learning educators

Advocacy

As the collective voice for recreation in New Brunswick, we advocate for the value and benefit of leisure and recreation opportunities for all. We identify and prioritize issues of concern to the recreation and parks field and coordinate strategies to address them.

GOAL Increase understanding and value of recreation as a public good.

- ✓ Invest in Recreation campaign reached 10 000+ individuals
- ✓ Recreation and Parks Engagement Survey Snapshot reached 4600+ individuals

Leadership

We are leaders in the development of recreation and parks policy, planning and programming.

GOAL Serve as the collective voice for recreation to decision-makers and a wealth of knowledge for all things recreation.

- ✓ COVID-19 resource page established
- ✓ Recreation is Essential to Community Resilience and We Value Recreation statements made available to our members
- ✓ Bilingual website in development

GOAL Build capacity for meaningful, quality, accessible and safe recreation.

- ✓ Gender Equity in the Allocation of Recreation Spaces Policy Template in development
- ✓ 3 Rural and 4 Urban Recreation Knowledge Exchanges held (since April 2020)
- ✓ 11 Education webinars hosted

Engagement Report

Recreation NB's membership has remained steady over 2019-2020 - with a net loss of one member organization. We hope to increase our recruitment efforts in 2020-2021 with a special focus on student populations and other sector allies.

Our Points of Interest emails have been a successful tool for communication with members, providing a regular and reliable source of information on education, programming, funding and news for recreation professionals. We are reaching well above industry standard for email marketing communication - with an open rate of 39% and a click rate of 20%. (Average open rate = 21.33% / Average click rate = 2.62%)

We have continued to grow our social media presence, with increases of 519 likes on Facebook, 55 followers on Twitter, and 112 followers on Instagram. Our new audience accounts for an overall increase of 16% in social media traffic; marking our 7th straight year of increased social media engagement.



1612 Followers



1881 Followers



641 Followers

16% Overall Increase



217 Subscribers

37 Points of Interest and Announcements sent

39% Open Rate

COVID-19 Engagement

Throughout COVID-19, Recreation NB has provided our members with reliable and timely communication on public health recommendations for recreation and parks settings. Since March 2020, we have worked with public health officials to deliver over twenty COVID-19 announcements, regulations and recommendations to our members.

Recreation NB has remained committed to providing quality professional development to our members during the pandemic, by working with national and regional partners we have offered 15+ virtual trainings.

Since April 2020, Recreation NB has been hosting two monthly virtual knowledge exchanges for recreation professionals (urban/rural) - the knowledge exchanges have provided opportunities for members to share best practices, key learnings and ask for support. From resources, knowledges exchanges to advocating for recovery funding on behalf of our members and the recreation and parks field, our association is dedicated to helping our sector navigate this experience.

COVID-19 Response

As our province continues to band together to halt the spread of COVID-19, we commend our municipal parks and recreation agencies on their efforts to enforce the guidelines of our public health officials and educate citizens on safe usage of their facilities, parks, green spaces and trails. These valuable community assets continue to offer citizens places to remain physically active, play, and connect with nature. Recreation NB has been working to support its membership in the delivery of meaningful, quality, accessible and safe recreation during this time with COVID-19 themed resources, education and advocacy. From hosting knowledge exchange opportunities for recreation professionals to requesting recovery funding on behalf of our sector, we are committed to helping our membership navigate this difficult time.

Responsible Recreation

Outdoor spaces continued to serve as valuable community assets through out the COVID-19 pandemic. Offering citizens places to breathe fresh air, connect with nature, and remain physically active. Public health experts agreed and encouraged New Brunswickers to participate in outdoor exercise while respecting physical distancing guidelines. We created this document outlining recommendations for responsible use of parks and trails for our members to share with their communities.



Marysville

Resource Development

- ✓ Responsible Recreation
- ✓ Urban/Rural virtual knowledge exchange
- ✓ Restart Guidelines
- ✓ User ice agreement template
- ✓ Working from home during COVID-19 webinar
- ✓ NB PLAYS! at Home
- ✓ Playground cleaning tips
- ✓ COVID-19 Pandemic Preparedness for Recreation Professionals
- ✓ Advocacy on behalf of the sector for recovery funding
- ✓ Research on recreation and facilities use before and during the pandemic

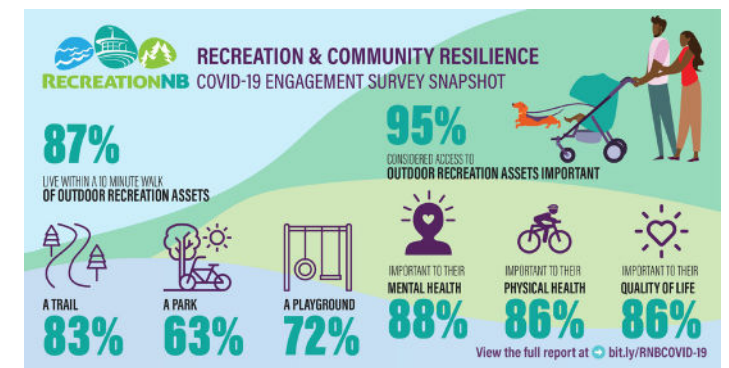
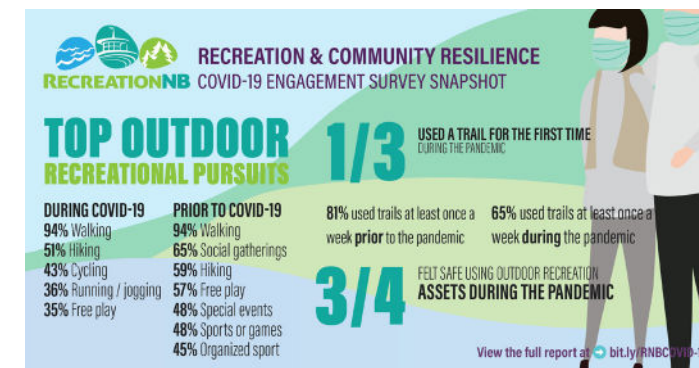
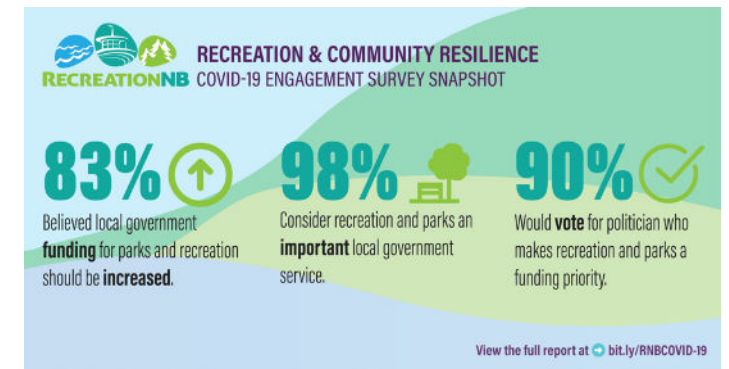
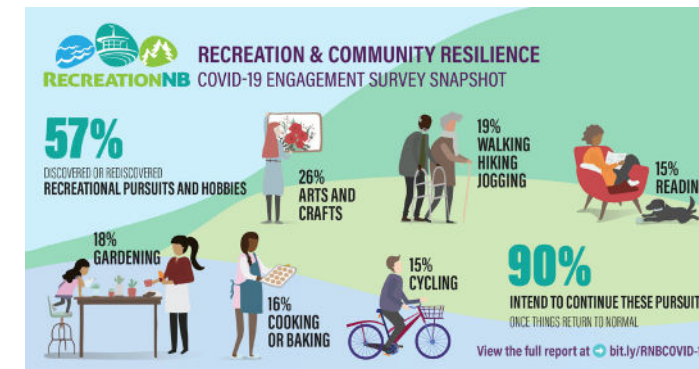
Restart Guidelines

Recognizing and valuing the important work of our sector, Recreation NB will continue to provide leadership and education for our members and advocate for the value and benefit of leisure and recreation opportunities for all. Recreation NB aims to ensure that municipal recreation and parks agencies have the guidance and support they need to return to their previous service levels and continue fostering healthy and happy communities across our province.

COVID-19 Survey Results

To better understand how the COVID-19 pandemic was impacting our sector, Recreation NB developed a study. The results broadened our understanding of how New Brunswickers had been engaging with their local outdoor recreation assets and if this engagement had changed since the onset of the COVID-19 pandemic. We also explored the pandemic's impact on other recreational pursuits, safety perceptions, and citizen support for recreation and parks. This information helps shed light on the important role that recreation and parks play in the lives of citizens in times of crisis and every day.

The study included surveys completed by 162 New Brunswick citizens. While representative, this low response rate means that the findings are suggestive rather than conclusive.



Grand Manan

Facilities Report - Jeremy McShane - Chair

The pandemic has shown us that recreation facilities and settings are cornerstones of our communities. As facilities continue to adapt and learn new ways to operate during COVID-19 Recreation NB remains committed to sharing best practices, key learnings and offering support to our members. We will continue our monthly knowledge exchanges and advocating for our members for recovery funding during this unprecedented time.

Arena Operators - New Course Development

Recreation NB, Recreation PEI and Bernie Hurley from the Town of Oromocto are working together to create a made in New Brunswick Arena Operators Workshop. This workshop will be interactive, provide the necessary instruction to train individuals in proper arena operation techniques and be delivered by arena operators from Atlantic Canada. We are excited to utilize the expertise of recreation professionals across New Brunswick and Atlantic Canada to deliver a new and improved arena operators workshop!

Canadian Recreation Facilities Network

In January 2020 the CRFN conference was postponed until further notice due to the global pandemic. The network continues to share best practices in recreation infrastructure development and training via email.

Inclusive Recreation Committee Report - Matt Pryde - Chair

Recreation NB has continued its partnership with the Provincial Government to deliver the Inclusive Recreation Activity Fund. New Brunswick municipalities and not-for-profit organizations looking to support active living for individuals living with a disability are eligible for funding. A total of \$10,000 per year is set aside to assist with expenses associated with new or existing inclusive physical activity programming or infrastructure that removes barriers to active living and recreation opportunities.

The most recent funding periods saw the Shining Horizons Therapeutic Riding Association, the Milford Community Centre, the Canada East Spine Centre, Grand Falls Association for Community Living, and the city of Dieppe receive much needed funding to improve accessibility and support active living and quality recreation programming.

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.

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 provided direct financial support (via wage subsidies) to municipalities, Indigenous communities and other sector organizations, allowing them to offer new summer job positions with a focus on green career-related activities.

The goals of the Green Jobs Initiative were 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 reached both high school and post-secondary school youth from rural, remote, urban and Indigenous communities.

In June 2019, additional funding was made available for fall green jobs. The Village of New Maryland, the Village of Salisbury and the Town of Sackville benefited from wage subsidies for student positions during this final round of funding, which wrapped up in March 2020.

Thirty-three municipalities and organizations in New Brunswick were awarded Green Jobs funding for 62 unique positions over the program's two-year course.

HIGH FIVE® Report

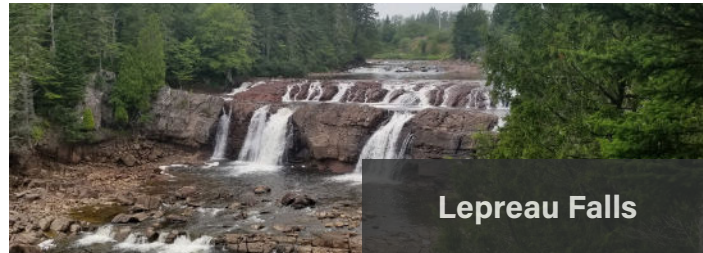
As Canada's only comprehensive quality standard for children's sport and recreation programs, HIGH FIVE continues to enhance programming in New Brunswick. As New Brunswick's Authorized Provider, Recreation NB hosts and organizes workshops throughout the province. These workshops ensure recreation and 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.

- 5 Umbrella Organizations
- 15 Total Registered Organizations
- 51 Program Evaluations were administered using the Quest 2 Tool
- Held our first ever Train the trainer workshop in New Brunswick
- 27 Leaders Trained in PHCD, HIGH FIVE Sport or Quest 2
 - COVID-19 halted all in person trainings in March 2020
 - HIGH FIVE Online training, PHCD-C, became available October 2020

A Year in Review

November 2019

- ✓ HIGH FIVE® Train the Trainer took place in Riverview
- ✓ Attended Move Forward: Creating an Action Plan for Active Transportation in New Brunswick.
- ✓ Parks for All endorsed by Board of Directors
- ✓ Took part in NB Trails Forum



Lepreau Falls

- ✓ Comprehensive staff review and compensation report completed by human resources consultant
- ✓ Strategic Plan for 2020-2023 adopted by Board of Directors

January 2020

- ✓ Winter WELLderness 2020 took place at Mactaquac Provincial Park
- ✓ Hosted 2nd Annual Urban Recreation Management Knowledge Exchange in Moncton
- ✓ Released statement entitled New Brunswick Values Recreation
- ✓ Inclusive Recreation Activity Fund awarded to two deserving organizations

March 2020

- ✓ Covid-19 Preparedness Plan adapted for Recreation NB members
- ✓ Membership survey on Recreation Master Plans completed

April 2020

- ✓ Urban & Rural Recreation Management Round Tables held online
- ✓ Released one-pager entitled Responsible Recreation
- ✓ COVID-19 resource page added to website
- ✓ Parks and Recreation Are Essential to Community Resilience statement released

May 2020

- ✓ Provincial Government Affairs committee struck with Coach NB and Sport NB
- ✓ Recreation and Parks Engagement Survey opened

June 2020

- ✓ Random Acts of Recreation campaign launched

July 2020

- ✓ Atlantic Recreation & Facilities Conference Webinar series commenced
- ✓ PLAYcation campaign launched



Salmon River

August 2020

- ✓ Funding Opportunities section added to website
- ✓ Guidelines for Restarting Operations adapted for New Brunswick membership
- ✓ Recreation & Community Resilience: COVID-19 Engagement Survey Snapshot infographic and full report released

September 2020

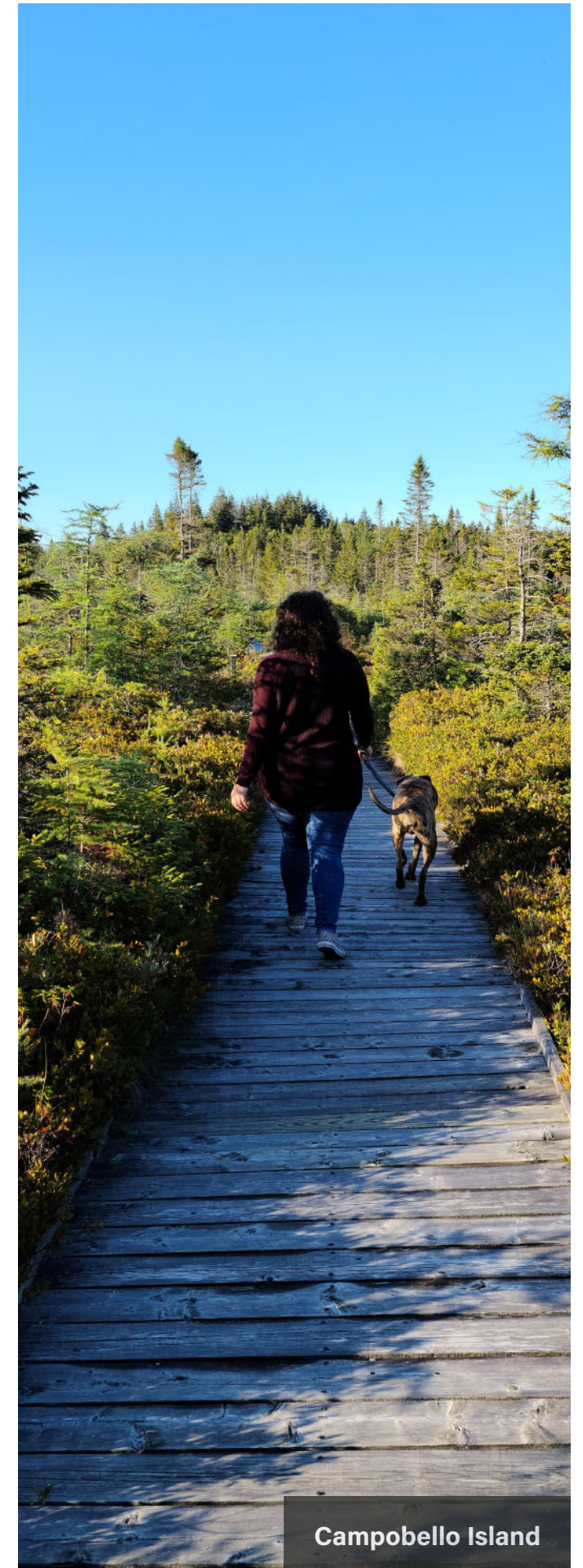
- ✓ Invest in Recreation campaign launched for NB Election



- ✓ Return to Play Procedures for Ice User Groups template adapted for membership
- ✓ Inclusive Recreation Activity Fund awarded to three deserving organizations

October 2020

- ✓ New logo designs finalized
- ✓ MAOI course review underway
- ✓ New Website development started
- ✓ Continued development of the Gender Equity and the Allocation of Recreation Spaces Policies Template
- ✓ Financial audit completed



Campobello Island

Canadian Parks and Recreation Association Report

Covid-19 Webinars

CPRA hosted six national webinars on COVID-19, during which experts provided invaluable guidance to parks and recreation professionals and practitioners.

Webinars topic included: reopening parks and trails, reopening aquatic facilities, reopening playgrounds, and fields, reopening multi-use facilities, reopening arenas and communications during a pandemic.

Over 1200 individual participated in the 'live' version of the webinars and many others are referring to the recorded versions.

Covid-19 and Government Engagement

CPRA is the national voice for the municipal parks and recreation sector and works to align its efforts with the federal government on mutual goals.

This engagement has been especially important during 2020 as CPRA worked to ensure the impacts of COVID-19 on the parks and recreation sector were both understood and acted upon by government.

There have been important developments accordingly, including several infrastructure announcements that re-profile funding to new community needs as a result of the pandemic. And CPRA welcomes the Canadian Healthy Communities Initiative to further support parks and recreation infrastructure at a local level.

CPRA continues to present two key asks to the federal government:

Recommendation #1 CPRA calls upon the federal government to create a community sport and recreation recovery fund to support the full return of facilities and programs across Canada both in the short- and long-term; providing essential social services, contributing to public health and wellness and serving as community economic drivers.

Recommendation #2 CPRA calls upon the federal government for direct-to-municipal infrastructure funding for public sport and recreation that generates community economic stimulus, contributes to the productivity and physical/mental health of Canadians and provides essential services to the most marginalized citizens.

Systemic Racism and Truth and Reconciliation

Like many other organizations, CPRA has turned its attention in 2020 to systemic racism and how both CPRA and the sector can address this crucial issue in a meaningful way.

The CPRA Board has participated in a workshop on systemic racism this summer and is now preparing a workshop on implicit bias. We are developing tools to help the CPRA Board, our PT members and the sector understand and address systemic racism. And we are creating space for conversations for professionals who are black and people of colour and work in the parks and recreation sector.

This activity parallels the ongoing CPRA journey on Truth and Reconciliation.

The Bench

Knowledge development and translation was a CPRA priority before COVID-19, but the pandemic highlighted the acute need for the parks and recreation sector to directly communicate with each other and share resources.

CPRA was pleased to launch The Bench in July of 2020. The Bench is an online community including discussion groups, a resource library and information on funding opportunities, events, and professional development. The Bench also includes a dedicated section to the Framework and Parks for All.

Business 'As Usual As Possible'

CPRA continues to engage with national partners and government on policy priorities including serving as the national champion for the "places and spaces" goal of the Common Vision for Physical Activity, serving as a member of the national renewal committee for the Canadian Sport Policy and participating in the recent Sport Canada and Parks Canada Ministerial Round Table.

We also have been working to keep the goals of the Framework for Recreation and the action of Parks for All front and center as important foundations to guide the sector through these challenging times.

In addition, CPRA has secured and executed funding project with the government including the Gender Equity program with Sport Canada, a project building a guide on pandemic resilient infrastructure and a Youth Employment program (wage subsidy - soon to be launched) with Employment Development and Service Canada.

The CPRA Parks Task Group and Facilities and Infrastructure Task Group have been instrumental in continuing to provide guidance to the Board.

Throughout 2020, CPRA has continued its range of programs including the CPRA Professional Development Certificate, Boothman Bursary and National Awards Program.



Treasurer's Report

Teed Saunders Doyle Chartered Professional Accountants provided an independent audit for the year ended March 31, 2020, and it is clear that Recreation NB experienced a successful year in terms of managing its financial situation. A copy of the 2019-20 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 \$30,324. A large amount of project funding was deferred into the 2020-21 budget year.

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

Respectively Submitted,

Cynthia Stacey
Treasurer





**RECREATION
LOISIRS NB**