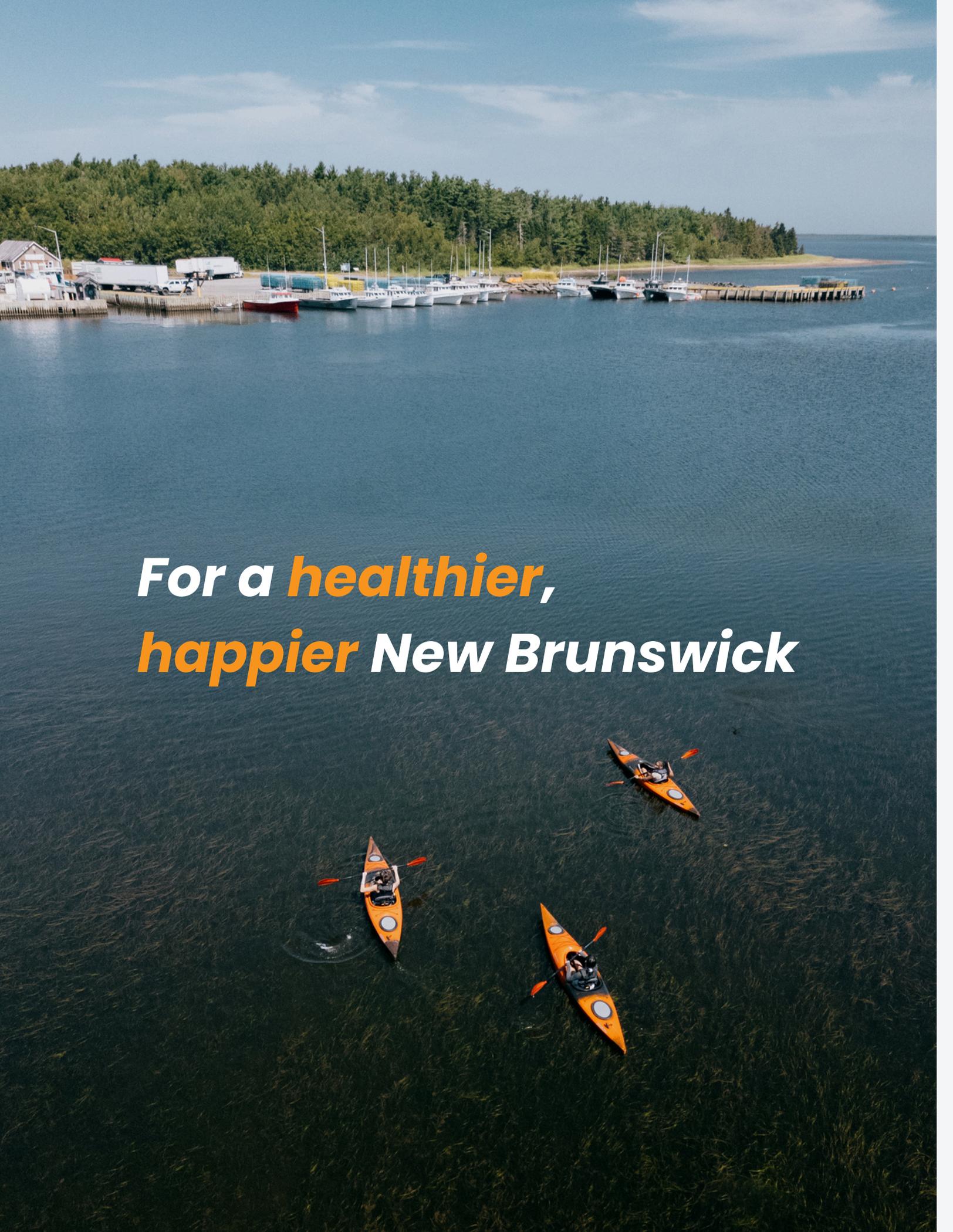




**RECREATION  
LOISIRS NB**

# 2025 ANNUAL REPORT

An aerial photograph of a harbor in New Brunswick. In the foreground, three orange kayakers are paddling on the water. In the middle ground, a marina is filled with various boats, including sailboats and motorboats, docked at a pier. The background features a dense forest of green trees under a blue sky with light clouds. The text "For a healthier, happier New Brunswick" is overlaid on the image in a white and orange font.

For a **healthier,**  
**happier** New Brunswick

# Land Acknowledgment

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.



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# A Message from Our President & Executive Director

This past year has been a strong one for Recreation NB | Loisirs N.-B., marked by progress, reconnection, and renewed momentum. Together with our members and partners, we have continued to advance recreation and sport in communities across New Brunswick.

Our commitment to professional development remained steady, with the delivery of key training opportunities such as the East Coast Arena Training (ECAT), Certified Pool Operators (CPO) course, and Turf Management training. These programs continue to equip leaders and staff across the province with the skills needed to deliver safe, high-quality recreation services.

We also celebrated the return of our signature events. REC | CON 2025 in Shediac brought together delegates from across the province for learning, networking, and inspiration. The Trail Summit in Caraquet created space for important dialogue around active living, community connections, and the future of the provincial trail system. Perhaps most notably, we were proud to support the return of the New Brunswick 55+ Games after an eight-year hiatus, a milestone event that highlighted the value of active, healthy living for older adults in our province.

This summer, we travelled across New Brunswick to meet with members and prospective members in their communities. These conversations provided an important opportunity to hear directly about local successes, the challenges being faced, and how Recreation NB | Loisirs N.-B. can provide meaningful support.

Another significant achievement this year was the revitalization of the original NB PLAYS resource. This updated version reflects the evolving needs of communities and practitioners and remains a valuable tool for developing physical literacy in recreation settings. Building on this work, we were also extremely pleased to launch a brand-new training opportunity, the Essential Playbook Training.

Designed for front-line leaders working with children and youth, this training was very well received and has already begun to strengthen the quality of recreation programming across the province. In addition, we have begun rolling out a series of Standard Operating Procedures and practical templates on the resources section of our website, with more to come over the next several months.

We would like to thank outgoing Past President John Burns of the City of Fredericton for his leadership and dedication during his time on the Board. We also recognize Jackie Dunn of the Town of Oromocto and Jeremy McShane of the Municipal District of St. Stephen, who are leaving the Board after completing the maximum number of terms. Their contributions have helped strengthen our association and the sector as a whole. Our thanks also go to all Board members for volunteering their time and expertise to guide the work of the association.

Looking ahead, plans are underway to host regional round tables, expand training opportunities, and launch a new webinar series. We are also preparing to co-host the 6th Atlantic Recreation and Facilities Conference in Halifax, Nova Scotia in May, which will bring together recreation leaders from across the region.

This year also saw the addition of a new staff member, Brady Kitchen, who joined as Social Media and Communications Coordinator. This is a shared position with Active Abilities Canada and the Canadian Fitness and Lifestyle Research Institution. Brady is helping us strengthen our communications and highlight the impact of our members.

We extend our appreciation to our staff for their hard work and dedication over the past year. Their efforts continue to support our members and advance the recreation and sport sector in New Brunswick.



*Jen Reed*  
Jen Reed  
Board President



*Chris Gallant*  
Chris Gallant  
Executive Director

# Our Team



**Jacqueline Emery**  
Active Living Lead



**Chris Gallant**  
Executive Director



**Nicole Hebert**  
Member Services Lead



**Brady Kitchen**  
Social Media and  
Communications Coordinator



**Matt Wilson**  
Special Events and  
Project Coordinator

The team at Recreation NB | Loisirs N.-B. remains dedicated to working collaboratively and supporting one another across a variety of projects and initiatives. This year, Jacqueline and Nicole assumed Team Lead roles, further strengthening our organizational capacity and leadership. We were also pleased to welcome Brady as our Social Media Coordinator, adding a fresh perspective and creativity to our communications efforts.



# Our Board of Directors



**Jen Reed**  
President,  
City of Saint John



**John Burns**  
Past President,  
City of Fredericton



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



**Jeremy McShane**  
Director,  
Municipal District of  
St. Stephen



**Julie Belanger**  
Director,  
Town of Shediac



**Jill Whitehouse**  
Director,  
District of Carleton  
North



**Drew Watson**  
Director,  
CIMCO Toromont



**Jonathan Desroches**  
Director,  
City of Dieppe



**Greg Evans**  
Ex-Officio,  
GNB - Tourism,  
Heritage and Culture



**Jackie Dunn**  
Director,  
Town of Oromocto



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

# Champion & Influence

In 2025, we are proud to continue championing recreation and influencing policy, practice, and priorities across New Brunswick. By working alongside government agencies, partner organizations, and national bodies through diverse networks and committees, we ensure that communities benefit from the latest practices, innovative research, and evolving standards. Our active participation allows us to represent our members' voices and concerns, making sure they are heard at both the provincial and national levels.

## National Bodies:

- Canadian Parks and Recreation Association (CPRA)
- Canadian Recreation Facilities Network
- Active Abilities Canada
- Sport for Life
- Canada Senior Games Association

## Committees / Working Groups:

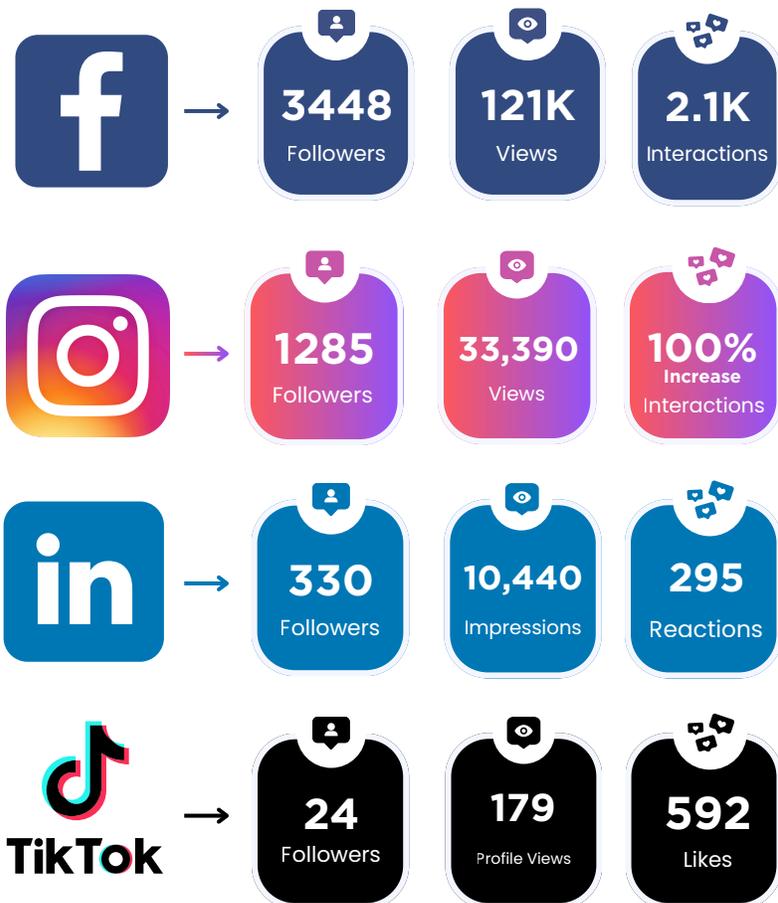
- Atlantic Recreation and Facilities Conference Planning Committee
- New Brunswick Facilities Committee
- New Brunswick Inclusive Recreation Committee
- New Brunswick Physical Literacy Committee
- New Brunswick 55+ Games Committee
- CPRA Finance and Risk Management Committee
- Provincial Trails Advisory Committee - Greenway Working Group
- Physical Literacy for Communities Partner Table
- Green Jobs Initiative Committee
- Physical Literacy Atlantic Region Working Group



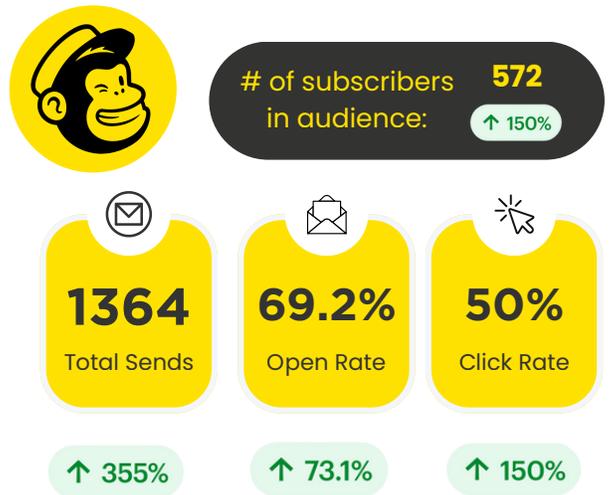
# Engagement Report

This year has been a standout for our channels and platforms, not only in terms of growth but in showcasing the importance and impact of recreation through our *#HowRecHappens* series. By highlighting the incredible work of recreation professionals across New Brunswick, we've engaged and inspired our audience in meaningful new ways. The addition, Brady Kitchen, our Social Media and Communications Coordinator has been instrumental in driving cross-platform growth and amplifying our reach.

Our efforts to engage were expanded through strategic collaborations, including the New Brunswick Medical Society and Communautés et Loisir Nouveau-Brunswick. Both organizations shared a joint video with Hon. John Dornan, Minister of Health, and Hon. Isabelle Thériault, Minister of Tourism, Heritage and Culture promoting, *June is Recreation and Parks Month*. With the NB Medical Society sharing our *#HowRecHappens* series throughout June. These efforts reflect the growing influence and reach of our work in celebrating and promoting the importance of our sector across the province.



Our bi-weekly e-newsletter, *The Recreation Radar*, is sent through Mailchimp. Through this platform, we share upcoming training opportunities, news from the field, funding programs, employment opportunities, and important updates. Mailchimp helps us stay connected with our members and ensures that timely, relevant information reaches their inboxes.



# Membership Report

Membership Excellence is identified as a priority in our 2023–2026 Strategic Direction, and this past year marked meaningful growth and learning from our members.

We continue to engage members through our bi-weekly Recreation Radar e-newsletter and other key communication platforms, while also completing a cross-provincial tour to connect with current and prospective members. These visits allowed us to learn more about their organizations, programs, and projects, while sharing the many services and opportunities available through the association and our partners to support their success.

Our membership continues to include municipal members, along with corporations, Regional Service Commissions, allied associations, individuals, and students. We remain committed to engaging student members, who receive free memberships and valuable exposure to the field as a potential career path. After presenting in UNB's Gender, Sport and Leisure BRSS course, several new students joined our network. In addition, the Board approved an incentive offering one year of free membership following graduation, supporting a smooth transition into the profession.

Recently, we also launched a Virtual Lunch and Learn Webinar series to help members network, engage, and build knowledge in timely areas of practice from the comfort and convenience of their office. These sessions will continue seasonally to reflect the evolving work of recreation professionals throughout the year.

Our members are our foundation. You guide our priorities, shape our direction, and inspire the work we do every day. Representing both Anglophone and Francophone communities from across the province, our diverse membership reflects the strength and collaboration that drive us forward. As a member-driven organization, our Board and staff remain dedicated to advancing recreation and creating a healthier, happier New Brunswick.

## 2025 Municipal Members



# Professional Development

Supporting the educational growth of recreation professionals remains a key priority for Recreation NB | Loisirs N.-B. Each year, we offer a range of training opportunities and events that strengthen the skills, knowledge, and connections of those working in the sector.



## **Mid-Season Ice Course – February 2025**

Held in Shediac, the Mid-Season Ice Course offered a refresher and introduction to arena maintenance for 18 participants. The course continues to serve as a flexible training option that can be offered again based on member demand.

## **Certified Pool Operator Course – March 2025**

Led by industry expert Robert Hickey of Water & Ice North America, this 3-day session in Sussex trained 12 participants in pool operation, maintenance, and water quality management, enhancing aquatic facility safety across the province.

## **Natural Turf Management and Maintenance Course – May 2025**

Delivered by Sports Turf Canada in Saint John, this two-day course trained 9 participants in turf management and field care best practices. Members also expressed interest in future sessions, including Synthetic Turf and In-Field courses.

## **Biennial Provincial Conference REC | CON – May 2025**

Hosted in May at the Shediac Multipurpose Centre, REC | CON brought together over 100 recreation professionals for keynote sessions, workshops, and networking. Keynote Speaker Bobbi Nance (Chicago, USA) inspired delegates around the theme Active Communities, Thriving Futures, emphasizing recreation's role in building healthy and engaged communities.

# Professional Development continued..



**East Coast Arena Training (ECAT) – August 2025**  
Level 1, hosted at the Avenir Centre in Moncton with 25 participants, introduced arena management fundamentals. Level 2, held in North Rustico, PEI at the Eliyahu Wellness Centre, continued skill development and professional growth for operators. Courses were taught by Saunders Equipment and CIMCO Refrigeration.



**Trails Summit – September 2025**  
This 2.5-day event in Caraquet brought together over 60 trail managers, builders, operators, and advocates for professional development, networking, and collaboration. The bilingual program included simultaneous translation, and attendees heard from speakers across New Brunswick, Nova Scotia, and virtually from California. The Honourable Isabelle Thériault, Minister of Tourism, Heritage and Culture, delivered greetings.



**Virtual Lunch and Learn Webinar – October 2025**  
The first session, Aquatics in New Brunswick, drew 11 participants and generated discussions on retention, recertification, and recruitment. Seasonal webinars will continue based on member interest and feedback.



In 2024–2025, New Brunswick Physical Literacy led provincial efforts to strengthen understanding, access, and engagement in physical literacy. Through education, hands-on training, and collaboration, the organization helped communities create environments where people of all ages can move with confidence and competence. Our work continues to ensure that physical literacy is recognized as a foundation for lifelong participation in recreation, sport, and active living.

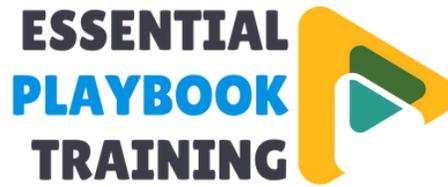
These efforts have led to meaningful progress across the province, with more children, youth, and adults participating in programs that build movement skills and confidence to stay active for life.

Highlights from the year include:

- Delivery of 227 small and 10 large Active Kids Tool Kits to communities across New Brunswick.
- Engagement of new stakeholders through the Physical Literacy Committee.
- Support for two Physical Literacy for Communities (PL4C) initiatives.
- Completion of New Brunswick Physical Literacy’s 2025–2028 Strategic Plan, marking a key milestone.
- New partnerships with *Champions for Life* and *Learn Through Active Play* to expand professional development opportunities for leaders working with children and youth.
- Launch of the first Atlantic Physical Literacy Day, which brought together 229 participants, including 78 from New Brunswick.
- Continued community involvement through KidSport Days, Community Wellness Expos, family fun nights, and guest lectures with the Faculty of Kinesiology.



# NB PLAYS &



Recreation NB | Loisirs N.-B. is enhancing recreation programming across New Brunswick through two key initiatives: the Essential Playbook Training and the updated NB PLAYS resource. These tools empower recreation and sport leaders to deliver inclusive, engaging, and developmentally appropriate experiences where every child feels safe, welcomed, and able to thrive.

Through dynamic workshops and hands-on training, leaders gain practical strategies, adaptable frameworks, and planning tools that promote movement, skill development, and lifelong participation in physical activity. The training emphasizes the importance of play, inclusive program design, and the creation of positive, connected team cultures.

The Essential Playbook and NB PLAYS highlight the core components of high-quality programming, fostering belonging, confidence, and physical literacy. These initiatives support front-line leaders in building strong relationships, modeling respectful conflict resolution, and cultivating environments where all children can experience success and joy through active play.

By prioritizing inclusivity, leadership development, and physical literacy, we continue to advance its mission of building healthier, more active communities, creating spaces where every child feels they belong and can flourish.

- 4 Essential Playbook Training sessions were delivered to employees from Rothesay, Miramichi, PALS Camp Co, Riverview, and Tantramar.
- A total of 46 participants completed the Essential Playbook Training.
- Programming led by trained leaders reached 1,228 individuals.
- 11 new facilitators were trained to deliver the Essential Playbook Training, including 5 from New Brunswick, 5 from Prince Edward Island, and 1 from Newfoundland.
- The updated resource and training were highlighted during our provincial tour.





2025 has been an eventful year for the NB 55+ Games. In June, the NB 55+ Games were held for the first time since 2017 by Recreation NB | Loisirs N.-B. This event aims to promote healthy aging by encouraging older adults to remain physically active, socially engaged, and mentally sharp through friendly competition. By providing opportunities to foster healthy aging, the Games align with our ongoing mission to support a healthier, happier province.

Below are the 2025 highlights for the NB 55+ Games:

- Welcomed over 70 participants from across New Brunswick
- Engaged 15 volunteers from the local area to assist with the event
- The two-day event featured a variety of physical and cognitive activities, including pickleball, darts, cornhole, cribbage, and swimming. Each event offered multiple levels to accommodate different abilities.
- A total of 57 medals were awarded to participants
- Successfully partnered with 7 Sponsors, and a big shout-out to the City of Fredericton for being the host community
- Partnered with Stepping Stone Seniors Centre to host activities during the event
- Collaborated with Sport NB to host a Sip and Celebrate Social during the event
- Attended 9 expos and informational sessions to promote the 2025 event
- Collaborating with the Canadian Senior Games Association on the strategic direction of their organization

Looking ahead, we have launched the bid process for the 2027 NB 55+ Games and invite interested members to explore the opportunity and contact us with any questions. Our focus moving forward will remain on supporting the regional growth of the NB 55+ Games by collaborating with community partners and established regional hosts to build on the momentum of recent years.



# Inclusive Recreation Committee

The Recreation NB | Loisirs N.-B. Board of Directors recognizes the ongoing importance and value of the Inclusive Recreation Committee, which will continue to operate as a key advisory group. The committee plays a vital role in sharing current information, providing guidance, and helping Recreation NB | Loisirs N.-B. ensure that inclusion and accessibility remain at the forefront of our work.

We hope to reinvigorate the committee's efforts to highlight and identify accessible recreation features throughout the province, both on our website and in our bi-weekly e-newsletter. In the past, the committee has hosted *Recreation Your Way* events, allowing individuals, whether or not they have lived experience, to test accessible equipment, learn about programming, connect with others, and explore recreational opportunities. The committee hopes to host similar events in the future, potentially with active member involvement.

This work is particularly timely, as the Accessibility Act was introduced in New Brunswick this year, providing a strong foundation for progress toward a more inclusive province. The Act aims to improve accessibility by identifying and removing barriers across several key areas, including recreation and sport.

We extend sincere thanks to the committee members who continue to dedicate their time and expertise to advancing accessibility in recreation throughout New Brunswick. Their input, connections, and support are instrumental in helping us understand the needs and opportunities that exist across the sector.

Inclusion remains a thread woven through much of Recreation NB | Loisirs N.-B.'s work. Whether through sessions at our conference, or discussions at events like the Trails Summit, the themes of inclusion and accessibility, remain central to our mission.



# Facilities Committee

The Facilities Committee advises the Board of Directors on matters related to facility operations, training, and resource development, ensuring that the needs of recreation professionals across New Brunswick are well represented. This year, the committee focused on expanding practical tools and learning opportunities to support effective and safe facility management.

A key milestone was the launch of a new section on Recreation NB | Loisirs N.-B.'s website featuring Standard Operating Procedures (SOPs), designed to help those working in the field develop or refine their operational practices. The committee will also play an active role in the newly launched webinar series, offering seasonal learning opportunities led by committee members or delivered in collaboration with their professional networks. Over time, the goal is to feature recorded webinars and related sessions to be hosted on our website, creating an accessible and evolving resource for members.

The committee has also noted the importance of a review of the risk management and maintenance logbooks, in collaboration with Atlantic partners, to ensure they continue to provide up-to-date and relevant information for recreation professionals.

Recognizing the importance of language accessibility, and as a bilingual organization serving both Anglophone and Francophone municipalities, we are planning to offer a francophone Certified Pool Operator (CPO) course later this year, with additional bilingual training opportunities also in development. We were pleased to welcome Darrell Fountain, Sport Liaison for the City of Saint John, as a committee member, whose experience brings valuable insight and expertise to the group.

The Facilities Committee continues to guide and support Recreation NB | Loisirs N.-B. in its efforts to strengthen safe, efficient, and standardized recreation facilities across the province.



# Canadian Parks & Recreation Association

This past year has been one of connection, collaboration, and momentum for the recreation and parks sector across Canada. Recreation NB | Loisirs N.-B. has played a valued role in this progress, helping to shape national conversations and ensure that the voices of communities large and small are reflected in the work we do together.

A highlight of the year was the Canadian Inclusive Green Spaces Symposium in Saskatoon, a gathering that brought together partners from across the country to share insights, discuss challenges, and explore opportunities to ensure all Canadians have access to and experience the mental, physical, and communal benefits for green space. The energy and engagement at the Symposium underscored what we already know: when our community comes together, we move the sector forward. Recreation NB | Loisirs N.-B. made an important contribution to that conversation.

That same spirit of collaboration continued through Phase 1 of the renewal of the Framework for Recreation in Canada. We consulted with more than 2,500 sector professionals including hosting sessions in NB early in the process. These consultations invited practitioners, policymakers, and community leaders to help refresh the national Framework, a shared vision that guides the work of the recreation and parks sector. The conversations reaffirmed the sector's commitment to inclusion, sustainability, and wellbeing, while also surfacing new ideas about how we can work more effectively together.

Building on these consultations, we are now entering an exciting new chapter with the launch of Phase 2 of the Framework. This next phase explores how the Collective Impact model can be adapted for our sector, a model that recognizes that no single organization can solve complex community challenges alone. By aligning efforts and resources, and by measuring results in consistent ways, we can amplify the impact of our sector.



## CPRA Continued...

Partnership remains at the heart of this approach. The national alliance of provincial and territorial recreation and parks associations that form the Canadian Parks and Recreation Association, including Recreation New Brunswick, is our greatest strength. Together, we are building a more connected and capable sector. Recreation NB | Loisirs N.-B.'s leadership, collaboration, and deep community roots continue to enrich this alliance and help ensure that national strategies remain grounded in local realities.

Data and evidence are also central to this collective effort. Through initiatives such as the Measuring Impact Project and the National Recreation and Parks Infrastructure Database, we are equipping the sector with the tools it needs to demonstrate value and advocate for smarter investment. These initiatives are already helping us better understand how recreation and parks contribute to public health, environmental sustainability, and economic resilience.

The next step is clear: we need to move forward as a collective and produce better data to inform decisions at every level. As the sector moves forward, the focus will be on strengthening partnerships, expanding data collection, deepening analysis, and translating insights into action. This work will empower communities and policymakers alike to make choices that improve lives and strengthen the social fabric of Canada.

Together with partners like Recreation NB | Loisirs N.-B., we are building a sector that not only delivers programs and facilities but also inspires belonging, connection, and wellbeing in every community.



# Treasurer's Report

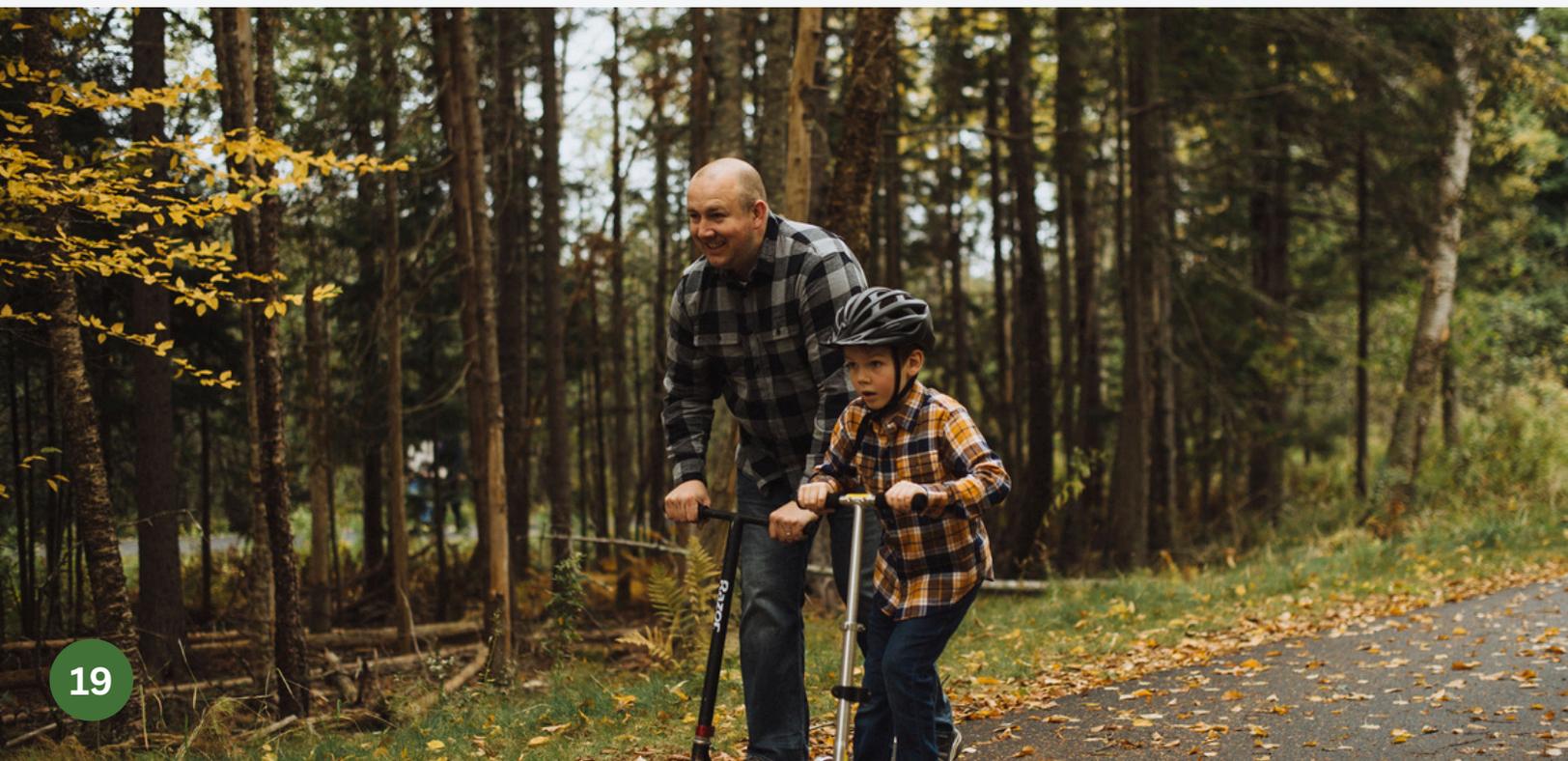
Ouseley Hanvey Clipsham Deep LLP, Chartered Professional Accountants, conducted an independent financial review of Recreation NB | Loisirs N.-B. for the fiscal year ending March 31, 2025. I am pleased to report that the review confirms another successful year in terms of the association's financial management and overall fiscal health.

A copy of the draft 2024–25 financial statements is included with this report. The association achieved a surplus of \$112,873, reflecting prudent budgeting and strong results from key initiatives. Contributing factors include the successful hosting of the Atlantic Recreation and Facilities Conference and Tradeshow in May 2024, as well as the positive financial impact of taking over the NB 55+ Games portfolio.

The review noted no significant findings or disagreements with Management, which reinforces the strength of our financial oversight and internal practices.

On behalf of the Board, I would like to thank the staff team and our financial partners for their continued diligence in managing resources responsibly and supporting the long-term sustainability of Recreation NB | Loisirs N.-B.

Respectfully submitted,  
*Charlene Shannon-McCallum*  
*Secretary /Treasurer*





# SAVE THE DATE

## MAY 20-22, 2026

### HALIFAX, NS



## ATLANTIC RECREATION & FACILITIES CONFERENCE



The Atlantic Recreation & Facilities Conference (ARFC) brings together up to 200 delegates from rural and urban communities across Atlantic Canada. These delegates include decision-makers and opinion leaders in recreation, sport, parks, trails, and health promotion, as well as representatives from municipal and provincial governments, not-for-profit organizations, event planners, volunteers, and students.

The conference encourages cross-sector collaboration and dialogue to advance recreation and promote healthier, more active lifestyles for Atlantic Canadians of all ages and abilities.

In 2026, ARFC is in Halifax, Nova Scotia, where it will once again connect professionals in recreation, parks, facilities, and wellness from across the region and beyond.





70 Melissa Street | Fredericton, NB | E3A 6W1  
(506) 459-1929 | [info@recreationnb.ca](mailto:info@recreationnb.ca) | [www.recreationnb.ca](http://www.recreationnb.ca)