



THE CANADIAN PARKS AND RECREATION ASSOCIATION

Presentation to RNS

October 2022





What do you love about the land you are on?

Native-Land.ca



CPRA ACPL

**THE CANADIAN PARKS AND
RECREATION ASSOCIATION**

is a national organization dedicated to realizing the full potential of parks and recreation as a major contributor to community health and vibrancy.

REACHING

90%

OF CANADIAN
COMMUNITIES

CPRA

Strategic Goals

CPRA exists to build healthy communities and enhance the quality of life and environments for all Canadians through collaboration with our members and partners.

CPRA is a **VOICE**: We are the national voice for parks and recreation, advancing the collective interests of our members through leadership in advocacy, policy and research.

CPRA is a **COMMUNITY**: We are a national network dedicated to the wellbeing of people, communities and the natural and built environments.

CPRA is a **RESOURCE**: We are a contributor of knowledge and opportunities that enhance and grow the sector.



Based on CPRA Strategic Outlook 2021-2024



CPRA VISION

CPRA is an alliance of all provincial and territorial parks and recreation associations across Canada. Collectively we envision a Canada in which everyone is engaged in meaningful, accessible parks and recreation experiences that foster:

- Individual wellbeing*
- Community wellbeing*
- The wellbeing of our natural and built environments*

Meet Martin Sampson

CPRA's new CEO

Martin is a seasoned executive and public affairs professional who joins us from the Centre for Israel and Jewish Affairs (CIJA), the advocacy agent of Jewish Federations across Canada, where he served as Vice President, Marketing and Communications. Prior to that, he held senior roles at United Way East Ontario and global public relations firm Fleishman-Hillard.



Framework for Recreation

- Framework is a compass for sector recovery
- Framework Leadership Team active
- FPT Ministers received Contextual Analysis Report August 2022
- Updated Framework Tools will follow
- Renewal of Framework for 2025
- CPRA part of renewal of Canadian Sport Policy
- CPRA champion for Common Vision





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CPRA Activity

thebenchcppra.ca

The Bench launched in July 2020 and has over 1,900 users

- Since its launch, the following updates have been made to the Bench
 - General and private discussion groups
 - Dedicated section on available CPRA and other national funding opportunities
 - Job board
 - #HeardOnTheBench bi-weekly newsletter

The BENCH

Autotranslate | Français

Welcome to **the Bench**

The Canadian Parks and Recreation Association's new online community is here —a place for the sector to meet, work and grow together.

The Bench includes discussion groups, a resource library and events page. You can join discussion groups on topics including reopening, parks and open spaces and inclusion and accessibility, among others. Members can post and subscribe to discussions to receive updates when new information is posted.

Sign up if you don't have an account. It's free and open to all parks and recreation professionals and practitioners.

Sign in

Email

Password

Sign in

Forgot your password?

Sign up

Le BANC

Autotranslate | English

Le BANC

Autotranslate | English

Bienvenue sur **Le Banc**

Le site de réseautage, de collaboration et d'apprentissage pour la communauté canadienne des parcs et loisirs.

Le Banc comprend des groupes de discussion, une bibliothèque de ressources et un calendrier d'activités. On peut s'y inscrire à des groupes de discussion sur une foule de sujets notamment le déconfinement, les parcs et les grands espaces, ainsi que l'inclusion et l'accessibilité. Les membres peuvent publier des messages et s'abonner aux discussions pour être mis au courant des nouveautés qui y sont publiées.

Inscrivez-vous si vous n'avez pas de compte. C'est gratuit et ouvert à tous les professionnels et intervenants dans le domaine des parcs et loisirs.

Inscrivez-vous

Ouvrir une session

Courriel

Mot de passe

Ouvrir une session

Vous avez oublié votre mot de passe?

National Infrastructure Database

- Partnership with ActiveXchange
- Align with Stats Canada existing data
- Using open data to pre-populate Ability to layer in Health Canada data
- Sector advisory groups established
- Public launch Fall 2022



Benefits Hub

- Advisory Group established
- Benefits statements from [Benefitshub.ca](https://benefitshub.ca) have been assessed and updated
- Draft of overall categories underway
- University of Waterloo to continue to update the database



CPRA PROJECTS

- CPRA's Reaching Each and Every One: A Community Sport Intervention provides funding to remove barriers to participation in recreational sport for equity deserving groups
- CPRA's Youth Employment Experience (federally funded) provides 100% wage subsidies for sector to hire youth facing barriers
- Building Inclusive Recreation and Sport Communities for Women and Girls builds on our previous gender equity work. This will increase community capacity and make tools available in other languages
- Common Vision Project focuses on increasing physical activity by re-imagining neighbourhoods



Truth & Reconciliation and Anti-Racism

- Ongoing educational journey for Board and staff
- Board motions endorse T&R Calls and UNDRIP
- Statements on residential schools and racism
- Creation of National Anti-Racism Task Group
- Launch of online training on Indigenous history
- Creating space for conversations for sector professionals who are black and people of colour



The Path
Your Journey through
Indigenous Canada

Knowledge Transfer to Sector

CPRA hosts a number of webinars for the sector. All can be found on our YouTube channel

- Winter Recreation and Parks Strategies
- Encampments for People Experiencing Homelessness
- Intersectionality and Socio-cultural Barriers to Engaging/Retaining Girls, Women and Non-Binary People
- Lessons from women 55+ on ageism & remaining engaged in physical activity, recreation and sport
- Engaging Women During and After Pregnancy in Physical Activity and Recreational Sport
- RREC initial webinar
- RREC workshop: Safe Return



Knowledge Transfer to Sector

Recent Tools

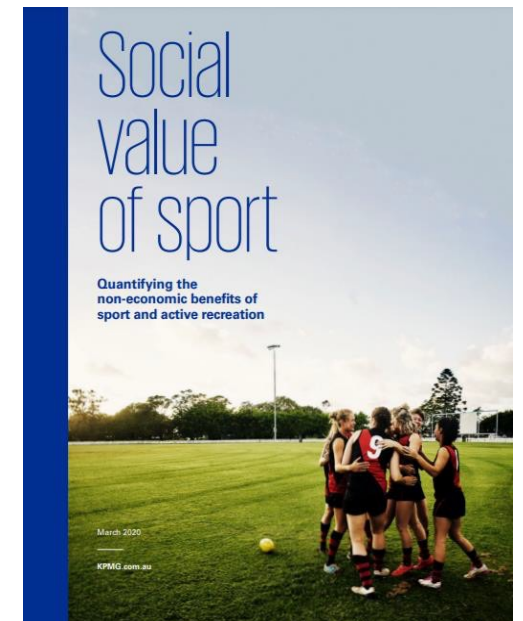
- Gender Equity in Recreational Sport: Optimizing Facility Use Toolkit
- CPRA Mentorship Guide





Growing Ideas

- Comprehensive study on the social and economic value of parks and recreation
- Ongoing work on EDIA
- Framework Renewal



Business as Usual...as possible

- CPRA Professional Development Certification
- CPRA Awards and Bursaries
- June is Parks and Recreation Month
- Co-Chair World Urban Parks – North America
- MOU with NRPA and Parks and Leisure Australia
- Big Cities Roundtable
- Creation of Climate Action Task Group
- Creation of Anti- Racism Task Group
- Goals of the *Framework for Recreation and Parks for All* at forefront





Finances

- CPRA has secured **over \$20 million** in government funding in the past five years:
 - CPRA's revenues in 2017 was **\$155,795**
 - CPRA's average revenues for 2019-2021 was **\$3.3 million**
 - CPRA's revenues for 2022 are expected to be **\$8.2 million**
- The majority of the funding goes directly into the sector via community **grants**, youth **wage subsidies** and **education opportunities**.
- The project funding has allowed CPRA to provide the PT members with lump sum **funds to support the dissemination and promotion** of the programs in each region.
- The funding (for the duration of the projects) is allowing the CPRA staff to **grow from one part-time CEO (2011) to a team of 8 part-time consultants** (each with a separate skill set) in 2022.
- CPRA is planning for the future (when these projects may not be available). The CPRA Board approved an **Investment Policy** in 2020 that ensures that CPRA funds are invested in a financially sound manner and that reserve funds are created/protected.



CPRA ACPL

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ASSOCIATION CANADIENNE DES PARCS ET LOISIRS

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