



CPRA ACPL

# Annual Report

CANADIAN PARKS AND RECREATION ASSOCIATION

2007-2008

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**Board of Directors**

Gerald Mirecki, Chair  
 Theresa Ross, Past Chair  
 David Taveroff, Chair Elect  
 Kristopher Parent, Treasurer  
 James Marvel, BC Regional Director  
 Ruth Rolfe, Northern Regional Director  
 Tanya Angus, Western Regional Director  
 Jennifer Reynolds, Ontario Regional Director  
 André Olivier, Quebec Regional Director  
 Paula McCloskey, Atlantic Regional Director

**National Office Staff**

Clem Pelot, CEO  
 Sharon Jollimore, Director National Initiatives and Alliance  
 Tanara Pickard, Director Corporate and Member Services  
 Keri Hoffman, Manager National Initiatives and Alliances  
 Kathleen Luten, Office Manager  
 Joanne McRae, Membership Coordinator  
 Shelagh Gravelle, Office Administrative Assistant  
 Céline Filion, Manager CPSI  
 Tera Winter, Coordinator National Initiatives

**CPRA National Office**

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## Chair's Message

On behalf of the Board of Directors, Staff and Members, it is my pleasure and honour to highlight CPRA's activities over the past year. The initial part of my report focuses on the fiscal year (April 1st, 2007 to April 1st, 2008). The latter covers the balance of my term as Chair until October 10<sup>th</sup>, 2008.

The Board of Directors and Staff approached the 2007-2008 year with zeal and determination to provide the very best in advocacy efforts; continue to build and enhance our relationship with partners and key stakeholders; and deliver useful and effective programs and services for members. The 2007 member survey provided useful information and acted as our roadmap. Priorities identified included: communication; advocacy (i.e., election strategies and addressing infrastructure issues), rising childhood obesity rates. The survey also pointed to the importance of the Canadian Research Agenda and our recognition of our parks and recreation leaders in the field through the CPRA Awards and Recognition program. The importance of working with Provincial and Territorial Parks and Recreation Association Partners in the delivery of programs and services so as to be effective and efficient in the use



of our resources such as the **Everybody gets to play**<sup>TM</sup> Initiative and the Canadian Playground Safety Institute was also identified as a priority as well the National Congress and Trade Show.

Announcing a new strategic plan for the Association at the Ottawa Congress in September 2007 was a key activity and milestone. The 5 fundamental priority areas were defined as:

1. Public Policy and Public Awareness
2. Research and Development
3. Convening and Leadership
4. Communication and
5. Organization and Governance

The Board and Staff's approach to the year adhered to these priority areas. Below are some highlights of what was achieved.

### Public Policy and Public Awareness:

The Advocacy Committee held its first Parliamentary Forum. Over 100 delegates attended the Forum and visited over 30 Members of Parliament. The emphasis of the discussions was surrounding infrastructure and the importance of physical activity.

I had the opportunity to make a presentation at the Federation of Canadian Municipalities Conference in June'07, on the growing infrastructure crisis and how this issue is related to the health of Canadians.

## Research and Development:

CPRA hosted a Research Forum as part the National Conference and Trade Show. The Forum brought together practitioners, researchers, and students who shared their respective interests and discussed strategies used to share knowledge amongst researchers and practitioners.

## Convening and Leadership:

CPRA's involvement with the *Making All Recreation Safe*<sup>TM</sup> Initiative is an example of collaborative efforts in promoting positive, healthy and respectful relationships for children and youth in sport and recreation activities. As such CPRA participated in a very successful conference in Montreal as part of the Promoting Relationships and Eliminating Violence Network (PREVET).

The Canadian Playground Safety Institute program has been upgraded offering more online course material. The CPSI committee also had the chance to meet during a face to face meeting to identify next steps.

The *Everybody gets to play*<sup>TM</sup> Initiative has been one of the most successful program Initiatives by CPRA. Through funding by the Public Health Agency of Canada a tremendous number of workshops, Tool Kits; and general information provided has made this Initiative an international award winning program. The concept behind this Initiative is to reduce barriers to recreation for low-income children and youth and their families.

## Communication:

CPRA's E-News and Info-line continues to be a successful and critical means of ensuring that our membership is informed.

Our National Conference and Trade Show and Annual General Meeting are also excellent examples of CPRA's commitment to facilitate networking. The Policy and Resolutions Session held at the conference also encouraged debate and discussion.

## Organization and Governance:

This area was the core focus of the Board over this past year. With the approval of the Strategic Plan Framework; the creation and full operation of the Partnership Renewal Task Force (PARTG) Task Force; the Audit of the National Office operation as well as the financial focus by the Executive and Board has dominated the agenda. Each of these areas has their own reports and sets of directions

that will be reviewed as part of the Annual General Meeting process. The goal for all of these Initiatives is to provide a sustainable strong and relevant national movement. The financial aspects have been particularly challenging however I believe there is optimism surrounding a renewed CPRA governance structure and organization.

## Moving Forward...

I felt it was important to provide you with a brief summary of the last six months (April 1 – October, 2008).

- *Finances*: financial projections, new finances, reductions to budgets, reduction to resources, and managing "cash flow"
- *Revitalizing our Association*: strengthening CPRA by developing a new governance structure and a more inclusive/participative Board structure to guide the parks and recreation movement in Canada
- *Organizational Audit*: reflecting on, understanding and documenting the requirements of a national office including structure and operations.
- *World Leisure Congress*: Actively supporting the delivery of this International Event
- *Professional Development*: Establishing a new operational model for the Canadian Playground Safety Institute
- *Advocacy Efforts*: Building on the successful Ottawa Parliamentary Forum and building support for our advocacy efforts recognizing the pending Federal Election.
- *Personnel*: Responding to staff departures that temporarily impacted our ability to quickly respond to member and partner requests and needs and supporting staff and volunteers who were left to respond to these changes.
- *Canadian Research Agenda*: follow through our commitment to playing a lead role in advancing the Agenda for the sector, reporting on progress, seeking resources and developing comprehensive communication and dissemination strategies.
- *Everybody gets to play*<sup>TM</sup> : Celebrating the accomplishments of this Canada-wide initiative and the impact it has made in the lives of low-income children, youth and their families.

CPRA has survived one of the most challenging, yet productive years in its 63 year history. Now, as we approach one of the most critical times in our Association's history, I am optimistic and confident

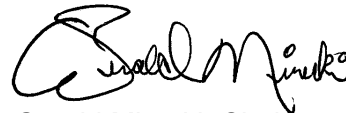
that the decisions that will be made with respect to our Associations' proposed future as outlined in the PARTG Task Force report will be the right ones. This very futuristic and forward thinking report provides us with the opportunity to sustain the very best of CPRA from our 63 years of existence and build towards a dynamic future.

I would like to conclude my "Chair's Message" with a great big THANK-YOU to Board Members and Staff for their untiring commitment to serving our parks and recreation membership! To our individual, student, municipal, allied and corporate members THANK YOU, as well, for your support. To our Provincial and Territorial Association Partners, your strength and commitment to the parks and recreation movement not to mention your guidance to CPRA is to be commended and applauded.

CPRA is a vibrant, resilient and representative of a truly national organization and the parks and recreation sector in Canada today is stronger as a result of the collective of our members, partners, volunteers, Board and staff. It is through your passionate and dedicated efforts that CPRA will flourish well into the future!

It has been my privilege to serve as your Chair!

Sincerely,



Gerald Mirecki, Chair  
Canadian Parks and Recreation Association

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## VISION

The Canadian Parks and Recreation Association (CPRA) is the national voice for a vibrant grassroots network with partnerships that connect people who build healthy, active communities, and impact the everyday lives of all Canadians.

## CPRA Mission Statement

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

To this end, we will:

- Be a national voice for parks and recreation
- Build and nurture partnerships
- Advocate parks and recreation as essential to individual, family and community health and wellbeing
- Communicate and promote the values and benefits of parks and recreation
- Respond to the diverse and changing needs of members
- Provide educational opportunities



## Strategic Direction

### CPRA's five strategic priorities for 2007-08:

1. Advocate so effectively for our sector that the Canadian Vision is on its way to being actuated and CPRA has become "incontournable" – the people to go to.
2. Broaden our sector's scope and sphere of influence.
3. Build and broaden our membership.
4. Make a major contribution to knowledge mobilization in our field.
5. Help our sector ensure that programs, staff, volunteers and participants in recreation and parks reflect the Canadian demographic.

# 2007-2008 Year in Review

## Advocacy Committee

Submitted by Kate Sparrow, Chair

Over the past several months, the Advocacy Committee has been working with the CEO to develop the *2008-2010 Action Plan for the Strategic Priority – Public Policy and Public Awareness*. I have attached the latest version; however, it was understood that the approach recommended in this Plan could change with the review of committee structures.

At the same time, there was ongoing discussion in terms of how to be more effective with our advocacy efforts in terms of committee structure. It is my understanding that a report was being drafted recommending suggested changes to CPRA committee structures. Based on the most recent discussion with the Advocacy Committee, the following was suggested:

- a) CPRA Standing Committees and/or Task Groups be assigned to identify advocacy issues within the specific area and to develop and recommend positions for CPRA. At this time, it was being recommended from an Advocacy perspective that those groups would be: Parks & Environment Committee; Infrastructure (Task Group or Committee) and Active Living (this was envisioned to include Access which CPRA committed to at the last P/T Partners meeting).
- b) The Advocacy Committee role would be revised to address the following:
  - Act as a coordinating body regarding advocacy (ensuring consistent messaging, etc.)
  - Quick Response / Sector Mobilization
  - Monitoring Government & Media
  - Election Strategy
  - Federal Budget input
  - Prioritization of Issues
  - Parliamentary Forums and/or Public Policy sessions at Conferences
  - Building the database of local contacts / MP's, etc.
  - Work with ISRC, FCM and other key organizations where there are common issues and /or the need to influence issues

The roles and relationship between the Advocacy Committee and other committees should be clearly



outlined. One suggestion was that there is a liaison from key committees / task groups to the Advocacy Committee to ensure two-way communication. Another key factor that was discussed was the need for stronger involvement / support from the P/T Partners in order for national Advocacy to be successful. Exactly what that model may look like was to be further discussed – for example would the Advocacy Committee be made up of CEO's from some of the P/T partner organizations and the CEO of CPRA; would it be chairs of various advocacy committees across the country coming together, etc. The bottom line, from my perspective is that without strong support from P/T Partners, being successful with national advocacy efforts is almost impossible.

Below is a summary of specific activities the Committee has been working on:

- **Election Readiness** (Kate Sparrow, Don Hunter, Clem Pelot, Peter Curtis)– a pre-writ strategy was well underway with the anticipation of a spring election; however, that has been put on hold pending more information about election timing. Peter Curtis of the Pathway Group was acting as an advisor and helping to get key contacts with Party Platform Chairs with the intent to influencing party platforms. The strategy included beginning to develop a communication piece (framed similar to the ARPA / PRO election communiqué's) around key issues. Key issues proposed for the focus of election were:
  - Reducing Physical Inactivity / the Obesity Crisis (Don Hunter / Clem Pelot were to develop the information for this)
  - Environment (Parks Committee was asked to draft this piece)



## Audit Committee

Submitted by the CPRA Audit Committee

It is with great pleasure that we submit to the CPRA Board and Membership our annual report this year. It provides a summary of our activities this year and some comment of interest to the members.

The Audit Committee came out of a resolution at the 2004 Symposium to provide a degree of oversight on the organization on behalf of the members; oversight in addition to, and not meant to replace, the role of CPRA's financial auditors. The Committee has no decision making or operational responsibilities.

Unlike past years, where the Committee identified a specific aspect of organizational operation that it would audit, this year the Board requested that a complete Operational Audit be done.

Under the direction of Claire Tucker-Reid, committee members reviewed background files, created a framework for audit, interviewed staff, analyzed information and prepared a full report.

The full report is available on the CPRA's website. However, in essence we found that there were a significant number of areas where our association fell short of an ideal operation. Urgent concerns were identified in areas of financial accountability (resource allocation) and in management of human resources.

We created 31 recommendations and prioritized them for the Board's consideration.

The Committee trusts that the Board will use our Operational Audit as a basis for setting priorities and improving the organization in the next few years. We know that the Board has already taken steps to address some of the identified concerns.

On its own part, the Committee will be using the Operational Audit document as a basis for tracking progress and monitoring improvements.

- Parks, Recreation & Cultural Infrastructure Renewal (Darrell Melvie / Clem Pelot were to develop the information for this)

- **Infrastructure** – Darrell Melvie, (working closely with Clem Pelot) has taken the lead on developing the National Sport and Recreation Infrastructure Coalition (attached are the meeting notes from January 31, 2008 conference call). Darrell and Clem both put significant work into making this happen and I would like to acknowledge this effort.
- **Parliamentary forum** – Jennifer Reynolds and Gary Milley to prepare a survey of the 2007 forum participants, and will discuss the merits of future events as part of the annual conference (member engagement, provide resources for use locally) versus Ottawa events aimed at MP's. Bryon Wilfert to host a meeting of past Presidents during the national conference in Quebec City this October.
- **Building awareness** – André Olivier to work with the chair of the communication and marketing committee (Kristopher Parent) to develop advocacy components of the communication and marketing action plan.
- **World Leisure Congress** – A session on advocacy will be held with a panel made up of Kate Sparrow; Denis Servais (Quebec) and Tim Burton (Alberta)



### STAY CONNECTED

We keep our members updated on what's happening with CPRA via our E-News and Infoline.

If you have not been receiving our E-news emails, please contact us at [cp@cp@cp@cp.ca](mailto:cp@cp@cp@cp.ca), or by phone at (613) 523-5315. You can access E-News on our website at [www.cpra.ca](http://www.cpra.ca)

# Canadian Playground Safety Institute

Submitted Gary Debney

CPSI again experienced many changes in the past year, some of which will ensure that the program has the level of support necessary to succeed well into the future. As of August 1, 2008 a not for profit Institute (Canadian Training Institute) will take over responsibility for the development and operation of the CPSI suite of courses.

The Institute will have a governing board in addition to the technical committee. The role of the board will be to oversee the development and operation of the institute. The purpose and mission of the Canadian Training Institute is as follows:

**Purpose:** To act as a clearing house for national programs/services and training opportunities that support the growth and sustainability of the recreation and parks industry in Canada.

**Mission:** The Institute, through a network of partners and supporters, provides education and support in parks and recreation to industry practitioners and associated stakeholders. Our product range is creative, needs driven and sustainable.

Starting with the CPSI program, the Board will look at other programs that could be administered through the national delivery service.

In the past year bringing online courses to CPSI was a struggle. Currently, the recertification exam and theory course are available through the website. A new accessibility course will be available online in September followed by the Inspection and Basic Courses. By the end of September we anticipate having the complete line of online courses available. Online courses will make the training more affordable without the requirement of travel as well as bringing training to the most remote regions of the country. The online courses can be taken alone or in a group with the benefit of a distance learning instructor.

Thank you to the technical committee (especially Scott Belair) who persevered through another difficult year with their focus being the importance of the services provided. Also a big thank you to Tanara, Joanne, Kathleen and other staff who added to already overloaded schedule to help keep the program going. Joanne left us this year after almost 10 years of service and she will be greatly missed. We wish the best for Joanne and her family in the future.



Due to changing work requirements Diane Banash has stepped down from the technical committee after many years of service. We want to thank Diane for her leadership but especially the development and pilot of the Inspection course. Good luck with your future endeavours Diane.

We would also like to say thank you to all who attended our 07/08 Winter face to face technical/ advisory committee meeting held in Toronto. The meeting provided updates and future direction for existing and new courses which will enhance the CPSI Program.

With the CPSI Program becoming the responsibility of the Canadian Training Institute (Aug 1/08) we feel confident our purpose and mission will enhance and focus our abilities to provide training for all areas of Canada.

## National Office Staff Changes

CPRA Board and Staff would like to acknowledge the work of: Holly Donohoe, Manager Canadian Research Agenda, who is working on the 2008 World Leisure Congress; Meghan Johnston, Coordinator Member Services who left CPRA in 2007 and is now working for the 2010 Olympics; Tera Winter who completed her contract as Coordinator National Initiatives and moved to Whitehorse, YK.

CPRA would like to acknowledge the contributions of the University of Ottawa interns who completed their placements with CPRA during 2007-08: Mandy Elms, Caroline Uczciwek, and Carolyn McClelland.

# Awards and Recognition Program Committee

Submitted by Randy Goulden, Chair

The CPRA Awards and Recognition Program celebrates innovative contributions of the field that continue to benefit the lives of Canadians and their communities.

Each year CPRA recognizes Canada's best in the parks and recreation field by honoring individuals, programs and projects from across Canada that have made a positive impact on the health, well-being and vibrancy of Canadian communities.

The categories are: Award of Merit, Claude Langelier Award for Young Professionals; National Benefit Award; Harry Boothman Professional Development Fund; Award of Excellence of Innovation; Honorary Life Membership and Citation of Outstanding Achievement.



## THE 2007 RECIPIENTS WERE:

### **Award of Merit**

Shane Brewster, NWT

### **Award of Excellence for Innovation**

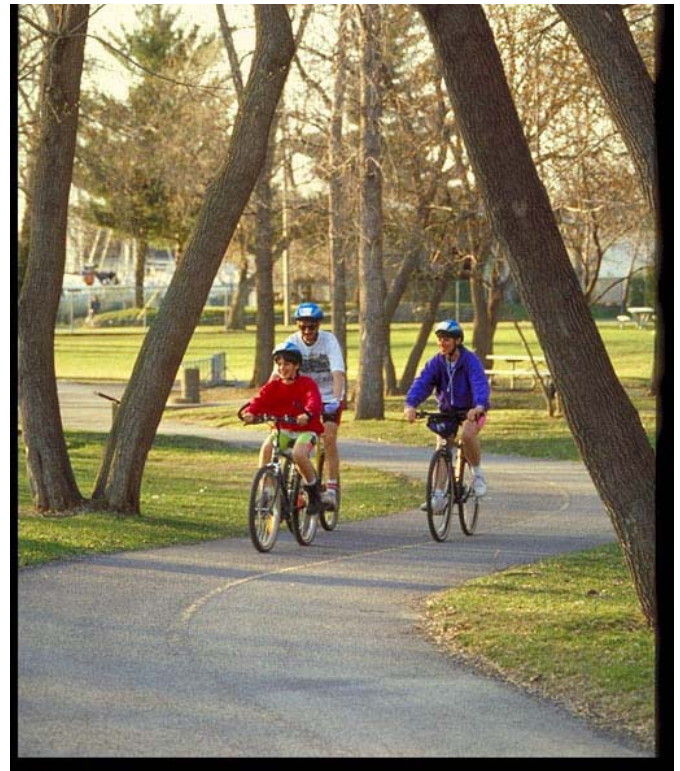
Burnaby's Metro Skate Park, B.C.  
Halifax Regional Municipality Youth Engagement Strategy Toolkit, N.S.  
Terra Nova Rural Park Plan: The Power of Community Engagement, B.C.  
Mackenzie River Youth Trip, NWT

### **Claude Langelier Award for Young Professionals**

Jennifer Sarna, MB

# Parks Advisory Committee

Submitted by CPRA Parks Advisory Committee



The CPRA Parks Advisory Committee was brought together to advise the CEO and Board of Directors on matters related to parks. Our focus is on issues meaningful to parks members, advocacy issues or opportunities in the parks field, policy development or positions that CPRA should be considering, research that would be useful, potential partnership requirements, business opportunities or trends being observed.

The Parks Advisory Group provides a stronger focus to the issues and interests of parks members of CPRA with specific attention to parks issues and responses from CPRA on relevant public policies.

The Committee placed its efforts toward expanding profile and information in three areas:

- a) The LEISURE LIFESTYLE NETWORK (LIN) received a generous offer from Communities in Bloom organization to emplace all data gathering (electronic and paper) resultant from CIB and Winterlights activities. This represents a tremendous volume of information not restricted only to brochures, literature, policies, bylaws, procedures and staff training manuals.
- b) With the World Leisure Congress at Quebec City and CPRA Conference and AGM as part of the

proceedings, effort was made to expand the number and content of parks sessions at Quebec City. The Parks Advisory Committee held teleconference calls to decide upon and solicit permission from the World Leisure Congress to hold the following sessions at CPRA/World Leisure Congress:

**National Forum for Parks Issues**

Paul Ronan, Raymond Carrière, Thursday, October 9<sup>th</sup> 11:30 am - 12:30 pm

**What do people want from Parks?**

Ed Jager, John Lohuis, Wednesday, October 8<sup>th</sup> 11:30 am – 12:30 pm

**Finding the Balance: The design vs. maintenance dilemma.**

Doug Marter, Nancy McMinn, Kristopher Parent, Wednesday, October 8<sup>th</sup>, 11:30 am – 12:30 pm

- c) Two members of the committee are reviewing the scope and quality of Canadian degree or diploma parks programs. Doug Marter and Lynton Friedberg are continuing to review and comment on status and necessary steps to enhance potential entry of youth into the field as a desirable profession.

## Canada's 2007 National Parks and Recreation Conference and Trade Show

“Connecting in the Capital” was this year’s theme as delegates from across Canada travelled to our nation’s capital September 26<sup>th</sup> -29<sup>th</sup> to take part in Canada’s 2007 National Parks and Recreation Conference and Trade Show. Over 400 delegates, 70 exhibitor representatives, 74 speakers, and 4 keynote speakers and close to 200 plus volunteers gathered for the event. With



Ottawa’s rich cultural heritage and historical venues participants were treated to quality session and keynote speakers that provided educational, networking and professional development opportunities in locations like none other.

The Canadian War Museum played host to the opening ceremonies with key note speaker David Chilton author of “The Wealth Barber”. This event was followed by the Trade Show Social that gave everyone the chance to socialize and see first hand the new and exciting products available for the field. Thursday morning delegates were treated to an address by John Furlong, CEO Vancouver 1020 Winter Games. Following a full day of sessions, delegates dined amidst vintage aircraft at the Canadian Aviation Museum then onto the ByWard Market for a full night of activities. Dalton Kehoe spoke to delegates Friday morning and Chantal Petitclerc, a 1992 Paralympic Games medalist inspired everyone as she shared her story at the closing ceremonies.

CPRA would like to thank Parks and Recreation Ontario and the City of Ottawa Staff for the incredible amount of work that they invested into hosting this event. Thank you to all the volunteers who assisted delegates throughout the week. A thank you also goes out to all of the Conference Sponsors as your support is always very much appreciated.

See you in 2008 at the 10<sup>th</sup> World Leisure Congress in Quebec City.



# NATIONAL INITIATIVES

## Everybody gets to play™

The **Everybody gets to play™** initiative was developed in 1998 to:

- bring awareness to the realities and challenges low-income families face when attempting to access recreation; and
- provide tools, resources and support to assist recreation practitioners take action and make recreation more accessible in their community.

Over the past year CPRA focused on recreation practitioner engagement and capacity building; creating support for an equitable recreation system; increasing awareness beyond the recreation sector; and measurement and evaluation. Specifically, CPRA:

- Supported seven P/T Parks and Recreation Associations develop and implement strategies to build and/or enhance organizational capacity to support practitioners in their efforts to remove participation barriers.
- Hosted a one day information sharing session with Provincial and Territorial Parks and Recreation Associations to celebrate the successes and lessons learned from **Everybody gets to play™** related initiatives across Canada.
- Assessed the needs and interests of practitioners when engaging Aboriginal populations in recreation opportunities in an Urban setting. Integral to this assessment included a review of the **Everybody gets to play™** Community Mobilization Tool Kit to determine its relevancy for engaging Aboriginal Peoples and communities.
- Developed a healthy eating supplement to the **Everybody gets to play™** Community Mobilization Tool Kit which will support communities integrate nutrition and healthy eating strategies into programs and services.
- Trained 21 individuals to become **Everybody gets to play™** Ambassadors bringing our total to 49 across Canada.



## Relevant Recreation™ Tool Kit

*A Practical Tool Kit for Applying Outcome-Based Planning to all Parks and Recreation Activities*

In the past, little consideration was given to *why* Parks and Recreation services were needed, *why* they were successful or unsuccessful, or *how* they contributed to the wellbeing of individuals or the community. In the late 1980's, the benefits movement brought the required awareness of and focus on the value these services bring to our communities.

With funding from the National Crime Prevention Centre, CPRA developed the **Relevant Recreation™** Tool Kit which extends the principle of benefits thinking and enhances the ability of recreation practitioners to deliver meaningful programs and services that meet the needs of their communities.

The **Relevant Recreation™** Tool Kit is bilingual and consists of a User's Guide and Tool Kit CD and provides recreation practitioners with resources to identify and articulate the links between planned recreational services and individual or community outcomes. The tools found in the Tool Kit will also give recreation practitioners a lens through which they can view every activity within their organization's scope, and provide them with a framework for evaluating how successful these services are in achieving intended outcomes.



# Canadian Parks and Recreation Volunteers:

## Board of Directors:

### Executive Committee:

Gerald Mirecki, Chair  
Theresa Ross, Past Chair  
David Taveroff, Chair Elect  
Kristopher Parent, Treasurer

### Directors:

Conrad Boychuk, Commercial Director  
Jim Marvel, British Columbia Regional Director  
Ruth Rolfe, Northern Regional Directors (Yukon, Northwest and Nunavut Territories)  
Tanya Angus, Western Regional Director (Alberta, Saskatchewan and Manitoba)  
Jennifer Reynolds, Ontario Regional Director  
André Olivier, Quebec Regional Director  
Paula McCloskey, Atlantic Regional Director (New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island)

### Advocacy Committee:

Kate Sparrow, Chair  
Darrell Melvie, Infrastructure  
Gary Milley  
André Olivier (CPRA Board Liaison)  
Jennifer Reynolds (CPRA Board Liaison)

### Awards Committee:

Randy Goulden (Chair)  
Gilles Bryar  
Ewen MacDonald  
Kevin Pike  
Tanya Angus (CPRA Board Liaison)  
Tanya Haywood  
Pierre Morin  
Theresa Ross  
Meghan Johnson, CPRA Staff

## Audit Committee

Brian Johnston, (Chair)  
Denis Auger  
Rick Gilbert  
André Olivier (CPRA Board Liaison)  
Claire Tucker-Reid

## Canadian Playground Safety Committee:

Gary Debney (Co-Chair)  
Mike Hayward (Co-Chair)  
Diane Banash  
Scott Belair  
Kathy Graham  
Sylvie Melsbach  
Peter Ashmore  
Randy Atchison  
Bryan Belair  
Celine Fillion, CPRA Staff  
Tanara Pickard, CPRA Staff

## Parks Committee:

John Lohuis (Chair)  
Raymond Carrière,  
Lynton Friedberg  
Ed Jager, Director  
Paula McCloskey (CPRA Board Liaison)  
Nancy McMinn  
Doug Marter  
Paul Ronan

## National / Provincial / Territorial Partners



# Treasurer's Report - September 2008

Submitted by Kristopher Parent, CPRA Treasurer

The fiscal year 2007-2008 has proved to be a financially challenging one for CPRA. The organization has closed the year with a deficit. However, the Association has worked tirelessly for its members and has again delivered services of the highest quality.

A shortfall in projected revenues, as well as excessively optimistic budget assumptions produced a deficit of \$96,589 for the 2007-2008 fiscal year. Revenues from our Canadian Playground Safety Institute (CPSI) came short by \$65,000. As well corporate development failed to generate estimated revenues. In addition new programs being developed which were expected to serve as important revenue sources, failed to materialize. It is, however, important to acknowledge the major sacrifices the staff of the CPRA undertook to reduce expenditures at the national office.

The accumulated CPRA deficit is now at an alarming \$251,000. Our auditors' report, undertaken by OHCD Chartered Accountants, reported growing concerns over the accumulated deficit, as they had previously reported in 2003 and 2006. However, for the first time the auditors also expressed concern on the ability of the CPRA to finance the deficit.

The Board of Directors has been deeply concerned by this financial situation and has worked tirelessly in the last year to remedy it. At our Board of Directors meeting in April 2008, important commitments were made to reduce expenditures and to find tangible means to once-and-for-all eliminate the on going deficit that has been a terrible burden on the CPRA for the last seven years.

The board adopted a budget for fiscal year 2008-2009 that included over **\$196,000** in cuts to expenditures compared to the 2006-2007 budget. Among those cuts are:

- **\$160k reduction to Human resources;**
- **\$20k reduction to National Office expenses;**  
**and**
- **\$16k reduction to Board expenses**

It was the intention of the Board that these reductions in expenditures would permit the CPRA to operate within its means and to generate an operational surplus to be used to reduce the deficit.

As well as cuts to expenditures, several additional measures were implemented intended to put the organization on a more solid financial footing:

- All bookkeeping was concentrated in-house to ensure quick and accurate reporting;

- All projects that were not self-sustainable were eliminated;
- A detailed cash flow analysis was conducted;
- All expenses must be reviewed by the Treasurer and Executive;
- New sources of revenue were identified and pursued;
- CPRA is to concentrate on its core projects and activities: **Everybody gets to play™**, Canadian Research Agenda, member services, etc...;
- An Office Administrator is responsible for the day-to-day tracking of revenues and expenses and to report any anomalies to the Board;
- The preparation of a conservative budget, based on revenues and expenses that represent a high level of certainty. The 2008-2009 budget as well as the future 2009-2010 budget, will demonstrate fiscal responsibility and a tightening-our-belts attitude

## Towards a successful future

As I am writing the CPRA is on the verge of concluding a deal that has the potential to eliminate once and for all the accumulated deficit. The Board of Directors has approved the selling of an exclusive, worldwide license to deliver the parks and recreation training courses of the Canadian Playground Safety Institute (CPSI) for an amount of \$250,000 to a group of investors that would include some of the CPRA's provincial partners and various investors with hands-on knowledge of the CPSI program.

This agreement would allow the CPRA to concentrate on program development, advocacy and member services.

Although there have been many obstacles in the last year I, am confident that with the new direction CPRA has embarked on, with respect to many levels (i.e. financial, upcoming Provincial Partners agreement, Sale of the CPSI course delivery license), the CPRA will regain its financial sustainability and once again concentrate on delivering outstanding services to communities from coast to coast to coast. 2008 was a year of transition and 2009 will be a year of continued transition. The objective of fiscal responsibility will be maintained. Throughout this process and because of all the passionate and resourceful members, staff and elected board members, CPRA will be stronger, stable and looking forward to an even brighter future.

I would like to extend my gratitude to Kathleen Luten

and all the staff for their extraordinary work in these difficult times of transition; to Gerald Mirecki, CPRA Chair for his incredible leadership and commitment to the parks

and recreation movement as well as to all my colleagues on the board for their support and friendship.

Please do not hesitate to contact me for any further information required at [kp@placonsultants.com](mailto:kp@placonsultants.com).



## AUDITORS' REPORT

To the Members of the  
Canadian Parks and Recreation Association /  
Association Canadienne des parcs et loisirs:

We have audited the statement of financial position of the Canadian Parks and Recreation Association / Association canadienne des parcs et loisirs as at March 31, 2008 and the statements of changes in net assets, operations and cash flows for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Association as at March 31, 2008 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

OHCID LLP.

Ottawa, Ontario  
May 08, 2008

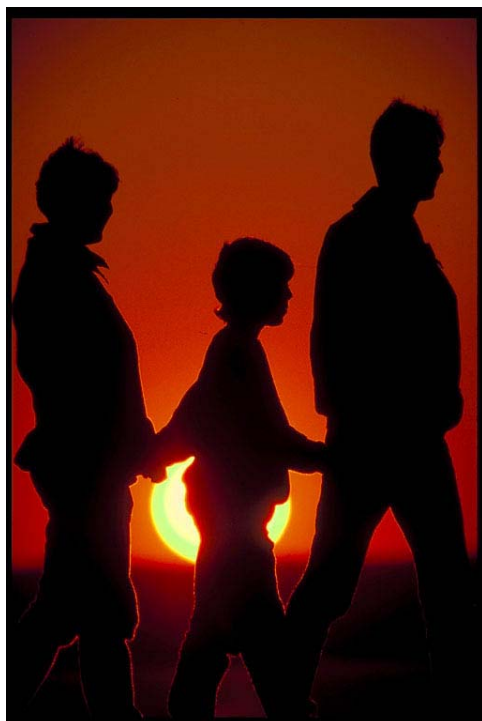
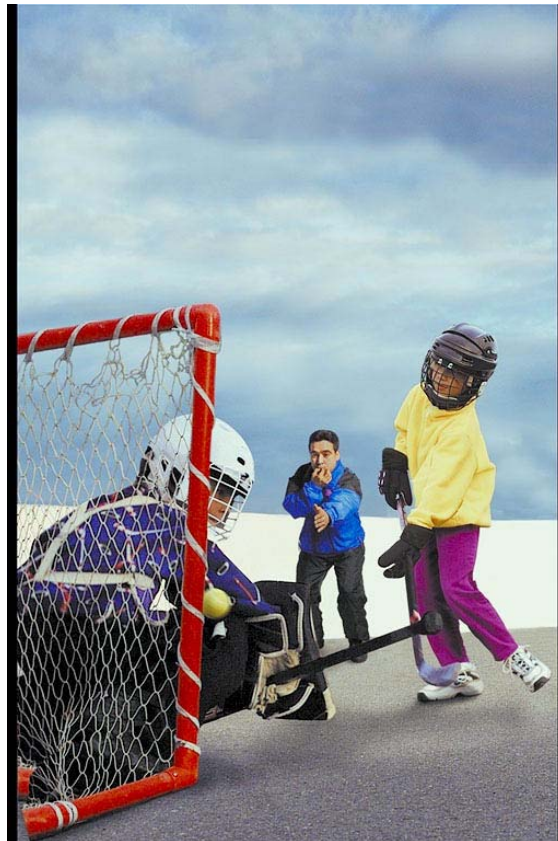
OUSELEY HANVEY CLIPSHAM DEEP LLP  
Chartered Accountants

Phone: 613 562 2010 Roger S. Ouseley ext. 222 .Paul J. Hanvey ext. 224 .John N. Clipsham ext. 225 .Bruce W. Deep ext. 230  
47 Clarence Street, Suite 410, Ottawa, ON K1N 9K1 .F 613 562 2012 .www.ohcd.ca

## STATEMENT OF FINANCIAL POSITION

As At March 31, 2008

|  | 2008              | 2007              |
|--|-------------------|-------------------|
| <b>CURRENT ASSETS</b>                    |                   |                   |
| Cash                                     | \$ 103,968        | \$ 307,256        |
| Accounts receivable                      | 114,685           | 56,747            |
| Prepaid expenses                         | 62,561            | 13,057            |
| Inventory (note 1)                       | 12,111            | 12,326            |
|  | <u>293,325</u>    | <u>389,386</u>    |
| <b>CAPITAL ASSETS (note 2)</b>           | 4,813             | 5,000             |
|  | <u>\$ 298,138</u> | <u>\$ 394,386</u> |
| <b>CURRENT LIABILITIES</b>               |                   |                   |
| Accounts payable and accrued liabilities | \$ 448,418        | \$ 198,246        |
| Deferred revenue (note 3)                | 101,040           | 350,871           |
|  | <u>549,458</u>    | <u>549,117</u>    |
| <b>NET ASSETS (DEFICIT) (note 6)</b>     |                   |                   |
| Restricted                               | 25,019            | 25,019            |
| Invested in capital assets               | 4,813             | 5,000             |
| Unrestricted                             | (281,152)         | (184,750)         |
|  | (251,320)         | (154,731)         |
|  | <u>\$ 298,138</u> | <u>\$ 394,386</u> |



## STATEMENT OF OPERATIONS

For The Year Ended March 31, 2008

|                                    | 2008               | 2007             |
|------------------------------------|--------------------|------------------|
| <b>REVENUE</b>                     |                    |                  |
| National office                    | \$ 98,815          | \$ 29,244        |
| Conference                         | 399,598            | 308,086          |
| CPSI                               | 230,645            | 355,544          |
| Membership fees and services       | 111,444            | 133,939          |
| Other funded projects              | 509,764            | 294,834          |
| Merchandise and publications       | 55,578             | 58,355           |
| Other Income                       | 44,977             | 23,371           |
| <b>TOTAL REVENUE</b>               | <u>1,450,821</u>   | <u>1,203,373</u> |
| <b>EXPENDITURE</b>                 |                    |                  |
| National office and board          | 316,732            | 253,344          |
| Member services                    | 335,011            | 380,134          |
| Funded projects                    | 529,044            | 294,834          |
| Conference expenses                | 366,623            | 274,748          |
| <b>TOTAL EXPENDITURE</b>           | <u>1,547,410</u>   | <u>1,203,060</u> |
| <b>EXCESS REVENUE FOR THE YEAR</b> | <u>\$ (96,589)</u> | <u>\$ 313</u>    |

## COMPREHENSIVE CPRA COMMERCIAL MEMBERS

Audio Ciné Films Inc.  
Jean Francois Cormier  
(514) 493-8887

Belair Recreation Products  
Andrew Crawley  
(519) 442-2244

Cannon Design  
Robert J. Johnston  
(800) 230-7388

CEI Architecture Planning Interiors  
Mark Hentze  
(604) 687-1898

Cologne International Trade Fairs  
Barbara Hills  
(416) 598-3343

FieldTurf Tarket  
Jason Smollett  
(800) 724-2969

GameTime  
Bettina Goins  
(256) 997-5249

Henderson Recreation Equipment Limited  
Andrew Henderson  
(800) 265-5462

Hubbell Lighting  
Janet Owens  
(905) 837-6024

KOMPAN Inc.  
Kristin Callan  
(800) 426-9788

Landscape Structures Inc.  
Jean Hayes  
(800) 328-0035 ext. 292

Modern Access Systems Inc.  
Sandy Patten  
(905) 452-8267

Musco Sport Lighting  
Don Keenan  
(800) 711-3549

PBK Architects Inc.  
Brian Sutherland  
(604) 736-5329

PlayPower LT Canada  
Mark Chittock  
(800) 265-9953

Playworld Systems Inc.  
Kristi Teats  
(570) 522-9800

Research Casting International Ltd.  
Peter May  
(613) 394-7007

Romperland Playsystems  
Pam Hoffman  
(800) 667-0540 ext. 225

SAHURI + Partners Architecture Inc.  
Barbara Thomson  
(403) 228-9307

Sport Court  
Andrew Gettig  
(801) 972-0260

Ure-Tech Surfaces Inc.  
Rick Wernik  
(905) 428-7885

Vortex Aquatic Structures International Inc.  
(877) 5-VORTEX

Water Technology, Inc.  
Melinda M Kempfer  
(920) 887-7375

Wenger Corporation  
Elana Harte  
(800) 268-0148

## BASIC CPRA COMMERCIAL MEMBERS

Aquam Aquatic Specialists Inc.  
Lynn Mackay  
(514) 948-4873

Canadian Adult Recreational Hockey Association (CARHA)  
Lori Lopez  
(800) 267-1854

Centaur Products Inc.  
Cindy Walker  
(888) 430-3300

Dynamo Playgrounds  
Rob Lockhart  
(613) 833-2220

Elephant Play  
Serge Morin  
(877) 854-3319

FIRST Playgrounds Inc.  
Lesley Rocklin  
(416) 779- 2433

Flaghouse  
Marion Blum  
(800) 265-6900

Gainor Agency Ltd.  
G. Leslie Gainor, President  
(877) 287-9927

Go Élan  
Elsie Dumas  
(819) 298-3431

Green Gym  
Guy Chaham  
(902) 469-1511

International Play Company Inc.  
Scott Forbes  
(604) 882-1188

Jambette Évoluieux  
Josianne Mercier  
(418) 837-8246

Kwik Goal  
Roch Robicheau  
(450) 468-4950

Les Entreprises Formes et Jeux PEB Inc  
Geneviève Brouillard  
(450) 682-1226

Les Installations Sportives Defargo  
Jean Hébert  
(866) 433-3274

Maximum Solutions  
Jim Benson  
(780) 998-4511

Nustadia Recreation  
Garfield Ganong  
(403) 263-4890

Recreation Playsystems Inc.  
Janet Elliott  
(519) 746-1695

Schoolhouse Products Inc.  
Hart Sernick  
(905) 986-5683

Spectrum Skatepark Creations Ltd.  
Jim Barnum  
(604) 986-5683

Trex Decking and Railing  
Jason Gulliver  
(800) 663-1470

Tessier Récréo-Parc Inc.  
Harry Peterson  
(819) 293-8591

Vancouver Island Health Authority  
Kim Macdonald  
(250)475-2235

Vic Davies Architect Ltd.  
Victor A. Davies  
(250) 477-4255

Western Recreation and Development Inc.  
David Snidal  
(204) 233 7933

Zeager Brothers Inc.  
Bob Zeager  
(717) 944-7481