



Vancouver Archives: "Pro-Rec" members putting on a display, Vancouver, BC ca 1940

The British Columbia Recreation and Parks Association (BCRPA), a not for profit organization, plays a central role in leading the enrichment and improvement of the quality of life of British Columbians and their communities. We do this by championing the power of recreation and parks. This year, we are celebrating our **60th anniversary** by proudly commemorating our transformative journey to the present day, and revealing a glimpse into our future.

Ours is a story of creating community connectedness and individual well-being based on the knowledge and recognition that recreation and active living, as well as access to parks and the natural environment, have significant impacts on our physical and mental health.

Recreation began as an ad-hoc collection of activities developed by municipal commissions, volunteer organizations, clubs, churches, and cultural organizations. By the 1950s, the development of more formal approaches to parks, recreation and culture services were taking shape. **In 1957, a committee was formed to look at establishing a recreation association in BC**, and in May 1958, that committee became the British Columbia Recreation Association (BCRA). The BCRA unified the sector, providing a voice to advocate for and promote recreation and parks that continues today.

Within a decade, this new collective power was giving recreation a seat at the table of the provincial government to influence policy and steer funding. The Association professionalized the sector, helped establish formal education, channeled program funding opportunities, and championed public access to natural urban and rural space. In 1981, BCRA emphasized its role in parks by increasing parks advocacy and changing its name to British Columbia Recreation and Parks Association.

In 1984, we created the BCRPA Fitness Leader registration program that maintains the highest professional standards for fitness leaders in BC. Our registration status is recognized as 'the' standard against which the qualifications of a fitness leader may be measured and we are widely regarded as the regulatory body for fitness professionals throughout the Province.

BCRPA has been so influential that our name is synonymous with recreation and parks. Our sphere of influence includes local governments (90% are active members of BCRPA), senior government, non-profit and community organizations, the private sector, the fitness industry and academia. BCRPA is the driving force behind successful government-funded community-based recreation and parks initiatives that number in the dozens over recent years.

Moving forward, the future of BCRPA is most promising as we continue to support senior government in meeting provincial health and physical activity goals through the development and delivery of community-based recreation programs; work to fulfill the vision of the national Framework for Recreation in Canada; and create more cross-sector partnerships to continue to champion the power of recreation and parks. The benefit to British Columbians from our work is improved health and quality of life.



VISION

Recreation and parks are valued as essential to active, healthy, and connected communities, and to improving the quality of life of every British Columbian

PURPOSE

To lead the enrichment of individuals and their communities through the power of recreation and parks

ROLES

Leader, Activator, Connector, Service Provider, Educator

VALUES

Inclusivity, Connecting, Creativity, Responsiveness, Accountability

STRATEGIC PRIORITIES

LEADERSHIP

- ✔ **Advance Recreation & Parks**
 - Advance the impact of recreation and parks through relationship building
 - Champion recreation and parks as essential to supporting healthy, connected communities
 - Lead British Columbia's implementation of *A Framework for Recreation in Canada*
 - Support the Canadian Parks & Recreation Association
 - Support the Recreation Foundation of BC
 - Deliver the highest provincial standards for fitness certification

MEMBERSHIP SUPPORT and SERVICES

- ✔ **Strengthen & Engage the Membership**
 - Connect our members to each other and engage them in the Association
 - Facilitate professional development and the exchange of knowledge and best practices
 - Be visible and relevant to our members and to the field of recreation and parks
 - Deepen relationships with those in recreation and parks field
 - Expand support and resources for Registered Fitness Leaders

ORGANIZATIONAL PROSPERITY

- ✔ **Thrive & Be Resilient**
 - Embrace continuous improvement
 - Develop revenue opportunities aligned with our purpose
 - Inspire and support excellence in staff, and Board members





British Columbia Recreation and Parks Association Excellence Awards 2018

BCRPA's Annual Provincial Awards of Excellence recognize distinct achievement at the municipal, regional, and/or special interest area level for programs and facilities that have a significant impact in local recreation and parks.

On May 2, 2018 at the BCRPA's Annual Symposium, the City of Richmond received two Awards of Excellence for the following:

- Facility Excellence Award for the City Centre Community Centre
- Program Excellence Award for the Pollinator Pasture Program

Facility Excellence Award

This honour recognizes outstanding innovation in facility concept, design development, maintenance or operation in a facility. The awards committee chose **The City Centre Community Centre** as this year's winner because it is a vibrant example of sustainability, reflective of extensive community consultation, and brings to life an accessible, creative space that provides enhanced fitness and multi-purpose opportunities.

Program Excellence Award

This honour recognizes creative, successful and innovative programs which may serve as a model for other recreation and parks agencies to enhance their services. The awards committee was impressed by the **Pollinator Pasture** because of its multi-layered approach to program and community engagement. The high value project brought together hundreds of individuals, community groups, associations and businesses through collective opportunities to build a community gathering space and educational program that is both a public art project, as well as a habitat for pollinators. This program was lauded for not only increasing pollination but for engaging the wide community in its interests.

There were over twenty nominations for the 2018 awards. The City of Richmond has every reason to be extremely proud of its public engagement and community development as reflected in the achievement of these two highly coveted awards.