



STRATEGY + ACTION =
results

BCRPA 2004-05 ANNUAL REPORT

STRATEGY + ACTION =
results

The British Columbia Recreation and Parks Association
is a not for profit organization dedicated to building and
sustaining active healthy lifestyles and communities in BC.

OUR VISION: The recreation, parks and culture sector is an essential partner for building healthy individuals and communities, as well as fostering economic and environmental sustainability.



VISION + PARTNERSHIP = results

ADDING VALUE THROUGH SECTORAL LEADERSHIP, POSITIONING AND COMMUNICATION

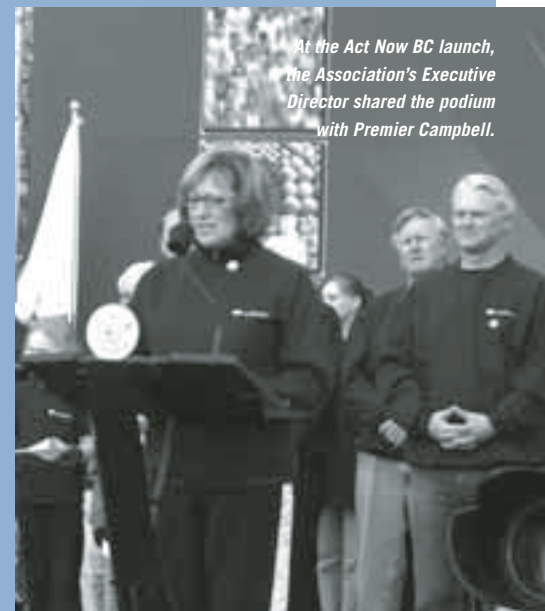
The BCRPA helped set the vision and standards for the parks, recreation and culture sector both provincially and nationally. On the national scene, through its participation in the Canadian Parks and Recreation Association, the Association contributed to the continued development of a National Vision Statement and Agenda for the sector. This vision and agenda will guide the collaborative work of the partnership and identify common areas of action.

Closer to home, the Association also had a visionary and influential role. In addition to setting up task forces to review and provide input into the Provincial Childcare and Pool Operator Regulations, the BCRPA continued its close association with the BC Healthy Living Alliance (BCHLA). As chair of the BCHLA, the Association's Executive Director brought resources, contacts and efficiencies to the Alliance as it works towards improving the health of British Columbians through the promotion of physical activity, healthy eating and living smoke-free. In early 2005, the BCHLA presented to the Premier, the Winning Legacy report. This report outlined the targets, interventions and a health promotion strategy for BC. The BCRPA also participated in the launch of Act Now BC, a province wide effort that seeks to establish a culture of fitness and healthy living in BC. This program is part of the provincial government's goal of making BC the healthiest hosts of an Olympic Games.

The Association's Competencies and Standards Task Force was formed. Building on the work first initiated by Competencies and Standards Review Project, the task force reviewed and then produced a report containing extensive descriptions of job competencies and standards in the parks, recreation and culture sector. Members now have the most up to date and complete snapshot of competencies and standards across the province.

As part of its ongoing commitment to facilitating infrastructure renewal in the province, the BCRPA built upon its Phase I Facilities Survey of indoor and outdoor pools, ice arenas and curling rinks. Full and customized reports are now available to members. Phase II of the survey which includes parks, open spaces and playing fields throughout BC, was initiated in 2004. In addition, BCRPA's survey forms the basis for a national facilities inventory template.

The BCRPA worked with Professional Environmental Recreation Consultants Ltd. (PERC) to develop the new PERC Innovation in Management Award. This new provincial award recognizes and celebrates those individuals or organizations that demonstrate ingenuity in the management of parks, recreation and cultural services in BC. This new award is an example of the Association's desire to recognize excellence in the sector while building successful business partnerships with sponsors.



At the Act Now BC launch, the Association's Executive Director shared the podium with Premier Campbell.

2004-2005 WAS A

STRATEGIC GOVERNANCE

ADDING VALUE THROUGH SERVICES TO THE SECTOR

In addition to the work that the BCRPA is doing at the national and provincial level on policy and standards, the Association's continued mandate has been and continues to be serving its membership. By drawing on its internal expertise and capacity, the BCRPA launched several initiatives to serve the diverse needs of its membership.

The Active Communities Initiative, a program promoting healthy lifestyles, building healthy communities and increased activity levels amongst British Columbians, continued to be well positioned with Act Now BC. As part of expanding Active Communities, the Association hosted a national summit with provincial/territorial partners to identify best practices and determine potential areas for partnerships and information sharing. To assist practitioners in facilitating healthier lifestyles in their communities, an Active Communities toolkit, workshop, subsidy and awards program will be available to members in 2005.

The BCRPA conducted a fees and charges survey that provides members with a comprehensive snapshot of the admission and rental rates for parks and recreation services and facilities across the province. In addition, a new survey function was made available online for members who are interested in conducting their own short surveys.

The Association continues to offer its members a variety of conferences, workshops, accreditation and professional development opportunities. The new In your Face youth worker workshop was introduced in 2004. The workshop provided the inspiration and cutting edge tools, tips and resources to assist youth workers in their their day to day work with today's youth. This workshop was so well received that a new In Your Face workshop is being developed. This follow-up session will be offered in 2005.

EXPERTISE + CAPACITY =

results

YEAR OF RESULTS

+ LEADERSHIP =
results

ADDING VALUE THROUGH ORGANIZATIONAL EFFECTIVENESS

Recognizing that exponential growth brings change, opportunity and challenge, the BCRPA launched internal initiatives to review and articulate the future operating vision for the association. Following the approval of the Association's new three year strategic plan, a comprehensive work plan with measurable success indicators was developed and implemented. Coming out of this is a restructured sponsorship program, closer ties to the British Columbia Recreation and Parks Foundation and recommendations on governance and membership.

A challenge faced by many non profit organizations is maintaining and attracting new sponsors. To ensure that the BCRPA continues to provide the reach, opportunity and tangible benefits that these business partners are looking for, the sponsorship program was streamlined and restructured. Sponsors now have the opportunity to choose from a "menu" of sponsorship benefits.

The BCRPA enhanced its collaboration with the BC Recreation and Parks Foundation. Both organizations participated in a joint strategic planning session and will implement an operations agreement which will formalize and set the stage for continued cooperation and partnership.

Due to the changing and expanded role of the Association and its increasing involvement in the health and sport sectors at a national and provincial level, the Association set up a task force to review its existing governance and membership structure. The task force developed recommendations on a new board and membership model and an online survey provided members with the opportunity to comment on these recommendations. Following Board review in early 2005, these recommendations will be presented to members for approval at the 2005 Annual General Meeting. The new Board and membership structure will help position the BCRPA for continued growth and success.



FINANCIAL SUMMARY

BRITISH COLUMBIA RECREATION AND PARKS ASSOCIATION OPERATIVE ACCOUNT

Balance Sheets


(Unaudited)

December 31, 2004 and 2003

	2004	2003
Assets		
Current assets:		
Cash and short-term deposits	\$ 344,383	\$ 96,997
Restricted cash	\$ 27,754	-
Accounts receivable	23,861	57,684
Inventory	12,936	7,512
Prepaid expenses	26,048	14,110
Due from related party	-	500
	434,982	176,803
Property and equipment:		
Furniture and equipment	96,243	70,340
Leasehold improvements	7,587	-
	103,830	-
Accumulated amortization	(44,726)	(37,356)
	59,104	32,984
	\$ 494,086	\$ 209,787
Liabilities and Members' Equity		
Current liabilities:		
Accounts payable and accrued liabilities	\$ 32,432	\$ 39,871
Membership and other fees paid in advance	70,426	85,503
Deferred revenue	312,767	8,800
	415,625	134,174
Members' equity	78,461	75,613
	\$ 494,086	\$ 209,787

Approved on behalf of the Board:

 Director

 Director

BRITISH COLUMBIA RECREATION AND PARKS ASSOCIATION OPERATIVE ACCOUNT

Statements of Revenue and Expenditures and Members' Equity

(Unaudited)

Years ended December 31, 2004 and 2003

	2004	2003
Revenue:		
Fitness registration and special projects	\$ 365,747	\$ 314,704
Workshops and special projects	213,330	197,730
Symposium	180,371	186,972
Grants	100,000	137,000
Membership dues	86,215	88,994
Gaming	52,500	25,000
Interest and miscellaneous	31,194	2,318
Donations	471	540
	1,029,828	953,258
Expenditures:		
Salaries, employee benefits and consulting	306,224	300,245
Fitness registration and special projects	172,104	147,187
Workshops and special projects	147,187	125,989
Symposium	154,042	134,565
General and office	85,217	74,785
Board and committee meetings	42,114	33,782
Office rental	41,483	50,729
News magazine and promotion	28,418	11,215
Audit, legal and bank service charges	5,000	11,226
Travel	3,461	3,374
	1,009,168	934,246
Amortization	17,812	16,450
	1,026,980	950,696
Excess of revenue over expenditures	2,848	2,562
Members' equity, beginning of year	75,613	73,051
Members' equity, end of year	\$ 78,461	\$ 75,613

Full financial statements are available from the BCRPA office (604)273-8055.

Lynn Johnson, Alison Dennis, Wendy Harris,
 Monica Dobyrowski, Kathi Cameron, Heather Bouchier,
 Sarah Loewen, Sandra Starrett, Julie Nowell, Jacquie Conway, Leslie
 Grundy, Christine DeBiasio, Wendy Harris, Maria Thomas, Leah Esplen, Tracey
 O'Sullivan, Lara Lauzon, Sharon Brown-Horton, Mary Jane Murphy, Andre Noel Potvin,
 Carl Petersen, Amanda Vogel, Sandra Starrett, Krista Popowych, Valerie Spilsbury, Curb
 Ivanic, Marjette Macrander, Dr. Laura Farres, Carrie Bogan, James Nicholson, Scott Hebert, Jacquie Stebbings,
 Christina Truscott, Nicole Palacios, Gerard Recio, Alison Bogan, Jaimee Stokes, Rose Jack, Bonnie Beaman,
 Maureen Frewer, Corrina Edgar, Meera Singh, James Nicholson, Jeff Goreski, Taylore Catre,
 Sandra Sammartino, Ellen Coppin, Annie Hewitt, Yvette Gabrielle, Beth Sampson, Diana Parker, Mairin Wilde, Amy
 Kiara Ruth, Karen Angelzucci, Linda Zirack, Marie-Claire Howard, Tessa Crofton, Valerie Brennan, Jodi
 Rock, Mary Sayers, John Plantinga, David Roach, Shannon Wilson, Peter Duhault, Wendy Borsuk, Fleur Palliardi,
 Monique Haziza, Heather Low, Risa Mathews, Susan Van Cadsand, Jan Vetter, Gabrielle Scully, Maggi Cheetham, Melanie Galloway,
 Debbie Cheong, Barry Leigh, Alison Dennis, Sharon Farrish, Wendy Harris, Sandy Gilmour, Wendy Hunter, Janis Cookson, Wendy Gilbertson, Catherine Berris,
 Stewart, Carol Lepine, Shannon Brown, Donna Hutchinson, Ken Kreiger, Don Hunter, Michael Ness, Carl C. Cameron, Dylan Ruocco, Ruby Wong, Tracy Smith, Doreen
 Erik Lees, Lori Zehr, Corinne Ambor, Rhonda Paris, Maureen Heckley, Zaleena Janmohamad, Michael Ness, Chris Nelson, Sheila Gunn, John McMurchy, Jeff Norburn,
 Denbigh, Adriana De Fazio, Deborah Paris, Maureen Sherman, Patti Murray, Dave Leavers, Sharon Suminic, Maggi Cheetham,
 Player, Marylyn Sims, Maureen Sherman, Patti Murray, Dave Leavers, Sharon Suminic, Maggi Cheetham,
 Martin Gould, John Fleming, Eva Cyszewka, Jody Sanders, Pam Pedlow, Marie-Claire Howard,
 Mary Embury, Krista Popowych, Doug Nichols, Joyce Fordyce, Michelle Sirett, Pam Peel, Mark
 Kevan Tishshaw, Doug Nichols, Grace Filka, David Davidson, Norma Senn, Tim
 Taylor, Christina Medland, Catherine Berris, Erik Lees, Gerald Flemming, Patti
 Richards, John Plantinga, Chris Nelson, Agnes Szilos,
 Elizabeth Ayers, Diane Murphy, Ron Booth, Joyce
 Fordyce, Earl Erickson, Jim Marvel, Howie
 Snyder, Kerry Bysouth, Susan Mundick,
 Ken Kreiger, Anne Titcomb, Dan
 Pagely, Martin Gould, Peter
 Thomas, Sheila Gunn,
 Kari Ward, Terece
 Young.

Nadine Sowerby, Jason Bie, Alvin Wright, Chapman Ng, Rob Fulton, Geri Briggs-Simpson, Lorna Curtis, Tricia Forrester, Booth Palmer,
 Elizabeth Ayers, Rob Sullivan, Marty Benson, Colin Reid, Sue McIntyre, Elizabeth Ayers, Dale Miller, Kerry Broome, Garity Stanley, Tony
 Toriglia, Bob Stedham, Wendy Neikamp, Rae Roer, Murray Kopp, Tim Richards, Erik Lees, Doug Leavers, Darcy Perrin, Dave Turner, Bob
 Paterson, Todd Gross, Karl Winkler, Len Walters, Austin Peterson, Ron Philpott, Dale MacDonald, Dave Lieskovsky, Barry Reid, Jeff Lynka,
 John Penrice, Carol Flynn, Brenda Ingram, Bruce Millington, Bob Pope, Ed Millman, Chrystal Stone, Dan Pagely, Jim Marvel, Laure
 Kadin, Brenda Blatz, Phil Rippin, Debbie Belanger, Betty Johnston, Don Chow, Tim Richards, Linda Barnes, Jean Miles

**FITNESS COUNCIL, AQUATIC COMMITTEE, UPDATE, MENTORSHIP TASK GROUP, YOGA TASK GROUP, PILATES TASK GROUP, SPECIALIZED
 PHYSICAL ACTIVITY TASK GROUP, TRAIN THE TRAINER TASK GROUP, MEMORANDUM OF UNDERSTANDING TASK GROUP, FACILITIES
 INVENTORY, FITNESS CONFERENCE, AGING ACTIVELY CONFERENCE, EDITORIAL COMMITTEE, PR/MARKETING COMMITTEE, STANDARDS
 AND COMPETENCIES TASK GROUP, FACILITIES WORKSHOP, 2004 FACILITIES WORKSHOP – STUDENT VOLUNTEERS FROM LANGARA
 COLLEGE, 2005 PARKS AND GROUNDS SPRING TRAINING SEMINAR – ORGANIZING COMMITTEE, AWARDS, SYMPOSIUM
 2004 PLANNING COMMITTEE, GOVERNANCE AND MEMBERSHIP TASK GROUP, VOLUNTEERS ON THE CHILD CARE
 REGULATIONS TASK GROUP, VOLUNTEERS ON THE AQUATICS COUNCIL, VOLUNTEERS ON THE PARKS COUNCIL:**

BOARD: Doug Henderson, Susan Mundick, Kate Sparrow, Doug Leavers, Patti
 Murray Barry Reid, Patti Hunter, Wally Taylor, Chrystal Stone, Dan Pagely, Jim Marvel
 John Fleming, Martin Gould, Peter Thomas, Jeff Norburn, Sheila Gunn

VOLUNTEERS

VOLUNTEERS RESULTS

**BRITISH COLUMBIA
RECREATION AND
PARKS ASSOCIATION**

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