

CHAPTER 2

VISION AND MISSION

OUR VISION

A high quality of life for all British Columbians – healthy individuals and communities and sustainable environments and economies.

OUR MISSION

The mission of the parks, recreation and culture sector in British Columbia is to promote a high quality of life for all through:

- advocacy and partnerships;
- programs and services;
- parks and facilities.

Defining Quality of Life

Quality of life is built upon the fundamentals of providing food, clothing, shelter, safety and basic healthcare. The quality of life vision that the parks, recreation and culture sector embraces encompasses other key aspects, which are outlined below.

Social Engagement

Because no person is an island, a sense of community is essential to one's quality of life. The parks, recreation and culture sector is committed to many paths of action to build and enhance strong, tolerant and effective social relationships in B.C.'s communities.

Engaged Citizens

No single entity is responsible for civilized society; it is a shared responsibility and is a principle of engaged citizenship. The parks, recreation and culture sector is committed to building a stronger sense of engaged citizenship by increasing awareness of collective responsibilities, building a culture of participation and encouraging a sense of accountability to each other for mutual wellbeing.

Healthy Individuals

The parks, recreation and culture sector is committed to educating and supporting the citizens of B.C. in their desire to be healthy – physically, emotionally and spiritually. Healthy communities start with healthy individuals and a personal pursuit of health benefits others through communities, friendships, businesses and social support systems.

Education

The parks, recreation and culture sector plays a central role in providing venues for lifelong education that complement traditional academic institutions. These educational services are accessible to everyone and they connect B.C. residents with further educational opportunities.

Culture

Arts, creativity, heritage and multiculturalism are intrinsic to every dimension of life. Through them, individuals express themselves, develop a sense of identity, learn and grow as individuals and communities, remember the past, voice the future and enhance shared meaning in life.

Healthy Environment

A healthy environment for the current generation is a prerequisite for a sustainable quality of life for future generations. The parks, recreation and culture sector is committed to



the ethic of stewardship and responsibility for local and global ecosystems, including land (biodiversity and ecosystem health), water (aquatic ecosystems and water supply), atmosphere (climate change and air quality) and others.

Access to Recreation

Access to open space, natural ecosystems and recreation, parks and cultural areas and facilities enhance quality of life. Through them, individuals stay healthy, engage their environment and build social relationships. Renewing the infrastructure of facilities as well as outdoor spaces and structures is essential to a high quality of life.

Organizational Capacity

The parks, recreation and culture sector is committed to enhancing the social capital and organizational capacity in B.C. communities, both urban and rural, to sustain a high quality of life in every community. Aspects of individual quality of life require an organizational foundation to deliver, maintain and enhance these conditions.

Meaningful Economic Relationships

Employment and investment in the parks, recreation and culture sector generate economic activity and build meaningful and constructive economic relationships. The economic dimensions of the quality of life vision offer significant provincial, community and individual economic opportunities.

OUR FRAMEWORK

The parks, recreation and culture sector is a key contributor to quality of life in British Columbia and it influences virtually every dimension of life. As a result, the vision statement identifies the individual, the community, the environment and the economy as the four elements which frame our work.

Healthy Individuals

The parks, recreation and culture sector is central to the physical and emotional health of individuals, offering opportunities for:

- Staying fit and accessing programs and education for all aspects of personal wellness;
- Lifelong education;
- Accessing venues for arts, culture and self-expression that support individuals expressing their creativity, supporting each other's cultural identities, expressing their community's uniqueness and exploring our common ground (literally and metaphorically);
- Accessing personal recreation opportunities;
- Encountering our province's beautiful geography and environment; and, as a result of all the above,
- Developing a sense of healthy empowerment and optimism regarding our ability to create a great future for ourselves and our children.

Healthy Communities

Individuals do not live in a vacuum; their health and wellbeing are continuously influenced by the environments in which they live, work, learn and play. The parks, recreation and culture sector provides significant support toward building healthy communities, including:

- Offering places and programs where residents engage each other and build relationships in constructive environments;
- Facilitating ways for individuals to exercise local citizenship by contributing to their community through volunteerism, leadership and other efforts;



Healthy
Individuals,
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Healthy Communities
Communities





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Sustainable
Economies



- Creating networks of individuals that work together to address challenges in a community; and
- Offering leadership training and education, particularly in the parks, recreation and culture sector.

Sustainable Environments

The parks, recreation and culture sector is the steward of significant natural environments, thereby playing a major role in supporting a healthy environment, including:

- Educating communities about the natural environment and building an ethic of stewardship within those communities;
- Playing a key role in the protection, enhancement and management of the province's ecosystems and landscapes;
- Offering carefully managed recreational access to natural areas; and
- Providing urban landscape and greenway elements throughout B.C. that assist in addressing climate change, health and other key issues.

Sustainable Economies

The parks, recreation and culture sector is an important contributor to the economy, generating economic activity and value throughout the province, including:

- Playing both a direct and a supportive role in the tourism industry;
- Offering inclusive opportunities for fulfilling employment;
- Supporting the supplier and services industries;
- Anchoring many professional service sectors related to recreation, health and environmental management;
- Assisting in balancing recreational, resource extraction and land protection strategies and uses; and
- Providing cost benefit to the health care system.

In summary, the parks, recreation and culture sector plays a vital role in each of these four elements, thereby contributing to and enhancing the quality of life in British Columbia. Attaining the quality of life vision for B.C. residents in the 21st century requires a strong sense of hope and confidence in the parks, recreation and culture sector's ability to meet challenges and to work together. A coordinated, strategic approach among stakeholders will instill hope and fuel confidence.

GUIDING PRINCIPLES

As part of the strategic planning process, a set of principles was developed to guide the efforts and decisions of stakeholders in the parks, recreation and culture sector. As we move forward, these principles will help to ensure that our actions and initiatives support our vision and mission of a sustainable quality of life for all B.C. residents.

A Sustainable Quality of Life

Engage stakeholders in collaborative efforts that provide a sustainable quality of life for B.C. residents.

Beyond Leisure

View parks, recreation and culture facilities, services and programs as an integral part of every B.C. resident's quality of life, beyond the use of one's leisure time.

Sustainable Communities

Ensure that parks, recreation and culture initiatives and facilities address environmental issues such as energy conservation and recycled and recyclable materials, thus working toward building sustainable communities.

Multiple Goals

Plan all investment in facilities, programs and other initiatives to achieve as many strategic goals as possible – pushing past initial roadblocks through creativity and partnerships to ensure that maximum benefits flow to B.C. communities from every initiative.

Collaboration

Seek partnerships wherever possible to leverage investment for the greatest public good, acknowledging that partnerships take time and commitment.

Accessibility and Inclusion

Ensure that every citizen has access to parks, recreation and culture services regardless of ability, age, economic circumstance, ethnicity, gender or interests because they are essential to the health and wellbeing of all individuals, families and communities. Ensure that social inclusion is a fundamental component of parks, recreation and culture – that all members of a community experience belonging, acceptance and recognition.

Whole Person Benefits

Ensure that parks, recreation and culture opportunities support all aspects of wellness including personal growth and wellbeing, self-discovery and lifelong learning. Recognize social determinants of health and work to build partnerships across a range of social settings.

Citizen Participation and Involvement

Provide opportunities for citizens to contribute their unique skills, capacities, knowledge and leadership to parks, recreation and culture issues, solutions and decision-making because these issues directly impact their family, neighbourhood and community.

Strategic Volunteerism

Link volunteers – often a community's backbone – to parks, recreation and culture programs wherever possible, providing support and recognition for their contribution.

Economic Prosperity

Seek opportunities for parks, recreation and culture initiatives to maximize their economic benefit to B.C. communities.

Social Sustainability

Support the creation of socially sustainable communities that have the ability to maintain and build on their own resources and have the resiliency to prevent and/or address future problems.



Collaboration
and Inclusion

