



# STRATEGIC OUTLOOK FOR CPRA

(Canadian Parks and Recreation Association)

June 2018



CPRA ACPL



The following document outlines the strategic foundations of the Canadian Parks and Recreation Association (CPRA). Strategic actions are organized under three over-arching intentions of the organization.

In order to bring these actions to life, CPRA also has an Implementation Plan which is visited annually and presented under separate cover.



# Strategic Outlook for CPRA

The Canadian Parks and Recreation Association (CPRA) is a national organization dedicated to realizing the full potential of parks and recreation as a major contributor to community health and vibrancy. Membership includes the 13 provincial and territorial parks and recreation associations and their extensive networks of service providers in over 90% of Canadian communities.

CPRA collaborates with a host of other national organizations operating in the recreation, parks, physical activity, environmental, facilities, sport, public health, crime prevention and social services arenas.

Over the course of its 60-year history, CPRA has become a credible and strong national leader in our sector. In addition to our advocacy on the benefits of parks and recreation, we provide our members with the information, resources and the professional development needed to make a difference in their own communities. Through broad-based community involvement, we find solutions to social challenges, influence policy direction and generates momentum towards community quality of life.

CPRA is a registered charity and operates with the following values. These values align directly with those in the *Framework for Recreation in Canada 2015: Pathways to Wellbeing*.

## CPRA Values:

1. Parks and recreation is a **public good** and an essential service; the benefits of recreation (<http://benefitshub.ca/>) are numerous and cannot be escaped
2. **Inclusion and equity** is integral; recreation benefits all and it should be accessible to all
3. **Sustainability** is necessary, including; sustainability from a financial and governance/ leadership perspective
4. **Lifelong participation**; parks and recreation are relevant to all ages

## A Renewed Definition of Recreation

Recreation is the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing.

# 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 recreation experiences that foster:

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

We work with a variety of other national organizations to further the parks and recreation agenda in Canada and in the world.



CPRA is a **VOICE**: We are the national voice for parks and recreation, advancing the collective interests of our members.

### Strategic actions for CPRA between now and 2021...

- Co-Lead:
  - » implementation of the Framework for Recreation in Canada 2015: Pathways to Wellbeing
  - » implementation of Parks for All
  - » implementation of the Canada Sport Policy (recreation sport portion)
- Shared leadership for implementation of the Common Vision for Physical Activity
- Intentionally respond to relevant calls to action outlined in the Truth and Reconciliation report
- Cement recreational sport in the Sport Canada mandate
- Identify and advocate for issues related to the sector



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

### Strategic actions for CPRA between now and 2021...

- Partner with FCM and others to elevate elected officials' focus on parks and recreation
- Share, practice and accelerate the application of good ideas across the country
- Create and deliver common messaging to Federal/Provincial/Territorial/Indigenous Governments, partners and stakeholders
- Respond to opportunities to educate people on the benefits of parks and recreation



CPRA is a service **PROVIDER**: We provide services for our members and partners that cultivate dialogue, learning and innovation.

### Strategic actions for CPRA between now and 2021...

- Explore the possibility of hosting a national event under the CPRA banner
- Continue to administer professional development initiatives
- Co-create or facilitate the creation of a national knowledge development strategy
- Be responsive to membership needs
- Pursue funding partnerships to benefit our members (i.e. Green Jobs)







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