



CPRA ACPL

# STRATEGIC OUTLOOK 2021 - 2024

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*CPRA is located on the unceded traditional territory of the Algonquin and Mohawk First Nations.*

*We acknowledge the historical oppression of lands, cultures and of the original Peoples in what we now know as Canada, and we aim to contribute to the healing and decolonizing journey we all share together.*

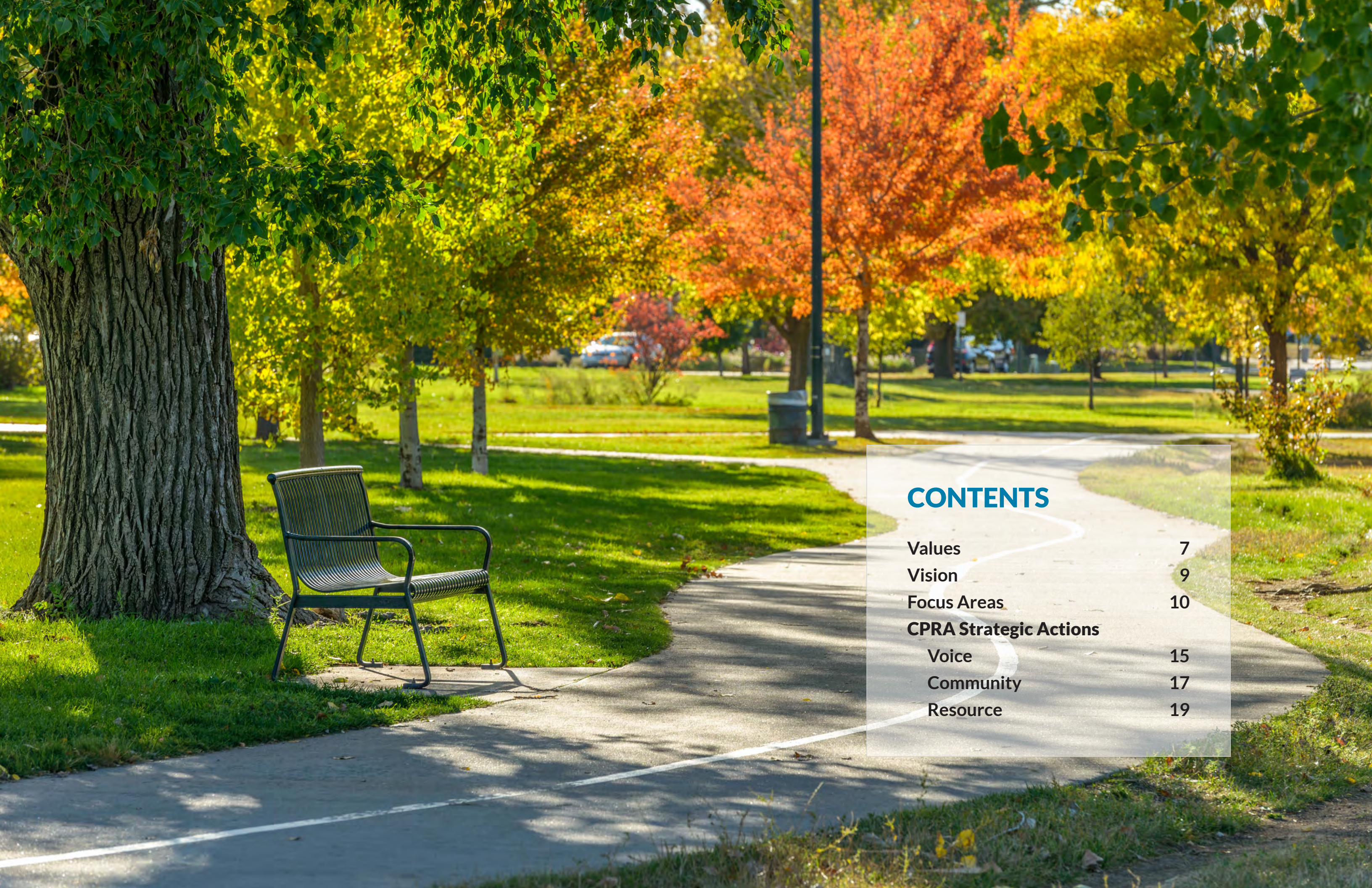
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The following document outlines the strategic foundations of the Canadian Parks and Recreation Association (CPRA). These foundations are rooted in the Framework for Recreation In Canada. Strategic actions are organized under three overarching intentions of the organization.

In order to bring these actions to life, the CPRA staff team has an annual work plan which is re-visited monthly and presented to the Board throughout the year.







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## VALUES

1

Parks and recreation is a **public good** and an essential service; the benefits of parks and recreation are numerous and cannot be refuted. CPRA advocates nationally for entrenching parks and recreation as an essential service.

2

**Inclusion and equity** are integral; parks and recreation should be accessible to all. CPRA works towards ensuring parks and recreation opportunities are accessible to all – both participants and sector professionals, practitioners and volunteers.

3

**Sustainability** of the sector is necessary. CPRA works towards a parks and recreation sector that respects and stewards the environment and operates in a responsible and future-focused manner. This includes environmental sustainability as well as financial stability and leadership development for the sector.

4




**Lifelong participation;** parks and recreation are relevant to all ages. CPRA works towards a parks and recreation system that accommodates and benefits everyone, at all stages of life.





# 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 parks and recreation experiences that foster:

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

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

In addition to this vision and our values, CPRA has a variety of positions and statements that further articulate its intentions and protocols related to important issues facing the parks and recreation sector. These can be found on our website ([cp.ra.ca](http://cp.ra.ca)) and the Bench ([thebenchcp.ra.ca](http://thebenchcp.ra.ca)).

In furthering our vision and values, we organize our decision making and efforts in three main focus areas.



# FOCUS AREAS

1

**CPRA is a VOICE**

We are the national voice for parks and recreation, advancing the collective interests of our members through leadership in advocacy, policy and research.

2

**CPRA is a COMMUNITY**

We are a national network dedicated to the wellbeing of people, communities and the natural and built environments.

3

**CPRA is a RESOURCE**

We are a contributor of knowledge and opportunities that enhance and grow the sector.





A photograph of four young adults (two men and two women) sitting on a grassy area in a park. They are all wearing sunglasses and casual clothing, smiling and gesturing as if in a lively conversation. The background is filled with lush green trees under bright sunlight. A semi-transparent dark grey banner is positioned across the lower half of the image, containing the text 'CPRA Strategic Actions' in white. To the right of the text, there are three large, stylized chevron arrows pointing to the right, rendered in a light grey color.

# CPRA Strategic Actions





## VOICE

### Strategic actions for CPRA between 2021 and 2024:

- ✓ Lead and seek government support for the reimagining of the sector in a post-pandemic society
- ✓ Co-lead the implementation and renewal of the *Framework for Recreation in Canada*
- ✓ Co-lead the implementation of *Parks for All*
- ✓ Support the implementation of the *Common Vision for Physical Activity* and the renewal of the *Canadian Sport Policy*
- ✓ Intentionally respond and lead initiatives to end racism and hate and promote equity, diversity and inclusion in our professional sphere and the communities we serve
- ✓ Intentionally respond and lead initiatives in response to climate change and climate justice
- ✓ Intentionally respond and lead initiatives to support decolonization and reconciliation
- ✓ Identify and advocate for sector priorities





## COMMUNITY

### Strategic actions for CPRA between 2021 and 2024:

- ✓ Enhance and entrench the connections made with P/Ts and their members during the pandemic
- ✓ Continue to expand CPRA's international partnerships with the goal of providing additional knowledge to members
- ✓ Launch the new Benefits Hub
- ✓ Build and strengthen the Bench to be the 'go-to' online community for the sector and ensure its future sustainability
- ✓ Work with government and non-government partners to better define the social value of parks and recreation





## RESOURCE

### Strategic actions for CPRA between 2021 and 2024:

- ✓ Consider the possibility of hosting a national event under the CPRA banner
- ✓ Launch an improved CPRA Professional Development Certificate
- ✓ Pursue and deliver ongoing relevant federal funding opportunities to our members
- ✓ Provide tools and support to help the sector recover and build back better from the pandemic
- ✓ Work with government and non-government partners to find a solution for national infrastructure data collection and dissemination
- ✓ Provide tools and support to help the sector respond to emerging societal priorities (i.e. anti-racism, climate change, reconciliation)
- ✓ Enhance CPRA professional development offerings (i.e. webinars) by including international panelist/ experiences



