

# Annual Report 2006



**Recreation**  
NOVA SCOTIA

HEALTHIER FUTURES *through* RECREATION

[www.recreationns.ns.ca](http://www.recreationns.ns.ca)



Recreation Nova Scotia is committed to maintaining relationships with recreation directors, community organizations, government officials, students, the business sector and other professionals in the recreation field to ensure that stable funding and quality service continue to define the recreation delivery system in Nova Scotia.

Recreation Nova Scotia works to ensure that all Nova Scotians have the right to enjoy accessible, high quality recreational activities. The personal, social, economic, and environmental benefits of recreation are the essence of a healthy community.

We are Nova Scotia's Voice for Recreation and Leisure, We have over 550 members committed to leisure education and services that promote the value and benefits of recreation.



HEALTHIER FUTURES *through* RECREATION

Recreation Nova Scotia is a vibrant province wide, not for profit organization established in 1998 to promote the values and benefits of recreation and leisure; resulting from a merger of the Recreation Association of Nova Scotia, the Recreation Council on Disability in Nova Scotia, and Volunteer Nova Scotia. In partnership with the volunteers and professional recreation community, Recreation Nova Scotia advocates on behalf of all Nova Scotians for high quality recreation and leisure opportunities.

# Leading the Way

## Recreation Nova Scotia

### Vision

The Vision of Recreation Nova Scotia is that Nova Scotia will become the “Recreation Capital of Canada” and that all people in Nova Scotia experience and enjoy the benefits of recreation.

### Mission Statement

Recreation Nova Scotia exists to lead, inspire, and support Nova Scotians towards healthier futures through recreation experiences.

### We Believe

Recreation is an essential component of the quality of life and community building in Nova Scotia and must be valued and supported as a key partner in the fabric of human services in the province.

## INSIDE:

Message from the President and Executive Director.....	4
Leading the Way through Marketing and Branding .....	5
Leading the Way through Advocacy .....	6
Leading the Way through Member Services.....	8
Leading the Way through Collaboration and Partnerships .....	9
Report from the Vice-President, Finance .....	10
Financial Reports .....	11
Leading the Way through Commitment.....	13



# MESSAGE from the president & executive director



Carol Pickings Anthony, President



Dawn Stegen, Executive Director

**O**n behalf of the leadership team, we are pleased to report to you, our members, on a successful year for Recreation Nova Scotia.

Our collective accomplishments have been aligned for 2005-06 on a foundation of inspired members, committed volunteers, special interest areas, visionary board members and dedicated staff.

By continuing to focus on five solid strategic directions, Recreation Nova Scotia continues to align human and financial resources to better provide value added member services, while

advocating on behalf of the benefits of parks and recreation. Our 2004-2009 strategic directions are:

- Marketing and Branding
- Member Services
- Advocacy
- Participation
- Collaboration

As a Board we took the time to learn about trends and emerging issues and, as a result, made a commitment in September 2006 to incorporate active transportation within the strategic plan of the Association.

By utilizing our strategic partnerships and collaborative approaches we influenced governments' commitment to volunteerism; celebrated June as Recreation Month; and laid the foundation for alliances with municipal governments.

The quality of recreation opportunities in Nova Scotia is being strengthened by aligning our resources on priorities such as providing relevant regional education and training events, and continuing to develop and support HIGH FIVE implementation.

RNS made significant progress in a number of different areas this past year, and the Association will continue to build on these developments in the future. Work

will continue on establishing the Recreation for ALL Foundation, and we are committed to strengthening member services and information sharing through on-line networking, local market places, and a new municipal membership package.

We are fortunate to have a strong membership and the support of the Government of Nova Scotia and the Department of Health Promotion and Protection.

This year we celebrate our 8th year as Recreation Nova Scotia. We are confident that by continuing to align our expertise and skills on the significant components of building healthy, vibrant communities, Recreation Nova Scotia will continue to provide strong leadership and valued member services for years to come.

Thank you for your confidence and support.

Yours in recreation,

Carol Pickings Anthony  
President

Dawn Stegen  
Executive Director

# Leading the Way

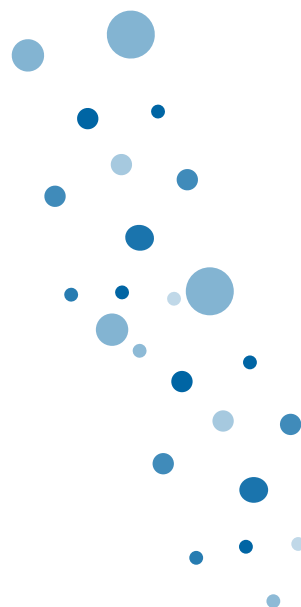
## through Marketing and Branding

Through clear messaging on the benefits of active participation in recreational activities, the lifestyles of all Nova Scotians will be improved and RNS will be recognized as the lead organization representing recreation in the province.

2005-2006 represented the second year Recreation Nova Scotia celebrated June is Recreation Month. The awareness campaign included a comprehensive tool kit, artwork and logos, media resources, photo contest, creative expressions campaign, proclamation signing at Province House, a website-based event calendar, official launch, and merchandise (pencils, zipper pulls, tattoos, hats, laces, and banners). New this year was the June is Recreation Month Supporters program and the recruitment of six Regional Ambassadors to encourage and assist Supporters in celebrating June is Recreation Month. More than 30 communities signed on as Supporters making the commitment to hold five events and/or initiatives to celebrate and promote June Is Recreation Month.

In May 2005 Recreation Nova Scotia unveiled a new, well-designed website that allows RNS members to enjoy many benefits and enhanced features including a job posting board, discussion polls, member profiles, feedback to the board, an events calendar for members to post information, and a weekly e-bulletin.

RNS hired its first Marketing and Fund Development Coordinator to manage projects and programs that support the organization's marketing and branding objectives.



# Leading the Way

## through Advocacy



Through active organizational and grassroots advocacy campaigns, policy and decision making in the province of Nova Scotia will positively affect the ability of recreation to facilitate the building of healthier futures. Over the next three years, Recreation Nova Scotia (RNS) strives to have a systematic and quantifiable approach to communicate with elected politicians at the municipal, provincial and federal levels. RNS advocates on behalf of the recreation delivery system for the following eight (8) priority issues of importance and relevance:

1. Recreation as an essential service
2. Affordable use of community schools
3. Accessible recreational opportunities for children and youth living in poverty
4. Physical activity and health promotion
5. Facilities, parks and infrastructure
6. Volunteerism and the voluntary sector
7. The definition of recreation
8. Accessible insurance for recreation and community groups

Representing the Canada Volunteerism Initiative and RNS's commitment to volunteerism, RNS made presentations to the Liberal Caucus. As a result, the Liberal Party appointed an MLA as Liberal Critic on Volunteerism.

Recreation Nova Scotia contributed to the development of a national position statement and advocacy campaign on the need for a dedicated infrastructure funding program for sport and recreation facilities in support of the objectives by federal and provincial ministers to create a funding program. RNS supported this issue through press releases, the distribution of backgrounders to municipal partners, stakeholder and elected official letters, and membership calls to actions.

Ten (10) 'Community Conversations on Volunteerism' were hosted across Nova Scotia. The primary purpose was to identify and communicate the volunteers' key messages and priority actions to the provincial government. In December, 2005 Recreation Nova Scotia, with CVI partner Community Links, began presenting the results and recommendations for government action outlined in the "Talking with Volunteers" report to government. As a result, the 2006 Speech from The Throne emphasized

government's support for volunteers, contained a commitment to take concrete action on the recommendations in the CVI report "Talking with Volunteers - Recommendations for Government Action", and the appointment of a Minister Responsible for Volunteerism.

RNS represented the recreation delivery system on the Atlantic Canada Task Force on Insurance Availability and Affordability. A comprehensive report was released on December 3, 2005 by the Atlantic Task Force on Insurance Availability and Affordability with 27 recommendations directed to government, the insurance industry, and consumers.

In January 2006, RNS circulated Federal Election 2006 packages to all members, media and candidates. An advocacy brochure "Imagine" was distributed to support our messaging. This election was the first time all political parties had a physical activity platform.

The Recreation Nova Scotia Board developed position statements and backgrounds on three advocacy issues:

- Volunteerism
- Accessible Insurance
- Off Highway Vehicles

Recreation Nova Scotia met with government officials on a regular basis, maintaining open dialogue, partnerships, and a heightened profile for the recreation delivery system, to ensure the needs of the recreation fields are being met.

On our members' behalf, RNS advocated successfully to the Department of Health Promotion and Protection for the following:

- Increased funding for Provincial Recreation Organizations
- Development of a provincial recreation policy
- Commitment to the recreation mandate within the Physical Activity, Sport and Recreation Program Unit
- Involvement in the planning and implementation of the Active Kids Healthy Kids Strategy and the Active Healthy Living Framework.
- Commitment to the volunteerism and support of the Talking with Volunteers Report



# Leading the Way

## through Member Services




How do we help to build healthier communities? – by providing tools of empowerment to support volunteers, elected officials, students and recreation professionals to build healthy, sustainable communities. In 2005-2006 RNS achieved this through education and training, resource development and distribution, research, public education campaigns, and networking opportunities.

### 2005-2006 Highlights

- 22 young recreation professionals attended the 2006 Spring Symposium
- 15 HIGH FIVE trainers trained
- 32 Principles in Healthy Child Development workshops
- over 500 Leaders trained in PHCD
- 130 supervisors trained in QUEST
- 8 QUEST workshops
- 6 HIGH FIVE Information Sessions
- 42 HIGH FIVE Municipal/ Group Members
- 8 RNS and HIGH FIVE Awards presented for outstanding achievements: Philip Hochman, the Professional Achievement Award; Sheet Harbour and Lunenburg County Trails, The Mayflower Award; Urban Farms and Highland Region Sailing Program, The Bluenose Achievement Award; Debby Smith, HIGH FIVE Champion Award; Halifax Regional Municipality, HIGH FIVE Achievement Award; Nova Scotia Department of Health Promotion and Protection, HIGH FIVE Builder Award.
- 2 James Bayer Bursaries awarded
- 2 recreation professionals trained as Moving to Inclusion (MTI) Trainers
- 54 people attended MTI workshops
- 8 Everybody Gets to Play workshops
- 442 Canada Volunteerism Initiative (CVI) members
- 1069 people attended CVI presentations
- 148 people attended regional Everybody Gets to Play workshops
- 82 CVI Community Support Grants awarded
- 31 June is Recreation Month Supporters
- 422 June is Recreation Month kits distributed
- 10200 hits to the June is Recreation Month web site
- 169 community group members of the RNS General Liability Program
- 569 RNS members
- 191 delegates attended the 2005 Annual Conference
- 145 groups sold Lucky Duck Lotto tickets
- 54 Activekidsns.ca success stories posted
- 70 delegates attended the CVI conference
- 56,000 hits to Activekidsns.ca

# Leading the Way

## through Collaboration and Partnerships

 NS works with willing partners to create an active recreation community in Nova Scotia.



### 2005-2006 Partnership Highlights

The Nova Scotia Department of Health Promotion and Protection continued its partnership with Recreation Nova Scotia to offer HIGH FIVE throughout Nova Scotia. It is a three-year partnership agreement that began in May 2005.

Recreation Nova Scotia and Community Links continued to co-host The Canada Volunteerism Initiative. The Nova Scotia CVI Network exists to enhance relationships that promote the profile of volunteerism and support volunteer empowerment.

Our partnership with Active Kids Healthy Kids supported the growth and promotion of Activekidsns.ca, a website and e-bulletin service that operates as a resource for the recreation, sport and physical activity stakeholders across the province. There were 56,000 hits to Activekidsns.ca in 2005-2006.

Acadia University, The Nova Scotia Department of Health Promotion and Protection (NSHPP) and RNS joined together to host the 2006 Spring Symposium in Tatamagouche for 22 young recreation professionals.

In partnership with the Canadian Parks and Recreation Association, NSHPP, and community/regional partners, RNS coordinated eight (8) *Everybody Gets to Play* workshops, training over 148 recreation leaders on the issues of children and youth living in poverty and the benefits of recreation.

RNS collaborated with Heart and Stroke to develop and deliver *Move More: HeartSmart™ Physical Activity Basics*. Halifax Regional Municipality (HRM) was the first region to pilot *Move More*. Sixteen recreation coordinators and fitness instructors in HRM were trained in October 2005 as *Move More* facilitators. Since then the *Move More* program has been launched in Cape Breton.

As the lead organization, RNS is partnering with NSHPP, Acadia University, and Sport Nova Scotia to study the Volunteer Experience of Women in Recreation and Sport. The research was funded by Imagine Canada.

The Nova Scotia Alliance for Health Eating and Physical Activity represents one of our biggest partnership initiatives in 2005. Together we hosted the provincial conference titled, "Playing on Our Strengths" from October 20-22, 2005.



# REPORT from the VICE-PRESIDENT, Finance

## Fiscal Year Ending March 31, 2006

I am pleased to report the results of the past fiscal year to the membership of Recreation Nova Scotia (RNS) however the results are not as the RNS Board would have favored. As noted in the Auditor's Report the organization had a deficit of \$10,614 at the end of the 2005/2006 fiscal year. This deficit was equivalent to the surplus the organization reported at the 2004/2005 year end and was a change in direction, as there had been a trend of having successful financial years.

When a deficit occurs the questions that need to be asked are:

- What caused us to have a deficit?
- How do we improve next year?
- Do we need new procedures put in place?

In answer to these questions, there is positive news. In the performance of their financial review, the Auditors uncovered a number of items that we will improve upon in the coming year. It was not so much that the procedures were not correct but more in line with the timing of performing specific functions. There will be renewed emphases on the review of these functions and it is the feeling that this deficit position will be a one year only occurrence.

The Association continues to work to diversify revenue sources, to strengthen a sustainable base of operations and to expand its research, program and service delivery in keeping with its vision to ensure all Nova Scotians have access to quality recreation and leisure experiences. This past year, Recreation Nova Scotia

- Received \$50,000 from Imagine Canada to complete The Volunteer Experience of Women in Sport and Recreation research study, in partnership with Sport Nova Scotia, Nova Scotia Health Promotion, and Acadia University. The study will provide a better understanding of

the role of female volunteers within Provincial Sport and Recreation Organizations (PS/RO) and help address the need to increase the number of women in leadership and decision making positions.

- Received \$15,000 from Canadian Parks and Recreation to conduct Everybody Gets to Play (EBGP) workshops in communities throughout Nova Scotia. The EBGP initiative provides the tools and resources to help make recreation more affordable to children in low-income families.
- Hired a marketing and fund development coordinator to secure sponsorships, research and expand fundraising opportunities and move forward the organization's plan to establish a charitable public foundation
- Brought 20 members, recreation professionals, volunteers and other stakeholders together for a one-day Foundation Think Tank facilitated by RBR Development Associates Ltd. to define the identity, mission and vision of RNS 'Recreation for All Foundation', and identify potential program and fund development initiatives for the Foundation. RNS has submitted application to the Registry of Joint Stock Companies to incorporate Recreation for All as a non-profit Association. Once incorporated, Recreation for All will submit an application to CRA for charitable tax status.

I would like to thank my fellow RNS Board Members for their support in the review of the financial results. I would also like to thank our Executive Director Dawn Stegen and staff member Bernie Jollie who continually pay close attention to the financial details of the association.

Respectfully submitted,  
Andrew James  
Vice President, Finance

# Recreation Nova Scotia

## Statement of revenue and expenditures

### RECREATION NOVA SCOTIA STATEMENT OF REVENUE AND EXPENDITURES

2

year ended March 31, 2006	Budget 2006	Actual 2006	Actual 2005
<b>Revenue</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
Canadian Volunteer Initiative	173,000	186,505	172,500
High Five	90,000	83,585	99,178
Program Revenue	38,000	45,602	39,820
Other Income	84,500	89,854	15,458
Provincial Conference	58,000	39,661	
National Conference			16,000
Fundraising Revenue	70,000	37,579	38,927
General Revenue	43,000	41,931	45,848
NS Sport & Recreation Division	146,000	133,415	147,103
	<u>702,500</u>	<u>658,132</u>	<u>574,834</u>
<b>Expenditures</b>			
Strategic Plan			9,465
Canadian Volunteer Initiative	152,000	184,144	168,328
Spring Symposium	4,000	182	3,711
High Five	110,550	81,320	92,100
Programs	28,000	27,801	19,622
Fundraising	25,200	15,729	19,494
Active Living	29,000	34,322	15,911
Administration [page 7]	207,000	210,531	194,003
Committees and Projects	96,000	55,949	40,945
Conference Expenses	50,000	58,018	
Go For Green	750	750	750
	<u>702,500</u>	<u>668,746</u>	<u>564,329</u>
<b>Excess of expenses over revenues</b>		<b>(10,614)</b>	<b>10,505</b>
<b>General Fund balance, beginning of year</b>		<b>46,605</b>	<b>36,100</b>
<b>General Fund balance, end of year</b>		<b>35,991</b>	<b>46,605</b>

See accompanying notes

# Recreation Nova Scotia

## Balance Sheet

### RECREATION NOVA SCOTIA BALANCE SHEET

3

March 31, 2006

	2006	2005
<b>ASSETS</b>	<b>\$</b>	<b>\$</b>
Cash and term deposits		4,943
Accounts receivable	60,784	85,709
Inventory	23,279	16,474
Prepaid expenses	13,362	2,328
	<u>97,425</u>	<u>109,454</u>
<b>Restricted Cash</b>		
Investment Fund	22,411	22,802
Go For Green Fund	31,062	39,471
James Bayer Fund	2,332	4,332
	<u>55,805</u>	<u>66,605</u>
<b>Capital Assets [note 4]</b>	<u>7,247</u>	<u>8,561</u>
	<b>160,477</b>	<b>184,620</b>
<b>LIABILITIES</b>		
Bank indebtedness	1,373	
Accounts payable	65,307	52,410
Deferred Revenue	2,000	19,000
	<u>68,680</u>	<u>71,410</u>
<b>FUND BALANCES</b>		
General Fund	35,991	46,605
Investment Fund	22,411	22,802
Go For Green Fund	31,063	39,471
James Bayer Fund	2,332	4,332
	<u>91,797</u>	<u>113,210</u>
	<b>160,477</b>	<b>184,620</b>

See accompanying notes

Approved on behalf of the Board

*Andrew James*  
*C. Pickering-Atkinson*  
Directors

# Leading the Way

## through Commitment

### Committee and Project Volunteers (2005 – 2006)

Recreation Nova Scotia relies on the generosity and expertise of volunteers. Many individuals participate and contribute as members of advisory committees, working groups, and as champions throughout the province.

Volunteers also help with the day-to-day tasks associated with a provincial organization. Recreation Nova Scotia is grateful to these volunteers for their dedication and commitment.

Nancy MacAloney, Lana McMullen, Marilyn Johnston, Dave Brown, Carol Pickings-Anthony, Karen MacTavish, Bob Nauss, Rick Gilbert, Joan McDonell, Paul D'Eon, John MacLean, Carol Davis Jamieson, Deb Ryan, VRCDA, Kevin Benjamin, Blaise Landry, Scott O'Reilly, John Cotton, Clifford Boudreau, Bob Suffron, Debby Smith, Max Chauvin, Anne Cogdon, Chad Haughn, Noreen Guptill, Bud Brown, Janet Landry, Holly MacIntyre, Brenda Robertson, Shawna Shirley, Norma MacLean, Philip Hochman, Frank Bruleigh, Linda Atkinson, Andrew Fry, Bette Watson Borg, Mary Angela Munro, Bruce Holmes, Mark Smith, Susan Collins, Tracy Burgess, Steve Gallant, Seana Dumphy, Sherri Moffat, Mickie McDow, Carol DesBarres, Laurene Rehman, Donna MacLean, Brenda Chediak, George Taylor, Gerard MacIsaac, David Hood, Nicole MacDonald,

L/Q Recreation Coordinators and Directors, Cindy Fraser, Steve Porter, Frank Grant, Judy Purcell, Kathy Kehoe, Jill Jackson, Craig Burgess, Fred Williams, Peter Jollimore, Doug Branscomb, Jenn Coolen, Janice Rand, Rae Gunn, Jerry Locke, Frances Scott, Ray Green, Carroll Randall, Ginette d'Entremont, Tammy MacDonald, Andrew James, Dwight Jones, Sue Burley, Dr. Bruce Macneill, Anna Allen, Dianne Paquet, Rachel Bedingfield, Mary Sweatman, Peter McCracken, Mike Trinacity, Peggy Allen, Will Dunn, Jim Campbell, Ted Scrutton, Sheila Fougere, Teresa Janz and Ted Meldrum. Special thanks also to the many student volunteers from Acadia University and Nova Scotia Community College.

### Funders and Commercial Contributors (2005-2006)

Many thanks to all our sponsors and funding partners who generously supported Recreation Nova Scotia events and programs during 2005-2006

Nova Scotia Department of Health Promotion and Protection, Clearwater Seafoods, AMI, Fundy Textile & Design Limited, Macdonald Chisholm Insurance, Golf Central, Mooseheads Hockey Club, Fab Four, Cape Breton Recreation and Tourism Directors, Shore Cycle, Active Living Alliance for Canadians with a Disability, Little Tikes, Sport Nova Scotia,

Fair Play, dmA Planning & Management Services, Eastern Fence Erectors Ltd., Eastlink Ltd, Canadian Springs, Lunenburg Queens Recreation Association, Valley Recreation Coordinators/ Director Association, Municipality of Chester, Yarmouth/Shelburne Recreation Association, The Printer, Government of Canada Community Partnership Program of the Department of Canadian Heritage, Pharmasave, Halifax Regional Municipality, JW Mason & Sons Limited, Pharmasave, Scotsburn Dairy Group, Canadian Cancer Society, Cancer Care Nova Scotia, Nova Scotia Alliance for Healthy Eating and Physical Activity.

Special thanks to

### The Printer

For their support by producing the 2005-2006 Annual Report

Special thanks to the many companies, supporters and municipalities that contributed prizes to the 8th Annual Conference and RecreAuction

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# Leading the Way

through commitment

## Recreation Nova Scotia

### Board of Directors 2005-2006

**President**

Carol Pickings Anthony

**Past President**

Peter McCracken

**President Elect**

Dianne Paquet

**Vice President of Board Development**

Bruce Holmes

**Vice President of Finance**

Andrew James

**Recording Officer**

Jennifer Coolen

**Director at Large (1 year)**

Dwight Jones

**Director at Large (1 year)**

Anna Allen

**Director at large (2 years)**

Dr. Robert Mcneill

**Director at large (2 years)**

Sue Burley

**Director at Large (Student)**

Jennifer Jonah

**Ex Officio-Executive Director**

Dawn Stegen

### Recreation Nova Scotia Staff

#### 2004-2005

**Executive Director**

Dawn Stegen

**Office Coordinator**

Bernie Jollie

**HIGH FIVE Coordinator**

Debbie Bauld

**HIGH FIVE Officer**

Grace Taylor

**Physical Activity Coordinator**

Rachel Bedingfield

**Provincial Volunteer Awards Ceremony  
Coordinator (contract)**

Michelle Richard

**Fund Development and Marketing Officer**

Bev Mahon

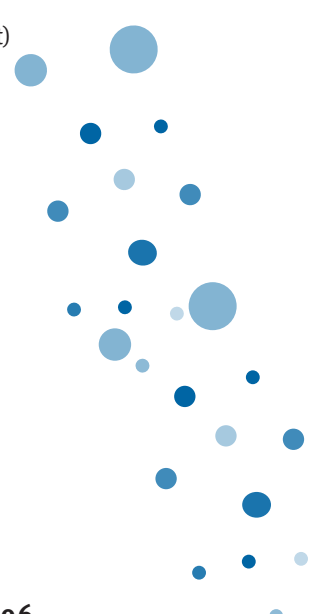
**CVI Coordinator**

Becky Mason

**CVI Outreach Coordinator**

Natalie Poirier (to April 2006)

Sabrina Poirier (May 2006 to present)







**Recreation**  
NOVA SCOTIA

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