

# Recreation Nova Scotia Strategic Framework

September 2009

The purpose of this framework is to establish parameters within which the RNS Board and staff will work during the next 4-5 year period. The framework will guide the development of the annual staff and Board work plans and the allocation of resources. Please note that the framework does not identify the specific issues that will be addressed or the specific programs or services that will be offered as those will be identified through strategic operational planning.

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## 3.1 Mission Statement

Recreation Nova Scotia inspires and supports a diverse and comprehensive network of partners committed to addressing the recreation needs of all Nova Scotians, through the provision of leadership and a strong provincial voice.

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## 3.2 Core Values

1. RNS is a healthy community of passionate members who believe strongly in the power and potential of recreation.
2. RNS is a community where individuals who care about recreation come together to share their interest and assets to improve the quality of recreation opportunities in the province.
3. RNS is a community where individuals bring their ideas and views, ~~to~~ share their opportunities and challenges, and ~~to~~ discuss activities of common interest.
4. RNS is a community where individuals put aside personal agendas and interact with each other in an open, honest, and trusting manner for the good of the field.
5. RNS is a community where the voices of all are valued and ~~seek to be~~ heard.
6. RNS is a community where the work of staff and volunteers is not taken for granted; it is embraced and recognized.
7. RNS is a community where collaboration with those providing similar services is an intuitive and signature behaviour.
8. RNS is a community made strong by the assets of all members through active meaningful engagement in the work of the association, rather than of a select few.

9. RNS is a community where the potential of recreation to contribute to individual and community wellbeing is explored, understood, and nurtured.
10. RNS is a community where the priorities of members as well as the association are accepted and respected.
11. RNS is a community where the needs of members are addressed through discussion forums, decision-making processes, progressive action, and program/service development and delivery.
12. RNS is a community that functions on evidence based decision making and results oriented action.

### **3.3 End Statements**

**3.3.1 Recreation Delivery System:** RNS will ensure that a strong viable comprehensive recreation delivery system and network of partners exists within Nova Scotia.

3.3.1.1 To facilitate the development of strong sustainable leadership (professional and volunteer) within the recreation delivery system throughout the province;

3.3.1.2 To provide networking opportunities for all recreation service providers and policy/decision makers;

3.3.1.3 To identify gaps/overlaps in the recreation delivery system (human, built, and natural) as a means of fostering cooperation and maximizing resource usage;

3.3.1.4 To promote a high standard of quality service, professionalism, and accountability within the recreation delivery system;

3.3.1.5 To identify professional development needs and opportunities for all recreation stakeholders and policy/decision makers;

3.3.1.6 To provide capacity building tools and supports;

3.3.1.7 To provide a means for Nova Scotians to navigate the recreation delivery system;

3.3.1.8 To develop and carry out a research agenda to support the work of the recreation delivery system.

**3.3.2 Social Marketing:** RNS will promote the key message that *Recreation enhances the health and quality of life of individuals and communities throughout Nova Scotia* as a means communicating the value of recreation and soliciting representation by the sector in provincial forums where related policies/decisions are being made.

- 3.3.2.1 To promote a broad definition of recreation as being *freely chosen participation in socially acceptable pursuit that revitalize the mind, body, and spirit promoting societal well being*;
- 3.3.2.2 To increase the strength and impact of the key message through engaging diverse stakeholders in its dissemination;
- 3.3.2.3 To facilitate/increase opportunities for the voice of recreation to influence social change discussions and decisions;
- 3.3.2.3 To establish a system of gathering, storing, disseminating, and in some cases generating information on research-based outcomes relevant to Nova Scotia to assist in spreading the key message and in developing supporting statements that emphasize specific aspects related to the key message;
- 3.3.2.4 To establish a process that will enable RNS to react to trigger events in a timely manner where use of the key message and supporting messages is an appropriate response.

**3.3.3 Healthy Lifestyles:** RNS will ensure that, within the recreation delivery system, opportunities exist for all Nova Scotians to acquire the knowledge, skills, and attitudes required to develop positive leisure lifestyles.

- 3.3.3.1 To promote the concept of ‘healthy lifestyle’ as including intellectual, emotional, social and spiritual as well as physical activity;
- 3.3.3.2 To promote leisure awareness through initiatives including individual responsibility for accessing/facilitating meaningful recreation experiences;
- 3.3.3.3 To advocate for the inclusion of leisure education opportunities within the recreation delivery system;
- 3.3.3.4 To advocate for the inclusion of leisure education within the public education system;
- 3.3.3.5 To foster an appreciation for the inclusion of leisure education within the work of agencies concerned with the health and wellness of Nova Scotians such as Health Promotion & Protection, Social Services, and Justice.

**3.3.4 Barrier Reduction:** RNS will reduce systemic barriers that deny access to meaningful forms of recreation for individuals causing them to be disenfranchised.

- 3.3.4.1 To seek to understand the social, psychological, economic, organizational, and structural barriers that deny certain groups of Nova Scotians access to specific forms of recreation;

3.3.4.2 To facilitate means by which the voices of disenfranchised groups can be expressed and heard;

3.3.4.3 To undertake and support initiatives aimed at reducing or eliminating barriers to participation for all.

**3.3.5 Trends:** RNS will facilitate action-oriented dialogue on societal factors that could significantly impact upon leisure/recreation and the quality of life of Nova Scotians and their communities.

3.3.5.1 To identify societal factors/conditions that are changing in such a direction that the quality of life of Nova Scotians/communities may be negatively impacted;

3.3.5.2 To monitor the progress of factors identified in 3.3.5.1 and respond in a timely manner by providing leadership as appropriate;

3.3.5.3 To ensure that appropriate initiatives are undertaken to enable the RNS membership, others in the recreation delivery system, partners, and policy makers to take action to accommodate/mitigate impacts of the change.

**3.3.6 Community Capacity:** RNS will support the essential role that recreation plays in contributing to, and often leading, the development of community capacity and societal wellbeing.

3.3.6.1 To identify strategic, cross-sectoral initiatives through which Recreation NS can play a leadership role with other sectors in building community capacity;

3.3.6.2 To promote and support the participation of the recreation delivery system in cross-sectoral partnerships;

3.3.6.3 To develop resources for and build capacity within the recreation delivery system to enable full participation in community development initiatives.