

2016



PARKS AND RECREATION ONTARIO

Annual Report



A Framework for Success

Healthy People Vibrant Communities Sustainable Environments

Strategic Plan



Healthy People, Vibrant Communities,
Sustainable Environments



Advance quality recreation and parks
through advocacy, standards, tools and training

Goals



Policy
Leadership



Supporting
Wellbeing



Quality
Standards

Meet the PRO Team

Board of Directors

Bill Allen, President
Michael Cleland, Past President
Derek Edwards, Treasurer
Nick Apostle
Hallie Atter
Maureen Brophy
Juanita Bueschleb
Romas Keliacius
Darryl McWilliam
Lori Mambella
Bryan Smale
Jan Wilson

Staff

Administration

Cathy Denyer, CEO
Larry Ketcheson, CEO (retired June 2016)
Carol Harding, Financial Manager
Susan Huang, Bookkeeper

HIGH FIVE®

LJ Bartle, Director
Camelia Bostan, Senior Coordinator
Jeff Carmichael, Business Development Representative
Kaitlyn Davidson, Training Coordinator
Sean Fitch, Graphic Design and Marketing Specialist
Rodrigo Melgar, Database Developer
Denise Ponte, Coordinator, Projects and Events
Emina Secerbegovic, Coordinator, Ontario
Tia Wintre, Manager

Membership, Education and Training

Mike Hood, Coordinator, Membership Development
Fotini Missios, Senior Coordinator, Education
Jennifer Pelletier, Coordinator, Education
Marion Price, Director

Policy and Communications

Diane English, Director, Research, Policy and Communications
Sara Zammit, Coordinator, Communications

Message from the PRO Board President, Bill Allen and CEO, Cathy Denyer

If you ask a group of people to define recreation, you'll likely get a variety of answers. Recreation evokes different concepts, images and emotions in each of us. The challenge for recreation and park agencies is to deliver quality experiences that meet different expectations and needs, while juggling ever-present issues like shrinking budgets, new technologies and changing demographics.

In this complex environment, it is vital that we have a united vision and framework for our sector. The Framework for Recreation in Canada provides that vision and guidance for recreation to reach its potential to change lives. PRO's own strategic plan aligns with the goals of the Framework and this annual report highlights PRO's accomplishments that have helped support a strong recreation and park industry in Ontario.

As an advocate, PRO continues to work to bring concerns over regulatory changes to children's recreation programs forward to government. In response to our memberships needs, PRO developed the Parks and Recreation Management Certificate Program with York University for middle managers. HIGH FIVE® marked 15 years of providing quality in children's programming and the milestone of providing 1,000,000 children annually with positive experiences and launched the expansion of the standard to include older adults.

This past year has been one of transition – our long-time CEO, Larry Ketcheson retired in June and the Board welcomed our new CEO, Cathy Denyer. Notwithstanding this change in leadership, PRO staff worked tirelessly to continue to deliver on PRO's vision and mission every day. On behalf of the Board of Directors, thank you to staff for their continued dedicated effort on behalf of PRO and its members.

As we look to the future we have our framework for success and we have a strong membership, numbering more than 6,200. Together, we are positioned as innovators who are making significant contributions to society's toughest challenges. We would like to extend our thanks to all the members and stakeholders who have contributed to another successful year.



Bill Allen
President,
PRO Board



Cathy Denyer
CEO

Leadership and Commitment

After nearly 20 years at the helm of PRO, Larry Ketcheson retired in June of 2016. Larry has left an indelible mark on the association, and is responsible for the growth and development of PRO. Beginning with just a few hundred members and only one full-time staff member, Larry shepherded the expansion of PRO through his knowledge and leadership. Larry contributed to the advancement of recreation and parks in Ontario and Canada in many ways. He was a leader with the Boys and Girls Clubs in Nova Scotia, before working in government both federally and provincially and for the Canadian Parks and Recreation Association. Larry's integrity, thoughtfulness and sage advice were hallmarks of his leadership and his character. We know his retirement will be filled with recreation!



Goal 1: Policy Leadership

Policy leadership is fundamental to PRO's strategic plan. Public policy touches each of us, every day and influences how recreation and park services are delivered in Ontario. PRO takes a leadership role in policy to ensure that the recreation and park sector continues to grow and to be a vital force for the health and wellbeing of Ontarians.

2016 highlighted the importance and effectiveness of a unified voice as the government brought forward a number of legislative and regulatory changes and proposals.

Child care

PRO continued to play a strong leadership role as the child care modernization process was implemented. PRO conducted research and provided feedback to the Ministry of Education, resulting in changes to the regulations that allowed greater flexibility for recreation providers. Additionally, PRO kept members informed of the changes through webinars and bulletins. PRO continues to work with the Ministry to ensure that the regulations relating to recreation-based programs for children are in line with industry standards.

Pool Regulations

The Ontario Ministry of Health and Long-Term Care undertook a full review of the safe food and water regulations. PRO participated in a ministerial advisory group, collected member feedback and submitted recommendations to the Ministry. PRO focused on ensuring that the Ministry understood the full impact of any proposed changes and the capacity of the sector to implement changes. PRO continues to monitor the file and prepare communications for members.

Youth and Seniors

PRO received funding for two projects from the Ontario Trillium Foundation focusing on youth engagement and quality standards for older adult recreation. PRO met with government to garner support for the projects and promote the benefits of lifelong participation in recreation.

Front and centre with local government

Each year, PRO attends the Association of Municipalities of Ontario conference. It's a great opportunity to meet with councilors, mayors and reeves from all across Ontario and share information about the importance of parks and recreation for their citizens. PRO also learns about the issues that are top of mind with elected officials.

Canadian Parks and Recreation Association (CPRA)

As one of the 13 provincial/territorial partners that make up CPRA, PRO played a leadership role with CPRA partners on many national files.

CPRA, working on behalf of all its stakeholders, met regularly with officials on Parliament Hill and in 2016 garnered support for recreation infrastructure funding. Collaborating with other national organizations like Sport Matters and ParticipACTION, CPRA has strongly positioned recreation with key federal government Ministers.

CPRA also continues to co-lead the implementation and monitoring for the Framework for Recreation in Canada. They are providing national leadership and helping to coordinate communications, create tools and promote the Framework.



A Collaborative Approach

Parks and recreation play a vital role in the daily lives of Ontarians and as such, many provincial policies and programs are relevant to the sector. PRO works collaboratively with many ministries across government to align policies and legislation that support recreation and parks.

- Ministry of Children and Youth Services
- Ministry of Citizenship and Immigration
- Ministry of Education
- Ministry of Health and Long-Term Care
- Ministry of Municipal Affairs and Housing
- Ministry of Tourism Culture and Sport
- Ministry of Seniors Affairs

Goal 2: Supporting Wellbeing

PRO strives to enhance wellbeing through building capacity in local recreation and park agencies through training and tools.

Professional Development

Within today's competitive and results-driven environment, professional development is one of the most important investments to ensure the growth of our sector. In 2016, PRO continued to respond to sector needs with a diverse range of training opportunities.

Conferences and Workshops

Annually, PRO hosts three major conferences as well as intensive workshops. The Educational Forum and Trade Show, the Aquatics Conference and the MBA Symposium on Youth Development lead the way with innovative learning for all levels of staff, from directors to frontline leaders.

PRO's one-day intensive workshops on camp leadership and after-school programs have grown to engage more practitioners with practical tools they can implement to enhance the quality of their programs.

Parks and Recreation Management Certificate

In response to a growing demand for management training specific to parks and recreation, PRO, in partnership with the Schulich Executive Education Centre, School of Business, York University, launched the very first Parks and Recreation Management Certificate (PRMC) Program. The first session in October 2016 was a huge success and the program is being repeated twice in 2017. Plans are underway to expand the program with more modules.

Youth Engagement

Play Works – Youth Friendly Recognition Program

The Youth Friendly Recognition Program was launched in 2005 by the Play Works Partnership. The initial goal was to have youth play recognized on the public and political agenda. Since then, The Play Works Youth Friendly Community Recognition Program has become a benchmark for excellence in youth engagement and there are now 45 communities, representing 41% of Ontario's population, across Ontario committed to promoting youth play.



PLAY WORKS

Youth Engagement Project

PRO received funding for a three year project designed to help create systems that support effective youth engagement. The project is led by PRO and supported by the members of Play Works and builds on the success of the Youth Friendly Recognition Program. Along with updating that program, PRO has developed a toolkit to help communities establish youth councils and is supporting the creation of 15 advisory councils in smaller communities. The goal is to directly engage 300 youth, with a supplementary impact on 5400 youth.



Goal 3: Quality Standards

As Canada's quality standard for children's programs, HIGH FIVE provides organizations with the tools, resources and expertise to deliver positive experiences for kids. 2016 marked the HIGH FIVE's Standard's 15th anniversary, reaching more leaders and children than ever before. Here are some of the highlights:

- 1 million kids having positive experiences in programs
- More than 100,000 trained front-line leaders in programs
- Over 10,000 trained supervisors and managers
- More than 450 HIGH FIVE organizations across Canada
- 20 HIGH FIVE Accredited Organizations



Older Adult Expansion

In 2016, HIGH FIVE received funding from the Ontario Trillium Foundation to develop a Quality Assurance Framework for Older Adult recreation. This three-year project will build on the current HIGH FIVE national industry standard for children's programs and existing tools and resources customized to meet the needs of Canada's aging population. The research phase of the project took place in 2016 and included focus groups with people who lead or are responsible for older adult programming.

2016 National Child Day

On November 20th, 2016, HIGH FIVE celebrated National Child Day with an event at Dovercourt Recreation Centre. Kids in the community were given the opportunity to test leading-edge activities such as parkour and LEGO Robotics for summer camps. The celebration also included an address to children and caregivers by Senator Nancy Greene Raine and a video address by Minister Catherine McKenna.

Watch the highlight video and find out more:
www.HIGHFIVE.org/national-child-day

Also in celebration of National Child Day, HIGH FIVE released its most recent study **The Impact of Quality: Summary Report** which revealed that HIGH FIVE training results in improved environments in programs, maximized physical activity and increased customer satisfaction.

Read the full report by visiting:
www.HIGHFIVE.org/impact-report



National Child Day 2016 Event

Organizations agree HIGH FIVE¹:

- 98% Improves quality of children's experiences
- 96% Meets strategic objectives of quality programs
- 87% Improves recognition and credibility
- 97% Fosters healthy child development and opportunities for physical activity
- 89% Reduces liability and risk

1. HIGH FIVE Impact Summary Report



Accredited Organizations

Boys and Girls Club of Durham
 Boys and Girls Club of Greater Kingston
 Boys and Girls Club of Niagara
 Boys and Girls Clubs of Kawartha Lakes
 City of Burlington
 City of Hamilton
 County of Brant
 Dovercourt Recreation Association
 East Scarborough Boys and Girls Club
 Futures Gymnastics
 Municipality of Port Hope
 PSP Petawawa Community Recreation
 Rainbow Programmes for Children
 St. Alban's Boys and Girls Club
 Town of Ajax

Town of Bracebridge
 Town of Essex Parks and Recreation
 Town of Halton Hills
 Town of Milton
 Town of Oakville



Youth Friendly Communities

Cities

Barrie
 Belleville
 Brampton
 Brantford
 Burlington
 Cambridge
 Guelph
 Hamilton
 Kingston
 Markham
 Mississauga
 Peterborough
 Pickering
 Sarnia
 Sault Ste. Marie
 Greater Sudbury
 Thunder Bay
 Vaughan
 Welland
 Windsor

Municipalities

Kincardine
 Port Hope
 South Huron
 West Nipissing

Towns

Ajax
 Aurora
 Bracebridge
 Gananoque
 Halton Hills
 Hanover
 Ingersoll
 Milton
 Newmarket
 Oakville
 Richmond Hill
 Whitby
 Whitchurch/Stouffville

Communities

East Scarborough (Toronto)

Counties

Brant
 Norfolk

Townships

Brooke-Alvinston
 Rideau Lakes
 Wilmot

First Nations

Wikwemikong Unceded Indian
 Reserve No. 26

Canadian Forces Bases

Petawawa

Celebrating Excellence

2016 PRO Award Recipients

President's Award of Distinction

Canadian Forces Morale and Welfare Services

Awards of Excellence

Excellence in Design Award

Mattamy National Cycling Centre, Town of Milton

Rouge Crest Park, Town of Richmond Hill

HollisWealth Story Pod, Town of Newmarket

3 Musketeers Park - Acton Arena & Community Centre Campus, Town of Halton Hills

Toronto Pan Am Sports Centre, City of Toronto and University of Toronto Scarborough

Exhibition Park Playground, City of Guelph and Earthscape

Innovation Award

Viva Pan Am Ajax - Pan Am-Bassadors Volunteer Program, Town of Ajax

Recreation Pop Up Shop, Town of Newmarket

Health & Wellness Partnership with Markham Stouffville Hospital, City of Markham, Recreation Services

Discovery Walk Mobile Web App, City of Toronto, Ryerson University, MasterCard Canada

Access and Equity Award

Let's Get Coaching - A Host City Showcase Program, City of Toronto

Last Minute Club, Dovercourt Recreation Association

Emerging Leader Award

Courtney Groves, City of Hamilton

Alex Malmsten, City of Barrie

HIGH FIVE Champion Award

Felicia Arsenault, CFB Petawawa

Cheri-Lea Thunack, City of Toronto

Student and Academic Awards

Bob Secord Student Leadership Award

Brittany Dilworth, Centennial College

Hugh Clydesdale Bursary

Michelle Bijsterveld, Brock University

Strategic Partners

Working in collaboration is essential in order to leverage resources and maximize the impact of initiatives. PRO is proud to work with many organizations across the province to advance the field of recreation and parks through training, resource development and advocacy.

4-H Ontario

Alzheimer Society

Arts Network for Children and Youth

Association of Municipalities of Ontario

Back to Nature Network

Boys and Girls Clubs of Canada – Central Region

CAAWS

Canadian Forces

Canadian Mental Health Association – Ontario

Canadian Parks and Recreation Association

Canadian Red Cross

Health Nexus

Lifesaving Society

Leisure Information Network

National Institute on Ageing at Ryerson University

Northeastern Ontario Recreation Association

Older Adult Centres' Association of Ontario

Ontario Chronic Disease Prevention Alliance

Ontario Collaborative Group on Healthy Eating and Physical Activity

Ontario College and University Coordinators

Ontario Public Health Association

Ontario Parks Association

Ontario Recreation Facilities Association

Ontario Society of Physical Activity Promoters in Public Health

Ontario Trails Council

Ophea

ParticipACTION

PHE Canada

RBC First Office for Injury Prevention at Sunnybrook

Resiliency Initiatives

Sport for Life Society

University of Waterloo, Faculty of Recreation and Leisure Studies

YMCA Ontario

Independent Auditor's Report

To the Board of Directors, Parks and Recreation Ontario

We have audited the accompanying financial statements of Parks and Recreation Ontario, which comprise the statement of financial position as at December 31, 2016, and the statement of changes in net assets, operations and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not for profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe, except as explained in the following paragraph, that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

In common with many not for profit organizations, Parks and Recreation Ontario derives revenues from membership fees, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Organization and we were not able to determine whether any adjustments might be necessary to revenues, contribution to reserve and net assets.

Opinion

In our opinion, except for the effects of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves as to the completeness of revenue, as described in the preceeding paragraph, these financial statements present fairly, in all material respects, the financial position of Parks and Recreation Ontario as at December 31, 2016 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not for profit organizations.

Gilmour and Company

Chartered Professional Accountants

Licensed Public Accountants



Treasurer's report

I am pleased to report on a financially sound and stable year for Parks and Recreation Ontario. Through prudent financial planning and operations in 2016, we were able to allocate \$40,000 towards the Research and Development Reserve and also realize net revenues of \$94,088 that will be allocated to PRO's risk management general reserve. This amount enabled PRO to reach the goal of having a reserve of 15% of core expenses.

In 2016, we continued to build upon our solid financial position due to growth and above-budget revenue gains attributed to the Membership, Education/Training and HIGH FIVE business units. The continued growth of HIGH FIVE across Canada and expansion into new markets and the creation of the Parks and Recreation Management Certificate Program contributed to the strong financial position.

I would like to congratulate the PRO staff and all of the members and volunteers who have contributed to the success of the association in 2016. I look forward to collaborating with you in 2016 as we work towards several exciting, new initiatives including the launch of the HIGH FIVE standard for older adult service delivery, the development of a new website and member engagement platform and continued work to support youth engagement in rural communities and strengthening the Youth Friendly Community Recognition Program.

Derek Edwards, Treasurer

STATEMENT OF FINANCIAL POSITION

As of December 31

	2016	2015
Assets		
Current		
Cash and short term investments	741,509	524,686
Accounts receivable	204,038	225,257
Government remittances receivable	6,294	
Prepaid expenses	50,664	47,223
Inventory	43,958	44,597
Property, plant and equipment	13,540	13,875
	\$ 1,060,003	\$ 855,638
Liabilities		
Current		
Accounts payable and accrued liabilities	117,053	153,708
Government remittances		6,863
Deferred contributions	528,599	301,866
	\$ 645,652	\$ 462,437
Net Assets		
Invested in property and equipment	13,540	13,875
Unrestricted	352,811	258,388
Internally restricted	48,000	120,938
	\$ 414,351	\$ 393,201
	\$ 1,060,003	\$ 855,638

STATEMENT OF OPERATIONS

For the year ended December 31

	2016	2015
Core revenue		
Corporate services	67,957	35,830
Education and training	624,539	559,688
HIGH FIVE	1,583,151	1,290,916
Communications and public relations	38,408	30,458
Membership services	335,502	319,890
Contract services	4,993	119,420
	\$ 2,654,550	\$ 2,356,202
Core expenses		
Corporate services	300,344	303,820
Amortization	4,829	5,347
Education and training	506,298	404,085
HIGH FIVE	1,250,753	1,020,100
Communications and public relations	240,747	219,427
Membership services	217,491	174,506
Contract services		110,167
	\$ 2,520,462	\$ 2,237,452
Core revenue in excess of expenses	\$ 134,088	\$ 118,750
Contribution to research and development reserve fund	(40,000)	(83,000)
Project revenue	441,866	189,229
Project expenses	(441,866)	(189,229)
Contribution to general reserve	\$ 94,088	\$ 35,750



**Healthy People
Vibrant Communities
Sustainable Environments**

A voice for recreation and parks



PARKS AND RECREATION ONTARIO

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