



PARKS AND RECREATION ONTARIO

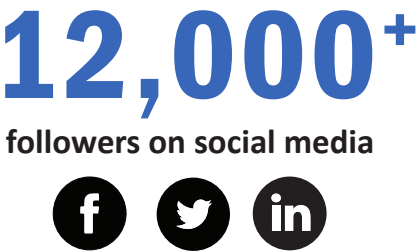
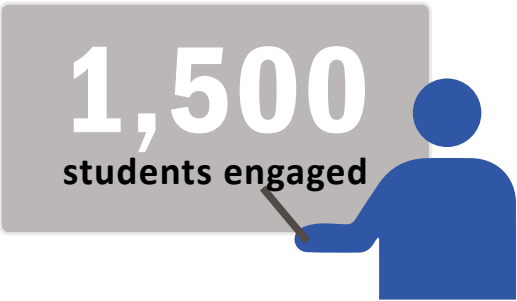
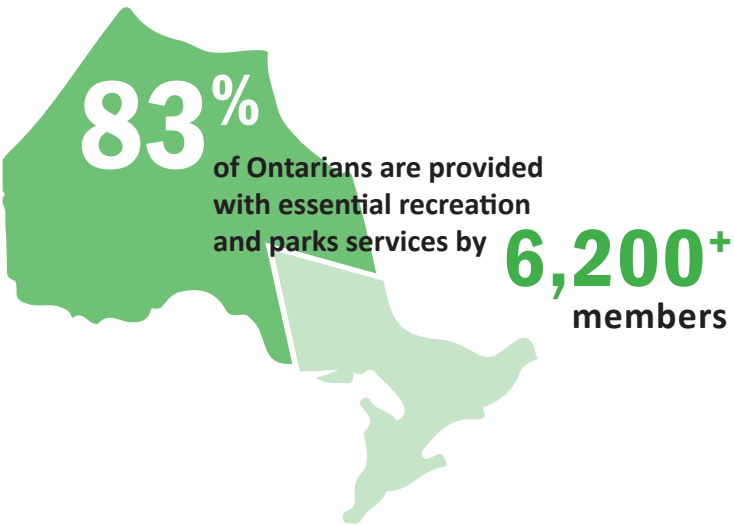
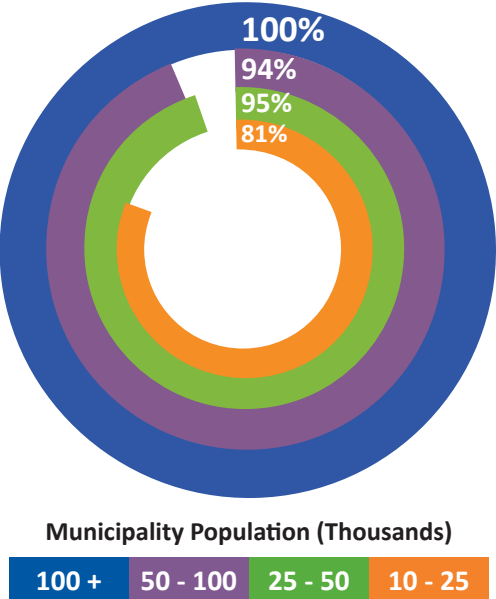
Annual Report 2017

HEALTHY PEOPLE | VIBRANT COMMUNITIES | SUSTAINABLE ENVIRONMENTS



A YEAR OF ACHIEVEMENTS

PRO Members by size of Municipality



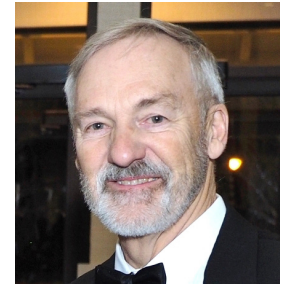
A MESSAGE FROM PRO'S LEADERS

As Canada marked 150 years as a nation in 2017, PRO celebrated the incredible contribution of recreation and parks to our communities. Ontario's rivers and lakes, forests and trails are the backbone of community parks and Conservation Authorities. Recreation centres, pools and arenas are at the heart of our communities. We also reflected on the longer history of the Indigenous peoples who populated the land for thousands of years before Canada was a nation, acknowledging the importance of truth and reconciliation.

The values of equity and inclusion are at the heart of the recreation sector and of PRO's strategic plan. A belief in the power of recreation and parks as a catalyst for social change underlies PRO's three strategic pillars: policy leadership, supporting wellbeing and quality assurance. The breadth of recreation is reflected in the diversity of PRO's initiatives in 2017, which ranged from advising government on cycling education and active transportation to enhancing quality standards for older adult programs.

PRO continues to draw on the experience and expertise of its strong membership. With members from Kenora to Hawkesbury and from Leamington to Moosonee, PRO's members provide essential programs and services that enhance individual and community wellness to more than 80% of Ontarians. PRO's members contribute to many of the initiatives, ensuring PRO remains relevant and connected to the practitioners that are driving change in their communities.

We invite you to read PRO's annual report and take pride in what we accomplished together.



Bill Allen
Chair



Cathy Denyer
CEO

VISION

Healthy People
Vibrant Communities
Sustainable Environments

MISSION

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



POLICY LEADERSHIP

Public policy at all levels supports and enables equitable access to quality recreation and park opportunities.



SUPPORTING WELLBEING

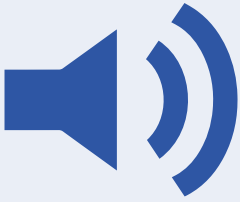
Stakeholders will have enhanced capacity to deliver quality programs and services that will help people to lead healthier lifestyles.



QUALITY STANDARDS

Through the HIGH FIVE® Standard, organizations are delivering quality programs that contribute to the holistic health of participants.

POLICY LEADERSHIP



With the many disruptive forces affecting society and our communities, it is more important than ever that PRO play a leadership role in public policy. With a unified voice and a clear vision, PRO has been able to positively influence legislation, regulation and develop policy to enhance access to recreation and parks.

2017 was marked by an increase in legislative activity in Ontario as the current government moved to the end of its term in office. PRO responded to numerous regulatory and legislative postings ranging from Child Care to Bill 148: Fair Workplaces, Better Jobs Act.

BILL 148: FAIR WORKPLACES, BETTER JOBS ACT

Better known for its increase in the minimum wage, this Bill was a complex piece of legislation affecting multiple existing Acts. PRO consulted with members and worked in collaboration with the Association of Municipalities of Ontario in order to develop a submission that highlighted the challenges for recreation and park organizations. PRO and its members supported the government's aim of protecting vulnerable workers, but noted that the legislation could have unintended consequences such as higher program and user fees because of increased staffing costs. PRO highlighted the important role that recreation plays in helping lift people out of poverty and that increased costs could result in less access to recreation for those that benefit the most.

ROWAN'S LAW

The tragic death of 17 year old Rowan Stringer led to Rowan's Law, legislation intended to make amateur sport safer and raise awareness about concussions in sport. The government consulted directly with PRO while crafting the legislation. PRO gathered data from members on concussion policies in recreation settings and shared that information with government in response to the legislation. PRO continued to engage with government to ensure that the legislation and regulations supported quality sport and recreation opportunities.





CHILD CARE AND EARLY YEARS ACT

2017 marked the final phase of implementation of the CCEYA and accompanying regulations. PRO continued to play a leadership role in providing feedback on implementation, which led to new regulations to ensure that recreation providers could still access fee subsidies for certain types of programs.

INFRASTRUCTURE

After years of advocating for dedicated infrastructure funding, Premier Wynne publicly acknowledged that municipalities are struggling to retrofit and replace aging recreational infrastructure. PRO continued to press the government to establish a recreational infrastructure fund that would match federal funding announced in 2017.

REPRESENTING THE BREADTH OF RECREATION

Parks and recreation play a vital role in the daily lives of Ontarians and many different provincial ministries have programs and policies that support the sector. PRO represents the sector on many provincial task forces, both with government and with allied stakeholders.

Here are a few of the partnerships and advisory groups that PRO contributed to in 2017:

SECTOR PARTNERSHIPS

Healthy Eating in Recreation Settings Project
Ontario Chronic Disease Prevention Alliance
Ontario Collaborative on Healthy Eating and Physical Activity
Outdoor Play Canada Steering Committee
ParticipACTION Advisory Network
Physical Literacy in Ontario Collaborative

GOVERNMENT

Ministry of Children and Youth Services: Middle Years Strategy
Ministry of Education: Recreation Stakeholder Working Group
Ministry of Health and Long-Term Care: Recreational Water Stakeholder Group, Healthy Kids Community Challenge
Ministry of Seniors Affairs: Older Adult Recreation
Ministry of Tourism, Culture and Sport and Ministry of Transportation: Ministers' Advisory Panel on Cycling

CANADIAN PARKS AND RECREATION ASSOCIATION

As one of the 13 provincial/territorial partners that make up CPRA, PRO played a leadership role on many national files. CPRA co-lead the implementation and monitoring for the Framework for Recreation in Canada. PRO contributed to this work by supporting the development of a national survey and a planning and evaluation tool for organizations seeking to align with the Framework.



SUPPORTING WELLBEING



A STRONG ASSOCIATION AND A VIBRANT SECTOR

PRO supports the wellbeing of Ontarians by building capacity within the recreation sector and beyond through training and resources. In today's competitive and results-driven world, research, training and thought leadership are critical to ensure the growth and sustainability of our sector. In 2017, PRO reached more than 20,000 people through three major conferences and hundreds of workshops, including HIGH FIVE trainings across Canada.

CONFERENCES

The Educational Forum and Trade Show, the Aquatics Conference and the MBA Symposium on Youth Development lead the way with innovative learning and networking opportunities for all levels.

At the 2017 PRO Aquatics Conference, Canadian Red Cross, Lifesaving Society, and PRO joined forces to present an industry update on the new regulations governing public pools. Delegates received the most up-to-date information and were able to have an open dialogue about how the regulations would affect the sector.



TARGETED LEARNING

PRO continued to respond to sector demand by offering topic-specific intensive workshops like the Parks Knowledge Exchange, the Camps Symposium and the ONference, a workshop dedicated to the after school time period. PRO also partnered with leading database companies on two webinars that provided stakeholders with vital knowledge about new technologies and the power of data.

The Parks and Recreation Management Certificate Program graduated 74 professionals who gained valuable skills to advance their careers. Through this program, PRO is helping to ensure that the current and future leaders in our sector have a competitive edge.



LEARNING AND THOUGHT LEADERSHIP

Here's just a small sample of the wide range of topics covered at PRO events:

- Natural playgrounds and playground safety
- Age-friendly community planning
- Concussion management
- Managing millennials
- Drowning prevention
- Trans rights and trans wrongs
- Trail management
- Cutting-edge facility design
- Engaging women and girls in sport and recreation

A FOCUS ON YOUTH

Since 2005, PRO has been the leading organization for Play Works, The Ontario Partnership for Active and Engaged Youth. The Play Works Youth Friendly Recognition Program is now firmly established as a benchmark of excellence, with 47 youth friendly communities recognized across the province. In 2017, the YFC criteria were streamlined and the application process went digital to ensure that more communities could participate.

As part of a three-year project funded by the Ontario Trillium Foundation, PRO supported 10 rural communities as they worked to develop local Youth Advisory/Action Committees. As these young people learn about leadership and how to have a voice in their community, they are improving opportunities for all youth to access a broad range of social recreational activities. To help more communities work with youth in local initiatives, over 100 adult allies were introduced to concepts in effective youth engagement, with a special emphasis in engaging youth in rural Ontario.



PLAY WORKS
The Ontario Partnership for Active Youth.

“Wilmot Township’s pride in our youth is only surpassed by their enthusiasm to participate. This gives credit to the knowledge that our future is in good hands. The Youth Friendly Community award not only reinforces our dedication to youth, but recognizes our adults whom are working hard to provide the opportunities to participate.”

Mayor Les Armstrong
Wilmot Township

QUALITY STANDARDS



Quality can be defined as the standard of something as measured against other things of a similar kind; or the degree of excellence of something. High quality recreation and parks make a significant contribution to the overall health and wellbeing of Ontarians. That is why quality stands as the third pillar in PRO's strategic plan.



The best way to play™

As Canada's quality standard for children's programs, HIGH FIVE® continues to reach more communities and more children each and every year. Organizations are embracing the holistic approach to quality that encompasses training, policies and evaluation.



HIGH FIVE®
Registered Organizations
in 12 provinces and territories



Accredited Organizations
committed to the highest level of
quality assurance



Children
having quality experiences in programs
using HIGH FIVE



New trainers across Canada
bringing HIGH FIVE to their organizations





QUALITY EXPERIENCES NEVER GET OLD

Older adults are the second largest user group for community recreation, and their numbers are only growing. Everyone deserves a quality experience, so PRO is proactively expanding HIGH FIVE with new research and tools to support healthy aging. In 2017, PRO launched the Principles of Healthy Aging training, a workshop for frontline leaders. PRO also worked with researchers and practitioners to modify the QUEST 1 and QUEST 2 tools to be applicable for older adult programs, both of which will be available in 2018/19.

REACHING NEW MARKETS

More than ever, leaders are seeking more insights when dealing with different populations and in different types of programs. There is now a suite of Tips for Consideration that HIGH FIVE trainers can use when delivering HIGH FIVE training in Indigenous communities or for arts and dance environments.

Sport is another growing market and PRO has partnered with the Sport for Life Society and the Coaching Association of Canada to develop a Physical Literacy Instructor Program. It is a blended e-learning and in-person training experience that provides the opportunity for an individual to become a recognized Physical Literacy Instructor. It equips frontline physical activity workers with the ability to design and deliver programs which effectively enhance the development of physical literacy.

BENCHMARKING FOR QUALITY RECREATION AND PARKS

PRO has joined forces with the Ontario Parks Association and Yardstick. Yardstick has benchmarking tools for recreation facilities and parks that deliver “need to know” information to establish and maintain quality services. In our knowledge- and data-driven sector, tools like Yardstick will ensure PRO’s members and stakeholders are enhancing quality for all programs and services.





HIGH FIVE ACCREDITED ORGANIZATIONS

Alison Neighbourhood Community Centre
Boys and Girls Club of Durham
Boys and Girls Club of Greater Kingston & Area
Boys and Girls Club of Niagara
Boys and Girls Clubs of Kawartha Lakes
City of Burlington
City of Hamilton
City of Mississauga
County of Brant
Dovercourt Recreation Association
East Scarborough Boys and Girls Club
Futures Gymnastics
Greenway Chaplin Community Centre

Langs Farm Village Association
Municipality of Port Hope
PSP Petawawa Community Recreation
Rainbow Programmes for Children
St. Alban's Boys and Girls Club
Toronto Kiwanis Boys and Girls Clubs
Town of Ajax
Town of Bracebridge
Town of Essex
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
Meaford
Port Hope
South Huron
West Nipissing

TOWNS

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

COMMUNITIES

East Scarborough
(Toronto)

TOWNSHIPS

Brooke-Alvinston
Rideau Lakes
Wilmot

COUNTIES

Brant
Norfolk

FIRST NATIONS

Wikwemikong Unceded
Indian Reserve No. 26

CANADIAN FORCES BASES

Petawawa





CELEBRATING EXCELLENCE 2017 PRO AWARDS

COMMUNITY UNDER 30,000

COMMUNITY OVER 30,000

EXCELLENCE IN PARK OR FACILITY DESIGN

Tasca Park
Township of King

Lake Wilcox Park
Dillon Consulting Limited
Town of Richmond Hill
Toronto Region Conservation Authority

EXCELLENCE IN OPERATIONS

Thursday Night Experience
Town of Pelham

Ready, Set, Play!
City of Toronto

HONOURABLE MENTIONS

Skateboard Strategy, *City of Toronto*
Community Support Initiatives, *City of Burlington*

EXCELLENCE IN ACCESS AND EQUITY

Fair Access
York Region, DAC Inc.,
Town of East Gwillimbury
and Holland Landing Public School

Advancing Access to Affordable Recreation
Durham Region

EMERGING LEADER AWARD

Kimberly Baskin, *City of Thunder Bay*
Sarah Lamb-Kirby, *Town of Whitby*

HIGH FIVE® RECOGNITION

HIGH FIVE® CHAMPION AWARD

Heather Davidson, City of Hamilton

HIGH FIVE® INNOVATION AWARD

Rexdale Community Health Centre, City of Toronto
Healthy Kids Community Challenge, City of Ottawa

STUDENT AND ACADEMIC AWARDS

BOB SECORD STUDENT LEADERSHIP AWARD

Ian Campbell, Centennial College

HUGH CLYDESDALE BURSARY

Amanda MacDonald, 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 of Canada

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 Centre for Activity and Aging

Canadian Forces

Canadian Mental Health Association – Ontario

Canadian Parks and Recreation Association

Canadian Red Cross

Health Nexus

Lifesaving Society

National Institute on Aging 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 Mentoring Coalition

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

Peel Public Health

PHE Canada

Sport for Life Society

University of Waterloo, Faculty of Recreation and Leisure Studies

YMCA Ontario



MEET THE PRO TEAM

BOARD OF DIRECTORS

Bill Allen, *Chair*

Hallie Atter

Kyle Barber

Maureen Brophy

Juanita Bueschleb

Michael Cleland, *Past Chair*

Derek Edwards, *Treasurer*

Romas Keliacius

Darryl McWilliam

Lori Mambella

Catherine Matheson

Donna Perrault

Bryan Smale

Jan Wilson, *Chair Elect*

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Camelia Bostan

Jeff Carmichael

Cathy Denyer

Diane English

Sean Fitch*

Judith Hackam

Carol Harding

Mike Hood

Susan Huang

Alex Janes

JaimeLynn Jelley

Vance Kornobis

Rodrigo Melgar

Fotini Missios

Jennifer Pelletier

Denise Ponte

Laura Pop

Marion Price

Emina Secerbegovic

Tia Wintre*

Sara Zammit*



TREASURER'S REPORT

I am pleased to present the 2017 financial report for Parks and Recreation Ontario. During 2017, PRO continued to practice sound fiscal and operational management. This has allowed the organization a surplus of \$7,721 to be used to fund the General Reserve, as a means to provide for risk management for future operations.

In spite of a changing economic climate, PRO has continued to build on its solid financial position by diversifying its services, responding to sector needs, and increasing its value and relevancy to its members. The successes of new offerings such as the Parks and Recreation Management Certificate Program and the MBA Symposium, coupled with the sustained

presence of HIGH FIVE, have contributed to the overall financial health of the organization. 2017 also saw a significant organizational restructuring which will lay the foundation for further efficiencies and quality improvements in the years to come.

This is my final report as Treasurer, as I will be stepping down from the PRO Board at the 2018 AGM. It has been an honour to serve on the Board of Directors and a pleasure to work with the professional staff. I look forward to continuing to be an active member of PRO and helping to advance PRO's strategic initiatives in recreation and parks.

Derek Edwards, Treasurer

STATEMENT OF FINANCIAL POSITION		AS OF DECEMBER 31	2017	2016
ASSETS				
Cash and short term investments			713,036	741,509
Accounts receivable			237,770	210,332
Prepaid expenses			61,344	50,664
Inventory			54,854	43,958
Deposits			12,643	-
Property, plant and equipment			18,239	13,540
			\$ 1,097,886	\$ 1,060,003
LIABILITIES				
Accounts payable and accrued liabilities			224,369	117,053
Deferred contributions			452,630	528,599
			\$ 676,999	\$ 645,652
NET ASSETS				
Invested in property and equipment			18,239	13,540
Unrestricted			355,833	352,811
Internally restricted			46,815	48,000
			\$ 420,887	\$ 414,351
TOTAL LIABILITIES AND NET ASSETS			\$ 1,097,886	\$ 1,060,003

STATEMENT OF OPERATIONS		FOR THE YEAR ENDED DECEMBER 31	2017	2016
CORE REVENUE				
Corporate services			57,775	67,957
Education and training			637,096	624,539
HIGH FIVE			1,422,322	1,583,151
Communications and public relations			19,847	38,408
Membership services			365,209	335,502
Contract services			2,971	4,993
			\$ 2,505,220	\$ 2,654,550
CORE EXPENSES				
Corporate services			324,378	300,344
Amortization			6,892	4,829
Education and training			526,420	506,298
HIGH FIVE			1,147,224	1,250,753
Communications and public relations			295,491	240,747
Membership services			197,094	217,491
			\$ 2,497,499	\$ 2,520,462
CORE REVENUE IN EXCESS OF EXPENSES			\$ 7,721	\$ 134,088
Project revenue			594,113	441,866
Project expenses			594,113	441,866
Contribution to research and development reserve fund			-	(40,000)
Contribution to general reserve			\$ 7,721	\$ 94,088

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, 2017, 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.

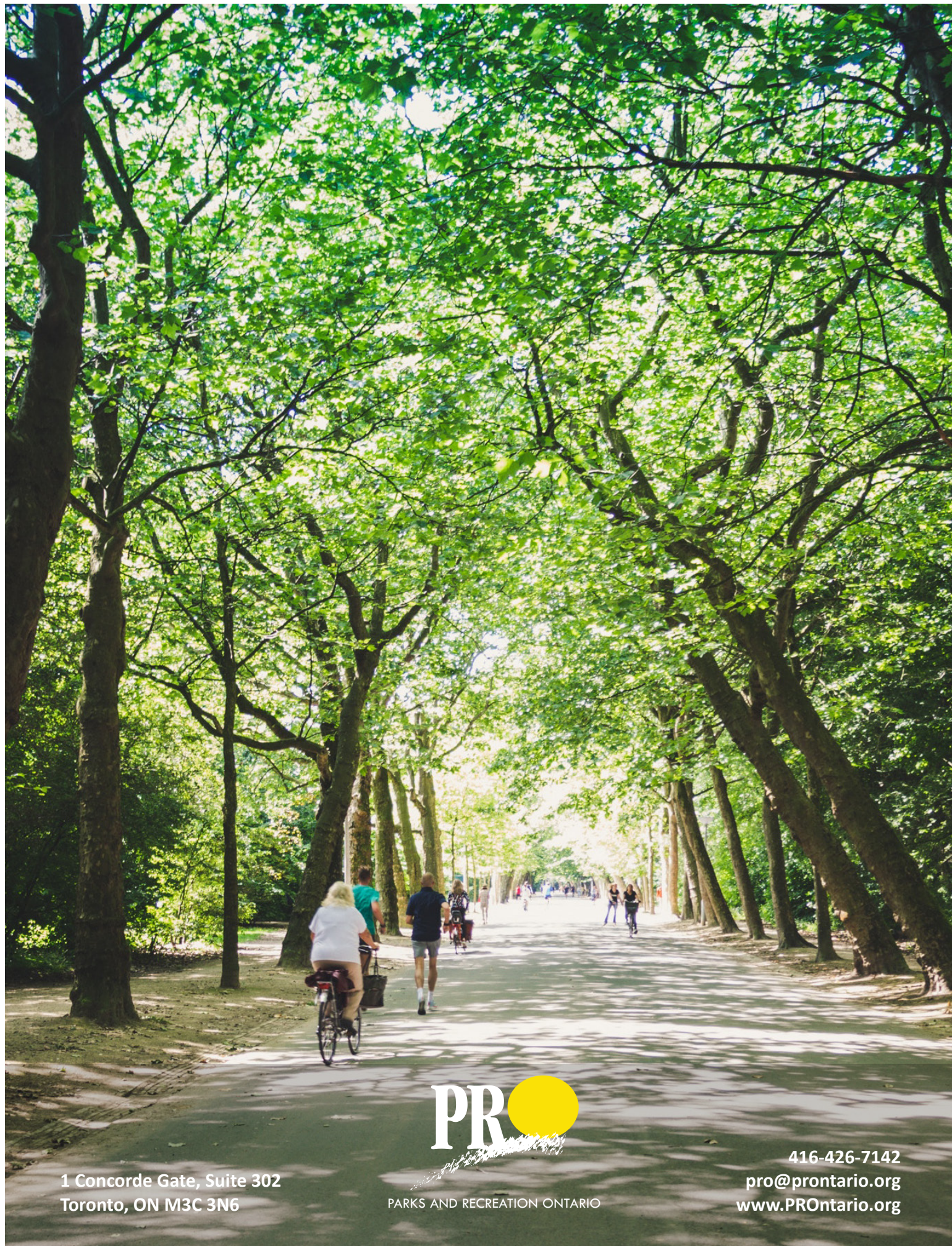
In common with many not for profit organizations, Parks and Recreation Ontario derives revenues from membership fees, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of 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 preceding paragraph, these financial statements present fairly, in all material respects, the financial position of Parks and Recreation Ontario as at December 31, 2017 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.

Gilmore and Company

Chartered Professional Accountants
Licensed Public Accountants
Mississauga, Ontario
March 27, 2018



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PRO
PARKS AND RECREATION ONTARIO

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