A Beginning, Not an End

• Once the agenda is complete next year, it will stimulate discussion, coordinate effort, focus resources, clarify roles and jurisdictions, and align strategies.

• It will be enabling rather than prescriptive

• It will be taken and used differently in different jurisdictions for different purposes, but will provide some guidance and help to set priorities, so that recreation agencies can proceed in parallel if not in tandem.
The Agenda will likely include the following, among other things:

1. Foundation Statements
2. Positioning Statements
3. Priorities
4. A Blueprint for Action
1. At Least Two Foundation Statements

- A definition
- A vision
Definition of Recreation

... Recreation includes all those activities in which an individual chooses to participate in their leisure time, and is not confined solely to sports or physical recreation programs, but includes artistic, creative, cultural, social and intellectual activities, and ... is a fundamental human need for individuals of all ages and interests and for both sexes and is essential to the psychological, social and physical wellbeing of each Canadian;

(Also,) ...recreation is an essential social service in the same way that health and education are considered as social services, and that recreation’s purpose should be (a) to assist individual and community development, and (b) to improve the quality of life, and (c) to enhance social functioning.
A Vision for an Ideal Future

A Canada in which all citizens are involved in recreation experiences that:

- Contribute to mental and physical health and wellbeing;
- Result in a well rounded, well adjusted contributing member of their community;
- Provide connection and attachment to their community(ies) and environment.

A Canada in which our communities are healthy, inclusive, welcoming, resilient, and sustainable and our natural environments are appreciated and sustained.
In Essence

Recreation grows people, builds community, and conserves our environment
2. Three Positioning Statements

- Recreation must be outcome driven
- Recreation must be inclusive in every way
- Recreation must be relevant and compelling

Recreation is also a very large part of the Quality of Life Sector.
Outcome driven

- The private sector is demand driven. It focusses on direct benefits to users, and measures costs and benefits in dollars.

- The public sector is needs driven. It focusses on indirect benefits to all (which is the definition of public good) and measures costs and benefits in units of social value. These social outcomes drive the efforts of recreation agencies.
Inclusive in every way

- The greatest need often lives in a different place than where demand is or the greatest revenue is.
- It is often on the margins of our society.
- Recreation must serve first such subsets of our population as:
  - Aboriginal peoples
  - The inactive
  - The most vulnerable youth
  - Those with lower incomes
  - New immigrants
  - Those with disabilities
Relevant and compelling

- Health and healthcare, wellness, education, the justice system, and social services
- Sport, recreation, active living, fitness, active living, culture and the arts
- Solving Wicked Problems
- Creating a conceptual nexus of support with decision makers
3. Priorities

• There are currently 12 priorities on the list. It needs to be refined and, to some degree, prioritized within each community and province or territory.

• These items represent where focus needs to be applied over the next decade and beyond.

• However, unfortunately, the list is currently a mixture of means and ends and that has to be sorted out.
Our National Recreation Agenda includes

A. Make the healthy choices the easiest and cheapest ones (with respect to recreation)

B. Lead and partner in an after school child/youth serving agenda

C. Reprioritize unstructured play – especially in early childhood development, as the simple soaring joy of being a child is being eroded
More Priorities

D. Retain and incorporate nature in our urban neighbourhoods, our communities and our regions

E. Foster volunteerism as the highest form of recreation

F. Prepare the working practitioners with relevant skills and abilities and timely information
More priorities

G. Invest and reinvest in our aging and inadequate infrastructure, to better meet emerging needs

H. Be proactive about climate change

I. Expand and invest in our national information sharing systems (LIN and the Benefits Hub)
More Priorities

J. Enhance physical and leisure literacy in our communities

K. Develop appropriate outcomes focussed performance measures

L. Commission and use evidence-based research
4. A Blueprint for Action

• Anchor the agenda
• Build constituency
• Influence policy and other sectors
• Align resources
• Coordinate effort