



NWT  
**RECREATION  
& PARKS**  
ASSOCIATION

## 2017 • 2018 Annual Report



*The NWTRPA's mission is to promote the inclusion of recreation and parks as key to our way of life. We do this by supporting leaders, communities, and partners through training, advocacy, and networking.*

# Strategic Goals

The NWT Recreation and Parks Association's (NWTRPA) strategic priorities for 2014-2018 were: increase the skills, knowledge, and connection of members; increase community-sustained recreation and parks programs; be recognized and valued as leaders on recreation and parks issues; be more relevant to every community through strategic partnerships; and grow and more effectively engage our membership.

## Goal #1 – Increase the skills, knowledge, and connection of members.

### 2017-2018 Highlights:

In the area of capacity building, 2017-2018 was a year of innovation and new beginnings for the NWTRPA. The Community Recreation Leadership Program, a new and creative approach to training recreation leaders across the North, successfully completed its pilot year. Recreation North, a partnership between the NWTRPA, Recreation and Parks Association of the Yukon, and Recreation and Parks Association of Nunavut, received a great deal of interest in the program, especially from NWT communities. This is both highly encouraging as an indicator of the future success of the program, and also clearly demonstrates the need for this type of training. The first of the pilot participants completed the requirements for their Certificate in Northern Recreation Leadership at the beginning of April 2018. The full program will launch in the fall of 2018.

The NWTRPA Annual Conference took place in Inuvik from September 26-28, 2017, and was once again a huge success, welcoming the largest number of delegates ever for a community-based conference. The conference committee, inspired by the NWTRPA's commitment to decolonization and "doing things differently," created a program that sought to educate participants about the historical and contemporary relationship between recreation and colonialism, while also highlighting communities and programs charting a new way forward. The NWTRPA received a great deal of positive feedback about this year's program.

2017-2018 saw the NWTRPA officially add Fitness Leadership to its suite of training programs. The NWTRPA had previously offered courses in fitness leadership. This year, however, the organization made a commitment to fulfilling the need for this type of training in the NWT now and into the future.

### 2017-2018 in Numbers:

- The NWTRPA hosted 44 training events in 18 communities attended by 410 people.
- 27 applications were received from NWT residents to participate in Recreation North's Community Recreation Leadership Program pilot.
- The 2017 NWTRPA Conference hosted over 120 delegates. This is particularly significant as it was the largest conference hosted outside of Yellowknife in the organization's history.

2014-2018 Results:	2014-2015	2015-2016	2016-2017	2017-2018
Training Events Hosted	53	49	48	44
Participants Trained	537	492	605	410

Cover Photo: Debbie Gordon-Ruben presenting at the 2017 NWTRPA and Youth Centres Conference.  
(Photo: Weronika Murray)

## Goal #2 – Increase community-sustained recreation and parks programs.

### 2017-2018 Highlights:

In 2017-2018, the NWTRPA continued to see success supporting community-sustained recreation and parks programs. The NWT On The Land Collaborative, of which the NWTRPA is a proud and active member, awarded 1 million dollars in grants to 48 projects across the territory that connect NWT residents with their land, culture, and community. This is the third year that the Collaborative administered grants to land-based initiatives and the third year that the total amount of funding, average grant amount, and number of projects receiving full funding has increased.

Walk to Tuk continues to grow, as it has every year for the last seven years. In 2018, more than 10% of the territory’s population participated in Walk to Tuk (4,404). Of the 310 participating teams, which hailed from 28 communities, 235 made it to Tuktoyaktuk, while another 56 made it back to Fort Providence, logging a grand total of 729,802 kilometres along the way. As well as encouraging a healthy lifestyle, Walk to Tuk 2018 was inspiring for the way that it fostered a community of winter-active people. Over the course of the two-month challenge, participants shared over 180 photos and videos on social media documenting their journey. Participants also shared their stories, recounting the struggles and triumphs they experienced, as well as the impact that Walk to Tuk has made in their lives.

### 2017-2018 in Numbers:

- NWTRPA training and program support enabled the successful execution of 9 Elders in Motion and 10 On the Land programs.
- Get Active provided funding to 147 groups from 26 communities. Over 8,500 NWT residents (that’s more than 20% of the territory’s population!) participated in 217 Get Active-funded events in 2017-2018.
- Through a partnership with the Department of Health and Social Services, the NWTRPA delivered 11 grants to organizations in 6 communities to host Lifesaving Society Swim to Survive® events.
- Walk to Tuk 2018 saw a 20% increase in participation over the previous year.
- The NWT On The Land Collaborative hit the million dollar mark in 2018. In the previous two years, the Collaborative distributed \$381,850 and \$634,845, respectively.

### 2014-2018 Results:

	2014-2015	2015-2016	2016-2017	2017-2018
Supported OTL Programs	3	38	35	48
Get Active Grants	82	138	164	147
Walk to Tuk Participants	2,565	2,666	3,686	4,404
EIM Training Events	16	8	16	9
Aquatic Training Participants	455	100	95	2



(Photo: Weronika Murray)



2017 Inuvik AFLCA Exercise Theory Course (L-R):  
Tracy Davison, Skylar Storr, Kim Herle, and Holly Jones.

### Goal #3 – Be recognized and valued as leaders on recreation and parks issues.

#### 2017-2018 Highlights:

In 2017-2018, the NWTRPA continued to enhance the effectiveness of the organization's communication channels, as demonstrated by our increased reach and engagement with our audiences. This year, the number of followers on Facebook and Twitter continued to grow, as well as the total number of visitors to the organization's website (nwtrpa.org) and subscribers to the NWTRPA's electronic newsletter.

On the advocacy front, the NWTRPA's priorities included increasing support for after-school programs and promoting HIGH FIVE® as an important training for after-school leaders. HIGH FIVE® was included in the Government of the Northwest Territories' *2017/18 – 2021/22 Child and Youth Mental Wellness Action Plan*. The NWTRPA also advocated for prioritizing active elder programming, influencing the inclusion of Elders in Motion in the Government of the Northwest Territories' *2017/18 – 2021/22 Continuing Care Services Action Plan*. Other advocacy priorities included building awareness of the Framework for Recreation in Canada and updating the Public Pool Regulations.

The NWTRPA has worked with a number of committees that advance recreation and parks programs and services. These committees include:

- Health & Social Services Injury Prevention Committee;
- School of Community Government Recreation Leader Certificate Program Steering Committee;
- Department of Lands Recreation Management Plan for the Yellowknife Periphery Area Advisory Committee; and
- Recreation North Leadership Team.

The NWTRPA has also been a leader while working with the Canadian Parks and Recreation Association and the Canadian Recreation Facilities Council, through Board and staff time investments.

#### 2017-2018 in Numbers:

- Subscriptions to the NWTRPA's electronic newsletter increased by 17% this year.
- Our social media following continues to grow. We saw a 7% increase in Facebook followers and a 15% increase in Twitter followers this year.

2014-2018 Results:	2014-2015	2015-2016	2016-2017	2017-2018
E-News Subscribers	N/A	+15%	+58%	+17%
Facebook Followers	N/A	+14%	+17%	+7%
Twitter Followers	N/A	+50%	+34%	+15%
Website Visitors	N/A	+4%	+3%	+4%

Goal #4 – Be more relevant to every community through strategic partnerships.

2017-2018 Highlights:

In 2017-2018, the NWTRPA signed a three-year funding agreement with the NWT Seniors’ Society to deliver the Active Healthy Intergenerational Connections Demonstration Project. The project is intended to raise awareness about the benefits of active, healthy aging and intergenerational connections; complement and strengthen existing active, healthy living initiatives that connect older adults with people of all ages; and promote and support best practices for active, healthy aging and intergenerational connections. This continues a strong partnership between the NWTRPA and the NWT Seniors’ Society. For the last two years, the Society’s support has enabled the NWTRPA to offer funding for elders’ events as part of the Get Active program.

The NWTRPA also continued its good work with the Elders in Motion advisory committee. Regular meetings with the committee provided an avenue for the NWTRPA to draw upon the expertise of the committee members and to exchange information.

The NWTRPA continued to work closely with the NWT On The Land Collaborative, providing training and program support to Collaborative grant recipients on an as-needed basis. In 2017-2018, this included training and mentorship in wilderness first aid, canoeing, risk management, and trauma-informed practice to ten grant recipients. In 2017-2018, the NWTRPA was named a member of the Administrative Team for the Collaborative. For more information on the Collaborative’s successes, see Goal #2.

Lastly, the NWTRPA continued to play a leading role in Recreation North and the development of the Community Recreation Leadership Program, working closely with the Recreation and Parks Association of the Yukon and Recreation and Parks Association of Nunavut. For more information on the successes of Recreation North, see Goal #1.

2017-2018 in Numbers:

- The NWTRPA’s work was supported by 28 funders and sponsors.
- The NWTRPA offered training events in 18 NWT communities and delivered Get Active funding in 26 NWT communities

2014-2018 Results:	2014-2015	2015-2016	2016-2017	2017-2018
Funding Partners	20	23	27	28



(Photo: Weronika Murray)



Goal #5 – Grow and more effectively engage our membership.

2017-2018 Highlights:

In 2017-2018, the NWTRPA made a number of important strides towards improving services and benefits for NWTRPA members. The biggest of these improvements is the NWTRPA Membership Portal. Launched in September 2017, the Portal is a hub for members to track their training and certifications, discuss issues relating to their work, and build a stronger community of recreation leaders in the territory. The site allows members to sign up or renew their membership, easily register for events and trainings, complete payment online, and buy NWTRPA merchandise.

2017-2018 saw the full integration of the new membership structure and fees, which were introduced in 2016-2017. Almost half of the NWTRPA’s members signed up in categories other than Individual Membership, a clear indication that our members are embracing these new changes. As a result of these efforts, membership numbers remained strong and membership revenue increased in 2017-2018.

2017-2018 in Numbers:

- 38% of our members were returning, a 10% increase over last year.
- The new NWTPrA Member Portal saw almost 1,000 total users in its first six months.

2014-2018 Results:	2014-2015	2015-2016	2016-2017	2017-2018
Members	N/A	+14%	+75%	-16%
Returning Members	N/A	+20%	+95%	+15%

Deh Gáh School student Goliah Landry at T’elemia Camp near Fort Providence.



# 2017 NWTRPA Award Winners

In September 2017, the NWTRPA celebrated excellence in recreation with our Annual Awards Banquet in Inuvik.

## *The 2017 award winners were:*

- Award of Excellence – Nick Saturnino (Inuvik)
- Innovation Award – Krystal Thompson (Yellowknife)
- Scott McAdam Youth Leadership Award – Faith Raymond (Inuvik)
- Active Elder Award – Marie Horassi (Fort Simpson)
- CPRA Award of Merit – Johanna Elliot (Yellowknife)

## *2017 NWTRPA and SideDoor Award Winners*

(L-R): Tim Van Dam (NWTRPA Board President), Kenny Stewart (SideDoor award winner), Faith Raymond, Nathan McPherson (standing in for Marie Horassi), Tony Devlin (standing in for Nick Saturnino), Johanna Elliot, and Leela Gilday (standing in for Krystal Thompson).



(Photo: Weronika Murray)



(Photo: Jen Goeres)

**▲ HIGH FIVE® Training.**





# THANK YOU!

We owe our successful year to the dedication of our Board of Directors, volunteers, staff, and members. Thank you also to our funders and sponsors who make our work possible. We look forward to another great year ahead!



## *The NWTRPA Board of Directors.*

Top Row (L-R): Doreen Nitsiza, Cynthia White, Mary Gordon, and Lorna Storr. Bottom Row (L-R): Tim Van Dam, Robyn McLeod, and Caren Burke.

## 2017-2018 Board of Directors

- Cynthia White (Fort Smith) – President
- Mary Gordon (Aklavik) – Member-at-Large
- Tim Van Dam (Fort Smith) – South Slave Regional Director
- Robyn McLeod (Fort Providence) – Dehcho Regional Director
- Doreen Nitsiza (Whati) – North Slave Regional Director
- Jill Gilday (Yellowknife) – Yellowknife Regional Director
- Caren Burke (Norman Wells) – Sahtú Regional Director
- Lorna Storr (Aklavik) – Beaufort-Delta Regional Director

## 2017-2018 Staff

- Geoff Ray – Executive Director
- Sheena Tremblay – Director, Active Communities
- Jessica Dunkin – Director, On the Land Programs
- Amanda Grobbecke – Director, Professional Development
- Robin Young – Membership & Communications Manager

## Thank you to the NWTRPA's longtime partners, sponsors, and supporters:

- NWT & Nunavut Lotteries
- Government of the Northwest Territories
- Aurora College
- Blue Imp
- Canadian Centre for Activity and Aging
- Dene Nation
- Diavik Diamond Mine - Rio Tinto
- First Air
- HIGH FIVE®
- Mackenzie Recreation Association
- NWT Seniors' Society
- NWT On The Land Collaborative
- Recreation North
- SideDoor

## NWT Recreation and Parks Association

# Statement of Operations

For the year ended March 31, 2017

### Revenues

#### Contributions

Corporate contributions	23,000	18,263	24,925
GNWT - Health and Social Services	-	61,898	57,636
GNWT - Industry, Tourism and Investment	-	4,209	4,800
GNWT - Municipal and Community Affairs	150,000	150,000	161,842
NWT Ski Division	-	6,229	30,341
NWT Sport and Recreation Council	800,000	821,000	694,534
NWT Seniors' Society	-	50,000	-
Transport Canada	-	-	4,818
Fees	25,000	60,392	70,388
Membership income	5,000	3,667	2,896
Other income and interest income	15,000	14,276	2,679

1,018,000 **1,189,934** 1,054,859

**Add: Transfer from deferred revenue - prior year** - **57,821** 364,423

**Less: Transfer to deferred revenue - current year** - **(187,712)** (57,821)

1,018,000 **1,060,043** 1,361,461

### Expenditures

Accounting and legal	30,000	36,738	36,131
Advertising and promotion	29,000	12,662	60,347
Amortization	-	3,659	1,886
Bad debts	-	-	79
Conferences and workshops	104,400	91,089	154,195
Dues and fees	12,100	10,988	7,814
Equipment	-	1,724	3,047
Grants and contributions	91,000	82,475	145,416
Insurance	11,000	6,349	10,360
Interest and bank charges	1,500	3,309	1,946
Office	14,000	10,445	14,106
Program contractors	15,500	13,579	43,243
Program materials and supplies	87,000	86,256	89,801
Rent	-	21,250	21,000
Telephone and internet	10,000	11,397	9,471
Travel	143,500	202,861	191,184
Wages and benefits	469,000	440,803	465,174

1,018,000 **1,035,584** 1,255,200

**Excess revenue before other items** - **24,459** 106,261

**Transfer from Tangible Capital Asset Fund** - - 3,047

**Refundable portion of contributions received** - - (52,188)

**Excess revenue** \$ - \$ **24,459** \$ 57,120

# Statement of Financial Position

As at March 31,

**Current**

Cash and cash equivalents	\$ 550,759	\$ 427,437
Accounts receivable	60,220	219,230
Prepaid expenses	794	3,005
	<b>611,773</b>	649,672

**Tangible capital assets**

**8,596** 12,255

**Restricted investments -  
Legacy and Contingency Funds**

**385,786** 219,557  
**\$ 1,006,155** \$ 881,484

**Liabilities**

**Current**

Accounts payable and accrued liabilities	\$ 87,474	\$ 61,686
Payroll liabilities	29,915	33,473
Contributions repayable	-	52,188
Deferred revenue	187,712	57,821
	<b>305,101</b>	205,168

**Fund Balances**

Unrestricted net assets	294,224	280,382
Internally restricted tangible capital asset fund	8,596	12,255
Internally restricted legacy fund	316,955	302,679
Rona Williams Tai Chi endowment fund	11,279	11,000
Internally restricted contingency fund	70,000	70,000
	<b>701,054</b>	676,316
	<b>\$ 1,006,155</b>	\$ 881,484



### NWT Recreation and Parks Association

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*Recreation for Life!*

