



Strategic Planning Session 2009/10

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Introduction

Members of the Board of Directors and the Executive Director of the Recreation Facility Association of Nova Scotia participated in their thirteenth Strategic Planning Workshop on September 25 and 26, 2009 at White Point Beach Lodge.

A list of participants is contained in Appendix A

Kevin Marlin once again facilitated the session to assist participants in determining the direction of the Association for the next year and developing relevant action plans to achieve these goals.

This session also provided an opportunity to review progress to date of the Ice Rink Energy Program (IREP).

A building theme was adopted for this year's planning session, so to lay a foundation for the weekend each participant was asked to bring along a tool or article related to building, renovating or demolition and explain their choice of tool and the connection it represented to the current and future opportunities for RFANS as part of a Tool Time exercise.

A review of the plan and subsequent successes of 2008 – 2009 was conducted.

Review 2008/9

2008/9 Strategic Goal – To increase RFANS recognition by effectively promoting and communicating to our members and prospective new members.

Success was had with increased communication through individual member contact. Three zone meetings were conducted and regular e-mail updates were provided to members to keep them current and aware of RFANS information and events. New partnerships were established through the IREP project involving various government departments, N.S. Power and HRM.

2008/9 Strategic Goals – Identify and maximize RFANS' opportunities as a result of our leadership role in the IREP project and Improve the financial security and longevity of RFANS through effective management of the IREP fees.

Success related to these two goals would be shared during Derek Hawes' presentation of the IREP project.

Ice Rink Energy Program - IREP – A Progress Report.

Derek Hawes provided a comprehensive presentation of the activities, progress and success of RFANS' leadership of the IREP program in Nova Scotia.

Respecting that the past year has been a building year with lessons learned significant progress has been made and initial success has been realized.

The participants received this presentation with acknowledgement of the efforts of Derek and Bill, the success to date and a renewed optimism of the future of this program and the impact on RFANS.

Nova Scotia Department of Health Promotion Update

Dave Malloy provided an update regarding the Department of Health Promotion, program changes, continued departmental support to RFANS and its members.

Participants expressed disappointment over the government's decision to eliminate the Provincial Rink Revitalization Program that allocated \$27,000 to each of 74 arenas across Nova Scotia for capital improvements.

Appreciation and recognition was expressed to Dave for his continued role and support to RFANS.

Moving Forward

A decision had been taken to ensure the strategic plan for the upcoming year be concise and achievable so a focus was given to three main priorities, recognizing that the IREP project would continue to be a major initiative for the organization throughout the next year.

Discussion followed regarding current Hot Topic issues for RFANS including professional certification requirements for operators, inter-provincial relations with PEI and NB, mandatory helmet requirements and the H1N1 flu virus.

Respecting the RFANS vision and mission statements and reflecting upon the earlier discussions as well as opportunities shared during the Tool Time exercise the following three strategic goals were established.

Strategic Goal – To create awareness within Provincial and Municipal government through education leading to increased funding opportunities resulting in increased funding for recreation facilities in Nova Scotia by \$2,000,000.

Desired Outcomes – through increased funding we will be able to maintain and improve the existing facilities for utilization by the citizens of Nova Scotia as well as improve access to these facilities, especially to the social economically challenged.

Approaches / Techniques / Tools

- face to face meetings with government officials
- written correspondence
- formal presentations
- media
- review other successful lobbying efforts
- engage and involve user groups and stake holders

Key Messages

- need driven by increased operating costs
- aging facilities
- green initiatives
- aging population
- help prevent increased obesity
- maintaining and improving accessibility and recreational opportunities

Action Plan

- 1) Write a letter regarding the elimination of the RRP to the Premier, cabinet and media. (Bob by October 9, 2009)
- 2) Ensure board members attend the upcoming provincial by-elections to represent or needs and goals. (Bud and Gordie – through to elections on October 20, 2009)
- 3) Utilize the tools and techniques identified above to influence the Provincial Government to increase capital funding to recreation facilities in 2010 – 2011 budget. (Bill and Board by January 2010)
- 4) Solicit support from facility user groups and stakeholders to impress our key messages upon government at a local level. (Board members and facility managers – ongoing until September 2010.)
- 5) Partner with like minded organizations such as Recreation Nova Scotia, Hockey Nova Scotia, etc to increase lobbying strength on a provincial level. (Bob and Bill – ongoing until September 2010)
- 6) Establish a Board Committee to create and implement a communication strategy to influence media involvement as well as garner other supports. (Board Committee by December 2009)
- 7) Consolidate available information regarding existing facilities including utilization, accessibility challenges, what was achieved with the previous RRP, etc to build a comprehensive base to assist with efforts to lobby the government. (all board members by October 31, 2009)

Strategic Goal – Improve the production and regularity of Facility Focus.

Desired Outcomes – to ensure three issues per year and to reap the benefits of improved communication with all members and stakeholders realizing their increased awareness of RFANS and greater involvement with the organization.

Action plan

- 1) conduct a brainstorming session at the next Board meeting to identify topics of interest for future articles. (Bill and Board – next meeting in November, 2009)
- 2) Explore converting regional reports and regional meetings into articles. (Bill and Board – ongoing through to September 2010)
- 3) Explore available government funding to hire a communications / marketing / public relations person to take leadership. (Bill – by December 2009)
- 4) Investigate the potential for students from Kings College or MSVU to assist. (Bill by December 2009)

Contributions for the next issue were determined to be an energy article from Derek, a funding article from Dave Malloy and for Bill to check about a potential article related to Canso or to check his archives.

Strategic Goal – Raise awareness of Rink safety in regards to wearing helmets

Desired Outcomes - See an increase in the number of facility users wearing helmets in a variety of uses including figure skating, public skating, hockey, ringette, etc.

Action Plan

- 1) Establish a committee of the Board consisting of Bill, Kathy Wheadon-Hore, Dave Molloy and Cathy Burgess with a progress report to the Board at the November 2009 meeting.
- 2) Establish communication and potential partnerships with figure skating community, IWK and facility managers. (Bill by October 2009)
- 3) Complete a fact sheet highlighting supporting evidence and statistics. (Bill by November 2009)
- 4) Establish partnership with Injury Prevention component of HPP. (Dave Molloy by October, 2009)
- 5) Establish partnership with Dalhousie's recent initiative regarding mandatory helmet use during public skating. (Kathy by November 2009)
- 6) Connect with ATV regarding potential promotional awareness partnership involving local TV personality. (Committee by November 2009)
- 7) Seek sponsorship for new signage for rinks. (Bill and Committee – until successful)

A round table opportunity was provided for closing comments ending the session.

Appendix A

Participants

Bob Quigley

Bud MacInnis

Derek Hawes

Dave Molloy

Mary Ann Gauvin

Bill Cruickshank

Dave Clayton

Cathy Burgess

Ray Gouchie

Gordie Snook

Regrets from Kathie Wheadon-Hore, Joel Dawe, Wayne Otter and Ian Storey.

