

**SPORT AND RECREATION
POLICY
FOR
NEW BRUNSWICK**

Culture and Sport Secretariat

SPORT AND RECREATION POLICY FOR NEW BRUNSWICK

Fundamental to this policy statement is the belief that sport and recreation provide critical foundations for the quality of life and well-being that makes New Brunswick unique. Sport and recreation are recognized as being essential to the health and well-being of individual citizens and New Brunswick communities. Sport and recreation activities have far reaching personal, social, economic and environmental benefits.

This policy provides a foundation, a series of principles, upon which New Brunswick's amateur sport and recreation system is based. It should be a guide for the many partners who, separately and together, provide sport and recreation opportunities for citizens of New Brunswick. All partners in the sport and recreation delivery system are encouraged to adopt and follow it.

Recreation is defined, and is generally recognized as being, "all those things that a person or group chooses to do in order to make their leisure time more interesting, more enjoyable, and more personally satisfying". (Definition approved by Provincial/Territorial Ministers of Sport and Recreation).

Sport is a particular form of recreation. It is characterized as a physical activity involving large muscle groups, requiring mental preparation and strategic methods and whose outcome is determined by skill not chance. It occurs in an amateur, organized, structured and competitive environment in which a winner is declared.

Both sport and recreation activities normally take place in one's leisure time, sometimes in an organized environment and sometimes not; sometimes alone and sometimes with others, sometimes in a special facility and sometimes not. Activities are many and varied - from youth sports to high level sport events to recreational walking to playground activities to arts and crafts and many more.

Ensuring and providing opportunities for sport and recreation activity lies with many partners: governments, schools and universities, volunteer organizations, the private sector and individuals themselves. The delivery system is a complex network of these partners, each with important roles to play. The following principles and roles are intended to guide all partners in that delivery system.

STATEMENT OF PRINCIPLES

Fundamental Principles

Statement 1: Sport and recreation are essential public services which respond to our citizens' rights to physical activity, play and other leisure activities.

Statement 2: Sport and recreation are valued for their contribution to our individual and community quality of life, to personal and family health and well being, and to our culture and heritage.

Statement 3: All citizens, should have equitable, barrier free access to a broad range of quality sport and recreation activities.

Statement 4: Sport and recreation services in New Brunswick will be delivered in an equitable manner which respects the spirit of provincial legislation concerning the two official languages.

Statement 5: The practice of sport and recreation must be based on principles which are of a high standard and reflect the values and ethics of the citizens of New Brunswick.

Statement 6: Volunteers should be valued, recognized and supported for their commitment to serve our citizens through sport and recreation programs.

Statement 7: Leadership in the sport and recreation system is shared, cooperative in spirit, responds to an ever changing sport and recreation environment and based on mutual "trust and respect".

Statement 8: The partners, individually and together, should provide sport and recreation activities which are safe, healthy and at a level consistent with the ability, desire and commitment of the participants.

Statement 9: The pursuit of excellence in all its forms should be recognized and supported at all levels.

Operational Principles

Statement 10: There should be a reasonable balance in the financing of sport and recreation by all tax-payers (through the three levels of government, volunteer organizations, participating individuals and families, private sector and institutions, such that all citizens have equitable opportunities to participate regardless of one's ability to pay.

Statement 11: Quality programs in health, recreation and daily physical activity in our schools are essential for the development of knowledge, attitudes and skills, which foster life long participation in sport and recreation activities.

Statement 12: The sport and recreation system is recognized as a complex network of partners who work both independently and collectively to develop and deliver services which meet participant needs. Partners are those individuals or groups who have interests, in and responsibility for, program delivery within the system. They are: individuals, volunteer sport and recreation organizations, three levels of government, educational institutions, the private sector, service clubs, agencies and, in a unique way, the media.

Statement 13: Demographic, geographic and cultural differences and regional disparities should be recognized province wide. Partners within geographic regions should acknowledge the benefits of cooperating, jointly planning and financially supporting programs and facilities for sport and recreation services.

Statement 14: Sport and recreation policies including this one should be developed and subsequently updated on a regular basis by an agreed upon procedure involving the partners.

APPENDIX - ROLES OF MAJOR PLAYERS

Role of Provincial Government

The Culture and Sport Secretariat plays the lead role on behalf of the Provincial government regarding sport and recreation. Its main roles are:

1. visionary leadership - working with the field to develop vision, related policy and support programs; coordinating and managing the 'big picture'.
2. financial support - for organizational development, volunteer leadership training, participation encouragement, pursuit of excellence also providing limited financial assistance to municipalities for the construction/improvement of facilities.
3. consultation and facilitation - serving as a catalyst and coach as partners are challenged to meet expanding needs in an ever-changing environment
4. leadership development – encouraging, training and supporting the volunteers and professionals who plays key role in the delivery of safe, healthy sport and recreation programs which are consistent with the needs and abilities of all participants.
5. research and program development - investing in innovation and demonstrating new and improved approaches to programs, facilities, service delivery and management.
6. information provision - combining modern information technology with the data and expertise from the field to inform decision makers, service providers and consumers - monitoring, measuring and sharing the latest information, insights and experiences.
7. promotion and marketing - advocating for the benefits of participation in recreation and sport, and promoting “active living”.
8. strategic alliances - building strong, functional links with related fields (e.g. health, social service, justice, education and tourism), encouraging and demonstrating partnerships that combine limited resources to enhance service to both participant and public.
9. cooperation with other partners - working with other partners to avoid gaps and duplication and helping develop a coordinated, efficient and effective sport and recreation delivery system.
10. barrier breaking - aggressively identifying and helping to remove obstacles that hinder equitable participation.
11. managing special projects and programs best delivered on a regional or provincial scale (e.g. Games, National Coaching Certification Program, Active Living).
12. representing New Brunswick - providing a common voice in national and international discussions regarding sport and recreation.

Role of Municipalities

Municipal governments are the governments closest to the people. They have the ability to respond more flexibly, more quickly and more effectively in meeting the sport and recreation needs of their citizens and communities. For this reason, municipalities are recognized as the level of government which is primarily responsible for the direct provision of sport and recreation programs and services. The basic role of a municipality is to ensure a broad range of sport and recreation opportunities is available for all citizens. These opportunities will be consistent with community needs and interests, and the availability of resources. The primary roles of municipalities include:

1. establishing a recreation authority to serve as the focus for the provision of community sport and recreation opportunities, with clearly defined purposes, budgets, programs and services and establishing the broad mission and policies within which all programs/organizations operate.
2. information and resources - being continually aware of all relevant community resources and recreation opportunities, and making this information available to the public.
3. program and service incentives - providing incentives and services in support of programs which develop in response to identified needs (incentives such as leadership training, program information, facilities, etc.).
4. program evaluation and assessing needs - undertaking regular assessments of community needs and interests in order to ensure programs and services are up to date, and regularly evaluating programs against pre-determined goals/objectives.
5. responding to needs - making every effort to respond to the sport and recreation needs of the community by supporting the work of volunteer community organizations or the private sector, or in the direct provision of programs.
6. coordinated use of resources - coordinating the development and best use of resources, both within in the community and with nearby communities, through the establishment of cooperative mechanisms in areas such as planning, information exchange, facility development, communication and promotion, leadership development, and fund raising.
7. values, excellence and heritage - ensuring that sport and recreation programs and services operating in the community reflect the values of society, support and recognize the achievement of excellence, and preserve our sport and recreation heritage.
8. safe, healthy activities - providing standards and specific direction to program providers so programs are offered in a safe, secure, healthy and ecologically sensitive environment.
9. cooperation with other partners - working with other partners to avoid gaps and overlaps and to help develop a coordinated, efficient and effective sport and recreation system for all citizens.
10. facilities - either within the community or in cooperation with nearby communities, making available sport and recreation facilities for a variety of activities.

Roles of Volunteer Organizations

Volunteers are recognized as being the heart and soul of the sport and recreation program delivery system. The many volunteer-based clubs and organizations derive their recognition and authority from both government and their membership. As such, they are often supported by, and therefore accountable to both. Ordinary citizens commit endless amounts of money, time and energy to give their fellow citizens opportunities to participate in a variety of sport and recreation activities. Volunteer based organizations at the local, regional and provincial levels ensure there are quality programs and services available to meet the many needs of our citizens. These organizations play the following roles:

1. leadership - providing leadership within the province or community so that quality programs continue from year to year, participants have adequate opportunity consistent with needs and abilities; being the focal point for particular activities or areas of interest; also representing New Brunswick at the national level.
2. governance - consistent with democratic principles and practices, and in response to their members' wishes, clearly defining their purpose, their members, their operating policies/procedures, and their many programs and services.
3. quality programs and leader training - ensuring all programs are widely available, of a high standard and worthy of public support, and all leaders are properly trained and monitored to ensure quality experiences for those who participate.
4. membership services - providing program services, communication and information to the organization's members respecting the spirit of provincial legislation concerning our two official languages.
5. cooperation with other partners - working with other partners to avoid gaps and overlaps, and to help develop a coordinated, efficient and effective sport and recreation system.
6. safe, healthy activities - ensuring sport and recreation participants can take part in their activities in a safe, healthy, supportive and positive environment at a level consistent with their ability, desire and commitment.
7. values and ethics - ensuring that programs are of a high standard, reflecting the values and ethics of the citizens of New Brunswick.
8. supporting growth - so that as many citizens as possible can enjoy the benefits of participating in sport and recreation activities.

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