

WAWANESA AND AREA COMMUNITY RECREATION PLAN

Prepared For: Souris River Recreation District
Wawanesa, MB

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1.0 INTRODUCTION

On Monday, June 16, 2008 the Souris River Recreation District held an open meeting to discuss the delivery of recreation including programs, facilities and services. 17 local residents participated in the meeting offering strengths, weaknesses and opportunities of their organization. After a lengthy discussion it was felt that further investigation and planning was required in order to improve and strengthen the community's recreation delivery system.

Purpose

To recommend changes to the current recreation delivery system that makes it more efficient and effective, improves communication and cooperation and better utilizes volunteers and staff.

2.0 APPROACH

Following the "Terms of Reference", the first step includes:

1. Identifying current recreation and sport trends in Manitoba and across Canada
2. Provide an inventory of programs, facilities and services in the area
3. Gather suggestions from those interviewed on how to improve the delivery of recreation.

3.0 DEMOGRAPHICS

1. Actual Populations in Rural Municipalities and Towns, 1961-2006

Town/R.M.	1961	1966	1971	1976	1981	1986	1991	1996	2001	2006
Wawanesa	456	512	478	487	492	502	482	485	516	535
Oakland	1014	968	931	958	1003	1039	990	1086	1111	1033
South Cypress	946	895	838	854	855	860	862	862	821	834

2. Average Ages of Population in RMs and Communities in 1966,1986,1996, 2001, 2006

Town/R.M.	1966	1986	1996	2001	2006
Wawanesa	35.4	40.8	41.1	43.1	41.6
Oakland	32.7	33.1	33.3	38.6	41.2
South Cypress	31.7	31.2	33.9	34.0	35.5

3. Proportional Distribution of Individuals 65 Years and over in RMs and in Communities (1966-2006)

Town/R.M.	1966	1971	1986	1991	1996	2001	2006
Wawanesa	16.2	18.9	26.2	23.7	23.7	25.2	22.4
Oakland	8.5	8.1	8.7	10.6	9.2	9.9	10.1
South Cypress	8.5	8.9	9.3	11	11	7.9	7.8

4. Age Characteristics of the Population (2006)

Age Categories	Wawanesa	Oakland	South Cypress	Total	Percent
Total - All persons	535	1030	835	2405	100%
Age 0-4	45	45	70	160	34%
Age 5-14	75	135	120	330	
Age 15-19	25	85	75	185	
Age 20-24	25	65	45	135	
Age 25-44	125	250	220	595	54%
Age 45-54	70	200	115	385	
Age 55-64	55	145	125	325	
Age 65-74	50	65	45	160	12%
Age 75-84	30	35	20	85	
Age 85 and over	40	5	0	45	

4.0 TRENDS IN RECREATION AND SPORT

DEMOGRAPHICS

1) Aging Population

The first of the post-war baby boomers are now turning 55. The world has always adapted to the needs and wants of this large segment of the population, giving the group the "Me generation" label.

As the aging baby boomer moves into the "senior" years, the effect on recreation facilities may be the opposite of what we might expect. There may actually be a decline in the need for seniors' centers. Baby boomers won't want to be relegated to senior centers. They will want to remain part of the mainstream and use the mainstream facilities. Few people will want to admit they are a senior.

2) Widening Gap Between the "Haves" and "Have Nots".

The gap between those that have resources and those that do not is polarizing our society. The "have nots" are becoming more marginalized and less able to access services.

By 2014 sixty-five percent of Canadian wealth will controlled by those who are 65+ and this is accelerating dramatically. The parks and recreation industry cannot continue to treat seniors as

disadvantaged (by offering discounts for example) and must come up with strategies to change this pattern.

3) Increasing Diversity.

Our society is becoming more diverse, both in terms of ethnic backgrounds and culture *and* abilities. There are more people with special needs now than in the past. "We need to embrace and serve all members of our society."

The importance of taking a closer look at diversity, and understanding that serving the population as a whole is becoming more difficult. Even teens should not be classified as one segment. According to Michael Adams, president of Environics, teens can be broken into four very distinct groups, all requiring different approaches and services.

PSYCHOGRAPHICS

4) Experiential Hedonism

The pursuit of pleasure – and stimulation of the senses: this is what people are after. The private sector understands the importance of selling small indulgences. "Just look at the Second Cup". Quick, "one-off" experiences are becoming more popular than long-term commitments. This trend is an example of how the social values of Canadians are changing.

5) Spiritual Quest – or what is life all about?

This is the trend that is driving the eco-tourism movement, extreme activities and adventure challenges.

People are looking for meaning in their lives and are searching for answers by re-connecting with nature or facing extreme challenges, such as climbing a mountain or running a marathon.

6) Declining Trust in (Big) Institutions.

In the past, we were generally content to elect a government to represent our needs and make the right decisions. Now, we think we know as much (or more) than they do and we don't trust them to act in our best interests.

People are demanding input into all decisions that affect them. Administrators in parks and recreation have to figure out how to get this public input without it paralysing our decision-making processes.

LEISURE BEHAVIOUR

7) Structured to Informal (Activity).

Organized team sports are in decline. In Alberta, for example, over the past 20 years, the proportion of households involved in hockey has gone from 40 per cent to 18 per cent. And, twice as many Canadians own inline skates as own ice skates. This represents a preference for unstructured activity, such as that offered by trails. "The use of trails is one of the best investments communities can make, because of the choices available and the flexibility of the activity."

8) Declining Volunteers.

As reported in the Fall 2001 issue of *PROFile*, the 2000 Statistics Canada survey on volunteerism reported a dramatic decline in volunteer hours in Canada. From 1997 to 2000, Canada lost one million volunteers and 53 million volunteer hours.

"Volunteerism is the highest form of recreation." We need to be creative in how we use them and cater to them as a recreation service.

Manitoba residents are volunteering fewer hours than the national average. More short-term commitment of volunteers, therefore need to create more short-term opportunities

9) Activity Levels in Children Declining.

In 1998, one-third of Canadian children did not have the minimum amount of activity required to sustain basic health. In 2000, *two-thirds* do not have sufficient activity for basic health.

For children aged 5-12, 44% of girls versus 53% of boys are considered active enough
4 in 10 children have at least one risk factor for heart disease due to an inactive lifestyle
Only 10% of Canadian youth are active enough to receive any heart health benefits
Prevalence of obesity in children has tripled from 1991 to 1996. Since 1981, prevalence of overweight boys increased from 15% in 1981 to 35.4% in 1996 and among girls from 15% to 29.2%. Children spend four times less energy than children did 40 years ago proportion of students in grades 6, 8, and 10 who exercise 1X /wk outside of school (1990 - 1998) who watch TV 4 hrs/day and who play video games 4 hrs/week

10) Facilities

Certain kinds of parks and recreation facilities are in decline, while others are becoming more popular.

In decline:

- Arenas
- Curling Rinks
- Seniors' Centres
- Sports Fields

Safer bets:

- Pools (including leisure pools)
- Theatres
- Trails
- Natural Areas/Gardens

In summation of these trends there are some simple guidelines for creating more effective marketing messages. When marketing your facility, program or policy, stick to the winning themes!

Winning

- Health and Wellness
- Ties with family activities
- Cultural activities
- Ties with Community
- Multi-use facilities
- Nature

Losing

- Competitive teams
- Stand alone facilities

5.0 COMMUNITY ORGANIZATION INTERVIEWS

Interviews were conducted in April with 20 community organizations in the area. The interviews were intended to determine the current situation. The following organizations/groups were interviewed:

- Souris River Recreation Commission
- Wawanesa Arena
- Wawanesa Pool
- Town of Wawanesa
- Wawanesa Brewers
- Wawanesa Lions Club
- Wawanesa Game and Fish
- Treesbank Community Club
- Wawanesa Gun Club
- Seniors Independent Services
- Northfield Community Club
- Wawanesa Minor Sports
- Rebekahs
- Wawanesa Lioness
- Wawanesa Museum
- Wawanesa CDC
- Wawanesa School
- Wawanesa Ball Diamonds
- Wawanesa Hall Board
- Wawanesa New Horizons
- Unable to complete survey
- Wawanesa Curling Club
- Wawanesa Jets
- Tri-Lake Trail Busters
- Brandon Hills Community Club
- Carroll Community Hall
- Nesbitt Community Club
- Wawanesa Turf Club

The interviews asked the following:

1. Contact Information
2. Number of members
3. What facilities do they own/operate
4. Number of staff persons
5. Programming/services they offer
6. Strengths
7. Weaknesses
8. Opportunities
9. Concerns regarding the delivery system
10. Ways to improve the delivery system

A summary of the information gathered from the interviews was mailed back to the participating organizations for their approval. *The committee may use the general information and inventory of programs, facilities and services at a later date with specific issues. (Questions 1 – 8)*

The community identified the following common strengths, weaknesses:

Common "Strengths" of the organizations included:

- Most organizations feel that they are in a good financial situation
- Committed board members
- Young community members/families taking on volunteer roles
- Community facilities are in relatively good shape
- Community has good base of volunteers

Common "Weaknesses" of the organizations included:

- Always looking for funds for operation, capital improvements and equipment
- Organizations rely on employment grants
- Volunteer Burnout
- Little time to do paperwork (grants, regulations, etc.)

6.0 COMMUNITY ORGANIZATION INTERVIEWS – QUESTIONS 11&12

Question 11 & 12 asked those interviewed their personal view about recreation delivery in the district. Question 11 was intended to confirm what the committee felt were factors and background underlying the perceived need for the review. Question 12 asked participants to offer ways to improve the recreation delivery system.

Question 11

Individuals were asked to describe what concerns them about how recreation is delivered in the district. Comments were categorized into five themes.

Facilities

- Make the pool viable. Need to find financial solutions.
- Red Cross program
- Pool regulations lead to more expenses.
- Loss of pool.
- Better facilities - more people to town
- Arena/pool/ball diamonds are really important (2)
- Arena needs major attention/new dressing rooms
- Rec. facilities need major upgrading in the future.
- #'s for usage of facilities
- Have facilities that are underused (ball, arena)
- Curling club is having difficulty.
- Decline in the number of users in the facilities.

Regulations

- Regulations – eg. Backgrounds checks for instructors (Junior Rifle).
- Regulations have made it difficult for some organizations to function (extra costs)
- Government Regulations costing the community money (Pool-Chair).
- Liability issues or perception of liability for recreation.

Funding

- Funding to keep facilities going
- Lack of financial resources for facilities
- Go hat in hand every year looking for money.
- Provide stable funding for operation and let the volunteers fundraise the capital.
- Funding for staff without government funding.
- Worried about finances in the future.
- Make sure fees are reasonable for participants.
- Ensure all grant opportunities are explored (VLT funds)

Volunteers

- Volunteer burnout (11)
- Volunteers have to not only operate the buildings but find the finances as well.
- Same people on different boards. (3)
- Too many boards.
- One board would lead to continuity
- Unwilling to make changes to organization-operation - what can organizations do different.
- People are so busy (working)
- Hard to find board members for organizations.
- Same people doing everything.

Children and Youth

- Tried to organize soccer but didn't work
- Not interested in organized sports - non organized activities.
- No activities for children (no hangout)
- Not enough kids to keep minor sport teams in the community.
- Children playing Playstation.
- Activities for children.

Other comments

- Very few new members to the community participate in volunteer roles or participate in community events. Lack volunteer effort (6)
- Have a centralized location for recreation information/resources. Enhance what we do have.
- No adequate supervision for summer staff.
- Vision based on what happened years ago.
- Parents that are not committed to organized sports. (2)
- No sharing of equipment between organizations
- Community service groups form a special committee to complete a project for sole purpose.
- Competing with other communities around Brandon
- Better education in the community about the benefits of recreation
- Advertising outside of the community for events - SPPP and River Rendezvous.
- Boost community moral/spirit by offering events to community members.
- Involve the whole town in special events.
- Use school division boundaries as a recreation district boundary for taxes.
- Kevin Newton mows the track from the school to the park.
- Should appreciate the commitment by Ron Seafoot and Shane Wilton.

QUESTION #12

If there were three things you could do to improve the recreation delivery system what would they be? 42 suggestions were received from those interviewed. Five common messages came out of the comments. They are:

1. Organizational Structures
2. Funding
3. Facilities
4. Volunteers
5. Recreation Staff

Organizational Structures

- Improve the coordination between organizations in the community.
- Combining boards/organizations to streamline (eg. arena, pool, Baseball Inc.)
- Amalgamate boards to eliminate duplication and shortage of volunteers.
- Have one board to look after a number of facilities.
- Organize a board which represents all facilities/org. streamline the system.
- Amalgamate board to reduce the demand for volunteers.
- Better coordination to local organization for grants/funds.
- Consolidate organization under one board.

Funding

- Include the cost of providing programs/services on taxes
- Find a way to get more consistent funding in place.
- Provide a stable fund to support capital improvements.
- Tax funding to support recreation opportunities (capital)
- Tax dollars to support recreation facilities
- Provide ongoing stable funding for facilities/organizations.
- Tax dollars to support rec. facilities.
- Put facilities on the tax roil (arena/pool).
- Making grant opportunities more accessible.

Facilities

- Modernize the arena (dressing rooms).
- Host more events to increase the use of the facilities more.
- Reduce the cost of running facilities (hydro).
- Improve the stairs in the arena/accessible.
- Wheelchair access in Arena/upgrades in same.
- Better utilize the facilities from outside community
- Better utilize existing facilities if possible.
- Improve partnerships in regards to maintaining summer facilities.

Volunteers

- Small communities have to have volunteers to operate.
- Encourage assistance with volunteering from the seniors.
- Increase the volunteers involvement in the community (Face-to-face requests)
- Create a list of people who volunteer. Encourage new volunteers.
- Increase volunteering by educating the new members (Shilo) through participation
- Recruit new volunteers to strengthen the delivery system.
- Better job of training for Umpires.

Recreation Staff

- One full time paid employee to look after the one board.
- Employ staff year round at some facilities (arena, pool, park, etc.)
- Streamline the staff - organize full, part time and seasonal staff.
- Streamline/organize staff to look after multiple facilities.
- Provide adequate wages for employees or volunteers that operate facilities.
- Employ one staff person to maintain the arena in winter/pool in summer.
- Employ staff to assist with operating facilities.
- Employ coaches to assist with community sports.
- Work at defining Tracy's role.

7.0 OBSERVATIONS

1. Funding is reactive as opposed to proactive
2. Volunteers involved with organizations are committed
3. Organizations compete for funding (provincial, municipal, local)
4. There are many opportunities to participate in sport
5. There are more programs than children to participate
6. The community is seeing a growth in young families to the community
7. Wawanesa Recreation Centre seen as underutilized
8. Number of curlers is down in the community
9. Wawanesa Recreation Centre receives ongoing upgrades
10. The community does not formally recognize volunteer achievements
11. Most organizations employ their own staff
12. Organizations rely on employment grants for staffing
13. Many of the organizations that own/operate a facility feel that their facility is in good shape and financially sound
14. Recreation Centre/ Pool / Ball Diamonds are feeling overwhelmed with operating and upgrading their facilities
15. There are fewer volunteers to manage more organizations leading to volunteer burnout
16. Streamlining boards may eliminate competition between organizations
17. There may be an opportunity to share staff between facilities

18. Recruiting new volunteers is difficult
19. There are organizations that would appreciate and benefit from having staff support
20. In Manitoba activity levels in children are declining
21. Taxpayers do not know which organizations are funded and what level of funding
22. Demographics show that the average age of the population is decreasing in Wawanesa

8.0 GAP ANALYSIS

The following gaps were identified:

1. Critical repairs to the pool
2. Funding to recreation centre, pool and ball diamonds
3. Volunteers to take on leadership roles
4. Efficient use of recreation staff
5. Ratepayers knowledge of funding/in-kind support to recreation organizations

9.0 GOALS

Four goals were identified to fill the gaps:

- 1. To ensure the opportunity for public swim and swim instruction is available through the construction of a new pool**
 - Provide recreation opportunities for children and youth
 - Provide swim lessons to reduce the incidents of drowning
 - Provide economic spin-off to the community
- 2. To ensure public funding to recreation is based on sound policy and the public is informed about municipal spending on recreation**
 - Decisions based on good public policy
 - Ensure taxpayers are aware of where tax dollars are spent on recreation
 - Assist with setting municipal budgets
- 3. To ensure the communities public recreation facilities are properly managed and maintained**
 - Improve communication, coordination and cooperation between the communities public facilities
 - Ensure the effective use of volunteers
 - Coordinate staff and operations to capitalize on opportunities to share resources
 - Maximum use of all available government funding
 - Ensure facilities are adequately funded
- 4. To enhance recreational programs, facilities and services by responding to the expressed needs of the community.**
 - Solicit local opinions on how to improve the community's recreation delivery system
 - Endeavor to respond to identified needs to enhance recreation in the area

10.0 RECOMMENDATIONS

1. To ensure the opportunity for public swim and swim instruction is available through the construction of a new pool

Recommendation #1

Form a highly motivated volunteer committee to plan, design, fundraise and construct a new outdoor aquatics centre

2. To ensure public funding to recreation is based on sound policy and the public is informed about municipal spending on recreation

Recommendation #2

- a) All councils review how current funding to public/non-profit organizations is determined
- b) Develop a policy for funding recreation
- c) Communicate to the public how public funds are distributed to recreation
- d) Develop an application procedure

3. To ensure the communities public recreation facilities are properly managed and maintained

Recommendation #3

The Souris River Recreation Commission facilitate a meeting between the Recreation Centre, Community Pool, Baseball Inc. and Lions Club to discuss opportunities to improve overall operations

Topics for discussion include but are not limited to:

- i. operational funding
- ii. capital funding
- iii. Organizational Structure
- iv. Equipment
- v. Volunteer Management
- vi. Staff Resources

4. To enhance recreation programs, facilities and services by responding to the expressed needs of the community.

Recommendation #4

- a) The Souris River Recreation Commission assume the responsibility of continually monitoring recreation opportunities in the community through a community needs assessment
- b) Respond where possible to enhance recreation programs, facilities and services in Wawanesa and area

Appendices

Appendix A: Terms of Reference

Wawanesa and Area Community Recreation Plan

Terms of Reference

Introduction

On Monday, June 16, 2008 the Souris River Recreation District held an open meeting to discuss the delivery of recreation including programs, facilities and services. 17 local residents participated in the meeting offering strengths, weaknesses and opportunities of their organization. After a lengthy discussion it was felt that further investigation and planning was required in order to improve and strengthen the community's recreation delivery system.

Purpose

To recommend changes to the current recreation delivery system that makes it more efficient and effective, improves communication and cooperation and better utilizes volunteers and staff.

Factors and background underlying the perceived need for the review:

The following factors have contributed to the need for a community recreation plan:

- Volunteer Burnout
- Fragmented delivery system
- Aging Infrastructure
- Communication between local groups and general public
- Effective use of Recreation personnel
- Efficient use of resources (ie. equipment)
- Financial limitations

Guiding Principles

Recommendations will be based on the following values and beliefs:

1. Volunteers are integral to the delivery of recreation
2. Volunteers must be used effectively
3. Existing facilities should be used to their maximum
4. Recreation delivery should be better coordinated to eliminate duplication and ensure good communication
5. The delivery of recreation must be run efficiently
6. The importance of ongoing renewal and upgrading of the communities recreation facilities
7. Recreation is for all ages, genders and abilities

Planning Committee: (9 members)

Will include:

- Souris River Recreation District – 1 Member
- RM of Oakland Council Representative – 1 Member
- RM of South Cypress Council Representative – 1 Member
- Town of Wawanesa Council Representative – 1 Member
- Wawanesa Arena Board – 1 Member
- Wawanesa Pool – 1 Members
- Baseball Inc. – 1 Member
- Recreation Director
- Lions Club – 1 Member

Authority:

The Committee will provide recommendations to the Souris River Recreation Commission.

The review will include the following organizations/facilities:

- Souris River Recreation Commission
- Wawanesa Arena
- Wawanesa Pool
- Town of Wawanesa
- Wawanesa Brewers
- Wawanesa Jets
- Wawanesa Lions Club
- Brandon Hills Community Club
- Wawanesa Game and Fish
- Wawanesa Curling Club
- Treesbank Community Club
- Tri-light Trail Busters
- Wawanesa Gun Club
- Seniors Independent Services
- Northfield Community Club
- Nesbitt Community Club
- Carroll Community Hall
- Wawanesa Minor Sports
- Rebekahs
- Wawanesa Lioness
- Wawanesa Museum
- Wawanesa CDC
- Wawanesa School
- Wawanesa Turf Club
- Wawanesa Ball Diamonds
- Wawanesa Hall Board
- Wawanesa New Horizons

The following information will be gathered from each organization/facility:

- Number of members
- Management structure
- Strengths
- Weaknesses
- Opportunities
- Challenges
- Long term plans
- Financial statements/status
- What facilities do they operate
- Number of staff persons
- Programming/services they offer
- How does your group receive funding

Steps required to complete the review

1. Develop a terms of reference
2. Inventory programs, facilities and services; identify current trends
3. Provide observations about current delivery system
4. Set goals
5. Identify gaps between the current and the future
6. Make recommendations

Community consultation:

The community will be asked for their input and involvement throughout the process. Their support will be vital to the success of the plan.

1. Public meeting to introduce the community plan process
2. One-on-one interviews with each identified organization
3. Public meeting to present information and observations from the inventory and introduce possible areas of concern
4. Meet with affected organizations to discuss filling identified gaps
5. Public meeting to present final report

Reports will be made back to Souris River Recreation Commission the following stages:

1. Findings of the information gathering including identified gaps
2. Draft report and recommendations
3. Final recommendations

A final report will consist of:

- Inventory of recreation programs, facilities & services
- Trends in society and trends in the community
- Observations
- Gap analysis
- Guiding Principles
- Goals Statements
- Recommendations

A final report will be presented to the Recreation Commission in the spring of 2009.

Appendix B: Organization Questionnaire

**Wawanesa & Area Community Recreation Plan
ORGANIZATION INVENTORY**

****** Organizations will be asked to share their year end financial statement with the committee**

1. Name of Organization: _____

Contact person: _____ Position: _____

Box: _____ Town: _____ Postal Code: _____

Phone number: (H) _____ (W) _____

E-Mail address: _____

Membership #: _____

2. Do you own or operate a facility?

_____ Yes _____ No, (If "no" move to question # 7)

If yes, which one(s)

If you operate a facility, who owns the building _____

3. Operating season: _____

4. Staff season: _____

5. Staff:

Position	Full time/seasonal/part-time
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_____	_____
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_____	_____
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_____	_____
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_____	_____
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6. Responsibilities:

Programs/Special Events

Facility

7. Services:

S.W.O.T. Analysis

INTERNAL

8. Strengths:

9. Weaknesses

EXTERNAL

10. Opportunities/Long Term Plans (capital or operational)

11. If there were three things you could do to improve the recreation delivery system what would they be:

- 1. _____

- 2. _____

- 3. _____

13. Other comments
