

Framework for Recreation in Canada Renewal:

Building a Common Agenda & Necessary Supports

August 8th, 2025 | St. John's, NL
Martin Sampson, CEO | Gord Tate, President



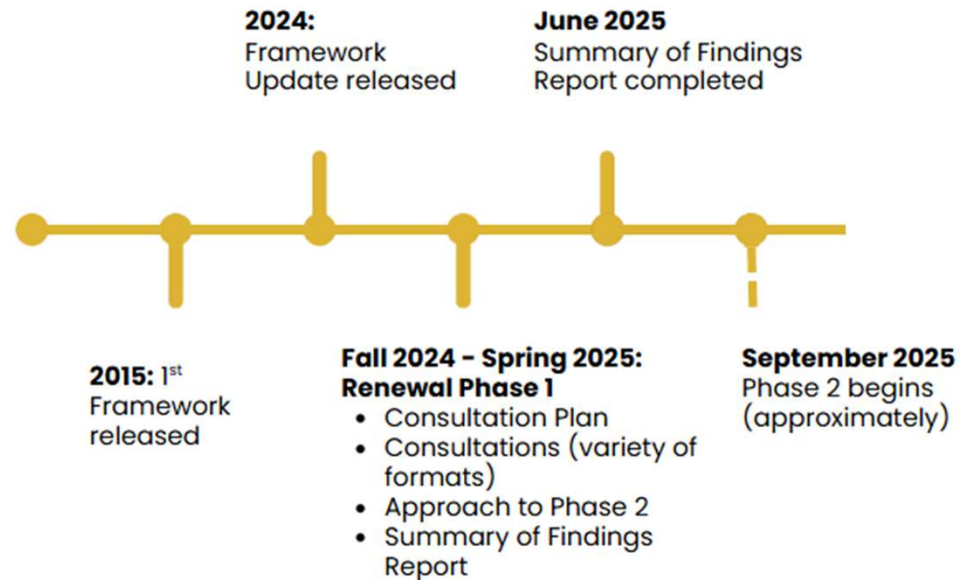


Introductions & Agenda

- Opening Remarks
- Highlights from Consultations (Phase 1)
- Recommendations and Next Steps
- Thank you!

Timeline: Framework for Recreation in Canada

Thank you to the
Framework Leadership Team
(FLT)



Part II

A Framework for Recreation in Canada 2015

Vision

Everyone engaged in meaningful, accessible recreation experiences, that foster:

Individual Wellbeing	Wellbeing of Natural & Built Environments	Community Wellbeing
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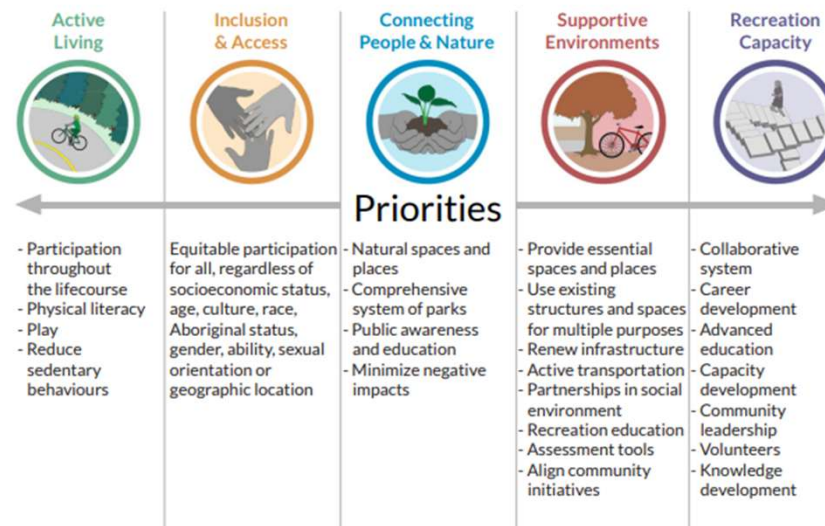
Values

Public Good	Inclusion & Equity	Sustainability	Lifelong Participation
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Principles of Operation

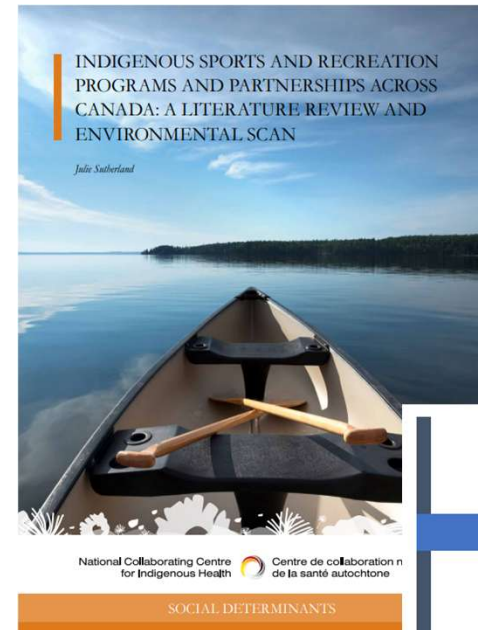
Outcome-Driven	Quality & Relevance	Evidence-Based	Partnerships	Innovation
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Goals



Literature Reviews

- National Collaborating Centre for Indigenous Health – “Indigenous sports and recreation programs and partnerships across Canada: A literature review and environmental scan”
- Rapid Review for the National Framework for Recreation in Canada. Dr. Troy Glover and Christa Costas-Bradstreet



2/12/2025

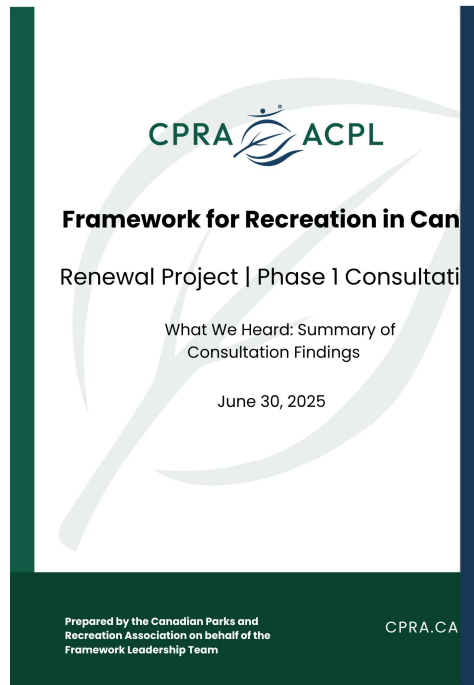
Rapid Review for the National Framework for Recreation in Canada

Prepared for the Canadian Parks and Recreation Association

Troy D. Glover, Ph.D.
University of Waterloo
Christa Costas-Bradstreet
CCB Consulting

Extensive Consultations

- Mixed methods
- Pan-Canadian (French & English)
- 2500+ participants
- Many specific perspectives sought
- Engaging the general public



English (Short Version): 487 Respondents

Organization Type	Percent	Respondent
Municipal government / Parks & Recreation Department	62.22%	303
Boys & Girls Club	0.21%	1
Education / Academia	3.90%	19
Indigenous Community	1.03%	5
Indigenous organization (e.g., Native Friendship Centre, Aboriginal Sports Circle)	0.41%	2
Government (Band Council/Provincial/Territorial/District/Federal)	4.72%	23
Health organization (e.g., Public Health)	3.29%	16
Local Community Sport Organization	2.05%	10
Non-governmental / Not-for-profit / Social Profit organization	11.29%	55
Private sector	3.29%	16
Provincial / Territorial Parks & Recreation Association	0.41%	2
YM/YWCA	1.44%	7
Other (please specify):	5.75%	28



Common Themes



Make the Framework
Practical and
Actionable



Position Recreation as a
Vital Public Service



Establish Shared
National Measurements



Address Equity, Belonging,
and Accessibility



Strengthen Multi-Sector
Collaboration



Create a Framework that
is Adaptive and Flexible



Cross-Cutting Issues

Cross-Cutting Issues

- **Recreation infrastructure**

- Increasing use of recreation facilities during emergencies (often related to climate change – floods, fires, air quality, tree canopies, heating/cooling centres)
- *“Recreation is on the frontlines of heat waves and floods—we need to prepare for this reality now.” – Focus Group Participant*
- Aging infrastructure, both indoors and out
- Rapid escalation of replacement/retrofit costs

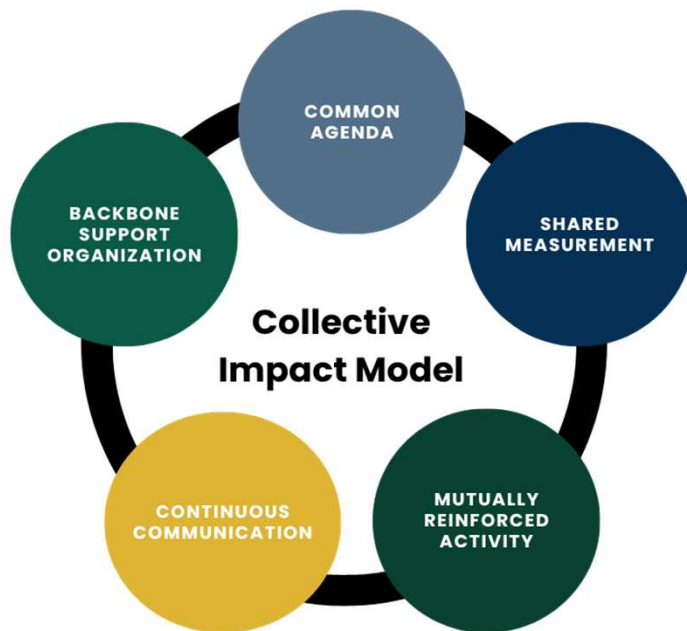
- **Mental wellness**

- *“We’re seeing more people come to rec spaces for emotional support than for sport or fitness.” – Focus Group Participant*

Cross-Cutting Issues (cont'd)

- **Workforce development**
 - *If we want future leaders to care, we need teaching tools and pathways into this work.” – Focus Group Participant*
- **Access to safe, welcoming places where people feel they belong**
 - *“Safe, welcoming spaces matter as much as the programs themselves—they’re what bring people back.” – Focus Group Participant*
- **Privatization & affordability**
 - *“Private sport academies are taking over public space—what about kids who just want to play without paying?” – Focus Group Participant*
- **Social prescribing**
 - *Doctors are now referring people to programs in our rec center—we’ve become part of the care team.” – Focus Group Participant*

Recommendations and Next Steps: Collective Impact Model



Developing the Common Agenda



- Further consultations
- Scoping Review
- Starting point is the Common Agenda (aka "Framework")
- Sector interest in working collaboratively and seeking endorsement by PT governments
- National gathering(s)

Shared Measurement

- Policy Research Council
- Reasonable and consistent pan-Canadian indicators
- Population-level data collection (Sources: CFLRI & Stats Can)
- Common approaches (e.g., Measuring Impact)



Continuous Communication

- Communities of Practice
- Resources to support the Common Agenda



Thank you!

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