

## 2010 CPRA Awards Categories and Selection Criteria

- National Benefits Award
- Award of Excellence for Innovation
- Award of Merit

### National Benefits Award

This award recognizes **individuals/organizations** (could also include a municipality or a government agency/department) who have embraced the benefits movement by incorporating a benefits based approach to the delivery and evaluation of parks and recreation services at the community/municipal/provincial/national level.

Nominees have demonstrated that the personal, social, economic and environmental benefits are the framework in which programs, services and/or facilities are presented. They will also have illustrated that through this method of service delivery, positive change has occurred in their community, organization or institution.

#### **Backgrounder: A Brief Description/History of Benefits Driven Recreation**

The Benefits Movement in Canada began in the late 1980's. It evolved when those delivering parks and recreation in Ontario first began to feel the impact of a changing economy. Traditionally viewed as a "soft service", parks and recreation programs, services, and facilities were one of the initial targets of financial cutbacks. It was difficult to articulate the value of such intangibles as helping children develop self confidence, contributing to quality of life, building leadership, fostering a sense of community, developing life skills, or promoting strong families. This led to the realization that the recreation sector needed to justify the investment of dollars in their programs, services and facilities.

Their search for evidence resulted in many distinct benefits of recreation and leisure services, which were grouped into four categories including personal/social/environmental and economic.

The benefits initiative made those involved in recreation understand that they needed to strengthen their lines of communication and avenues of co-operation with other service providers if they were to respond to new and often complicated community needs. While practitioners may have understood the connection between leisure services and the services provided by other sectors such as health, education, social services, justice, etc., working with the community was not always perceived as a priority.

As a result of having articulated and promoted a better understanding of the potential benefits of recreation and the need to work with the community, recreation practitioners in Canada developed a new National Vision emphasizing the recreation sector's commitment to becoming more focused on the role of recreation in responding to broader social issues, personal and community well-being, facilitating strong communities and quality community living, active lifestyles, building social foundations, promoting life-long learning and supporting environmental education and sustainable and ecologically responsible practices and lifestyles.

This is, in essence, what benefits driven recreation is all about. This award has been developed to recognize individuals and organizations that have adopted and succeeded in implementing this approach.

## **Submission Requirements**

Each nominator must:

1. Be a member of CPRA (e.g. a member of a Provincial or Territorial Parks and Recreation Association)
2. Fill out the [nomination form](#)
3. Summarize your submission with a nomination statement of 250 words or less
4. We require an 8-10 page nomination submission that will:
  - Identify how benefits messages were used in the external promotion/marketing of existing services (provide samples of marketing tools utilized).
  - Demonstrate how benefits messages were incorporated internally in the preparation of the mission statement, strategic plans, evaluation of programs, etc. (provide samples).
  - Explain how new programs and services were introduced based on a benefits driven approach.
  - Explain how partnerships/alliances in the community were developed to advance benefit driven services within the community that addressed greater social issues (can be a project or long term).
  - Describe how the benefit outcome was measured to monitor and evaluate programs and services and gauge progress.
  - Describe how (where applicable) information, resources and evidence-based research, promotes a greater understanding and use of the values and benefits associated with leisure activities and services.
5. Please include either:
  - a) 5-8 letters of support for individual nominations
  - b) 3-5 letters of support for an organization
6. Submit **five copies** of all items in your nomination package (including photographs or videos)

***Note: 3-5 pieces of additional background material specific to the award can be included and must directly support the nomination.***

# Award of Excellence for Innovation

This award recognizes Canadian municipalities and organizations that have demonstrated innovation in the provision of parks and recreation services in the areas of facilities, heritage and culture, programs, parks, operations and maintenance.

This award recognizes innovation. Although it is likely that "excellence" will be a component, it is not the central consideration. The nominated initiative must be new, or display a new approach, or respond to a need in a new way, or introduce a new component of the initiative that displays significant change.

The nominated municipality or organization must demonstrate evidence of public involvement and support for the innovation, as well as a lasting improvement to the quality of life of its residents. The municipality or organization will have explored partnerships with the private sector and other agencies in the community. The innovation will be on the leading edge of development in comparison to others similar in Canada. The innovation must set a standard that other communities can follow.

## **Submission Requirements**

Each nominator must:

1. Be a member of CPRA (e.g. a member of a Provincial or Territorial Parks and Recreation Association)
2. Fill out the [nomination form](#)
3. Summarize your submission with a nomination statement of 250 words or less
4. We require an 8-10 page nomination submission that will:
  - Explain what is **innovative** about the project.
  - Provide a detailed explanation of how the project can be emulated by other communities in Canada.
  - Describe the perceived long-term benefits of this project.
  - Explain how the needs of the target markets have been addressed.
  - Outline public input into the process and their acceptance of the finished project.
  - Identify linkages, partnerships and/or adversities that were involved in bringing the project on line.
  - Assess the viability of the project in terms of social and financial factors, as well as the impact on the environment, if any.
  - Note any awards that have been previously received for this project.
5. Provide 3-5 letters of support/public recognition that the organization has received including recommendations from organizations, members of the community, etc.
6. Provide 5 - 10 photos and if available a short video highlighting the project. The photos may be supplied digitally if you choose. **Five copies** of each medium must be provided, clearly labeled with the Award Category (Award of Excellence for Innovation) and the individuals or organizations name.
7. Submit **five copies** of all items in your nomination package (including photographs or videos)

***Note: 3-5 pieces of additional background material specific to the award can be included and must directly support the nomination submission.***

# Award of Merit

This award provides national recognition to an individual or organization for outstanding achievement at the **municipal, regional and/or provincial level**. This achievement shall have made a significant and distinct contribution to the advancement of some aspect of local parks and recreation.

## **Submission Requirements**

Each nominator must:

1. Be a member of CPRA (e.g. a member of a Provincial or Territorial Parks and Recreation Association)
2. Fill out the [nomination form](#)

3. Summarize your submission with a nomination statement of 250 words or less
4. Provide a 3-5 page nomination submission that will:
  - Describe how the person/organization has demonstrated a definite contribution to furthering parks and recreation at the municipal, regional or provincial level.
  - Identify whether the contribution has provided long-term improvements for public benefit.
  - Describe how the person/organization has demonstrated meritorious achievement over the minimum required number of years (10+ years for individuals and organizations).
  - Identify how the person/organization has shown outstanding contributions above the ordinary.
5. Provide 5-8 letters of support/public recognition, that the individual or organization has received including recommendations from supervisors, staff, organizations and/or the community.
6. Submit **five copies** of all items in your nomination package (including photographs or videos)

For further information on the CPRA Awards Program, please contact:

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