

## **Updated Strategic Directions Document Text**

### **Our Vision**

*All Albertans embrace and benefit from diverse opportunities in recreation and parks.*

### **Our Purpose**

To collaboratively support our members and partners to (re) create healthy citizens, communities and environments, enhancing the wellbeing of all Albertans.

### **Goal Area #1 Leadership & Advocacy**

ARPA is a recognized leader across the recreation & parks sector

- Engage with the sector and partners to positively influence government policy impacting recreation and parks
- Grow equity, diversity, inclusion, access and belonging work across the organization and sector
- Prioritize, share and educate on the impacts of climate change to recreation and parks using an environmental sustainability lens
- Expand partnership work with post secondary institutions, including student engagement

### **Goal Area #2 Membership Excellence**

Members are supported in the delivery of recreation and parks programs and services

- Establish areas of focus to better support our membership, particularly with parks and rural communities
- Support member needs from a data, trends and information perspective
- Engage with members to evaluate and identify programs and services to better serve members

### **Goal Area #3 Active and Engaged Communities**

ARPA's programs and services improve quality of life across Alberta

- Demonstrate the impact of recreation and parks to the quality of life of Albertans
- Continue our journey of reconciliation using the Walking with Indigenous Communities Action Map as a guide
- Collaborate with aligned sectors to enhance the benefits of recreation and parks within communities

### **Goal Area #4 Operational Excellence**

*ARPA demonstrates strong governance practices and behaviours that ensure the success and sustainability of the organization.*

- Ensure the financial sustainability of ARPA with a focus on revenue diversification
- Embrace innovation and technology within administration and service delivery
- Review and upgrade governance and policy to ensure organizational excellence
- Celebrate the history and impact that ARPA and recreation and parks have had within Alberta

These guiding beliefs underpin everything we do:

- recreation and parks are a public good and essential to individual and community wellbeing;
- the benefits of recreation and parks:
  - Enhance mental and physical wellbeing
  - Enhance social well being
  - Help build strong families and communities
  - Help people connect with nature
  - Provide positive economic impacts in all communities
- individuals and communities benefit from lifelong participation in recreation experiences for all ages;
- a community development approach is foundational to achieving the full benefits of recreation and parks;
- recreation and parks should be inclusive, with every group and individual welcomed and valued;
- recreation and parks should be equitable with fair access to resources, opportunities and experiences;
- play, physical activity, sport, arts and culture, and outdoor pursuits all fall under the umbrella of recreation;
- recreation and parks include indoor facilities, community parks, public open spaces, specialty park areas, trails, natural areas and environmental reserves;
- collaborating with our members and partners is essential to pursuing our purpose and vision;
- volunteers are crucial for the delivery of recreation and parks programs and services.