



Notes from all Kelowna *Everybody Gets to Play* Workshops

In 2006, four successful *Everybody Gets to Play* workshops took place in November and December for the Central Okanagan Regional District, Okanagan Boys and Girls Clubs, Kelowna Cultural Services Division and the Kelowna Recreation Services Division. Each group developed their own lists of barriers, techniques for increasing and ensuring access to recreation and a list of people and organizations to get involved in the initiative. This is a master document containing input from discussion at all of these workshops.

A. An Inventory of Recreation Programs and Services Already Available (Cultural Programming & Events Area) con't

- Cool Arts @ KAG – disability programs for special needs adults (subsidized heavily with funding and volunteer resources)
- KAG – Family Sundays (only a \$3 drop-in fee)
- KAG – Free Admission for Thursday nights
- Canada Day - KAG with Parks Alive - arts activities with Parks Alive Events such as Canada Day – Apple Bin Painting at KAG, Folk Fest
- Life & Arts Festival – Lantern Workshops and other art activities throughout the week
- Life & Arts – Taste of Culture Programs working with schools
- Rutland May Days
- Fat Cat Festival
- Regatta
- Mardi Gras with DKA & Parks Alive
- Family Fun Day @ PRC
- DKA Christmas Light Up – Free Skating @ Memorial Arena with Art activities and entertainment @ Towne Centre Mall with DKA
- Folk Fest, Mozart Festival, Kiwanis Music Festival
- Museums – school programming over 300 programs which are heavily subsidized with a partnership with SD #232 and P.A.C.'s
- Museums – Cherry Fair, Apple Fair (minimal costs \$2/per person and \$5/family, Heritage Week Free Tours by donation only
- Museum, Military Museum, BC Wine Museum, Orchard Museum
- Programming \$3/per person open for all ages from K-seniors
- Okanagan Regional Library free programs – baby reading programs, preschool, children and adult book club once per month
- S.O.C.K.S – schools – free
- Summer Camps

- SD #23 – has a cultural component for every student that parents pay a cultural fees with their school fees i.e. speakers to schools, performers, authors, drama (usually 4 schools per year depending on the school & P.A.C.'s)
- RCA – Rising Star Program – bursary program – accessibility – screening program in place, need to get the word out and to know it exists & how to apply
- RCA Educational Workshops and Youth programs @ 50% discount
- Free Cultural District Tours
- Pay what you can and Student Matinees – STC
- Rainbow of Opportunities for access to PRC, Y/YWCA, Boys and Girls Clubs – see if we can outreach to other service providers
- Volunteer work exchange programs
- Service Club transportation
- Recreation Access Pass at PRC, YM/YWCA and Boys & Girls clubs
- The Community Schools provide many free and low cost programs at Bankhead and Rutland Community Schools and never turn down a family or child because they can't pay
- All licensed child care programs at YM/YWCA, B & G Clubs, GRASP, Watson Road. Rutland Community School & Bankhead Community School have licensed after school programs which allows families to access subsidies from Ministry of Children and Families – very heavily used all centres
- COF – Central Okanagan Foundation – awesome resource for start-up programs and for funding
- CMHA , SD #23 pays course fees
- IHA – Mom & Me programs
- CATCH (Community Action Toward Children Health for 0-6 years) – has several education seminars and programs to help families with young children
- Bankhead Family Place – at risk integrated parenting program for preschool children while children are in preschool
- Boys & Girls Clubs programs: DI; Floor Hockey; Club 180 and 355; Westside Youth Centre; Girls Get Moving; Achievers; mobile Parks programs; preschool programs
- B&G Clubs: free community kitchens; parent and tot drop-ins; \$10 memberships
- Sunday school and church drop-in programs
- Friday Nights Alive events and programs for \$2
- Winter Carnival/ Tim Horton's free skates
- Big White/Silver Star Cheap nights \$5 rentals and lift tickets
- Prospera Place Foodbank Skating Events
- Free swim coupons
- Water parks, spray parks, skate parks, bmx track
- Lake, beaches, playgrounds

- Outdoor sport courts (volleyball, tennis, lacrosse)
- Geocaching
- Fishing
- Eco-centre programs
- Parks Alive
- Mother Goose
- Trails and pathways
- Science Centre
- Senior Centre programs
- Free meditation and intro to yoga programs
- Pancake Breakfast at the PRC
- Food bank fitness weeks
- Boardwalk/Bird Sanctuary
- Yacht Club boat rides
- Bikes for Humanity
- Mall programs and events
- Golf course sponsorships (driving range)
- Family Resource parent-tot drop in programs
- Big Brothers and Big Sisters programs
- Canada Day festivities

B. Barriers to Participation

- lack of understanding of the benefits of recreation
- cost of participation
- cost/lack of equipment
- difficulties registering for programs
- unaware of recreation programs and services available
- not enough recreation opportunities
- lack of recreation facilities
- not enough registration spaces in organized sports
- transportation to/from facilities and activities
- lack of parks and playgrounds
- lack of trails and pathways
- lack of time
- timing of programs are inconvenient
- work schedule
- workplace environment (lack of showers, bike storage...)
- need for childcare
- weather
- gender barriers
- cultural or language barriers
- safety concerns
- limited mobility
- injury or illness

- lack of self confidence
- inexperience and/or unfamiliar with activity
- lack of confidence and/or motivation
- lack of affordable housing is a huge problem in our community. One's rent is taking up any extra money that could have been used for recreational activities, or more importantly....food

C. Techniques for Ensuring Access (not programming)

- Increase availability of child care
- Assist with organizing car pooling to and from facilities and programs
- Approach SD #23 for use of buses to drop students off at recreation facilities at end of route
- Transit system and access improvements
- Transit schedule could be improved (Sunday service), and better bus stop locations would be ideal. (Example: having a bus stop at the Parkinson Recreation Centre would be ideal. It is a long walk for individuals with disabilities to go to the Spall and Enterprise stop)
- Give round trip rates on buses
- Raise the age of free riders from under 6 years to 11 years
- Timing of programs offered to match up with bus schedule
- Event tickets used as a free bus pass shuttle service on day of event
- Decentralize from major facilities and plan more programs for accessible locations (near buses, in schools, etc.)
- Partnerships with Service Organizations (see list of potential partners)
- Provide subsidies and increase awareness of existing subsidies (i.e. KidSport, Jumpstart)
- Seek out additional funding sources and grant opportunities
- Assess fee structures and create new fee structure to help families save money
- Encourage anonymous benefactors and private donations
- Provide equipment for use during activities
- Equipment swaps, toy library, donated equipment from sponsors
- Include target audience in the planning of programs (i.e. youth and busy working parents)
- Increased sensitivity training for front line staff to provide the best customer service to low-income families as well as ESL patrons and persons with a disability
- Provide/host open house tours of recreation and cultural facilities (with a guide, bring in a translator for ESL patrons etc.)
- Access to translated promotional materials or a translator (work with Kelowna Immigrant Society and Multicultural Society)
- Provide flexibility (drop-in times of the day) with programs and activities whenever possible

- Performance/Event ticket purchases by corporations/service clubs as outreach for those who need them
- Pay what you can or ongoing subsidized seats for performances
- Volunteer hours in exchange for access to programs and fitness facilities (increased incentive for volunteers)
- Complimentary programs for Mom/Dad while child is in a program or parent/child programs simultaneously
- Organize safe social outings or safe walk home to parking
- “Culture Bus” for tours and outings
- Increase number of free family fun nights offered
- Cross- or collaborative marketing of programs and services with other groups/organizations
- Give **excess** (or save # of vacancies) tickets to groups
- Use unregistered spaces in recreation programs to offer to children in need once program has met its minimum requirements or establish 2 subsidized spaces in every program
- Taking recreation and cultural programs to existing groups (i.e. afterschool programs, day cares and community schools) to eliminate the transportation and social barriers
- Use the schools as community centres (there are already 4 Community Schools in Kelowna: Bankhead & Rutland Community Schools, Watson and South Kelowna has joint use programs with the City of Kelowna that operate evening
- working with Parkinson Recreation Centre to offer cultural programs in partnership at those community schools
- Partner with P.A.C.’s to bring programs in to their schools help off set costs. (i.e. Penticton’s 3-way partnership between SD#67 for use of school facility and marketing to students, PAC for funding to pay for the instructors and Recreation Penticton provide qualified, trained instructors and program.)
- Look at a variety of facilities where programs can be offered in neighbourhoods i.e. churches
- Glenmore After School Care (G.R.A.S.P.) does some additional programs such as Hip Hop Dance and would be open to working in partnership with cultural programs, the parents would pay an additional fee for the program as long as it is affordable as they want to expose their children to other cultural programming
- Utilize students from KSS that are in Sunshine Theatre Programs, Theatre Kelowna or KSS Drama or KAG, RCA and private dance classes to teach at the after school care programs as many of them have children from the “working poor” category or on subsidy for the programs
- It would be great to create **Outreach KAG Programs** to these centres to offer specialty Art Classes & Programs and being possibility hosting workshop for their After School Care Workers to teach the instructors how to foster creativity in their arts and crafts part of the curriculum so they can

expand their teaching to the kids as their training is limited at the after school care programs throughout the city

- Communication piece is vital through schools, newspapers, internet, church bulletins
- Form a collective Communication Committee so that all cultural groups put out one piece of communication through schools instead of 12 working with Library as well to coordinate activities, share this communication with volunteers
- Assess where marketing is being done and attempt to find more means to reach our target audience who may not have access to a computer, do not drive so they don't hear the radio etc.
- Promote available services at grocery Stores, Doctors' and dentists' offices, orthodontists, food banks, shelters
- Website, list of programs would be great to have on one central website
- Put application forms for KidSport and JumpStart in the hands of people who regularly work with the target audience i.e. coaches, teachers, youth workers etc.
- Group price codes and box office discounts
- Publications for Accessibility – Everybody Gets to Play page in the Sport and Recreation Guide
- Kelowna Community Resources publishes an event guide for the holidays that offer free programs and is delivered through Capital News which will happen next year
- Seek out opportunities with SD#23 to utilize students who need CAPP hours and/or Leadership classes who need community service hours with SD #23 to assist with free programs and events
- UBC-O & co-op students with higher learning institutions can provide volunteer time to this initiative
- Create an "Everybody Gets to Play Access Card" that would be used for subsidized access to all recreation and cultural services in Kelowna. A major sponsor is needed to "load" the cards with points that could be redeemed at recreation and cultural facilities
- Approach Save-on Foods to sponsor province-wide "Play Bucks" similar to the Q-bucks initiative with Quality Foods on Vancouver Island
- "Play it Forward" marketing campaign to raise funds to subsidize programs and activities
- Look at registration procedures to see if they are welcoming to those on low-incomes or persons with a disability.
- Work with Women's Resource Centre, Hospice, etc and educate staff about what we have to offer and how women can access existing free programs and services
- Create gift certificate programs with friendly language to help remove barriers
- Addition of "female only" programming
- More available funding sources

- More transportation options (example: better Sunday bus service)
- More awareness of what's already available. Expansion of programs/services would happen if more people were aware of the need
- Educate parents on what they can do with/for their kids in the area of sport/recreation
- People in crisis would benefit from a coaching/mentor type volunteer that would provide a "Buddy System" to get them out of the rut and into doing something positive for themselves. They need to build their courage/commitment to participate
- More childcare options during recreational class time/building hours (ie: evening)
- More discounted activities
- More "no cost" coupons versus "discounted coupons" because even with a partial discount it still costs too much for many to afford
- Have a discount plan at a few key stores for sport equipment purchases for those who qualify
- Discreet methods of registration for assistance at recreational facilities
- Accept referrals from School District #23 for kids that are not connected to a social worker or agency

D. Potential Partners (Get the Right People Involved)

WHO	RESOURCES
<ul style="list-style-type: none"> • Multicultural groups • SD #23 – Teachers, PACS, Students • Churches • Private schools • Social Services (Ministry of Children & Families) • Mental Health • KCR • BC Transit • BC Transit • RCA • Mall • Business Community • Corporate Sponsors • Banks/Financial Institutions • Service Clubs – Jaycees, Rotary Clubs, Knights of Columbus, Lions Clubs, Kiwanis Clubs, Legion • DKA – walk - home 	<ul style="list-style-type: none"> • Translations / communications • Facility, promotion, transportation, communication, facility complimentary • Programs, audiences, , • Low income referrals, funding referrals, subsidies • Funding • Funding • Translators, volunteers liaison for others, • media lists and contacts • Organization for transportation (U - pass) United Way Bus program, Pool resources for advertising on buses, discounts • Advertising, volunteers, bursary • Information/Advertising • Sponsorship/Funding and sponsorship of programs • Mandate, \$, Time, Volunteers

<ul style="list-style-type: none"> • Senior Centres/Retirement Villages • Partnerships with other Charity groups (United Way) • Military • UBCO/OC • Foundations/Funding Bodies • Media (radio, newspaper etc) • All Arts & Cultural Groups • Boy Scouts & Girl Guides • Women's Centres and Shelters • IHA • KGH & Cancer Clinic • Cultural Stakeholders • Welcome Wagon • HRDC • Tourism • Ki-Low-Na Friendship Centre • Local Government reps • Okanagan Regional Libraries • SLR • Boys and Girls Clubs • YM/YWCA • Daycares • RCMP • C.O.R.D. • Volunteer organizations • Kelowna City Council • Provincial and Federal Government • City Departments (Planning, HR, Parks, Cultural Services, Sport and Recreation etc) • Other Municipalities • Stratias and Gated Communities • CAP News Centre • Chamber of Commerce • Wineries 	<ul style="list-style-type: none"> • Walk to your car after performances • Members & busses • People, Advertising • Community Development • \$\$\$ Information Distribution • Rainbow of Opportunities • Communication, promotion • Cooperative programs/joint ventures/awareness • Similar mandate, access to target audience • Awareness/accessibility • Promotion, awareness & funding through Healthy Living Alliance • Promotion & access referrals • Use Cultural Mapping Tool w Cultural Services • Promotion & awareness • Funding • Be a Tourist in your own Town, great vehicle for advertising and hosting open houses at your facility • Staff, facilities, promotion, pooled resources • Human resources • Policy development, staff time • Advocacy, funding opportunities • Best practices, shared media costs • Facilities, \$, volunteers
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