

New Approaches to Community Inclusion

Fredericton Recreation & Culture

2024



Where We Were

- Traditional Programming (One size fits all)
- If You Build It, They Will Come
- Mediums of communication– Government Communication Style
- Single Use Facilities

Where We Are Going

- Traditional vs NonTraditional Program Delivery
- Multi-Use Venues (Arenas used in nontraditional ways)
- Free DropIn Park Programming
 - Garrison Night Market Play Area
- Pay What You Can Programming
 - Johnston Avenue Senior's Centre
- Northside Youth Centre Programming
 - Summer & Winter Facilities

Where We Are Going

- Equipment Access Partnerships
 - Fredericton Public Library
 - Northside Youth Centre
 - Skate Mates at Officers' Square
- Engagement & Communications
 - Less Governmental
 - FIFA Viewing Party- Team Canada Men's & Women's National Team



Where We Are Going

- Aquatics Programming
 - Igbtqia2s+ Swim
 - Women's Only Swim
 - Men's Only Swim
 - Aqua Stretch, Aquatic Fitness
 - Lifeguard Development Program
- Garrison Skatepark
 - She Shreds– For women, girls and female identifying persons
 - Family Skate Time– Dedicated time for families

Pathway to Advancement

- Staff Training & Education
- Advancing and Enhancing Community Engagement & Partnerships
- Reviewing Current Programming with a DEI Lens
 - Equitable Scheduling in Facilities
 - Equitable Hiring Practices
 - Seeking Advice from Subject Matter Experts
 - Making Front Facing Web Changes to Provide Clear Information On Parks, Programs, Facilities Near You
 - Reviewing Parks & Facilities Regarding Access and Amenities
 - Surface Type, Washrooms, Water, Shade, Who is Using (Demographics)

Pathway to Advancement Recreation & Leisure Master Plan

- 18 Month Project
- 3 Phases
 1. Technical Background Report
 2. Vision & Guiding Principles
 3. Final Report



Pathway to Advancement Recreation & Leisure Master Plan

- Stakeholder Engagement:
 - Park Surveys
 - Parks (Queen Square, Wilmot, Killarney, Carleton, Other Community Parks)
 - Boyce Farmers Market
 - Garrison Night Market,
 - Trail Surveys (Online)→ QR Codes at Trailheads & Major Use Areas
 - Public Engagement→ Fredericton Convention Centre

Pathway to Advancement Recreation & Leisure Master Plan

Public Engagement:

- Park Surveys
 - Parks (Queen Square, Wilmot, Killarney, Carleton, Other Community Parks)
 - Boyce Farmers Market
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- Trail Surveys (Online) – QR Codes at Trailheads & Major Use Areas
- Public Engagement – Fredericton Convention Centre

Pathway to Advancement Recreation & Leisure Master Plan

Stakeholder Engagement

- Internal Stakeholders (Council, Staff)
- External Stakeholder Groups
 - Sport & Leisure Groups
 - Council Advisory Committees (Social Inclusion, Youth Advisory, Age Friendly, Arts & Culture)
 - Community Representation (Accessibility, Indigenous, Seniors, Educational, Multi-Cultural, lgbtqia2s+)

Questions?

