



Annual Educational Forum and Trade Show

Policies and Guidelines

Revised June 2015

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1. About NeORA

The Northeastern Ontario Recreation Association (NeORA) in collaboration with its many partners provides training and development and acts as the representative voice for the community sport, culture, recreation and fitness organizations in Northeastern Ontario. NeORA is dedicated to enhancing the quality of life, health and well-being of people and to promote the value and benefits of parks and recreation to the public in their environments throughout Northeastern Ontario. Our goal is to keep recreation in Northeastern Ontario a priority!

NeORA Flagship and Legacy

The Annual Educational Forum is considered one of the organizations flagships. It is a vital component in completing the organizations mandate.

The Financial legacy of the Forum also represents a significant portion of NeORA's operating budget.

It is the policy of the Board that all revenue after expenses are allocated to NeORA.

NeORA recognizes and appreciates the contribution of the organizing committee and the host community

2. Background

The Northeastern Ontario Recreation Association (NeORA) Educational Forum is one (1) of the longest-running recreation Educational Forums in the Province (note: previously called NOMRA). It started with the first Educational Forum in North Bay in 1951 and has been held very year since, except in 1999 when the Educational Forum was cancelled at the last moment.

The primary purpose of the NeORA Educational Forum is to provide an opportunity for recreation and sports volunteers, professional staff, elected municipal officials, municipal recreation committee members, recreation retailers and provincial government personnel to meet annually in an educational and social setting to:

- Develop and promote leadership skills
- Increase organizational effectiveness
- Share concerns and Regional issues
- Discuss and compare trends and changes
- Improve networking amongst partners
- Build community capacity for the importance of physical activity, sport, recreation and healthy active living.

3. Partnerships

The NeORA Educational Forum evolved from a firm partnership among five major sectors:

- Volunteers
- Professional staff
- Host Community
- Provincial Government
- Associated Partners (Colleges/Universities, Public Health, Retailers)

Over the years, the manner in which these partners have worked together has varied greatly, but these things have remained consistent.

Currently there are four NeORA Districts:

- District of Algoma
- Districts of Sudbury/Manitoulin
- Districts of Nipissing/Parry Sound
- Districts of Cochrane/Timiskaming

THE PROFESSIONALS have been represented by the recreation, sport & healthy active living staff member(s) of the Host Community, NeORA members and by representatives of the various area recreation, sport & healthy active living groups.

THE HOST COMMUNITY is represented by the Municipal council, the committee responsible for sport, recreation, healthy active living and the departmental staff and/or selected volunteers.

The Provincial Ministry responsible for physical activity, sport and recreation represents THE PROVINCIAL GOVERNMENT and more specifically the District Recreation Consultant who serves the area of the host community.

The following represents a partial list of ASSOCIATED PARTNERS:

- Community Sport and Recreation
- Health and Fitness
- Educational Institutions
- School Boards
- Law Enforcement
- First Nations
- Sports Councils

4. Benefits to the Host Community

- An opportunity to be recognized as a community which is a leader in the recreation, sports and fitness movement in Northeastern Ontario
- An opportunity to showcase the municipality's local facilities, programs and initiatives
- An opportunity to feature and recognize the work of local volunteers and associations
- Introduces staff, officials and volunteers to new ideas while building a valuable network of regional friends and colleagues
- The economic impact of hosting 150 delegates over a four day period
- Provide dynamic educational programming to local staff and volunteers at affordable rates
- Collaborate with other recreation and sport professionals across the Northeastern Ontario region
- An opportunity to engage and feature community partners such as sports and recreation groups, educational institutions, school boards, First Nations and law enforcement agencies
- A means to engage and feature local businesses and develop partnerships
- Providing an introduction for students to the sector

5. Suggested Structure Overview

Day One	<ul style="list-style-type: none"> • Golf Tournament • Conference Registration • President's Reception / Future Host Community Hospitality Night
Day Two	<ul style="list-style-type: none"> • Opening Keynote & Address • Morning Concurrent Educational Sessions • Afternoon Concurrent Educational Sessions • Trade Show
Day Three	<ul style="list-style-type: none"> • Morning Concurrent Educational Sessions • NeORA AGM & Luncheon • Afternoon Concurrent Educational Sessions • Banquet & Annual Awards Reception
Day Four	<ul style="list-style-type: none"> • Morning Concurrent Sessions • Lunch and Send Off
Optional Activities	<ul style="list-style-type: none"> • Facility Tours • Evening Social Events • Community Education Sessions • Plenary Discussions

6. Roles and Responsibilities

The Annual Educational Forum is a NeORA flagship and as such the NeORA Board of Directors provides guidance and assistance to the educational forum committee as required to ensure the overall success of the event. The Educational Forum is also a critical revenue source for the continual operation of NeORA as the Northern voice for sport, recreation & healthy active living.

The NeORA Board of Directors has the responsibility to determine the location/host community, and will work closely with the Educational Forum committee to ensure the Educational Forum meets the needs of the sport, recreation & healthy active living sectors for Northeastern Ontario Communities as well as the NeORA membership.

The Organizing Committee

- a) Abides by the principles of the NeORA policies and guidelines
- b) Appoints the sub-committees (see Appendix 2)
- c) Plans and organizes all aspects of the Educational Forum, (except the NeORA Annual Meeting: time and site for this meeting to be allocated) which includes workshop topics, resource people, guest speakers, promotion, advertising, marketing, accommodation, meals, meeting rooms, social, budget, grant applications, and a student component etc.
- d) Keeps accurate minutes of all meetings. Minutes are forwarded to the NeORA Office and/or President for circulation to the Board.
- e) In consultation with the NeORA Board establishes the specific dates.
- f) Plan an educational program in consultation with NeORA members and Board of Directors.
- g) Formulates an Educational Forum budget including the financial legacy target.
- h) Presents post-forum reports, including evaluation results, a financial statement and recommendations for the following Forum committee.
- i) Responsible for all financial transactions including collecting revenues, applying for grants, paying expenses, and completing all necessary statements and reports.
- j) Distribute to all potential delegates initial Forum information at least 10 months prior to the event.
- k) Makes application for funding to the various sources including provincial ministries, federal departments, corporations, foundations and agencies.

Composition of the Organizing Committee

NeORA:

- Minimum of 3 (three) NeORA appointees which may include Board members and/or Executive Director

HOST COMMUNITY:

- Minimum of 3 (three) members including professional recreation staff and a councillor

MINISTRY OF HEALTH PROMOTION

- District Representative

See appendix 2 for Organizational Guidelines

ROLES OF REPRESENTATIVE BODIES:

NEORA

- a) Represent Districts of Northeastern Ontario on the NeORA Board of Directors, carrying issues and resolutions from the NeORA Educational Forum Committee back to their representative districts.
- b) Through the district representative for the Host Community, provide resources and planning assistance to the NeORA Educational Forum Planning Committee.
- c) On request, serve as resource leaders to the NeORA Educational Forum.
- d) Solicit bids from potential host communities at Annual General Meeting during Educational Forum.
- e) Recruit delegates to the Educational Forum through membership and marketing.
- f) Promotes NeORA membership.
- g) Board has the role of determining the host communities.
- h) Board appoints/confirms Educational Forum Chair.

HOST COMMUNITY

- a) Creates and manages Educational Forum budget (which includes all of the bookkeeping and accounting transactions)
- b) Submits application for funding and completes all post funding reports
- c) Organizes the socials including the traditional golf event.
- d) Sponsors a component of the prior year's educational forum to promote the next years forum. (Ex: social networking opportunity/luncheon)
- e) Appoints members to the Organizing committee.
- f) Recruits community volunteers to assist with logistics, hosting presenters, arranging registrations, introducing speakers etc.
- g) Promotes and advertises the Educational Forum to the community and develops strategies to engage local sport, recreation stakeholders.
- h) Creates a community grab bag at registration.
- i) Co-ordinates meals, accommodations and meeting rooms.

PROFESSIONAL STAFF

- a) Through the organizing committee and community recreation staff, provide resource and planning assistance for the Educational Forum.
- b) On request, serve as resource leaders to the Educational Forum.
- c) Recruit delegates to the Educational Forum from their communities and area.

MINISTRY REPRESENTATIVE

- a) Provides advice on human and financial resources.
- b) Member of the Organizing Committee.
- c) Assist with distribution of mail outs.
- d) Actively participates on the educational program committee.
- e) Ensures linkage with other Ministry staff.
- f) Provides expertise in sport and recreation sector.
- g) Facilitates partnerships between stakeholders.

7. Site Selection Process

- a) A formal application, supported by a resolution from the Municipal council, must be submitted to the NeORA Board of Directors, prior to the Annual Educational Forum.
- b) Minimum standards (see attached "Application Form" Appendix 1) must be met.
- c) The Board has the responsibility to review the bids and to determine the successful bid.
- d) The Host agrees to operate and plan within the framework of these policies and guidelines.
- e) Consideration will be given to rotating the Educational Forum between the districts.
- f) A Host Community must be a current member of NeORA in good standing.
- g) Previous Host Communities ~ *see Appendix 4*

Appendix 1 ~ Application

NeORA Educational Forum Application Form

1. Representative Community:

Primary Contact:

Address:

Telephone:

Fax:

E-mail: Web:

2. **Contacts:**

Mayor/Reeve:

Clerk/Treasurer:

Recreation Chairperson:

Rec. Staff Person:

Copy of Council Resolution attached? Yes No

3. **Accommodation:**

Is the community capable of accommodating up to 150 delegates?

Yes No

Comments:

4. **Transportation**

Is the community accessible by:

a) Regular airlines flights Yes No

b) Chartered Airline flights Yes No

c) Rail Yes No

d) Bus Yes No

5. Proposed Dates (must be mid September to Mid October timeframe)

What are the specific dates the Educational Forum be held?

Why?

6. Educational Forum Theme

What would you suggest for an Educational Forum theme?

Main Educational Forum Site(s)

Where would the Educational Forum site(s) be?

Educational Forum Facilities :

Facility	# of Rooms	Maximum Capacity	Description
Plenary Hall			
Banquet Hall			
Work Rooms			
Registration Area			
Exhibition/Display Area			
Restaurant(s)			

7. Recreation and Sport Development

a) Why do you wish to host this Educational Forum?

b) What is the current state of sport, recreation and healthy active living in your community?

c) What is council's view of community sport, recreation and healthy active living?

d) What recent recreation projects, plans and/or events have been initiated in your community?

e) Please list potential committee members

f) Has your community hosted this event before? Yes? No?

g) Is your community a member of NeORA? Yes? No?

h) Does your community usually send delegates to NeORA Yes? No?

8. General

Attach an estimated budget

Is the municipality prepared to make a financial commitment? Yes No

Comments:

Is there a possibility of corporate or other contributions? Yes No

Comments

Statement of Applicant

On behalf of and with the authority of the Municipality of _____, I certify that the information given on this application to host the NeORA Annual Educational Forum is true, correct and complete in every respect and that the municipality agrees to abide by the policies and guidelines.

Name of authorized official

Positions

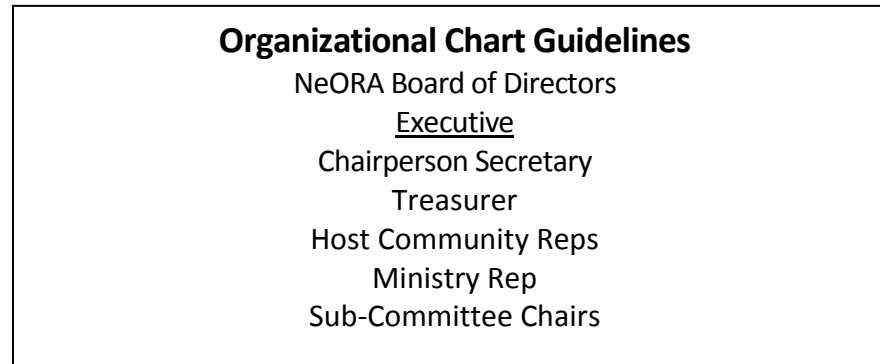
Signature

Date

(Please submit a Council Resolution authorizing the application to host NeORA)

(Complete this form along with any other pertinent information and submit to the NeORA Office)

Appendix 2 ~ Organizational Chart



Administration	Finance	Education Program	Facility/Equipment	Promo/Marketing
↓	↓	↓	↓	↓
Items to consider				
Registrations	Budget	Training Workshops	Meeting Rooms	Publicity
Volunteer Recognition	Controls	Social	Halls	Brochures
Kits	Reports	Assessment	Transportation	Media Campaign
Information	Applications	Resources	A.V.	Letterhead
Name Tags	Receipts	Evaluations	Clean up	Draws for attendance
Delegate List	Disbursements	Keynote Speaker	Signage	Corporate Sponsorship
Maps	Fundraising	Room layouts	Decorations	
Displays	Purchasing	Workshop Outlines	Exhibitors Fair	
	Petty cash	Care for resource People		
	Legacy	Gift/Payment		
		Non-delegate program		
		Meals		
		Breaks		

Social Program to consider

Opening event i.e. golf tournament

Evening events i.e. Social, Hospitality, Networking

Appendix 3 ~ Suggested Timelines

15 Months before Educational Forum

This meeting is to be initiated by NeORA in the host community. The meeting should be held at least one month prior to the present years' Educational Forum (i.e. planning for next years' Educational Forum and promoting it at this years' Educational Forum).

The meeting should deal with suggested Educational Forum theme, committee membership, education program, facilities, dates, logo, promotional material, and the marketing plan etc. in order to promote the Educational Forum at the current year's Educational Forum.

Initial discussions about the composition of the organizing committee should be discussed.

14 Months before Educational Forum

Select an organizing committee for the Educational Forum. This committee can be selected from the recreation committee, NeORA members or from the community at large.

Organizing Committee is composed of the following:

- Executive Committee (see below)
- NeORA District Representative(s)
- Ministry consultant
- Sub-Committee chairpersons (see below)

Confirm an executive for the organizing committee:

- Chairperson(s) (appointed by NeORA)
- Secretary
- Treasurer

Form Sub-committees with chairperson(s) for each committee.

- Administration
- Finance
- Educational Program

- Facility/Equipment
- Promotions and Marketing
- Social Program

Tentatively reserve accommodations and facilities.

13 Months before Educational Forum

Finalize delegation to Educational Forum to promote next year's Educational Forum and promotional material.

12 Months before Educational Forum

Delegation attends present year's Educational Forum.

Suggestions to take into consideration:

- Set up booth at exhibitors display (prizes or give away)
- Distribute information on theme, logo, some programming etc.
- Prepare presentation for the annual meeting.
- Have Chairperson(s) or elected official speak at the banquet.
- Do a needs assessment to determine the interest in your Educational Forum and to determine possible speakers and socials
- Program committee representatives should attend as many topical Educational Forums (PRO) to screen potential speakers.

11 Months before Educational Forum

At this time all sub-committees should be working toward achieving their mandate. (See Organizational Chart and Sub-committee responsibilities). The Planning Committee should determine the following:

- Dates, times and frequency of planning committee meetings
- Sub-committees should determine dates, times and frequency of meetings so that reports can be brought to the Planning Committee meetings.

10 Months before Educational Forum

Planning Committee should review report from the previous NeORA Educational Forum to determine what worked and what did not work in order to plan accordingly.

8 Months before Educational Forum

- Mailing lists should be formulated and finalized
- Educational Forum registration fee should be finalized
- Start promotion of Educational Forum

6 Months before Educational Forum

Educational Forum program should be finalized (i.e. speakers, socials etc.)

5 Months before Educational Forum

- Continue promotion of Educational Forum
- Monthly news letters and updates to delegates
- Send copy of NeORA Educational Forum Program and Registration form to PRO to be placed in PRO's news letter and ORFA's newsletter.

4 Months before Educational Forum

- Registration forms should be in place.
- Continue promotion of Educational Forum
- Mail out registration forms along with Educational Forum program
- Registration should offer early registration discount
- Registration form should have list of hotels/motels and phone numbers so that Educational Forum delegates can reserve accommodations
- Registration should clearly indicate what is included so delegates are prepared for costs of additional meals etc.

1-2 Months before Educational Forum

- Finalize any loose ends for the Educational Forum
- Continue with news letters and promotion of the Educational Forum

Month of Educational Forum

- Educational Forum is held

1 Month after Educational Forum

- Complete final report and forward to NeORA and the Ministry
- Forward report to the next host municipality in order for that municipality to start planning
- Forward report to NeORA Board of Directors
- The report should contain the following information:
 - a) Financial report
 - b) Report on sessions (summary of evaluation forms)
 - c) Summary of delegates i.e. percentage of government attending, volunteers, professionals elected officials location of delegates, etc.
 - d) Success of Educational Forum (what was done right)
 - e) Problems encountered
 - f) Mailing list of delegates.
 - g) Recommendations from host committee

Appendix 4 ~ Previous Host Communities

Year	Location	Year	Location
1980	Kirkland Lake	1999	Chapleau ~ Cancelled
1981	Parry Sound	2000	Espanola
1982	Elliot Lake	2001	Sturgeon Falls
1983	New Liskeard	2002	Elliot Lake
1984	Rayside-Balfour	2003	New Liskeard
1985	Wawa	2004	Blind River
1986	Cochrane/Moosonee	2005	Timmins
1987	Parry Sound	2006	Sudbury
1988	Walden	2007	Hearst
1989	Blind River	2008	Sault Ste Marie
1990	Timmins	2009	City of North Bay
1991	Sturgeon Falls	2010	Elliot Lake
1992	Espanola	2011	Kapuskasing
1993	Elliot Lake	2012	Greater Sudbury
1994	New Liskeard	2013	Timmins
1995	Parry Sound	2014	West Nipissing
1996	Sudbury	2015	Cochrane
1997	Wawa	2016	Espanola
1998	Haileybury	2017	Temiskaming Shores