



Alberta
Recreation & Parks
Association



What is the Benefits Movement?



RURAL
ALBERTA'S
DEVELOPMENT FUND



Canwest



Historically...

- ❑ recreation and parks often face financial challenges; there is limited understanding of the value of the field
- ❑ In the late 80's Ontario responded by collecting research to document the personal, social, economic, and environmental benefits of parks and recreation
- ❑ This resulted in ***The Benefits of Parks & Recreation: A Catalogue*** (1992, Parks And Recreation Ontario)
- ❑ ***The Benefits Catalogue*** (updated version) was produced by Canadian Parks and Recreation in 1977

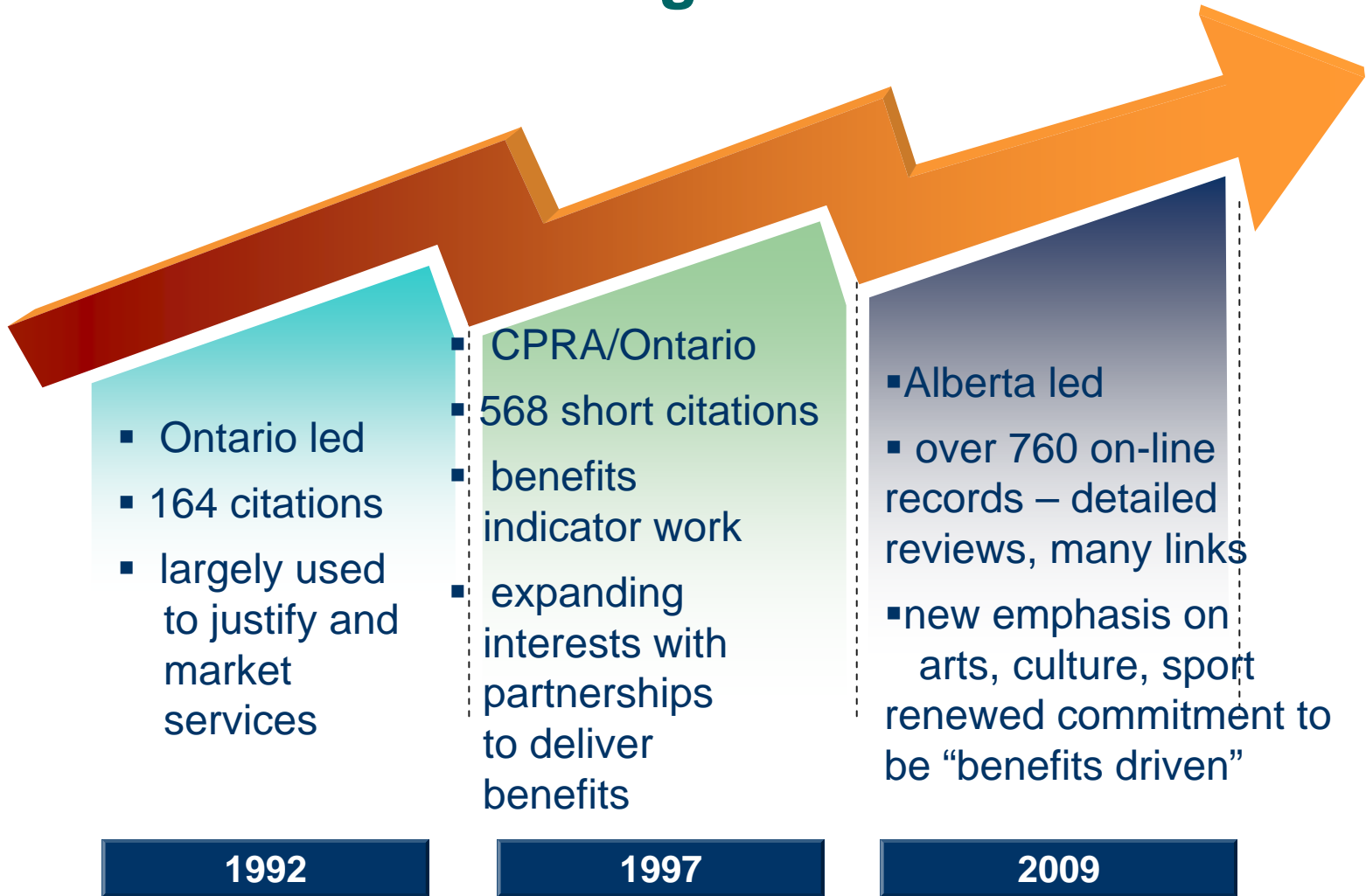


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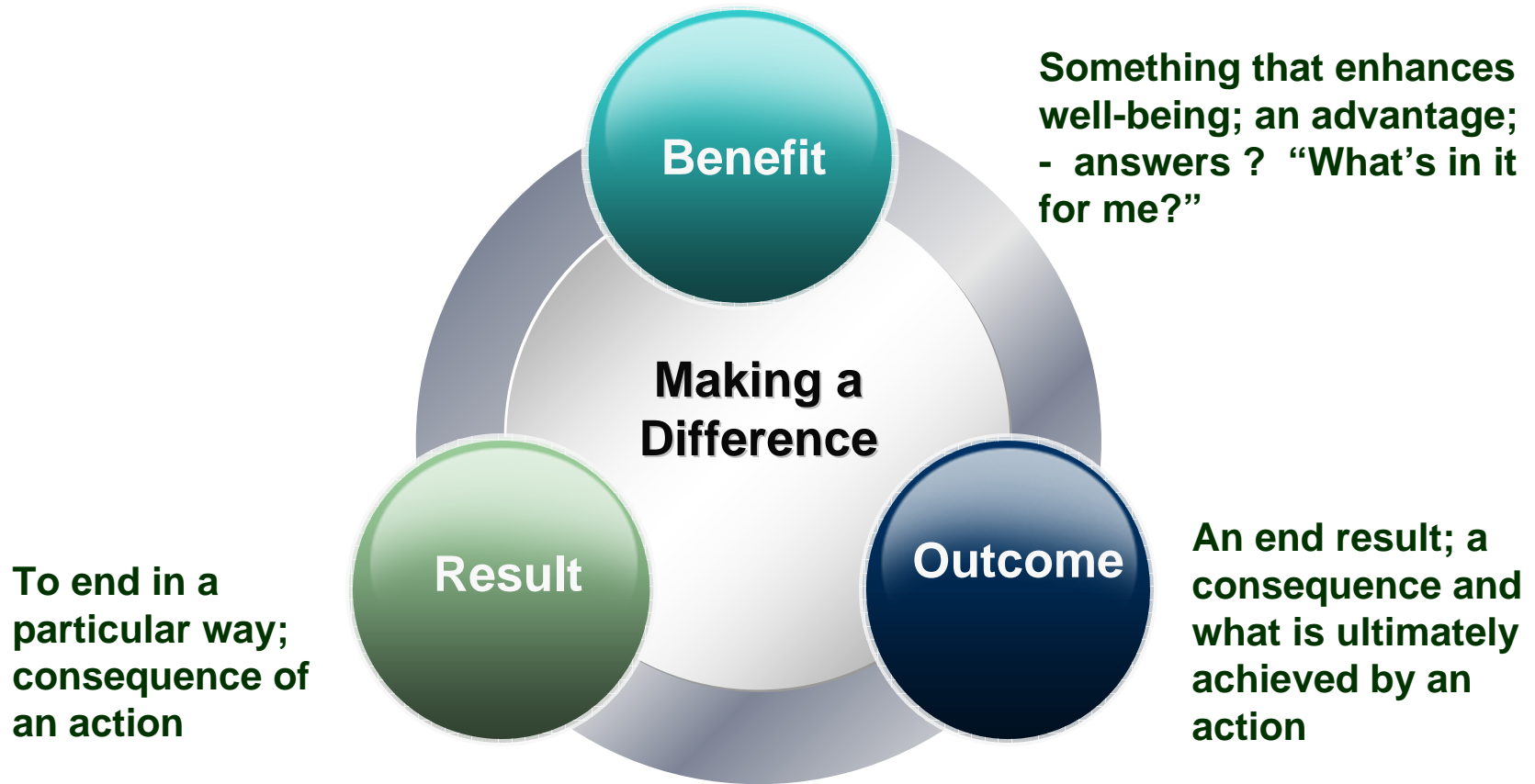


ACTIVE
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And now this the third version of the catalogue ...



Benefits are about making a difference By creating positive outcomes





The Benefits and Outcomes Reflect ...

- ❑ desired end results of our efforts to accomplish our strategic intent and core purpose
- ❑ what people will gain as the result of your programs, services, facilities and events





The Catalogue....

- ❑ sold 18,000 copies around the world
- ❑ made us realize that while we had the potential to deliver personal, social, economic, and environmental benefits – we weren't always doing it to our fullest potential
- ❑ much more could be done if we deliberately selected benefits and targeted them for delivery (thus the term “benefits-driven recreation”)





The Changes

- ❑ The Benefits Statements included in the original 1992 Catalogue were rewritten in the 1997 version as 8 clearly focused marketing messages and 44 outcome statements
- ❑ The 2009 version of the Benefits Catalogue is organized around the 8 marketing messages but the outcome statements now total 50





The Benefits Catalogue has shown us...

- ❑ “Leisure activities, parks and greenspace are essential to our physical, mental, social well-being and to quality of life, the environment and economic sustainability“
- ❑ These benefits are what our stakeholders want; we are ideally positioned on the priority agendas of the communities we serve





The Benefits Catalogue has proven that our work and services:

- ❑ are essential to personal health and wellbeing
- ❑ provide the key to balanced human development
- ❑ provide a foundation for quality of life
- ❑ reduce self-destructive and anti-social behaviour
- ❑ build strong families and healthy communities
- ❑ reduce health care, social service and police/justice costs
- ❑ are a significant economic generator
- ❑ and that green spaces are essential to environmental and ecological wellbeing, even survival



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And reinforced our understanding that:

- ❑ the benefits represent the potential of what we can become
- ❑ community development is a proven strategy for delivering benefits
- ❑ recreation practitioners are well-positioned to act as catalysts for change





Ultimately the Benefits Movement....

- *Holds the promise and possibility of transforming recreation and parks from being:*
 - activity centered, to being intentionally focused on the delivery of specific outcomes
 - a provider of programs and facilities, to being a catalyst and collaborator for community change and growth
 - professionally centered, to being citizen-driven
 - focused on the means (our programs, facilities, events), to being focused on why we do what we do

