

# Working in Play – Exploring the Recreation and Leisure Industry



# **WORKING IN PLAY – EXPLORING THE RECREATION AND LEISURE INDUSTRY**

Prospective Student Edition

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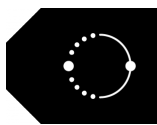


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## Collaborators

This project was a collaboration between the author and the team in the OER Design Studio at Fanshawe. The following staff and students were involved in the creation of this project:

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# INTRODUCTION

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Welcome.

The number one question professors in the Recreation and Leisure Services program are asked by prospective students and their families is:

What jobs are possible when graduating with a diploma in Recreation and Leisure Services?

This book has been created to answer that question. Inside this book you will discover what the jobs are and where they can be found in the Recreation and Leisure Industry in Canada. You will hear from a multitude of graduates of our Fanshawe College Recreation and Leisure Services program, telling the stories of their career paths. After reading this text and watching the videos, you will have a clear idea of the many possibilities a diploma in Recreation and Leisure Services can open for you.

The Recreation and Leisure Services program at Fanshawe College is specifically designed to give you all the skills you need to enter which ever area of the industry you choose. As you progress through the program, you will be guided through the different areas of the industry and be encouraged to delve more deeply into the specific areas that catch your interest. By participating in two placements, you will be able to work in the areas that most interest you, thereby helping you solidify where you would like to start your own career path upon graduation.

The Fanshawe College's Recreation and Leisure Services program will give you a strong base of skills and knowledge to build upon as you pursue your personal career path.

For more information, please visit [Fanshawe College Recreation and Leisure Services website](#).

## About the Author

Linda Whitehead, BA, M Ed, MBA, is a professor at Fanshawe College where she teaches in the Recreation and Leisure Services program. Prior to teaching at Fanshawe College, Linda was a professional soccer coach for 25 years, coaching in the CIS and NCAA D1 as well as with the Canadian Women's Soccer National program. Upon retiring from coaching, Linda attended the University of Liverpool attaining her MBA in Football Industry and then returned home to London ON to teach at Fanshawe College. Her first introduction to OER textbooks was when she adopted the Fundamentals in Business OER textbook for her Introduction to Business Management in Recreation course. Using a free online textbook was extremely well received by the students and motivated Linda to write this book.

## Accessibility Statement

We are actively committed to increasing the accessibility and usability of the textbooks we produce. Every attempt has been made to make this OER accessible to all learners and is compatible with assistive and adaptive technologies. We have attempted to provide closed captions, alternative text, or multiple formats for on-screen and off-line access.

The web version of this resource has been designed to meet [Web Content Accessibility Guidelines 2.0](#), level AA. In addition, it follows all guidelines in [Appendix A: Checklist for Accessibility](#) of the [Accessibility Toolkit – 2nd Edition](#).

In addition to the web version, additional files are available in a number of file formats including PDF, EPUB (for eReaders), and MOBI (for Kindles).

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# LANDS ACKNOWLEDGEMENT

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*We acknowledge and honour the Anishanaabe, Huadenoshaunnee, and Lanape people of Southwestern Ontario as the traditional owners and custodians of the land and waterways on which Fanshawe College is located. Further, we acknowledge the cultural diversity of all Indigenous peoples, and pay respect to the Elders past, present, and future. We celebrate the continuous living cultures of the original inhabitants of Canada, and acknowledge the important contributions Indigenous people have, and continue to make, in Canadian society. The College respects and acknowledges our Indigenous students, staff, Elders, and Indigenous visitors who come from many nations.*

We acknowledge the 3 reserves in close proximity to London, Ontario: Munsee-Delaware Nation, Chippewas of the Thames First Nation and Oneida Nation of the Thames.

The more I learn of cultures other than my own, the more I am struck by our overwhelming similarities. The language and experiences are different, sometimes profoundly so, but we share common principles. As practitioners in the Recreation and Leisure Industry, we serve to provide wellbeing to individuals, communities, and the environment. Wellness is a holistic endeavor of the physical, emotional, mental, and spiritual, coming together in alignment. These elements exist in traditional FNMI knowledge, often depicted on Healing and Medicine Wheels, expressed as ingredients for a healthy, well-balanced life. Art, music, games, play and sport – all recreation and leisure – I hope that we use these to promote understanding, assist in healing and aspire to wellness for all.

Linda Whitehead



Paddling by Allison  
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# CHAPTER 1: DEFINING THE RECREATION AND LEISURE INDUSTRY





# 1.1 DEFINING THE RECREATION AND LEISURE INDUSTRY

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The Recreation and Leisure industry is often seen as a very narrow field, but the reality is just the opposite. It is as diverse and fascinating as play itself, creating a vast landscape of job opportunities. It is complex because it consists of stakeholders from a multitude of businesses and organizations. It crosses all 3 economic sectors: Public, (government) Private (commercial/business) and Not-for-Profit (social & charitable organizations). Many other industries incorporate parts of recreation into their own industry. All of this makes it very difficult, to recognize where the jobs are.



[Click to enlarge](#)

In 2015, the Canadian Parks and Recreation Association (CPRA) published [The Framework for Recreation in Canada 2015, Pathways to Wellbeing](#). It was created as a guiding document for recreation providers. Defining recreation and creating common priorities for delivering services that lead to individual, community, and environmental wellbeing. Recreation is defined as:

**“The experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing”** – (Canadian Parks and Recreation Association, 2015).

The concept of leisure is culturally determined and therefore defined by the society it exists in. In Canada, Leisure is commonly understood as what you do with your free time. Like recreation, it is a reflection of our freedom and is why recreation and leisure is cherished in Canadian society. Leisure can be structured (photography club) or unstructured (a walk in the park). In either form, it often results in creating jobs.

The [2020 Alberta Recreation and Parks Labour Market Project](#) defined the Recreation Industry to identify labour market needs specific to Alberta. An industry is a group of organizations classified together based on their common delivery of services or goods. In this textbook, we will expand the Alberta project definition to include leisure and adapt it to a more jobs orientated perspective. In other words, identifying where individuals with a Post Secondary education in Recreation and Leisure Services work.



## The Recreation and Leisure Industry

The Recreation and Leisure Industry is defined as: work that enhances wellbeing through providing and facilitating services and programs, leading personnel and operations, and allocating organization resources in the areas of:

- Active Living (Health, Wellness and Fitness)
- Community Recreation
- Amateur/Recreational Sport and Leisure
- Outdoor Recreation and Parks



## 1.2 THE 4 AREAS OF THE RECREATION AND LEISURE INDUSTRY

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The 4 areas of the Recreation and Leisure Industry can be further broken down into organization types and job titles that are associated with those organizations.



*An interactive H5P element has been excluded from this version of the text. You can view it online here:*

<https://ecampusontario.pressbooks.pub/workinginplaystudent/?p=40#h5p-2>



### Active Living – Health, Wellness and Fitness

Organizations that offer services focused on improving and maintaining healthy living. The examples listed are found in London and/or Ontario region.

Types of Organizations	Examples
Community service organizations	<ul style="list-style-type: none"> <li>• Boys and Girls Club London</li> <li>• Youth Opportunities Unlimited</li> <li>• N'Amerind (London) Friendship Centre</li> </ul>
Health related organizations	<ul style="list-style-type: none"> <li>• Canadian Mental Health Assoc. (CMHA)</li> <li>• Alzheimer Society Southwest Partners</li> <li>• Parkwood Institute (SJHC)</li> </ul>
Educational organizations	<ul style="list-style-type: none"> <li>• Fanshawe College</li> <li>• Western University</li> <li>• Therapeutic Recreation Ontario (TRO)</li> </ul>
Corporate fitness services and facilities	<ul style="list-style-type: none"> <li>• Fitness Forum</li> <li>• GoodLife Fitness</li> <li>• Movati Athletic</li> </ul>
Long Term Care and Retirement Residences	<ul style="list-style-type: none"> <li>• McCormick Home</li> <li>• Kensington Village</li> <li>• Oneida Long Term Care Centre</li> </ul>
Manufacturing, retail, and wholesale trade related to active living (e.g. swimming pools, home-based exercise equipment, active apparel etc.).	<ul style="list-style-type: none"> <li>• Mountain Equipment Company (MEC)</li> <li>• Sport Chek</li> <li>• Hollandia Pools and Spas</li> </ul>



## Community Recreation

Organizations that offer community-based spaces and programming. The examples listed are found in London and/or Ontario region.

Types of Organizations	Examples
Public and community-based organizations, spaces, and centres that offer active and passive recreation opportunities	<ul style="list-style-type: none"> <li>• Stronach Community Recreation Centre</li> <li>• Earl Nichols Arena</li> <li>• YMCA of Southwestern Ontario</li> </ul>
Commercial organizations that offer recreational opportunities	<ul style="list-style-type: none"> <li>• East Park London</li> <li>• The Factory</li> <li>• Western Fair District</li> </ul>
Manufacturing, retail, and wholesale trade related to community recreation (e.g., suppliers of playground equipment, etc.).	<ul style="list-style-type: none"> <li>• Little Tikes Playground Equipment</li> </ul>



## Sports and Leisure

Organizations that offer sporting and leisure activities, excluding professional athletes, musicians, artists etc. The examples listed are found in the London and/or Ontario region.

Types of Organizations	Examples
Community and Provincial sport organizations	<ul style="list-style-type: none"> <li>• EMSA (Elgin and Middlesex Soccer Association)</li> <li>• West London Minor Hockey Association</li> <li>• Athletics Ontario</li> </ul>
Community and Provincial leisure organizations	<ul style="list-style-type: none"> <li>• Ontario Field Ornithologists</li> <li>• London Community Orchestra</li> <li>• London Camera Club</li> <li>• Gateway Casinos London</li> </ul>
Non-profit and Commercial offering access to sport and physical recreation to the public	<ul style="list-style-type: none"> <li>• BMO Centre</li> <li>• Sunningdale Golf &amp; Country Club</li> <li>• Boler Mountain</li> </ul>
Community and Provincial cultural organizations (museums, heritage sites, community theatres, community orchestra and music organizations)	<ul style="list-style-type: none"> <li>• The Grand Theatre</li> <li>• Museum London</li> <li>• Aeolian Hall</li> <li>• Museum of Ontario Archaeology</li> <li>• Fanshawe Pioneer Village</li> </ul>
Manufacturing, retail, and wholesale trade related to amateur sport and leisure pursuits (e.g. equipment manufacture, sales, rentals, etc.).	<ul style="list-style-type: none"> <li>• Herm's Sport Exchange</li> <li>• London's Source for Sport</li> </ul>



## Outdoor Recreation and Parks

Organizations that provide outdoor spaces, and activity opportunities in outdoor spaces. The examples listed are found in the London and/or Ontario region.

Types of Organizations	Examples
Public, voluntary, and commercial parks, open spaces, and facilities for individual and group involvement in active and passive outdoor pursuits (e.g., picnics, hiking, camping, climbing, rafting, etc.).	<ul style="list-style-type: none"> <li>• Pinery Provincial Park</li> <li>• Lower Thames Valley Conservation Authority</li> <li>• Springbank Park</li> </ul>
Guides and outfitters	<ul style="list-style-type: none"> <li>• Thames Valley Trail Association</li> <li>• Hike Ontario</li> <li>• Reelpro Fishing Charters</li> </ul>
Provincial Recreation Associations	<ul style="list-style-type: none"> <li>• Ontario Parks Association</li> <li>• Ontario Camps Association</li> <li>• Ontario Recreational Canoeing and Kayaking Association</li> </ul>
Tourism-related organizations around outdoor recreation & parks	<ul style="list-style-type: none"> <li>• Grand River Rafting Co.</li> <li>• Cotton Co ATV Snowmobile Tours (Burlington)</li> <li>• Backcountry Tours (Muskoka)</li> </ul>
Manufacturing, retail, and wholesale trade related to outdoor recreation and parks (e.g., camping equipment, recreational vehicle trade - snowmobiles, RVs, etc.).	<ul style="list-style-type: none"> <li>• Nova Craft Canoe</li> <li>• London's Paddle Shop</li> <li>• Pelee Wings Nature Store</li> </ul>

## 1.3 ENHANCING WELLBEING

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As practitioners in the Recreation and Leisure Industry we strive to enhance wellbeing for our participants. The activities vary but result in engaging the entire being to achieve wellness. One of the best depictions of this holistic approach is found within many FNMI communities through their medicine or healing wheels.



[Medicine Wheel](#) image by [ManidooWilkie](#) CC BY-SA 4.0  
Adapted to include text.

Wellbeing in FNMI communities is visually represented in a medicine or healing wheel. The medicine or healing wheel is a circle split into four quadrants with everything being pulled towards the center. The center represents balance. Different FNMI communities will vary on the different meanings and colours of each of the quadrants and it is important to note that not all First Nations, Métis, or Inuit people use the medicine wheel. One commonality of the wheel, across FNMI communities who use it, is the representation of the 4 aspects of being: Intellect, Emotional, Spiritual and Physical. For good health and a happy life, these 4 aspects pull to the centre in balance. Many wheels also depict this holistic approach towards communities and the environment. The circle represents the continuity of connection to all aspects of one's being, one's community and the environment.



In 1992, Parks and Recreation Ontario in partnership with Canadian Parks and Recreation Association, produced the 8 Benefits of Recreation:



[Click to enlarge](#)

In 2015, the Interprovincial Sport and Recreation Council and the Canadian Parks and Recreation Association created a framework for Recreation in Canada. Contained within this document were 5 Benefits of investing in Recreation.

The evidence on the benefits of recreation and exposure to nature suggests that recreation and parks can address existing challenges with policies and practices that can:

## 1. Enhance Mental and Physical Wellbeing:

Public recreation and parks services have an important role in enhancing physical activity, which in turn, is a critical factor in improved physical and mental health. Increased physical activity levels are associated with the presence of trails for walking, hiking and cycling, and organized events, including sport competitions and other attractions. For children, the presence of a playground within a nearby park is significantly associated with enhanced levels of physical activity. Among all ages, recreational experiences involving physical activity facilitate the maintenance of healthy weights, and thus a reduction in health care costs.

Participants in recreation report improvements in mental wellbeing, including increased self-esteem and life satisfaction. Recreation provides opportunities for personal growth and development for people of all abilities and can be especially helpful to people living with disabilities.

## 2. Enhance Social Wellbeing:

Participation in recreational experiences is shown to enhance social wellbeing. For example, participation in after-school recreation programs provides many developmental opportunities for children and youth. For both children and adults, recreation can facilitate and support social relationships – through clubs, social organizations, participating on a team or making a new friend. Among youth, recreation can help decrease anti-social behaviours.

### 3. Help Build Strong Families and Communities:

Recreation can be an important vehicle for promoting family cohesion, adaptability and resilience. Culture and recreation help build social capital in the form of arts, recreation and parks programs, and community celebrations, such as festivals, parades and block parties. Community events help keep neighbours in touch with each other and reinforce relationships that make neighbourhoods strong. Participation in cultural and artistic programs has been shown to promote social connectedness and social cohesion, and positively influence civic behaviour, mutual caring and voluntarism. Recreational activities can help build welcoming communities for people and families from diverse cultures.

### 4. Help People Connect with Nature:

Enhancing opportunities to connect people with nature can result in both environmental and human benefits. Natural playgrounds (which incorporate natural elements like logs, flowers and trees) stimulate physically active and imaginative play and help children connect with nature. Studies have shown that exposure to the natural environment and green spaces have an independent, positive effect on health and health-related behaviours. From lowering blood pressure, to reducing stress levels, to supporting children's cognitive development, nature has a profound ability to support both physical and mental health. Nature-based recreation fosters a better understanding and appreciation for all aspects of nature. This may be especially important in Aboriginal communities, where fishing, hunting and nature conservation are traditional activities.

Recreation and parks has a key role as a steward of natural environments: protecting and interpreting parks, trails, waterways and wilderness areas, managing and balancing the needs of natural ecosystems with the needs of users, and minimizing any negative impacts resulting from services and programs.

### 5. Provide Economic Benefits:

Though economic benefit is not the primary driver for recreation service decisions, recreation is an important contributor to community economic development and cost reductions in other areas. Spending on recreation creates jobs, fosters tourism, and makes communities more

attractive places in which to live, learn, work, play and visit. “Upstream” investments in recreation can lead to improvements in individual and community wellbeing, which helps to reduce costs in health care, social services and justice.

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[\*“Framework for Recreation in Canada 2015: Pathways to Wellbeing”\*](#) by Canadian Parks and Recreation Association/Interprovincial Sport and Recreation Council is used under the permission of the copyright holder. All rights reserved.

## Additional Benefits...

There are additional advantages to participating in recreation or leisure programs and activities, including:

### Skill Development:

Many recreation programs offer opportunities for skill development, learning and personal growth. Whether getting the hang of a new sport, honing artistic talents, or mastering a hobby, participants can acquire valuable skills that enhance self-confidence and self-esteem and generally enrich their quality of life.

### Promotion of Equity, Diversity and Inclusion (EDI):

Recreation and leisure programs often cater to diverse interests and abilities, making them inclusive spaces where people from different backgrounds can come together and participate equally. This promotes understanding, respect, and an appreciation for the increasingly diverse communities that exist across Canada.

The Benefits speak to wellbeing for the individual, community, and the environment. You can find each of the 4 aspects in the healing wheel (Intellect, Emotional, Spiritual and Physical) represented throughout the 5 Benefits.

Creating opportunities for people to participate in recreation and leisure activities, activities that lead to improved health and happiness – enhanced wellbeing – is at the core of what recreationists do and why we do it.



(TK CR)



(TK V)

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# 1.4 CHAPTER SOURCES

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# CHAPTER 2: THE JOB MARKET





## 2.1 JOB TITLES

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Below are examples of job titles associated with the 4 areas of the Recreation & Leisure Industry. These job titles come from a scan of current job postings on virtual job boards.

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### Active Living

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The YMCA of Southwestern Ontario [[Click to Enlarge](#)]

- Recreation programmer
  - Recreation aide
  - Recreation worker
  - Recreation coordinator
  - Recreation facilitator
  - Recreation therapist & Recreation therapist aide
  - Music Therapist
  - Art Therapist
  - Active Living manager
  - Activity aide
  - Life enrichment aide
  - Events coordinator
  - Volunteer coordinator
  - Equipment operator
  - Facility manager
  - Camp counselor & Camp Leaders
  - Recreation leader
  - Recreation Attendant
- 



## Sport and Leisure

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BMO Centre London [\[Click to Enlarge\]](#)

- Coach
- Instructor
- Community Arts programmer
- General Manager
- Sport Administrator
- Sport Director
- Sport Information Officer
- Guide
- Interpreter
- Engagement Officer
- Supervisor Visitor Experience
- Events Planner
- Volunteer Coordinator



## Outdoor Recreation and Parks

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Algonquin Park, ON. [\[Click to Enlarge\]](#)

- Information Officer
- Park Communicator
- Park Resource Officer
- Parks Maintenance/Parks Crew
- Conservation Area Technician
- Forestry Technician
- Park Interpreter
- Program Leader
- Park Administrative Supervisor
- Wilderness Instructor
- Campground Manager
- Outdoor Programming Leader
- Trails Supervisor, Trail Technician
- Adventure Course Guide



## Community Recreation

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East Park Pool. [\[Click to Enlarge\]](#)

- Recreation Programmer
  - Recreation Development specialist
  - Director of Parks, Recreation and Culture
  - Operator – recreation/parks
  - Facility Manager
  - Facility Clerk
  - Recreation Attendant
  - Day Camp Director
  - Aquatic Supervisor
  - Lifeguard
  - Aquatic Staff
-



## 2.2 JOB MARKET

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The job market is where people search for jobs and organizations seek out employees. It is not an actual place rather a concept that tracks job availability and job seekers. Over the last century, the Canadian economy has evolved through being an agriculture-based economy to a manufacturing economy to what is now considered a service economy. This means that most available jobs are found in the ‘Service Industries’ which includes the Recreation and Leisure Industry.



The Grand Theatre – London, Ontario

It is common to see the terms job market and labour market used as interchangeable and for most purposes this is fine. However, in the way governments define and use the term labour market, it considers more factors than just supply and demand of jobs. It also considers wages and industry types.

### Recall

As stated in [Chapter 1](#), an industry

Governments collect data on occupations and industries and combine this data to create projections for job growth.

To understand the type of jobs available, the Government of Canada has created the National Occupational Classification (NOC) system. Using this system anyone can learn where a job/occupation has been classified. You can use the NOC to learn about the main duties of an occupation, average salaries, educational requirements, and other useful information.

There are over 40,000 job titles categorized into 516 unit groups. Each unit group is given a 5-digit NOC code. These classifications are used to support career and job decisions by individuals, and support government policy development, and program design to enhance service delivery to Canadians. The NOC system starts with 10 broad occupational categories.

is a group of organizations classified together based on their common delivery of services or goods.

## 10 Broad Occupational categories of NOC

Code	Broad occupational category
0	Legislative and senior management occupations
1	Business, finance, and administration occupations
2	Natural and applied sciences and related occupations
3	Health occupations
4	Occupations in education, law and social, community and government services
5	Occupations in art, culture, recreation, and sport
6	Sales and service occupations
7	Trades, transport and equipment operators and related occupations
8	Natural resources, agriculture, and related production occupations
9	Occupations in manufacturing and utilities

To create the full NOC code, there is a hierarchical structure that further breaks down jobs into categories until you get the 5-digit code. You can find the full explanation of the hierarchy at [National Occupational Classification](#)

As you can see from the Broad Categories chart, Code 5 is ‘Occupations in art, culture, recreation, and sport’. So, it stands to reason that you would find all the jobs in the Recreation and Leisure Industry under Code 5. However, as we stated in Chapter 1, our industry is not that simple or narrow. In fact, jobs in the Recreation and Leisure Industry span multiple occupational categories.

## NOC Recreation Codes

Below are some of the NOC codes that result from a search for “Recreation” under job title on the [National Occupational Classification](#) website.

[NOC 31204](#) = Kinesiologists and other professional occupations in therapy and assessment

[NOC 32109](#) = Other technical occupations in therapy and assessment

[NOC 33109](#) = Other assisting occupations in support of health services

[NOC 41406](#) = Recreation, sports and fitness policy researchers, consultants and program officers

[NOC 50012](#) = Recreation, sports and fitness program and service directors

[NOC 54100](#) = Program leaders and instructors in recreation, sport and fitness

[NOC 64322](#) = Outdoor sport and recreational guides

[NOC 65211](#) = Operators and attendants in amusement, recreation and sport

[NOC 70012](#) = Facility operation and maintenance managers

It is interesting to note that the same search for job title with ‘Leisure’ shows less results, but the results it does show are captured in the above ‘recreation’ list.

From the above codes, you see that the Recreation and Leisure Industry spans 5 of the 10 Broad Categories. Remember, each NOC code has multiple job titles attached to it. For example, there are 88 job titles attached to NOC 54100. This is further proof of how broad the Recreation and Leisure Industry is.

On the [Ontario Labour Market – Search Job Profiles](#) website, you can use these NOC codes to look up information such as average incomes, job growth rates, job titles, and projected job openings. On the page shown for the NOC code you selected, you will also find a link to the Government of Canada Job Bank. This link will search the Job Bank for available jobs under that NOC Code in Ontario.





Wester Fair District – London, Ontario

## 2.3 PROJECTING JOB GROWTH IN CANADA

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The Canadian government uses the NOC codes and industry statistical information to project job growth in a system called the Canadian Occupational Projection System. The Canadian Occupational Projection System (COPS) combines assessment of recent labour market conditions and projections of labour supply and demand to project future job shortages or surpluses.

In the projections for a period from 2024-2033, COPS used 485 of the 516 NOC occupations. Data was deemed unreliable for 31 occupations due to small employment numbers. COPS projects that over the next ten years, 2.6 million new jobs will be created, which is on average 259,000 jobs per year.

## Projected Employment Growth 2024 – 2033

COPS Code & Name	Employment (2023)	Employment Growth (2024 - 33)	Future Labour Market Conditions (2024 - 33)
31204 Kinesiologists and other professional occupations in therapy and assessment	9,400	430	Balance
32109 Other technical occupations in therapy and assessment	20,600	1,130	Shortage
33109 Other assisting occupations in support of health services	32,000	1,860	Balance
41406 Recreation, sports and fitness policy researchers, consultants and program officers	9,300	330	Balance
50012 Recreation, sports and fitness program and service directors	5,800	260	Balance
54100 Program leaders and instructors in recreation, sport and fitness	149,300	4,530	Balance
64322 Outdoor sport and recreational guides	1,700		
65211 Operators and attendants in amusement, recreation and sport	65,200	21,600	Balance
70012 Facility operation and maintenance managers	35,300	1,650	Balance
Total	328,600	31,790	

### Definitions:

<b>Balance</b>	means a balance between job openings and job seekers
<b>Shortage</b>	means more job openings than job seekers
<b>Employment</b>	persons 15 years and over who had a job
<b>Employment Growth</b>	annual change of employment (projected for 2024 – 2033)

**Source:** COPS Occupational Projections Summaries (2024-2033)

Statistics Canada also uses the COPS data to examine and predict job growth by industry as industry is used to examine global trade. In Canada, we use the North American Industry Classification System. This is a standardized classification for the US, Canada and Mexico (NAICS 2022 version 1.0) originally created for the North American Free Trade Agreement. For more information on NAICS, [visit their website](#).

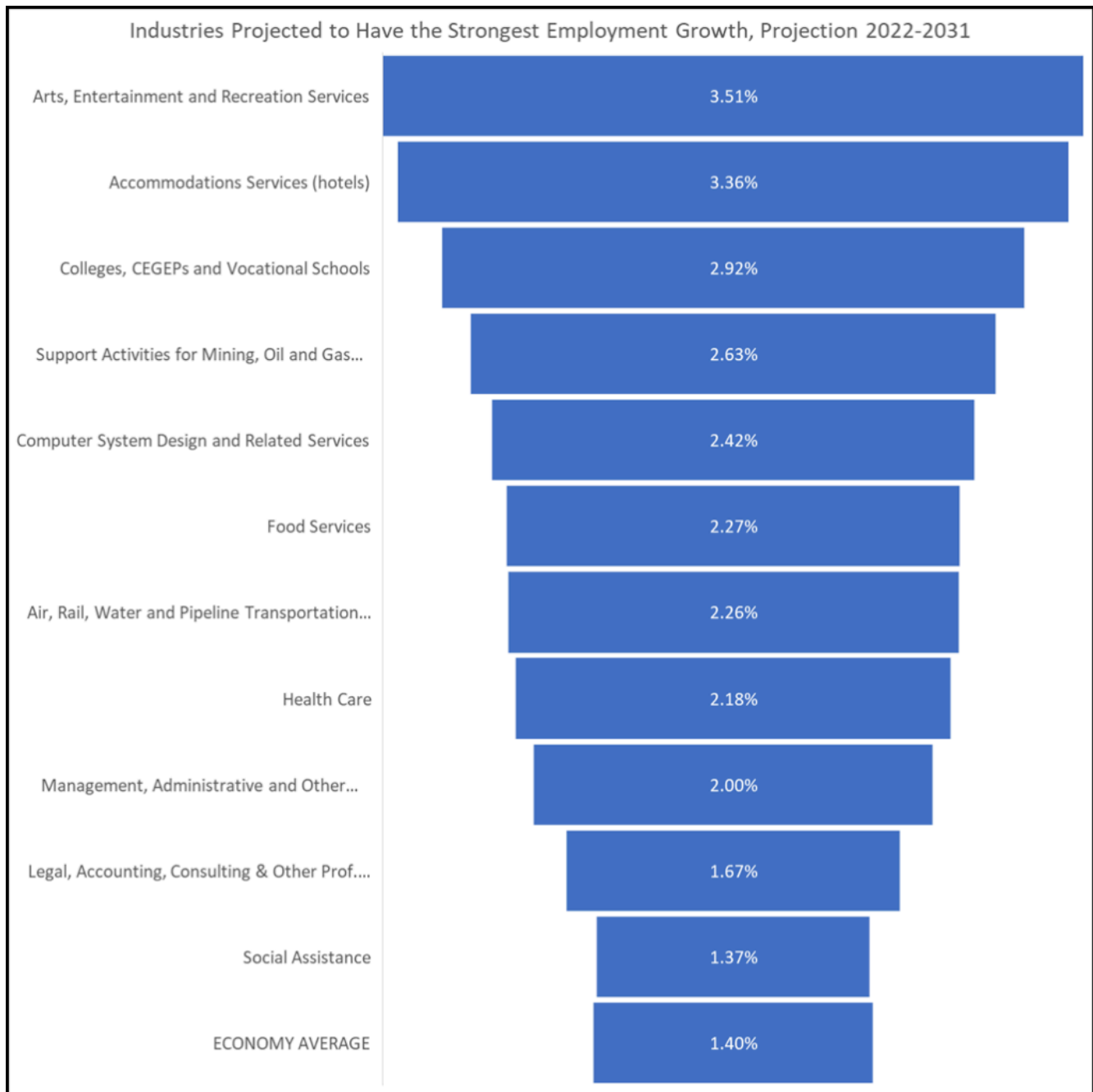
The NAICS consists of 20 sectors, which represent 695 industries. The industries are identified by their principal activity, defined as their main profitable endeavour. For a list of the 20 sectors with their definitions, go to [NAICS – Canada 2022](#)

Of interest to the Recreation and Leisure Industry is Code 71: Arts, entertainment, and recreation:

“This sector comprises establishments primarily engaged in operating facilities or providing services to meet the cultural, entertainment and recreational interests of their patrons. These establishments produce, promote or participate in live performances, events or exhibits intended for public viewing; provide the artistic, creative and technical skills necessary for the production of artistic products and live performances; preserve and exhibit objects and sites of historical, cultural or educational interest; and operate facilities or provide services that enable patrons to participate in sports or recreational activities or pursue amusement, hobbies and leisure-time interests. There are establishments engaged in activities related to arts and recreation that are classified in other sectors of NAICS” (Statistics Canada, 2022).

As you can see by the above description, even NAICS notes that jobs in Recreation and Leisure cross multiple industries.

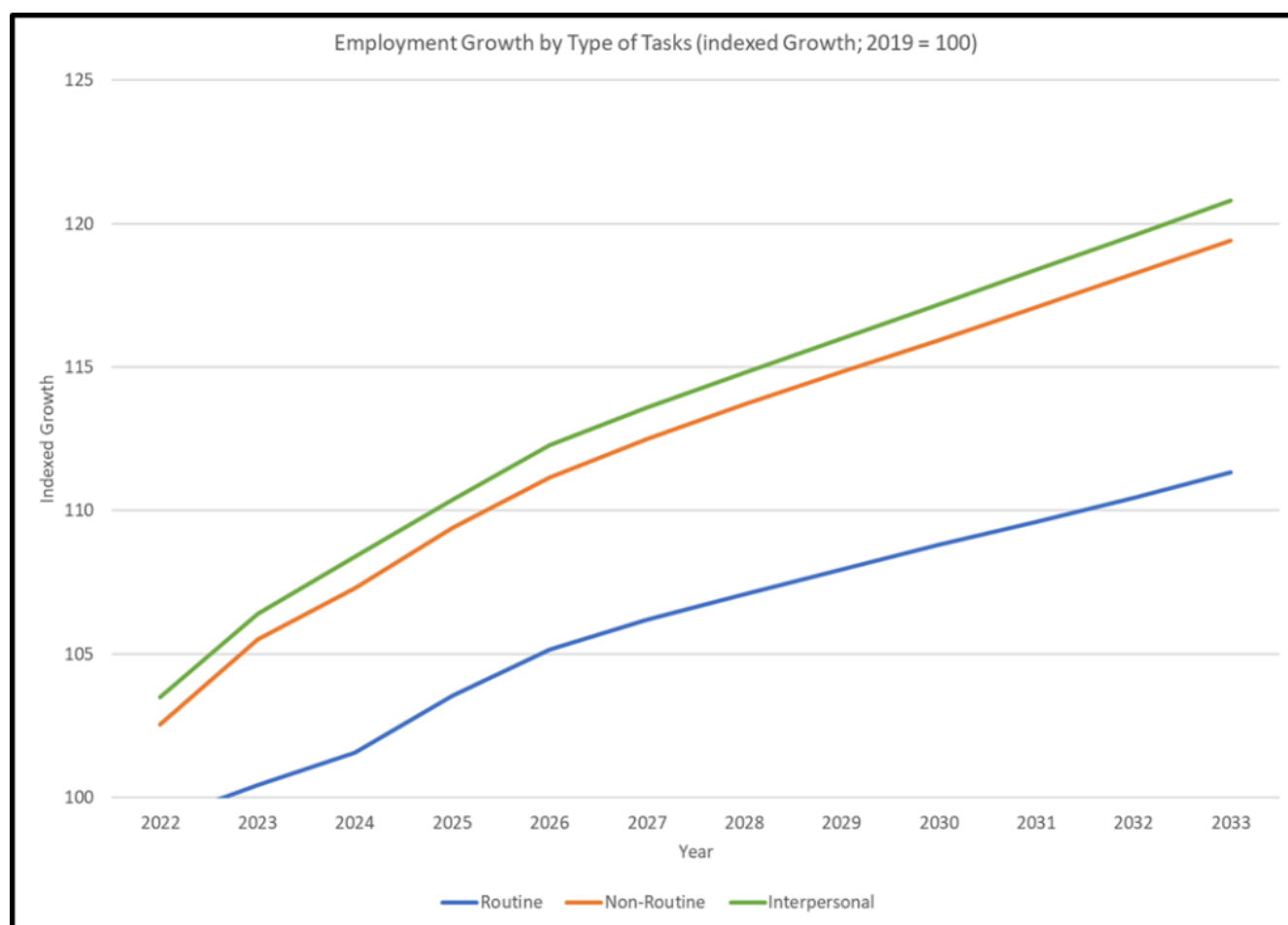
### **Employment Growth Projections**



**Source:** ESDC 2022 COPS industrial projections.

Recreation and Leisure Industry jobs can be found across 3 of the above industries: Arts, Entertainment and Recreation, Health Care, and Social Assistance. This means that there are currently jobs available for graduates of Recreation and Leisure Services programs, and as there is predicted job growth across nearly all areas of the industry, there will be a demand for graduates in the future.

This chart shows that the highest expected job growth is predicted in jobs that entail interpersonal tasks (jobs in the Recreation and Leisure Industry fall under interpersonal tasks).



**Source:** ESDC 2024 COPS Projections.

**Routine** = repeating of same manual or cognitive tasks

**Non-Routine** = cognitive analytical and interpretation tasks, thinking creatively or requiring physical skills and adaptability

**Interpersonal** = establishing and maintaining relationships, guiding, coaching, directing, and motivating others

For more in-depth and up-to-date information on the labour market trends in Ontario, go to [Job Bank: Trends and events in Ontario's labour market](#)

Based on the data collected by Statistics Canada and their job growth projections, choosing a career in the Recreation and Leisure industry is an excellent career path with expanding opportunities for employment.

## 2.4 CHAPTER SOURCES

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# CHAPTER 3: IN THEIR OWN WORDS: CAREER STORIES FROM GRADUATES OF THE FANSHAWE COLLEGE RECREATION AND LEISURE SERVICES PROGRAM



Victoria Park – London, Ontario



## 3.1 JEFF SADLER, PROFESSOR

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### Jeff Sadler

Faculty, Fanshawe College



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#### Fanshawe College

##### **Current Employer**

Job Description: Faculty, Program Co-coordinator for the Recreation and Leisure Services program: Collaborating with Faculty in oversight and delivery of the program contributing to curriculum design, program promotion, building community partnerships, field placements, and supporting students

##### **Skills you use Professionally**

Leadership, Ability to communicate and build relationships, Team building, Teaching, Program Planning, Public speaking, Professional Development – Life long learning

##### **Favourite Memory from time at Fanshawe**

My overall favourite recollection is the empowering experience of being in an educational program that valued, taught and nurtured leadership skills by providing countless opportunities to work and learn from extremely socially oriented, outgoing and creative peers. Many memories of class trips and placements to test your skills and learn from professionals.

##### **Credentials**

##### **1979 Recreation and Leisure Services Diploma Graduate**

*Additional credentials:* Pools Operation, Lifeguard Certification, Behaviour Management, College Educator Development Program

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# 3.2 JULIE VALERIOTE, DIRECTOR OF ENTERTAINMENT OPERATIONS



## Julie Valeriotte

Director Entertainment Operations, Norwegian Cruise Lines



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### Norwegian Cruise Lines

Current Employer	Job Description: responsible for building and delivering the strategic entertainment vision for the company’s global fleet, via leadership in strategic planning; shipboard programming and experiences; budgeting; guest and hotel experience product innovations.
Skills you use Professionally	Leadership, Managing people, Program Planning, Volunteering, How to go that extra mile as it always pays off.
Favourite Memory from time at Fanshawe	I met my best friend in the Rec & Leisure program at Fanshawe, was in her wedding party and continue to be in touch with her regularly to this day.
Credentials	<b>1999 Recreation and Leisure Services Diploma</b> <i>Additional Credentials:</i> Educational Assistant

## 3.3 KELSEY WATKINSON, CO-OWNER CURLEY BREWING CO

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### Kelsey Watkinson

Co-owner and Special Events Coordinator, Curley Brewing Company



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#### Curley Brewing Company

##### **Current Employer**

Job Description: As co-owner, I do a lot of everything, with an emphasis on organizing on site entertainment events, and manage social media sites.

##### **Skills you use Professionally**

Strategic Planning, Break Even Analysis, SWOT analysis

##### **Favourite Memory from time at Fanshawe**

Winter and Pinecrest Camping

##### **Credentials**

**2017 Recreation and Leisure Services Diploma**

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## 3.4 JESSICA DINIZ, CUSTOMER EXPERIENCE SPECIALIST

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### Jessica Diniz

Customer Experience Specialist, Fresh Tracks Canada



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#### Fresh Tracks Canada

Current Employer	Job Description: book tours, create travel itineraries and provide needed documentation, process travel insurance, process payments, answer questions and concerns from clients.
Skills you use Professionally	Computer Skills – Excel, Time Management, Professionalism, Problem Solving, Teamwork.
Favourite Memory from time at Fanshawe	Planning our event in the Special Events class – having the passion for learning something new and then given the opportunity to utilize those skills in a real-life event. On event day, I felt so proud of myself and our team with the result.
Credentials	<b>2019 Recreation and Leisure Services Diploma</b> <i>Additional Credentials:</i> Masters Boat Captain License, Certified to sell Travel Insurance

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## 3.5 MEGAN LOUCKS, MARKET DEVELOPMENT SPECIALIST

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### Megan Loucks

Market Development Specialist, Ontario Parks



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#### Ontario Parks

Current Employer	Job Description: Strategic planning and implementation of Ontario Parks tourism initiatives.
Skills you use Professionally	Leadership, Time Management, Accountability, Professionalism, Program Planning, Networking.
Favourite Memory from time at Fanshawe	The committees, boards and volunteers class (currently called Special Events and Board Governance). I remember directly applying what I learned in class to the real world. It pushed our limits as students and showed us what we were capable of. It really gave us a taste for what was to come after graduation.
Credentials	<b>2017 Recreation and Leisure Services Diploma</b>

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## 3.6 JUSTIN TEMPLE, RECREATION THERAPIST

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### Justin Temple

Recreation Therapist, C.P.R.I.



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#### Child and Parent Resource Institute (CPRI)

Current Employer	Ministry of Children, Community and Social Services Government of Ontario. Job Description: provide assessment, consultation, education and treatment for children and youth with complex mental health and developmental challenges.
Skills you use Professionally	A strong component of the program was working with in groups and teams. My current role has me working with in a several inter-disciplinary teams. The Fanshawe program prepared me for the challenges and rewards of working with group dynamic.
Favourite Memory from time at Fanshawe	My favourite memory of the Fanshawe Recreation & Leisure program was going out into the community and getting practical, hands-on learning for how the recreation field actually works in it's diversity.
Credentials	<b>2006 Recreation and Leisure Services Diploma</b> <i>Additional Credentials:</i> Honours Degree in Sociology, University of Western Ontario

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## 3.7 JOANNE EVANGELISTA, RECREATIONIST

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### Joanne Evangelista

Recreationist, Linhaven Long-Term Care



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#### Linhaven Long-Term Care

Current Employer	Job Description: assists in the planning, implementing and evaluation of activity programs to meet the physical, social, emotional, intellectual, spiritual, and cultural needs and interests of the residents.
Skills you use Professionally	Program Planning – for every program we deliver, which there are many, there needs to be a thorough program plan created for each.
Favourite Memory from time at Fanshawe	I felt a great deal of satisfaction and pride when it came time to the delivery our community event as part of the special events and governance course. Recognizing that everyone in the class worked together to put this event on, and seeing it all come to fruition so smoothly, it was very rewarding for ourselves, as well as for the community.
Credentials	<b>2020 Recreation and Leisure Services Diploma</b> <i>Additional Credentials:</i> Recreation Therapy Diploma (2022)

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For many of us, just thinking about networking can make us break out into a cold sweat. However,

networking is the simple act of exchanging information, specifically for the purpose of cultivating productive, organic, and lasting relationships. When you develop and maintain strong and productive relationships across many different facets of your life, you increase your chances of those relationships positively impacting your career goals. It is important to recognize that engaging in networking opportunities will not lead to results overnight; it is a long-term strategy that will allow you to build a strong community of individuals and professionals that, when accessed properly, can support you in your career development journey.

When you learn how to network effectively, you bypass the internet job application gatekeepers and increase your chances of getting interviewed. It's about leveraging the connections you already have, who can confidently attest to your past performance and future potential. Furthermore, it's also about putting yourself out there and using your connections to expand your networks. Even though we know that networking is a necessary component of uncovering the hidden job market, many of us still find it uncomfortable and question whether what we are doing is right. Next, you will learn how to prepare yourself for both planned and unplanned networking interactions, as well as identify many different networking activities that you can incorporate into your overall job search strategy.

two moose walking through river

"Allow me to introduce myself"

## 3.8 BILL WILLIAMS, EXECUTIVE DIRECTOR, NEDA

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### Bill Williams

Executive Director, Nunavut Economic Developers Association



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#### Nunavut Economic Developers Association (NEDA)

Current Employer	Job Description: provides administrative and operational leadership to the NEDA, actively promoting its mission and financial objectives, plans, organizes, directs and controls the delivery of NEDA services.
Skills you use Professionally	Grant writing, team building, facilitation, program planning, large event planning, budgeting, forecasting, risk management, and collaboration.
Favourite Memory from time at Fanshawe	The Pinecrest trips, and driving to Pinecrest with Jeff Sadler in 2nd year.
Credentials	<b>2009 Recreation and Leisure Services Diploma</b> <i>Additional Credentials:</i> Bachelor of Recreation and Leisure Studies, Brock University; Master of Business Administration, University of Fredericton (Expected Graduation July 2022)

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## 3.9 NICO WRIGHT, THERAPEUTIC RECREATION FACILITATOR

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### Nico Wright

Therapeutic Recreation Facilitator, Alzheimer Society Southwest Partners



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### Alzheimer Society Southwest Partners

Current Employer	Job Description: design programs to provide cognitive stimulation and social interaction for the person living with dementia, care partners are also welcomed to participate providing support, coordinating with the community and resources.
Skills you use Professionally	Leadership Facilitation – understanding how to interact with individuals whether they are classmates, clients, or friends Being able to lead effectively goes hand in hand with facilitating and I have Rec & Leisure to thank for allowing me to hone my skills.
Favourite Memory from time at Fanshawe	My favourite memory was being a 2nd year student and assisting in facilitating the YMCA Pinecrest camp for the 1st year students, making lasting friendships that I still have today.
Credentials	<b>2014 Recreation and Leisure Services Diploma</b> <i>Additional Credentials:</i> Bachelor of Arts Sports Management Degree, Brock University

The Recreation and Leisure Industry is very diverse. Depending on your career aspirations, you have a multitude of choices on whether to enter the workforce immediately upon graduation or whether to further your Post-Secondary Education.

To assist you in furthering your educational qualifications, Fanshawe Recreation and Leisure Services program has Transfer Agreements with several institutions. These agreements allow the transfer of credits from Fanshawe College's Recreation and Leisure Service program to another institution's program, allowing a student to complete their program in less time.

## Fanshawe Recreation and Services Transfer Agreements

Fanshawe Recreation and Services program has Transfer agreements with the following programs:

- Fanshawe College [Fitness Health & Promotion](#), (we have an agreement that allows graduates of the Fanshawe Recreation & Leisure Services program to complete 1 year of study to receive the 2 year diploma in Fitness Health and Promotion).

Degree programs at other Post-Secondary Institutions in Ontario

- [Brock University Recreation and Leisure Studies](#)
  - Majors in Community Recreation, Therapeutic Recreation, Outdoor

### Recreation

- [University of Waterloo Recreation and Leisure Studies](#)
  - Majors in Recreation and Leisure Studies, Therapeutic Recreation, Recreation and Sports Business

You can access specific information on the above pathways and more here – [Transfer Agreements at Fanshawe](#)

Another option for further education is the choice of Graduate Certificate programs that are available at many Colleges across Ontario and beyond. Fanshawe College has many such programs, and you can learn more about them on Fanshawe College's website – [Graduate Studies](#).

Fanshawe College's School of Community Studies offer three Graduate Certificate programs that would be an excellent continuation of education for Recreation and Leisure Services graduates.

- [Gerontology](#)
- [Retirement Residence Management](#)
- [Addictions and Mental Health](#)

## 3.10 ALLIE VANSTEELANDT, SUPERVISOR RECREATION & SPORT

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### Allie Vansteelandt

Supervisor Recreation and Sport, City of London



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#### City of London

Current Employer	Job Description: Recreation program delivery and community enablement/engagement. The Supervisor contributes recreation skills, expertise, and assets to the goal of building healthy/strong communities and neighbourhoods. Currently I oversee the Adult and Older Adult programs for the City of London.
Skills you use Professionally	Program Planning, Event Management, Time Management, Networking, Communication.
Favourite Memory from time at Fanshawe	The people I met, the camping experiences (both fall and winter) we had together and lastly travelling out west with 7 other students, living together, and experiencing our last placement of the program.
Credentials	<b>2006 Recreation and Leisure Services Diploma</b>

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## 3.11 COLIN GALLOWAY, GENERAL MANAGER, YMCA

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### Colin Galloway

General Manager, Centre Branch YMCA London, Ontario



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#### Centre Branch YMCA London, ON

Current Employer	Job Description: Oversee all operations for the multi-service charity that provides opportunities for growth in spirit, mind and body for people of all backgrounds, beliefs and abilities.
Skills you use Professionally	Ability to communicate and build relationships, Team building, Giving presentations, Organizing events in collaboration with others.
Favourite Memory from time at Fanshawe	I have multiple great memories of my time in Fanshawe's Rec and Leisure Services program. What stands out the most is the group projects we had, in particular business class, we went through the steps of creating a business as a group and doing an offsite facilitation as a class working to complete a well-rounded assignment.
Credentials	<b>2020 Recreation and Leisure Services Diploma</b>

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# APPENDIX: ORGANIZATIONS THAT HOST PLACEMENT STUDENTS

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## London and Area Organizations That Have Hosted Fanshawe College Recreation and Leisure Services Placement Students

### Legend: Economic Sectors

P = Public

C = Private (Commercial)

NP = Not for Profit

### Areas of Recreation & Leisure Industry

AL = Active Living – Health Wellness and Fitness

S&L = Amateur/Recreational Sport & Leisure

OR= Outdoor Recreation and Parks

CR = Community Recreation

<b>Delivery</b>	<b>Labour Market</b>	<b>Agency Name</b>	<b>Location</b>	<b>Link</b>
C	AL	Afton Park Place	Sarnia, ON	<a href="http://ltc.srgroup.ca/aftonparkplace_sarnia.htm">http://ltc.srgroup.ca/aftonparkplace_sarnia.htm</a>
NP	AL	Alzheimer Society of Elgin-St. Thomas	St. Thomas, ON	<a href="https://alzswp.ca">https://alzswp.ca</a>
NP	AL	Alzheimer Southwest Partners	London, ON	<a href="https://alzswp.ca">https://alzswp.ca</a>
NP	AL	Anago - Community Participation Support Program	London, ON	<a href="http://www.anago.on.ca/">www.anago.on.ca/</a>
C	AL	Arbor Trace	London, ON	<a href="https://www.sunshineretirementliving.com/arbor-trace-memory-care-london-on/">https://www.sunshineretirementliving.com/arbor-trace-memory-care-london-on/</a>
C	AL	Bluewater Rest Home	Zurich, ON	<a href="https://westhuroncarecentre.com/services/long-term-care/blue-water-rest-home/">https://westhuroncarecentre.com/services/long-term-care/blue-water-rest-home/</a>
NP	S&L	BMO Centre London	London, ON	<a href="https://www.bmocentrelondon.com">https://www.bmocentrelondon.com</a>
P	AL	Bobier Villa Long Term Care Home	Dutton, ON	<a href="https://www.elgincounty.ca/homes-seniors-services/bobier-villa/">https://www.elgincounty.ca/homes-seniors-services/bobier-villa/</a>
C	S&L	Boler Mountain	London, ON	<a href="http://www.bolermountain.com/">www.bolermountain.com/</a>
NP	CR	Boys & Girls Club of London	London, ON	<a href="http://www.bgclondon.ca">www.bgclondon.ca</a>
NP	AL	Canadian Cancer Society	London, ON	<a href="http://www.cancer.ca">www.cancer.ca</a>
P	AL	Canadian Centre for Activity and Aging	London, ON	<a href="http://www.uwo.ca/ccaa/">www.uwo.ca/ccaa/</a>
NP	AL	Canadian Mental Health Association - Middlesex	London, ON	<a href="http://www.cmhamiddlesex.ca">www.cmhamiddlesex.ca</a>
NP	AL	Canadian Mental Health Association, Elgin Branch	St Thomas, ON	<a href="http://www.cmhaelgin.ca">www.cmhaelgin.ca</a>
NP	AL	Canadian Mental Health Association, Strathroy	Strathroy, ON	<a href="http://www.cmhamiddlesex.ca">www.cmhamiddlesex.ca</a>
C	AL	Chartwell Riverside Retirement Residence	London, ON	<a href="https://chartwell.com/en/retirement-residences/chartwell-riverside-retirement-residence/overview">https://chartwell.com/en/retirement-residences/chartwell-riverside-retirement-residence/overview</a>
C	AL	Chartwell Royalcliffe Retirement Residence	London, ON	<a href="https://chartwell.com/en/retirement-residences/chartwell-royalcliffe-retirement-residence/overview">https://chartwell.com/en/retirement-residences/chartwell-royalcliffe-retirement-residence/overview</a>
C	AL	Chelsey Park Retirement Community	London, ON	<a href="https://chelseyparkrh.ca">https://chelseyparkrh.ca</a>
NP	AL	Childcan	London, ON	<a href="https://childcan.com">https://childcan.com</a>

<b>Delivery</b>	<b>Labour Market</b>	<b>Agency Name</b>	<b>Location</b>	<b>Link</b>
NP	AL	Children's Connection	London, ON	<a href="http://www.lcc.on.ca/">www.lcc.on.ca/</a>
C	CR	Circle R Ranch	Delaware, ON	<a href="http://www.circlerranch.ca/">www.circlerranch.ca/</a>
P	CR	City of Brantford	Brantford, ON	<a href="http://www.brantford.ca/govt/CorporateStructure/Pages/ParksRecreation.aspx">www.brantford.ca/govt/CorporateStructure/Pages/ParksRecreation.aspx</a>
P	AL	City of Brantford, Community Services and Social Development	Brantford, ON	<a href="http://www.brantford.ca">www.brantford.ca</a>
P	CR	City of London	London, ON	<a href="http://www.london.ca">www.london.ca</a>
P	CR	City of London Aquatics	London, ON	<a href="http://www.london.ca/aquatics">www.london.ca/aquatics</a>
P	CR	City of London Dearness Home	London, ON	<a href="https://london.ca/living-london/community-services/senior-supports/dearness-home">https://london.ca/living-london/community-services/senior-supports/dearness-home</a>
P	CR	City of London Recreation Department	London, ON	<a href="http://www.london.ca/residents/Recreation/Registration/Pages/Registration.aspx">www.london.ca/residents/Recreation/Registration/Pages/Registration.aspx</a>
P	CR	City of London- North London Optimist Community Centre	London, ON	<a href="http://www.london.ca/residents/Recreation/Community-Centres/Pages/North-London-Optimist-Community-Centre.aspx">www.london.ca/residents/Recreation/Community-Centres/Pages/North-London-Optimist-Community-Centre.aspx</a>
P	CR	City of St Thomas Parks and Recreation	St Thomas, ON	<a href="http://www.stthomas.ca/content/parks-and-recreation">www.stthomas.ca/content/parks-and-recreation</a>
P	CR	City of Waterloo: Waterloo Memorial Recreation Complex	Waterloo, ON	<a href="http://www.waterloo.ca">www.waterloo.ca</a>
P	CR	City of Woodstock	Woodstock, ON	<a href="http://www.cityofwoodstock.ca/en/index.asp">www.cityofwoodstock.ca/en/index.asp</a>
P	AL	Clarke Road SS. TVDSB	London, ON	<a href="http://clarkeroad.tvdsb.ca/en/index.aspx">http://clarkeroad.tvdsb.ca/en/index.aspx</a>
NP	AL	Community Living London	London, ON	<a href="https://www.cllo.on.ca/">https://www.cllo.on.ca/</a>
NP	AL	Community Living Sarnia-Lambton	Sarnia, ON	<a href="http://www.communitylivingsarnia.org">www.communitylivingsarnia.org</a>
NP	AL	Community Outreach Services - Milverton	Milverton, ON	<a href="http://www.knollcrestlodge.com">www.knollcrestlodge.com</a>
NP	AL	County of Brant	Paris, ON	<a href="http://www.brant.ca">www.brant.ca</a>
P	AL	CPRI - Child and Parent Resource Institute	London, ON	<a href="https://www.ontario.ca/page/child-and-parent-resource-institute-cpri">https://www.ontario.ca/page/child-and-parent-resource-institute-cpri</a>

<b>Delivery</b>	<b>Labour Market</b>	<b>Agency Name</b>	<b>Location</b>	<b>Link</b>
NP	AL	Craigwood Children, Youth & Family Services	London, ON	<a href="http://www.craigwood.on.ca">www.craigwood.on.ca</a>
NP	AL	Craigwood Youth Services	Ailsa Craig, ON	<a href="http://craigwood.on.ca/">http://craigwood.on.ca/</a>
NP	AL	Criagwiel Gardens	Ailsa Craig, ON	<a href="https://craigwielgardens.on.ca">https://craigwielgardens.on.ca</a>
C	CR	CTC Obstacles	London, ON	<a href="https://ctcobstacles.ca">https://ctcobstacles.ca</a>
NP	AL	Dale Brain Injury Services	London, ON	<a href="https://www.daleservices.on.ca/">https://www.daleservices.on.ca/</a>
C	AL	Dorchester Terrace	Dorchester, ON	<a href="https://sifton.com/retirement/dorchester-terrace/">https://sifton.com/retirement/dorchester-terrace/</a>
C	AL	Earls Court Village Long Term Care Home	London, ON	<a href="https://svch.ca/long-term-care/earls-court-village/">https://svch.ca/long-term-care/earls-court-village/</a>
C	CR	East Park Gardens	London, ON	<a href="http://www.eastparkgolf.com">www.eastparkgolf.com</a>
P	AL	Elgin Manor	St Thomas, ON	<a href="https://www.elgincounty.ca/homes-seniors-services/elgin-manor/">https://www.elgincounty.ca/homes-seniors-services/elgin-manor/</a>
C	AL	Elmwood Place Long Term Care Home	London, ON	<a href="https://www.reveralliving.com/long-term-care/locations/elmwood-place">https://www.reveralliving.com/long-term-care/locations/elmwood-place</a>
NP	AL	Epilepsy Southwestern Ontario	London, ON	<a href="https://epilepsyswo.ca">https://epilepsyswo.ca</a>
C	AL	Exeter Villa Retirement Living and Long-Term Care Home	Exeter, ON	<a href="http://atkcare.com/exetervilla.html">http://atkcare.com/exetervilla.html</a>
P	S&L	Fanshawe College Athletics	London, ON	<a href="http://www.fanshawefalcons.ca">www.fanshawefalcons.ca</a>
P	CR	Fanshawe College Recreation	London, ON	<a href="https://www.fanshawefalcons.ca/recreation/campusrec">https://www.fanshawefalcons.ca/recreation/campusrec</a>
P	S&L	Fanshawe College Student Union	London, ON	<a href="https://www.fsu.ca">https://www.fsu.ca</a>
P	OR	Fanshawe Conservation Authority	London, ON	<a href="http://www.fanshaweconservationarea.ca/">www.fanshaweconservationarea.ca/</a>
P	CR	Fanshawe Pioneer Village	London, ON	<a href="http://www.fanshawepioneervillage.ca/">www.fanshawepioneervillage.ca/</a>
C	AL	Fitness Forum	London, ON	<a href="http://www.fitnessforum.ca">www.fitnessforum.ca</a>

<b>Delivery</b>	<b>Labour Market</b>	<b>Agency Name</b>	<b>Location</b>	<b>Link</b>
P	AL	Forest City Kiwanis Seniors Centre	London, ON	<a href="https://london.ca/living-london/parks-facilities/community-centres/kiwanis-seniors-community-centre">https://london.ca/living-london/parks-facilities/community-centres/kiwanis-seniors-community-centre</a>
C	CR	Forest City Sport & Social Club	London, ON	<a href="http://www.fcssc.ca">www.fcssc.ca</a>
C	AL	Glendale Crossing	London, ON	<a href="http://www.schlegelvillages.com">www.schlegelvillages.com</a>
C	AL	Goodlife Fitness	London, ON	<a href="http://www.goodlifefitness.com/locations/ontario/london/king-wellington">www.goodlifefitness.com/locations/ontario/london/king-wellington</a>
C	S&L	Grand Theatre	London, ON	<a href="https://www.grandtheatre.com">https://www.grandtheatre.com</a>
C	AL	Greenwood Court	Stratford, ON	<a href="https://tcmhomes.com">https://tcmhomes.com</a>
NP	AL	Growing Chefs! Ontario	London, ON	<a href="https://growingchefsontario.ca">https://growingchefsontario.ca</a>
P	AL	Hamilton Rd Seniors Centre	London, ON	<a href="https://london.ca/living-london/parks-facilities/community-centres/hamilton-road-seniors-community-centre">https://london.ca/living-london/parks-facilities/community-centres/hamilton-road-seniors-community-centre</a>
C	AL	Henley Place	London, ON	<a href="https://www.primacareliving.com/henley-place">https://www.primacareliving.com/henley-place</a>
C	AL	Highview Residence	London, ON	<a href="http://highviewres.com/">http://highviewres.com/</a>
C	AL	Horizon Place Revera Retirement Living	London, ON	<a href="https://horizonplace.ca">https://horizonplace.ca</a>
NP	AL	Humana Community Services	London, ON	<a href="https://www.humanacs.org">https://www.humanacs.org</a>
NP	AL	Hutton House Association for adults with disabilities	London, ON	<a href="https://huttonhouse.com">https://huttonhouse.com</a>
C	CR	Ichabod's Escape (Escape Canada)	London, ON	<a href="https://ichabodsecape.com">https://ichabodsecape.com</a>
C	AL	Inspirit Residences	London, ON	<a href="https://oxfordinspirit.com">https://oxfordinspirit.com</a>
C	AL	Kensington Village Retirement Home and Long Term Care Home	London, ON	<a href="https://svch.ca/long-term-care/kensington-village/">https://svch.ca/long-term-care/kensington-village/</a>
P	OR	Kettle Creek Conservation Authority	St. Thomas, ON	<a href="http://www.kettlecreekconservation.on.ca">www.kettlecreekconservation.on.ca</a>
C	AL	Kingsway Lodge	St. Marys, ON	<a href="http://www.kingswaylodge.com">www.kingswaylodge.com</a>

<b>Delivery</b>	<b>Labour Market</b>	<b>Agency Name</b>	<b>Location</b>	<b>Link</b>
P	CR	Komoka Wellness and Recreation Centre	Komoka, ON	<a href="https://www.middlesexcentre.on.ca/facilities/komoka-wellness-recreation-centre">https://www.middlesexcentre.on.ca/facilities/komoka-wellness-recreation-centre</a>
NP	AL	London Children's Museum	London, ON	<a href="http://www.londonchildrensmuseum.ca/">www.londonchildrensmuseum.ca/</a>
P	S&L	London Convention Centre - RBC Place	London, ON	<a href="http://www.londoncc.com">www.londoncc.com</a>
C	S&L	London Knights	London, ON	<a href="http://londonknights.com/">http://londonknights.com/</a>
C	S&L	London Sharks Volleyball - Supreme Courts Volleyball	London, ON	<a href="http://www.londonvolleyball.ca">www.londonvolleyball.ca</a>
C	AL	Maple View Terrace Trillium Retirement Residence	London, ON	<a href="https://oxfordmapleview.com">https://oxfordmapleview.com</a>
C	AL	Masonville Manor Retirement home	London, ON	<a href="https://www.siennaliving.ca/retirement/ontario/masonville-manor-retirement-residence-sabra">https://www.siennaliving.ca/retirement/ontario/masonville-manor-retirement-residence-sabra</a>
NP	AL	McCormick Dementia Services	London, ON	<a href="https://www.mccormickcaregroup.ca/mccormick-dementia-services-2-2/caregiverscorner/">https://www.mccormickcaregroup.ca/mccormick-dementia-services-2-2/caregiverscorner/</a>
NP	AL	McCormick Home	London, ON	<a href="http://www.mccormickhome.ca">www.mccormickhome.ca</a>
C	AL	McGarrell Place	London, ON	<a href="http://www.reveralliving.com/long-term-care/locations/mcgarrell-place">www.reveralliving.com/long-term-care/locations/mcgarrell-place</a>
C	AL	Meadow Park Care Centre	London, ON	<a href="https://www.jarlette.com/long-term-care/meadow-park-london">https://www.jarlette.com/long-term-care/meadow-park-london</a>
NP	AL	Merrymount Children's Centre	London, ON	<a href="http://www.merrymount.on.ca/">www.merrymount.on.ca/</a>
NP	AL	Merrymount Family Crisis Centre	London, ON	<a href="http://www.merrymount.on.ca">www.merrymount.on.ca</a>
C	AL	Metcalf Gardens Retirement Residence	St. Thomas, ON	<a href="https://www.southwesthealthline.ca/displayservice.aspx?id=13757">https://www.southwesthealthline.ca/displayservice.aspx?id=13757</a>
P	CR	Municipality of Central Elgin	St Thomas, ON	<a href="http://www.centralelgin.org">www.centralelgin.org</a>
P	CR	Municipality of Middlesex Centre - Komoka Wellness Centre	Komoka, ON	<a href="http://www.middlesexcentre.on.ca">www.middlesexcentre.on.ca</a>
P	CR	Municipality of Strathroy-Caradoc	Strathroy, ON	<a href="http://www.strathroy-caradoc.ca">www.strathroy-caradoc.ca</a>
P	CR	Municipality Of Thames Centre	Dorchester, ON	<a href="http://www.Thamescentre.on.ca">www.Thamescentre.on.ca</a>

<b>Delivery</b>	<b>Labour Market</b>	<b>Agency Name</b>	<b>Location</b>	<b>Link</b>
NP	AL	N'Amerind Friendship Centre	London, ON	<a href="http://www.namerind.on.ca/">www.namerind.on.ca/</a>
P	AL	North Meadows Public School	Strathroy, ON	<a href="https://northmeadows.tvdsb.ca/en/index.aspx">https://northmeadows.tvdsb.ca/en/index.aspx</a>
NP	AL	Northwest London Resource Centre	London, ON	<a href="https://nwlrc.ca">https://nwlrc.ca</a>
NP	AL	Participation House	London, ON	<a href="https://www.phsscommunity.com">https://www.phsscommunity.com</a>
NP	AL	PHSS Medical & Complex Care in Community (Participation House Support Services)	London, ON	<a href="https://www.phsscommunity.com">https://www.phsscommunity.com</a>
P	OR	Pinery Provincial Park	Grand Bend, ON	<a href="http://www.pinerypark.on.ca/">http://www.pinerypark.on.ca/</a>
C	CR	Playgrounds Movement Training Centre	Kitchener, ON	<a href="http://www.kwplaygrounds.ca">www.kwplaygrounds.ca</a>
P	CR	Port Stanley Arena	Port Stanley, ON	<a href="https://www.elgintourist.com/business-directory/port-stanley-arena-community-centre">https://www.elgintourist.com/business-directory/port-stanley-arena-community-centre</a>
C	AL	Queens Village for Seniors	London, ON	<a href="http://www.queensvillage.ca">www.queensvillage.ca</a>
C	AL	Richmond Woods by Sifton	London, ON	<a href="https://sifton.com/retirement/richmond-woods/">https://sifton.com/retirement/richmond-woods/</a>
NP	AL	Salvation Army London Village	London, ON	<a href="http://www.salvationarmyvillage.ca">www.salvationarmyvillage.ca</a>
C	AL	Secord Trails Care Community	Ingersoll, ON	<a href="https://www.siennaliving.ca/long-term-care/ontario/secord-trails-care-community">https://www.siennaliving.ca/long-term-care/ontario/secord-trails-care-community</a>
NP	AL	South London Neighbourhood Resource Centre	London, ON	<a href="https://slnrc.org">https://slnrc.org</a>
C	S&L	Spikes	London, ON	<a href="http://www.spikes.on.ca/">www.spikes.on.ca/</a>
C	AL	Sprucedale Care Centre	Strathroy, ON	<a href="https://sprucedale.ca">https://sprucedale.ca</a>
P	AL	St Joseph's Health Care - Parkwood Institute	London, ON	<a href="https://www.sjhc.london.on.ca/patients-and-visitors/our-locations/parkwood-institute">https://www.sjhc.london.on.ca/patients-and-visitors/our-locations/parkwood-institute</a>
P	CR	St Thomas Seniors Recreation Centre	St Thomas, ON	<a href="http://www.stthomasseniorscentre.com/">www.stthomasseniorscentre.com/</a>

<b>Delivery</b>	<b>Labour Market</b>	<b>Agency Name</b>	<b>Location</b>	<b>Link</b>
P	AL	St.George Catholic Elementary School	London, ON	<a href="https://geo.ldcsb.ca">https://geo.ldcsb.ca</a>
P	AL	STHC - Third Age Outreach Services (SJHC)	London, ON	<a href="https://www.thirdageoutreach.ca">https://www.thirdageoutreach.ca</a>
P	AL	Strathmere Lodge	Strathroy, ON	<a href="http://www.middlesex.ca/departments/long-term-care">www.middlesex.ca/departments/long-term-care</a>
C	S&L	Supreme Courts Volleyball Corp	London, ON	<a href="http://supremecourtsvolleyball.com">http://supremecourtsvolleyball.com</a>
C	CR	The Factory	London, ON	<a href="https://thefactorylondon.ca">https://thefactorylondon.ca</a>
C	AL	Thearpy Moving Foward	Welland, ON	<a href="https://therapymovingforward.ca">https://therapymovingforward.ca</a>
C	S&L	Total Package Hockey	London, ON	<a href="http://www.totalpackagehockey.ca/">www.totalpackagehockey.ca/</a>
P	CR	Town of St. Marys Senior Services	St. Marys, ON	<a href="http://www.townofstmarys.com">www.townofstmarys.com</a>
P	CR	Town of Tillsonburg Aquatics	Tillsonburg, ON	<a href="https://www.tillsonburg.ca/en/Recreation-and-Culture.aspx">https://www.tillsonburg.ca/en/Recreation-and-Culture.aspx</a>
NP	AL	Tri-County Mennonite Homes- Greenwood Court	Stratford, ON	<a href="https://tcmhomes.com">https://tcmhomes.com</a>
NP	AL	United Way	London, ON	<a href="http://www.unitedwaylm.ca/">www.unitedwaylm.ca/</a>
P	OR	Upper Thames River Conservation Authority	London, ON	<a href="http://www.thamesriver.on.ca">www.thamesriver.on.ca</a>
P	OR	Upper Thames River Conservation Authority, Wildwoond Conservation Area	St Marys, ON	<a href="http://www.thamesriver.on.ca">www.thamesriver.on.ca</a>
P	CR	UWO Campus Recreation	London, ON	<a href="http://www.westernmustangs.ca/index.aspx?path=ims">www.westernmustangs.ca/index.aspx?path=ims</a>
P	AL	Valleyview Home	St. Thomas, ON	<a href="https://www.stthomas.ca/living_here/valleyview">https://www.stthomas.ca/living_here/valleyview</a>
NP	AL	VON Oxford	Woodstock ON	<a href="https://www.von.ca/en/site/oxford">https://www.von.ca/en/site/oxford</a>
NP	AL	VON Strathroy	Strathroy, ON	<a href="https://www.vonme.ca/von-middlesex-strathroy">https://www.vonme.ca/von-middlesex-strathroy</a>
C	AL	Waverly Mansion Retirement Home	London, ON	



<b>Delivery</b>	<b>Labour Market</b>	<b>Agency Name</b>	<b>Location</b>	<b>Link</b>
C	CR	Western Fair District	London, ON	<a href="https://www.westernfairdistrict.com/western-fair-district-london-ontario">https://www.westernfairdistrict.com/western-fair-district-london-ontario</a>
C	AL	Westmount Gardens Long Term Care Community	London, ON	<a href="http://ltc.srgroup.ca/westmountgardens_london.htm">http://ltc.srgroup.ca/westmountgardens_london.htm</a>
C	AL	Wildwood Care Centre	St Marys, ON	<a href="https://omniway.ca/homes/wildwood/">https://omniway.ca/homes/wildwood/</a>
P	OR	Wildwood Conservation Area	St Marys, ON	<a href="https://www.wildwoodconservationarea.ca">https://www.wildwoodconservationarea.ca</a>
C	AL	Windermere on the Mount	London, ON	<a href="https://www.reveralliving.com/retirement-living/locations/windermere-on-the-mount">https://www.reveralliving.com/retirement-living/locations/windermere-on-the-mount</a>
NP	AL	Women's Community House	London, ON	<a href="https://www.anovafuture.org">https://www.anovafuture.org</a>
C	AL	X Events	London, ON	<a href="https://www.x.events">https://www.x.events</a>
NP	CR	YMCA Bostwick	London, ON	<a href="http://www.ymcaswo.ca">www.ymcaswo.ca</a>
NP	CR	YMCA Bob Hayward-	London, ON	<a href="http://www.ymcaswo.ca">www.ymcaswo.ca</a>
NP	CR	YMCA Centre Branch	London, ON	<a href="http://www.ymcawo.ca">www.ymcawo.ca</a>
NP	CR	YMCA New Middlesex Centre - Komoka	Komoka, ON	<a href="http://www.ymcawo.ca/middlesex-centre">www.ymcawo.ca/middlesex-centre</a>
NP	CR	YMCA of St. Thomas-Elgin	St. Thomas, ON	<a href="https://www.ymcaswo.ca/locations/family-ymca-stthomas-elgin">https://www.ymcaswo.ca/locations/family-ymca-stthomas-elgin</a>
NP	CR	YMCA St Thomas	St. Thomas, ON	<a href="http://ymcawo.ca/stthomas-contact/">http://ymcawo.ca/stthomas-contact/</a>
NP	CR	YMCA Stoney Creek	London, ON	<a href="http://www.ymcaswo.ca">www.ymcaswo.ca</a>
NP	CR	YMCA Strathroy-Caradoc	Strathroy, ON	<a href="http://www.ymcawo.ca">www.ymcawo.ca</a>
NP	AL	Youth Opportunities Unlimited	London, ON	<a href="https://www.you.ca">https://www.you.ca</a>

# APPENDIX: EXPANDED EXAMPLES OF THE 4 AREAS

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## Active Living

Health, Wellness and Fitness Organizations that offer services focused on improving and maintaining healthy living.

Types of Organizations	Examples in London and Ontario	Examples of Job titles
Community service organizations	Boys and Girls Club London	Recreation programmer
	Youth Opportunities Unlimited	Recreationist
	Growing Chefs! Ontario	Recreation coordinator
	N'Amerind (London) Friendship Centre	Equipment operator
	Southwest Centre for Forensic Mental Health (SJHC)	Facility manager
		Camp Leaders
		Recreation leader
		Director Leisure programs
Health related organizations	Canadian Mental Health Assoc (CMHA)	Recreation therapist
	Alzheimer Society Southwest Partners	Recreation therapist aide
	Parkwood Institute (SJHC)	Music Therapist
		Art Therapist
		Volunteer coordinator
Educational organizations	Fanshawe College	Recreation Attendant
	Western University	Events coordinator
	Therapeutic Recreation Ontario (TRO)	Recreation facilitator
		Program Coordinator
Corporate fitness services, and facilities	Fitness Forum	Fitness Advisor

Types of Organizations	Examples in London and Ontario	Examples of Job titles
Long Term Care and Retirement Residences	GoodLife Fitness	Club Attendant
	Movati Athletic	Fitness Leader
	McCormick Home	Active Living manager
	Kensington Village	Activity aide,
	Oneida Long Term Care Centre	Life enrichment aide Recreation aide
Retail, and wholesale trade related to active living (e.g. swimming pools, home-based exercise equipment, active apparel etc.).	Mountain Equipment Company (MEC)	Salesclerk
	Sport Chek	Retail Customer Advisor
	Hollandia Pools and Spas	Customer Service



## **Sport and Leisure**

Organizations that offer sporting and leisure activities, excluding professional athletes, musicians, artists etc.

Types of Organizations	Examples in London and Ontario	Examples of Job Titles
Community and Provincial sport organizations	EMSA (Elgin and Middlesex Soccer Association)	Coach
	West London Minor Hockey Association	Manager
	Athletics Ontario	Sport Administrator
		Sports Director
Community and Provincial leisure organizations		Sport Information Officer
	Ontario Field Ornithologists	Program Leader
	London Community Orchestra	Community Arts programmer
	London Camera Club	Administrator
Non-profit and Commercial offering access to sport and physical recreation to the public	Gateway Casinos London	
	BMO Centre	Instructor
	Sunningdale Golf & Country Club	Administrator
	Boler Mountain	Engagement Officer
Community and Provincial cultural organizations (museums, heritage sites, community theatres, community orchestra and music organizations)		Facilities Worker
	Grand Theatre	Guide
	Museum London	Interpreter
	Aeolian Hall	Events Planner
	Museum of Ontario Archaeology	Volunteer Coordinator
	Fanshawe Pioneer Village	Supervisor Visitor Experience

Types of Organizations	Examples in London and Ontario	Examples of Job Titles
Retail, and wholesale trade related to amateur sport and leisure pursuits (e.g. equipment manufacture, sales, rentals, etc.).	Herm's Sport Exchange	Salesclerk
	London's Source for Sports	Retail Customer Advisor
		Customer Service





## **Outdoor Recreation and Parks**

Organizations that provide outdoor spaces, and activity opportunities in outdoor spaces.

Types of Organizations	Examples in London and Ontario	Examples of Job Titles
Public, voluntary, and commercial parks, open spaces, and facilities for individual and group involvement in active and passive outdoor pursuits (e.g., picnics, hiking, camping, climbing, rafting, etc.).	Pinery Provincial Park	Park Communicator
	Upper Thames River Conservation Authority	Park Resource Officer
	Springbank Park	Parks Maintenance
		Parks Crew
		Conservation Area Technician
		Forestry Technician
		Park Administrative Supervisor
		Trails Supervisor
		Trail Technician
Guides and outfitters	Thames Valley Trail Association	Information Officer
	Hike Ontario	Outdoor Educator
	Reelpro Fishing Charters	Park Interpreter
		Outdoor Educator
Provincial Recreation Associations	Ontario Parks Association	Program Leader
	Ontario Camping Association	Administrator
	Ontario Recreational Canoeing and Kayaking Association	Instructor

Types of Organizations	Examples in London and Ontario	Examples of Job Titles
Tourism-related organizations around outdoor recreation & parks	Grand River Rafting Co	Adventure Course Guide
	Cotton Co ATV Snowmobile Tours, Burlington	Outdoor Programming Leader
	Backcountry Tours, Muskoka	Campground Manager
	Algonquin Outfitters	
	Wendigo Lake Expeditions	
Retail, and wholesale trade related to outdoor recreation and parks (e.g., camping equipment, recreational vehicle trade - snowmobiles, RVs, etc.).	Nova Craft Canoe	Salesclerk
	London's Paddle Shop	Retail Customer Advisor
	Pelee Wings Nature Store	Customer Service



# Community Recreation

Organizations that offer community-based spaces and programming.

Types of Organizations	Examples in London and Ontario	Examples of Job Titles
Public and community-based organizations, spaces, and centres that offer active and passive recreation opportunities	Stronach Community Recreation Centre	Program Facilitator
	Earl Nichols Arena	Recreation Development specialist
	YMCA of Southwestern Ontario	Director of Parks and Recreation
	City of London, Recreation and Sport	Operator – recreation/parks
		Facility Manager
		Day Camp Director
Commercial organizations that offer recreational opportunities		Aquatic Supervisor, Aquatic Staff
	East Park London	Facility Clerk
	The Factory	Recreation Attendant
Retail, and wholesale trade related to community recreation (e.g., suppliers of playground equipment, etc.).	Western Fair District	Operator
	Little Tikes Playground Equipment	Salesclerk
		Retail Customer Advisor
		Customer Service

# VERSIONING HISTORY

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This page provides a record of edits and changes made to this book since its initial publication. Whenever edits or updates are made in the text, we provide a record and description of those changes here. If the change is minor, the version number increases by 0.1. If the edits involve a number of changes, the version number increases to the next full number.

The files posted alongside this book always reflect the most recent version.

Version	Date	Change	Affected Web Page
1.0	06 June 2022	First Publication	N/A
1.1	13 June 2023	Edits to NOC Codes	<a href="#">2.2 Job Market</a> <a href="#">2.3 Projecting Job Growth in Canada</a>