

Key Research Findings

This analysis was based on the pre-determined criteria and measures listed below:

Section	Description	Measures
Student Demand	<p>Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).</p> <p>Click Below to Access Full Source Document: Fall Enrollment Trend</p>	<ul style="list-style-type: none"> ● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3% ● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9% ● Weak = Fleming enrolment growth is less than the system demand and is less than 1%
Labour Market	<p>Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile.</p>	<ul style="list-style-type: none"> ● Strong = Between 5-6 positive labour market indicators ● Moderate = Between 3-5 positive labour market indicators ● Weak = Between 1-2 or no positive labour market indicators
Competitive Analysis	<p>Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Click Below to Access Full Source Document: Fall Conversion Report</p>	<ul style="list-style-type: none"> ● Strong = Fleming conversion ratio is greater than 2 below the system ● Moderate = Fleming conversion ratio is 1 above, below or equal to the system ● Weak = Fleming conversion ratio is greater than 2 above than the system
Financial Analysis	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p>Click Below to Access Full Source Document: Costing Analysis</p>	<ul style="list-style-type: none"> ● Strong = CTO is greater than 35% ● Moderate = CTO is between 30 - 34% ● Weak = CTO is between 20 – 30% <p>No Contribution = 19% or less</p>

Key Research Findings

Key Performance Indicators	<p>Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.</p> <p>Click Below to Access Full Source Document: Key Performance Indicators</p>	<ul style="list-style-type: none"> ● Strong = Above system average in 6-7 indicators ● Moderate = Above system average in 3-5 indicators ● Weak = Above system average in 0-2 indicators.
Resource Analysis	<p>Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here</p>	

Key Research Findings

Recreation and Leisure Services (52203)

Student Demand¹

- **WEAK**

The following information consists of OCAS yearly student fall registration data as well as a mean growth rate and average student registration for each program under these categories:

Certificate

- Canadore is the only college to offer a certificate program in this field, and it has a relatively healthy mean growth rate of 25%, however a small amount of average registrations with only 4 students

Diploma

- There are many similar diploma programs to Recreation and Leisure Services (Recreation Leadership) which other colleges in the area are offering
- For Recreation and Leisure Services (Recreation Leadership) program, Fleming's mean growth rate **(0%)** is slightly lower than the system's rate **(3%)**
- The calculated mean growth rates show that Conestoga has the highest mean growth rate **(21%)** and Confederation has the lowest **(-32%)**

Graduate Certificate

- Georgian is the only school to offer a graduate certificate, which has a **9%** mean growth rate over the last five year period, and an average registration of **35 students**

Degree

- Seneca is the only college to have a degree program, which has a **24%** mean growth rate over the last five years and an average registration of **32 students**

Certificate

Program: 42206 - RECREATION - THERAPEUTIC ASSISTANT														
	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
CANADORE	5	7	40	7	2	-71	2	6	200	6	2	-67	25	4
Total	5	7	40	7	2	-71	2	6	200	6	2	-67	25	4

Key Research Findings

Diploma

Program: 52201 - RECREATIONAL TOURISM MANAGEMENT

	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
ALGONQUIN	79	76	-4	76	80	5	80	100	25	100	83	-17	2	84
CAMBRIAN	10													10
Total	89	76	-15	76	80	5	80	100	25	100	83	-17	0	86

Program: 52203 - RECREATION LEADERSHIP

	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
ALGONQUIN	62	62	0	62	61	-2	61	61	0	61	69	13	3	63
CANADORE	22	16	-27	16	23	44	23	15	-35	15	23	53	9	20
CENTENNIAL	42	27	-36	27	44	63	44	33	-25	33	37	12	4	37
CONESTOGA	41	39	-5	39	44	13	44	45	2	45	79	76	21	50
CONFEDERATION	22	15	-32	15				1		1			-32	13
FANSHAWE	85	89	5	89	82	-8	82	85	4	85	90	6	2	86
FLEMING	53	49	-8	49	56	14	56	50	-11	50	52	4	0	52
GEORGIAN								65		65	63	-3	-3	64
HUMBER	43	56	30	56	63	13	63	66	5	66	66	0	12	59
LA CITÉ COLLÉGIAL	18	22	22	22	27	23	27	26	-4	26	17	-35	2	22
LOYALIST	14				11		11	10	-9	10	9	-10	-10	11
MOHAWK	93	103	11	103	102	-1	102	106	4	106	81	-24	-2	97
NIAGARA	49	41	-16	41	57	39	57	35	-39	35	31	-11	-7	43
SENECA	31	30	-3	30	38	27	38	21	-45	21	32	52	8	30
Total	575	549	-5	549	608	11	608	619	2	619	649	5	3	600

Program: 52204 - HOSPITALITY, RECREATION AND TOURISM

	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
GEORGE BROWN	77	90	17	90	88	-2	88	102	16	102	109	7	9	93
HUMBER	55	45	-18	45	49	9	49	35	-29	35	48	37	0	46
Total	132	135	2	135	137	1	137	137	0	137	157	15	5	140

Program: 52206 - RECREATION THERAPY

	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
CANADORE	18	23	28	23	33	43	33	20	-39	20	18	-10	5	22
CONFEDERATION				38			38	40	5	40	37	-8	-1	38
NIAGARA								50		50	58	16	16	54
Total	18	23	28	23	71	209	71	110	55	110	113	3	74	67

Key Research Findings

Program: 52928 - RECREATIONAL MERCHANDISING

	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
FLEMING	38	37	-3	37	29	-22	29	25	-14	25	25	0	-10	31
Total	38	37	-3	37	29	-22	29	25	-14	25	25	0	-10	31

Graduate Certificate

Program: 72206 - RECREATION FOR SPECIAL POPULATIONS

	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
GEORGIAN	33	29	-12	29	35	21	35	35	0	35	45	29	9	35
Total	33	29	-12	29	35	21	35	35	0	35	45	29	9	35

Degree

Program: 82206 - BACHELOR OF APPLIED ARTS (THERAPEUTIC RECREATION)

	2007	2008	% Change (07-08)	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	% Mean Growth Rate (07-11)	5 Year Average Reg. Students
SENECA							29			29	36	24	24	32
Total							29			29	36	24	24	32

Key Research Findings

Labour Market

• **MODERATE**

HRSDC²

Program Leaders and Instructors in Recreation, Sport and Fitness (NOC 5254)

- Job Openings (2011/2020): **20,700**
- Job Seekers(2011/2020):**34,218**
- Post-Secondary Education Graduates:**48,244 (141%)**
- “The number of job openings is expected to decrease, mainly as a result of a decline in job creation. Although job growth in this occupation is expected to be relatively strong, 50 percent fewer jobs will be created over the next decade than were created in the 2001-2010 period. This can be explained in part by an increasing consumption of arts and culture, along with a corresponding decrease in sporting activity, as the population grows older. Increased sporting activity among young people, as a result of government tax incentives to promote sport and fitness, is expected to have a significant impact on the use of program leaders and instructors in recreation, sports and fitness, but less impact on their numbers. The rate of retirement in this occupation is also among the lowest, since its workers are much younger than average.”

US Bureau of Labour³

Recreation Workers (SOC – 39-9032)

- Employment Growth (2010/2020): **Increase 19%**
 - **339,100 (2010) to 403,400 (2020)**
- “The growth of fitness centers, sports centers, and camps specializing in younger participants is expected to increase demand for recreation workers, as more emphasis is placed on youth exercise to combat obesity. However, budget restrictions in state and local government might limit the number of jobs added to this occupation.”
- “As baby boomers age and retire, they are encouraged to remain active to help combat injuries and illnesses associated with aging. Many of the new jobs for recreation workers will be in social assistance organizations and in nursing and residential care facilities.”

²“Athletes, Coaches, Referees And Related Occupations (525).” Human Resources and Skills Development Canada.N.p., n.d. Web. 20 June 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=69>>.

³Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Recreation Workers, Web. <http://www.bls.gov/ooh/personal-care-and-service/recreation-workers.htm>, June 20, 2012.

Key Research Findings

Sector Council Report⁴

"The World Leisure Organization has crafted several significant policy statements to advance leisure including The World Leisure Organization São Paulo Declaration, Leisure in a Globalized Society...:"

- "All persons have the right to leisure through economic, political and social policies that are equitable and sustainable."
- "All persons have a need to celebrate and share our diversity in leisure."
- "All governments and institutions should preserve and create barrier free environments, e.g., cultural, technological, natural and built, where people have time, space, facilities and opportunity to express, celebrate and share leisure."
- "Collective and individual endeavors be permitted to maintain the freedom and integrity of leisure."
- "All governments will enact and enforce laws and policies designed to provide leisure for all."
- "All private and public sectors consider the threats to diversity and quality of leisure experiences caused by the local, national and international consequences of globalization. "
- "All private and public sectors consider the threats to the abuse and misuse of leisure by individuals, i.e., deviant and criminal behavior, which results from local, national and international forces."
- "All private and public sectors ensure that policies are implemented to provide leisure education curricula and programs for school and community systems, as well as programs to train related voluntary and professional human resources."
- "Efforts be made to understand better the consequences of globalization for leisure through a coherent program of ongoing research."
- "Efforts be made to disseminate information on the cost and benefits to leisure from the several and profound forces of globalization."

⁴ "Leisure: Enhancing the Human Condition - Priorities & Strategies 2009-2014." *World Leisure Organization*. N.p., 2008. Web. 20 July 2012. <<http://www.worldleisure.org/userfiles/file/Leisure-%20Enhancing%20the%20Human%20Condition.pdf>>.

Key Research Findings

Employment Profile⁵

In 2010-2011, **28%** of graduates were employed in a full time position which related to this program of study provincially

Recreation/Fitness			
Total Graduates:	1,128	Total Graduates in Survey:	807
		Response Rate:	72.1%

594 graduates were reported after the survey window had closed. While program information for these graduates has been included wherever possible, these graduates are not included in survey results, such as response rates.

Programs in Recreation/Fitness

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Coaching And Sport Development	2 Years	1	1	1	Seneca
Exercise Science And Lifestyle Management	Post Diploma	21	13	10	Humber
Fitness And Health Promotion	2 Years	315	234	152	Algonquin, Boreal, Conestoga, Durham, Fanshawe, Humber, Loyalist, Niagara, Sault, Sir Sandford Fleming, St. Lawrence
Fitness Management	3 Years	67	44	25	Cambrlan, George Brown
Golf And Recreational Club Management	2 Years	12	7	6	Fanshawe
Golf And Ski Operations Management	2 Years	4	4	4	Algonquin
Nature Interpreters	1 Year	2	1	—	Sault
Park Operation Skills	1 Year	1	1	1	Sault
Recreation – Parks Operation And Services	2 Years	40	30	26	Seneca, Sir Sandford Fleming
Recreation – Therapeutic Assistant	1 Year	5	4	4	Canadore
Recreation And Leisure Services	2 Years	400	296	219	Algonquin, Canadore, Centennial, Conestoga, Confederation, Fanshawe, Humber, La Cité, Loyalist, Mohawk, Niagara, Seneca, Sir Sandford Fleming
Recreation Facility Management	2 Years	22	12	8	Algonquin, Seneca
Recreation For Special Populations	Post Diploma	27	19	19	Georgian
Recreation Therapy	2 Years	45	32	27	Canadore, Confederation
Ski Area Operations	1 Year	1	—	—	Georgian
Ski Resort Operations And Management	2 Years	12	9	8	Georgian
Sport Business Management	Post Diploma	25	11	10	Algonquin
Sport Management	3 Years	55	39	27	Durham, Lambton
Sports Administration	2 Years	3	3	3	Durham
Sports Management	Post Diploma	25	13	13	Durham
Wellness And Lifestyle Management	Post Diploma	45	34	31	Centennial

⁵"Employment Profile." Ontario. N.p., 2011. Web. 19 July 2012.
<<http://www.tcu.gov.on.ca/pepg/audiences/colleges/serials/eprofile09-10/profile10.pdf>>.

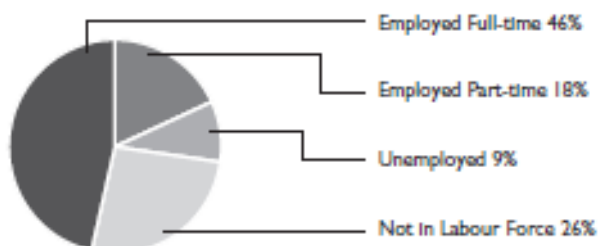
Recreation/Fitness

Summary of Survey Data

	Program Cluster	All Programs
Survey Population	807	50,622
Labour Force Participation	74%	74%
Employment Rate^a	87%	83%
Employed Part-time ^a	25%	18%
Employed Full-time ^a	62%	65%
Average Annual Earnings – Total	\$30,487	\$33,199
Average Annual Earnings – Female	\$29,575	\$31,897
Average Annual Earnings – Male	\$31,431	\$34,607
Graduate Satisfaction	76%	79%
Employer Satisfaction	92%	93%

a. As a percentage of graduates in the labour force.

Graduate Outcomes for Program Cluster (as a percentage of all respondents)



Top Five Industries of Employment

	#	%
Amusement, Gambling and Recreation Industries	144	29.6%
Nursing and Residential Care Facilities	40	8.2%
Social Assistance	31	6.4%
Food Services and Drinking Places	29	6.0%
Ambulatory Health Care Services	20	4.1%

Top Five Occupational Categories

	#	%
Program Leaders and Instructors in Recreation, Sport and Fitness	96	19.6%
Recreation, Sports and Fitness Program Supervisors and Consultants	42	8.6%
Retail Salespersons and Sales Clerks	31	6.3%
Other Professional Occupations in Therapy and Assessment	25	5.1%
Community and Social Service Workers	23	4.7%

Recreation/Fitness

Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not In Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Exercise Science And Lifestyle Management	3	23.1	4	30.8	1	7.7	1	7.7	1	7.7	3	23.1
Fitness And Health Promotion	51	21.8	35	15.0	39	16.7	14	6.0	13	5.6	82	35.0
Fitness Management	14	31.8	6	13.6	1	2.3	4	9.1	—	—	19	43.2
Golf And Recreational Club Management	5	71.4	—	—	—	—	—	—	1	14.3	1	14.3
Recreation – Parks Operation And Services	18	60.0	3	10.0	—	—	—	—	5	16.7	4	13.3
Recreation And Leisure Services	83	28.0	46	15.5	35	11.8	19	6.4	36	12.2	77	26.0
Recreation Facility Management	2	16.7	2	16.7	2	16.7	2	16.7	—	—	4	33.3
Recreation For Special Populations	15	78.9	2	10.5	2	10.5	—	—	—	—	—	—
Recreation Therapy	12	37.5	5	15.6	5	15.6	3	9.4	2	6.3	5	15.6
Ski Resort Operations And Management	5	55.6	1	11.1	—	—	—	—	2	22.2	1	11.1
Sport Business Management	8	72.7	2	18.2	—	—	—	—	—	—	1	9.1
Sport Management	13	33.3	6	15.4	2	5.1	3	7.7	3	7.7	12	30.8
Sports Management	3	23.1	6	46.2	—	—	—	—	4	30.8	—	—
Wellness And Lifestyle Management	8	23.5	4	11.8	4	11.8	8	23.5	7	20.6	3	8.8
All Programs in Cluster*	240	30.3	122	15.4	91	11.5	54	6.8	74	9.3	212	26.7

* Does not include 7 programs with fewer than 5 graduates in the labour force.

Key Research Findings

Working in Canada⁶

Program Leaders and Instructors in Recreation, Sport and Fitness (NOC 5254)

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	10.25	12.50	24.73
Hamilton--Niagara Peninsula Region	10.25	12.00	24.00
Kingston - Pembroke Region	10.25	12.50	24.73
Kitchener--Waterloo--Barrie Region	10.25	11.50	25.00
London Region	10.25	13.00	25.00
Muskoka-Kawartha Region	10.25	12.50	24.73
Northeast Region	10.25	12.50	24.73
Northwest Region	11.00	16.35	27.00
Ottawa Region	10.25	12.50	29.00
Stratford--Bruce Peninsula Region	10.75	15.00	21.98
Toronto Region	10.25	12.75	25.64
Windsor-Sarnia Region	10.25	12.50	24.73

Competitive Analysis⁷

- **STRONG**

The following information consists of OCAS yearly fall application and registration data as well as a conversion ratio for each program under this category:

Certificate

- Canadore had a **7:1** conversion ratio in 2011, reaching the lowest point in the past five years

Diploma

- There are currently 14 colleges offering the Recreation and Leisure Services (Recreation Leadership) program
- Fleming's conversion rate (**3:1**) in 2011 was slightly above that of the system's (**4:1**)

Graduate Certificate

- Georgian has maintained a relatively good conversion ratio throughout the past five years, balancing around **3:1**

⁶"Program Leaders and Instructors in Recreation, Sport and Fitness (NOC 5254)." *Working in Canada*. N.p., n.d. Web. 20 June 2012. <http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final@ionKeyword=Peterborough%2C+Ontario&s=1&source=3&titleKeyword=recreation+program+leader#report_tabs_container2>.

⁷ Application data obtained from OCAS College Count Cube October 19, 2011
Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011.
Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset
Prepared by Fleming Data Research (07-2012)

Key Research Findings

Degree

- Seneca began offering their degree program in 2010 and has maintained a **5:1** conversion ratio through those two years

Certificate

Program: 42206 - RECREATION - THERAPEUTIC ASSISTANT												
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio
CANADORE	21	5	4:1	24	7	3:1	12	2	6:1	23	6	4:1
Total	21	5	4:1	24	7	3:1	12	2	6:1	23	6	4:1

Diploma

Program: 52201 - RECREATIONAL TOURISM MANAGEMENT												
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio
ALGONQUIN	403	79	5:1	335	76	4:1	431	80	5:1	440	100	4:1
CAMBRIAN	79	10	8:1	46			0			0		
Total	482	89	5:1	381	76	5:1	431	80	5:1	440	100	4:1

Program: 52203 - RECREATION LEADERSHIP												
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio
ALGONQUIN	277	62	4:1	232	62	4:1	272	61	4:1	232	61	4:1
CANADORE	105	22	5:1	97	16	6:1	121	23	5:1	101	15	7:1
CENTENNIAL	163	42	4:1	151	27	6:1	187	44	4:1	157	33	5:1
CONESTOGA	246	41	6:1	228	39	6:1	232	44	5:1	234	45	5:1
CONFEDERATION	77	22	4:1	63	15	4:1	67			13	1	13:1
FANSHAWE	402	85	5:1	362	89	4:1	392	82	5:1	398	85	5:1
FLEMING	229	53	4:1	206	49	4:1	213	56	4:1	174	50	3:1
GEORGIAN	0			0			0			201	65	3:1
HUMBER	246	43	6:1	230	56	4:1	265	63	4:1	297	66	5:1
LA CITÉ COLLÉGIAL	66	18	4:1	52	22	2:1	73	27	3:1	63	26	2:1
LOYALIST	94	14	7:1	78			82	11	7:1	65	10	7:1
MOHAWK	365	93	4:1	367	103	4:1	344	102	3:1	347	106	3:1
NIAGARA	239	49	5:1	250	41	6:1	212	57	4:1	204	35	6:1
SENECA	204	31	7:1	185	30	6:1	183	38	5:1	186	21	9:1
Total	2713	575	5:1	2501	549	5:1	2643	608	4:1	2672	619	4:1

Key Research Findings

Program: 52204 - HOSPITALITY, RECREATION AND TOURISM															
	App. 2007 Reg. 2007 Conversion Ratio			App. 2008 Reg. 2008 Conversion Ratio			App. 2009 Reg. 2009 Conversion Ratio			App. 2010 Reg. 2010 Conversion Ratio			App. 2011 Reg. 2011 Conversion Ratio		
GEORGE BROWN	561	77	7:1	606	90	7:1	571	88	6:1	574	102	6:1	633	109	6:1
HUMBER	261	55	5:1	242	45	5:1	232	49	5:1	214	35	6:1	261	48	5:1
Total	822	132	6:1	848	135	6:1	803	137	6:1	788	137	6:1	894	157	6:1

Program: 52206 - RECREATION THERAPY															
	App. 2007 Reg. 2007 Conversion Ratio			App. 2008 Reg. 2008 Conversion Ratio			App. 2009 Reg. 2009 Conversion Ratio			App. 2010 Reg. 2010 Conversion Ratio			App. 2011 Reg. 2011 Conversion Ratio		
CANADORE	45	18	3:1	70	23	3:1	120	33	4:1	92	20	5:1	119	18	7:1
CONFEDERATION	0			0			99	38	3:1	115	40	3:1	126	37	3:1
NIAGARA	0			0			0			136	50	3:1	181	58	3:1
Total	45	18	3:1	70	23	3:1	219	71	3:1	343	110	3:1	426	113	4:1

Program: 52928 - RECREATIONAL MERCHANDISING															
	App. 2007 Reg. 2007 Conversion Ratio			App. 2008 Reg. 2008 Conversion Ratio			App. 2009 Reg. 2009 Conversion Ratio			App. 2010 Reg. 2010 Conversion Ratio			App. 2011 Reg. 2011 Conversion Ratio		
FLEMING	170	38	4:1	134	37	4:1	104	29	4:1	90	25	4:1	104	25	4:1
Total	170	38	4:1	134	37	4:1	104	29	4:1	90	25	4:1	104	25	4:1

Graduate Certificate

Program: 72206 - RECREATION FOR SPECIAL POPULATIONS															
	App. 2007 Reg. 2007 Conversion Ratio			App. 2008 Reg. 2008 Conversion Ratio			App. 2009 Reg. 2009 Conversion Ratio			App. 2010 Reg. 2010 Conversion Ratio			App. 2011 Reg. 2011 Conversion Ratio		
GEORGIAN	99	33	3:1	84	29	3:1	119	35	3:1	123	35	4:1	131	45	3:1
<i>Total</i>	<i>99</i>	<i>33</i>	<i>3:1</i>	<i>84</i>	<i>29</i>	<i>3:1</i>	<i>119</i>	<i>35</i>	<i>3:1</i>	<i>123</i>	<i>35</i>	<i>4:1</i>	<i>131</i>	<i>45</i>	<i>3:1</i>

Degree

Program: 82206 - BACHELOR OF APPLIED ARTS (THERAPEUTIC RECREATION)															
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio	App. 2011	Reg. 2011	Conversion Ratio
SENECA	0			0			0			156	29	5:1	185	36	5:1
Total	0			0			0			156	29	5:1	185	36	5:1

Key Research Findings

Financial Analysis

• **STRONG**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 54.4%
- Program Weight: 1.10
- Funding Unit: 1.90

Key Performance Indicators

• **MODERATE** / • **WEAK**

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

Recreation and Leisure	KPI1-Graduation Rate	+1% above system
	KPI2-Working	-5% below system
	KPI3-Working Related	-9% below system
	KPI4-Grad. Satisfaction	+2% above system
	KPI8-Student Satisfaction-Learning	+6% above system
	KPI9-Student Satisfaction- Teachers	+5% above system
	KPI11-Grad. Satisfaction-Program	-2% below system

Recreation and Leisure Advanced Standing	KPI1-Graduation Rate	-
	KPI2-Working	-36% below system
	KPI3-Working Related	-6% below system
	KPI4-Grad. Satisfaction	-
	KPI8-Student Satisfaction-Learning	-
	KPI9-Student Satisfaction- Teachers	-
	KPI11-Grad. Satisfaction-Program	-

Resource Analysis

Equipment

Staffing

Space

Key Research Findings

Appendix

The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.

Overview of the Profession:

NOC: 5254 –Program Leaders and Instructors in Recreation, Sport and Fitness

<http://www30.hrsdc.gc.ca/NOC/English/NOC/2006/ProfileNocCode.aspx?val=5&val1=5254&val17=5254&val18=1&val19=0>

&

http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final&ln=p®ionKeyword=Peterborough%2C+Ontario&source=0&titleKeyword=recreation+program+leader#job_opps

Program leaders and instructors in recreation, sport and fitness perform some or all of the following duties:

- Plan and carry out recreational, athletic, fitness and sports activities
- Assemble supplies and sports and game equipment
- Demonstrate and instruct athletic, fitness or sports activities and techniques
- Instruct groups and individuals in arts, crafts and similar activities and lead groups and individuals in recreational or leisure programs
- Attend to clients with special needs
- Provide lifestyle awareness information
- Conduct therapeutic recreational or athletic activities
- Monitor recreational, sports or fitness activities to ensure safety and provide emergency or first aid assistance when required
- Enforce safety rules and regulations
- Assist with co-ordination of special events
- Schedule activities, keep logs, maintain records and prepare reports
- May train and supervise staff
- May maintain and repair sports equipment.

Common Job Titles

- | | |
|------------------------------|--------------------------------|
| • Certified personal trainer | • personal trainer |
| • aerobics instructor | • playground worker |
| • camp counsellor | • recreation program leader |
| • day camp leader | • riding instructor |
| • fitness instructor | • ski instructor |
| • gymnastics teacher | • ski patrol |
| • lifeguard | • swimming instructor – sports |

Key Research Findings

Typical Employers

Key Research Findings

- community centres
- sports and fitness clubs
- outdoor centres
- resorts
- recreational facilities
- health care facilities
- correctional institutions
- government departments
- private businesses
- tourism associations and similar establishments

Labour Market

Working in Canada

1. Employment potential for the Muskoka-Kawartha-Peterborough Area is "N/A" (Working in Canada) <http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final&ln=p®ionKeyword=Peterborough%2C+Ontario&s=2&source=3&titleKeyword=recreation+program+leader#outlook>

HRSDC

2. National Outlook – 10-Year Projection (2011-2020) <http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=61>

This occupation is part of a larger occupational group **Athletes, Coaches, Referees And Related Occupations (525)**

Occupations in this group	Athletes (5251) Coaches (5252) Sports Officials and Referees (5253) Program Leaders and Instructors in Recreation and Sport (5254)
Employment (non-student) in 2010	69,141
Median Age of workers in 2010	27.6
Average Retirement Age in 2010	60

1. Estimated that there will be more job seekers in this field than job openings for the 2011-2020 periods (job openings are expected to total **20,700**. It is expected that **34,218** job seekers will be available to fill these job openings).
2. The majority of job seekers will come from the school system (141%) and 8% from immigration. It is projected that 58% of employees will leave this occupation for other occupations mainly because of the precarious labour market conditions and low pay.
3. The number of job openings is expected to decrease, mainly as a result of a decline in job creation. Although job growth in this occupation is expected to be relatively strong, 50 percent fewer jobs will be created over the next decade than were created in the 2001-2010 period.
4. Based on projections and considering that labour supply and demand in this occupation were balanced, it is expected that the number of job seekers will remain sufficient to fill the job openings

Key Research Findings

over the 2009-2018 period. This can be explained in part by an increasing consumption of arts and culture, along with a corresponding decrease in sporting activity, as the population grows older.

5. Increased sporting activity among young people, as a result of government tax incentives to promote sport and fitness, is expected to have a significant impact on the use of program leaders and instructors in recreation, sports and fitness, but less impact on their numbers.
6. The rate of retirement in this occupation is also among the lowest, since its workers are much younger than average.
7. Local wage for Peterborough/Kawartha Region 2010:
 - Low: \$10.25 Median: \$12.50 High: \$24.73
8. Median wage in Canada (2010/11) is: \$13.50/hr.

<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final&ln=n®ionKeyword=Peterborough%2C+Ontario&s=1&source=3&titleKeyword=recreation+program+leader#wages>

US Bureau of Labour

<http://www.bls.gov/ooh/Personal-Care-and-Service/Recreation-workers.htm#tab-6>

Job Outlook

Employment of recreation workers is expected to grow by 19 percent from 2010 to 2020, about as fast as the average for all occupations. The growth of fitness centers, sports centers, and camps specializing in younger participants is expected to increase demand for recreation workers, as more emphasis is placed on youth exercise to combat obesity. However, budget restrictions in state and local government might limit the number of jobs added to this occupation.

As baby boomers age and retire, they are encouraged to remain active to help combat injuries and illnesses associated with aging. Many of the new jobs for recreation workers will be in social assistance organizations and in nursing and residential care facilities.

Job Prospects

Job prospects will be best for those seeking part-time, seasonal, or temporary recreation jobs. Because workers in these jobs tend to be students or young people, they must be replaced when they leave for school or jobs in other occupations, thus creating many job openings.

Workers with higher levels of formal education related to recreation should have better prospects at getting full-time positions. Volunteer experience, part-time work during school, and a summer job also are viewed favorably for both full- and part-time positions.

Industry Standards:

The occupation is **not regulated** in Ontario or any province in Canada.

Professional Associations:

[Canadian Association for Health, Physical Education, Recreation and Dance](#)

Employment Requirements

Employment requirements are prerequisites generally needed to enter an occupation.

- Completion of secondary school is usually required.
- Completion of a college program in recreation or physical education or extensive experience in a specific recreational or sports program activity is usually required.
- Certification is usually required in a specific area of recreational, sports or fitness activity, such as ski instructor or personal trainer, or in first aid or emergency care.

Key Research Findings

- Demonstrated ability in a particular recreational, sports or fitness discipline is required.

Educational Programs Leading to this Occupation

N/A

Educational Competitors

Individual Community College/Institute Information

(Click on Program Title to view college program page)

1 Ontario Colleges currently offer this Diploma Program (specifically Fleming)

Algonquin

[Recreation and Leisure Services](#) Diploma

Canadore

[Recreation and Leisure Services](#) Diploma

- Fast track/online option available

[Recreation Therapy](#) Diploma

- Fast track option available

Centennial

[Recreation and Leisure Services](#) Diploma

Conestoga

[Recreation and Leisure Services](#) Diploma

[Recreation Management for Older Adults \(p/t\)](#) Graduate Certificate

Confederation

[Recreation Therapy](#) Diploma

Durham

[Recreation and Leisure Services](#) Diploma

Fanshawe

[Recreation and Leisure Services](#) Diploma

Georgian

[Recreation and Leisure Services](#) Diploma

[Therapeutic Recreation](#) 3 Semester Graduate Certificate

Humber

[Recreation and Leisure Services](#) Diploma

Lambton

[Therapeutic Recreation](#) 1 year Graduate Certificate

Loyalist

[Recreation and Leisure Services](#) Diploma

Key Research Findings

Mohawk

[Recreation and Leisure Services](#) Diploma

[Recreation Therapy](#) Diploma

Niagara

[Recreation and Leisure Services](#) Diploma

Seneca

[Recreation and Leisure Services](#) Diploma

APS #	MTCU Code	Approved Program Name	Program Weight	Funding Unit	Degree Factor	Institution
1101	52203	Recreation And Leisure Services	1.10	1.90	2.00	ALGONQUIN
1022	52203	Recreation And Leisure Services	1.10	1.90	2.00	CANADORE
1070	52203	Recreation And Leisure Services	1.10	1.90	2.00	CENTENNIAL
1039	52203	Recreation And Leisure Services	1.10	1.90	2.00	CONFEDERATION
1037	52203	Recreation And Leisure Services	1.10	1.90	2.00	CONESTOGA
1201	52203	Recreation and Leisure Services	1.10	1.90	2.00	DURHAM
1079	52203	Recreation And Leisure Services	1.10	1.90	2.00	FANSHAWE
1212	52203	Recreation and Leisure Services	1.10	1.90	2.00	GEORGIAN
1076	52203	Recreation And Leisure Services	1.10	1.90	2.00	HUMBER
1061	52203	Recreation And Leisure Services	1.10	1.90	2.00	LOYALIST
1048	52203	Recreation And Leisure Services	1.10	1.90	2.00	MOHAWK
1107	52203	Recreation And Leisure Services	1.10	1.90	2.00	NIAGARA
1059	52203	Recreation And Leisure Services	1.10	1.90	2.00	SENECA
1032	52203	Recreation And Leisure Services	1.10	1.90	2.00	FLEMING
1385	72232	Recreation For Older Adults	1.10	0.90	1.00	ALGONQUIN
1188	72232	(P-T) Recreation Management For Older Adults	1.10	0.90	1.00	CONESTOGA
1251	72206	Therapeutic Recreation	1.20	1.00	1.50	CENTENNIAL
1059	72206	Therapeutic Recreation	1.20	1.00	1.50	GEORGIAN
1125	72206	Therapeutic Recreation	1.20	1.00	1.50	LAMBTON

Key Research Findings

Employment Postings:

On June 5, 2012, there were 11 jobs listed locally in the JobBank, 129 in Ontario and 396 in Canada. Note: The number of jobs increases this time of year as summer/seasonal positions become available.

Source: www.jobbank.gc.ca and other online job posting sites.

Job Number: 6451410

Title: Recreation instructor (for Programs) ([NOC: 5254](#))

Terms of Employment: Casual, Full Time, Weekend, Day, Evening

Salary: \$15.19 Hourly for 3 hours per week

Anticipated Start Date: As soon as possible

Location: Trenton, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school

Credentials (certificates, licences, memberships, courses, etc.): First Aid Certificate

Experience: 7 months to less than 1 year

Languages: Speak English, Read English, Write English

Recreational Concentration: Fitness and aerobics, Pilates, Yoga

Type of Clients: Adults

Work Setting: Community centre

Activity Focus: Leading/instructing groups

Specific Skills: Demonstrate and instruct athletic, fitness or sports activities and techniques, Plan and carry out fitness and sports activities

Additional Skills: Keep logs and maintain records

Security and Safety: Enhanced reliability security clearance

Ability to Supervise: 16-20 people

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Employer: Canadian Forces Personnel and Family Support Services

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

In Person between 9:00 and 16:00:

Key Research Findings

58 Polaris Avenue, suite Room 2

Astra, Ontario

K0K 3W0

By Fax: (613) 965-2196

Online: <http://www.cfpsa.com>

Web Site: <http://www.cfpsa.com>

Advertised until: 2012/06/05

Job Number: 6475624

Title: Day camp counsellor - recreation (Theatre coach) ([NOC: 5254](#))

Terms of Employment: Temporary, Full Time, Day

Salary: \$10.25 to \$11.00 Hourly for 42.5 hours per week

Anticipated Start Date: 2012/06/23

Location: Oshawa, Ontario (4 vacancies)

Skill Requirements:

Education: Some college/CEGEP/vocational or technical training, Some university

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: Experience an asset

Languages: Speak English, Read English, Write English

Recreational Concentration: Dance or movement, Acting/Improvisation, Creative Play, Stories, Choreographing plays, Vocal music, Arts and crafts, Games

Type of Clients: Children

Work Setting: Community centre

Activity Focus: Leading/instructing groups

Specific Skills: Instruct groups and individuals in arts and crafts, Lead groups and individuals in recreational or leisure programs, Plan and carry out fitness and sports activities, Plan and carry out recreational activities, Enforce safety rules and regulations

Security and Safety: Criminal record check

Essential Skills: Oral communication, Working with others

Other Information: Own transportation & first aid certification are assets. Responses to submitted applications will be sent by e-mail wherever possible.

Employer: Great Big Theatre Company

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: jobs@gbtc.com

Web Site: <http://www.gbtc.com>

Key Research Findings

Advertised until: 2012/07/04

Job Number: 6441008

Title: Recreation program leader ([NOC: 5254](#))

Terms of Employment: Permanent, Full Time

Salary: \$16.20 Hourly for 40 hours per week

Anticipated Start Date: As soon as possible

Location: Cobourg, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): National Lifeguard Service (NLS) Certificate

Experience: 5 years or more

Languages: Speak English

Other Languages: Mandarin

Employer: Sunrise Tourist Trailer Park

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: careers@sunrisetourist.com

Web Site: <http://www.sunrisetourist.com>

Advertised until: 2012/06/14

Job Number: 6463534

Title: Recreation instructor (In-school Climbing and Ropes Course Instructor) ([NOC: 5254](#))

Terms of Employment: Permanent, Full Time

Salary: \$14.00 to \$18.00 Hourly for 37 hours per week

Anticipated Start Date: 2012/09/04

Location: Burlington, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): First Aid Certificate, Cardiopulmonary Resuscitation (CPR) Certificate

Experience: No experience

Languages: Speak English

Recreational Concentration: Rock Climbing

Type of Clients: Pre-school children, Children, Adolescents

Activity Focus: Leading/instructing individuals, Leading/instructing groups

Key Research Findings

Specific Skills: Demonstrate and instruct athletic, fitness or sports activities and techniques, Lead groups and individuals in recreational or leisure programs, Plan and carry out fitness and sports activities, Plan and carry out recreational activities, Attend to clients with special needs, Enforce safety rules and regulations, Understand principles of group dynamics, Schedule activities

Additional Skills: Provide emergency or first aid assistance, Maintain and repair sports equipment, Keep logs and maintain records

Security and Safety: Criminal record check

Transportation/Travel Information: Valid driver's licence, Own transportation

Ability to Supervise: More than 20 people

Work Site Environment: At heights

Essential Skills: Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing

Employer: Junglesport Inc.

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By Phone: between 9:00 and 17:00: (888) 264-7991

By E-mail: info@junglesport.ca

Web Site: <http://www.junglesport.ca>

Advertised until: 2012/06/18

Job Number: 6452482

Title: Recreation program leader ([NOC: 5254](#))

Program:

Name: Canada Summer Jobs

Requirements: This position is being advertised in anticipation of funding under the Canada Summer Jobs (CSJ) initiative. To be eligible for this position, you must be between 15 and 30 years of age on the start date of the job. You also must have been a full-time student during the previous academic year and be intending to return to full-time studies in the next academic year. You also must be a Canadian citizen, a permanent resident or a refugee under the Immigration and Refugee Protection Act.

Terms of Employment: Seasonal, Full Time, Weekend, Day, Evening

Salary: \$11.00 Hourly for 37 hours per week

Anticipated Start Date: 2012/06/11

Location: Kitchener, Ontario (2 vacancies)

Skill Requirements:

Education: Some university

Credentials (certificates, licences, memberships, courses, etc.): Not required

Key Research Findings

Experience: Will train

Languages: Speak English, Read English, Write English

Type of Clients: Children, Adolescents

Activity Focus: Leading/instructing individuals, Leading/instructing groups, Patrolling/supervising activities

Specific Skills: Instruct groups and individuals in arts and crafts, Lead groups and individuals in recreational or leisure programs, Plan and carry out fitness and sports activities, Plan and carry out recreational activities, Enforce safety rules and regulations, Understand principles of group dynamics, Mediate disputes, Schedule activities

Additional Skills: Provide emergency or first aid assistance, Keep logs and maintain records

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Job task planning and organizing

Other Information: Staff will carry out a social, recreational and educational summer programme.

Employer: K-W Access Ability

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: kwa-edward@hotmail.ca

Advertised until: 2012/06/05