

# Key Research Findings

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

Section	Description	Measures
<b>Student Demand</b>	<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><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Enrollment Trend</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3%</li> <li>● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9%</li> <li>● Weak = Fleming enrolment growth is less than the system demand and is less than 1%</li> </ul>
<b>Labour Market</b>	<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"> <li>● Strong = Between 5-6 positive labour market indicators</li> <li>● Moderate = Between 3-5 positive labour market indicators</li> <li>● Weak = Between 1-2 or no positive labour market indicators</li> </ul>
<b>Competitive Analysis</b>	<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><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Conversion Report</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming conversion ratio is greater than 2 below the system</li> <li>● Moderate = Fleming conversion ratio is 1 above, below or equal to the system</li> <li>● Weak = Fleming conversion ratio is greater than 2 above than the system</li> </ul>
<b>Financial Analysis</b>	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Costing Analysis</a></p>	<ul style="list-style-type: none"> <li>● Strong = CTO is greater than 35%</li> <li>● Moderate = CTO is between 30 - 34%</li> <li>● Weak = CTO is between 20 – 30%</li> </ul> <p><b>No Contribution = 19% or less</b></p>

# Key Research Findings

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

# Key Research Findings

## Outdoor Adventure Education (52198)

<b>Student Demand<sup>1</sup></b>	<b>NOT APPLICABLE</b>
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<b>Labour Market</b>	• <b>MODERATE</b>
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### Employment Ontario

Program Leaders & Instructors in Recreation, Sport & Leisure (NOC – 5254)

Not Available

### HRSDC<sup>2</sup>

Program Leaders & Instructors in Recreation, Sport & Leisure (NOC – 5254)

- Job Openings (2011/2020): **20,714**
- Job Seekers(2011/2020): **34,218**
- Post Secondary Education Graduates: **48,244 (141%)**
- “Based on projections and considering that labour supply and demand are currently balanced in this occupation, it is expected that there will be a surplus of workers in this occupation over the 2011-2020 period. In other words, the number of job seekers will exceed the number of job openings. 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. With regard to job seekers in this occupation, the number of school leavers in related fields will be much higher than average. However, a significant number of workers will leave this occupation mainly because of the precarious labour market conditions and low pay.”

<sup>1</sup> 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)

<sup>2</sup> "Athletes, Coaches, Referees And Related Occupations (525)." *Human Resources and Skills Development Canada*. N.p., n.d. Web. 7 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=69>>.

# Key Research Findings

## US Bureau of Labour<sup>3</sup>

### Recreation Workers (SOC – 39-9032)

- Employment Growth (2010/2020):
  - **339,100 (2010) to 403,400(2020) Increase 19%**
- “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 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.”

## Employment Ontario

### Tour and Travel Guides (NOC – 6441)

Not Available

## HRSDC<sup>4</sup>

### Tour and Travel Guides (NOC – 6441)

- Job Openings (2011/2020): **5,867**
- Job Seekers(2011/2020): **8,368**
- Post Secondary Education Graduates: **5,631 (67%)**
- “Based on projections and considering that there was surplus labour supply in this occupation, it is expected that this occupation will continue to have surplus supply. In other words, the number of job seekers will be more than sufficient to fill the job openings over the 2011-2020 period. Job openings will arise from both new positions due to economic growth and replacement needs due to retirement. Employment growth will be greater than the average for all occupations over the projection period. With regard to labour supply, the majority of job seekers will come from the school system. A rather significant proportion of job seekers will also come from immigration.”

<sup>3</sup> Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2012-13 Edition*, Recreation Workers, on the Internet at <http://www.bls.gov/ooh/personal-care-and-service/recreation-workers.htm> (visited August 07, 2012).

<sup>4</sup>“Tour And Recreational Guides And Amusement Occupations (644).” *Human Resources and Skills Development Canada*. N.p., n.d. Web. 7 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=80>>.

# Key Research Findings

## US Bureau of Labour<sup>5</sup>

### Travel Agents (SOC – 41-3041)

- Employment Growth (2010/2020):
  - **82,800(2010) to 91,100(2020) Increase 10%**
- “Employment of travel agents is projected to grow by 10 percent from 2010 to 2020, about as fast as the average for all occupations.”
- “Clients who want customized travel experiences, such as adventure tours, will continue to require the expertise of agents. However, the ability of travelers to research vacations and book their own trips using the Internet is expected to continue to suppress demand for travel agents.”
- “Job prospects should be best for travel agents who specialize in specific destinations or particular types of travelers, such as groups with a special interest or corporate travelers.”

## Working in Canada<sup>6</sup>

### Program Leaders & Instructors in Recreation, Sport & Leisure (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-Kawarthas 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

<sup>5</sup> Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2012-13 Edition*, Travel Agents, on the Internet at <http://www.bls.gov/ooh/sales/travel-agents.htm> (visited August 07, 2012).

<sup>6</sup> "Program Leaders and Instructors in Recreation, Sport and Fitness (NOC 5254)." *Working in Canada*. N.p., n.d. Web. 7 Aug. 2012. <<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=0&titleKeyword=fitness+instructor#outlook>>.

# Key Research Findings

## Working in Canada<sup>7</sup>

### Tour and Travel Guides (NOC – 6441)

- Ontario Rating: **Not Available**
- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	10.25	12.00	16.79
Hamilton--Niagara Peninsula Region	10.25	12.00	15.00
Kingston - Pembroke Region	N/A	N/A	N/A
Kitchener--Waterloo--Barrie Region	N/A	N/A	N/A
London Region	N/A	N/A	N/A
Muskoka-Kawarthas Region	N/A	N/A	N/A
Northeast Region	N/A	N/A	N/A
Northwest Region	N/A	N/A	N/A
Ottawa Region	N/A	N/A	N/A
Stratford--Bruce Peninsula Region	N/A	N/A	N/A
Toronto Region	10.25	13.00	20.00
Windsor-Sarnia Region	N/A	N/A	N/A

<b>Competitive Analysis<sup>8</sup></b>	<b>NOT APPLICABLE</b>
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<b>Financial Analysis</b>	<b>NO CONTRIBUTION</b>
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Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: –
- Program Weight: 1.00
- Funding Unit: 2.00

<sup>7</sup>"Tour and Travel Guides (NOC 6441)." *Working in Canada*. N.p., n.d. Web. 7 Aug. 2012.

<<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6441&action=final&ln=p@ionKeyword=Peterborough%2COntario&s=1&source=2&titleKeyword=tour+guide#wages>>.

<sup>8</sup> 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

Key Performance Indicators	• <b>WEAK</b>
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Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

KPI1-Graduation Rate	-6% below system
KPI2-Working	-7% below system
KPI3-Working Related	-40% below system
KPI4-Grad. Satisfaction	-11% below system
KPI8-Student Satisfaction-Learning	Even with system
KPI9-Student Satisfaction- Teachers	+1% above system
KPI11-Grad. Satisfaction-Program	-4% below system

## 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 6532: Outdoor Sport & Recreational Guides

<http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/ProfileKeyword.aspx?val=6&val1=6532&val11=outdoor&val12=0&val13=0&val14=&val15=0&val16=0>

**NOTE:** This NOC code (6532) could not be found in Working in Canada. The only “close” NOC code was NOC 5254: Program Leaders and Instructors in Recreation, Sport & Fitness. I’ve also included NOC 6441 Travel and Tour Guides for adventure tourism.

Outdoor sport and recreational guides perform some or all of the following duties:

Plan itinerary for trip or expedition and arrange transportation or transport individuals or group to site  
Assemble and inspect necessary equipment and supplies, such as camping gear, rafts, life jackets, fishing tackle and food

Lead or escort individuals or groups and advise on safety and emergency measures, techniques and the use of equipment

Provide instruction for activities such as canoeing, rafting and mountain climbing

Advise on specific regulations such as hunting and fishing laws and boating regulations, follow environmental guidelines and prevent violations

Provide first aid in emergency situations

May prepare meals for group and set up camp.

Common Job Titles

canoeing guide

dude wrangler

fishing guide

hot air balloonist

hunting guide

mountain climbing guide

outdoor guide

outfitter

rafting guide

Typical Employers

private companies

resorts

self-employed

NOC 5254: Program Leaders & Instructors in Recreation, Sport & Leisure

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



# Key Research Findings

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

## Typical Employers

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

## NOC 6441: Tour and Travel Guides

Tour guides perform some or all of the following duties:

# Key Research Findings

Transport or escort individuals or groups on tours of cities, waterways and industrial and other establishments

Describe points of interest, answer questions and supply information

Provide historical and cultural facts related to the site

May collect admission fees and sell souvenirs.

Travel guides perform some or all of the following duties:

Escort individuals and groups on vacation and business trips

Ensure that reservations for transportation and accommodations are confirmed and that prepared itineraries are met

Visit and describe points of interest and plan and carry out recreational activities

Resolve problems with itineraries, service and accommodations.

Common Job Titles

adventure travel site interpreter

calèche driver

factory tour guide

industrial site interpreter

sightseeing guide

tour guide

tourist guide

travel guide

Typical Employers

tour operators

resorts and other establishments

self-employed

Labour Market

NOC 5254: Program Leaders & Instructors in Recreation, Sport & Leisure

Working in Canada

Employment potential for the Kawartha/ Muskoka Region or the province of Ontario is NOT AVAILABLE (Working in Canada).

[http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final&regionKeyword=Peterborough%2C+Ontario&s=2&source=0&titleKeyword=camp+counsellor#report\\_tabs\\_container2](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final&regionKeyword=Peterborough%2C+Ontario&s=2&source=0&titleKeyword=camp+counsellor#report_tabs_container2)

HRDSC

National Outlook 10 Year Projection (2011-2020)

This occupation (Program Leaders and Instructors in Recreation, Sport and Fitness) is part of a larger occupational group called Athletes, Coaches, Referees and Related Occupations (NOC 525).

Occupations in this group	Athletes (5251) Coaches (5252) Sports Officials and Referees (5253) Program Leaders and Instructors in Recreation, Sport and Fitness (5254)
Employment (non-student) in 2010	69,141

## Key Research Findings

Median Age of workers in 2010	28
Average Retirement Age in 2010	60

For **Athletes, Coaches, Referees And Related Occupations**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **20,714** and **34,218** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

Over the 2008-2010 period, employment in this occupation increased, but the unemployment rate also increased slightly. The unemployment rate was also higher than the average. The average hourly wage increased little and remained low compared to other occupations requiring a comparable level of skill. According to key labour market indicators, the number of job seekers was sufficient to fill job openings in this occupation.

Neither NOC 5254 nor NOC 6532 are available in Employment Ontario.

Neither NOC 5254 nor NOC 6532 are available in Employment Ontario.

Local wage for Peterborough/Muskoka Region 2010:

Low: \$10.25                      Average: \$12.50                      High: \$24.73

[http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final&regionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=camp+counsellor#report\\_tabs\\_container2](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5254&action=final&regionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=camp+counsellor#report_tabs_container2)

NOC 6441: Tour Guide: This NOC code is not found in Working in Canada.

### 2. National Outlook                      10 Year Projection (2011- 2020)

Occupations in this Group:	Tour and Travel Guides (6441), Outdoor Sport and Recreational Guides (6442), Casino Occupations (6443)
Employment (non-student) in 2010	15,600
Median Age of workers in 2010	36.1
Average Retirement Age in 2010	63

3. For **Tour And Recreational Guides And Amusement Occupations**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **5,900** and **8,368** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

Based on projections and considering that there was surplus labour supply in this occupation, it is expected that this occupation will continue to have surplus supply. In other words, the number of job seekers will be more than sufficient to fill the job openings over the 2011-2020 period. Job openings will arise from both new positions due to economic growth and replacement needs due to retirement. Employment growth will be greater than the average for all occupations over the projection period. With regard to labour supply, the majority of job seekers will come from the school system. A rather significant proportion of job seekers will also come from immigration.

4. Over the 2008-2010 period, this occupation experienced a significant drop in employment, but the unemployment rate fell as well. Nevertheless, the unemployment rate for this occupation remained relatively high at nearly 8.8% in 2010. The average hourly wage increased more quickly than the average

# Key Research Findings

for all occupations. According to key labour market indicators, the number of job seekers was more than sufficient to fill the job openings in this occupation.

5. & 6. NOC 6441 is not available in Ontario Job Futures.

7. Local wages were not available. Wages for Ontario 2010:

Low: \$10.00

Average: \$12.00

High: \$16.79

[http://www.workingincanada.gc.ca/report-](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6441&action=final&ln=p&regionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=tour+guide#wages)

[eng.do?area=8792&lang=eng&noc=6441&action=final&ln=p&regionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=tour+guide#wages](http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6441&action=final&ln=p&regionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=tour+guide#wages)

US Bureau of Labour

<http://www.bls.gov/oco/ocos211.htm#outlook>

Recreation Workers:

Job Outlook

**Employment Change.** 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.

Travel Agents:

Job Outlook

**Employment Change.** Employment of travel agents is projected to grow by 10 percent from 2010 to 2020, about as fast as the average for all occupations.

Clients who want customized travel experiences, such as adventure tours, will continue to require the expertise of agents. However, the ability of travelers to research vacations and book their own trips using the Internet is expected to continue to suppress demand for travel agents.

**Job Prospects.** Job prospects should be best for travel agents who specialize in specific destinations or particular types of travelers, such as groups with a special interest or corporate travelers.

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There is no Sector Council Report for NOC 6532: Outdoor Sport & Recreation Guides or NOC 5254: Program Leaders & Instructors in Recreation, Sport & Fitness.

NOC 6441:

Canadian Tourism Human Resource Council Report:

[The Future of Canada's Tourism Sector: Shortages to Resurface as Labour Market Tightens](#)

Industry Standards:

NOC 6532: Outdoor Sport & Recreation Guides

No information available.

NOC 5254: Program Leaders & Instructors in Recreation, Sport & Fitness

This occupation does **not** require certification in **Ontario or any Canadian province or territory**.

NOC 6441: Travel and Tour Guides

This occupation is not regulated in any Canadian province or territory.

Professional Associations:

NOC 6532: Outdoor Sport & Recreation Guides

No information available.

NOC 5254: Program Leaders & Instructors in Recreation, Sport & Fitness

[Alpine Ontario Alpin](#)

[Canadian Association of Snowboard Instructors](#)

[Canadian Ski Instructors' Alliance \(CSIA\)](#)

[Canoe Kayak Canada](#)

[Council of Outdoor Educators of Ontario](#)

[Hike Ontario](#)

[Ontario Trail Riders Association \(OTRA\)](#)

[Paddle Canada](#)

[Parks and Recreation Ontario \(PRO\)](#)

Professional Associations:

NOC 6441 Travel & Tour Guides:

[Association of Canadian Travel Agencies](#)

[Canadian Association of Tour Operators](#)

[Canadian Institute of Travel Counsellors](#)

[Canadian Tourism Human Resource Council](#)

[Ontario Tourism Education Council](#)

[Tourism Industry Association of Canada](#)

[Travel Industry Council of Ontario](#)

# Key Research Findings

## Employment Requirements

NOC 5254: Program Leaders & Instructors in Recreation, Sport & Fitness

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.

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

[ Source: [National Occupational Classification 2006 - HRSDC](#) ]

## NOC 6441 Travel & Tour Guides

Employment requirements are prerequisites generally needed to enter an occupation.

On-the-job training is provided.

Knowledge of both official languages or an additional language may be required for some positions in this group.

[ Source: [National Occupational Classification 2006 - HRSDC](#) ]

## Educational Programs Leading to this Occupation

Information for NOC 5254, NOC 6441 and NOC 6532 is not provided.

## Educational Competitors

### Individual Community College/Institute Information

(Click on Program Title to view college Program page)

Colleges currently offering this diploma program (including Fleming). There are also many variations and other options available.

### Algonquin

[Outdoor Adventure](#) – Diploma

Partnered with Wilderness Tours

[Outdoor Adventure Naturalist](#) – Diploma

Optional co-op

**Unique General Education Course Includes Costa Rica Trip**

**47 weeks**

### Fleming

[Outdoor Adventure Skills](#) – Certificate

### Sault

[Adventure Recreation and Parks Technician](#) – Diploma

Co-op program

Sault College offers a [Summer Accelerated Intake](#) (12 months) of this program beginning in July of each year

# Key Research Findings

Institution	APS #	Approved Program Name	MTCU Code	Program Weight	Funding Unit	Degree Factor
SSFL	1226	Outdoor Adventure Skills	42201	1.00	1.00	1.00
ALGONQUIN	1379	Outdoor Adventure Training, Education And Management	73208	1.10	1.40	1.00
ALGONQUIN	1335	Outdoor Adventure	52201	1.00	3.00	2.00
ALGONQUIN	1353	Outdoor Adventure Naturalist	52201	1.00	3.00	2.00

## Employment Postings:

On July 30, 2012, there were 4 job postings in Ontario. Most jobs were seasonal.

Source: [jobbank.gc.ca](http://jobbank.gc.ca)

Job Number: 6557041

Title: [Pool lifeguard \(NOC: 5254\)](#)

Terms of Employment: Seasonal, Full Time, On Call, Weekend, Day

Salary: \$10.50 to \$12.00 Hourly for 40 hours per week, Bonus

Anticipated Start Date: As soon as possible

Location: Mississauga / Oakville, Ontario (3 vacancies )

Skill Requirements:

Education: Some high school

Credentials (certificates, licences, memberships, courses, etc.): First Aid Certificate, Cardiopulmonary Resuscitation (CPR) Certificate, Aqua Fitness Instructor Certificate, National Lifeguard Service (NLS) Certificate

Experience: 1 to less than 7 months

Languages: Speak English, Read English, Write English

Type of Clients: All ages

Work Setting: Fitness centre, Swimming pool/centre, Outdoor centre

Activity Focus: Patrolling/supervising activities

Specific Skills: Enforce safety rules and regulations, Understand principles of group dynamics, Mediate disputes

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

Work Site Environment: Outdoors, In/on water, Noisy

Other Information: Need lifeguards for Mississauga, Brampton and Oakville. Must be available to work weekends and have NLS and CPR certification.

Employer: Jadaco Recreation Management

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.](#)

# Key Research Findings

By Fax: (416) 665-4699  
By E-mail: [jobs@jadaco.com](mailto:jobs@jadaco.com)  
Web Site: <http://www.jadaco.com>  
Advertised until: 2012/08/10

Job Number: 6559545  
Title: **Counsellor, camp (Fall Outdoor Centre Staff)** (NOC: 5254)  
Terms of Employment: Seasonal, Full Time, Weekend, Day, Night, Evening  
Salary: \$410.00 Weekly for 40 hours per week  
Anticipated Start Date: 2012/08/31  
Location: Honey Harbour, Ontario (10 vacancies )  
Skill Requirements:  
Education: Some high school

Credentials (certificates, licences, memberships, courses, etc.): Red Cross Swimming Instructor/Life Saving Certificate, First Aid Certificate, Cardiopulmonary Resuscitation (CPR) Certificate, Wilderness First Aid Certificate

Experience: No experience

Languages: Speak English, Read English

Recreational Concentration: Aquatics, Boating, Canoeing, Kayaking, Sailing, Acting/Improvisation, Instrumental music, Arts and crafts

Type of Clients: All ages

Work Setting: YMCA, YWCA, YMHA and YWHA, Camp, Outdoor centre

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

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

Additional Skills: Provide emergency or first aid assistance, Assist with special events, Maintain and repair sports equipment

Security and Safety: Criminal record check

Transportation/Travel Information: Public transportation is available

Work Location Information: Staff accommodation provided, Remote location

Work Site Environment: Outdoors, Wet/damp

Essential Skills: Reading text, Oral communication, Working with others, Decision making

Employer: YMCA of Simcoe/Muskoka  
How to Apply:



# Key Research Findings

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 Mail:

YMCA Camp Kitchikewana PO Box 71 Honey Harbour, Ontario P0E 1E0

By Phone: between 9:00 and 17:00: (705) 756-4002

By Fax: (705) 325-9633

By E-mail: [andrea\\_pepe@ymca.ca](mailto:andrea_pepe@ymca.ca)

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

Advertised until: 2012/08/22

Job Number: 6542189

Title: **Pool lifeguard** (NOC: 5254)

Terms of Employment: Seasonal, Full Time, Weekend

Salary: \$10.00 Hourly for 37.5 hours per week

Anticipated Start Date: As soon as possible

Location: St. Thomas, Ontario (1 vacancy)

Skill Requirements:

Education: Not applicable

Credentials (certificates, licences, memberships, courses, etc.): Red Cross Swimming Instructor/Life Saving Certificate, First Aid Certificate

Experience: Experience an asset

Languages: Speak English, Read English, Write English

Type of Clients: All ages

Work Setting: Outdoor centre

Activity Focus: Patrolling/supervising activities

Additional Skills: Assist with special events

Essential Skills: Oral communication, Working with others, Problem solving, Critical thinking

Other Information: Candidates must possess a valid driver's license; be available for all shifts including weekends and statutory holidays. Full job descriptions and details at:

[www.kettlecreekconservation.on.ca](http://www.kettlecreekconservation.on.ca)

Employer: Kettle Creek Conservation Authority

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 8:30 and 16:30:

44015 Ferguson Line

St. Thomas, Ontario

N5P 3T3

By Fax: (519) 631-5026

By E-mail: [luiza@kettlecreekconservation.on.ca](mailto:luiza@kettlecreekconservation.on.ca)

Advertised until: 2012/08/02

# Key Research Findings

Job Number: 6538099

Title: Recreation program leader (Outdoor Services, Afterschool Antics Program Instr) (NOC: 5254)

Terms of Employment: Temporary, Part Time, Shift

Salary: \$12.20 Hourly for 15 hours per week

Anticipated Start Date: 2012/09/15

Location: Waterloo, Ontario (4 vacancies )

Skill Requirements:

Education: Completion of high school

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

Experience: 1 to less than 7 months

Languages: Speak English, Read English, Write English

Type of Clients: Children

Work Setting: YMCA,YWCA, YMHA and YWHA, Camp

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

Additional Skills: Provide emergency or first aid assistance

Security and Safety: Criminal record check

Work Location Information: Rural community

Ability to Supervise: 5-10 people

Work Site Environment: Outdoors

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

Other Information: Knowledge of High Five or CATCH program an asset. First Aid and CPR certification. Excellent communication and interpersonal skills. Attend workshops, trainings, and staff meetings as required.

Employer: Kitchener Waterloo YMCA

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 Mail:

460 Frederick St, suite 203

Kitchener, Ontario

N2H 2P5

By Fax: (519) 576-6223

By E-mail: [recruitment@ckwymca.ca](mailto:recruitment@ckwymca.ca)

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

Advertised until: 2012/08/09

## Key Research Findings

Job Number: 6534394

Title: **Beach lifeguard** (NOC: 5254)

Terms of Employment: Temporary, Full Time

Salary: \$10.50 to \$12.50 Hourly for 40 hours per week, Other Benefits, Mileage Paid

Anticipated Start Date: As soon as possible

Location: Warnica Lake , Ontario (1 vacancy)

Skill Requirements:

Education: Some high school, Not applicable

Credentials (certificates, licences, memberships, courses, etc.): Red Cross Swimming Instructor/Life Saving Certificate, Lifesaving Bronze Medallion

Experience: No experience

Languages: Speak English

Recreational Concentration: Canoeing, Kayaking, Games

Type of Clients: Children

Work Setting: Camp

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

Specific Skills: Enforce safety rules and regulations

Additional Skills: Provide emergency or first aid assistance

Security and Safety: Criminal record check

Transportation/Travel Information: Willing to travel

Work Location Information: Staff accommodation available, Room and board provided

Ability to Supervise: More than 20 people

Work Site Environment: Outdoors, Wet/damp, In/on water

Employer: Aurora Lutheran Bible Camp

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: (807) 620-8709

Advertised until: 2012/07/30

### **Full-Time** Hiking Guide

[Nature Tours of Yukon Inc.](#) - Whitehorse , Yukon Territory, Canada

Job Description

Location: Whitehorse, YT

Hours: 5 day trip

## Key Research Findings

Salary: T.B.D.

Duration: Temporary

Job Description/Duties: Prepare and guide a Chilkoot Trail trip, starting August 6 from Dyea, flying back from Bennett on August 10.

Qualifications: Wilderness First Aid, hiking skills, qualified to work in Yukon.

How to Apply

Please call or send e-mail.

Contact Information:

Contact Name: Joost van der Putten

Address: P.O. Box 31187

City: Whitehorse, YT

Postal Code: Y1A5P7

Phone: 667-4868 ext: 0

334-3899

Fax: 667-2028

E-mail: joost@naturetoursyukon.com

### **Contract** Algonquin Park Canoe Guide

[Voyageur Quest](#) - Ontario , Canada

Job Description

Position: ALGONQUIN CANOE GUIDE needed for August (option for Sept/Oct)

Organization: VOYAGEUR QUEST <http://www.voyageurquest.com>

Location: Algonquin Park, Ontario

2012 SUMMER

WILDERNESS TOUR COMPANY POSITIONS AVAILABLE

Voyageur Quest is a wilderness tour company that specializes in Algonquin Park. Our two facilities, the Algonquin Log cabin and Algonquin Cottages/ Canoe Outpost, are located at Algonquin Park's northwest corner. The head office, reservations and logistics take place in the Toronto office. For more information on Voyageur Quest – please visit <http://www.voyageurquest.com>

ALGONQUIN CANOE GUIDE

Voyageur Quest is looking for a canoe guide to work 3 and 5-day canoe trips at the North West corner of Algonquin Park. Applicants should have strong leadership skills and be comfortable speaking about Algonquin flora, fauna, night sky and local culture in front of an adult commercial and family market. Good interpretative and program skills are essential.

Applicants should have the following certification:

- Wilderness First Responder
- Bronze Cross or higher swimming lifeguard status
- Strong leadership experience in a wilderness environment

All Canoe Guides must have:

- Personal Paddle, PFD, tent & personal camping gear used for tripping
- Comprehensive wilderness First Aid Kit
- Driver's license preferred.

August and ability to extend to Sept and Oct if desired

\$120/day

Interested candidates should fax or e-mail a résumé ASAP with cover letter to [info @ voyageurquest.com](mailto:info@voyageurquest.com)\* and cc [info@langfordadventure.com](mailto:info@langfordadventure.com) or fax (416) 486 – 3604

How to Apply

Interested candidates should fax or e-mail a résumé ASAP with cover letter to [info @ voyageurquest.com](mailto:info@voyageurquest.com)\* and cc [info@langfordadventure.com](mailto:info@langfordadventure.com) or fax (416) 486 – 3604

# Key Research Findings

22 Jul 2012

**Full-Time** #2 at VQ

[Voyageur Quest](#) – **Ontario**, Canada

Job Description

#2 at VQ (Voyageur Quest)

*Wilderness tour company, Algonquin Park*

A unique title for a unique position. Part general manager, part wilderness guide, part property manager and maintenance. This position reports directly to the owner/director and requires someone able to showcase exceptional people/management skills, communication while guiding by example. In short you do whatever it takes to make a tour operation be the best it can be. A new position for a very dynamic company hell bent to grow.

You love living out of a rustic lakeside cabin without power just outside the northwest corner of Algonquin Park.

You have commercial guiding experience and still love to guide and inspire others to perfect the art of guiding.

You love cooking up a storm and hosting others for dinner.

You love building cabins and know how to fix a set of stairs.

You understand what customer service is about, you have an eye for detail and you don't settle for ok but drive for great.

You enjoy communication and are well organized ensuring details between office and operation are delivered and executed.

You love to get your hands dirty. You are excited to both captain the team and coach

You love to work hard and play hard.

You know how to drive and have your own set of wheels.

Interested? Send a resume and letter telling us about yourself, what you do, what you would like to do and what makes you a good fit for this #2 at VQ role – to Eva [info@langfordadventure.com](mailto:info@langfordadventure.com). Please cc [info@voyageurquest.com](mailto:info@voyageurquest.com)

Competitive salary (approx. \$30,000 commensurate with experience) with onsite accommodation.

Required wilderness first responder, relevant bronze cross or swift water rescue, driver's license ...

*Voyageur Quest is a wilderness tour company that specializes in Algonquin Park. Our two facilities, the Algonquin Log cabin and Algonquin Cottages/ Canoe Outpost, are located at Algonquin Park's northwest corner. The head office, reservations and logistics take place in the Toronto office. For more information on Voyageur Quest — please visit <http://www.voyageurquest.com>*

## **Seasonal** Outdoor Facilitator

YMCA Camp Pine Crest - **Torrance**, Ontario, Canada

Job Description

**Salary:** \$12.9 / hr – \$14.8 / hr (room and board included)

**Placement:** September 4<sup>th</sup> – Staggered end dates up to October 29<sup>th</sup>, 2012

The YMCA of Greater Toronto is a charity offering opportunities for personal growth, community involvement and leadership. YMCA Camp Pine Crest is a residential camp during the summer months and runs an Outdoor Centre Year Round. Located on 650 acres of pristine Muskoka wilderness the Outdoor Centre provides unique experiences for schools, organizations and individuals through a wide

# Key Research Findings

range of activities and programs. The staff and volunteers ensure that we provide high quality of programs to all of our participants.

## Nature & Scope:

Working together on a team of program staff this individual will provide our front line staff working directly with the participants, teachers and chaperones.

The Program Staff provide direct supervision of programs offered at YMCA Camp Pine Crest including swimming, canoeing, kayaking, canoe trips, high ropes, initiatives, environmental programs and many more. Pine Crest runs facilitation based programs.

In depth paid training is provided on site.

## Responsibilities:

Provide direct program delivery in a variety of programs.

Ensure the safety and well being of all participants involved.

Work to develop new or existing programs to continue our high quality.

Continuously build relationships with all of the staff and participants and ensure that there are open lines of communication.

Represents the YMCA and the Association in a professional manner.

Models appropriate behaviour in line with our Mission, Vision and Values.

Other duties as assigned.

## Qualifications:

Completed and current specialized Certifications include:

Standard First Aid & CPR "C"

National Lifeguard Service Award (Preferred)

Level II Ropes Certification (Preferred)

ORCKA Certifications (Preferred)

Experience and sensitivity in dealing with members of different cultural and racial backgrounds is preferred.

How to Apply

***If you are interested in this position, please submit your letter of application and résumé by Wednesday August 15<sup>th</sup>, 2012 to:***

D'Arcy Munn

YMCA Camp Pine Crest

1090 Gullwing Lake Road

Torrance, ON

POC 1M0

Fax: (705) 762-5961

Email: [d'arcy.munn@ymcagta.org](mailto:d'arcy.munn@ymcagta.org)

1-877-878-9622

# Key Research Findings

## OUTDOOR EDUCATORS

(4 month contracts: April 25 - September 4, 2012)

(2 month contracts: June 25 - September 4, 2012)

The Kinark Outdoor Center (KOC) facilitates a range of outdoor education, therapeutic recreation and experiential adventure programs designed to meet the specific needs of its diverse client population. Visiting groups include: children's mental health centers, community living agencies, elementary and secondary schools, colleges, universities, and various organizations serving youth and adults with special needs. KOC also offers 5-day summer camp programs for children with Autism Spectrum Disorder throughout July & August.

We are looking for outstanding individuals from the fields of education, adventure programming, social services and recreation to assist in the development, delivery and evaluation of small and large group programs at the Center.

*Required Qualifications for this position include:*

a degree/diploma in outdoor or therapeutic recreation, education, human services or enrollment in a related program

current NLS, Standard First Aid and CPR certification

experience in residential camping/outdoor education

qualifications and/or technical experience in three or more of: aquatics, canoeing, kayaking, wilderness tripping, arts & crafts, drama, environmental education, high/low ropes courses, climbing, and adventure programming

Advanced Wilderness First Aid and an F-class license would be considered an asset.

Outdoor Educators work an equivalent five-day work week, April 25<sup>th</sup> through September 4<sup>th</sup>, at a competitive salary which includes room and board. All successful candidates will receive extensive in-house training. Outdoor Educators for the 4 month contract will also receive 2 professional certifications: Level 1 Challenge Course Instructor and Therapeutic Crisis Intervention. Please submit your resume no later than January 27<sup>th</sup>, 2012 to:

Kristy Pulver, Manager

Kinark Outdoor Centre

P.O. Box 730, Minden ON K0M 2K0

Fax: 705-286-6184

E-mail: [kristy.pulver@kinark.on.ca](mailto:kristy.pulver@kinark.on.ca)

(MS Word format only)