

# LARASA

Leisure and Recreation Association of South Africa

## CONCEPT DOCUMENT

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### ORGANISATION INFORMATION

<b>Organisation Name</b>	Leisure and Recreation Association of South Africa
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Physical Address (Head Office)	Discipline of Sport Science, Q Block, UKZN, Westville Campus
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Position/Role at Organisation	President
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Position/Role at Organisation	Secretary
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#### Organisation description :

The Leisure and Recreation Association of South Africa (LARASA) is formed with the purpose of promoting recreation and leisure as a profession and to create an enabling environment for a unified professional body to promote recreation and leisure as an essential service in the public sector.

The continuous evaluation and curriculum review at tertiary institutions across South Africa has led to an increase in the registration of Recreation and Leisure students. LARASA aims to meet the need for recognition of the growing number of professionals in the field.

The association is committed to serving as a strategic partner to achieve the Millennium Development Goals of South Africa to improve service delivery in the Recreation field within the public service.

LARASA is a public, non-profit organisation established to meet the following object:

#### a. Mission

Advance Leisure and Recreation efforts that enhance the quality of life of all people

**b. Vision statement**

LARASA serves as a single unified association creating opportunities through leisure and recreation service delivery to build a better life for all South Africans in line with the Millenium Development Goals.

LARASA will be funded through membership fees, conference and event sales, grants in aid, sponsorship and donations. All income generated will be directed to conduct research, education and policy initiatives on behalf of the association.

LARASA will be a non-profit organization registered according to the guidelines as described in the Non-Profit Organisations Act 71 of 1997. The headquarters will be situated in the province of the elected President and will rotate as accordingly.

LARASA is committed to education and advocacy of professionals and the public on the important benefits of parks and recreation. Through life long learning opportunities, research, and communications initiatives, we will strive to generate significant public support for our movement in order to advance the development of best practices and resources that will make parks and recreation an essential service and requisite component of in all South African communities.

We will strive for increased national funding for parks and recreation through treasury allocations and engage in initiatives that support healthy lifestyles, economic enhancement and environmental stewardship in partnership with Department of Health, Department of Education, Department of Social Welfare and any other organisation with similar goals.

We will serve to become the centre of excellence for connecting advocates, professionals, suppliers and government leaders so that, together, we can achieve common goals and further advance our sector.

LARASA will be governed by a 10-member Board of Directors comprising academics, and professionals who represent the diverse interest areas and disciplines within the parks and recreation industry.

Parks and recreation resources contribute to benefits for individuals, communities, the economy and environmental preservation. We recognise the considerable impact of parks and recreation on the preservation of the ecosystem, boost local economies by attracting new business, increasing property values and tax income and improving health and wellbeing of individuals and communities. Our efforts will be directed to achieving these outcomes through the actions and programs of the Association.

**GOAL 1 :**

**ESTABLISHMENT OF THE PROFESSIONAL ASSOCIATION** - formation and establishment of the professional association to represent recreation and leisure professionals in a statutory body to promote service delivery in the public service, undertake research, develop programs and partnerships and encourage skills development.

**GOAL 2 :**

**ADVOCACY** - LARASA's government relations and advocacy initiatives will result in policy-making, legislation and funding that benefits recreation.

**GOAL 3**

**KNOWLEDGE** – Provide relevant education and training resources that will provide the knowledge, competency and skill base that the recreation professionals and citizen advocates need to lead the field effectively.

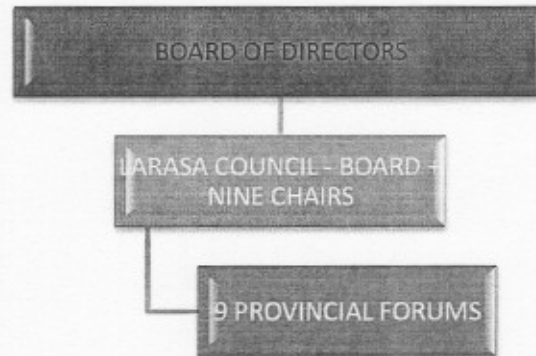
**GOAL 4**

**AWARENESS** - The general public, as well as public officials, legislators, and the media, will be more aware of the critical role played by recreation efforts in encouraging healthy lifestyles, promoting environmental stewardship and supporting community livability.

**GOAL 5**

**ORGANIZATIONAL EXCELLENCE** - LARASA will be an effectively governed, well managed, fiscally sound organization positioned to deliver maximum value to its members and stakeholders within the legal framework and good governance principles in South Africa.

**Governance and leadership structure**



# COMMITTEES

EDUCATION AND TRAINING INCLUDING ACCREDITATION OF AGENCIES CPD WORKSHOPS AND SEMINARS CERTIFIED PROFESSIONAL EXAMINATION	MARKETING PUBLIC RELATIONS AND COMMUNICATION	MEMBERSHIP REGISTRATION AND SERVICES	PARTNERSHIPS AND ADVOCACY	RESEARCH AND SCHOLARSHIP
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## THE LOGO



The logo represents the ideology of the Association to build healthy, sustainable communities for all citizens. The dome shape represents the "home" or within the African context the "hut" providing safety, security and a unified unit commencing with a strong family as the foundation of society. The green font is representative of a green environment - to ensure environmental stewardship through leisure time activities.

The circle of people holding hands represents building cohesive, collaborative structures to build stronger people and the nation. The bright colours represent the vibrancy of our communities and sends out a positive energised message for cohesion and represents the colours of the South African flag

LARASA is deliberately spelt out in bold red to be the lifeblood that seeks to address good health, confident communities and the protection of endangered wildlife and flora.