



Alberta Association of Recreation Facility Personnel

2025 - 2027 STRATEGIC PLAN

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ABOUT AARFP

Established in 1978, the Alberta Association of Recreation Facility Personnel (AARFP) is a not-for-profit association that trains over 1,000 recreation facility operators each year in Alberta, Saskatchewan, British Columbia, Nunavut, and the Northwest Territories. AARFP is made up of a volunteer Board of Directors, five staff members, over 60 Associate members, and more than 1,600 dedicated members.

Each year AARFP provides the following courses: arena, curling, aquatics, parks and sport fields, custodial, building maintenance, client services and leadership. As well as an annual conference and an educational symposium. We also offer a variety of digital and print resources, this includes logbooks, webinars, technical support, job postings and a quarterly magazine.

VISION

To be leaders in recreation and facility operations

MISSION

Providing education, consultation and advocacy in Recreation & Facility Operations

VALUES

Leadership | Furthering our level of professionalism, integrity and respect in the field of Recreation and Facility Operations.

Fellowship | Sharing knowledge, providing support and networking opportunities to our members and their communities.

Passion | Passion for what we do and how it contributes to a healthier Alberta.

Inclusion, Diversity, Equity & Accessibility | Govern in a manner that embraces all.



CORE FUNCTIONS OF AARFP

AARFP is founded on the five pillars of advocacy, education, fellowship, leadership and opportunity. As we create a 2025 - 2027 strategic plan, our focus remains on strengthening these core areas while also meeting the evolving needs of our future members. We are building a future where AARFP continues to thrive and make a meaningful impact on its members, its partners and Alberta's recreation industry.

ADVOCACY

Advocating on behalf of the industry with stakeholders and partners for recreation as an essential service, as well as influencing and supporting industry standards and regulations.

EDUCATION

Supporting members by providing them with training and education in the industry.

FELLOWSHIP

Building a vibrant and inclusive recreation community that enriches the lives of all.

LEADERSHIP

Providing guidance and inspiration to communities, to support the operation of their facilities.

OPPORTUNITY

Members have access to opportunities that will support their career in the recreation industry. This includes networking, education and free tools.



STRATEGIC DIRECTION

Building Relationships with Organizations and Associates

AARFP will strategically build relationships with organizations and associates across Canada to further develop the dynamic and vibrant recreation community. We continue to grow our connections with all our partners and associates to address the issues that the recreation industry is facing.

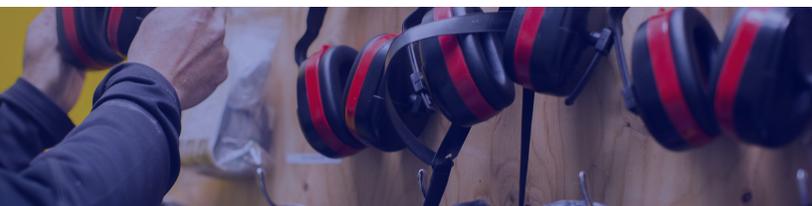
- Communicate, collaborate and partner with organizations and associates who share our goals
- Continued strategic alignment within the industry

STRATEGIC DIRECTION

Increasing AARFP's Political Activity

AARFP will increase its political activity to advocate on behalf of the industry with stakeholders and partners for recreation as an essential service. As well as influencing and supporting industry standards and regulations.

- Seek opportunities for the recreation industry by being at the table for emerging government initiatives and grants
- Positively influence government policy impacting recreation and facilities
- Share member concerns and issues with the necessary parties



STRATEGIC DIRECTION

Strengthen and Grow Membership

Enhance current member engagement and grow membership to ensure the sustainability of AARFP. We will strive to expand the value of our memberships. As well as providing an amazing experience to build a welcoming community for recreation professionals.

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- Provide relevant and accessible tools and development opportunities for members
 - Educate and promote the benefits of membership
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STRATEGIC DIRECTION

Amplifying Board Recruitment

Ensuring the recruitment of high-quality candidates to secure the future and longevity of AARFP. It is essential that our members are actively participating to ensure robust engagement and sustained board involvement.

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- Have clear communication on what is required to be on the board and how to apply
 - Activate the nomination committee
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STRATEGIC DIRECTION

Increasing Board Development

Provide opportunities for board members to grow as individuals, team members and as leaders, to ensure that AARFP thrives and remains impactful in the recreation industry.

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- Create mentorship program
 - Have opportunities for professional development
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STRATEGIC DIRECTION

Enhancing Education

AARFP will invest, expand and transform our educational offerings to ensure that our students are prepared for success in the ever-changing landscape of our sector. Our educational programs will stay on top of current trends and will be accessible to all type of learners. Educational offerings will be developed and delivered through a lens of IDEA, while also staying relevant and ahead of our competition.

- Implementation of recertification to ensure that students are aware of current trends and technologies, as well as any changes in legislation
- Expand and develop current and new educational opportunities

STRATEGIC DIRECTION

Provision of Consultation Services

AARFP will be expanding its member benefits by formalizing and promoting our consultation services. We will build and share tools with communities and partners to help support the recreation industry.

- Develop tools that members can utilize for their facilities

