We are pleased to submit to you the 2012 Annual Report of the World Leisure Organization. During the past year we have continued to make significant advances in addressing many of our strategic goals, priorities, and defined actions. Many of our projects, programs, and activities reflect sustained membership interest and represent a commitment to promoting leisure on a worldwide basis.

The World Leisure Organization operates as a worldwide, non-governmental voluntary organization that believes leisure is vital in enhancing the human condition. We are dedicated to discovering and fostering those conditions which permit leisure to serve as a force to optimize collective and individual well-being in the context of play, recreation, the arts, culture, sport, festivals and celebrations, health and fitness, travel and tourism.

The 2012 Annual Report attests to a number of important developments within the World Leisure Organization. Certainly, the implementation of the XII World Leisure Congress in Rimini, Italy was noteworthy. Focused on the theme of “Transforming City, Transforming Leisure”, the Congress brought into focus the importance of leisure in urban environments. In addition, the annual International Leisure Development Forum was implemented in Hangzhou, China. At this event, the World Leisure Organization awarded a Distinguished Merit Award to the Hangzhou Municipal Government for their outstanding efforts in promoting leisure. A contract with the city of Qingdao, China was signed to enable this community to host the II World Leisure Games in 2015. In addition, the World Leisure Organization’s Board of Directors signed a contract to approve the establishment of an additional World Leisure Center of Excellence at NHTV Breda University of Applied Sciences in The Netherlands.

The progress toward the development of the program for the 2014 World Leisure Congress to be held in Mobile Bay, Alabama, USA is well underway. In addition, the 2016 World Leisure Congress has been awarded to the city of Durban, South Africa.

Continued efforts to align the programs of the World Leisure Organization with the United Nation’s Millennium Development Goals (MDG) and UNESCO’s priorities focusing on Africa and empowering women have occurred. In particular, policy documents have been crafted to provide focus and direction to the work of the Organization. Substantial efforts have been undertaken to prepare a forthcoming book highlighting the World Leisure International Innovation Prize Winners for publication.

In the forthcoming year we will witness some major changes to the leadership of the organization. We welcomed Aurelia Kogler, Ye Min, Maliga Naidoo, Chuang-Tzu Lucetta Tsai, Andrew Williams, and Lijun (Jane) Zhou to the World Leisure Organization’s Board of Directors. In addition, Atara Sivan was appointed as the new Editor of the World Leisure Journal and the Board of Directors adopted a process to select a new Chair. Efforts were undertaken to craft guidelines for a new strategic plan.

We look forward to our continuing relationship with you and encourage your support for our efforts as we seek to assist you in achieving your professional goals and interests. We look forward to serving you in the future.

Derek Casey, D.Sc
Chair, Board of Directors

Christopher R. Edginton, Ph.D.
Secretary General
Table of Contents

Letter of Transmittal ................................................................................................................... ii
WLO Board of Directors ............................................................................................................. 1
WLO Professional & Administrative Staff ................................................................................... 2
The World Leisure Secretariat .................................................................................................... 3-4
Strategic Planning ....................................................................................................................... 5-6
2012 World Leisure Congress ..................................................................................................... 7-8
2014 World Leisure Congress .................................................................................................... 9
2016 World Leisure Congress ................................................................................................... 10
2015 World Leisure Games ...................................................................................................... 11-12
2016 World Leisure EXPO ....................................................................................................... 13
World Leisure Academy ........................................................................................................... 14
Honors and Awards .................................................................................................................... 15-16
World Leisure International Innovation Prize ........................................................................... 17
World Leisure Journal ............................................................................................................... 18
International Post-Graduate Education ..................................................................................... 19
World Leisure Chapters ............................................................................................................. 20
World Leisure Commissions ..................................................................................................... 21-22
Financial Statement .................................................................................................................. 23-24
History of the World Leisure Congress .................................................................................... 25
History of the World Leisure Games ........................................................................................ 26
History of the World Leisure EXPO ........................................................................................ 26
2012 WLO Board of Directors

Derek Casey
Chair
(UK)

Andre Thibault
Vice-Chair
(Canada)

Dave Compton
Treasurer
(USA)

Christopher Edginton
Secretary General
(USA)

Jack Agrios
(Canada)

Amal Al-Dossari
(Kingdom of Bahrain)

Amos Balongo
(Kenya)

Miklos Banhidi
(Hungary)

Ming-Kai Chin
(Hong Kong, SAR)

Roger Coles
(Canada)

Ana Faro
(Portugal)

Aurelia Kogler
(Austria)

Luminita Georgescu
(Romania)

Lawal Marafa
(Nigeria)

YE Min
(People’s Republic of China)

Maliga Naidoo
(South Africa)

Chiung-Tzu
“Lucetta” Tsai
(Chinese Taipei)

Ricardo Uvinha
(Brazil)

Andrew Williams
(United Kingdom)

Lijun “Jane” Zhou
(The People’s Republic of China)
WLO Professional & Administrative Staff

Christopher Edginton
Secretary General

Jack Agrios
Attorney to the Board

Iradoj Ahrabi-Fard
UNESCO
Co-Representative

Stephen Anderson
Program Manager
International Scholarship Program

Carol Bean
Administrative Assistant

Peter Chen
Co-Program Manager
Commissions

Roger Coles
Program Manager
Educational Services

Ian Cooper
Program Manager
Honors & Awards

Grant Cushman
Co-Editor-in-Chief
World Leisure Journal

Robert Gidlow
Co-Editor-in-Chief
World Leisure Journal

Abubakarr Jalloh
United Nations Representative

Jason Lau
Co-Program Manager
Commissions

Jackie Oncescu
Program Manager
Student Services

Johanna Smith
Program Associate

Andre Thibault
UNESCO
Co-Representative

Lijun “Jane” Zhou
Program Manager
Chapters
The activities and affairs of the World Leisure Organization (WLO) are administered by the World Leisure Secretariat. Located at the University of Northern Iowa in Cedar Falls, Iowa, USA, the World Leisure Secretariat manages programs and services as approved by the World Leisure Board of Directors and/or World Leisure Executive Committee.

The administration and work of the Organization is carried out by the staff of the World Leisure Secretariat. The following provides the title, a brief description of the responsibilities, and the appointee for each of the positions.

**Secretary General - Christopher Edginton.** Serving as World Leisure’s Chief Executive Officer, the Secretary General is responsible for the overall management and administration in accordance with its constitution and bylaws.

**Program Assistant Operations - Johanna Smith.** Program Assistant Operations is responsible for assisting the Secretary General in the day-to-day operations of the Organization, as well as assisting members of the Organization, members of the Board of Directors, Program Managers and Commission Chairs.

**Program Manager/Commissions - Peter Chen & Jason Lau.** This position is responsible for providing direction, oversight and administrative guidance and support to the World Leisure Commissions program.

**Program Manager/Chapters & Affiliates - Lijun Jane Zhou.** The Program Manager/Chapters & Affiliates is responsible for providing direction, oversight and administrative guidance and support to the World Leisure Chapters and Affiliates program.

**Program Manager/Educational Services - Roger Coles.** The Program Manager/Educational Services is responsible for providing leadership in the form of guidance and motivation to the World Leisure educational programs and services. In addition, this position is responsible for maintaining ongoing communications, and initiating new programs and monitoring performance of existing efforts.

**Program Manager/Conference & Events** The Program Manager/Conference & Events is responsible for providing direction, oversight and administrative guidance and support to various World Leisure events including congresses, conferences, forums, summits and other specialized programs.

**Program Manager/International Scholarship Program - Steve Anderson.** This position involves providing leadership to the World Leisure International Scholarship Program including maintaining ongoing communications with various educational programs, developing and implementing fund raising strategies, establishing and reviewing criteria to select scholars, awarding scholarships and monitoring program performance.
Editor-in-Chief, *World Leisure Journal* - Grant Cushman & Bob Gidlow. The Editor-in-Chief is responsible for providing oversight to the *World Leisure Journal*, maintaining high standards of scholarship, ensuring the timely and judicious soliciting and management of manuscripts. This position carries a three-year renewable term appointment.

**United Nations representative - Abubakarr Jalloh.** The United Nations representative is responsible for representing the organization to the UN, advancing the goals of the organization and reflecting UN goals to the organization.

**UNESCO representative - Iradje Ahrabi Fard & Andre Thibault.** The UNESCO representative is responsible for working with representatives of both UNESCO and NGOs to advance the goals of the United Nations and the organization.

**Program Manager/Student Services - Jackie Oncescu.** This position is responsible for organizing and coordinating student programs, including the Future Leaders program.

**Secretary/Administrative Assistant - Carol Bean.** The Secretary/Administrative Assistant is responsible for executing clerical functions for the organization.

The World Leisure Secretariat exists to serve the needs and interests of the organization’s membership. We encourage you to contact us so that we may assist you with your professional needs and interests.
Strategic Planning

American sports legend Yogi Bera is often quoted, noting that “. . . if you don’t know where you are going, you will wind up somewhere else.” The wisdom for strategic planning is manifested in Bera’s statement and echoed by others. As Clark Crouch has offered, “...strategic planning is a process by which we can envision the future and develop the necessary procedures and operations to influence and achieve that future.” Thus, WLO begins another cycle of strategic planning and aims to build upon lessons learned from its past strategic initiatives.

In an article authored by Henry Mintzberg entitled The Fall and Rise of Strategic Planning appearing in Harvard Business Review, he makes an argument that “… strategic planning isn’t strategic thinking” and, as it has been practiced in the past, it really has been nothing more than “strategic programming, the articulation and elaboration of strategies or visions that already exist” (Mintzberg, 1994). As we live in an increased environment of change, strategic planning has become challenging. It is difficult for an organization to plan in a world that is increasingly impacted by random, rapid, discontinuous and even turbulent change. In fact, many have suggested that it is far more appropriate to engage in tactical planning which provides an organization with a basic value structure and then enables it to pivot its resources in an agile and innovative fashion to address emerging opportunities.

Nonetheless, whether WLO refers to its planning as either strategic or tactical, it is a process whereby the organization can identify its basic values; set priorities, goals and objectives; and organize tasks for the future. In this process, WLO will need to continue to clarify four (4) basic questions: 1) what do we do; 2) for whom do we do it; 3) in what may we excel; and 4) what can we financially afford to do now and in the future?

In 2003, WLO produced a strategic plan entitled A World Fit for Living: World Leisure Priorities for People 2004-2008. This plan identified four priorities for the organization including: 1) heightening the awareness of leisure benefits; 2) improving policy and legislation; 3) strengthening leadership; and 4) expanding international cooperation. Each of these priorities was supported with a list of action steps. In turn, the results of the work of the organization was evaluated in terms of the progress made in achieving identified activities.

In 2008, another strategic planning initiative was undertaken resulting in a document entitled Leisure: Enhancing the Human Condition ~ Priorities and Strategies, 2009-
Building on the previous strategic plan, this initiative identified six (6) goals or priorities including: 1) linking to UN Millennium Development Goals (MDGs); 2) enhancing research and scholarship; 3) advocating for leisure; 4) expanding educational opportunities; 5) strengthening partnerships and collaborative relationships; and 6) expanding membership. These goals and priorities were then, in turn, supported by an extensive list of action steps.

In 2013, WLO will start the process to establish a new strategic plan. The following initial steps and preliminary timeline have been established:

WLO Board of Directors Establishes the Strategic Planning Process.

The WLO Board of Directors has reviewed the proposed steps in the current strategic planning initiative to affirm the process. Participants will include Board members, professional staff and key stakeholders. The general scope of the organizations programs and capabilities will be discussed in relationship to future planning initiatives. Ways in which various stakeholders can be included in conversations will be discussed as a part of the process (October 2013).

Future Forecast/Environmental Scan.

Both an external and internal review of the environment will take place in order to consider forces and trends impacting on WLO in forthcoming years. A formal environmental scan will be conducted in order to access future opportunities and challenges. In addition, an internal environmental scan will take place in order to access the strengths and weaknesses of the organization (December 2013).

Key Issues, Questions and Choices to be addressed.

An effort will be made to identify key issues, questions and choices to be addressed in the strategic plan. Information may be derived from the future forecast/environmental scan or may revolve around other factors such as the focus of the organization and its membership base and/or current programs. Further, other issues may include WLO’s organizational structure, philosophical orientation, finances, vision, values, etc. (December 2013).

- Strategic Orientation/Philosophy/Vision/Values
- Important/Performance Analysis of WLO Programs, Services and Structures
- Analysis of 2009 – 2014 Strategic Plan
- Priorities/Goals
- Action Steps
- Writing of Strategic Plan as a Planning/Promotions Document
- Procedures for Monitoring/Modifying Strategies

A new strategic plan for WLO will require involvement and support from the membership, affiliated organizations, associated stakeholders, professional staff and, of course, members of the WLO Board of Directors. It will be essential that forums be established so that various voices can be heard in this process to support the shaping of a new strategic plan. Efforts will be undertaken to provide opportunities for each of the aforementioned individuals and groups to provide relevant information and feedback to the process.
The XII World Leisure Congress provided a valued platform for focusing on ways in which cities and leisure can be transformed on a worldwide basis. The theme of the XII World Leisure Congress “Transforming City, Transforming Leisure” provided a framework for the analysis of the future of communities and the importance of leisure in advancing livability, quality of life and the wellbeing of individuals. The subthemes “People, Place, Passion and Performance” provided opportunity for focus and dialog to bring greater meaning to the overall theme of the congress. These subthemes offered pertinent questions such as “are people placed first in future developments? Can we transform the urban environment to improve quality of life? How can we harness the passion of advocates to transform cities, products and services? And, what are the key elements in which leisure contributes to the social, cultural and economic development of cities?” These questions were addressed and it is hoped that a new resolve will emerge from the presentations and conversations taking place at the congress to move communities forward in the future; communities which value and appreciate the importance of leisure.

The XII World Leisure Congress emphasized the fact that by 2030, over 5 billion of the world’s population will be living in urban areas. Thus, leisure’s role in the process of urban development will become extremely important. The planning of urban areas and its relationship to leisure will be a major focus for architects, city planners, government officials, politicians, leisure professionals and citizens in the forthcoming decades. How will population growth impact urban environments? How will communities be designed in the future to promote creativity and innovation in an increasingly knowledge-focused, technologically-savvy world? What features must cities include in order to compete in the future? How can cities differentiate themselves through effective branding focused on lifestyle elements? What role will leisure play in this process? These questions were key focal points for the XII World Leisure Congress.

Giandomenico Amendola Lecturer, Sociology, Faculty of Architecture, University of Florence, Italy; Carlo Ratti, professor, Massachusetts Institute of Technology, USA; and Jan Van der Borg, Professor, Department of Regional, Port and Transport Economics, Erasmus University Rotterdam, The Netherlands provided keynote lectures highlighting the growing demand for leisure in cities, planning the leisure city and the ways in which leisure enhances social, cultural and the economic development of cities. Each of these presentations was followed by dialog offered by a series of panelists representing perspectives drawn from countries such as Australia, Brazil, Canada, Denmark, France, Italy, Switzerland and The Netherlands. One delegate commented that the congress had a “great theme, some amazing speakers, great research and spontaneous interaction that was supportive and helpful.” Another delegate offered that the event was “phenomenal.” Without question, the primary keynote speakers and invited presenters offered excellent commentary. The parallel
sessions included presentations made by nearly 335 individuals and provided a framework for excellent discussion and interaction between delegates.

A highly visible feature of the XII World Leisure Congress was the Future Leaders program. The program, organized by Drs. Ming-Kai Chin, Miklos Banhidi and Ricardo Uvinha, included students from Canada, Hong Kong-China, Hungary, Romania, South Africa, The People’s Republic of China and the United States of America. A highlight of the program was a special lecture provided to the future leaders offered by Dr. Geoffrey Godbey. In addition, the future leaders offered poster presentations, toured the city of Rimini, met with members of the WLO Board of Directors and received certificates of participation.

In developing the congress program, WLO seeks to locate its congress program in communities that represent leisure environments, seek leisure as transformation, provide innovative program designs, provide clear evidence of legacy elements and support partnership activities with other organizations (Edginton, Chin & Henshall, 2008: 84-85). The city of Rimini presented itself as one with a historical focus as an end destination tourist attraction seeking to transform and project itself as a community into the future. The uniqueness of the city of Rimini was reflected in the way that it embraced leisure as a theme for building upon its past as well as projecting the importance of leisure into its future. WLO was pleased to have shared with the citizens of Rimini, Italy their vision for the future and sincerely hope that the presence of the XII World Leisure Congress will serve as continued inspiration for the development of the community.

WLO would like to thank not only the organizers of the XII World Leisure Congress, but also the presenters, and most importantly, the participants of various activities who have contributed to making the program a memorable occurrence.
The XIII World Leisure Congress to be held in Mobile Bay, Alabama, USA is quickly approaching. With only a little over a year until the biennial event scheduled to take place September 6-12, 2013, the organizing committee has been working to bring in exceptional speakers from the United States and around the world. Baseball legend and Mobile native Hank Aaron, has been named honorary chairman for this international congress. Having hit 755 home runs, Hammerin’ Hank has taken leisure to a legendary level and is a member of the Baseball Hall of Fame.

The theme of the Congress is “Leisure: Enhancing the Human Condition” with daily subthemes including: health and wellness; economic development; environmental stewardship; emerging technologies; arts culture, sports and leisure; and building the livable city. Six days of educational, recreational, and social events will introduce participants to the latest research on leisure topics, provide access to the area’s recreational opportunities, and leave a lasting legacy for the region.

Numerous leisure opportunities abound in Mobile Bay including some of America’s best museums, festivals, antique shops and historical landmarks. It has been identified as one of the world’s top eight water cities and has the fourth largest estuary systems in the United States allowing for an abundance of wildlife and habits, creating a fascinating eco system. Mobile Bay’s numerous natural resources including parks, waterways and other natural resources make it an ideal setting for outdoor recreation.

Mobile Bay is an impressive community, modern with a tremendous respect for its social, cultural and historic past. It is noted for its famous southern hospitality and graciousness. WLO and its partners~ the Mobile Bay Visitors and Convention Bureau, the University of South Alabama, the University of South Alabama and Auburn University are extremely excited about the forthcoming World Leisure Congress. Other partners include the Robert Trent Jones Golf Trail, Renaissance Mobile Riverview Plaza Hotel, the Battle House, Renaissance Mobile Hotel & Spa, the Alabama Department of Tourism and Mobile Airport Authority. Undoubtedly, this World Leisure Congress will be a historic one with many leisure opportunities available to discuss, study and experience.

The 2014 World Leisure Congress will be held at the state-of-the-art Arthur R. Outlaw Mobile Convention Center. It is one of America’s premier meeting and convention facilities. Resources include: 100,000 sq ft exhibit hall, 15,000 sq ft grand ball room and 16 meeting rooms equaling 26,500 sq. ft. Located on Mobile Bay’s waterfront, the facility incorporates outdoor terraces, river walks and a breathtaking view of the riverfront. Meeting rooms are accessible, flexible with many open areas to facilitate dialog and interact between and among delegates. The Arthur R. Outlaw Mobile Convention Center is a magnificent facility that will provide a most unique and welcoming conference environment for the 2014 World Leisure Congress.

To stay up-to-date on the 2014 Mobile Bay World Leisure Congress visit www.worldleisure2014.org. The website has current information regarding keynote speakers, congress news, pre registration, sponsorships opportunities and much more!
Inspired by the legacy of Nelson Mandela, the theme of the 2016 World Leisure Congress will be “Leisure: Challenges, Choices and Consequences.” This theme will be underscored by the exploration of factors and elements related to social, environmental and economic justice. The 2016 World Leisure Congress program will seek to explore issues related to fairness, equality and reasonableness in the delivery and consumption of recreation and leisure services and experiences.

The 2016 World Leisure Congress will be staged at the Inkosi Albert Luthuli Complex. This complex includes the ICC Convention Center, the ICC Arena and ICC Exhibition Centre. The complex is located two blocks from the ocean and adjacent to many hotels. This world-class facility has hosted many large international events including the United Nations Framework Convention on Climate Change, World Conference Against Racism, the International Aids Society Congress and many other prestigious and large conferences. The complex has received numerous national and international awards including ones presented by the World Travel Awards, Tourism Grading Council and the International Congress & Convention Association. The fully air conditioned facility presents six interlinked halls which can be configured into a number of venues thus providing opportunities for WLO to partner with other national and international organizations to create a unique conference environment.

The main auditorium provides opportunities to seat 1,800 delegates. The complex includes the incorporation of state-of-the-art technology required to execute international events.
WLO was pleased to sign an agreement with the city of Qingdao, The People’s Republic of China, to host the 2015 World Leisure Games. The official signing ceremony took place at the XII World Leisure Congress held in Rimini, Italy in October 2012. The city of Qingdao, with a population of 8.1 million, is one of China’s most attractive coastal communities. Host to the 2008 Olympic Games Sailing events, Qingdao is known as “capital of sailing, city of beer and island of music.” Focused on the theme of “Dynamic City, Colorful Life,” the 2015 Qingdao World Leisure Games seeks to promote the event as a way to advance itself as a dynamic leisure community. Some of the events will be held in Qingdao while others will be held in the city of Laixi, one of several satellite cities around Qingdao. By the time of the Games Laixi will be linked to Qingdao by a superfast rail-link and expressways.

The city of Qingdao is located in the Shandong province in Eastern China. Situated on the Yellow Sea, it is home to the world’s longest sea bridge. Located south of Beijing and north of Shanghai, it is a four-season community. From a historical perspective, human settlement in the city of Qingdao area dates back over 6,000 years and was one of the founding communities of Chinese civilization. Home to the famous Tsingtao Brewery, the city of Qingdao consists of seven districts and five county level cities. Its magnificent beaches, festivals and other events attract thousands of tourists annually.

As a harbor city, Qingdao is situated between the mountains and the sea in a way that uniquely blends the urban environment with its natural surroundings. The Laoshan Mountain, the Taoist holy mountain, is the tallest peak on the coastline of China. Further, the coastline and the Laixi Lake (the largest freshwater lake in the area) present many opportunities for aquatic sports and events. These and other natural features offer extensive and, in many cases, well developed resources for the 2015 World Leisure Games. The city of Qingdao has an extensive record of organizing international events such as the Olympic Sailing Regatta and Paralympic Sailing Regatta of the Beijing Olympic Games in 2008. Further, the community has organized and sponsored many national games and other global events.

Laixi is within the same Province and is building up an enviable reputation for its quality of life and community participation in leisure. With many events being held in this community, the city should have a festival feel during the Games.

The World Leisure Games Organizing Committee has proposed a wide range of events which will be finalized in the fall of 2013. The international activities include extreme sports (roller skating, skate boarding, BMX & Freestyle BMX), sport climbing, obstacle roller skating (speed, free style & obstacles with 2 people per group), sports dancing (ballroom dancing & Latin dancing), street dancing, and
E sports. The domestic events include golf, roller skating (race track and road), horse riding, angling, triathlon & beach soccer.

Existing facilities in Qingdao and new ones in Laizi will be used for the Games. For the opening and closing ceremonies, a new stadium will be constructed in the Laixi District. This facility will meet international standards and have a capacity for 20,000 individuals. A new walkway along the riverside in Laixi will be used for a number of events which will feature top performers but also will encourage mass participation among the community.

“The purpose of the Event shall be to encourage participation in and spectating at a number of leisure activities which demonstrate the extensive range of leisure activities available to all members of the community whether in and around Qingdao or internationally.”

All of the venues will be built or reconstructed to meet international games standards and will be tested prior to the 2015 World Leisure Games to insure their functionality. Crucially, they will be designed for the long-term use by the community and adapted for the Games - the basis of good legacy planning.

The 2015 World Leisure Games will support Qingdao’s overall strategy for creating a livable community consistent with the standards found in other world famous harbor cities. Great emphasis is placed on protection of the bay and Qingdao’s leisure strategy calls for leisure resort development along its coastal shore zone. Concurrently, Qingdao’s leisure strategy emphasizes the importance of keeping the coastal areas, especially the beaches, accessible to all. The 2015 World Leisure Games will emphasize the cultivation of positive community attitudes to enhance the quality of life of its citizens and to position the city as a leader in China’s leisure industry. Further, the proposal offered by Qingdao officials strongly emphasizes the importance of advancing the goals and aims of WLO.

Staging the Games also in Laixi will underpin the City’s ambitions to achieve greater economic development, improved quality of life and enhanced national and international reputation - all geared towards attracting even more inward investment.

The 2015 World Leisure Games to be hosted in the cities of Qingdao and Laixi The People’s Republic of China, will provide an outstanding venue to continue to advance the work of WLO. In a communiqué released by the WLO, Dr. Derek Casey noted, “WLO looks forward to its developing partnership with the cities of Qingdao and Laixi and to the successful implementation of the 2015 World Leisure Games.”
Building on the previous success of the 2006 and 2011 World Leisure EXPOs, plans are underway for the 3rd World Leisure EXPO to be held in Hangzhou, The People's Republic of China in 2016. The theme of the event is focused on the topic of “Enjoy Leisure, Better Urban Life” and is planned to be held from mid-October to mid-November of 2016. Current plans call for including three core programs as follows: 1) International Leisure Cities Demonstration Exhibition, 2) Leisure Development International Forum and 3) a tour route of exceptional leisure sites.

The event will focus on promoting innovation and continued development of the leisure industry. More specifically, the 2016 World Leisure EXPO will include continued advancement of the indigenous leisure industry, expansion of theoretical research and the celebration and promotion of Hangzhou's leisure culture. Several major infrastructure developments will be included in the 2016 World Leisure EXPO. First, the Hangzhou Olympic and International EXPO Center will be completed and utilized in the event. Second, a new Hangzhou Tourism Complex will be developed. Third, an emphasis will be placed on enhancing public transportation and other infrastructure to enhance access to the leisure culture of the community.

The Opening Ceremonies for the 2016 World Leisure EXPO, as well as the planned International Leisure Cities Demonstration Exhibition, will take place at the Hangzhou Olympic and International EXPO Center. It is the intention of the World Leisure EXPO Organizing Committee to invite sister cities of Hangzhou from home and abroad, as well as famous world leisure cities to participate in the exhibit. Exhibits from full range of the leisure industry will be encouraged to display at this important element of the 2016 World Leisure EXPO.

The annual International Leisure Development Forum cosponsored by the World Leisure Organization will focus its attention to not only urban leisure concerns but also those found in rural communities. As in the past, the forum will include academic experts and practicing leisure professionals, both domestic and foreign, to discuss and explore leisure theories and best practices. Particular attention will be paid to the planning and development of leisure in countries throughout the world. In addition, the International Leisure Development Forum will be scheduled at the conclusion of the 2016 World Leisure EXPO in order to highlight and accentuate the importance of the event. Our colleagues at the Asia Pacific Centre for the Study and Training of Leisure (APCL) at Zhejiang University will take the leadership in the planning of this program.

The 2016 World Leisure EXPO builds on the long-term relationship between the Hangzhou Municipal Government and the World Leisure Organization. The agreement provides for jointly holding future events recognizing that the Hangzhou Municipal Government and the World Leisure Organization have jointly created the brand “World Leisure EXPO.” Objectives for holding future events include: 1) to promote the exchanges and publicity of the leisure concepts, services and products between nations in the world, the developing nations in particular; 2) to promote the healthy development of the leisure economy and culture worldwide, and to increase its contributions for enhancing the quality of life for all people; and 3) to promote sustainable development of the People's Republic of China's leisure cause and to develop Hangzhou into a famous leisure convention and exhibition hub and leisure tourist destination.
The World Leisure Academy is dedicated to discovering and fostering those conditions that permits leisure to serve as a force to optimize collective and individual wellbeing. As a program of WLO, the Academy seeks to promote leisure concerns through its advocacy, research and educational endeavors and acknowledges the contributions of researchers, educators, practitioners, and others credited with advancing leisure. Specifically, its objectives shall be:

◊ To encourage the study of the phenomena of leisure.

◊ To advance knowledge related to the best professional practices found within leisure service delivery systems.

◊ To serve as an interdisciplinary forum for the scholarly exchange of ideas.

◊ To serve as a forum to discuss issues, provide support, and share information on matters impacting on leisure.

◊ To acknowledge the contributions of researchers, educators, practitioners and others whose contributions are recognized globally.

The World Leisure Academy was established for the purpose of identifying and nominating both distinguished scholars and distinguished practicing professionals who may be acknowledged for their unquestioned and enduring contributions to intellectual thought and production and/or a sustained record of sustained practice reflecting the creation and implementation of programs and services that have attracted international attention.

At the XII Rimini World Leisure Congress, 12 individuals were inducted into the World Leisure Academy. They are:

Fred Coalter, United Kingdom
Roger Coles, USA
David Compton, USA
John Crompton, USA
Rodney Dieser, USA
Gary Ellis, USA
Mark Havitz, Canada
Edgar Jackson, Canada
David Mercer, Australia
James Murphy, USA
Gilles Pronovost, Canada
Susan Shaw, Canada
A number of award winners were announced at the XII World Leisure Congress held in Rimini, Italy from September 30 through October 3, 2012. Francis Lobo, Tony Veal, Brenda Robertson, André Thibault and Pietro Leoni were all recognized for their contributions to the organization and to the profession as a whole. A special Distinguished Merit Award was presented to the Hangzhou People’s Municipal Government at the International Leisure Development Forum held in Hangzhou, China October 12, 2012.

Francis Lobo was named the recipient of the Cornelis Westland Humanitarian Award. This award seeks to perpetuate the efforts of former World Leisure Secretary General Cor Westland. Westland served as Secretary General of World Leisure from 1984 – 1996. He was a sincere and authentic man – with a huge heart.

A leader for many generations in the leisure movement, Westland influenced millions of individuals through his leadership. Dr. Lobo is the Honorary Professor in the School of Marketing Tourism and Leisure at Edith Cowan University in Perth, Western Australia. He is an Indian, born in Uganda and now a citizen of Australia. He has had a long and distinguished teaching career in leisure and sports management studies. He obtained his doctorate at the University of Western Australia and completed Masters’ degrees in the United States and Australia.

Dr. Lobo is a true international statesman, with a personality well suited to this role. He is a warm, caring, generous, kind and sincere individual genuinely concerned for the welfare of others. His interests and contributions transcend disciplines and professional areas, fostered in substantial part by a keep capacity to think holistically, if not eclectically. Put otherwise, he is a great model builder, expressed through his ability to communicate complex ideas in a simplistic manner that is easy to understand. What better background for championing leisure on a worldwide basis.

He has authored books, written articles in journals and chapters in books. He was a past Director of WLO, having previously served as the inaugural Editor-in-Chief of the World Leisure Journal.

Tony Veal was named the recipient of the George Torkildsen Literary Award. This award seeks to perpetuate the memory of this remarkable individual who served as Chair of the WLO Board of Directors. He was the first community sports center manager in Britain and has been called the father of sport and leisure in that country. Dr. Torkildsen was a prolific writer, lecturer and teacher.

Professor Veal has made an immense contribution to recreation, parks and leisure studies/services over a long and distinguished career, initially in Britain and since the early 1980’s in Australia. Like countryman George Torkildsen, he is a prolific writer, lecturer and teacher and has authored/edited numerous books, research articles and other scholarly publications. His extensive literary endeavours are of international significance and have provided numerous insights leading to innovations in thinking and practice.

Tony Veal began his career in local government in the UK and then worked at the Universities of Birmingham and North London from 1968 to 1986. In 1986 he joined the then Kuring-gai College of
Advanced Education in Sydney, Australia, which amalgamated with the University of Technology, Sydney in 1990 and retired in 2003. He is former chair of the Leisure Studies Association (UK), past president of the Australian and New Zealand Association for Leisure Studies (ANZALS) and a former member of the WLO Board of Directors. He is a former editor of *Annals of Leisure Research* and *Australasian Parks and Leisure*. He is author, co-author or co-editor of numerous books.

The Hillel Ruskin Memorial Scholar Lecture Award was presented to Brenda Robertson. This award seeks to perpetuate and recognize the contributions of the namesake of this award by sponsoring a scholarly lecture focused on advancing concepts related to leisure, leisure education and leisure policy development.

Dr. Robertson retired in July 2012 after having served for 30 years as a professor in the School of Recreation Management and Kinesiology at Acadia University in Canada. For 15 years she served as the Director of the Recreation Resource Centre of Nova Scotia. Active in professional organizations such as the Canadian Parks/Recreation Association, she served a term as Program Manager of Commissions for WLO, Chair of the Citizen's Advisory Committee for Correctional Services of Canada, and President of Recreation Nova Scotia.

Two individuals were recognized with Distinguished Service Awards at the XII World Leisure Congress. This award seeks to acknowledge individuals/organizations who have contributed in a significant and noteworthy fashion through demonstrated leadership to the organization. Chair of the XII World Leisure Congress Scientific Committee, André Thibault was recognized with a Distinguished Service Award. Dr. Thibault worked tirelessly to plan, organize and implement the congress program. In addition, Pietro Leoni worked in partnership with André Thibault to plan the XII World Leisure Congress program. Pietro provided great insight in helping to shape a truly unique program.

The Hangzhou People’s Municipal Government was recognized with a World Leisure Distinguished Merit Award. Recognized as the “Oriental Capital of Leisure,” Hangzhou, The People’s Republic of China has planned, organized and implemented a program of great excellence in advancing the livability and quality of life of its community members. Recognizing leisure as a central integrating theme in its program of community development, the Hangzhou People’s Municipal Government and its sub-regions has created numerous leisure opportunities for the development of its community. Known as a leader nationally and internationally, the Hangzhou People’s Municipal Government has crafted an exceptional range and scope of programs, services, areas and facilities. Today its leisure infrastructure and the amenities that it has created has helped make it one of the most innovative and creative communities leading the world in advancing the wellbeing of its citizens.
The World Leisure International Innovation Prize seeks to recognize organizations that have implemented creative solutions that foster local, national, or international leisure opportunities for the benefit and development of individuals and communities. First awarded in 2006 as a part of the IX World Leisure Congress, the award seeks to identify and acknowledge the use of leisure as a creative solution to enhancing collectively the social, cultural, environmental, and economic quality of life in an area.

The award seeks to identify private, public or non-governmental organizations which have through their originality, creativity and innovation created a process, recourses and/or outcomes through leisure that have addressed challenging concerns and issues. In adjudicating submissions, “leisure is considered in its broadest sense including play, recreation, the arts and culture, sports, festivals and celebrations, health and fitness, or travel and tourism” (ibid).

The World Leisure International Innovation Prize was initially advanced by former Chair of the WLO Board of Directors George Torkildson. His ideas were instrumental in the establishment of the prize. He served as the initial Chair of the International Adjudication Panel until his untimely death shortly before the awarding of the initial prizes in 2006.

The symbol awarded to prize winners is fondly known as a “George Award.” Dr. Torkildson’s contribution in the establishment of the prize will be long remembered, as well as his leadership and contributions to the Organization.

In 2012, the World Leisure International Innovation Prizes were awarded in Rimini, Italy at the XII World Leisure Congress to: Community Access Programme, Edinburgh Leisure, Scotland, United Kingdom; Nature Seychelles; Terra Nova Rural park, City of Richmond, British Columbia, Canada; and The Mill Island, City of Bydgoszcz, Poland. Three programs were “Highly Commendable:” AQUAWORLD, Hungary; Learning Through Sport, United Kingdom; and Stonehammer Geopark, Canada.

The International Adjudication Panel of the World Leisure International Innovation Prize is headed by Ian Cooper (UK). Other committee members include: Ye Min (China); Karla Henderson, (US); Pierre Morin, (Canada); Patrick Nanty, (Seychelles); Garry Henshall (AUS); and Pang Xue Quan, (PRC). Ex-officio members of the International Adjudication Panel include: Dr. Derek Casey, WLO, Chair Board of Directors and Dr. Christopher Edginton.
The three year plus co-editorship of the World Leisure Journal by Drs Grant Cushman and Bob Gidlow came to a conclusion in 2012. Both did a masterful job of editing the journal as evidenced in its enhanced content and format. Cushman and Gidlow, professors at Lincoln University in New Zealand, teamed together to bring new energy to the effort. They worked to advance multiple goals including raising the profile of the World Leisure Journal by improving its formatting and distribution of the journal, online accessibility and enhancing its profile and stature on a worldwide basis. They were able to enhance the standing and reputation of the journal while, at the same time, embracing its editorial policy and focus.

Perhaps their most significant contribution during their co-editorship of Cushman and Gidlow was the transition of the journal to be published under the branding of Routledge, a member of the Taylor & Francis Group. This transition enabled a greater visibility for the journal on a worldwide basis as Taylor & Francis was able to promote the journal as one of its primary publications in the sport and leisure area. In addition, Routledge reformatted the journal as well as framed a new cover which enhanced the overall design and appeal of the publication.

WLO is deeply appreciative to Grant Cushman and Bob Gidlow. They did an outstanding job in advancing the journal and in undertaking their responsibilities as co-editors-in-chief of the publication. They brought new focus to the journal by incorporating features such as guest articles with commentary, focused issues, as well as articles committed to the work of the World Leisure Commissions program. Their interactions with those contributing articles and commentary to the journal were always carried out in a professional, supportive and nurturing fashion. They were helpful to those submitting articles to the journal in helping them interpret comments made by reviewers in order to revise, refocus or even submit to other journals their papers.

At the October 2012 WLO Board of Director’s meeting, Dr. Atara Sivan was unanimously endorsed as the next editor-in-chief of the World Leisure Journal. Dr. Sivan is Associate Dean, Faculty of Social Sciences, Hong Kong Baptist University and holds an appointment as a professor in its Department of Educational Studies. She holds a doctorate from The University of Hong Kong and MA (Education: Youth Counseling); PDGE (Social Sciences); PGC (Youth Counseling); and BA (Education and Sociology) all from Bar-Ilan University in Israel. She has served as a member of the WLO Board of Directors, inaugural president of the World Leisure Academy and was named the initial recipient of the Hillel Ruskin Memorial Lecture Award. She has been active in WLO’s Leisure Education Commission and has been a member of the World Leisure Journal’s Editorial Board for nearly a decade.

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WLO currently has two international postgraduate programs with complementary research and service elements. These centers at Vancouver Island University, Canada and Arizona State University, USA provide opportunities for students from throughout the world as well as educators, researchers and professionals to participate and contribute to uniquely theme-focused educational endeavors.

A public university, Vancouver Island University (VIU) is located in Nanaimo, British Columbia, Canada. As a comprehensive university, VIU is dedicated to its tripartite mission of teaching, research and service with a strong commitment to community engagement and international collaboration. The program at VIU focuses on “Leisure and Sustainability” and emphasizes innovative practices in the mobilization of knowledge from a global perspective.

The VIU program promotes sustainable development by engaging international scholars and professionals as they seek knowledge of theories and practices that are vital to WLO’s focus on promoting leisure as integral to social, cultural and environmental well-being. The faculty of VIU Department of Tourism and Recreation Management is one of the largest in Canada in the field of leisure, recreation and tourism studies including a former graduate of WLO’s WICE program at Wageningen University.

Arizona State University (ASU) has positioned itself as a new model for American higher education, ASU has focused its attention toward impacting the economic, cultural, social and environmental health of the communities it serves. Its focus is one of promoting academic excellence, entrepreneurial strategies, cultural diversity and broad access to educational services. Faculty and students are encouraged to apply their thinking to real world problems in an interdisciplinary fashion.

ASU offers both a master’s degree (M.S.) program and a doctor of philosophy (Ph.D.). The M.S. degree requires two years of study and is organized with a thesis option (30 credit hours) and a professional option (36 credit hours). In either case, coursework includes research methods, data and statistical analysis, critical issues in recreation and tourism, and social and psychological aspects of recreation and tourism behavior. The Ph.D. degree focuses on community resources and development and includes a 54-hour program of study. Core courses include sustainable communities, community research methodology, statistical and data analysis, social scientific perspectives in community studies, and field work.

Recently the WLO Board of Directors approved a new World Leisure center at NHTV Breda University of Applied Sciences, The Netherlands. This program will feature a Master’s Degree in Leisure Studies. The program was recently approved to start in 2014 by the Dutch government. The Academy’s mission statement is, “designing for meaningful experiences through education, research and industry related projects and consultancy.” The academy has a large international network with other universities, associations and companies from through the world. The largely international faculty does research and writing in the areas of cultural heritage, leisure health, management, sustainable tourism, consumer behavior, event management, creativity, diversity, ethics and regional development.
The WLO Chapters program provides a unique affiliation opportunity to individuals at the community level to embrace the Organization’s broader goals and priorities and apply them at the local level. As articulated by Rene Dubos in the early 1970s at the United Nation’s Conference on the Human Environment, we are all challenged to “Think Globally, Act Locally.” Addressing broader global concerns in the context of one’s local setting is one of the major opportunities offered by organizing within the WLO Chapters program.

A WLO Chapter provides a group of individuals, organizations, or other affiliates the opportunity to establish a formal working relationship to promote the aims and objectives of the organization. The endorsement by the Board of Directors is necessary in establishing a chapter. Such endorsement is made for an initial period of three years and renewal may be made continually predicated upon the success of each individual chapter.

The structure of chapters depends on various circumstances and varies from location to location. Each chapter must provide a written term of reference/constitution/by-laws and identify their offices including purposes, membership officers, election and meeting procedures. WLO Chapters may be established with 10 members and at a cost of $100 (USD). Each chapter is authorized to use the WLO’s logo and receive special recognition through our website and Communications Platform as well as support from the WLO Secretariat.

There are several benefits of forming a WLO Chapter including:

• Being authorized to use the WLO Logo, designating the locality of the Chapter;

• Gaining special recognition through the Organization’s media and events, including our website and Congress and Conference materials;

• Receiving WLO materials and publications in proportion to its membership; and

• Receiving support from WLO Officers and Program Managers to work on projects of mutual interest.

Another advantage is having the opportunity to participate in professional, world-wide networks with educators, working professionals, and lay citizens. The potential for local entities to have a significant impact on issues in their communities is enormous. Considering each individual group’s connection with the resources and network of a world-wide Organization, there can be tremendous prospects for global initiatives related to growth and change.

The Program Managers for Chapters, Peter Chen and Jason Lau, are available to answer questions and assist interested groups in forming a WLO Chapter. For more information, please visit our website.
World Leisure Commissions

The WLO presently has 12 commissions. The WLO Commissions represent much of the Organization’s on-going programming and as such are expected to make major contributions to its three main objectives: research, information dissemination, and advocacy. They provide a context and a medium for persons of like interest to act collectively at the world level. Thus, every effort should be made to attract to membership leading figures not only from leisure domains, but also from professional and academic fields, which have major implications for understanding and fostering leisure programs and experiences.

Commission membership is open to any WLO member in good standing (annual membership fees paid). The primary responsibility for managing the affairs of the commission falls to the commission Chair and an executive committee.

There was a period of uncertainty concerning the status of WLO Commissions following the World Leisure Congress in Kuala Lumpur, Malaysia in 2002. However, the Commission program was reinstated at the Congress in Brisbane, Australia in 2004 and reaffirmed at the World Leisure European Conference in Malmo, Sweden in 2005. During the 2008 World Congress in Quebec City, each of the commissions held a working session with members and project plans were discussed for 2008-2010.

Today, the commissions are at various stages of development, with some such as the Children & Youth Commission being well structured and active; while others are currently undergoing significant restructuring and the newly formed commissions including Health Promotion & Disease Prevention are in the early developmental stages. Detailed information on specific commissions can be obtained by visiting their page on the WLO website.

The Management Commission was reactivated at the XII World Leisure Congress held in Rimini, Italy while many other existing commissions sponsored sessions and meetings during this time. The Commissions are currently making plans for activities in conjunction with the 2014 World Leisure Congress in Mobile, Alabama, USA.

Commission Highlights

The United Nations Commission has worked to align and link the efforts of WLO with the internationally agreed Millennium Development Goals project and the post-2015 agenda focused on Sustainable Development Goals through published articles and participating in international meetings held at the United Nations. They also crafted a paper proposing strategic areas where WLO can contribute towards promoting and improving leisure in Africa with the aim to foster social, cultural, community, and sustainable economic development, specifically focusing on youth development and empowerment.

In response to the UN/UNESCO Global Consultation, the Women and Gender Commission developed a paper addressing gender inequalities. This paper contains 14 case studies contributed by members from
around the world demonstrating the role of leisure in addressing various forms of gender inequality, was submitted.

New commissions are created based upon the appearance of a collective interest in a particular and substantial leisure related subject. Individuals interested in establishing a commission may do so by preparing a proposal for consideration by the Board of Directors.

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Overview

The business performance of the WLO remains well controlled with income exceeding expenditure on a year on year basis. The 2012 audit was passed without qualification.

As with many international organizations, we continued to rely on the Congress/Conference/Expo events to underwrite our activities in 2012. Securing the income from these events is critical to future activity. In an effort to diversify income streams, the forward projections include proposals for investment to further leverage using WLO’s brand and influence.

WLO continues to be supported with volunteer assistance which is not recorded in the accounts. A conservative estimate would put that at $275,000 per annum.

As a non-profit organization, we will continue to review our trading activity and identify potential projects which we are able to support and which align with our charitable status and our recognition by the United Nations.

Year to 31st December 2012

The Organization successfully passed the annual audit for year ending 31st December 2012.

The detail of the accounts shows a reliance on income from events but a core cost base below this level.

In December, 2012 Derek Casey, Christopher Edginton, and David Compton met with officials from Alexander, Carney, Marold, & Co., L.L.C., the UNI Credit Union, and the University of Northern Iowa to establish ways for the Board of Directors to establish additional oversight to the financial operations of the organization especially important as the organization continues to grow. Many useful suggestions were and will be incorporated into the financial management strategies of the organization.
Assets

Current Assets:
- Accounts receivable: $8,218 (2012), $1,755 (2011)
- Prepaid expenses: $1,223 (2012), $1,323 (2011)


Liabilities & Net Assets

Current Liabilities:
- Accounts payable: $1,049 (2012), - (2011)

Total Current Liabilities: $1,049 (2012), - (2011)

Net Assets:
- Unrestricted net assets: $93,614 (2012), $223,904 (2011)
- Temporarily restricted net assets: $121,061 (2012), $109,263 (2011)


Statement of Cash Flows Years Ended December 31, 2011 and 2012

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Unrestricted Net Assets</td>
<td>Temporarily Restricted Net Assets</td>
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<tr>
<td>Revenue:</td>
<td></td>
<td></td>
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<tr>
<td>World Leisure Expo Allocation</td>
<td>$109,605</td>
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<td>Program funding:</td>
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<tr>
<td>WL Center for Excellence</td>
<td>$18,623</td>
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<tr>
<td>Center closing allocation:</td>
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<td>-</td>
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<tr>
<td>Subscriptions:</td>
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<tr>
<td>Membership:</td>
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<td></td>
</tr>
<tr>
<td>Total Revenue:</td>
<td>$91,649</td>
<td>11,799</td>
</tr>
</tbody>
</table>

Expenses:

Program expenditures:
- Publications: $8,141 - $8,141 - $11,400
- Board and travel: $91,649 - $91,649 - $40,837
- Scholarships: $2,000 - $2,000 - 
- Prizes and awards: $5,790 - $5,790 
- Management and general:
  - Wages and benefits: $109,605 - $109,605 - $81,937
  - Membership: $1,223 - $1,223 - $1,769
  - Office and supply: $8,066 - $8,066 - $15,159
  - Professional fees: $21,044 - $21,044 - $34,548
  - Insurance: $3,863 - $3,863 - $3,880
  - Communications: $404 - $404 - $337
  - Bank charges, fees and other expenses: $298 - $298 - $110
  - Depreciation: $118 - $118 - $116

Total Expenses: $254,451 - $254,451 - $387,353

Change in net assets: $(160,299) - 11,799 = $(148,492) - $84,719

Net Assets, Beginning of Year: $253,904 - $109,263 - $163,641 - $278,448

Net Assets, End of Year: $93,614 - $121,061 - $214,675 - $363,167
History of the World Leisure Congress

First Congress
May 16-22, 1988
Theme: *Free Time, Culture & Society*
Lake Louise, Alberta, Canada

Second Congress
July 16-19, 1991
Theme: *Leisure & Tourism: Social & Environmental Change*
Sydney, Australia

Third Congress
December 5-10, 1993
Theme: *Leisure, Tourism & Environment: Issue for Human Development*
Jaipur, India

Fourth Congress
July 15-19, 1996
Theme: *Free Time & Quality of Life for the 21st Century*
Cardiff, Wales, United Kingdom

Fifth Congress
October 26-30, 1998
Theme: *Leisure in a Globalized Society: Inclusion or Exclusion?*
São Paulo, Brazil

Sixth Congress
July 3-7, 2000
Theme: *Leisure & Human Development*
Bilboa, Spain

Seventh Congress
October 21-25, 2002
Theme:*Global Forces & Local Responses: Leisure - Culture - Sport - Tourism*
Kuala Lumpur, Malaysia

Eighth Congress
September 12-17, 2004
Theme: *Leisure Matters*
Brisbane, Australia

Ninth Congress
October 5-9, 2006
Theme: *Leisure … Integral to Social, Capital, & Economic Development*
Hangzhou, People’s Republic of China

Tenth Congress
October 6-10, 2008
Theme: *Leisure & Community Development*
Quebec City, Canada

Eleventh Congress
August 28 - September 2, 2010
Theme: *Leisure & Identity*
ChunCheon City, South Korea

Twelfth Congress
September 30 - October 2, 2012
Theme: *Leisure & Transformation*
Rimini, Italy

Thirteenth Congress
September 6-12, 2014
Theme: *Leisure: Enhancing the Human Condition*
Mobile, USA

Fourteenth Congress
June/July, 2016
Theme: *Leisure: Challenges, Choice & Consequences*
Durban, South Africa
History of the World Leisure Games

**First Games**
August 28 - September 5, 2010  
Theme: *Leisure & Identity*  
ChunCheon City, South Korea

**Second Games**
September 12 - 21, 2015  
Theme: *Dynamic City, Dynamic Life*  
Qingdao, People’s Republic of China

History of the World Leisure EXPO

**First EXPO**
April 22 - October 22, 2006  
Theme: *Leisure: Changing Life*  
Hangzhou, People’s Republic of China

**Second EXPO**
September 17 - November 18, 2011  
Theme: *Leisure: Enhancing Quality of Life*  
Hangzhou, People’s Republic of China

**Third EXPO**
October - November 2016  
Theme: *Enjoy Leisure, Better Urban Life*  
Hangzhou, People’s Republic of China