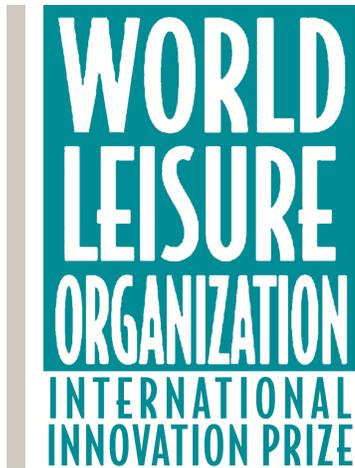


FOR IMMEDIATE RELEASE



2016 WORLD LEISURE INTERNATIONAL INNOVATION PRIZE AWARD WINNERS ANNOUNCED

Ian Cooper, Chair of the World Leisure International Innovation Prize Committee, announced the 2016 Prize winner and highly commended another project. Representatives of the winning project will receive their award at the 14th World Leisure Congress in Durban, South Africa on 30th June 2016.

The Prize Winner will receive a 'George' and a framed certificate. This is the sixth time that the prestigious 'George'¹ has been awarded.

The World Leisure International Innovation Prize seeks to recognise organisations that have implemented creative solutions that foster local, national, or international leisure opportunities for the benefit and development of individuals and communities. Leisure being defined in its broadest sense including play, recreation, the arts and culture, sports, festivals and celebrations, health and fitness, or travel and tourism. It encompasses indoor or outdoor programmes, services, and amenities.

The major component that sets the World Leisure International Innovation Prize apart from the myriad of similar awards given is that this Prize focuses on the social, cultural and economic aspects of leisure.

The 2016 World Leisure International Innovation Prize Winner Is:

The Canadian recreation training Programme *Diplôme d'Aptitude aux Fonctions d'Animateur (DAFA)* or *Group Facilitation Skills Certificate*. The Programme was established in 2009 by seven recreation organisations and is now recognised by all of Quebec's recreation organisations. The programme is managed by the Quebec Leisure Council/ Conseil québécois du loisir.

Over 22,000 young people have already registered, and nearly 400 municipalities and local organisations work with 800 instructors to deliver DAFA courses. The training standard is operational in every region of the Quebec province as a way of ensuring quality and safety in group activities.

The DAFA Programme is the result of an unprecedented cooperative effort on the part of Quebec's recreation organisations, working together to manage the Programme's development.

¹ The George is a locally crafted artwork named in honour of Dr George Torkildsen (1934 – 2005) who was the first WL Prize Committee Chair and past World Leisure Organization Board Chair.

The DAFA Programme meets expected standards for quality and safety in the facilitation of group recreation, validates the work of the facilitators, promotes recruitment and retention, and encourages discussion between networks through recognition of the Programme across Quebec and beyond.

Thanks to its decentralised structure and the flexibility, it provides to organisations, training can be adapted to any community's needs. It was chosen by TIESS² as one of a number of innovative experiences that connect municipalities and the social economy.

Ian Cooper, Chair of the Prize Committee noted *“This year’s Innovation Prize winner has demonstrated not only an innovative approach to multi agency working but also mutually developed a quality programme for managing culture/leisure facilities and services. The Committee is recognising this programme as it shows best practice in training people to deliver high quality and safe recreational activities in a wide variety of settings.*

Programme Information:

Websites:

<http://www.programmedafa.com/> (available only in French)

<http://www.loisirquebec.com/>

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The Prize Committee also awarded “Highly Commended” status to:

The Peace Village Hostel, Flanders, Belgium

For the past ten years, the Peace Village Hostel has specialised in welcoming young people from across the world. Visitors enjoy a personal and tailored visit to the former World War One frontline from the hostel. In 2015, some 20.000 youngsters from the UK, Ireland, Belgium, France, Germany, the Netherlands, Australia, Canada and New Zealand stayed at the Peace Village.

The Peace Village Hostel provides more than just a bed and board, the educational department focusses on the former battlefields of the Great War. The landscape, the final eye witness of the conflict, is still scattered with relics of the distant past. Hundreds of cemeteries have become the final resting place for soldiers from both sides with monuments, mine craters and memorials which remind us of the horror of the Great War. The Peace Village wants to assist (young) visitors in their discovery of the local area and in an interactive way transfer that experience into a lesson for life which resonates today.

² TIESS [Territoires innovants en économie sociale et solidaire] is an organisation that promotes knowledge transfer for better community well-being, and partnerships between municipalities and the social economy.

Programme Information:

Websites:

<http://www.peacevillage.be/en>

<https://www.facebook.com/PeaceVillageMessines>

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Note to Editors:

Founded in 1952, the World Leisure Organisation is a worldwide, non-governmental association of persons and organisations dedicated to discovering and fostering those conditions best permitting leisure to serve as a force for human growth, development and well-being. World Leisure pursues these goals through education, research and informed advocacy.

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