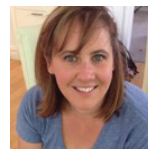


# LEISURE MANAGEMENT WEBINARS SERIES

Produced by the WLO Special Interest Group (SIG) on Leisure Management



**Public Leisure Management for Social Transformation:  
Commercial vs Communal Outcomes – A World Leisure  
Day Event**



**A Conversation with Dr Katie McDonald (Australia) and Carlos  
Alberto Rico (Columbia)**



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We know public leisure can be an agent for social transformation, but it is not always achieved because organisations may be unclear about the outcomes being pursued. This webinar will explore how management principles that underpin leisure experience delivery influence the experience's capacity to contribute to communities' capacity for social transformation.

Dr Katie McDonald, Adjunct Research Fellow Victoria University, and Carlos Alberto Rico, Public Administrator, Business Manager, Specialist in Social Management, and member of WLO Board, will share their insights about:

- What principles underpin public leisure management practices in Australia and Colombia?
- How does the focus on commercial / communal outcomes impact on leisure experiences' capacity to function as an agent for social transformation?
- How can leisure managers and scholars influence public leisure management for social transformation?

The webinar will take place as a conversation with Katie and Carlos Alberto to explore their experience in how management principles impact community social transformation. The conversation will also explore the options for further research about public leisure management's capacity to address social transformation outcomes.

## Who should attend?

The webinar is designed to be of interest to leisure managers, programmers, scholars and students.

### DATES



### TIME



WESTERN HEMISPHERE  
19 APRIL 2023

5PM American Eastern Time Zone  
6PM Brazil  
11PM Bilbao

EASTERN HEMISPHERE  
20 APRIL 2023

7AM Eastern Australian Time Zone;  
Earlier in Asian time zones.

*A YouTube video will be available later in April so you can view the webinar if the timing is inconvenient.*

## Registration:

Register your interest to join the webinar here

<https://bit.ly/3LXrSUa>

## Format:

The webinar will be 45 minutes with 25 minutes of conversation followed by an opportunity for participants' questions and comments.

## More information:

More information about the LM SIG is available from <https://www.worldleisure.org/leisure-management/>