

Vision

To be the leader in the recreation facility profession.

Mission

To provide leadership in the development and delivery of innovative training and education programs, value-added services, and quality products for the benefit of the recreation facility profession.

We Value:

- Expertise in the recreation facility profession that comes from personal and organizational development.
- Dedication to the professional, efficient and competent operation of recreation facilities.
- The communication network of our stakeholders being important in advancing our mission.
- Products and services developed and promoted in response to market needs.
- Results based on business-centred principles.

We Believe In:

- Serving our stakeholders.
- Strategic partnerships/alliances.
- Advancement of the recreation facility profession.
- Promoting safe, efficient and accessible recreation facilities.
- Information management being the core activity of the Association.
- Recreation facilities contribute to a healthy community.
- Quality recreation facilities are an essential part of the recreation experience.



Core Business

Our core business is the creation and collection of information that has value to the recreation facilities profession. We will distribute this information to our members, key stakeholders and partners and to the general public.

Goals

1. **Strategic Alliances** - Establish mutually beneficial alliances with similarly positioned organizations that further our core business and creates positive net results.
2. **Membership Services** - Promote the value of membership in the ORFA to retain the existing members and broaden representation from other sectors.
3. **Communication of Information** - Collect, create and distribute information and resources to keep our members and professionals in the broader facilities sector informed.
4. **Professional Development** - Develop and deliver professional development opportunities to increase the effectiveness of professionals in the recreation facility profession.
5. **Professional Recognition** - Sustain a high level of professional accreditation by delivering certification training programs and promoting professional designations.
6. **Business Approach** - Execute business-centred operating principles to achieve financial sustainability and maintain profitability.