

Recreation Entrepreneurship: Thinking Outside the Box for Sustainability

Presented by Dr Dion Klein, The WISE Academy

Many sport and recreation organisations are feeling the financial constraints from budget cuts and the decline of the public's perceived time and money availability towards their participation in paid physical activity and exercise options. No longer are the traditional methods of grant funding, sponsorships and membership drives a viable means of sustainability for many organisations. In order to be sustainable, professional bodies must take an entrepreneurial approach to the operations of the organisation. This forum, facilitated by Dr Dion Klein, will highlight a variety of strategies that any organisation can utilise and deploy to increasing its revenue in the long term.

Participants and organisations in the forum will learn:

- ◆ How to use strategic affiliate programs to increase revenue
- ◆ How to utilise the depth of one's "information empire" to increase profile of Recreation SA as the number one authority on recreation; and,
- ◆ How to leverage networks at the local, national and international level in a variety of industries to increase the benefits for members.

About Dr Dion Klein

Dr Dion has been involved in the sport, fitness and health industry for over 25 years as an athlete, coach, fitness instructor, educator, massage therapist, researcher, corporate health specialist, and entrepreneur. He deployed an award-winning workplace health initiative, the Corporate Health and Fitness Challenge, which ran for five years in Canberra as well as the Australian Get Healthy Challenge, using the POLAR BodyAge™ measurement tool. His research interests include health and productivity in the workplace, behaviour modification and incentives towards participating in physical activity, and competency-based training and assessment in developing health and fitness professionals. He previously served as President of Fitness ACT (Australia), was on the ACT Minister's Advisory Council for Sport and Recreation, and has served on a variety of Boards in sport, recreation, health and education. He is a regular speaker and writer in Australia and internationally on various topics including risk management, networking, small business, personal development and corporate wellness. He was awarded the Inaugural Monty Dortkamp Contribution to the ACT Fitness Industry Award in 2006. Originally from the USA, Dion has been residing in Australia for the past 14 years and is the CEO/Founder of Healthy Worksites and The WISE Academy, a private training organisation. He has been involved and founded a number of online start-up companies and also manages two online newspapers - the India Fitness Network and CommunityRecNews.org.