

# INFORMATION PACK



PARKS & LEISURE  
AUSTRALIA

**2023 - 2024**

July - June



**PARKS & LEISURE**  
AUSTRALIA

# INFO PACK

WHO ARE PARKS AND LEISURE  
AUSTRALIA?

## Who we are

Parks and Leisure Australia (PLA) is the leading industry association for professionals in the sector. Through a broad range of services, we support members to provide opportunities that strengthen communities through good use of leisure time for the social, environmental, economic, and physical well-being of all Australians. We are 'THE PEOPLE BEHIND THE PLACES'.

## Our Vision

For Australia to be the most liveable country in the world, renowned for its parks, sport and recreation facilities that provide the foundation for healthy communities and liveable towns and cities.

## Our Mission

Is to build, serve and develop a strong and united parks and leisure industry in Australia.

**AS THE PEAK BODY INDUSTRY, PLA WORKS TOWARDS DEVELOPING AND SUPPORTING MEMBERSHIP AND THE SECTOR THROUGH:**

- Training and continuing professional development
- Providing networking opportunities and information sharing for members
- Developing a strong profile and promoting the benefits of the sector
- Identifying and providing products and services that enhance and develop the sector
- Forging strong alliances and partnerships alongside organisations with similar agendas and aims
- Continually researching best practice and advocating on behalf of the sector



**GROWING OUR INDUSTRY**





## Our Members

Our members are "the people behind the places" who work across policy, planning and the provision of assets, services, facilities, programs, and research in the parks and leisure sector including:



### Community and Urban Planning

- Recreation Planning
- Play and Playspaces
- Open Space
- Landscape Design
- Urban Planning



### Parks, Environment, Biodiversity and Conservation

- Parks and Gardens
- Horticulture
- Arboriculture
- Cemeteries
- State and National Parks
- Ecosystems



### Sport and Physical Activity

- Health
- Sport Development
- Facility Management
- Outdoor Recreation
- Aquatic Recreation



### Tourism, Arts and Interpretation

- Major Events
- Cultural Events
- Interpretation
- Art installations/ Connections



### Research and Academia

- Universities
- TAFE
- Registered Training Organisations
- Other aligned industry associations



### Private Sector

- Consulting
- Trade and Suppliers
- Benchmarking

We support our members through the provision of training, professional development, research, and advocacy and provide a range of products and services to support you and the industry. Our members are diverse, with individual needs, priorities, and desired levels of support.



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WHAT WE WE ACHIEVED FOR OUR MEMBERS OVER THE 2023/24 PERIOD



**Continued to service our members through learning and network opportunities** with over 114 events across the country, we provided advanced professional learning and networking opportunities to our members.

**Implemented our own Certified Parks and Leisure Professional (CPLP) Certification program**, the only Australian benchmark certification for industry professionals.



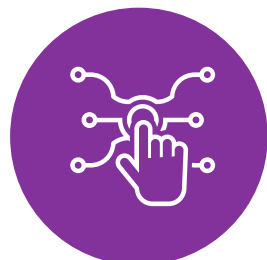
**Developed a future vision for our members and association** through the PLA Towards 2025 Strategic Plan with a strong focus on Membership and Member Services.

**Kept up to date with current global industry trends**, we signed MOUs with Canadian and American National Parks agencies and established a working group.



**Respected the current economic environment** through cost containment by maintaining a freeze on membership prices and dropping the standard CPI increase in recognition of the current financial climate.

**Committed to the growth and development of new members and young professionals** through the Generate Network which has grown to over 100 members and continues to provide new and exciting opportunities.



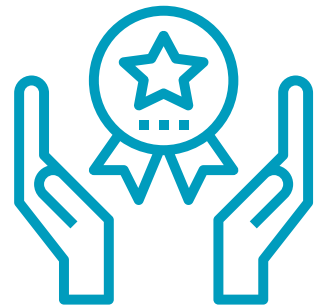
**Enhanced local park experiences** through new technology with GEO A.R. Games, member's received reduced rates to Magical Park, an augmented reality mobile app which transforms a normal park into a digital playground.





## YOUR 2023/24 PLA MEMBERSHIP BENEFITS

PLA offers members a range of benefits including but not limited to discounted professional development and services, networking and forum activities, the potential to obtain awards and industry recognition, newsletters, information and data, and promotion and advertising opportunities. The main current benefits for each membership category are summarised below.



	CORPORATE	INDIVIDUAL	RETIRED	GENERATE	JOURNAL
Digital access to past & present AP&L Journals					
Monthly e-newsletters					
Access to our PaRC Library					
Discounts to PLA events					
Certified Parks and Leisure Professional (CPLP)					
Free listings on the PLA Job Board					
Reduced rates for Magical Parks					
Apply for PLA committees, research groups, regional councils, and National Board					
Eligibility for nationally recognised awards					



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CHOOSE THE RIGHT MEMBERSHIP FOR YOU

## INDIVIDUAL MEMBERSHIPS



GENERATE

**\$30**

**PER FINANCIAL YEAR**

- Eligibility to access Generate Network Australia mentoring programs
- Discounts to conferences, events, seminars, field days and more!
- Access to local and international research via the PaRC Library
- Receive complimentary job listings on our PLA Job Board
- Unlimited digital access to all past and present issues of our AP&L journal



INDIVIDUAL

**\$270**

**PER FINANCIAL YEAR**

- Discounted rates for events including conferences, webinars, seminars, networking events, workshops, courses, industry talks, field days, shows, technical site tours and more!
- Eligibility to submit for the National Awards of Excellence
- Apply for Certified Parks & Leisure Professional (CPLP)
- Reduced rates for Magical Park
- Opportunities to volunteer in various PLA committees, research groups, regional councils, and National Board
- Keep up to date with the latest news and events via regular e-newsletters from various states and territories
- Unlimited digital access to all past and present issues of our AP&L journal
- Recieve complimentary job listings on our PLA Job Board
- Access to local and international research via the PaRC Library



RETIRED

**\$115**

**PER FINANCIAL YEAR**

Receive all the Individual Membership benefits, plus:

- Save over 55% when subscribing to a retired membership!



All prices exclude GST





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CHOOSE THE RIGHT MEMBERSHIP FOR  
YOUR ORGANISATION

## CORPORATE MEMBERSHIPS

<p><b>≤ 4</b></p> <p><b>CORPORATE</b></p> <p><b>UP TO 4 STAFF</b></p> <p><b>\$750</b></p> <p>\$187.50 per member (when at capacity)</p>	<p><b>≤ 9</b></p> <p><b>CORPORATE SMALL</b></p> <p><b>UP TO 9 STAFF</b></p> <p><b>\$1250</b></p> <p>\$138 per member (when at capacity)</p>	<p><b>≤ 49</b></p> <p><b>CORPORATE MEDIUM</b></p> <p><b>UP TO 49 STAFF</b></p> <p><b>\$2500</b></p> <p>\$51 per member (when at capacity)</p>	<p><b>∞</b></p> <p><b>CORPORATE LARGE</b></p> <p><b>UNLIMITED STAFF</b></p> <p><b>\$3000</b></p> <p>&lt; \$50 per member</p>
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All prices exclude GST

**SAVE UP TO 80% WHEN TAKING OUT CORPORATE MEMBERSHIP!**

### CORPORATE MEMBER BENEFITS

- Discounted rates for events including conferences, webinars, seminars, networking events, workshops, courses, industry talks, field days, shows, technical site tours and more!
- Eligibility to submit for the Parks & Leisure Australia Awards of Excellence
- Apply to become a Certified Parks & Leisure Professional (CPLP)
- Keep up to date with the latest news and events via regular e-newsletters from our Regions
- Unlimited digital access to all past and present issues of our AP&L journal
- Recieve complimentary job listings on our PLA Job Board
- Access to local and international research via the PaRC Library
- Opportunities to volunteer in various PLA committees, Research Groups, Regional Councils, and National Board
- Reduced rates for Magical Park

