

Social Utility of Associative Leisure



Development of
environmental
and cultural
heritage

Research Framework

- Mixed Research Teams
- Criteria for Case Study Selection
 - Sectors, territories, clientele, intervention scale
- Strategy for Data Collection
 - Questionnaires (executives, users and partners)

The Four Dimensions of Social Utility

- Social development
 - Personal development and growth of creativity
 - Development of cultural and environmental heritage
 - Economic development
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- Summary elements

Fédération québécoise de canot-kayak (FQCK)

- **Founded in:** 1969
- **Mission:** representation for its members, development and promotion of its practices
- **Volunteers:** over 100
- **Structure:** National organisation with 35 corporate members
- **Personnel:** 6 permanent and 15 seasonal employees
- **Budget:** Subsidies (22%), membership dues (5%), sale of products and services (73%)



FQCK: Social Utility

Social Development

- Creating ties and developing a network
- Developing a sense of belonging
- Space for social involvement and democratisation potential

Personal development and creativity

- Outdoor activity synonym with quality of life
- Participation in the production of a guide
- Contribution in updating laws

Economic Development

- Sale of products
- Landscaping expenses on Québec territory
- Indirect spin-offs through the purchase of sporting equipment

FQCK: Exceptional Contribution

Development of Cultural Heritage

- **Access to canoe able waters and restriction to this access**
- **River layout and development of marine paths**
- **Respect and preservation of the environment**
- **Integrating a cultural and historic aspect to its projects**
- **Formulation of an inventory of rivers and the conservation of archives**

St-Tite 4-H Club



**Les Clubs 4-H
du Québec inc.**

www.clubs4h.qc.ca

Valeurs : Honneur, Honnêteté, Habileté, Humanité

- **Founded in:** 1956 (1942 in Québec)
- **Mission:** scientific leisure, interest, competence and respect for the trees, the forest and the environment
- **Members:** girls from the ages of 7 to 18
- **Structure:** 4-H Club local member organisation
- **Volunteer Personnel:** 2 leaders and 17 youths
- **Budget:** auto-financing (50 %), projects (30 %), membership dues (20 %).

St-Tite 4-H Club: Social Utility

Social Development:

- Humane values and passing on of knowledge
- Development of personal, social and environmental skills

Personal development and creativity:

- Opportunity for partnership activities with organisations
- Increasing awareness to community and volunteer action
- Personal development transposed to the immediate environment
- Know-how and traditions which reinforce the sense of belonging

Economic Development:

- Activities carried out in the region
- Purchases made locally

St-Tite 4-H Club: Exceptional Contribution

Environment and Culture:

- Passing on environmental values
- Conservation and protection of the environment
- Deeply rooted traditions and know-how

Association québécoise des loisirs folkloriques (AQLF)



- **Founded in:** 1975
- **Mission:** make a contribution to the preservation and promotion of folklore throughout Quebec
- **Members:** 3,500
- **Structure:** 16 regional clusters made up of several local clubs
- **Personnel:** 3 permanent and several regional volunteers
- **Budget:** MCCCCF (50%), donations and membership dues (20%), products and service (30%)

AQLF : Social Utility

Social Development:

- Create a family atmosphere beyond the socio-economic differences
- Intergenerational bridging
- Education and animation in schools and hospitals

Personal development and creativity:

- Reinforcement of the sense of belonging to the community
- Partnerships developed in the wake of the “Trad” comeback
- Creating a festive pooling atmosphere

Economic Development:

- Establishing ties between artists and event promoters
- Transmission and sale of artist and artisan products
- Collective saving due to volunteer involvement

AQLF: Exceptional Contribution

Development of Cultural Heritage

- Appreciation of the traditional methods of artistic expression
- Bimonthly publication of the magazine *Québec folklore*
- Practical training promoting a better knowledge of folklore culture
- Advice regarding the organisation of activities and events
- Initiation to Quebec culture for our youth and new arrivals

Reactions from the Organisations

- Pierre Trudel,
Fédération québécoise de canot-kayak (FQCK)
- Marie-Soleil Goudreault-Quessey,
St-Tite 4H Club
- Serge Mathon,
Association québécoise des loisirs folkloriques
(AQLF)

Discussion

- Do these presentations illustrate leisure organisations' contribution to the development of heritage?
- Do you have any experiences you would like to share?

For more information:
www.aruc-es.uqam.ca