

# Transforming Communities and Economies

Cultural and creative initiatives within leisure services.

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# Introduction

- *“The quality, not the longevity, of one's life is what is important” — Dr. Martin Luther King*
- The world as we know it today is rapidly changing – in all spheres that impact our lives.
- Leisure provides opportunities for individuals to transform (Edginton et al, 2008)

# Why do we need to transform ?

- *"He who rejects change is the architect of decay. The only human institution which rejects progress is the cemetery."* - Harold Wilson
- Transformation is about improving our quality of life – to leave behind a legacy for future generations to enjoy
- *"Live as if you were to die tomorrow. Learn as if you were to live forever."* - Mahatma Gandhi
- Transformation is inherent in everything we do, the way we live, work and play.

# Leisure and Transformation

- Leisure can be viewed as a “state of mind” or a “state of being” – freedom to choose experiences that will enhance ones quality of life.
- Historically, it has been suggested that leisure participation can lead to upliftment, nourish, enhance, and support the wellbeing of individuals, communities and nations, (Edginton et al, 2008)
- The creation of smart cities and livable communities – promotes a leisure oriented society.
- The need for social policies – will greatly influence the drive to sustainable leisure communities.

# Importance of Transformation

Networking

Globalisation

Partnerships  
and  
collaboration

Technology

Work /  
leisure  
Dilemma

Spirituality  
and  
Experiential  
services

Increased  
individual  
Expectancy

Rapid  
change

# Power of Transformation

- Madam Wu Yi, Vice Premier of the Peoples Republic of China expressed at the 2006 World Leisure High Level Forum in Hangzhou, 2006 : *“I believe that developed or undeveloped countries, government or non-governmental organisations, enterprises, academic associations, all should be creative thinkers in exploring workable measures to bring leisure to the majority of our people and advocate for civilised and healthy lifestyles.”* (Edginton et al, 2008)

# Leisure interventions

- Arts with offenders – benefits - improving quality of life, improvement in arousal levels, emotional literacy
- Creating community – celebrations, arts and wellbeing, within and across local communities.
- Creative cities - enhancing the economy and improving quality of life for residents are linked through the concept of quality of place.
- Indigenous cultural festivals – impact on community health and wellbeing.
- Leisure as a community catalyst
- Arts enhancing after school programs



# Indicators for transformation

- Wellbeing of children, women, people with disabilities and communities
- Empowered people to serve as agents for transformation
- Transformed relationships
- Transformed public systems, policies and structures
- Reduced burden of disease

# Conclusion

*"A nation must be embraced, rehabilitated and expressed as a tangible sign of human creativity and as an integral element of mankind's heritage."* – Abdelaziz Bouteflika  
(Algerian statesman, 1936)