

## CanoeKayak BC 2012-2016 Strategic Plan

Approved April 2, 2012

### Performance

- 1) To increase the number of athletes at each identified performance level.
  - i) CKBC has facilitated an increase in the number of athletes and a progression of their achievements on the priority ranking list.
  - ii) CKBC has facilitated an increase in the number of athletes participating in inter-provincial events such as National Team Trials and National Championships.
  
- 2) To increase the number and certification level of performance coaches in the province.
  - i) CKBC has more registered active coaches in the province at all levels.
  - ii) CKBC has provided opportunities for active coaches to increase their certification and coaching ability.
  
- 3) To increase the number and certification level of officials in the province.
  - i) CKBC has more active officials in the province. New officials have received training and retention rates have improved.
  - ii) CKBC has increased the experience, ability and certification of its officials.

### Participation

#### *Growth:*

- 4) To increase the program delivery of paddle sports province-wide with a focus on youth programming.
  - i) CKBC has recorded an increase in the number of registered participants within the province.
  - ii) CKBC has facilitated an increase in the number of programs available in the province.
  - iii) CKBC has facilitated increased participation in currently existing programming.

#### *Targeted Programming:*

- 5) To facilitate the offering of targeted programming for underrepresented groups with a focus on youth programming.
  - i) CKBC has recorded an increase in participation in groups identified annually by the Board.

## **Sustainability**

### *Governance*

- 6) To ensure that Board members have a clear understanding of, and practice good governance in the delivery of the sport of canoe-kayak.
  - i) CKBC Board Members demonstrate good governance practices.
  - ii) CKBC has comprehensive, written and accessible policies and procedures.

### *Revenue Generation*

- 7) To create a business model that accounts for funding fluctuations and includes non-government sources.
  - i) CKBC has an active fundraising committee that supports targeted programs.

### *Communication*

- 8) To provide timely and meaningful information to relevant stakeholders.
  - i) Stakeholders demonstrate an improved understanding of CKBC structure, programs and policies
  - ii) CKBC provides relevant information to funders and other partners.

### *Human Resources*

- 9) To be a sustainable and productive organization.
  - i) CKBC has a plan for Board development and succession.
  - ii) CKBC has capable operational management.

## **Partnerships**

### *Multisport Relationships*

- 10) To develop and maintain relationships with other sport organizations to mutually enhance programs.
  - i) CKBC maintains annual contact with appropriate PSOs.

### *Community Profile*

- 11) To improve awareness of CKBC and the sport of canoe-kayak in both the sporting community and the wider public.
  - i) CKBC Board Members attend community events to promote CKBC and the sport of canoe-kayak.
  - ii) CKBC provides member clubs with resources to build their sport and club profiles.

### *Clubs*

- 12) To form strong working relationships with all member clubs.
  - i) CKBC actively solicits feedback to ensure that clubs have positive experiences when interacting with CKBC.