

Strategic Plan 2022 - 2024

Vision: An engaged and supportive sprint canoe and kayak community.

Mission: Our sprint canoe and kayak club offers programs supporting athletes' personal growth, athletic achievement, and lifelong passion for sport in an encouraging and inclusive environment.



Priority 1: Relationships and Partnerships

We aim to strengthen our club's profile and relationships with the broader community.

- Increase engagement with Club through advertising and marketing
- Develop partnerships and sponsorship with aligned businesses to grow club resource support
- Maintain and grow relationship with Township of Langley
- Maintain positive relationships with dock and boathouse user groups
- Enhance relationships with surrounding Indigenous communities

Priority 2: People

We aim to create a sustainable Club by investing in processes that support staff, athletes, and volunteers.

- Create succession plan for executive sustainability
- Develop process to activate a pool of family volunteers
- Establish sustainable process to recruit and retain head coach and assistant coach
- Recruit and develop multiple part-time coaches
- Better organize systems with implementation and training highlighted
- Increase paid administrative capacity
- Provide opportunities for Club athletes to develop to their potential

Priority 3: Programs and Membership

We aim to build and grow.

- Grow all base programs year round
- Develop Masters, after-school program, and war canoe programs
- Attend all major regattas including those at the provincial and national levels
- Run recreational programs consistently from May through September
- Increase diversity through programs that increase participation by under-represented groups
- Use of Long-Term Athlete Development model for all programs
- Apply for government and corporate grants

Priority 4: Facilities and Equipment

We aim to further develop management of Club resources.

- Pursue own lease
- Improve management of equipment
- Create maintenance plan for equipment
- Create equipment purchase plan including plans to purchase a new boat each year
- Employ an equipment manager
- Begin planning own facilities including gym, dock, boathouse

Values

Inclusion

We create a safe environment for all people.
We welcome all abilities and diverse backgrounds.

Achievement

We support dedication and commitment at all levels.
We embrace the thrill of personal accomplishment and the joy of paddling.
We promote lifelong healthy active living.

Collaboration

We work together as a club, communicating openly and valuing input from our members.
We work together with other clubs and organizations to better achieve collective goals.

Integrity

We are committed to instilling a culture of trust and accountability.
We foster a mindset that cherishes and rewards fair play for all involved.

Growth

We encourage an environment in which it is safe to explore boundaries and make mistakes.
We support learning and growing from our mistakes.