



## Fort Langley Canoe Club Strategic Plan February 20, 2017

### Mission Statement

We believe that recreational and competitive paddle sports are healthy ways of building mature and responsible citizens, developing leadership skills, providing social interaction and promoting full participation in society.

The purposes (FLCC 2015 Constitution)

- a) *To promote, organize and engage in recreational and competitive paddling training, programs and regattas for youths and adults; offering physical development, paddling skills and safety, and the development of leadership, social skills and mature, positive self esteem.*
- b) *To participate in provincial, national and international organizations to promote paddling.*
- c) *To instil in our members values of good sportsmanship, good citizenship, and preservation of our environment.*

### Vision

*Defines the way an organization will look in the future. Vision is a long-term view.*

That FLCC is recognized as an organization for safe, multi-discipline recreational and competitive paddle sports for adults and youths, providing year-round programs to energize the pursuit of the paddling sport for the benefit of members and the community.

### Values

*Beliefs that are shared among the stakeholders of an organization. Values drive an organization's culture and priorities and provide a framework in which decisions are made.*

- Commitment
- Athleticism
- Communication
- Excellence
- Sustainability
- Safety

## Goals

*Specific, time bound statements of intended future results and general and continuing statements of intended future results*

1. Promote paddle sports from recreational to competitive for members and community through participation and hosting
2. Facilitate the development of leadership and mentorship
3. Provide opportunities to improve paddling skills at all levels: recreational to competitive including achieving racing excellence at a national and international level
4. Provide appropriate equipment and training facilities
5. Acquire sufficient storage, maintenance and dock space for equipment and provide for members' social, assembly and program needs
6. Foster a culture of safety, volunteerism and fiscal responsibility in FLCC to ensure the longevity and growth

## Implementation of Goals

### **1. Promote paddle sports from recreational to competitive for members and the community through participation and hosting of events and programs**

a) Maintain and increase the number of active members of our club:

- Advertise FLCC through a variety of media throughout the community
- Provide events and training for members
- Emphasise fitness and social benefits for all ages
- Promote paddling for all levels and ages- recreational to competitive
- Maintain FLCC membership in paddling associations such as CKBC, CORA, DBC, and RCABC
- Host club level and sanctioned events
- Encourage community program participants to consider membership and highlight the range of paddling opportunities in the club
- Enhance the profile of FLCC through identification of FLCC teams at sport specific events, i.e. team shirts, feathers, banners, etc.

b) Provide community (non-member) programs:

- Advertise outings and programs through Township of Langley, schools, universities, and corporations and media
- Promote member paddles and trips as open to the community to drop-in
- Participate in community events, parades and festivals

### **2. Facilitate the development of leadership and mentorship**

- Develop a culture of sharing of knowledge and skills
- Develop protocols for the orientation, training and succession of the executive board and other key positions such as organizers of events, maintenance and ongoing programs

- Facilitate training for leaders on and off the water
- Facilitate training of coaches through internal and external programs and mentorship
- Facilitate the training, mentoring and assessment of steerspersons
- Facilitate the training, mentoring and assessment of members transporting and trailering FLCC equipment

**3. Provide opportunities to improve paddling skills at all levels: recreational to competitive including achieving racing excellence at the national and international level**

- Ensure a basic level of paddling technique and proficiency
- Ensure a basic level of training in water safety
- Facilitate clinics, educational opportunities and on water training

**4. Provide appropriate equipment and training facilities**

- Implement a rotational schedule for basic maintenance of equipment and facilities
- Maintain asset management for usage and inventory
- Outsource major repairs and upgrades of equipment and facilities
- Organize and train volunteers in minor maintenance of equipment and facilities

**5. Acquire sufficient storage, maintenance and dock space for equipment and provide for members' social, assembly and program needs**

- Provide adequate dock and storage space for various boats
- Investigate acquisition of facilities for boat maintenance and storage
- Invest in training facilities for dry land training

**6. Foster a culture of safety, volunteerism and fiscal responsibility in FLCC to ensure the longevity and growth**

- Ensure fiscal responsibility and sustainability
- Foster a culture of volunteer participation
- Develop and enforce a comprehensive safety plan