

PADDLING IN AUSTRALIA

Strategic Plan 2020 - 2024

Our Vision A united paddling community

Our Values Collaboration, Inclusiveness, Transparency, Excellence

1. Participation

OBJECTIVE
An inclusive and active
paddling community

STRATEGIES

- 1.1 Promote programs to those learning and developing their paddling or leadership skills
- 1.2 Expand junior and youth participation through targeted programs
- 1.3 Actively encourage diversity in paddling
- 1.4 Welcome and support those new to our paddling community
- 1.5 Develop water access, boat storage, rental and other facilities to reduce barriers

2. Development

OBJECTIVE
Clear pathways supporting
more people

STRATEGIES

- 2.1 Develop participation pathways for all paddlers in a variety of disciplines
- 2.2 Attract, develop and retain volunteer officials and administrators
- 2.3 Build and support comprehensive leadership and coaching development opportunities
- 2.4 Encourage greater involvement and retention in our competitions
- 2.5 Align our facilities to meet the demand for recreation, training and competition

3. Performance

OBJECTIVE
Consistent medal
winning international
performances with
athletes who inspire
the nation and promote
excellence

STRATEGIES

- 3.1 Deliver quality performance driven and athlete focussed daily training environments
- 3.2 Enhance quality technical and system leadership
- 3.3 Improve the talent pipeline in all paddling disciplines
- 3.4 Encourage performance behaviours with resources targeted towards success at the Olympic and Paralympic Games
- 3.5 Promote innovation, excellence and learning in all that we do

4. Sustainability

OBJECTIVE
Strengthening paddling in
Australia

STRATEGIES

- 4.1 Promote paddling to our community and the public
- 4.2 Adopt structures, systems and processes to reduce duplication and improve efficiency
- 4.3 Add genuine value to paddlers, through our membership, services and products
- 4.4 Enhance support and services to our clubs
- 4.5 Secure the financial independence of our paddling organisations
- 4.6 Advocate for the improvement of our paddling environment

5. Stakeholders

OBJECTIVE
A network which delivers
value to our community

STRATEGIES

- 5.1 Enhance and engage with paddling's digital platform to connect us as a community
- 5.2 Contribute to and implement on-going, transparent planning and review processes
- 5.3 Recognise and reward the contributions made by volunteers
- 5.4 Engage with paddling organisations and other sport bodies in areas of mutual interest and benefit
- 5.5 Identify and engage with government partners
- 5.6 Engage with the paddle industry in areas of mutual interest and benefit

PADDLING IN AUSTRALIA

Strategic Plan 2020 - 2024
KPI's

Our Vision A united paddling community

Our Values

Collaboration → working respectfully together for improved outcomes

Inclusiveness → ensuring safe places, fair play and embracing diversity

Transparency → building consensus through open engagement

Excellence → striving at all times to deliver our best

1. Participation KPI's

- » Increase non-member participants by 5% annually
- » Increase numbers in our participation programs by 10% annually
- » Increase the number of programs for target groups by 5% annually
- » Increase the number of PA leadership qualification holders by 5% annually
- » Create 6 new places or improve existing points to paddle (access points) annually

2. Development KPI's

- » Increase the number of participants in state and national competitions by 5% annually
- » Increase state and national competition stakeholder (paddlers, coaches & officials) overall satisfaction by 5% annually
- » Increase the number of technical officials by 30% by 2024
- » Increase the number of coaches by 30% by 2024

3. Performance KPI's

- » 3-4 medals achieved at Olympic Games
- » 2-3 medals achieved at Paralympic Games
- » 80% of Paris Cycle athletes meeting individual performance plan targets by 2024
- » Increase the number of athletes achieving minimum performance standards within the Performance Pathway by 15% by 2024
- » 80% of National Performance Staff meeting individual performance plan targets
- » 90% of compliance measures completed on time and on budget
- » Increase the number of top ten finishers at World Championships for non-Olympic disciplines by 10% by 2024

4. Sustainability KPI's

- » Increase overall Club membership by 5% annually
- » Retain over 70% of Club members annually
- » Increase new Direct Members (non-club) by 10% annually
- » Retain over 70% of Direct Members annually
- » Increase the number of profiles in GoMembership by 20% annually
- » Increase non-grant revenue by 5% annually

5. Stakeholders KPI's

- » Increase Member satisfaction by 10% by 2024
- » Increase Affiliated Club satisfaction by 5% by 2024
- » Achieve newsletter open rates of 20%
- » Increase social media engagement (Twitter, Facebook, Instagram) by 10% annually
- » Increase grant revenue by 5% annually