



# Strategic Plan

## 1. Participation

**OBJECTIVE**  
An inclusive and active paddling community

### STRATEGIES

- 1.1 Promote and set high safety standards for all paddling conditions
- 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, club boats and other facilities to reduce barriers
- 1.6 Treat everyone with respect and consideration

## 2. Governance

**OBJECTIVE**  
Comply with constitution and governance requirements

### STRATEGIES

- 2.1 Subscribe to all the policies of the National Integrity Framework
- 2.2 Prepare and lodge required financial information
- 2.3 Maintain the constitution and abide by its contents
- 2.4 Support and promote "Club Connect" through the City of Mandurah
- 2.5 Build the club's financial position, ensuring long term sustainability

## 3. Development

**OBJECTIVE**  
Clear pathways supporting more people

### STRATEGIES

- 3.1 Develop participation pathways for all paddlers in a variety of disciplines
- 3.2 Attract, develop and retain volunteer officials and administrators
- 3.3 Build and support comprehensive leadership and coaching development opportunities
- 3.4 Encourage greater involvement and retention in our events
- 3.5 Align our facilities to meet the demand for recreation, training and competition

## 4. Sustainability

**OBJECTIVE**  
Strengthen paddling in the City of Mandurah

### 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 Collaborate with community groups to protect and enhance our local waterways
- 4.5 Promote the region as a prime location to hold national championships

## 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