

2017 OBJECTIVES



OBJECTIVE #1 – Head Coach & Program Leadership

- Head coach to undertake long-term year-round sprint racing training programming and identify program direction
- Improve development of future coaching staff through annual succession planning
- Strengthen the technical leadership at the club
- Enhancement of the sprint racing program through multi-boat and multi-age programming
- Increase the pool of athletes being developed into “competitive” athletes
- Increase the number of members introduced into the sport of paddling
- Follow the CKC sprint LTAD technical progression model

OBJECTIVE #2 – Community Involvement & Inclusion

- Enhance profile of sprint racing to be a mainstream sport in the Windsor/West Hants region, instead of the perception as an alternative sport option
- Enhance sprint racing profile and contribution to the Windsor/West Hants region, through regular community inclusion in programming and public open-house events
- Structured annual recruitment of additional youth members into sprint racing
- Development of PaddleAll and ParaCanoe/ParaKayak programming
- Support development of the sport of sprint racing in surrounding communities

OBJECTIVE #3 – Facility & Equipment Improvement

- Resolve emergency boat maintenance issues as they occur
- Outsource fleet maintenance during winter and spring training programming
- Annual investment into minor equipment improvements; club paddles, blocks/buns, boat numbers & back numbers, etc.
- Investment into strategic competitive team boat replacement
- Investment into fundamental off-season training and dryland training equipment

OBJECTIVE #4 – Financial Responsibility

- Maintain positive cash flow with a defined minimum balance (e.g. \$10,000)
- Undertake fundraising events with the purpose of funding specific capital improvements and programming initiatives (strategic replacement of boats and dryland equipment)
- Initiate a capital facilities and equipment strategy; target government grants, corporate sponsorship and donations, and continue club capital fund for future expansion and growth