



## Derwent Canoe Club Strategic Plan 2017-2020

### Our Vision

To be recognised as a vibrant and inclusive paddle-sports club

### Our Purpose

To promote and teach safe paddling in southern Tasmania  
To facilitate paddling activities between members  
Promote paddling for fun, fitness and competition

### The pillars of our club

People: Our Volunteers, our paddlers, our culture

Participation: Getting people paddling

Places: Where we paddle

Performance: Our competitive streak

### Background

In 2014 the Derwent Canoe Club (DCC) held a strategic planning forum with the intent to develop a strategic plan for the club. Shortly after this forum the club's directors realized that the governance framework for the club required a revision to ensure it met best practice for sports clubs. This process was completed with the adoption of the club's new constitution in August 2016. The adoption of the new constitution creates an opportunity for the DCC to revisit its strategy and develop a formal strategic plan. To this end the club directors and a small group of interested stakeholders met to discuss the strategic priorities of the club. These priorities align with the Australian Canoeing pillars; People, Participation, Places and Performance.

### Our strategic priorities:

#### 1. People

Area	Objectives	Strategy
1.1	Maintain sustainable governance practices	i. Ensure good governance through regular reviews of club documentation ii. Ensure board activity is relevant to member interests
1.2	Supporting and valuing volunteers and members	iii. Recognition of volunteer efforts at events

		iv. Provide training opportunities for volunteers wishing to upskill
1.3	Provide a welcoming and social culture	v. Ensure there is a recognised contact point for first-time members vi. Timely responses to queries vii. Develop and implement a communications plan to ensure structured and consistent communications
1.4	Leadership	i. Board directors to commit to achieving outcomes and objectives

## 2. Participation

Area	Objectives	Strategy
2.1	Adapt to community changes	i. Deliver innovative activities to broaden the appeal of the club ii. Evolve the club and it's activities to meet community demands
2.2	Promoting, engaging and growing participation	iii. Maintain an up-to-date website as the first point of contact for potential members iv. Increase social media exposure v. Deliver consistent promotional activity for club events vi. Increase presence at paddling events vii. Plan and promote a structured program of activities viii. Encourage diversity in paddling
2.3	Implement and deliver paddling programs	ix. Ensure regular activities and events are run by club x. Maintain a range of events to meet interests of members.
2.4	Maintain an effective administrative platform	xi. Ensure website is kept up to date, relevant and user-friendly

## 3. Places

Area	Objectives	Strategy
3.1	Ensure continued access to facilities and sites to encourage paddling	i. Work with landholders to ensure continued access to key sites for southern Tasmanian paddlers ii. Work with stakeholders to maintain facilities at key paddling sites in Southern Tasmania
3.2	Provide up to date information on sites and facilities	iii. Work with Canoe Tasmania to ensure the information about southern Tasmanian rivers on the paddleaboutas guides are up to date.
3.3	Maintain and build positive relationships with stakeholders	iv. Work with Canoe Tasmania to advocate to councils, hydro and other groups to maintain access to southern Tasmanian waterways v. Maintain and build positive relationships with stakeholders

## 4. Performance

Area	Objectives	Strategy
4.1	Recognise and celebrate competitive achievement	i. Develop strategies to celebrate paddler achievement at all levels

		ii. Encourage paddlers to notify the club when racing at major events so the club can communicate achievements
4.2	Deliver a program of competitive activities	iii. Maintain a regular schedule of competition events across all disciplines iv. Investigate the opportunity to develop a flatwater training program
4.3	Develop pathways for coaches	v. Work with existing coaches to provide access and opportunities for experienced paddlers to learn coaching skills vi. Promote existing AC coaching pathways and qualifications
4.4	Improving for all levels and skills	vii. Work with existing coaches and mentored coaches (4.5) to provide access and opportunities for competitive paddlers to improve performance through structured training in group and individual settings viii. Provide a training environment for club members aspiring to, and taking part in the TIS canoe/kayak program. ix. Continue to liaise with Canoe Tasmania and the TIS to ensure the club is meeting its requirements for the performance program x. Develop and implement pathways to promote paddling progression in all disciplines for junior, youth and adult paddlers.
4.5	Strengthen links to Surf Life Saving Tasmania	xi. Develop a relationship with southern surf-lifesaving clubs to provide racing pathways for young paddlers and to increase participation across flatwater and ocean race events xii. Encourage member participation in SLST races