

CKC Vision 2024 Strategic Plan Overview



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| Our Vision |
| We Paddle The <i>Canadian Sport</i> for all families, communities and champions |

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| Our Mission |
| To encourage Canadians to enjoy the sport of paddling and achieve success at all levels of competition |

| Our Vision 2024 Priority Areas are: | | | |
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| Proactive Communications | Enhanced Club & Grassroots Development | Enhanced Performance | Effective Leadership |
| We will have strengthened our communications with our members and our stakeholders to foster an environment of trust and cooperation | We will have supported our disciplines in the development of athletes, participants and systems to ensure the growth of paddling across Canada | We will be a top performer at all levels, in all disciplines | We will have the capacity necessary to lead the organization with an efficient and effective governance and organizational structure |
| When we achieve these priorities, | | | |
| CKC will be a recognized and trusted partner in the paddling community | We will have a strong vibrant integrated grassroots development system spanning all disciplines | CKC will be a consistent top performing nation at all competitions in all disciplines | CKC will be more efficient and effective |
| In order to achieve these priorities we will, | | | |
| Develop an effective communication strategy to ensure greater connection across our community and enhance transparency and accountability | Support our members in increasing the number of participants in all disciplines | Develop an integrated coaching system | Develop an effective structure to ensure CKC values and strategies are implemented |
| Increase awareness of the CKC and the brand | Develop and implement an integrated and supported performance development pathway | Support our members to develop athletes and clubs through a HP pathway | Develop a succession plan for all key staff, coaching and volunteer positions |
| | Collaborate with our members to increase access to coaching and resources | Consistently reach the podium at major events and games | Embed and strengthen our governance structure and systems across the organization |
| | Support the development and implementation of an integrated LTAD/Sport for Life model | | |
| We will know we are successful because, by 2024 | | | |
| The perception of trust in our organization will have increased from x% to x% | Participant numbers will have increased by 50% from 2016 | An integrated coaching system has been developed and implemented | A staff and coaching structure has been developed and implemented |
| 80% of our members, athletes and stakeholders feel informed about, and able to contribute to, our organization | CKC Paddling Association membership will have increased by 15% from 2016 with representation from all P/T's and disciplines | 75% of our members are integrated into the CKC HP pathway | A succession plan has been implemented for all key positions |
| External stakeholders and grassroots participants know, understand and value the role that CKC plays in promoting and supporting paddling in Canada | The # of active trained and certified coaches will have increased by 25% and CKC members will have increased their resources by 25% from 2016 | There are podium performances at 60% of the major events and games where CKC is represented | The organization will have an updated active risk registry and Risk Management Policy that supports effective decision making at all levels of the organization |
| Corporate sponsorship represents 20% of all revenue for CKC | A coordinated performance development pathway and LTAD/Sport for Life model will have been implemented | We win 3 Olympic/Paralympic medals | |

| We are guided by our Values | | | | |
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| Achievement | Collaboration | Excellence | Inclusion | Integrity |
| We support the dedication and commitment to paddling at all levels. We embrace the thrill of personal accomplishment and the joy of paddling. | We are united in purpose while respecting the unique ways that people contribute to our sport. We share openly to support our collective progress towards our goals | We strive for excellence in our organization, our people and our performance. We celebrate the rich history of paddling and recognize our successes. | We create a safe environment for all people. We welcome all abilities and all disciplines connecting our diverse cultures and perspectives. We promote lifelong healthy active living. | We stand up for what is right. We foster a mindset that cherishes and rewards fair play for all involved. We are committed to instilling a culture of trust and accountability. |