



Strategic Plan – 2019-2022

BACKGROUND

Paddle Victoria was rebranded from Canoeing Victoria in June 2018. This represents much more than a different name and logo. The change signifies greater alignment across the higher levels of the administration of the sport and a change in the direction in which the sport and recreation of paddling is heading.

As the focus on health, well-being and social connection increases, paddling, with the right promotion and presentation, will become widely recognised as an activity that perfectly delivers what many are now seeking.

Paddling is a unique way to enjoy the natural environment, whether alone or with friends or family, for adventure or exercise, at your own pace or in competition with others.

A PLAN FOR CHANGE

If you paddle in Victoria, you are a part of the Paddle Victoria (PaddleVic) community. You may not be a member, but you are part of the community that, as the State Sports Organisation (SSO), we serve and represent. This Plan is therefore about you.

This Plan is also about change. As the environment and expectations change, we cannot keep doing what we have always done. Paddling, like other sports, must adapt. Failure to do so will see what we now do become less and less relevant. Not only do our offerings need to change, but so too do our structures and processes. Our ability to innovate, particularly using new technology, is a key factor in our future success.

IMPLEMENTING THE PLAN

The degree to which the agreed changes will actually occur will depend on the level of buy-in and alignment that there is to this Plan not just between Paddle Vic, the National body and Clubs, but also across the wider paddling community.

Success relies on this being a 'whole of paddling plan' with everyone understanding the direction and the part that they can and need to play.

If everyone actively contributes to the delivery of the new strategy, the sport and recreation of paddling has enormous potential and a very positive future. The Board of Paddle Victoria looks forward to embracing this future with you.

Comments are welcome via email to Executive_officer@paddlevic.org.au

Vision:

To grow the Victorian paddling community

Priorities:

- Increase awareness of paddling opportunities and the organisation
- Connect with participants
- Improve the participation experience
- Support our existing community
- Govern with leadership



Our Values:

Our values will drive how we work together to achieve our vision and our priorities. Individually and as members of the paddling community we will be:

Inclusive – ensuring safe places and embracing diversity

Resourceful – developing by being creative

Transparent – building consensus through open engagement

Collaborative – working respectfully together for improved outcomes

Definition of community: anyone that engages with clubs, disciplines or paddle Victoria in any form as a member, paddler, volunteer, official, coach, event participant or bystander.



1. STRATEGIC AREA: Increase awareness of paddling, opportunities and the organisation.

- Priority 1.1** Raise the profile of Paddle Victoria to partners, stakeholders and future participants by being able to clearly identify and articulate who we are, what we do and why - formulated into clear messaging to be included in all communications and marketing messages.
- Priority 1.2** Understand, identify and commit (by way of content) to the marketing channels relevant to our members and the general public by implementing the Paddle Victoria Marketing Plan.
- Priority 1.3** Invest in relationships with clubs and their members, key personnel in disciplines, volunteers, board members, Paddle Australia and stakeholders by implementing the Paddle Victoria Partner Engagement plan.
- Priority 1.4** Show case diverse paddling opportunities and events which represent the organisational messaging using digital media and short videos.

2. STRATEGIC AREA: Engage - Connect with participants

- Priority 2.1** Streamline and simplify the way participants interact with Paddle Victoria – on all fronts – Registrations, websites, news, social media etc
- Priority 2.2** Deliver end to end event experience – promotion, registration, atmosphere, delivery, reporting, results.
- Priority 2.3** Improve engagement with Clubs and Disciplines by proactively planning face to face meetings, on-line forums, remote access engagement and electronic communications as part of the Partner Engagement Plan.
- Priority 2.4** Review all engagement areas to ensure information and access is available to all – focusing initially on sight and hearing-impaired community

3. STRATEGIC AREA: Deliver - Improve the Participation Experience

- Priority 3.1** Deliver an improved end to end event experience for all events to increase participation, enjoyment and inclusion.
- Priority 3.2** Review and implement an access for all paddling framework – initially focusing on a paddling buddy network and club support.
- Priority 3.3** Partner and support clubs and disciplines to develop inclusive programs to cater for disabled paddlers, first time paddlers and the general public.
- Priority 3.4** Increase active recreation opportunities and participation by partnering with local authorities to deliver opportunities such as canoe trails, PaddleHubs and PaddlePods.

Vision | To grow the Victorian paddling community

4. STRATEGIC AREA: Retain - Support the paddling community

- Priority 4.1** Increase the opportunities for Victorian paddlers to participate in performance pathways from entry level grassroots to high performance, supported by qualified coaches, officials and programs
- Priority 4.2** Improve delivery by clubs and disciplines to provide a welcoming, supportive and inclusive environment in a changing landscape for all new and existing members with a specific focus on all abilities and trained coaches
- Priority 4.3** Develop, collate and promote active recreation opportunities such as PaddleHubs, canoe trails, River Rambles (women's paddles), paddle orienteering etc
- Priority 4.4** Advocate for infrastructure funding, including upgrades of existing facilities in line with contemporary expectations of female, child safety and disabled access by participating in any available forums, supporting club applications, consulting with stakeholders and developing initiatives.

5. STRATEGIC AREA: Governance – Deliver strong and consistent leadership

- Priority 5.1** Support, encourage and promote a representative, safe and inclusive infrastructure including a gender balanced board, under represented community participation and best practice governance.
- Priority 5.2** Support technical committees to implement best practice governance, gender equity and child safe practices.
- Priority 5.3** Provide or source resources for clubs to support best practice governance, gender equity and child safe practices at a club level.
- Priority 5.4** Deliver and encourage open vertical communications between members, clubs, Paddle Victoria and Paddle Australia as part of the Partner Engagement Plan.