

CRCC Strategy – January 2023

INTRODUCTION

This document outlines the strategic plan of the Canning River Canoe Club (est 1974) for the next five years 2023 – 2028. The intention of this plan is to provide our club members and stakeholders with a framework for the future development plans of the Club.

BACKDROP

The CRCC has a long history dating back to 1974. We are the only canoe club providing paddling opportunities to communities of the Canning River and are affiliated with Paddle WA which is a state body of Paddle Australia.

We have been operating out of the City's building at Kent St Weir and prior to that at the Gazebo on Fern road at the Riverton Bridge

We currently have a membership base of almost 100 paddlers including elite Paddlers. Club members have included Beijing Olympic Bronze medallist Australian Ladies kayak champion Lisa Russ, nee Oldenhoff, and London and Rio Olympic athlete and Australian National Champion Steven Bird.

Junior ranks consist of Australian and Olympic Hopeful kayak team members and boast several current National Sprint and Marathon Champions and medal holders.

Our Masters group also include a former World Champion along with 5 current National Medal holders in both the Sprint and Marathon disciplines

We provide a variety of paddling opportunities to the community ranging from recreational paddles to competitive racing, store canoeing equipment and provide a service for elderly members in the local community to access canoeing on the Canning River with specialist boats

OUR FUTURE

Vision:

Our vision for Canning River Canoe Club is to be a vibrant and thriving club housed in a facility located on the banks of the Canning River. We will

provide a friendly progressive club catering for the recreational, social and competitive needs and interests of the community.

Mission:

We believe that recreational and competitive sport are healthy ways of building mature and responsible citizens, developing leadership skills, providing social interaction and promoting full participation in society while fostering a spirit of respect and conservation toward our environment. CRCC is the only canoe club servicing the communities of the Canning River, we offer both recreation and competitive paddling programs to participants of all ages and all skill levels. Our aim is to provide all members with fair competition and access to high standard Club facilities.

Values:

Our values are based on providing safe recreational and competitive canoeing opportunities to our community. Our values include;

- environmental protection
- community awareness
- healthy lifestyle,
- community service,
- respect, honesty and fair play,
- enjoyment, friendliness and friendship,
- participation,
- leadership,

Programs:

Formal canoeing opportunities that we currently provide to the community include;

- Club training Tuesday evenings 6pm – 8pm;
- Club social paddle Sunday mornings 9.00am – 11am
- Canning River Classic Marathon race, a Sunday in April each year,
- 2nd yearly Canning River race, a Sunday in September each year,
- Club members are eligible to enter any Canoeing WA event, including the WA Marathon canoeing series, the Avon Descent, WA Sprint Canoeing series, and Slalom series.

We are working towards enhancing the following programs;

- for new junior and novice adult paddlers to introduce them to paddling
- activities for social and recreational paddlers of all ages
- senior competitive kayaking development

Market:

Based on research by Paddling Australia and census information Canoeing is one of the fastest growing recreational and sporting activities in Perth, large numbers of participants enter the Avon descent each year, and canoeing disciplines of Sprint kayak racing, Marathon racing, Slalom and White Water are all experiencing rising participation levels. Junior development programs are full across all canoeing disciplines.

Strategic Intentions:

CRCC has the following key strategic intentions in priority order;

- Develop a new facility where the club and its members can securely store their canoes. The proposed new facility would enhance activation of Kent St Weir Precinct as a base for paddling activity on the Canning River, with a location adjacent to the river allowing paddlers to safely access the water with their craft. A minimum viable storage component of the facility of around 400 square meters once full could house around 300 boats (100 club and 200 privately owned craft). Based on the experience of other recently developed canoeing facilities built by the City of Bayswater and the City of Belmont we would expect the storage to be full in around two years. There is potential to design the non-storage component of the facility as a multi-use community space.

This is the number one priority for the club.

- Once a new Boat Shed is established grow the club membership in line with the footprint of the Shed Infrastructure. Nominally doubling in Shed size would suggest a goal of doubling membership size.
- Work with other like-minded clubs (Dragon Boats, Fun Runs, Shelley Sailing Club) to share and have input into the design, management and use of the facilities.

Participation

To offer well organised social and competitive opportunities for all community members joining the club from juniors to senior paddlers building on the existing opportunities outlined previously and below;

- Club racing Tuesday evenings 6pm – 8pm,
- Club senior training Saturday mornings 8.00am – 9.00am,
- Club social paddle Sunday mornings,
- Canning River Classic Marathon race, a Sunday in April each year,
- Second annual Canning River race, a Sunday in September each year,
- Club members are eligible to enter any Paddling WA event, including the WA Marathon canoeing series, the Avon Descent, Slalom or the WA Sprint Canoeing series
- Lessons for new paddlers

Membership

To retain current membership and increase total membership proportionally to the growth of the Club Shed infrastructure.

Quality Business Management

To manage the Clubs in a competent and accountable manner. Including managing the risks of conducting the Clubs normal activities.

Maintain Financial Viability

To competently and accountably manage the Clubs finances including seeking further opportunities for sponsorship, fundraising and grants and ensuring its long-term financial viability.

People Management

To effectively recruit, train, retain and recognise Club committee members, coaches and other Club volunteers.

Facility Management

To effectively manage, maintain and upgrade Club facilities.

Marketing/Promotion

To create a positive awareness in the local community of the Club's activities through marketing, promotion and publicity initiatives.

Quality Education and Training

To develop and provide a range of services to increase awareness of the Club and participation in the sport of Canoeing