



CANNING RIVER
CANOE CLUB

CRCC STRATEGIC PLAN

LAST REVIEW

2010

INTRODUCTION

This document outlines the strategic plan of the Canning River Canoe Club for the next five years 2010 – 2015. 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 Canoeing Western Australia.

We have been operating out of the City's Gazebo on Fern road at the Riverton Bridge for the past two years, prior to that we were based on the river banks outside the Canning Sea Scouts on Century Avenue.

We currently have a membership base of almost 100 paddlers including elite paddlers such as current Beijing Bronze medalist Australian Ladies kayak champion Lisa Russ, nee Oldenhoff, current Australian National Champion Steven Bird as well as two junior Australian kayak team members.

We provide a variety of paddling opportunities to the community ranging from recreational paddles to competitive racing, once our boat shed is established we will also be storing canoeing equipment and providing a service for the disabled and elderly in the local community to access canoeing on the Canning River with specialist boats able to safely carry even a person in a wheelchair.

OUR FUTURE

Vision:

Our vision for Canning River Canoe Club is to be a vibrant and thriving club housed in a boat shed 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;

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

Programs:

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

- Club training Tuesday evenings 6pm – 8pm;
- Club social paddle Thursday evenings 5.30pm – 7pm,
- Canning River Classic Marathon race, a Sunday in April each year,
- Canning River Nomination 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 or the WA Sprint Canoeing series.

We are working towards the following programs;

- a junior kayak development squad for under 10, under 12 and under 16 children in the catchment area,
- a recreational paddler program of multi disciplines including running , cycling and kayaking.

Market:

Canoeing is one of the fastest growing recreational and sporting activities in Perth, record numbers of participants enter the Avon descent each year, Canoeing disciplines of Sprint kayak racing, Marathon racing, Slalom and White Water are all experiencing record participation levels. Junior

development programs are full across all canoeing disciplines. New Club boat shed facilities in the Northern suburbs have filled to capacity within twelve months of build. Much of this growth is driven by the availability to the public of affordable paddle craft combined with excellent river improvement work done by the City's of Perth to improve the quality and attractiveness of our river systems.

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 catchment area is larger than any other Perth based Canoe Club extending from the East in Southern River, Cannington and Canning Vale, North to Belmont, Victoria Park and Burswood, South to Jandakot and West to Bicton. It should be noted we currently have members whom regularly attend Tuesday evening club training from as far away as South Lake, Success, Winthrop, Southern River, Carramar and Coolbellup.

Strategic Intentions:

CRCC has the following key strategic intentions in priority order;

- Establish a boat shed to store club member kayaks. The proposed boat shed would be as the name suggests a storage location close to the river where CRCC members can safely store their boats. It is expected that the shed once full could house around 300 boats. Based on the experience of other recently developed canoe boat sheds built by the City of Bayswater and the City of Belmont we would expect the club to be at full capacity within eighteen months. The boat shed will not be used for, nor will there be space available for community or social club events, the building is a storage location for our members paddle craft and a base for paddling activity on the Canning River. This is the number one priority for the club.
- Grow the club membership to 200 within 24 months of establishing a boat shed.
- Establish a junior development squad for kayaking within 24 months of establishing a boat shed.
- Introduce an additional CRCC annual kayak race to the Western Australian kayak racing program called the Canning Nomination to be held in September each year.

Participation

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

- Club training Tuesday evenings 6pm – 8pm;
- Club social paddle Thursday evenings 5.30pm – 7pm,
- Canning River Classic Marathon race, a Sunday in April each year,

- Canning River Nomination 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 or the WA Sprint Canoeing series.

Membership

To retain current membership and increase total membership to a manageable level of 300.

Quality Business Management

To manage the Club, including managing the risks of conducting Clubs activities, in a competent and accountable manner.

Maintain Financial Viability

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

People Management

To effectively recruit, train, retain and recognise Club committee members 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 the sport of Canoeing.