



AWWA

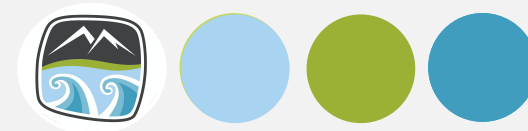
Alberta Whitewater Association

2021-2026 AWA Strategic Plan

Nov 29, 2021

VISION

Exceptional Whitewater & Paddle Sports Experiences



MISSION

The Alberta Whitewater Association connects, develops and advocates for whitewater and paddle sports across Alberta.



STRATEGIC GOAL AREAS

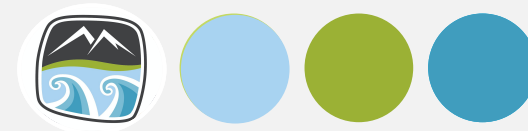
1. AWA advocates for access and develops world class whitewater and paddle sport facilities so paddlers can develop their full potential
2. AWA promotes engagement and growth within the whitewater and paddle sports community
3. AWA connects and supports clubs and disciplines to build a wide and inclusive paddling community
4. AWA provides instructor, coach and safety, education pathways to promote lifelong learning.
5. AWA promotes the development of athletes/paddlers across the lifespan



GOAL I - WHITEWATER & FACILITIES

Measures of Success:

- Kananaskis & Canoe Meadows stewardship
- Any key access issues around the province addressed
- Assist each club to develop a 'home' (Location, SeaCan, or Mobile Set-up)
- Harvie Passage management happening in lock-step with paddling community
- Support wave development around Alberta alongside local champions
- Provide local champions with information and support around waterparks and facility development



GOAL 2 - GROWTH & BROAD PARTICIPATION

Measures of Success:

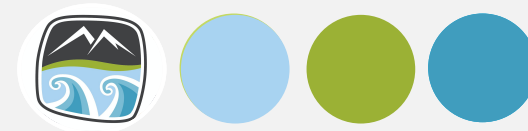
- Yearly membership growth
- Additional paid staff
- People who identify as female 14-18 stay in sport campaign
- Turn-key Adapted program available to all clubs
- Ongoing New Canadians program in multiple clubs
- Indigenous connections made
- Add new clubs



GOAL 3 - CLUB CONNECTION & SUPPORT

Measures of Success:

- Easy Access to Information
- Strong Membership Database
- Club & Member Newsletters and Digital Media
- Province-wide advertising with partners
- Staffing Support (ASG, Payroll)
- Develop member benefits through partnerships
- Advise Clubs around event management and Sanctioning



GOAL 4 - EDUCATION

Measures of Success:

- Gender parity for new coaches, instructors and learning facilitators
- Ensure that Evaluations are available for all Trained candidates
- Ensure certification maintenance is followed and supported (PD points/Recert)
- Yearly symposium or other opportunity for learning facilitators to learn and be reinvigorated
- Promote Educational opportunities



GOAL 5 - ATHLETE / PADDLER DEVELOPMENT

Measures of Success:

- Promote skill development at all stages of LTPD
- More clubs at all discipline events ~4 -> 10+
- More multidiscipline club-level events - each club 1x per year
- Full Zone Participation at ASG 2023
- Athlete development pathways & programs for all disciplines
- Alberta Athletes going to all discipline Nationals
- Alberta Athletes going to Junior/U21/U23 Worlds

