



Alberta Whitewater Association Strategic Plan **Review** 2021-2026

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**

Successful Kananaskis Whitewater & Harvie Passage Whitewater Park Developments, and Access Improvements

2. **AWA promotes engagement and growth within the whitewater and paddle sports community**

Promoting more people and more programs on the water

3. **AWA connects and supports clubs and disciplines to build a wide and inclusive paddling community**

Bringing people together and providing resources to strengthen the river community and make it more diverse

4. AWA provides instructor, coach and safety, education pathways to promote lifelong learning.

Increase in gender parity in all leadership roles while strengthening the sport leadership pathways

5. AWA promotes the development of athletes/paddlers across the lifespan

There is strong programming in all aspects of paddlesports across the province

Goal 1 - Whitewater & Facilities

- Kananaskis & Canoe Meadows stewardship
 - [2024 Economic Impact Assessment](#)
 - 2024 rebuild w Alberta River Surfing Assoc
 - Access: new raft put-in; new 40-boat trail
 - 2026 emergency pathway rebuild
 - Campground operation & Parks FOA renewal
 - Lawn tractor, AED, Cell Booster (& new tower), signs and maps
- Any key access issues around the province addressed
 - Barrier Dam Flow negotiations with operator and GOA
 - Ghost Dam access proposals
 - Bearspaw Reservoir advocacy
 - Parks Canada waterways bans
 - South Saskatchewan Regional Plan; Sub-regional plans; parks management plans
 - Plan for Parks & Crown Land Recreation Strategy
 - Working with Lower Kananaskis River Users Assoc, Calgary River Users Alliance
- Assist each club to develop a 'home' (Location, SeaCan, or Mobile Set-up)
 - POCC, BVKC, YYC Clubs, EPCA, RCC, Nakoda, Cold Lake
- Harvie Passage management happening in lock-step with paddling Community
 - Harvie slalom course refresh 2021
 - City of Calgary – Harvie Task Force (2022) -> [Facility Enhancement Plan](#) \$900,000 approved including: Washrooms, changerooms, parking lot expansion, safety, signage, Boathouse feasibility
 - PFD Lending station 2024-2026 ~3500pfd lent per year
 - Storage SeaCan 2026
- Support wave development around Alberta alongside local champions

Cochrane Wave Park

Kananaskis Adjustable Wave – modelling, design, construction -> 2027ish

Calgary Wave Park – 10th Street - @75% detailed design fall 2026

- Provide local champions with information and support around waterparks and facility development

Grande Prairie, Sundre, Rocky Mountain House, Canmore Upper Red Deer, Edmonton North West River Park

Goal 2 - Growth & Broad Participation

Revenue \$220k (2021), \$295k (2022), \$732k (2023), \$718k (2024), \$501k (2025)

Inclusion Statement Broad participation is where I.D.E.A.S. lives ...

– Inclusion, Diversity, Equity, Accessibility & Safe Spaces

Land & Water Acknowledgement

Adopting SafeSport - screening, policies, education and reporting, adding ASLA's 3rd party complaint mechanism. Shift towards a place people feel safe, respected and included however they choose to participate.

- Yearly membership growth
Yes, yearly increases ~900 -> ~1600
April Membership Drives with prizes
- Additional paid staff
Safe & Welcoming Coordinator 3yrs, River Safety Coordinator 2yrs
AWA summer staff – 12 over 5 years
- People who identify as female 14-18 stay in sport campaign
InMotion Network supports towards female leaders leads to more girls staying in sport
- Turn-key Adapted program available to all clubs
Grants, adapted resource creation and program support.
- Ongoing New Canadians program in multiple clubs
BWCC, Ceyana, Roots to Rapids, PFD lending station use
- Indigenous connections made
Nakoda (Bears paw Youth Centre), Cold Lake & Rocky Mountain House equipment (SeaCan, Trailer, 30 boats), locations, & programs
- Add new clubs
Cochrane, Jasper (on and off)
Lots of growth and strengthened leadership within other clubs

Goal 3 - Support Clubs

Connecting clubs to share information, equipment, expertise, staff and overall learn what is successful. The connection to the community is Alberta's quiet superpower.

- Easy access to information
New website 2021
Club newsletters with grants and info
PSO seen as a valuable resource – easily accessed
Guide Permit, Insurance Info

- Strong membership database
 - Upgraded website (2021) and club membership registration
 - Option for direct membership in cases where no club affiliation
- Club and Member Newsletters and digital media campaign
 - Yes. Communications summer students – 3 of 5 years
- Province-wide advertising campaign with partners
 - River Safety Course advertising (\$10k, 1.4mil views)
- Staffing support (ASG, Payroll, etc)
 - Canada Summer Jobs summer staff management – 30 club staff; 12 AWA staff
 - Relieves task load on already extended club volunteers
- Develop member benefits through partnerships
 - Member Discounts; Instructor Outdoor Prolink Discounts
 - Collaborations are more visible and accessible to club and volunteers
- Advise clubs around event management
 - Event Sanction Process
 - Supporting discipline and club event registration
 - Direct event support – support of over-extended volunteers and helps build connectivity

Goal 4 - Education

- Gender parity for new coaches, instructors and learning facilitators
 - Leadership opportunities through grants
 - Active encouragement and mentorship of female leaders
 - Increase in female involvement on boards
 - Increase in female club coaches/staff (more than 50% in 2026)
- Ensure that Evaluations are available for all Trained candidates
 - Evaluations caught up after first couple of years
 - Evaluation process with coaches paying portion, AWA paying most
- Ensure certification maintenance is followed and supported (PD points/Recert)
 - Symposium supports PD points
 - Communications to help support clubs and leaders in PD opportunities
 - Revamped CKC River Rescue course
- Yearly symposium or other opportunity for learning facilitators to learn and be reinvigorated
 - 2022-2026 Leadership Symposium with participants from Alberta and BC
 - Includes learning at all stages of the NCCP progression
 - All levels of NCCP courses
 - Development of SUP resources, mentorship and other learning opportunities
- Promote Educational opportunities
 - Events Calendar & Page – access to information and registration
 - Granting opportunities
- River Safety
 - Developed the [Alberta River Safety Online Course](#) w \$220k TC Grant

1.4million views – 90,000 people on course page
Albertariversafety.ca
Redevelopment of the CKC River Rescue Course and leadership opportunities

Goal 5 - Athlete/Paddler Development

- Promote skill development at all stages of LTPD
 - Youth Booster Grant, Every Kid Can Play, Participation (\$300k to 10 clubs and 12 programs)
 - Learn-to-Train multi-discipline program
 - All PaddleSport discipline orgs promoted and supported
 - Including new SUP program and leadership opportunities
 - Adult programming more coordinated, thoughtful and responsible (excellent experiences)
- More clubs at all discipline events ~4 -> 10+
 - Some progress
 - ASG 2026 without Polo was a setback
 - Advantage was a separate polo event which supported age groups and learning better
- More multidiscipline club-level events - each club 1x per year
 - Some clubs, but can still improve
 - Winter Whitewater Cup – Multidicipline event
- Full Zone Participation at ASG 2023 (& 2026)
 - Yes 2023 (Cold Lake FN)
 - 2026 ASG – Canoe/Kayak had to negotiate to stay in
 - 2026 missing paddlers from zone 7 (Zone 7 next ASG 2028)
- Athlete development pathways & programs for all disciplines
 - AWS - Slalom has a strong year-round program
 - APL - Freestyle has strong summer programming & support at Winter Whitewater Cup
 - ACPA – Building program back after Covid setbacks. Strong events and U21 men and women program involvement
- Alberta Athletes going to all discipline Nationals
 - Yes
 - AB Hosted 2024 National Polo Championships (NERVP)
 - AB Hosted 2025 PanAm Polo Championships (Kananaskis)
 - AB Hosted 2022, 2024, 2026 Whitewater Nationals (Kananaskis)
 - AB Hosted 2026 PanAm Slalom Championships (Kananaskis)
- Alberta Athletes going to Junior/U21/U23 Worlds
 - Yes. Slalom, Polo, & Freestyle