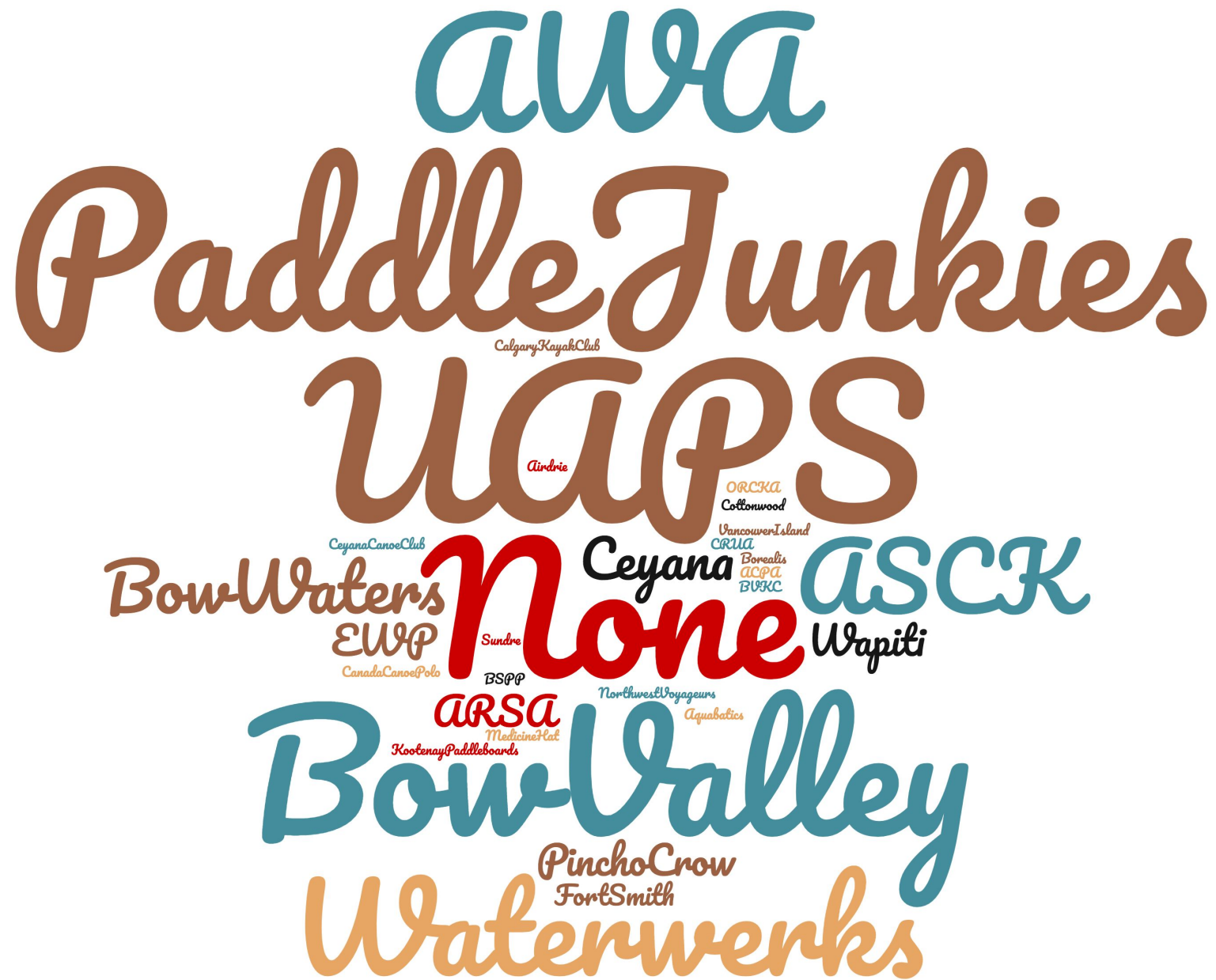


2020 AWA Membership Survey Results

Survey Participants - 117 responses

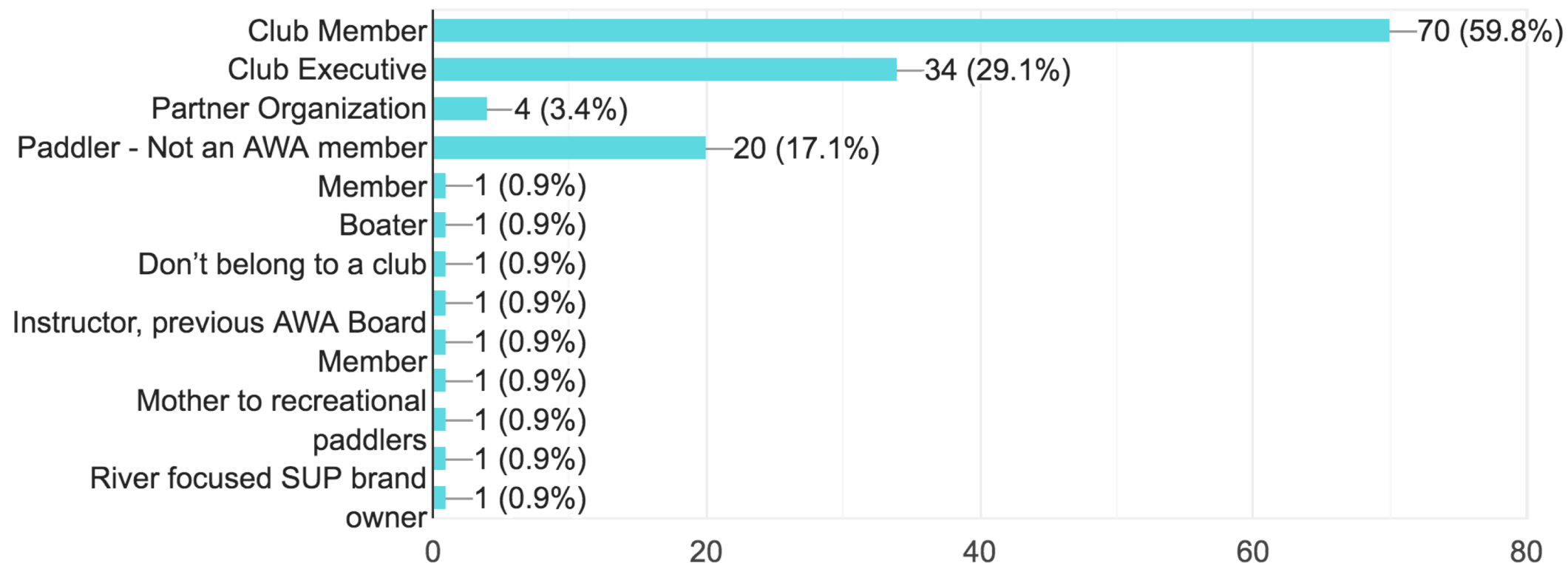
Bow Waters Canoe Club, Borealis Canoe Club, Ceyana Canoe Club, UAPS, Paddle Junkies, AWA, Calgary River Users Alliance, ORCKA, BSPP, Wapiti Whitewater Kayakers, Canada Canoe Polo, Airdrie Kayak Club, Sundre Paddle Club, Waterwerks Kayak Club, Kootenay Paddleboards, Edmonton Whitewater Paddlers, Pinch o Crow Creekers, Alberta Slalom Canoe Kayak, Fort Smith Paddle Club, Calgary Kayak Club, Alberta River Surfers Association, Vancouver Island Whitewater Paddling Society, Aquabatics, Medicine Hat Paddling Club, Alberta Canoe Polo Association



*wordclouds.com based on number of responses

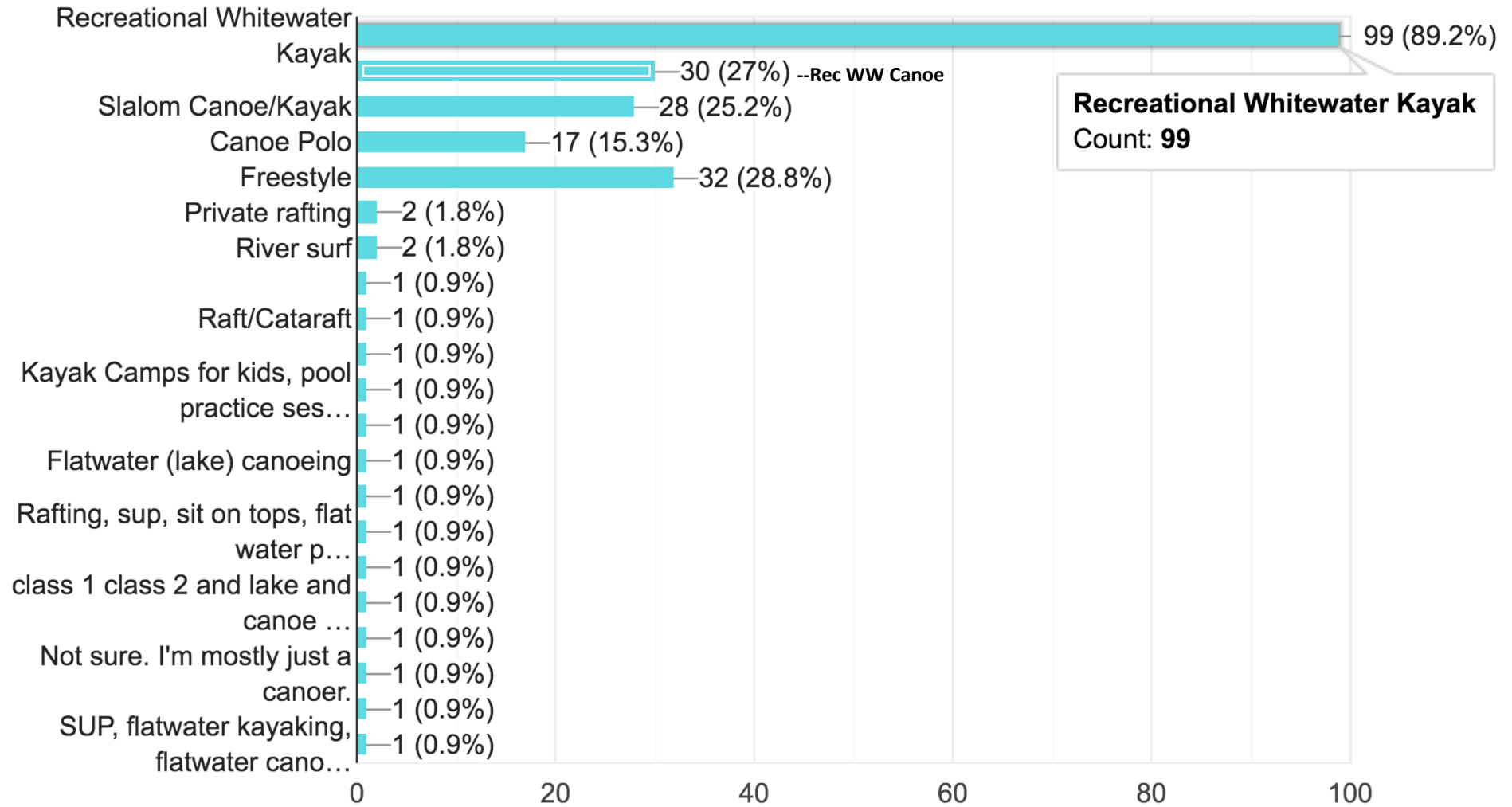
Your role

117 responses



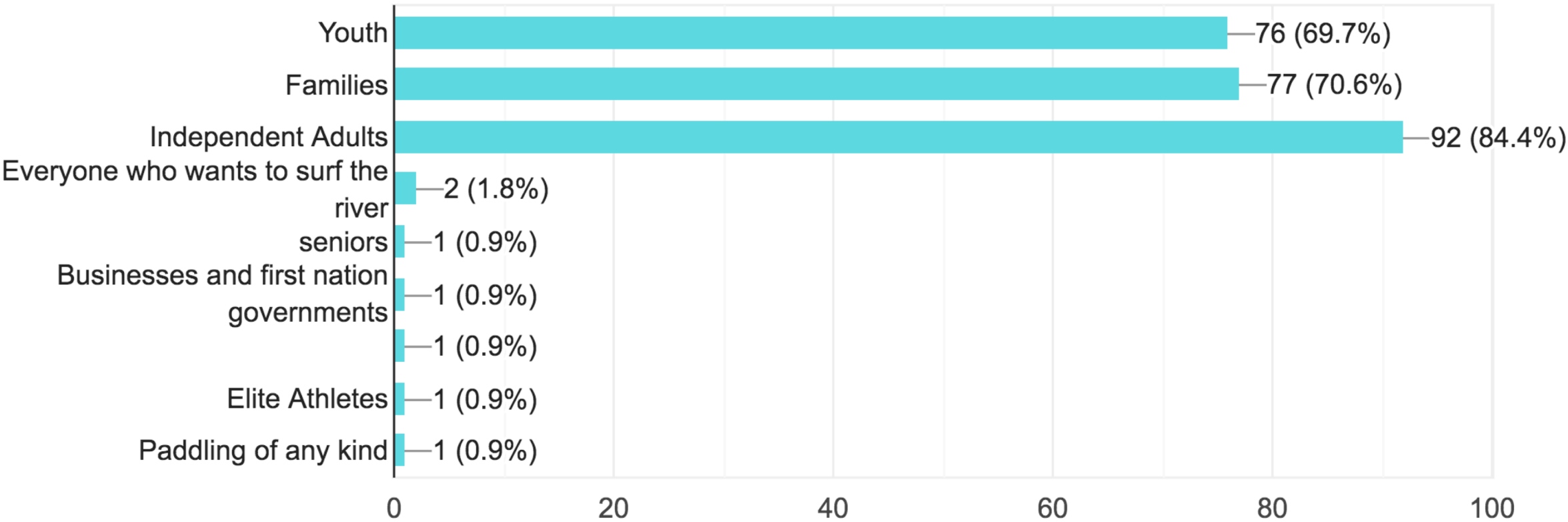
Which Type of Paddling does your organization participate in? Select all that are applicable

111 responses



Who does your organization serve? Select all that are applicable

109 responses

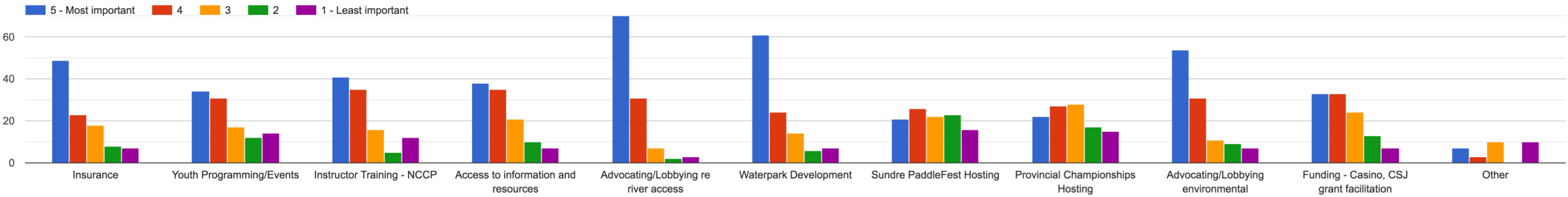


Responses



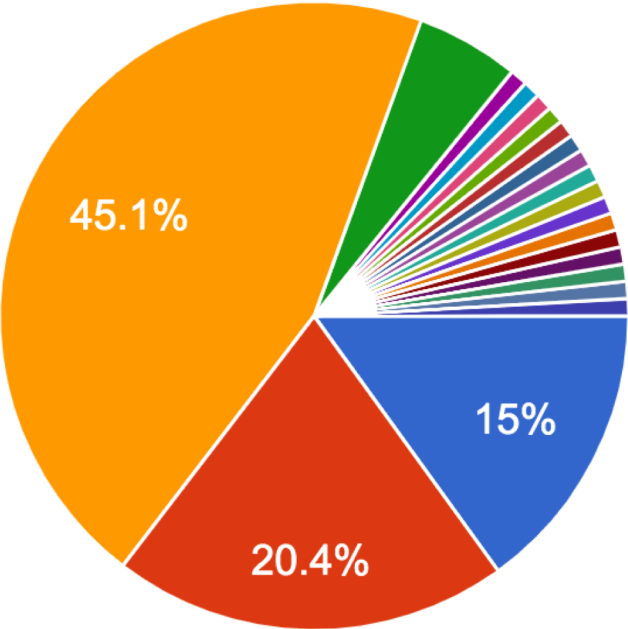
*wordclouds.com - based on word count

How do you value these areas from AWA?



Would you support a raise in fees so that AWA could offer more services? If yes, by how much.
Other PSO have fees ranging from \$15-60+

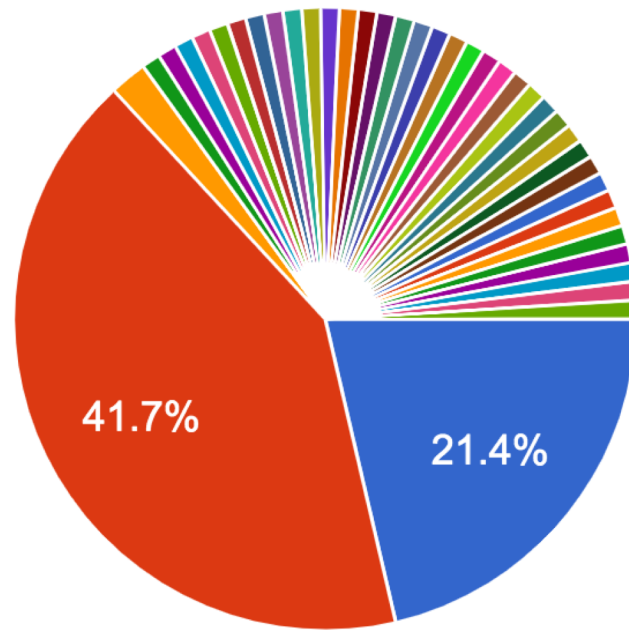
113 responses



- No Raise
- Increase by \$2
- Increase by \$10
- Increase by \$30
- I think this needs to be a discussion w...
- \$5 increase
- What services?
- Only by a marginal amount with a clea...

Would your club be okay with raising club membership fees with no changes to the services provided by the AWA?

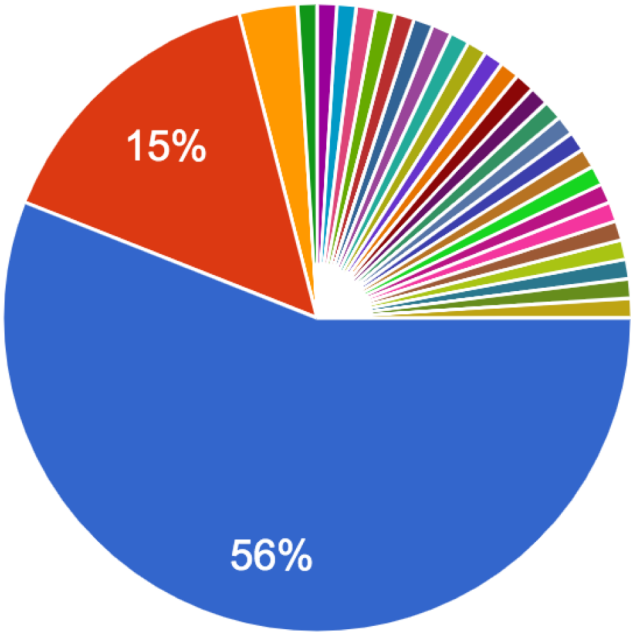
103 responses



- Yes
- No
- Not sure
- Cannot speak for my club
- Again, this needs to be a discussion....
- Only if AWA is operating at a loss
- I am unsure as to how our club execut...
- Don't know. But part of the appeal is t...

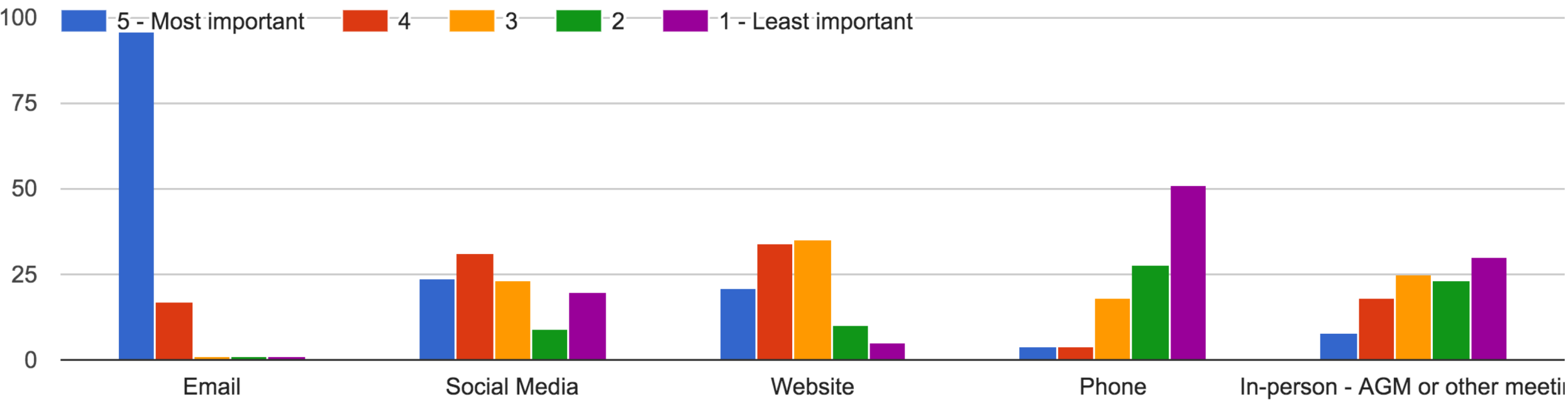
Would your club be okay with raising club membership fees if additional support/services were provided (like continued access through AWA funded operations of the Canoe Meadows Campground)?

100 responses



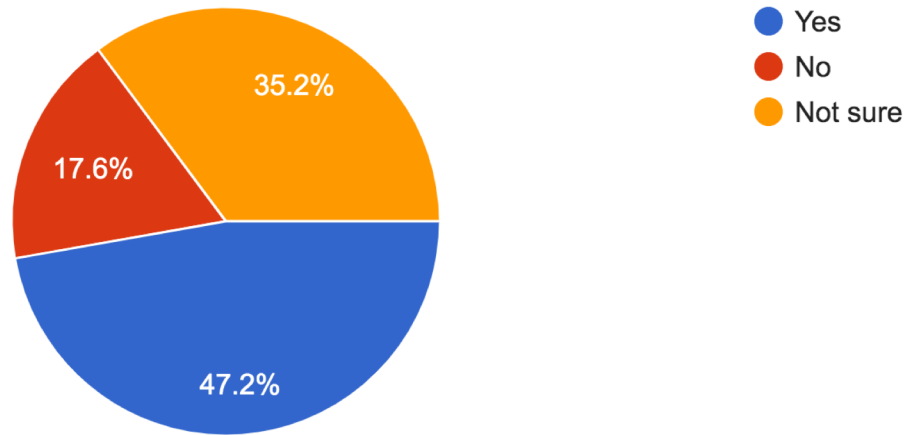
- Yes
- No
- Not sure
- Cannot speak for my club
- Depends on what services are being i...
- Maybe. Not sure what this means. We...
- I am unsure as to how our club execut...
- Don't know

Rank your preferred methods of communication from AWA



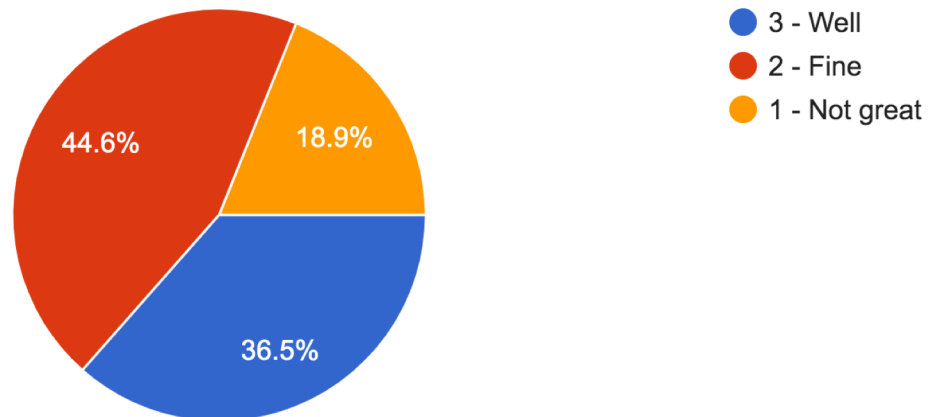
Do you use the AWA online registration with your club?

108 responses



How does that setup work for you?

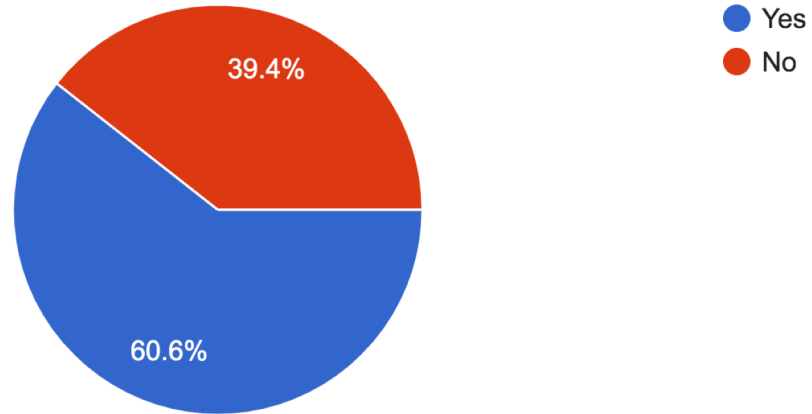
74 responses



*Note – when Yes above correlated with below question; Well goes up to 50%, Fine 40%, Not great 10%

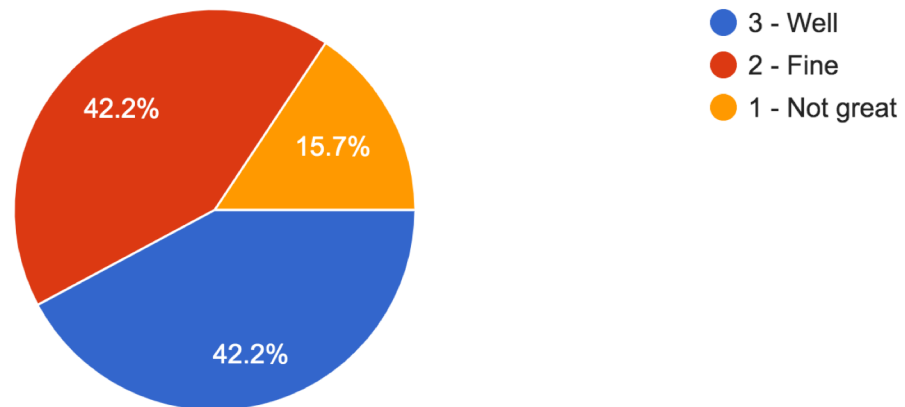
Do you use the AWA online registration for events?

104 responses



How does that setup work for you?

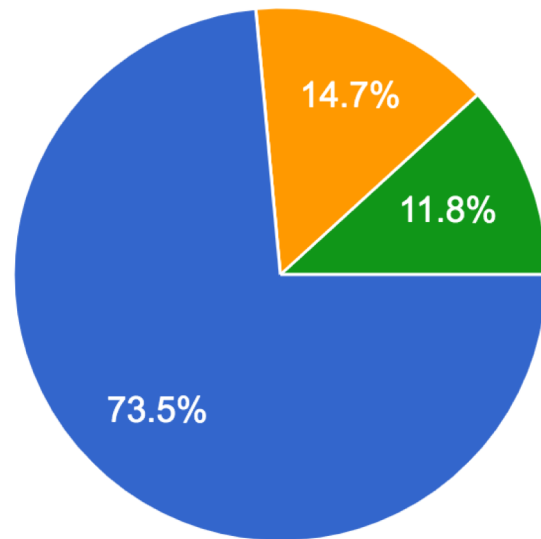
83 responses



*Note – when Yes above correlated with below question; Well goes up to 50%, Fine 42%, Not great 8%

How do you feel about the current amount of email?

34 responses



- About right
- I get too many
- I get too few
- No - I don't get AWA emails, but I think I should be (if this is the case, please leave specifics below)

Long Answer Data – Grouped into rough topics to help with future priorities

*raw data- grammar and typos not corrected

River Access

The AWA should be supporting the whitewater community by fostering growth of the sport and maintaining access to paddling locations.

Focus on river access, lobbying for greater river permits in the parks for clubs, developing rivers for whitewater (build out the Kan, other river features where possible).

River access advocacy i.e Widowmaker put in, Ghost dam put in

Greater relationships with regulatory bodies to enhance river access points, allow greater instructional permits for whitewater instruction within parks to further the development of the recreational paddling community.

additional support and time put into the Paddling Maps, assistance with river access via private lands, and the sharing of that information with paddlers.

Canoe meadows management

River access for private rafts

River access: AWA can put more effort into formalized trail building at river put-in/take outs.

River access and environmental advocacy are the two things that would benefit myself and my family.

Facilities and signage on rivers and areas. IE "Take Out Here", signage like on Milk River for rivers through cities

Making spots where paddlers get on or off the rivers better marked and safer or better marked.

Perhaps a network of campgrounds that are in good places for paddling similar to the hut system the Alpine Club of Canada has.

River Enhancement, Waterpark, Facility development

- It would be nice to see the AWA explore 'Waterpark Development' outside of just the bow valley.
 - Kananaskis !!
- Water park development brings new people to the sport, people to the province, and gives excellent training for experienced boaters with the ease of close proximity to cities.
 - Getting money for development of new sites is most important
 - Infrastructure on rivers, incl. signage
- I'd like to see AWA take a more active role in establishing river gauges on rivers with high kayaking recreational value. There are a number of small streams and creeks through the foothills and mountains that having flow gauges on would help many paddlers access alberta's whitewater options, rather than continuing to paddle the same old runs that do have gauges on them
- I would really love to have AWA engage our community in discussions around whitewater development (for example, making changes to the Kan, etc.)
 - Better launch access for private rafting
 - More water parks
- Advocate for fixing/improving kananaskis, harvie passage play features
 - Waterpark development in northern Alberta
- Improved AWA / Provincial cooperation at the Kananaskis.
 - more paddling facilities
- Some additional canoe polo pitches in the province.
 - more urban river feature development,
- I'd like to see lobbying and funds directed to the 10th St Wave as I think this would really increase the visibility/growth of the sport.

Canoe Meadows

- would like to see AWA reserved sites (1 or 2) at new campground. (Feel like the public will push out paddlers)
- Paddler use of canoe meadows campground at all times. Bookings should only be available to paddlers through member clubs during paddling season.
 - Reduced canoe meadows camping rates
 - I think 'preferred' rates at Canoe Meadows would be a great answer
 - Potable water at Canoe Meadows.
 - Improved management at canoe meadows.
 - Access / services provided at Canoe Meadows outside of that available to the general public
 - Management of canoe meadows is very important to the club and its members.

Events

- I especially appreciate the classes/coaching offered at the Sundre Paddlefest.
- Why is Sundre festival specifically called out? Supporting all festivals is important for the AWA
 - Festivals
- In regards to Sundre Paddlefest - I think that a local club should take this over from AWA, and it's great to see the AWA continue to support events such as this one and ladies-fest (another AWA event that isn't listed here???) . In this case - I think it was important for the AWA to step in and run this event for a period until another group takes it over again.
- Sundre Paddle Fest is the only festival listed there. Festivals provide opportunity for paddlers to get out and meet each other, learn rivers etc. POCC 3Rivers Rendezvous, Grand Cache, Womens Weekend Etc are all good examples that should be supported as well. There are likely others I'm missing.
 - The other paddling festivals
 - The resources (trailer, bbqs) that clubs could use to host their own events.
- Although I have personally become a kayaker, I was a canoer and instruction for canoes at the Sundre Paddlefest was important to my development. I'd like to see more support for canoeists at the festival in the future.
- The association should be looking how we can integrate into pools that are primarily focused on other water sports and swimming and do not want paddling. You need a push to make it recognized as a viable sport and should have appropriate time slots for youth oadding.
 - More paddle fest events,

Education

- Since our club requires certified L2/3 Leaders for our river runs, access to training and certification is critical to providing value to our members.
- More accredited programs for volunteer certification extending beyond the basics L/I 1/2/3 programing and offer them more regularly without the involvement of private organizations
 - Safety Training/Education.
 - Training, safety to public
- more subsidized volunteer training programs such as the L/I, 1/2/3
- Better support for the MLFs in the Kayak Coach/instructor/leader program.
- More accredited programs for volunteer certification extending beyond the basics L/I 1/2/3 programing and offer them more regularly without the involvement of private organizations
- I am a frequent user of Harvie Passage and I see many people using the facility unsafely. Perhaps if AWA could set up some sort of public education on river safety. I'm afraid someone is going to be seriously injured.
 - River safety, especially public outreach aimed as safer river use.
- I think most Clubs struggle to have enough qualified Instructors for programs, so I think they need help with that.

Club Support

- As a board member for many years, I can say that clubs typically need more support in proper board governance and operations, Actions can be as simple as bi-annual treasurer training, operational best practices, even bringing clubs together to discuss success/failures of training programs so that the clubs are all working together in the same direction as the AWA.
 - Greater access to club funding
 - Assistance in developing lesson plans, marketing and engagement.
 - Grants specifically to annual upgraded of boats and gear
- Subsidized courses for learners, equipment borrowing/renting at affordable rates.
- Club development, and the Pools & Schools program are important initiatives.
 - Payrolls for our employees

Recreation

- Supporting and growing recreational river kayaking should be the main focus of the AWA.
 - I primarily look to AWA for its support of recreational paddlers
- I am not a supporter of substantial funding going to athletic development programs when a large portion of members are just recreationally focused.
 - There needs a to be focus on the general, recreational Paddler
- I like when provincial sporting associations focus on introducing people to the sport, rather than focus on elite athletes and competitors within the sport. Alberta Sailing Association has completely fallen apart over the past 20 years because of their single-minded focus on racing. Recreational sailing has suffered because they haven't put any effort into supporting it.

Regional representation

- Overall the AWA has done a great job. There always seems to be more of a slant towards people in Calgary, even though the Edmonton rec boater community seems to be just as active so some of the services don't seem to apply to us.
 - Your activities are all based in the south and do nothing to promote east of the mountains or north of red deer.
- Program development in Northern Alberta. Hard for us to justify increase in fees when at least 4 hours away from places that are benefiting the majority of support/services
 - Honestly being in the north we don't see a lot of the AWA as side from summer games and insurance.
 - More instructions & more opportunities in other/range of locations
- If outreach programs (pools in schools, etc.) are going to be continued they should focus on areas where they can have an impact, in communities with strong whitewater bases (Calgary, Edmonton, Rocky, Red Deer).
- Focusing on rural areas with limited whitewater access or community will not expand the sport which is the focus of the programs.

Communications

- regular newsletters,
- Depends entirely on openness and accountability from the AWA exec. New services need to be clearly outlined and the reasoning behind any fee increase clearly articulated. Clubs and members should be consulted with more specific proposals prior to implementation. Platitudes and generalities would not be enough to justify any major changes.
 - more involvement from the awa
- More flexibility in the Online club member registration system
 - Having been involved with different clubs for some time now, it surprises me that the AWA does not seem to communicate with them very well (IMO) about its plans, changes, programs etc and therefore its members. Perhaps it would be helpful if the AWA had a Club liaison, that presented to each Club on its plans or at least attended a Club board meeting to canvas club concerns/understand their challenges and work with them. It seems to work in isolation at present and has done for some time (IMO)
- I believe in competitive programs but support subsidizing athletes without the financial means.

Programming

- Structures canoë and kayak courses that local clubs are not offering
 - Basics to play boating
 - Group day trips
 - Kayak Touring, Recreational Kayaking
 - Organized Kayak Tours
 - online booking, and structured training programs
- Introductory whitewater camps (especially affordable ones) were difficult to come by this year, not because of covid, but because there are normally so few. Getting more people into the sport would be wonderful.
 - more skills courses.
 - rolling events in nearby lakes,
 - Expert coaching

Youth Programming

- I would like to see an organization seek new opportunities for funding to support youth programs and development.
 - Youth Programs and Alberta Summer Games should be separate.
 - Alberta Summer Games pre-camp, and all the AWA support of the youth, was critical to our involvement.
- Coordinated access to equipment funds, and perhaps some additional youth grants. Perhaps some focus on coaching funds.
 - Personally I have gotten very little from the AWA over my paddling career. But I see the summer games and youth programs as a big bonus and more time and effort should be spent in this area, rather than one offs in the year of the games. We are competing with all other high profile sports for youth attention. You need to reduce the cost of programs or access to equipment and pool time.
 - More advanced camps for previous youth paddlers
 - It should be working on getting more school programs, packages to the school boards, listing clubs offering school programs. Etc.
- I am not as engaged with our club as many members are. So I don't feel like I am in a position to say. We are involved through summer camps and youth activities in introducing our children to White water sports. We would love to see more programming in that area.

Adults

- Id like to see more geared towards adults and older adults instead of just kids
 - Adult classes(adult camp)
- would like to see more for adults, weekends, clinics, etc.

Strategic Growth/PSO

- High level action plan how AWA will continue to grow the sport in the province, exposing tangible goals to removing the barrier to entry to the sport/recreation. Especially to lower social economic groups.
 - Increased paddling culture development in Calgary and surrounding rivers.
 - I do not see the purpose of the AWA as Paddle Alberta is the umbrella organization
- would like to see a larger cooperation and collaboration with Paddle Alberta, to avoid duplication of resources, and increased ability for lobbying, etc. from a whole of paddle perspective.
- BWCC is insured through PA and AWA although we do not use the AWA insurance (we do not use AWA waivers). I am not aware of collaboration between PA and AWA, but it would be useful if it is not already there.
 - We use Paddle Alberta for insurance... maybe AWA and PA should combine these into one program.
 - I would like to see whitewater SUP more formally brought under the umbrella of AWA

Environment

- I would love to see more involvement to advocate for the change in Alberta parks designations lately and to see AWA involved more in environmental stewardship initiatives to keep park area protected.
- Environmental initiatives and river access. It would be great to see AWA reach out to BC whitewater on some of these issues to have a larger group advocating for these issues.

Other

- Other: peer led instruction for newcomers to whitewater sports.
- Annual AWA awards for recognition of individuals as voted for by AWA membership
 - There should be more advocacy when needed.
- Not sure how it will be affected with Chuck no longer around.
 - better leadership
- Personally I have a problem with casino funding
 - Not sure but this is a really good question
- BWCC is a family club, encourage youth paddling through families (but this is small now), and tends not to participate in competitive paddling events. BWCC is a strong supporter of safety, river access, and environmental stewardship.
- This is not the correct venue for asking for my club's point of view. Nor am I able to speak on behalf of the club.

Fees

- Given the provincial gov't financial status I think we all expect an increase in fees.
- I think it is more appropriate to determine what the community needs, what initiatives are of greatest value to the whole community, outline a proper budget for that and then ask clubs to support those initiatives. Asking to raise fees and trying to justify it after does not sound like a good initiative. The current club fees for most of the organizations are there to support compensating trip leaders to get people out on the water...if you are wanting to in some cases double their fees you need to realize that this is either going to come at the expense of club membership, they are going to have to cut back club services to funnel more money to the AWA, and at the end of the day the AWA has to be providing services to the average whitewater kayaker that justifies their money. If it is going to be 15\$ or 20\$ a member (+120\$ club AWA fee) and the only tangible for the average person is insurance so the club can run trips, there will inevitably be a more cost effective means for the club to run that organization. I would focus on a proper set of goals and budgets that the clubs can take to their membership to allow them to articulate where the money goes and what they actually get out of it.
 - I can't speak for the club, but I'd pay up to \$100/year to maintain existing services
 - With 'the new normal,' fee increases must be expected. Accountability and transparency will go a long ways towards acceptance.
- I'd like to see a proposition based on the feedback you receive from this survey and other conversations that I'm sure you are having, and then a justification for why the rates need to be a new rate.
- Our fee is more just voluntary. I do not think we generate much from it. Members do not get much from paying club fees now. No increase. We need more members to join
- Our biggest challenge is to increase younger/family membership in the face of the existing aging membership. Help with that would be great. Fees are like the price of anything - supply and demand. If a higher fee provides a solution we want, then no problem.
- No more than \$5 and it would be nice to have a clear understanding of what services are available and what are provided by other organizations like AWA for their member clubs.
- My guess would be yes with regards to access, environment, and training for recreational whitewater paddlers. The answer of how much would be a very personal question. This is an activity that needs grass roots and in a place like Edmonton travel is already a big part of the cost. Keep it manageable.
- Our club ate the fee increase last year for our members as it didn't make sense, especially with the pandemic, to be charging our members more money for less benefits. It currently appears that the AWA is trying to increase fees, again, but clubs aren't seeing anything extra.

Next Steps

- Review aggregate survey results from membership
- Decide on what compensated position structure is required to move the AWA forward based on survey data on priorities (from members)
- Posting and recruitment process for new AWA compensated position(s)
- New compensated position onboarded and trained
- Full collaborative, strategic planning process will begin including extensive engagement with clubs, members and organizational partners to determine future priority areas of focus going forward
- Ongoing operations will continue to be maintained

Alberta River Enhancement, Facility and Whitewater Park Survey – Fall 2020

Including:

- Club and regional facility needs
- Kananaskis River improvement specifics
- Alberta Transport – best management practices for recreation

Cochrane Wave

Surf and Freestyle Wave, additional eddies and storage for kayak club development

Proposed by Cochrane Tourism with a 3-5yr timeline

To be built by the Town of Cochrane

Full feasibility study completed

Next step - Town Council