

# PADDLING IN AUSTRALIA

Strategic Plan 2020 - 2024

**Our Vision** A united paddling community

**Our Values** Collaboration, Inclusiveness, Transparency, Excellence

## 1. Participation

**OBJECTIVE**  
An inclusive and active  
paddling community

### STRATEGIES

- 1.1 Promote programs to those learning and developing their paddling or leadership skills
- 1.2 Expand junior and youth participation through targeted programs
- 1.3 Actively encourage diversity in paddling
- 1.4 Welcome and support those new to our paddling community
- 1.5 Develop water access, boat storage, rental and other facilities to reduce barriers

## 2. Development

**OBJECTIVE**  
Clear pathways supporting  
more people

### STRATEGIES

- 2.1 Develop participation pathways for all paddlers in a variety of disciplines
- 2.2 Attract, develop and retain volunteer officials and administrators
- 2.3 Build and support comprehensive leadership and coaching development opportunities
- 2.4 Encourage greater involvement and retention in our competitions
- 2.5 Align our facilities to meet the demand for recreation, training and competition

## 3. Performance

**OBJECTIVE**  
Consistent medal  
winning international  
performances with  
athletes who inspire  
the nation and promote  
excellence

### STRATEGIES

- 3.1 Deliver quality performance driven and athlete focussed daily training environments
- 3.2 Enhance quality technical and system leadership
- 3.3 Improve the talent pipeline in all paddling disciplines
- 3.4 Encourage performance behaviours with resources targeted towards success at the Olympic and Paralympic Games
- 3.5 Promote innovation, excellence and learning in all that we do

## 4. Sustainability

**OBJECTIVE**  
Strengthening paddling in  
Australia

### STRATEGIES

- 4.1 Promote paddling to our community and the public
- 4.2 Adopt structures, systems and processes to reduce duplication and improve efficiency
- 4.3 Add genuine value to paddlers, through our membership, services and products
- 4.4 Enhance support and services to our clubs
- 4.5 Secure the financial independence of our paddling organisations
- 4.6 Advocate for the improvement of our paddling environment

## 5. Stakeholders

**OBJECTIVE**  
A network which delivers  
value to our community

### STRATEGIES

- 5.1 Enhance and engage with paddling's digital platform to connect us as a community
- 5.2 Contribute to and implement on-going, transparent planning and review processes
- 5.3 Recognise and reward the contributions made by volunteers
- 5.4 Engage with paddling organisations and other sport bodies in areas of mutual interest and benefit
- 5.5 Identify and engage with government partners
- 5.6 Engage with the paddle industry in areas of mutual interest and benefit