

AUSTRALIAN OUTRIGGER CANOE RACING ASSOCIATION

STRATEGIC PLAN 2018-2021



LEADERSHIP

Provide strong leadership and governance via clear direction and communication.

- Maintain and review a strategic plan using member feedback
- Implement best practice for strategic planning, sport administration and management
- Promote improved governance and develop a regular consultation process with Zone Presidents
- Create an Engagement and Communication Strategy for AOCRA
- Support Board members to be physically present at zone activities



PARTICIPATION

Increase participation in outriggering by delivering inclusive, vibrant, best practice participation programs that support paddler and coaching pathways across our sport.

- Review membership and competition rules and guidelines to enhance recruitment and retention
- Progressively develop simple to use resources with input from zones
- Increase junior participation by maintaining a Junior Development network across Zones
- Engage the Adaptive Paddling community in creation of a National AP Development program



HIGH PERFORMANCE

Provide a stable and unified pathway for high performance paddlers and coaches (adaptive and able-bodied) involving talent identification, development, and elite performance leading to National and International success.

- Create a formalised high-performance program
- Develop a high-performance coaching qualification
- High performance coaches/coordinators appointed to deliver a national high performance program
- Investigate how we can learn from other paddling disciplines' high performance programs



COMMERCIAL

Provide a stable and viable organisation through effective business practices and sound financial management to increase the commercial value of the sport.

- Recruit new operational team members and provide training and resources
- Develop sponsor attraction plan and a sponsorship package template for zones and clubs
- Identifying water sport partnership opportunities
- Identify strategic opportunities to increase revenue



COMPETITION

Provide competitions that enhance participation and performance opportunities for the enjoyment and well-being of outrigger paddlers, of all ages, abilities and skill levels.

- Have a structured national race calendar set two years in advance
- Identify and share nationally, competition formats that provide diversity and challenging competition
- Continually improve national event outcomes by improving on past events



DEVELOPMENT

Provide pathways that promote the knowledge, skills and capabilities of outrigger paddlers, coaches and officials at the 'grass-roots' levels of the sport.

- Provide new online tools and technology for AOCRA registration, event nomination and event scheduling
- Develop a coach development process
- Create a national resource 'library'
- Streamline the training clinic sanctioning process



STRATEGIC GOAL 2018-2021

Our goal is to grow the membership of the association to more than 4000 active members by making the sport more accessible to our diverse communities and by delivering a high quality, high value membership experience.

OUR VISION

To inspire more Australians to discover a fitter, healthier, more fulfilling lifestyle through participation in outrigger canoeing.

OUR MISSION

To achieve excellence in the development, practice and promotion of the sport and culture of outrigger canoe racing in Australia.