

# 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.

