

BC Sailing Strategic Plan

BC SAILING STRATEGIC PLAN 2015-2020

Approved by the BC Sailing Board of Directors – February 25th, 2015

Approved by members at AGM on September 26th, 2015.

OUR VISION: To make sailing and boating a life-long activity for all existing and new boaters in BC through excellence in training and competition.

STRATEGIC OBJECTIVES

- Supporting healthy life-long sport participation
- Developing athletes who achieve international success
- Training of race officials and supporting higher level training in BC and North America of Race Officers
- Establishing and creating a high performance training center in Squamish
- Working with clubs and creating new programs emerging from best practices and the needs of the clubs and school

SUMMARY OF STRATEGIC PRIORITIES

The 2015 – 2020 BC Sailing Strategic Plan is a framework for improving and directing the Association for the next 5 years. It has been constructed on five strategic priorities including:

1. Programs & Opportunities for All,
2. Technical Leadership,
3. Communication,
4. Club Growth & Development, and
5. Provincial training Center Facility

Since its beginning in 1976 as the governing body of sailing in BC, BC Sailing has a history of providing its member clubs and sailing schools with the support and leadership to make sailing a leading sport in the province of BC and bringing athletes to national and international successes.

This plan outlines a set of Priorities and Multi-Year objectives designed to help BC Sailing focus on activities that will enable it to continue to be a leader in the province. It is the outcome of meetings with stakeholders throughout the province and ongoing board-meetings as well as a strategic plan meeting in May 2014.

Each of the five Strategic Priorities has been given a set of multi-year objectives to guide the BC Sailing Board and Executive, Committees, stakeholders and staff. Each objective will be assigned to an individual or committee to develop a plan demonstrating how they intend to deliver on their strategic responsibilities. The plan will be evaluated on an annual basis by the Board of Directors. The strategic priorities include:

1. Programs & Opportunities for All

Provide new opportunities for adults and youth to participate in sailing for the fun and enjoyment of the sport. In addition, create opportunities that will retain those who were previously participating but are no longer. This objective was identified as the greatest potential for growth of the sport. Opportunities exist to both introduce new participants and retain existing ones. Specifically the introduction of Salty Sister's programs, CANSAIL 1-2 on keelboats and introduction to sailing for school children and special needs students.

The Multi-Year Objectives include:

- Bring Salty Sisters to 10 clubs in BC, training 100 women
- Train 6 dinghy instructors to become CANSAIL 1-2 instructors on keelboat and to run programs in 4 clubs teaching 100 new sailors which will then become members of the association.
- Looking at best practices on Vancouver Island
- Increase the number of schools taking sailing lessons at local sailing clubs and schools to 20 schools
- Introducing 500 kids to sailing. This includes the programs working with sailors with a disability and autism.

2. Technical Leadership

Produce strong clubs, Provincial leaders and systems to enable the delivery of quality programs, competitions and training opportunities to sailing participants. Likewise, participants experience in sailing is affected by the quality of our leaders. Leaders include; Sailing Instructors, Race Coaches, Race officials and volunteers. Increasing the number of leaders in identified new areas as well as in existing areas will be a focus by providing higher level of training through provincial and national courses.

The multi-year objectives include:

- Provide 10 coach professional development camps with emphasize on provincial and regional coaches.
- Host 3 provincial training camps for Under 15, 29ers, para and single handed sailing with excellence in coaching and leadership.
- Host Western Canada Sailing Championships and work with ROs to increase their level of certification through opportunities at home.
- Train and certify national level ROs through hosting national and international events in BC. (Opti Canadians in 2015 for example)
- Increase the mentorship program through the high performance coach's training camps and professional development.
- Support high performance coaches taking athletes to international events when the coach and athletes benefit from the experience.

3. Communication

New communication tools and strategies will be developed. Essential to any communication strategy is making a connection with members including those who power-boat. Establishing "Get Into Sailing" tools and links on website to enable new sailors to easily contact their local clubs or schools or to find a program which fits their needs.

The multi-year objectives include:

- Communicate with all members clubs and schools to link them to the Get Into Sailing site on BC Sailing
- Allow all member schools and clubs to look at best practices and the needs of the participants
- Track the searches and see where the needs are met and where needs are the greatest and support local clubs and schools to establish these programs.
- Communicate best practices in hosting large events by creating a manual and educating volunteers through guiding them and supporting clubs while hosting.

4. Club Growth & Development

Supporting clubs and schools and sharing of best practices is an important mandate of BC Sailing. Across the province, BC Sailing will support programs that increase capacity in the areas of cruising, power-boating and racing. It is recognized that hosting of national and international regattas is an important part of sport development in BC and BC Sailing will seek out opportunities for our clubs to host events.

The multi-year objectives include:

- Face to face meetings with exchange of ideas and needs of clubs and schools
- Training new instructors and coaches to meet the demands of the new programs as well as writing these programs.
- CANSAIL 1-2 keelboat instructor pilot course with a new manual to be written and used to enhance the learning opportunities for new sailors.

5. Establishing a top-level training center in Squamish

With the relationship with Squamish YC and the Squamish Council, the plans for an excellent training center and a facility in Squamish has started. This will continue with the establishment of a committee with local Squamish club members, BC Sailing board members and high performance coaches to make sure all partners are part of the plan and that all needs are met in the new center.

The multi-year objectives include:

- Working with council to get the plans which are the best for high performance sailing as part of the map on the waterfront.
- Fund and support the building of the physical structure in Squamish.
- Have the committee involved in making sure the high performance group has a terrific sailing site.
- Hosting training camps in Squamish.

MEASURABLE GOALS

Some of the measurable goals identified include:

Increasing new members participating in a Sail Canada program or an introductory program by 20%. This will be measured by the number of seals and certificates and the membership fee.

- Train and certify 6 coaches in 2015 in Comp Dev and further strengthen the mentorship in coaching.
- Increase level 3 ROs by 20% through regional opportunities.
- Performance at 2020 Olympic Games, High Priority, one medal
- Provincial Performance
Hosting 8 annual BC Sailing Circuit regattas and 3 clinics
Training groups for skiff, under 15, kites and single handed sailing.