Sail Canada Strategic Plan
Sail to Win - Sail for Life

Values

Consistent Communication
Accountability
Commitment
Community
Excellence
Integrity
Respect

Mission

Through communication and collaboration with our stakeholders, we foster the development and promotion of sailing in Canada, providing quality services and programs to clubs and sailors.

Vision

For sailing to be a leading lifelong recreational and competitive sport in Canada inspired by exceptional achievements from Canadians sailing internationally.

Our Focus

YOur National Sport Organization

10 Provincial Associations
300+ Member Organizations
1500+ Coaches & Instructors

Hundreds of Thousands of Sailors

Working Together

National

Developing Standards
Preparing Programs and Services
Cultivating National Team
Organizing National Events

Provincial

Delivering Standards
Developing Programs and Services
Cultivating Provincial Teams
Organizing Regional Events

Local

Facilitating Delivery through Instruction, Coaching, Officiating
Cultivating Club Teams
Organizing Local Events

Participation

Advocacy
Guidance
Representation
Promotion

Performance

Olympic
Paralympic
Major Events
Coaching

Development

Training
Programs
Standards
Certification

Integrity
Adaptability
Collaboration
Communication

Respect
Inclusiveness
Accountability
Community Leadership

For sailing to be a leading lifelong recreational and competitive sport in Canada inspired by exceptional achievements from Canadians sailing internationally.
**PARTICIPATION**
- Collaboration With PSAs, Clubs, Schools & Camps
- Introductory Avenues/Sailor Retention
- Stakeholder/Partner/Sponsor Relationships
- Sport Image & Social Media
- Improve Regulatory Environment

**PERFORMANCE**
- Athlete Development - System Building
- World Class Coaching
- Performance Pathway & Results Tracking
- Commitment to Excellence
- Daily Training Environment
- Benchmarking – Within & Outside Resources
- Technology and Training Initiatives
- Team Environment Supports Individual Success
- Youth Development Programs

**DEVELOPMENT**
- Stakeholder collaboration on development & delivery
- Instructor/coach training
- Regional, Provincial & National Athletes
- CANSail
  - Scope, Quality, Flexibility, Progressive Pathway
- Product Development
  - ABLE, Cruising, Keelboat, Offshore
- Officials Development
- Continuous Improvement Environment

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**ENVIRONMENT**

**STAKEHOLDERS**
- Communications, Collaboration

**RELATIONSHIPS**
- ISAF, Sport Canada, Own The Podium, Transport Canada, Officials, Funders, Volunteers, Committees,

**DEMOGRAPHICS & SOCIAL TRENDS**
- Accessibility, Time, Family

**ECONOMICS**
- Affordability & Funding

**OUTSIDE PERSPECTIVE**
- Support all levels, Grassroots, Comms, Media, Promotion

**TECHNOLOGY**
- Equipment, Training

**ORGANIZATIONAL EFFECTIVENESS**
- Performance measurement

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**STAKEHOLDERS PERSPECTIVES**

**SAILOR**
- Sail Canada does a great job of supporting and developing sailing
- We have a say in the direction of our sport
- We work well together with Sail Canada to service our members and athletes

**CLUB**
- There is a supported pathway to compete at the very top levels
- Sail Canada’s national program standards help us to keep up to date with international practices
- Quality instructor training resources enhance my capabilities
- Sail Canada program managers value the contributions of committee members and other volunteers
- My race team is well prepared and eager to excel in competition
- We get the products we need to excel in delivering sailing instruction
- Our partnership provides an excellent forum to showcase our brand

**PROVINCE**

**ATHLETE**
- There is a supported pathway to compete at the very top levels

**OFFICIAL**
- Sail Canada’s national program standards help us to keep up to date with international practices
- Sail Canada program managers value the contributions of committee members and other volunteers

**INSTRUCTOR**
-質量 instructor training resources enhance my capabilities

**COACH**
- My race team is well prepared and eager to excel in competition

**SCHOOL**
- We get the products we need to excel in delivering sailing instruction

**SPONSOR**
- Our partnership provides an excellent forum to showcase our brand

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