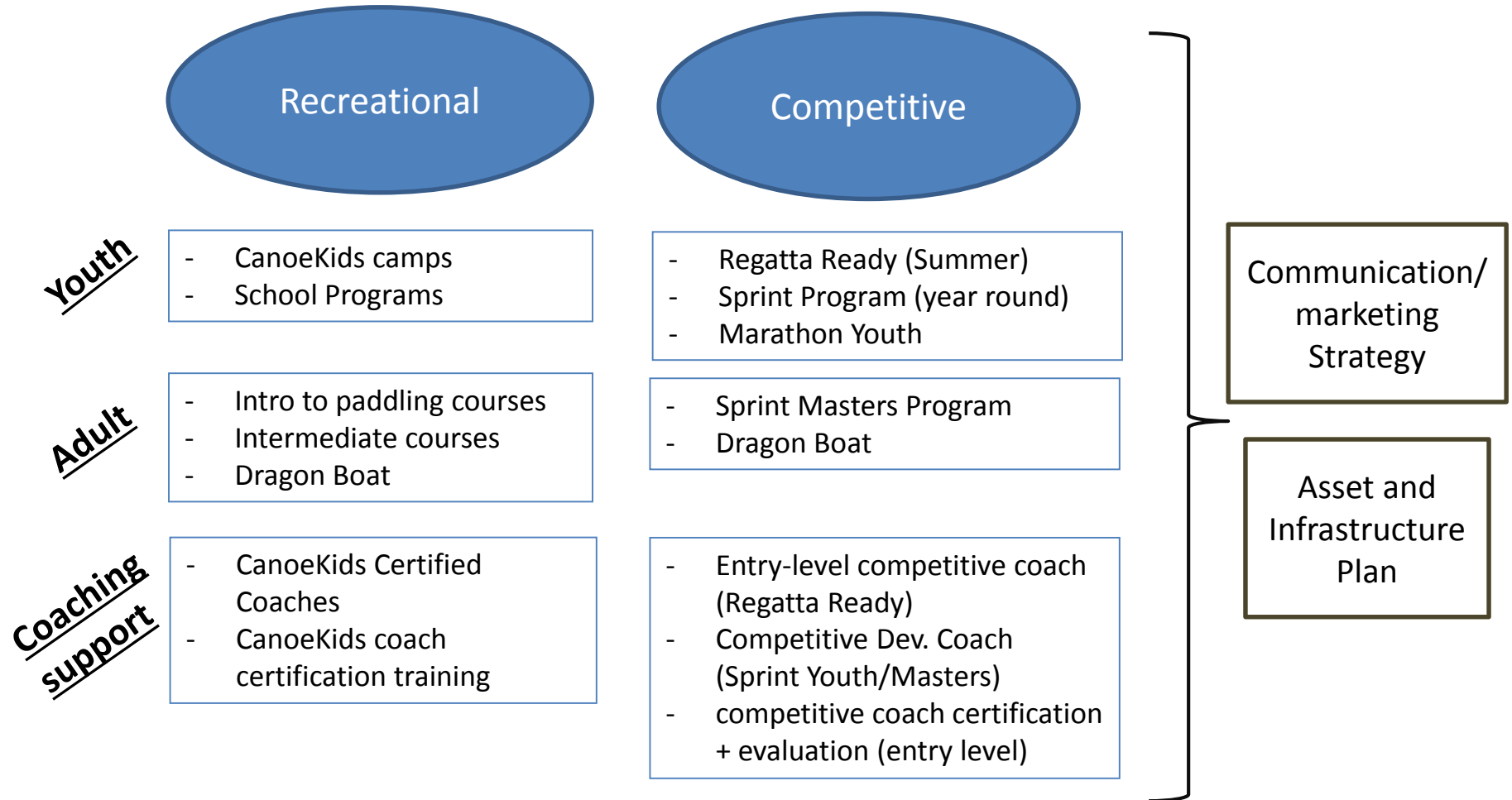


# FLATWATER YUKON\*

Actively promote and provide opportunities for all Yukoners to enjoy, participate and excel in flatwater paddle sports.



\* Initially, Flatwater Yukon will be established to be both a Governing Board and a local club. A formal separation of these 2 functions will occur beyond year 3.

# Where we want to be in 3 years...

Activity	Year 1	Year 3
<b>Youth Recreational</b>	9 Canoe Kids camps (200 participants) Including 1 week in a Yukon community	9 CanoeKids camps (200 participants) 10 1-day sessions - grade 5 and up CanoeKids School Program (200 participants) Grade 7 Cup and Grade 12 Cup Dragon Boat Program
<b>Adult Recreational</b>	2 Intro. Courses ( 20 participants) 2 Intermediate courses (15 participants)	2 Intro to paddling courses ( 20 participants) 2 Intermediate courses (15 participants) 2 Dragon Boat courses (60 participants)
<b>Youth Competitive</b>	4 2-week Regatta Ready sessions (12 participants) 1 Sprint Training Program – all year (5 participants)	4 Regatta Ready Sessions (20 participants) 1 Sprint Training Program – all year (10 participants) 1 Marathon Youth Course (10 participants)
<b>Adult Competitive</b>	1 Sprint Training Program -Masters (5 participants)	1 Sprint Training Session -Masters (10 participants) 1 Dragon boat Course (12 participants)
<b>Coaching Support</b>	2 CanoeKids Coaches (CanoeKids Camps) 1 Entry-level competitive coach (Regatta Ready) 1 Competitive Development Coach (Head Coach & Sprint Training Program) In-house coach certification and evaluation	4 CanoeKids Coaches 1 Adult Coach 1 Entry-level competitive coach 1 Competitive Development Coach (Head Coach) In-house coach certification and evaluation
<b>Event Plan</b>	Yukon Championship Adult Competitive: Exploration of year-1 opportunities Youth Competitive: 2 events/year	Yukon Championship Adult Competitive: 2 events/year Youth Competitive: 4 events/year
<b>Marketing</b>	New Web site and promotional material developed	Updated Web site and fully developed and implemented print and digital marketing strategy
<b>Infrastructure Plan</b>	Schwatka Lake Lease renewal (2-year lease)	Infrastructure Development Plan (facility, equipment, staffing) finalized and submitted to City of Whitehorse
<b>Management Plan</b>	All key board functions filled, and new President selected. Ensure bookkeeping and administrative functions in place	Board fully operational, and supported by paid Executive Director. Process in place to transition to full fledge governance body functions, with a plan in place to manage the Whitehorse Flatwater Club.

# Developing the Yukon Competitive Edge

*Developing Interest through Recreational Programming*

School Program, CanoeKids, Beginner Courses

*Refining Interest*

Regatta Ready

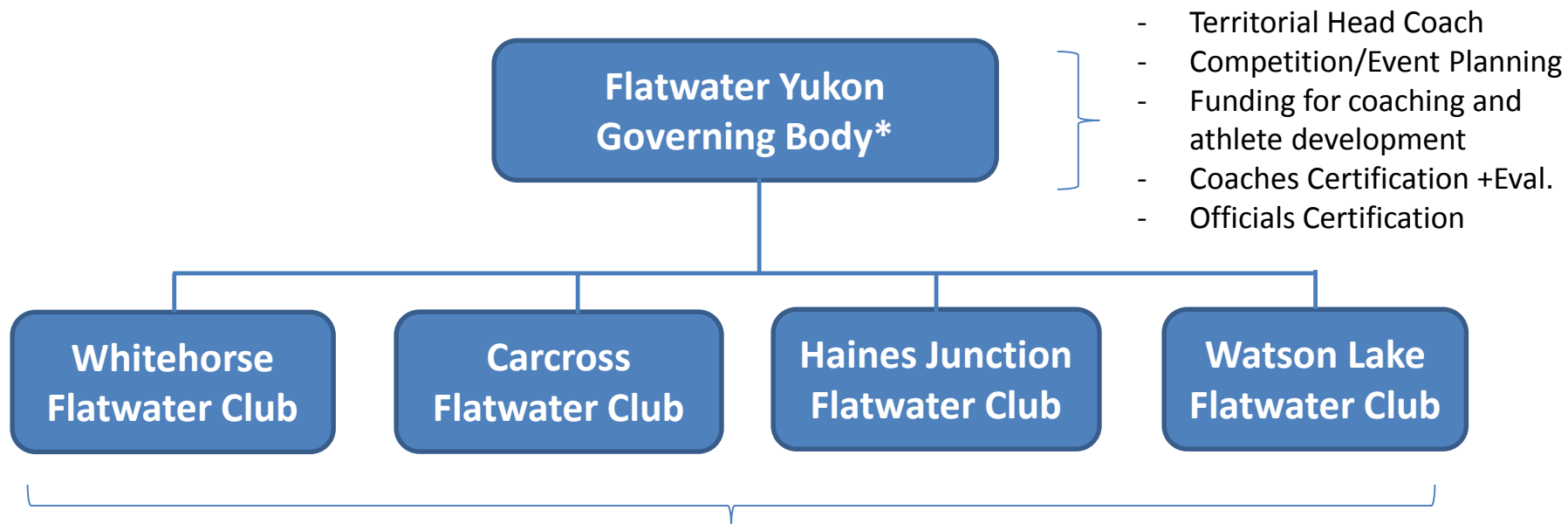
*Commitment*

Sprint Training

## Long Term Competitive Goals:

- **20 Yukon competitors at every Canada Games**
- **Max. competitors at every Western Canada Games**
- **Yukoners qualify for finals at nationals**

## Where we want to be beyond 3 years...



- Territorial Head Coach
- Competition/Event Planning
- Funding for coaching and athlete development
- Coaches Certification +Eval.
- Officials Certification

- Local Clubs have the flexibility to adapt Flatwater programming to local demographics, economic conditions, etc...
- % of membership fees of each local club goes to the governing body.

*\* Projection is to house Flatwater Yukon Governing Body with the Whitehorse Flatwater club as per its infrastructure development plan.*