



THE GREATER EDMONTON
RACING CANOE KAYAK CLUB

Core Values

provide fundamental enduring direction

Cooperation

Athlete Focus

Nature

Opportunities

Excellence

Our Vision

reflects the long-term aspirations of the club

To provide the people of the Edmonton area with a sprint canoe and kayak racing club that offers high quality programming within a safe, fun and supportive environment so that athletes of all ages and abilities can set and pursue goals - ranging from recreational to internationally competitive - contributing to their personal and athletic development.

Our Mission

- a) to promote and teach the safe and effective paddling skills;
- b) to give all youth and adults an opportunity to learn, enjoy and practice the sport of sprint canoe/kayak;
- c) to assist athletes to reach provincial, national and international team status in sprint canoe/kayak racing;
- d) to provide an activity that will develop qualities and behaviors befitting a sports person, leadership and physical well-being in all athletes



2020-2025 Strategic

Objectives

Healthy Club System

- Strengthen our youth summer canoe kayak programming.
- Enhancement of the club system through multi-discipline/multi-boat/multi-sport/multi-age programming.
- Enhance our adult programming and our contribution to the community.
- Increase the opportunities for entry into the sport
- Strengthen the coaching leadership
- Expand Paddle All racing

High Performance

- Implement the programs, services and structures that enable athletes with the highest potential to succeed.
- Implement the sprint LTAD technical progression.
- Sustain and Maintain the investment in developing the next generation of high performance Athletes.
- Increase pool of talented athletes to be developed into High Performance Athletes.

Extend and Expand

- Broadening the base of sprint canoe/kayak paddling programs
- Build a strategic relationship with our partners and community
- Enhance our facility to attract more participants
- Encourage participation to expand women's and men's canoe discipline.

Leadership

- Increase the volunteer and staff leadership capacity throughout sprint racing.
- Maintain the aggressive approach to the development of a professional coaching pathway.
- Sustain a system for the recruitment and progressive development of Officials.

Winter Training Programming

- Enhance our training facilities
- Improve our weight training and winter paddling program
- Maintain and Sustain the number of participants in both Bantam and High performance
- Increase the opportunity of more diversity in the programming
- Increase the pool of athletes attending spring training camp
- Sustain the winter testing assessment to track for progress .

