



SAIL·VOILE CANADA

STRATEGIC PLAN 2021 - 2024

SAIL FOR ALL • SAIL FOR LIFE • SAIL TO WIN

Vision - “Canada is a leading international sailing nation, proud of its world class athletes, lifelong participants and inclusive culture”

Mission - **LEAD, ENABLE, DRIVE** Working with our partner organizations, we **LEAD** as a national sport organization, **ENABLE** enhanced participation and **DRIVE** sport development and performance for all

OUR FUNDAMENTAL VALUES

- Collaboration and Innovation
- Transparency, Accountability, Integrity
- Diversity, Equity, and Inclusion
- Culture of Excellence
- Safety for All
- Environmental Sustainability



OUR COMMITMENTS TO SUCCEED

To pursue our vision and fulfill our mission, we are committed to following integrated priorities

1. **LEAD as a national sport organization** by:

- **strengthening and aligning** a shared vision with our partners,
- **adopting** best organizational practices especially in safe sport, diversity, equity and inclusion, financial and environmental sustainability
- **improving** the marketability and perceived value of sailing

2. **ENABLE enhanced participation** by:

- **improving** accessibility to all Canadians, and attracting new participants
- **offering** enjoyable, innovative, and value-added programs and services
- **promoting** sailing as a lifelong passion for Canadians

3. **DRIVE sport development and performance for all** by:

- **delivering** aligned development and competitions pathways
- **providing** targeted and identified athletes with the support necessary to achieve world class performance
- **instilling** a culture of excellence



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Strategic Goal	Desired outcomes through 2024
Aligning shared vision with our partners	Sail Canada (SC) & Provincial Sailing Associations (PSAs) are fundamentally aligned on strategic vision and mission while respecting each partner's regional characteristics and responsibilities.
Adopt best organizational practices especially in safe sport, diversity, equity, inclusion, financial and environmental sustainability	Sailing participants and affiliated clubs, schools evaluate SC and PSA as leaders in client services, programs, organizational effectiveness, safe sport, diversity, equity, inclusion, financial and environmental sustainability
Improving the marketability and perceived value of sailing	Sailing is perceived as a popular, fun, dynamic, attractive, and vibrant activity by Canadians





<p>Improving accessibility to all Canadians, and attracting new participants</p>	<p>Participants in sailing increases by 10% and participants stay involved in the sport longer.</p> <p>Sailing participants become more diversified</p>
<p>Offering enjoyable, innovative, and value-added programs and services</p>	<p>Sailing participants are highly satisfied with Sail Canada's programs and services</p>



<p>Promoting sailing as a lifelong passion for Canadians</p>	<p>Public perception of Sailing is one of a lifelong activity and passion</p>
<p>Delivering aligned development and competitions pathways</p>	<p>Canadian clubs and schools, instructors, and coaches endorse, understand, and find SC's development and competitions pathways practical, useful, and meaningful.</p>



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Providing targeted and identified athletes with the support necessary to achieve world class performance	Targeted and identified athletes have access to enhanced (compared to 2019) world class coaching and training environments with performance science support and access to appropriate age and stage competitions
Instilling a culture of excellence	<p>The sailing community supports excellence in programming and is aware and proud of Canadian athletes' performances.</p> <p>Canadian sailors consistently achieve strong finishes at international competitions enabled by support from SC through the HP Plan.</p> <p>Athletes strive for podium performances at World championships and Olympics</p>





PROCESS

This Strategic Plan is intended to provide a framework for Sail Canada to move the sport of sailing forward in Canada through well considered and intentional initiatives for the benefit of our members, sailors, athletes, partners, and stakeholders. It was developed with input from a wide range of the sailing community across the country. The Strategic Planning Task Force thanks all for this cooperative and collaborative approach.

Under the new strategic framework, Sail Canada is doing things differently. The theme of excellence resonates throughout the plan. Sail Canada is striving for excellence with every aspect of the sport; whether it is coaching, officiating, volunteering, learn to sail or cruise programs, athlete development, or local and national competitions. With the execution of this Strategic Plan, Sail Canada can live up to its potential to build the sport for current and future generations across this country.

We hope that each of you will be inspired by this new Strategic Plan and you consider how these key initiatives, strategies and priorities can be incorporated into the invaluable roles you play in Canada's sailing community.

“Sail for All – Sail for Life – Sail to Win”

*This is a condensed version of the Sail Canada Strategic Plan **click here** to view the full version.*